

THE EFFECT OF STORE ATMOSPHERE DIMENSION TOWARD PURCHASE INTENTION (STUDY ON WARUNK UPNORMAL MALANG CONSUMER)

Randa Putra Erlinda

Rila Anggraeni

Faculty Of Economics And Business
Brawijaya University
Malang

ABSTRACT

This research aims to discover the impact of Warunk Upnormal Malang Store Atmosphere Dimension (Cleanliness, Music, Scent, Temperature, Lighting, Color and Display) Towards Purchase Intention with the study among Warunk Upnormal Consumers in Malang. The type of this research is the explanatory research, which explains the relationship and the influence between one variable and another through hypothesis testing. This research collected sample of 190 respondents where the survey was conducted through an offline questionnaire. The sample of this research consisted of the respondents who were familiar and recognize the existence of Warunk Upnormal Malang. The data analysis used in this research was the Multiple Linear Regression Analysis and the hypothesis testing using the t-test and f-test which is processed through the SPSS software. From the results of testing seven hypotheses, it can be concluded that the variable of Cleanliness, Music, Scent, Temperature, Lighting, Color and Display have significant influence on the purchase intention in Warunk Upnormal Malang. This research implied that proper maintenance of the Store Atmosphere Dimension of Warunk Upnormal Malang would increase the purchase intention of Warunk Upnormal Consumers.

Keywords: Store Atmosphere, Cleanliness, Music, Scent, Temperature, Lighting, Color, Display, Purchase Intention

PENGARUH DIMENSI SUASANA TOKO TERHADAP MINAT BELI KONSUMEN PADA KONSUMEN WARUNK UPNORMAL MALANG (STUDY PADA KONSUMEN WARUNK UPNORMAL KOTA MALANG)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dampak dari Dimensi Suasana Toko (Kebersihan, Musik, Aroma, Temperatur, Pencahayaan, Warna dan Tata Letak) terhadap Minat Beli pelanggan dengan studi pada konsumen Warunk Upnormal di kota Malang. Jenis penelitian ini adalah explanatory research, yang menjelaskan hubungan dan pengaruh antara satu variabel dengan variabel lainnya melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 190 responden di mana survei dilakukan melalui kuesioner. Sampel penelitian ini terdiri dari responden yang bertempat tinggal di Malang dan mengetahui tentang merek Warunk Upnormal Malang. Analisis data yang digunakan dalam penelitian ini adalah Analisis Regresi Linier Berganda dan pengujian hipotesis menggunakan uji- t dan uji f yang diproses melalui perangkat lunak SPSS. Dari hasil pengujian tujuh hipotesis, dapat disimpulkan bahwa variabel Kebersihan, Musik, Aroma, Temperatur, Pencahayaan, Warna dan Tata Letak memiliki pengaruh signifikan terhadap minat beli konsumen Warunk Upnormal Malang. Dari penelitian ini, dapat disimpulkan bahwa meningkatkan Dimensi Suasana Toko Warunk Upnormal Malang akan meningkatkan Minat beli konsumen untuk melakukan pembelian.

Kata kunci : Dimensi Suasana Toko, Kebersihan, Musik, Aroma, Temperatur, Pencahayaan, Warna dan Tata Letak, Minat Beli

INTRODUCTION

Culinary business is one of the developing business that is in Indonesia at this time. One parameter that can be used as the development of this business is the increasing number of restaurants in Indonesia. It portrayed from the data collected from Badan Ekonomi Kreatif Indonesia (BEKRAF).(bekraf.go.id, 2018), in 2016-2017, Culinary Industry dominated the contribution of GDP Ekonomi Kreatif in Indonesia based on subsector. The culinary business gives contribution about (41,69%), following by the Fashion Industry(18,15%) and Craft industry (15,705%) which are the top 3 of contributors from the GDP's subsector in Indonesia (bekraf.go.id, processed in 2018).

Culinary business is one of the choices to open the new business of many people because it is considered this type of business is has promising prospects and big opportunity throughout the year. However, the culinary business is classified as a complex business because of that, strategy plays an important role in being able to continue to compete in this industry. The need for a variety of unique foods, the existence of culinary destination, and culinary place as a lifestyle of the people is proved that this business field is growing very rapidly. However, business is run today again profit and profit-oriented only. Active marketing that is more oriented the more customers use by business people, despite this requires these business people to define "want and need" from an angle consumer's point of view.

Malang City is widely known as a student city like Yogyakarta. It offers a wide variety of tourist entertainment options for all people without age restrictions. It includes historical tours, nature tours, shopping tours, to culinary tours. Food and beverage business or which is now better known as culinary business is a type of business that is much offered in Malang city. In fact, Malang city was once known as a culinary destination. The café business in Malang city is still very popular. Furthermore, changes in lifestyle, tastes, and procedures for enjoying or consuming food in urban communities attract more culinary entrepreneurs to start the business in Malang city. As a result, with all those factors above, Warunk Upnormal opened their new chain in Malang on 2016 and 2017.

Warunk Upnormal is one of the culinary business restaurants that firstly built in Bandung at 2014. In order to face the tight competition among

the café and restaurant, Warunk Upnormal came up with the idea as restaurant and café at once. Warunk Upnormal is combine the concept of elegant layout and spacious place which can be a consideration of the people to choose place to eat or just hangout. The customer of this kinds restaurant tend to be spend time longer than any restaurant, usually we called it "killing time" and Warunk Upnormal is suits with those condition.

In general, Warunk Upnormal is one of the culinary business chains in Indonesia that serves food and beverages such as noodles, coffee, tea, etc. They are well known because of their menu Indomie with various toppings and different signature way such as Indomie Goreng Aceh, Indomie Bakmi Godhok, etc. Until today, there are many restaurants follow or benchmark the style of Warunk Upnormal from the model, menu, working hours but with different name. Warunk Upnormal has been established since June 2014 and rapidly changes the society perception instant noodles.

F&B/Café Brand	TBI Index 2018 (Percentage)
Starbucks	18,46 %
Lawson	18,24%
Warunk Upnormal	11,58%
Circle K	6,6%
Indomaret Point	6,24%

Source: (www.topbrand-award.com, 2018)

According to Top Brand Index (TBI) Café 2018 (www.topbranaward.com, 2018), Warunk Upnormal was included in Top Brand Award with 11.58% and followed by other competitors like Lawson (18.24%), Starbucks Coffee (18.46%), Circle K (6.6 %), Indomaret point (6.24%). It implied that Warunk Upnormal was in a good performance in café business field, but improvements for the better future is needed in order to keep on track or even win the competition in top brand index in café category.

Furthermore, Warunk Upnormal is one of the local brands included in top 5 TBI Index category café which hopefully can bring success in

competing with International brands in Indonesia and keep developing throughout the year.

The reason why the researcher was interested in choosing Warunk Upnormal as object research is the concept of Warunk Upnormal. The concept refers to the Indomie warung because the instant noodle menu is familiar with young people but also provides a touch of contemporaryity, where the young people can be narcissistic, share photos and so on. So the place must be attractive, like café style, "said Sarita Sutedja.(tirto.id/accessed on 2020). Coffee shops used to be a medium for building friendship, a place for exchanging ideas and information (kumparan.com, 2018).

Many factors can influence the consumers toward purchase activities such as good store atmosphere. One of the factors that stand out among others is the atmosphere or ambience. Atmosphere in marketing is a term used to describe the conscious design of an area in order to create the desired effect on consumers. It is an effort to design a shopping environment that produces emotional effects on the individual in order to increase their likelihood of buying (Kotler, 2005:50). Store atmosphere is the store weapon. Each store has a physical layout that makes it easy or difficult for buyers to swirl therein. Each store has an appearance. The store should establish a planned atmosphere that suits the target market, and that can attract consumer to buy. Appearances store shop positioned in the minds of consumers Mowen and Minor (2002:57).

Bell and Ternus (2006:14) stated that atmospheric elements have the ability to influence consumers' feelings about being in and staying in a store and that the longer consumers stay in a store, the higher the chance that they will buy. The term "atmosphere" or "atmospherics" can be defined as the physical characteristics of a store that are used to develop an image in order to attract consumers (Berman & Evans, 2010:40).

In addition, the atmosphere giving an important role to restaurants or café due to influence the customer while enjoying the atmosphere can turn the reaction of emotion from the consumer. Store atmosphere does not just give a pleasant environment but also gives value added to its products.

Furthermore, consumers are now increasingly demanding for store atmosphere that is unique, comfortable, and homey. For that reason, companies must try to provide store atmosphere as desired by consumers who follow the times to attract and maintain consumer interest. Store

atmosphere involves affection in the form of emotional states of consumers who shop in stores that may not be fully realized by it (Peter & Olson, 2014: 265). Stimulus environments, including store atmosphere, affect the emotional state of consumers, which in turn affects approaching or avoiding behavior. An attractive and comfortable store atmosphere will influence the approaching behavior of consumers. In contrast, store atmosphere that is less attractive and less comfortable will affect consumer avoiding behavior.

Managers must be able to have competitiveness in order to attract consumers with a good store atmosphere and sensitive to read what is the desired by the consumers. That way, the consumer can be satisfied with the quality of atmosphere . The manager of Warunk Upnormal must be responsive to consumers desired considering the number of competitors in similar business, including in responding to complaints such as the cleanliness of the restaurants and the visitors' table, the space provided, the lighting of the place and other essential things.

By considering different types of interior atmospheric, it would be more accurate to predict purchasing behavior of consumer. Using wrong interior atmospheric applications may lead to lower customer purchase intention because most of the purchase decision are made inside the (Kotler 2005). Besides that, purchase intention is the implied promise to one's self to buy the product again whenever one makes the next trip to the market (Halim & Hameed, 2005) and depicts the impression of customer retention. Furthermore, previous studies by Pi et al., (2011:4); Pavlou and Gefen (2004:72) have found that purchase intention is a key factor influencing consumers' actual buying behavior, and the purchase intention may influence transaction activities in the future.

In order to find out the effect of store atmosphere on purchase intention. The researcher believes that it is needed to conduct research on the effectiveness of some of the variables of marketing mix in maximizing profit. The goal is to find out the marketing strategies that influence consumer behavior towards purchasing decisions and improve the profitability of food and Beverages Company. According to the discussed problems and phenomenon above, the researcher proposed a research entitled

“The Effect of Store Atmosphere Dimension Towards Purchase Intention (Study on Warunk Upnormal Malang Consumer).”

LITERATURE REVIEW

Store Atmosphere

According to Kotler (2008) is the atmosphere of the surrounding environment of the store which has a different position or layout to overcome. Every store have different appearance whether it clean, tidy, messy, luxurious, etc. Every store have to build a planned appropriate environment for its consumer target.

The definition of Store Atmosphere according Levy and Weitz (2001) "atmosphere refers to the design of an environment via visual communication, lighting, colors, music, and scent to stimulate customer, perceptual and emotional responses and ultimately to affect their purchase behavior." Can be defined atmosphere is a conceptual or environment design through visual communications, lighting, colour, music and scent in order to stimulating the perception and emotion of the consumer and as a result influence of their buying decision behavior.

Definition Store Atmosphere is one of the component of marketing mix in store which have important role for attract buyers, make them comfortable in terms of choose and decide of buying the product, and remind them of what the product will they buy for personal necessity or for household necessity. According to Berman and Evans (2007:544) store atmosphere aims to the physical characteristics that have shown the image and attract the consumer attention. Store atmosphere according to Berman and Evans (2007) is divided into four major the dimensions of the parts are *general exterior*, *general interior*, *store layout*, and *interior display*. Meanwhile, according to Mowen & Michael (2002), store atmosphere has several dimension elements that are usually operationalized by sellers or entrepreneurs are among others, which are layout, music/sound, scent, texture and design.

Based on the dimension from two literature above, this research choose to conduct the dimension on those store atmosphere dimension which are cleanliness (*general exterior*), music, scent, temperature (*general interior*), lighting (*general interior*), color (*general interior*), display (*interior display*)

Based on of those definition above, writer can conclude that store atmosphere is a physical characteristics and very important for any businesses and these things have rave role to make the comfortable environment to the consumer and make consumer want to stay longer in the store by

unconsciously and stimulate the consumer to buy a product

The Objectives and Factor of Store Atmosphere

Store atmosphere have a some particular purpose. According to Lamb, Hair, Mc Daniel (2001) about the objectives of the retailer keep store atmosphere from their stores are

1. The appearance of the retail store help to give store image and give the positioning to the consumer perspective
2. The effective and appropriate layoutgive an impact in terms of comfortable and convenience. In addition, have a huge impact to consumer perceived

Factor that effecting for make Store Atmosphere according to the Lamb, Hair and Mc Daniel (2001) which are :

1. The type of employee and the density of the general characteristic from the employee they have . For example : cleanliness, knowledge, and hospitality.
2. The type of the product offered and how they offer and display that product for choose the atmosphere that the retailer wants to create

The dimension of Store Atmosphere

Cleanliness

Cleanliness dimension is the appearance of the retail chain outlet that improves the atmosphere which affects the customers feeling towards the outlet. Customers create positive or negative word of mouth about retail chain outlet by looking at the cleanliness Banat & Wandebori (2012). Cleanliness can improve store atmosphere Gajanayake & Surangi (2011). Cleanliness of a store creates positive impression among consumers and makes them stay longer in the store. Cleanliness are very important for the outlet selection Wanninayake & Randiwela, (2007). Cleanliness of the outlets creates an image of comfort and luxury in the customer's mind due to which customers stay for more time in retail chain outlets and make more purchases Yun & Good (2007).

Music

Music dimension can be defined as a pleasant sound that impacts consumers' conscious and unconscious decisions Banat & Wandebori (2012). Music played in retail outlet significantly impacts consumer purchase intention. According to Basera Clay Hutama, Mutsikiwa Munyaradzi & Dhliwayo Kossam (2013) the music played affects buyers'

behaviour, creates image, attracts attention or controls store traffic. Volume and tempo of music can control the crowd in store. Levy Michael & Weitz, Barton A (2012) said that Music can be used to section-off different departments in a store, for example use music that will distinguish women's wear from children's wear. According. Krishna A (2010) sound is an important element that retailers should carefully consider, as it may play a vital role in the customer's consumption experience. According to Mattila AS & Wirtz J (2001) Music have impact on both how long customers spend in a shop and how much they buy. According to L. W. Turley & Ronald E. Milliman (2000) Music played in a store can have a significant impact on a variety of behaviours including sales, arousal, perceptions of and actual time spent in the environment, in-store traffic flow, and the perception of visual stimuli in the retail store. Music generally influences positively while fast tempo music mediates influence on the shopper's perception of the mall Michon & Chebat (2004).

Scent

Presence or absence of scent dimension in the retail chain outlets has noticeable impact on the consumer purchase intention. Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited Banat & Wandebori (2012). Right use of scents improves evaluations of products that are unfamiliar or not well liked Morrin & Ratneshwar (2000). Scent has a major effect on how consumer evaluates the merchandise Spangenberg, Sprott, Grohmann, & Tracy (2006) Customers spend more time in shopping when the environment contains good music and scent Yalch, Richard, Eric, & Spangenberg (2000). Selection of one scent should be preferred over multiple scents. Shoppers spend more money at the outlets with single scent compared to those consumers who are exposed to multiple fragrances Haberland (2010). The selection of scent must consider the targeted gender to make theme pleasing, so that customers spend more time and money at a retail outlet to purchase goods Spangenberg et al.(2006)

Temperature

Temperature dimension at retail outlet is among those atmospheric variables that greatly impact the consumer purchase intention. Extreme temperature very low or very high creates negative feelings among customers; it leads to dissatisfaction among the customers and consequently, customers spend

less time in outlet and produce negative word of mouth Lam (2001).

Lighting

Basera Clay Hutama, Mutsikiwa Munyaradzi & Dhliwayo Kossam (2013) in their research concluded that lighting has an influential impact on how customers react and finally reach at the purchase decisions. According to Hultén B., Broweus N. & Van Dijk M (2009) appropriate lighting has the ability to create an appropriate mood, which in itself attracts and captures the customer's interest. According to Vaccaro (2008) when the store environment is brighter, buyers are likely to observe and touch the commodities in the store. According to Levy and Weitz (2009) Lighting in a shop involves more than just illuminating space. Lighting helps in creating a sense of excitement in the retail shop. This means that bright lighting induces shoppers to behave positively towards a business or a retail brand. It gives an accurate colour rendition of the goods in the shop. Boyce & Raynham (2009) concluded that the main functions of retail lighting are to provide ambience illumination, attract attention and accentuate merchandise. In general, lighting arrangement, brightness level, light source property, uniformity and contrast are important factors to be considered in retail lighting design. Summers and Hebert (2001) demonstrated that lighting plays an important role in increasing behavioural intentions in store's atmosphere. Additional accent lighting was found to be more time spending, product touching and picking up. Schielke (2010) suggested that coloured light could convert identity of retail space, such as price level, style, expressiveness and attractiveness. Schielke and Leudesdorff (2015) suggested that store types and lighting arrangements could affect a store's brand image in which that decorating lighting (e.g., accent lighting, wall washing, grazing lighting) could increase positive emotions and enhance retail identity

Color

Color builds feelings and affects consumer behavior and attitude Banat & Wandebori (2012). It could stimulate memories, thoughts, and experiences. Color has great impact on the consumer's perception about the merchandise Yuksel(2009).

Display

Display / Layout Products in the retail chain outlets should be displayed in such a way that

attracts the consumers. Nordfält (2011) studied aspects of improving the displays' attention-capturing abilities by varying the design and the components combined in a special display. Nordfält (2011) Thus, changing the displays and their design can improve the impact of them. Layout is defined as division of selling area, space utilized and arrangement of products Banat & Wandebori (2012).

Purpose of Store Atmosphere

According to Lamb, Hair, and McDaniel (2007: 110) the purpose of the store atmosphere (shop atmosphere) is as follows:

- 1) The appearance of a retail store helps determine the store's image, and position the retail store in the minds of consumers.
- 2) Effective store layout will not only guarantee comfort and convenience, but also has a large influence on customer traffic patterns and behavior shop.

Purchase Intention

Definition of Purchase Intention

Purchase intention means a consumer prefers to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying (Keller, 2001). While consumers select one particular product, the final decision on accepting a product to buy or rejecting it depends on consumers' intention. Also, a large number of external factors have been recognized, which can affect Purchase Intention (Keller, 2001).. There are other opinions that say that buying interest is something that is related with consumer plans to buy certain products as well as how many product units which is required in certain periods of Sutisna and Pawitra (2001). He further said that buying interest is consumer self instructions to do purchase of a product, do planning, taking actions that are relevant as proposed (initiator) recommend (influencers), choose, and finally took the decision to do purchase. From an explanation of buying interest above, it can be concluded that interest buying is a planning process purchase of a product to be made by consumers by considering several things, including many units products needed in a period

of time certain, brand, and consumer attitudes within consume the product. According to Schiffman and Kanuk (2012: 201) states that interest is one of the psychological aspects that has a considerable influence on behavioral attitudes. Consumer assessment of the product depends on knowledge of information about the actual function of the product, thus consumers who are interested in purchasing a product are influenced by the information received.

Purchase Intention Process

Kotler and Keller (2012) describe that there are five stage of process that customer makes to decide on buying product

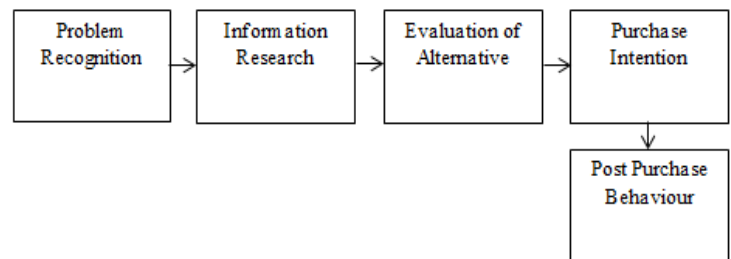


Figure 2.1
Purchase Intention Process

Source : Kotler and Keller (2012)

- a) **Problem recognition**
The buying process starts when the buyer recognizes a problem or need to be triggered or external stimuli
- b) **Information search**
Customers often search for limited amounts of information to learn more about the product they want to buy
- c) **Evaluation of alternative**
The process when the customer evaluates a product, using an alternatives option like asking their friends about the product
- d) **Purchase Intention**
The customer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. In executing a purchase intention, the customer may make up to five sub-decisions : brand, dealer quantity, timing and payment method. In this case, the customer prefers to buy in a particular seller.
- e) **Post-purchase behavior**
The customer might the experience a satisfaction after purchasing the product. A satisfied customer is more likely to purchase the product again and say good things about the products to others.

Factors that Affect Purchase Intention

Desire is personal and develops starting from childhood. Many things can influence the emergence of interest, both from the individual or the community. Crow and Crow in Sari FD (2018) believe that there are factors that influence purchase intention

- The inner push factor is a factor associated with physical impulses, self-defense motives from hunger, and pain.
- Social motive factors are factors that generate an intention to carry out activities in order to fulfill the need to be accepted by the social.
- Emotional factors can cause individual interest when producing emotions or feelings of pleasure. This feeling will arouse interest in the activity. The success achieved in a business can generate interest or strengthen existing purchase intention.

Relationship between Store Atmosphere dimension and Purchase Intention

The relationship between these concepts is explained conceptual relationships (relationships) between stores atmosphere and buying interest. Rusdian (1999), states that store atmosphere strategy is a strategy involving various stores attribute to withdraw purchase decisions consumer. This opinion is supported by opinion which says that the store atmosphere can affect the positive emotional state of the buyer and those conditions can cause the purchase to occur. Situation positive emotions will make two the dominant feeling is feeling happy and arouse desire (Sutisna and Pawitra: 2001). Atmospheric music can influence purchase intentions, sales, decrease the perception of buying time and waiting time in the counters, influence consumer perception of a store and facilitate official interaction of consumer (Farias et al., 2014). And this is often also the reason why a consumer has an interest or not to shop at the store. Hassan (2014) noted that most of the studies only focused on one store atmospheric stimulus instead of examine few stimuli together at one time. Therefore, those literature reviews may not be appropriate for the real stores since successful retailers always have mixed various stimuli to strengthen their distinctiveness. For this research, the researcher try to use all the relevant interior atmospheric stimuli to interpret its impact on consumer purchasing behavior.). In the theory it is said that behavior arises as a result of affective (feeling) owned by consumers. Referring to the theory then if consumers have a good affective

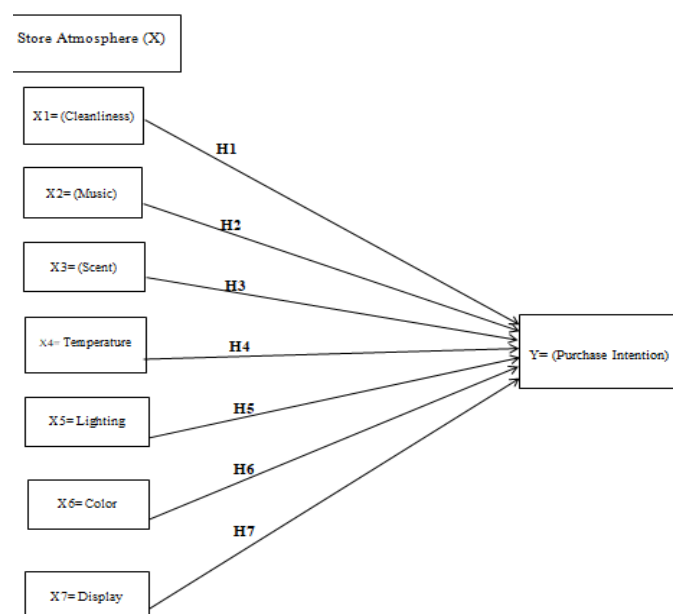
towards product or service, there is a possibility consumer makes purchases of products.

Hypotheses Model

Hypothesis is proposition, condition or principle which is assumed, perhaps without belief, in order to draw its logical consequences and by this method to test its accord with facts which are known or may be determined (Webster's New International Dictionary of English).

According to Sekaran (2010), hypothesis is a tentative, yet testable, statement predicting what the researcher expects to find his empirical data. Moreover, hypothesis can be proven and corrected if supported by empirical data (fact on the field). The hypothesis concept is as follows.

Figure 2.2
Hypotheses Model



Hypotheses

H1: Cleanliness as a Store Atmosphere dimension has a significant effect to the Purchase Intention in Warunk Upnormal Malang?

H2: Music as a Store Atmosphere dimension has a significant effect to Purchase Intention in Warunk Upnormal Malang?

H3: Scents as a Store Atmosphere dimension has a significant effect to the Purchase Intention in Warunk Upnormal Malang?

H4: Temperature as a Store Atmosphere dimension has a significant effect to the Purchase Intention in Warunk Upnormal Malang?

H5: Lighting as a Store Atmosphere dimension has a significant effect to the Purchase Intention in Warunk Upnormal Malang?

H6: Color as a Store Atmosphere dimension has a significant effect to the Purchase Intention in Warunk Upnormal Malang?

H7: Display as a Store Atmosphere dimension has a significant effect to the Purchase Intention in Warunk Upnormal Malang?

In this research, use the quantitative method and research design that the researcher used in this research which is explanatory research. The explanatory research used to understand and became clear to define each variable that investigated dependent variables and the independent variable. The independent variable used for this research is cleanliness, music, scent, temperature, lighting, color and display while the dependent variable of this research is purchase intention.

In this study the population is consumers who visit the Warunk Upnormal in Malang. Number of consumers who have visited the Warunk Upnormal Malang can't be known for certain because based on observations in the restaurant field does not have a full list of consumer names, other than that the number of consumers who visit the Warunk Upnormal Malang arrival rates cannot be determined, it is not possible to conduct research on all consumers who have visited the Warunk Upnormal Malang. Therefore, researchers examine a portion of the population by taking samples from the population to make it easier for researchers.

This research use approximately 190 samples, which came from question number multiple 10, moreover, researcher believes 190 samples are enough to represent of Warunk Upnormal consumer in Malang.

RESULT AND DISCUSSION

The regression equation is functional to find relationship form between independent toward dependent variable by using *SPSS for Windows ver 21.00*. The regression model is presented in

Table 4.1
Regression Equation

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Notes
	B	Std. Error	Beta			
(Constant)	1.199	0.661		1.815	0.071	
X1	0.168	0.060	0.173	2.811	0.005	Significant
X2	0.133	0.060	0.149	2.216	0.028	Significant
X3	0.002	0.087	0.002	0.027	0.978	Not Significant
X4	0.280	0.088	0.213	3.175	0.002	Significant
X5	0.157	0.076	0.126	2.067	0.040	Significant
X6	0.306	0.074	0.234	4.114	0.000	Significant
X7	0.179	0.063	0.151	2.846	0.005	Significant

t table = 1.972 F Count = 44.250
R = 0.794 Sig. F = 0.00
R-square = 0.630 F Table = 2.060
Adjusted R- Square = 0.616

Source: *Processed Primary Data (2019)*

$$Y = 0.173 X_1 + 0.149 X_2 + 0.002 X_3 + 0.213 X_4 + 0.126 X_5 + 0.234 X_6 + 0.151 X_7$$

Interpretation of the above regression equation:

1. $b_1 = 0.173$ it mean Purchase Intention will increase about 0.173 with the assumption that another variable is considered as constant.
2. $b_2 = 0.149$, it mean Purchase Intention will increase 0.149 with the assumption that another variable is considered as constant.
3. $b_3 = 0.002$, it mean Purchase Intention will increase 0.002 with the assumption that another variable is considered as constant.
4. $b_4 = 0.213$, it mean Purchase Intention will increase 0.213 with the assumption that another variable is considered as constant.
5. $b_5 = 0.126$, it mean Purchase Intention will increase 0.126 with the assumption that another variable is considered as constant.
6. $b_6 = 0.234$, it mean Purchase Intention will increase 0.234 with the assumption that another variable is considered as constant.
7. $b_7 = 0.151$, it mean Purchase Intention will increase 0.151 with the assumption that another variable is considered as constant.

Hypothesis Partial

The t test use to obtain if independent variable partially has a significant influence toward dependent variable. Then it also said, t test > t Table or -t test < -t Table then the result is significant so reject H_0 reject and accept H_1 . If t count < t Table or -t test > -t test then the result is not significant so accept H_0 and reject H_1 . T test result presented in Table 4.2

Table 4.2
t test Partial

Variable	t test	Sig.	t Table	Note
X1	2.811	0.005	1.973	Significant
X2	2.216	0.028	1.973	Significant
X3	0.027	0.978	1.973	Not Significant
X4	3.175	0.002	1.973	Significant
X5	2.067	0.040	1.973	Significant
X6	4.114	0.000	1.973	Significant
X7	2.846	0.005	1.973	Significant

Source: Processed Primary Data (2019)

1. H_1 : t test between X_1 (Cleanliness) and Y (Purchase Intention) indicates t test = 2.811. While t Table ($\alpha = 0.05$; df residual = 182) is 1.973. Because t test > t Table that is 2.811 > 1.976 or sig t (0.005) < $\alpha = 0.05$ then influence of X_1 (Cleanliness) toward Purchase Intention is significant. Means, reject H_0 and accept H_1 . In short, Purchase Intention can be influenced significantly by Cleanliness or by increasing Cleanliness then Purchase Intention will significantly increase.

2. t test between X_2 (Music) and Y (Purchase Intention) indicates t test = 2.216. While t Table ($\alpha = 0.05$; df residual = 182) is 1.973. Because t test > t Table that is 2.216 > 1.976 or sig t (0.005) < $\alpha = 0.05$. then the influence of X_2 (Music) to Purchase Intention is significant with alpha 5%. It means H_0 is rejected dan H_1 is accepted. In short, Purchase Intention can be influenced significantly by Music or by increasing Music then Purchase Intention will significantly increase.

3. t test between X_3 (Scent) and Y (Purchase Intention) indicates t test = 0.027. While t Table ($\alpha = 0.05$; df residual = 182) is 1.973. Because t test < t Table that is 0.027 < 1.973 or sig t (0.978) > $\alpha = 0.05$. So the influence of X_3 (Scent) to Purchase

Intention is not significant in alpha of 5%. This means, H_0 accepted. In short, Purchase Intention can be influenced not significantly by the Scent or by increasing the Scent so that Purchase Intention will low increase.

4. t test between X_4 (Temperature) and Y (Purchase Intention) indicates t test = 3.175. While t Table ($\alpha = 0.05$; df residual = 182) is 1.973. Because t test > t Table that is 3.175 > 1.973 or sig t (0.002) < $\alpha = 0.05$. then the influence of X_4 (Temperature) to Purchase Intention is significant with alpha 5%. It means H_0 is rejected dan H_1 is accepted. In short, Purchase Intention can be influenced significantly by Temperature or by increasing Temperature then Purchase Intention will significantly increase.

5. t test between X_5 (Lighting) and Y (Purchase Intention) indicates t test = 2.067. While t Table ($\alpha = 0.05$; df residual = 182) is 1.973. Because t test > t Table that is 2.067 > 1.973 or sig t (0.040) < $\alpha = 0.05$. then the influence of X_5 (Lighting) to Purchase Intention is significant with alpha 5%. It means H_0 is rejected dan H_1 is accepted. In short, Purchase Intention can be influenced significantly by Lighting or by increasing Lighting then Purchase Intention will significantly increase.

6. t test between X_6 (Color) and Y (Purchase Intention) indicates t test = 4.114. While t Table ($\alpha = 0.05$; df residual = 182) is 1.973. Because t test > t Table that is 4.114 > 1.973 or sig t (0.000) < $\alpha = 0.05$. then the influence of X_6 (Color) to Purchase Intention is significant with alpha 5%. It means H_0 is rejected dan H_1 is accepted. In short, Purchase Intention can be influenced significantly by Color or by increasing Color then Purchase Intention will significantly increase.

7. t test between X_7 (Display) and Y (Purchase Intention) indicates t test = 2.846. While t Table ($\alpha = 0.05$; df residual = 182) is 1.973. Because t test > t Table that is 2.846 > 1.973 or sig t (0.002) < $\alpha = 0.05$. then the influence of X_7 (Display) to Purchase Intention is significant with alpha 5%. It means H_0 is rejected dan H_1 is accepted. In short, Purchase Intention can be influenced significantly by Display or by increasing Display then Purchase Intention will significantly increase.

Dominant test

From the results of the research above, it can be seen that the last hypothesis shows that Color with has a dominant significant influence towards Purchase Intention. Color dimension variable was the variable that had the largest regression

coefficient. Thus, variable Y was more influenced by Color dimension variable as big as 0.234 or 23.4 % has Intention. This shows that respondents before doing a purchasing activity, will look critically about the atmosphere of the place, in this case in terms of color. This result is in contrast with the previous study of Hussain (2015) that stated Display dimension has dominant influence towards purchase intention. However, there is the different type of object. The previous study conducted the object in retail/supermarket, while this study conducted the object in restaurant

DISCUSSION

This research begins by conducting pilot research on 30 respondents through a questionnaire which is then followed by testing its validity and reliability. After the instruments used in this research are declared valid and reliable, the distribution of the questionnaire is continued in accordance with the predetermined number of samples which is 190 respondents. Subsequently, this research was continued by testing the classical assumptions which consist of normality test, multicollinearity test, and heteroscedasticity test. If the data has met the classical assumptions test, the data is continued with multiple linear analysis, coefficient of determination, F statistical test, and t-test.

The Effect of Cleanliness on Purchase Intention (X1)

From the results of the research above, it can be seen that the first hypothesis of Cleanliness Dimension has a significant influence on Purchasing Intention. This shows that respondents before doing a purchasing activity, they will see Cleanliness of the restaurant which included of the atmosphere dimension. The results of the first hypothesis support previous research examining the effect of Cleanliness on purchasing intention with the finding the atmosphere of a coffeehouse will also influence consumers' purchase intention especially, Clean, comfy and interesting coffeehouses will attract customers to buy. (A.Rahim, 2019).

The Effect of Music Dimension on Purchase Intention (X2)

From the results of the research above, it can be seen that the first hypothesis of Music Dimension has a significant influence on Purchasing Intention. This shows that respondents before doing a

purchasing activity, they will see music of the restaurant which included of the atmosphere dimension. The results of the first hypothesis support previous research examining the effect of the Music on purchasing intention with the finding relaxing music played in the store will affect the consumer experience, which it turns give effect to the purchase intention (P. Sharma, 2017).

The Effect of Scent Dimension on Purchase Intention (X3)

Based on the results of the research, it is found that the Scent dimension variable did not significantly influence purchase intention. The previous study (Hussain and Ali 2015) found that scent has a significant influence on purchase intention. However, the research object was different. The previous study object was in a retail supermarket, while this research was conducted with restaurant as object. It indicates that scent dimension might not be such a major influence on purchase intention of the customers on Warunk Upnormal, Malang.

The Effect of Temperature Dimension on Purchase Intention (X4)

From the results of the research above, it can be seen that the first hypothesis of Temperature Dimension has a significant influence on Purchasing Intention. This shows that respondents before doing a purchasing activity, they will feel the atmosphere of the place to eat, in this case, the temperature dimension. These results support the previous study examining the effect of Temperature on purchase intention. Both bright cool light and a slightly warm temperature had a stimulating effect on purchase intention in the store (G. Decré & B. Pras 2013).

The Effect of Lighting Dimension on Purchase Intention (X5)

From the results of research above, it can be seen that the first hypothesis of Lighting Dimension has a significant influence on Purchasing Intention. This shows that respondents before doing a purchasing activity, they will look critically about the atmosphere of the place, in this case in terms of lighting. These results support the previous study examining the effect of Lighting on purchase intention. Light schemes so as to create a more comfortable environment, which could lead to a longer length of stay and therefore may lead to purchase intention. (P. Siddhiphobangsa, 2017).

The Effect of Color Dimension on Purchase Intention (X6)

From the results of the research above, it can be seen that the first hypothesis of Color Dimension has a significant influence on Purchasing Intention. This shows that respondents before doing a purchasing activity, will look critically about the atmosphere of the place, in this case in terms of color. These results support the previous study examining the effect of Color on purchase intention. (Siddhiphobangsa, 2017) proved that the tone of color affects consumer's intention to purchase.

The Effect of Display Dimension on Purchase Intention (X7)

From the results of the research above, it can be seen that the first hypothesis of Display Dimension has a significant influence on Purchasing Intention. This shows that respondents before doing a purchasing activity, they will look critically about the atmosphere of the place, in this case in terms of Display. These results support the previous study examining the effect of Color on purchase intention. (Hussain and Ali 2015).

CONCLUSION AND SUGGESTION

Conclusion

1. Cleanliness Dimension of *Warunk Upnormal Malang* influences significantly towards Purchase Intention of consumers' *Warunk Upnormal Malang*.
2. Music Dimension of *Warunk Upnormal Malang* influences significantly towards Purchase Intention of consumers' *Warunk Upnormal Malang*.
3. Scent of Dimension of *Warunk Upnormal Malang* insignificantly influences the Purchase Intention of consumers' *Warunk Upnormal Malang*.
4. Temperature Dimension of *Warunk Upnormal Malang* influences significantly the Purchase Intention of consumers' *Warunk Upnormal Malang*.
5. Lighting Dimension of *Warunk Upnormal Malang* influences significantly the Purchase Intention of consumers' *Warunk Upnormal Malang*.
6. Color Dimension of *Warunk Upnormal Malang* influences significantly the Purchase Intention of consumers' *Warunk Upnormal Malang*.
7. Display Dimension of *Warunk Upnormal Malang* influences significantly the Purchase

Intention of consumers' *Warunk Upnormal Malang*.

Recommendation.

Build upon the summary above, the suggestion which can be pointed for the benefit of the company or even for another party as follows:

1. Warunk Upnormal needs to pay attention to the cleanliness of outlets overall, especially cleanliness in the table and chairs to be able to attract interest consumers so feel more comfortable and visit again.
2. Warunk Upnormal preferably providing background music with enough volume and choose a song that is suitable for the shopping atmosphere like the strains of musical instruments or music with a variety of genres of music songs from the singers suitable for any ranges of ages so that consumers feel more relaxed and comfortable.
3. Warunk Upnormal needs to maintain the quality of aroma or scent in the room. Although the result shows an insignificant effect on the Purchase Intention, it still needs to be provided the appropriate scents or aroma in order consumers comfortably enjoy in Warunk Upnormal.
4. Warunk Upnormal should concern more about the temperature in the room in order to satisfy the consumer to enjoy the food. Warunk Upnormal can improve the airflow in the smoking room or either adding Air conditioner in some area.
5. Warunk Upnormal should improve the quality of the lighting in order to easier the consumers to see the display menu.
6. Warunk Upnormal should be more creative in terms of color. Combining the color would be a solution in order to create a good perception of the consumers, so the consumer's concern to choose the restaurant at the first of look at it.
7. Warunk Upnormal should consider adding more display information of the product and the prices so the consumers be able to see and choose the product clearly.
8. Warunk Upnormal should consider increases more about the color of the restaurant.

Regarding to the result has biggest influence towards Purchase Intention .

9. Reminding the importance of independent variables in this research in affecting the Purchase Intention, the result of this research is expected to be used as a reference for the next researcher to enrich their study by considering this study using another variable beyond the

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