

The Influence Of Store Layout, Store Atmosphere, And Product Diversity On Purchasing Decision (Study At Surya Mart University Of Muhammadiyah Surabaya)

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Abstract. This research was conducted on the Surya Mart object at the University of Muhammadiyah Surabaya. Therefore, this study aims to analyze the effect of store layout, store atmosphere, and product diversity on purchasing decisions at Surya Mart. The research approach uses descriptive quantitative research methods. Store layout has a significant influence on purchasing decisions. Store atmosphere significantly influences purchasing decisions at the Surya Mart study at the Muhammadiyah University of Surabaya. Product diversity does not significantly affect purchasing decisions in the Surya Mart, University of Muhammadiyah Surabaya. The store layout, atmosphere, and product diversity significantly influence purchasing decisions at the Surya Mart University of Muhammadiyah Surabaya..

Keywords: store layout, store atmosphere, product diversity, and purchasing decision

1 Introduction

Retail business conditions have started to recover after going through the pandemic for more or less the past 2 years. When the pandemic occurred, several retail companies with big names in Indonesia experienced many losses and were unable to survive in the retail business competition. Not a few of the retail business actors closed several stores. They even closed all of their stores in various regions in Indonesia, as was done by Giant, a company in the retail business that was forced to close all of its stores. In Indonesia, during the last pandemic. [16]

Data from the Indonesian Retailers Association (Aprindo) stated that as of March 2021, as many as 1,300 retail stores were closed due to the impact of the pandemic. Meanwhile, retail stores that were closed due to the pandemic were very much dominated by the lower middle class, MSME players, and the existing internal sector. Susiwijono (2022) revealed that "retail is one of the main indicators in seeing how the process of leading macro indicators is running, the method is to look at how retail prices and their developments in addition to various other indicators, these figures are considered important amid various kinds of global uncertainty. that appears, and it is still in sight, but we can relatively control it." Concerning retail sales, although there have been several high increases, a number of challenges and deficiencies must be kept in mind, such as how the retail business is prepared to deal with the balance between supply and demand.

Competition in the retail business in Indonesia is currently experiencing a phase where competition is getting tougher between one retailer and another. The competition is increasingly accompanied by several new modern retail businesses that have sprung up, such as the Surya Mart retail at Muhammadiyah University Surabaya, which has also enlivened the retail business competition. As is currently known in the retail business competition on a minimarket scale, one often hears that where there is an Indomaret, there is also an Alfamart. These two retail businesses are very familiar among the public with a fairly complete supply of goods and daily needs, and even these two retail businesses, both Indomaret and Alfamart, have spread widely in various regions in Indonesia and reached remote areas. It is also often found that these two retail businesses are in the same location, even face to face; these conditions create competition in fighting over a consumer in the same marketing area [15].

Demand for people's household needs is the center of attention that must be paid attention to by retail business people in Indonesia. By meeting the needs of people's households, retail business people are advised to continue to pay attention to what makes consumers or the public purchase. As well as how the layout of the retail store (store layout), what is the atmosphere of the existing store (store atmosphere), and also the diversity of the various products (product diversity) available in the retail store.

Consumers will, of course, pay attention to how the layout of a retail store will be visited to meet their needs; a store layout in a retail store can help consumers find their needs more leisurely. The choice of a store layout can convey a message and picture of what retail store consumers are entering [5]. The store layout implemented by Surya Mart Muhammadiyah University Surabaya is almost the same as that implemented by Surya Mart Ponorogo where after passing through the entrance the cashier is on the right, ice cream and beverage products are placed on the left to make it easier for consumers to find what they need, and if there are consumers who are looking for a drink on the right side also placed some snacks that allow it to be purchased also by customers who are looking for drinks, cold drinks are provided at the back because if consumers want to look for cold drinks it will also lure consumers to buy other products before reaching the cold drink shelves, and for the middle grid there are basic necessities such as rice, oil, sugar and also some canned food, and on the following grid there is a need for cleaning, and on the last grid there are toiletries such as shampoo and perfume soap, for those who Lastly, in front of the cashier, a dispenser is provided, hot water is available to make hot drinks.

The store atmosphere is one of the important elements of the retail mix that can influence the purchasing decision process, and there are 4 indicators of an element of a store atmosphere, consisting of the exterior, general interior, store layout, and interior display [1]. The exterior appearance of Surya Mart is like the shop sign, which is less visible from the road, only above the entrance; regarding the color of the shop's exterior, which is quite colorful and visible, with glass walls and glass doors that allow consumers to see the atmosphere of the store from outside to inside, the second is related to the interior of the solar mart related to the lighting which is still not bright when compared to Alfamart or Indomaret, the room temperature is also less cold than Alfamart and Indomaret, related to cleanliness. Computer technology but have not implemented price displays for customers. The store layout is the same as the previous explanation regarding interior displays, such as the neatly arranged goods and promo posters that need to be more visible than Alfamart and Indomaret.

Product diversity is an attraction for consumers to buy daily necessities at retail stores because consumers will prefer to buy the products needed in the same store rather than having to move to another store [2]. In terms of the variety of products contained in Surya Mart, various kinds

of food, drinks, toiletries, and toiletries are available, which are still incomplete when compared to Alfamart and Indomaret (according to visitors who have shopped at Surya Mart UM Surabaya).

The purchasing decision is an exciting thing that must be considered carefully by retail business people. Purchasing decisions are a part of consumer behavior within the scope of individuals, groups, and organizations in the form of buying activities and choosing an item or service to fulfilling a need and desire [14]. Meanwhile, [6] states that "making a decision, consumers have several goals to be achieved and satisfied."

This research was conducted on the Surya Mart object at the University of Muhammadiyah Surabaya. Surya Mart is a shop engaged in the retail business. The Surya Mart University of Muhammadiyah Surabaya was established on April 1, 2022; Surya Mart is located at Jl. Raya Sutorejo No. 73 Mulyorejo District, Surabaya City, East Java, and operational hours from 07.00 to 21.00 WIB. The director of Surya Mart at Muhammadiyah University Surabaya revealed that Surya Mart at Muhammadiyah University Surabaya is a business engaged in the retail sector that provides various kinds of basic needs and daily necessities, especially for students and the surrounding community; Surya Mart at Muhammadiyah University Surabaya is based on syariah principles Islam and also has a motto of cheap, friendly and blessing".

Based on some of the things above that have been described, the researcher will try to do some studies and analyses regarding the influence of store layout, store atmosphere, and product diversity on purchasing decisions so that researchers are interested in choosing the title: "The Influence of Store Layout, Store Atmosphere and Product Diversity on Purchase Decision (Study at Surya Mart Muhammadiyah University Surabaya)".

2 Literature Review And Hypothesis Development

The store layout is the layout of an item or product, the cashier, to the flow of consumer traffic in a store [12]. The selection of the type of store layout must be able to convey the description of what retail store consumers will visit [5]. The layout of a retail store looks better if it has a variety or variety of shapes so that consumers can visit and tour the entire store.

The store atmosphere is a combination of physical messages that have been planned. The store's atmosphere can be described by a change in planning the purchasing environment, which can produce a special emotional effect that can cause consumers to make purchasing decisions [9].

Amin (2014) states that store atmosphere is a condition in a store that can create a certain feeling in consumers that can arise from using interior design elements such as lighting, sound, room temperature, and service settings. Related to some of the definitions described by experts about store atmosphere, it comes to the author's understanding that store atmosphere is a delivery of messages in the form of an image inside a store that contains settings for light, sound, room temperature, and service, which can make consumers make purchasing decisions [3].

Product diversity is a condition for creating a product that is more varied and different than usual in meeting or complementing consumer needs and desires [17]. Products are everything that is offered to consumers to see, hold, or consume. Product diversity consists of the completeness of the product, the goods sold, the types of products sold, variations in the size of the goods sold, and the availability of the products sold [7] [18].

Purchasing decisions are one of the buying decision processes prior to post-purchase behavior.

In entering the purchasing decision stage, consumers are faced with several choices, so at this stage, consumers will take action to buy products based on the choices that have been determined [4].

Purchasing decisions are a problem-solving process carried out by individuals in selecting an appropriate behavioral alternative from two or more alternative behaviors and is considered the most appropriate action in buying an item or product by going through the stages of decision-making [6]

3 Research Methods

The research approach used is to use descriptive quantitative research methods. Quantitative method analysis is a data analysis technique that is used and directed in answering a problem formulation and testing hypotheses [8].

The store layout is a condition of the layout of an item or product, so the traffic flow pattern in a store makes it easier for consumers to choose an item or product. Store layout indicators consist of the allocation of each room, traffic flow patterns, and product grouping. The allocation of each room means several rooms in allocating in terms of sales, products sold, consumers, and employees. The traffic flow pattern is divided into two, namely, the straight flow pattern and the turning flow pattern. Product grouping defined goods or products displayed will be grouped.

The store atmosphere delivers messages in the form of an image inside a store that contains the application of light, sound, room temperature, and the services provided to make consumers make purchasing decisions. Store atmosphere has several indicators: store exterior, general interior, and interior display. The store exterior reflects the seriousness and enthusiasm of the company and the nature of the activities contained therein. The general interior is an attractive interior that will attract consumers who come to feel comfortable in the store. An interior display is a guide or sign that aims to inform consumers about influencing the shop environment's atmosphere.

Product diversity is an item with completeness, variety, and variations that are different from the standard in meeting the needs and desires of consumers. Product diversity has several indicators: product brand variations, product completeness variations, product size variations, and product quality variations. Product brand variations are a variety of brands of goods or products offered. Product completeness variations are several categories of goods that vary within a store. Product size variation is a common quality standard in store types with a wide variety and can be said to have good depth. Product quality variation is a general quality standard in the category of goods related to packaging, product durability, and how the product can provide several advantages.

Purchasing decision is an activity where individuals have made their choices after meeting several alternative choices in buying an item or product correctly. Purchasing decision indicators include decisions about product types, decisions about product characteristics, decisions about brands, decisions about sales, decisions about the number of products, decisions about when to buy, decisions about how to pay, and decisions about service. The population is the whole research object that will be the center of attention and can be a source of research data [11]. The population in this study were Muhammadiyah University Surabaya students who had shopped at Surya Mart at Muhammadiyah University Surabaya.

The sample is part of the population [8]." The sample in this study were students who had

shopped at Surya Mart Muhammadiyah University Surabaya. The determination of the number of representative samples depends on the number of indicators multiplied by 5 to 10 [10] [13]. So the number of samples for this study:

$$\begin{aligned}\text{Minimum sample} &= \text{number of indicators} \times 5 \\ &= 18 \times 5 \\ &= 90 \text{ respondents}\end{aligned}$$

based on the calculation above, a minimum sample size (n) of 90 is obtained. So, in this study, the sample is 90 respondents.

In this study, non-probability sampling will be carried out, which means that each part of the population has a different probability of being used as a sample. Nonprobability sampling is used because it requires consumers who have purchased at least 1 or more purchases at Surya Mart, University of Muhammadiyah Surabaya.

The data collection technique is procuring data for the benefit of research. Data are all facts or sources of information about everything that can be used as material in compiling information [8]. There are 3 data collection techniques in this study, namely: interview, observation, and questionnaire. Data analysis is compiling and searching for data systematically according to the results obtained from interviews, field notes, and other materials [19] [20]. As for processing, this data is processed with the help of the IBM SPSS 25 application program. Several data analyses will be carried out in this study. Among others: descriptive statistical test, instrument test in which there is a validity test and reliability test, classic assumption test which contains multicollinearity test, normality test, heteroscedasticity test, autocorrelation test, hypothesis test which includes t test and F test, and test the coefficient of determination R.

4 Results And Discussion

Based on the characteristics of the respondents in the age category it was obtained from 90 respondents. The percentage of respondents who participated the most in this study was those aged 22 years, with a percentage of 51.1% percent, and minor participants were respondents aged 28 and 18 years, with a percentage of 1.1 %. In the gender category, 31 respondents, or 34.4%, were male, and 59 respondents, or 65.6%, were female, which shows that the respondents with the female gender are the most who act as respondents in this study. The characteristics of the respondents in the faculty category showed that students from the faculties of health sciences participated the most to become respondents in this study, with 30 respondents or 33.3%. Characteristics of the respondents in the number of purchases category It was obtained that the respondents made the most purchases at Surya Mart Muhammadiyah University Surabaya with a total of 2 purchases, as many as 43 respondents or 47.8%. The store layout indicator has the most significant mean value in X1.4 with a mean value of 3.49 with the statement "The non-display area of goods is placed in the right place."

Meanwhile, the smallest mean value is found in X1.3 with a mean value of 3.39 with the statement, "The non-display area of goods does not disturb consumers when walking around the store." Based on the calculation results, the store atmosphere variable indicator is obtained, which has the most outstanding mean value found in X2.15 with a value of 3.58 with the statement "The cashier's table is appropriate." Whereas the smallest mean value is in X2.11 with a mean value of 3.28 and for the statement "The existing promotional label is visible. Based on

the calculation results, the product diversity variable indicator is obtained, which has the greatest value of X3.5 with a mean value of 3.64 with the statement "Surya Mart UM Surabaya offers products that are guaranteed Halal." The small mean value is found in X3.2 with a mean value of 3.14 with the statement, "Surya mart UM Surabaya has an even distribution of products." Based on the calculation results, the variable indicator that has the greatest mean value is obtained at Y.1 with a value of 3.60 with the statement "I buy products according to the type of product I will choose." While the smallest mean value is found in Y.4 with a mean value of 3.11 with the statement ", I will buy daily needs at the mini market." Based on the calculation of the validity test, it shows the Rtable value (0.396) of N = 25 and a significance of 0.05. So all the indicators used to measure the store layout, atmosphere, product diversity, and purchasing decision variables in this study are valid.

Table 1. Reliability Test.

Variable	Cronbach's alpha	Standard Reliability	Information
X1	0,875	0,60	Reliabel
X2	0,946	0,60	Reliabel
X3	0,811	0,60	Reliabel
Y	0,877	0,60	Reliabel

Source: Analysis 2023

Based on Table 1, Cronbach's alpha value for all variables is somewhat more remarkable than the reliability standard (0.60), so it can be concluded that the indicators or questionnaires that have been used on the variables store layout (X1), store atmosphere (X2), product diversity (X3) and purchasing decision (Y) is declared reliable as a measuring tool for research variables and can be reused in further research.

Table 2. Kolomogorov-smirnov Test.

Asymp sig	Information
0,200	Normally distributed

Source: Analysis 2023

Based on Table 2, the asymptotic significance value is $0.200 > 0.05$, so it can be concluded that the data in this study are typically distributed.

Table 3. Multicollinearity Test.

Variable	VIF	Standard VIF	Information
Variable	VIF	Standard VIF	Information
X1	4.600	< 10	Multicollinearity free
X2	5.485	< 10	Multicollinearity free

Source: Analysis 2023

Based on Table 3, it can be seen that the VIF value in each independent variable has a value < 10.00. So there are no symptoms of multicollinearity between the independent variables in the regression model.

Table 4. Glejser test.

Variable	Sig.	A	Information
X1	0,370	>0,05	Heteroskedastisitas free
X2	0,819	>0,05	Heteroskedastisitas free
X3	0,894	>0,05	Heteroskedastisitas free

Source: Analysis 2023

Table 5. Autocorrelation Test.

Durbin watson	Information
1,992	Autocorrelation free

Source: Analysis 2023

Based on Table 5, it can be seen that Durbin Watson's value is 1.992. In comparison, the du value is taken from the distribution of Durbin-Watson table values based on k (3) and N (90) with a significance of 5%. $Du (1.7264) < \text{durbin watson} (1.992) < 4-du (2.2736)$. So from these results, it can be concluded that there are no symptoms of autocorrelation.

Table 6. Multiple linear regression test.

Variable	Coefficient Value
Constanta	7,661
X1	0,314
X2	0,293
X3	0,057

Source: Analysis 2023

Based on Table 6, it can be seen that the linear regression equation which describes the relationship to each variable in this study is as follows:

$$Y = 7.661 \alpha + 0.314X1 + 0.293X2 + 0.057X3.$$

(1)

Table 7. T Test.

Variable	tcount	ttable	Information
X1	2,577	1,987	Significant effect
X2	3,414	1,987	Significant effect
X3	0,412	1,987	No significant effect

Source: Analysis 2023

Test the hypothesis of the Store Layout variable (X1) on Purchasing Decision (Y). Based on the results of the calculations that have been carried out, a tcount value of $2.577 > ttable (1.987)$ has been obtained with a significant value with a significant result of $0.012 < 0.05$, shows that Store Layout (X1) significantly affects Purchasing Decisions (Y).

Test the hypothesis of the Store Atmosphere variable (X2) on Purchasing Decision (Y). Based on the calculations' results, a tcount value of $3.414 > ttable (1.987)$ is significant, with a significant result of $0.01 < 0.05$, indicating that the Store Atmosphere (X2) significantly affects Purchasing Decisions (Y).

Test the Product Diversity variable hypothesis (X3) on Purchasing Decision (Y). Based on the calculations' results, the tcount value is $0.412 < ttable (1.987)$ is not significant, with a significant result of $0.681 > 0.05$ showing that Product Diversity (X3) does not significantly affect Purchasing Decisions (Y).

Table 8. Coefficient determination R2 test.

R square
0,681

Source: Analysis 2023

Based on the calculations performed, the coefficient of determination R² is 0.681 or 68%; this indicates that the independent variable influences the dependent variable by 68% while other factors outside the variables in this study influence the other 32%.

5 Conclusion

Based on the research results and discussions that have been made and carried out, the following conclusions can be drawn: Store layout significantly influences purchasing decisions. Study at Surya Mart, University of Muhammadiyah Surabaya. Store atmosphere significantly influences purchasing decisions at the Surya Mart study at the Muhammadiyah University of Surabaya. Product diversity does not significantly affect purchasing decisions in the study at Surya Mart, University of Muhammadiyah Surabaya. The store layout, atmosphere, and product diversity significantly influence purchasing decisions at the Surya Mart University of Muhammadiyah Surabaya study.

Based on the discussion and conclusions that have been made and carried out by researchers regarding the influence of store layout, store atmosphere, and product diversity on purchasing decisions in the Surya Mart study at Muhammadiyah University of Surabaya, the suggestions that can be given are as follows:

For readers of this research, it is hoped that they can add insight regarding store layout, store atmosphere, product diversity, and purchasing decisions at Surya Mart Muhammadiyah University Surabaya. For those who will research in further research, it is hoped that they will add more to the research variables that will be used, such as halal product, location, price, or promotion variables, to provide a broader picture related to what will be studied.

For management at Surya Mart Muhammadiyah University Surabaya, the results of this research are expected to be used as evaluation material in increasing the purchasing decision value by continuously maintaining and improving the quality of store layout, store atmosphere, and product diversity, primarily related to the product diversity variable, which is in the spotlight in this study because the results obtained do not affect purchasing decisions, based on several respondents stating that Surya Mart UM Surabaya does not yet have an even distribution of products. The management of Surya Mart UM Surabaya in the future can complement existing products in the store, which will help increase sales, and more consumers will shop at Surya Mart UM Surabaya.

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