The Effect Of Advertising And Store Atmosphereon The Purchase Decision Ondialog Coffee Deli Serdang

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Abstract

This study aims to determine whether Advertising and Store Atmosphere have an influence on Purchase Decisions at Dialog Coffee Deli Serdang. The population used in this study were all customers of Dialog Coffee. This study used a sample of 95 respondents, using accidental sampling as a sampling technique. Hypothesis testing in this study uses statistical model analysis consisting of validity test, reliability test, classical assumption test, multiple linear regression, F test, t test, and coefficient of determination (R^2) using SPSS 25.00 software (Statistical Product and Services Solution). for windows. Research data sourced from primary data and the process of collecting data and using a questionnaire. The results showed that there was a relationship between the independent variable, namely Advertising and Store Atmosphere, on the dependent variable, namely Purchase Decision. The Advertising variable, the value of t is tcount > ttable (7.262 > 1.986), with a significance level of 0.000 < 0.05 and for the Store Atmosphere variable, the value of t tcount > ttable (3.351> 1.986) with a significance level of 0.001 < 0.05 can be obtained. concluded that Advertising and Store Atmosphere have a positive and significant impact on Purchase Decisions at Dialog Coffe. And the F test obtained fcount > ftable (82.758 > 2.36) with a significance level of 0.000 < 005 so it can be concluded that Advertising (X1) and Store Atmosphere (X2) simultaneously have a positive and significant effect on Purchase Decisions (Y) at Dialog Coffee.

Keywords: Advertising, Store Atmosphere, and Purchase Decision

INTRODUCTION

Advertising is the desire for consumers to choose to buy and use advertising products. In addition, the more attractive the advertising that is displayed, the more likely consumers are to be interested in making purchasing decisions.

According to Kotler and Armstrong (2016) advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment. An advertisement that is delivered with easy-to-understand words and illustrations will attract the attention of consumers. Because the appeal of an advertisement or the power of impression of an advertisement is how much advertising is able to amaze or attract the attention of its viewers. In displaying advertising that is capable of persuading, able to arouse and maintain consumer memories of the products offered, it requires attractiveness to the target audience. The attractiveness of advertising is very important because it will increase the success of communication with viewers which will improve purchasing decisions.

According to Agus Hermawan (2012) Advertising is all forms of non-personal presentation and promotion of ideas, goods or services carried out by certain companies. Because of the many forms and uses of advertising, it is very difficult to make generalizations that summarize them all. Advertising is part of fulfilling the marketing function where advertising does not only provide information to the audience but is also intended to influence the feelings, knowledge, meanings, beliefs, attitudes and images of consumers related to a

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product or brand. The best product image is usually created through advertising activities. The selection of launched market segments or media makes advertising an important means of marketing.

Advertising is a subset of the promotional mix, which is one of the 4 p's in the marketing mix, namely product, price, place and promotion (Hindu Jibril Amin & Bashir, 2014). According to (Hermawan, 2012), (advertising) are all forms of non-personal presentation and promotion of ideas, goods or services carried out by certain companies. And according to (Sunyoto, 2013), advertising is a form of impersonal communication used by goods or service companies.

According to Kotler and Keller (2013: 69), store atmosphere is a planned atmosphere in accordance with the target market that can attract customers to buy. A good, safe, and comfortable store atmosphere will lead to positive perceptions for consumers which encourage them to grow interest in making purchasing decisions in the same place. Thus, companies must always strive for the store atmosphere in accordance with what is expected by consumers, so that they feel satisfied and comfortable with the atmosphere they feel.

Store atmosphere is the overall emotional effect created by the physical attributes of the store which is expected to satisfy both parties involved, retailers and consumers. A pleasant store atmosphere should be seen from the attributes that can appeal to the five human senses, namely sight, hearing, smell, touch and taste. The process of creating a store atmosphere is a design activity through visual communication, lighting, color, music and fragrances, which are designed to produce an emotional influence or response and a special perception in consumers so that they are willing to make purchases and the possibility of increasing their purchases (Utami, 2010).

According to Mangkunegara (2015:43) Purchase decision is one of the processes of consumer behavior. According to consumer behavior is a performance framework or something that represents what consumers believe in making buying decisions. In purchasing decisions by buying the most preferred product or brand, According to Setiadi (2015: 341), defines a decision (decision involves a choice between two or more alternative actions or behavior. From the definitions according to the experts above, the author can conclude that the purchase decision is one of the processes of consumer behavior, whether individuals, groups or organizations in assessing and selecting from various alternatives and determining an option that is considered the most profitable.

The phenomenon of research problems that occur is a decrease in visitor data caused by advertising designed by coffee dialogue that has not been on target, it can be seen the lack of development of ads on social media, so consumers are less aware of the coffee shop branding. Advertising, especially in social media, is very important to make good personal branding that can improve future purchasing decisions. In addition, the coffee dialogue store atmosphere which is less comfortable than the placement of benches, especially for those inside, is still too narrow, and the lack of lighting in the outdoor area at night makes consumers sometimes reluctant to linger here. If this continues, it will affect the decline in future purchasing decisions which will harm the coffee shop. So that consumers doubt in making purchasing decisions at this coffee shop.

Hipotesis
- H1: Advertising has an effect on purchasing decisions at the Coffee Deli Serdang Dialogue
- H2: Store atmosphere affects purchasing decisions at the Coffee Deli Serdang Dialog
- H3: Advertising and store atmosphere affect purchasing decisions at the Coffee Deli Serdang Dialog

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RESEARCH METHODS

This type of research is associative, according to Sugiyono (2016), a quantitative associative approach is one that asks for the relationship between two or more variables. The relationship used in this study is a causal relationship.

The population in this study is that all customers are estimated to be around 1750 customers who come for a month, so the population in this study is 1750 respondents to Dialog Coffee customers. The sampling technique in this study was carried out by accidental sampling with the respondent's criteria, namely Dialog Coffee consumer data, with the results of the calculation of the slovin formula so that the number of samples to be studied was 95 respondents.

Data Analysis Methodology

1. Validity and Reliability Test, to test whether a questionnaire is suitable to be used as a research instrument. Validity shows how significantly an examination measures what it is supposed to measure. Reliability indicates the accuracy and consistency of the measurement.

2. Test Statistics

    a. Multiple Linear Regression Analysis is an analytical method used to determine the effect of two or more independent variables on the variables.

       3. Classical Assumption Test

    a. Normality Test For testing the normality of the data in this study, it was detected through graphical analysis and statistics generated through regression calculations with SPSS.

    b. Multicollinearity test to determine the detection of correlation symptoms or the relationship between independent or independent variables in the regression model.

    c. Heteroscedasticity test to test whether in the regression model there is an inequality of variance and residual from one observation to another observation.

4. Hypothesis Testing

    a. Partial Test (t test) to partially test the effect of the independent variables on the dependent variable with the assumption that other variables are considered constant.

    b. Simultaneous Test (Test F) to test whether the independent variables simultaneously affect the dependent variable.

5. The coefficient of determination (R2) is used to measure the closeness of the relationship of the model used.

RESULTS AND DISCUSSION
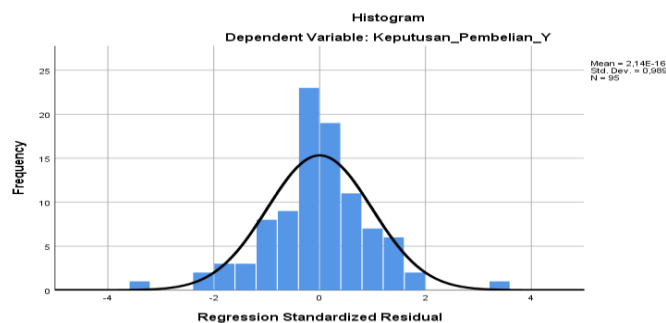
Normality Test

Image 1 Normality Test Results with Histogram

The histogram image above shows that the data is normally distributed because the shape of the curve has a slope that tends to be balanced and the curve resembles a bell. So it can be concluded that the data is normally distributed.
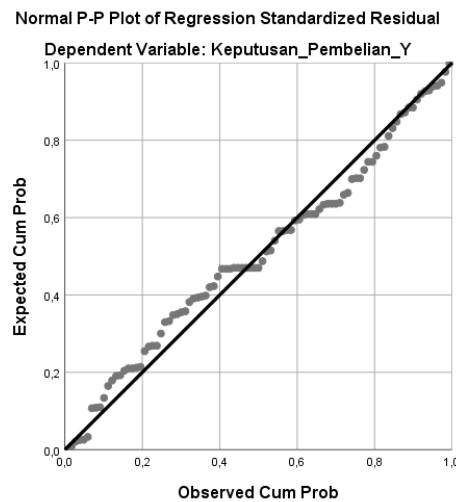

**Image 2 Normality Test Results with Normal Probability Plot**

Based on the picture above, it shows that the probability plot has a normal distribution pattern. This is because the data beam is around the diagonal line and follow the diagonal line. Thus, it can be concluded that this study has an assumption of normality.

Multicollinearity Test

Table 1
Multicollinearity Test Results

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Advertising_X1	,578	1,731
	Store_Atmosphere_X2	,578	1,731
a. Dependent Variable: Keputusan_Pembelian_Y			

Based on the table above, it can be seen that the advertising variable tolerance value is 0.578>0.10, store atmosphere is 0.578>0.10, while the VIF value for the advertising variable is 1.731<10, and store atmosphere is 1.731<10. So it can be concluded that the regression model did not find any multicollinearity.

Heteroscedasticity Test
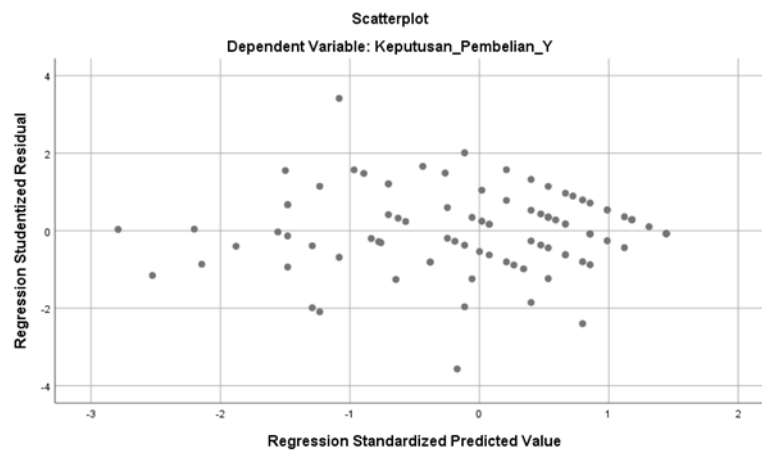
Image 3 Scatterplot Heteroscedasticity Test Results

Based on the image of the scatterplot test results above, it can be seen that the points spread randomly and there is no clear pattern and are spread both above and below the number 0 on the Y axis. This shows that there is no heteroscedasticity so that this model is suitable for research.

Multiple Linear Regression Test Results

Table 2
Regression Estimation Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4,737	1,015		4,668	,000
	Advertising_ X1	,544	,075	,595	7,262	,000
	Store_Atmosp here_X2	,224	,067	,275	3,351	,001
a. Dependent Variable: Keputusan_Pembelian_Y						

Y = a + βX1 + βX2 + e
Y = 4,737 + 0,544 + 0,224 + e
Based on the multiple regression equation above, it can be described as follows:
a. The constant value (α) obtained is 4.737 indicating that the purchasing decision variable (Y) is constant, therefore the advertising variable (X1) and store atmosphere (X2) is positive.
b. The coefficient of the advertising variable (X1) results in 0.544 which shows that every change in the advertising variable (X1) is 1%, therefore it affects the purchasing decision (Y) 54.4%. This shows that the advertising variable (X1) contributes positively to purchasing decisions (Y).
c. The coefficient of the store atmosphere variable (X2) results in 0.224 which shows that every change in the store atmosphere (X2) is 1% and therefore affects the purchasing decision (Y) 22.4%. This shows that the store atmosphere variable (X2) contributes positively to purchasing decisions (Y).

Partial test (t-Test)

Table 3
Partial test (t-Test)

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,737	1,015		4,668	,000
Advertising_X1	,544	,075	,595	7,262	,000
Store_Atmosphere_X2	,224	,067	,275	3,351	,001
a. Dependent Variable: Keputusan_Pembelian_Y					

Based on the table above, it can be seen that the partial regression model can be interpreted as follows:

a. Based on the table, it can be seen that the regression coefficient of the Advertising variable is 7.262, therefore the statistical test tcount is greater than the ttable value (7.262 > 1.986), with a significance level of 0.000 <0.05, so H0 is rejected and H1 is accepted, meaning that the Advertising variable has a positive effect. and partially significant to purchasing decisions.

b. Based on the table, it can be seen that the regression coefficient of the store atmosphere variable is 3.351, therefore the statistical test tcount is greater than the value of ttable (3.351 > 1.986), with a significance level of 0.001 < 0.05, so H0 is rejected and H2 is accepted, meaning that the store atmosphere variable partially positive and significant effect on purchasing decisions.

F test (uji simultan)

Table 4
F test (uji simultan)

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	266,879	2	133,440	82,758	,000^b
	Residual	148,342	92	1,612		
	Total	415,221	94			
a. Dependent Variable: Keputusan_Pembelian_Y						
b. Predictors: (Constant), Store_Atmosphere_X2, Advertising_X1						

Based on the table, it can be seen that the simultaneous test above obtained the results of statistical calculations for the value of Fcount = 82.758, while Ftable is 2.36, thus Fcount (82.758> 2.36), with a significance level of 0.000 <0.05, so H0 is rejected and H3 is accepted. so it can be stated that advertising and store atmosphere have a positive and significant effect simultaneously on purchasing decisions at Dialog Coffee.

The Effect of Advertising on Purchase Decisions

Based on the results of the partial test (t test) it can be seen that advertising has a positive and significant effect on purchasing decisions because the statistical value of tcount is greater than the value of ttable (7.262 > 1.986), with a significance level of 0.000 < 0.05, so H0 is rejected and H1 accepted means that the Advertising variable has a positive and partially significant effect on purchasing decisions.

The Effect of Store Atmosphere on Purchase Decision

Based on the results of the partial test (t test) it can be seen that store atmosphere has a positive and significant effect on purchasing decisions because the statistical test value tcount is greater than the ttable value (3.351 > 1.986), with a significance level of 0.001 < 0.05, so H0 is rejected. and H2 is accepted meaning that the store atmosphere variable has a positive and partially significant effect on purchasing decisions.

The Effect of Advertising and Store Atmosphere on Purchase Decisions

Based on the results of the simultaneous test (f test) it can be seen that Advertising and Store Atmosphere have a positive and significant effect on Purchase Decisions because the statistical value fcount is greater than ftable (82.758> 2.36), with a significance level of 0.000 <0.05, so H0 is rejected and H3 is accepted. so it can be stated that advertising and store atmosphere have a positive and significant effect simultaneously on purchasing decisions at Dialog Coffee.

CONCLUSION

Atmosphere is an attempt to design the buyer's environment to produce a special emotional effect on the buyer which is likely to increase his purchase. When the consumer mood is positive, shoppers tend to spend more time in the store and this situation can lead to increased purchases. On the other hand, if the environment is unfavorable and negatively excites consumers, then shoppers are likely to spend less time in the store and make a purchase decision.

Showing advertising is able to persuade, able to arouse and maintain consumer memories of the products offered, requires attractiveness to the target audience. The attractiveness of advertising is very important because it will increase the success of communication with the audience which will improve purchasing decisions.

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