

CHAPTER V

CLOSING

5.1 Conclusion

The purpose of this research was to determine the influence of store atmosphere, layout and location on consumer purchase decision of J.Co Donuts and Coffee. This research using primary data that collected by spreading 160 questionnaires to the respondents. The data of research is processed using SPSS16. Based on the analysis and discussion that has been done, it can be concluded as follows :

1. The first hypothesis (H1) give positive and not significant influence on purchase decision both of store J.Co Donuts and Coffee. It means that lighting not give big influence on consumer purchase decision of J.Co Donuts and Coffee in both Basko Grand Mall and J.Co Sentral Pasar Raya (SPR) Plaza. It means the H1 for this study rejected.
2. The second hypothesis (H2) give positive and significant influence on purchase decision in J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza. But not significant influence J.Co Donuts and Coffee in Basko Grand Mall. It means color give big impact on purchase decision of J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza but not in Basko Grand Mall store. It means the H2 in this research is accepted for store in Coffee Sentral Pasar Raya (SPR) Plaza and rejected for Basko Grand Mall store.

3. The third hypothesis (H3) give positive and insignificant influence on purchase decision in J.Co Donuts and Coffee Basko Grand Mall. And give negative and insignificant influence J.Co Donuts and Coffee in Basko Grand Mall. It means Music not give big impact on purchase decision of J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza and Basko Grand Mall store. It means the H3 in this research is rejected.
4. The fourth hypothesis (H4) give positive and significant influence on purchase decision both of store J.Co Donuts and Coffee. It means that Scent give big influence on consumer purchase decision of J.Co Donuts and Coffee in both Basko Grand Mall and J.Co Sentral Pasar Raya (SPR) Plaza. It means the H4 for this study accepted.
5. The fifth hypothesis (H5) give positive and significant influence on purchase decision both of store J.Co Donuts and Coffee. It means that Layout give big influence on consumer purchase decision of J.Co Donuts and Coffee in both Basko Grand Mall and J.Co Sentral Pasar Raya (SPR) Plaza. It means the H5 for this study accepted.
6. The sixth second hypothesis (H6) give positive and significant influence on purchase decision in J.Co Donuts and Coffee Basko Grand Mall. But positive and insignificant influence J.Co Donuts and Coffee in Sentral Pasar Raya (SPR) Plaza. It means location give big impact on purchase decision of J.Co Donuts and Coffee Basko Grand Mall but not in Sentral Pasar Raya (SPR) Plaza store. It means the H6 in this research is accepted for store in

J.Co Donuts and Coffee Basko Grand Mall and rejected for Sentral Pasar Raya (SPR) Plaza store.

5.2 Implication

1. Lighting dimension has positive and not significance influence on consumer purchase decision in both store Sentral Pasar Raya (SPR) and Basko Grand Mall. It means that lighting not give big influence on purchase decision of J.Co Donuts and Coffee. J.Co Donut and Coffee need to revise many aspect on their ligting store. For example making bright the lighting of store. Bright lighting has been connected with positively, energy, and honesty often having a positive impact on sale of product. Its important to use balanced lighting thats not too bright or not too dim (*Lighting Effects*, 2016)) Even J.Co Donuts and Coffee already change their store lighting but still not influence purchase decision. We can see in the new store atmosphere the light more dim than before. For J.Co Donuts and Coffee who sell Donuts its good to use slightly yellow or warm white light. This light color will effect customers attention and stimulates the appetite (*Lighting Stores*, n.d.). The lower mean in the research is about differences lighting that both store use. J.Co Donuts and Coffee can use and combine different lighting in the store to make the store more attractive for customers.
2. Color give positive and significant influence on purchase decision in J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza. But not significant influence J.Co Donuts and Coffee in Basko Grand Mall. It means color

give big impact on purchase decision of J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza but not Basko Grand Mall store. From the research of J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza found that the highest mean is the 3st indicator which is “color of J.Co Donuts and Coffee store is fine”. They need to make sure their consistency of using this color. If they need to improve or try new thing that should be different from J.Co Donut and Coffee in Basko Grand Mall because the new color of the store not giving a positive perception on consumer. That found in the research that the lowest meant of is about positive perception. The old color of store which is use combination of yellows and oranges can cheer the restaurant’s decoration and this color giving a inviting atmosphere to customers (Mealey, 2019).

3. Music give positive and insignificant influence on purchase decision in J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza. And also give negative and insignificant influence J.Co Donuts and Coffee in Basko Grand Mall. It means Music not give big impact on purchase decision of J.Co Donuts and Coffee Sentral Pasar Raya (SPR) Plaza and Basko Grand Mall store. It means the H3 in this research is rejected. The lowest item on indicator is about music can make consumer relax. Some respondent felt that the musi that played in J.Co Donuts and Coffee can not make them relax while shopping. This will make customer not comfortable and not stay more longer in the store that will effect purchase decision of the customers. Music that play in the store should be concern by the J.Co

Donuts and Coffee. They can play classical music that found can influences shopping shoppers to buy more expensive item and also giving a relax vibes (Retail, 2017). Another lowest indicator is motivates customers to buy. J.Co Donuts and Coffee should motivates their customers to buy their product with playing the music that make customer stay more longer in the store. Because the visitor of the J.Co Donuts and Coffee in Padang is young people with average age 17-22 years old. They should play new show and update music for their customers like Ed sheeren, BTS and others. But even the music that play is new song or familliar with customers that shoul be pleasant to heard. Because unfamilliar but pleasant music has positive effect on shoppers (Lynott, 2013).

4. Scent give positive and significant influence on purchase decision both of store J.Co Donuts and Coffee. It means that Scent give big influence on consumer purchase decision of J.Co Donuts and Coffee in both Basko Grand Mall and J.Co Sentral Pasar Raya (SPR) Plaza. The good scent that come from the J.Co store become identity when customer smell it. The smell actually come from donuts that they baked. But they dont have ambient scent in their outlet. Add the sweet comfort and sub-family woody to make customer remember the smell and increase memories about J.Co Donuts and Coffee brand. This suitable with J.Co Donuts and Coffee theme that have wood which is give warm impression and orange give a luxury, enjoyment and inviting impression (Feliciano et al, 2015).

5. Layout give positive and significant influence on purchase decision both of store J.Co Donuts and Coffee. It means that Layout give big influence on consumer purchase decision of J.Co Donuts and Coffee in both Basko Grand Mall and J.Co Sentral Pasar Raya (SPR) Plaza. J.Co Donuts and Coffee both the store already have good layout for their customer. Even J.Co Donuts and Coffee Basko Grand Mall have new layout customers still can find the right place to seat, easy for direction, easy to walk in the store and also the number of table not confusing for customers. J.Co Donut and Coffee should maintain the layout in both store like wide of aisle, adequate direction, and amount of the tables in store.
6. Location give positive and significant influence on purchase decision in J.Co Donuts and Coffee Basko Grand Mall. But give positife and insignificant influence J.Co Donuts and Coffee in Sentral Pasar Raya (SPR) Plaza. It means location give big impact on purchase decision of J.Co Donuts and Coffee Basko Grand Mall but not in Sentral Pasar Raya (SPR) Plaza store. The lowest mean that found in statement the research of J.Co Donuts and Coffee Sentral Pasar raya (SPR) Plaza is “I prefer to shop at J.Co Donuts and Coffee because of the location”. J.Co Donuts and Cofffee if they want to move or open new outlet should think more. They should consider like traffic flow and accessibility (Levy, 2012) for example people not consider to shop at J.Co Donuts and Coffee at SPR because of traffic jam when shopping at J.Co Donuts and Coffee. The

store that is situated next to the traditional market and has just one way or prohibited way and its difficult to park at that shop.

5.3 Limitation of The Research

This study has several limitations of the study. With this limitation, expected to be improved in future research. The limitations in this study are:

1. This research only uses quantitative data obtained from questionnaires filled out by respondents, so that the data obtained was limited.
2. The number of samples participated in this research was small, 160 respondents. Thus, it does not yet describe the entire consumer who bought J.Co Donuts and Coffee in both store.
3. Independent variables involved in this research are atmosphere (Lighting, Color, Music and Scent), layout, and location, so that they cannot know the overall things that affect respondents' buying decision.

5.4 Recommendation of Research

The result of this research is expected to encourage and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. In further research it is recommended to identify and add other variables that are relevant and related to purchase decision and conduct more indepth research on respondents and adding questions that do not yet exist in 160 the characteristics of respondents, so that the information obtained will more complete in the research.

2. It is recommended to increase the number of samples and expand the diversity of samples so that the results of the research can be more accurate.

