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**“ANALYZING THE EFFECT OF STORE ATMOSPHERE TO THE  
CUSTOMER PURCHASE INTENTION “ (Comparative Study  
between Big Mart and Smile Market In By Pass Padang)**

**THESIS**



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2013**

## DECLARATION

I am who undersigned this letter hereby declare that the thesis entitled:

**“ANALYZING THE EFFECT OF STORE ATMOSPHERE TO THE  
CUSTOMER PURCHASE INTENTION”**

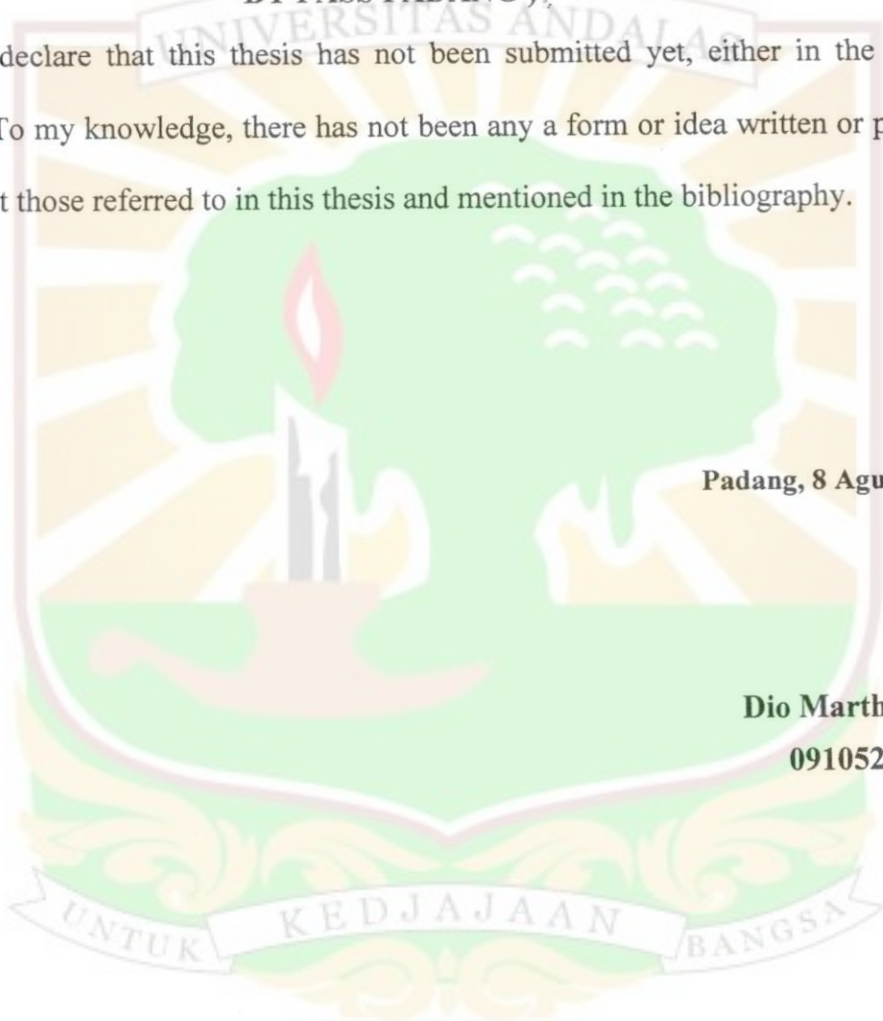
**(COMPARATIVE STUDY BETWEEN BIGMART AND SMILE MARKET IN  
BY PASS PADANG).**

I hereby declare that this thesis has not been submitted yet, either in the same or different form. To my knowledge, there has not been any a form or idea written or published by others, except those referred to in this thesis and mentioned in the bibliography.

Padang, 8 Agustus 2013

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**ANALYZING THE IMPACT OF STORE ATMOSPHERE TO THE CUSTOMER PURCHASE INTENTION  
(COMPARATIVE STUDY BETWEEN BIG MART AND SMILE MARKET)**

*Bachelor Thesis by: Dio Martha Satrya  
Supervisor: Dr. Vera Pujani, SE, M.M. tech*

**Abstract**

*These researches instigates social analyzing the effect of store atmosphere to the customer purchase intention. The data obtained through questionnaire. There were 200 respondents. The data processed by using SPSS 16. The study found that store atmosphere has directly positive relationship on customer purchase intention*

*The implications, limitation and Suggestions of this research were also discussed in this research.*

**Keywords: store atmosphere and purchase intention**

This bachelor thesis has already examined and passed on July 02<sup>nd</sup>, 2013. The abstract of research has been approved by supervisor and examiners:

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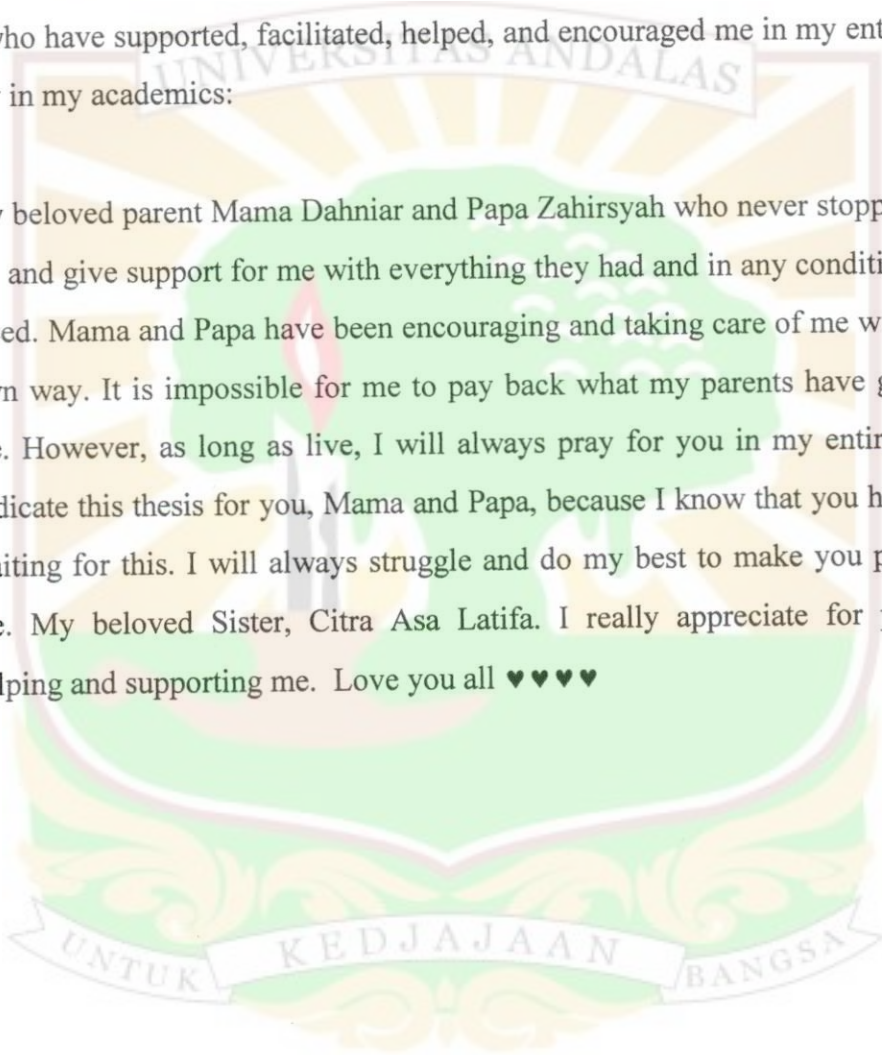
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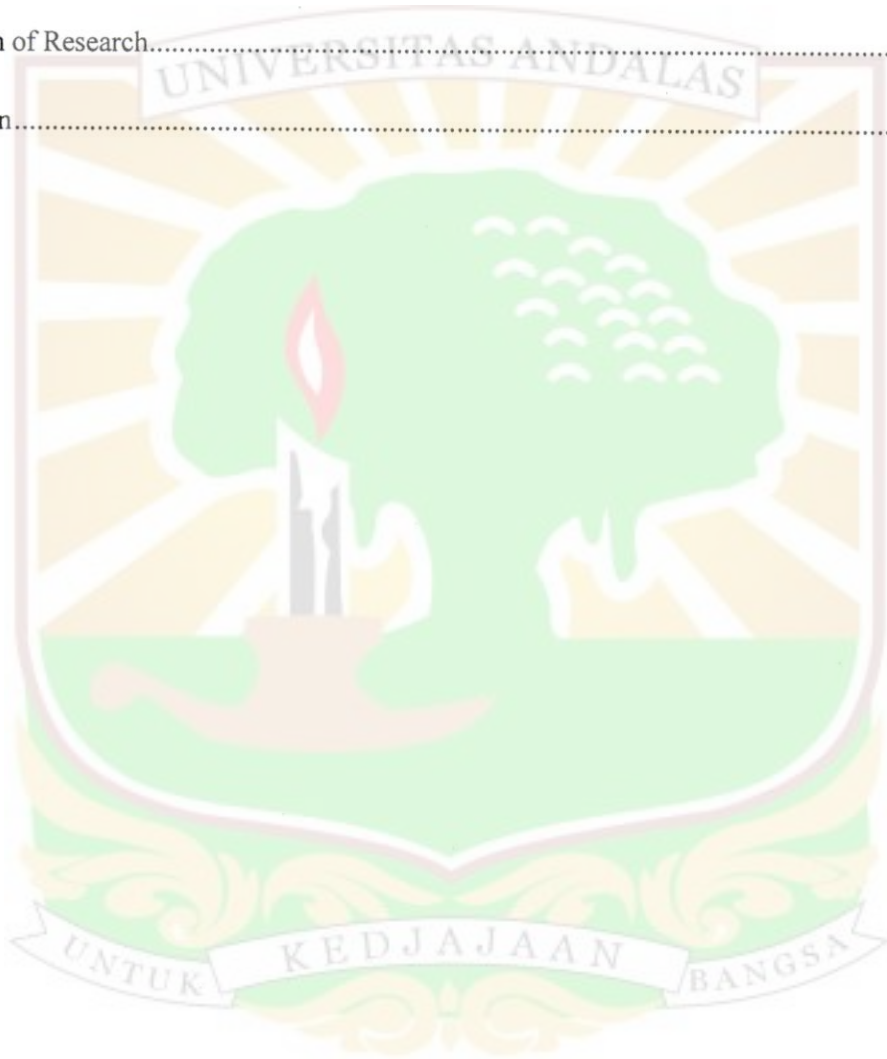
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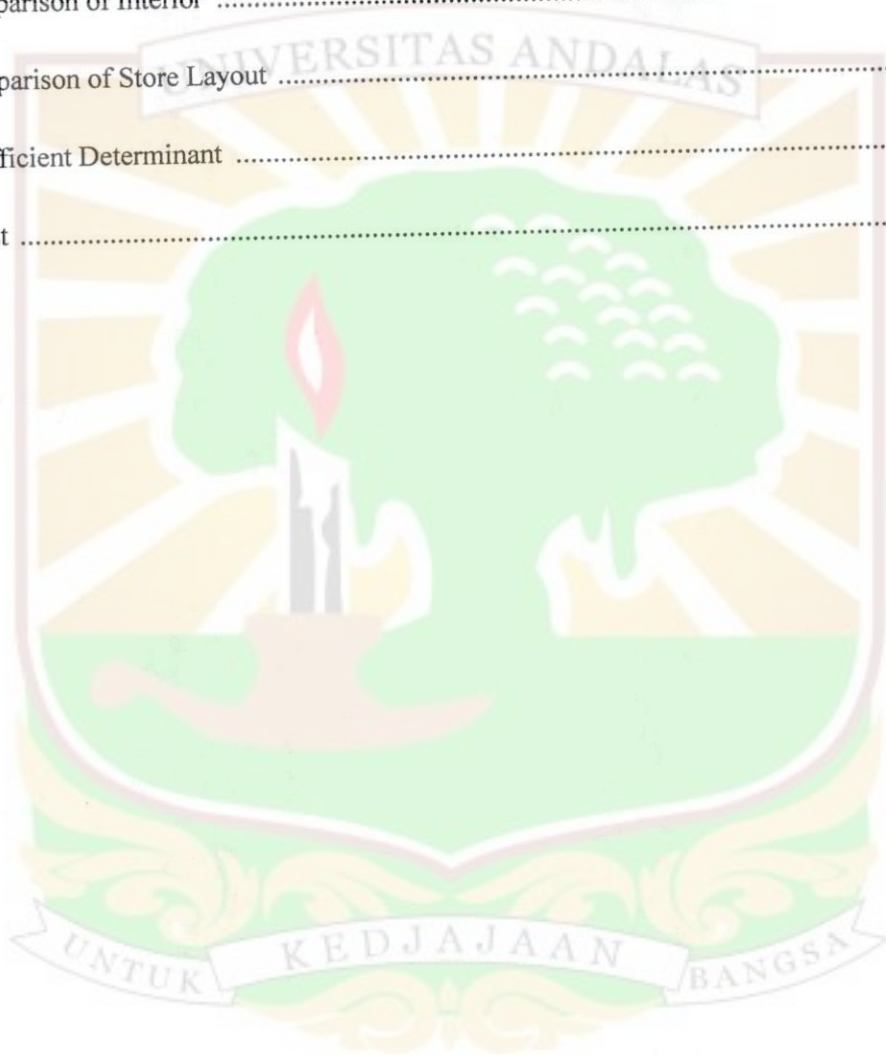
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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Research

Indonesia has a very large population, Indonesia still has a great attraction for retail businesses both for local and foreign retailer. Moreover, with a per capita income that is experiencing growth (currently about (US \$ 3.542) into the product absorbance retail opportunities. According to Pudjianto, the Chairman of the employers ' Association (Aprindo) Indonesia Retail, retail industry in Indonesia continues to experience growth at a minimum of around 10 per cent/year, that its turnover reached Rp 115 trillion with 55 category, not including fashion products (Darandono, 2012).

Kotler and Keller (2009) said the tight competition condition forces every company to be able to keep their company able to compete with others. this condition is a chance and chalanges for every business in Indonesia, every business man aggressively expand their business especially in retailing business.

There is so many way to the entrepreneur in making a different strategy, they compete each other to understand what their consumer wants in order to attract the consumers. Understanding the needs of their consumer is the problem that the retailers face. Kotler and Keller (2009) said about the costumer need that, "The company able to define the target market but they fail to understand the market needs

accurately.” The effort to understand the wants and needs of the customer is not an easy problem, because the customer has wants and needs that they don’t realize. We can conclude, there is more than the customers expect to make them buy our product or services.

By looking the more intense of the competition, every retailer need to improve their power by creating some differences that only has by that company so it can attract the market to be their customer. Attracting the customer is not only about product variety, discount, services or another marketing ways. In order to attract more customer to buy our product or services the retailer also can give a comfort atmosphere in the store, therefore the customer who enjoy being in the store expected to make some transaction.

Store atmosphere become very important because now a day the customer come to the store not only to buy the product but also to have some relaxation or enjoying their times. when the customer come to the store, they not only looking for the product but they also look at the creativity in creating the store atmosphere .therefore we can conclude that the store atmosphere can be a value added for the product in the retail store.

An comfortable store atmosphere can trigger the customer purchase intention, based on Mowen (1995) in Lisan and Meldarianda that Purchase Intention are an interest to buy the tendency of consumers to buy a brand or take action relating to the purchase of the level as measured by the consumers is likely to make a purchase.

One of the most famous retail store in Padang are Big Mart and Smile Market, Big Mart is the newest and come up with new idea in Padang. They serve their costumer 24 hours, and create different spot with other retail store in Padang, Big mart has a coffee shop and a play ground for the kids that can attract more customers to come to their store. They also create a unique lay out for their store to make their costumer enjoy their time in the store. And the another mart also stand near with Big mart named Smile Market , it has bigger space and closer to the people village than Big Mart. So based on the explanation above, the researcher would like to research about:

“Analyzing the effect of store atmosphere to the customer purchase intention  
(Comparative Study between Big Mart and Smile Market in by pass Padang)

## 1.2 Problem Statements

Bases on the explanation above, researchers can take a formula as follows:

1. How does the comparison of Store Atmosphere between Big Mart and Smile Market ?
2. How does Exterior factor has positive impact to the customer Purchase intention in Big Mart and Smile Market in by pass Padang?
3. How does Interior display has positive impact to the customer Purchase intention in Big Mart and Smile Market in by pass Padang?
4. How does Store Layout has positive impact to the customer Purchase intention in Big Mart and Smile Market in by pass Padang?

### **1.3 Objectives of the Research**

1. To identified how does the comparison between Store atmosphere of Big Mart and Smile Market Impact to the customer Purchase Intention?
2. To identified how does Exterior Factor has positive impact to the customer Purchase Intention in Big Mart and Smile Market in by pass Padang?
- 3.. To identified how does Lay out has positive impact to the customer Purchase Intention in Big Mart and Smile Market in by pass Padang?
4. To identified how does General interior has positive impact to the customer Purchase Intention in Big Mart and Smile Market in by pass Padang?

### **1.4 Contribution of Research**

#### **1. For academics**

As one way to increase the references, especially in Andalas University about the impact of store atmosphere to the customer purchase intention

#### **2. For the practitioners**

The result of this research expected can be use as a procedure for the practitioners in making decision in retailing business that expected can achieve the good store atmosphere in order to attract more customers.

## **1.5. The Scope of Research**

As a limitation of this research and analysis in order to prevent the occurrence of chaos in expansion and discussion, the author will focus on the Impact of Store Atmosphere to Customer Purchase Intention in Big Mart and Smile Market in by pass Padang.

## **1.6. Writing Systematic**

Overall this research consists of several chapters with great interest as follows:

### **CHAPTER I INTRODUCTION**

This chapter discusses the background of problems, the formulation of problems, objectives and scope as well as the writing of systematic.

### **CHAPTER II LITERATURE REVIEW**

On this chapter will be explained the theory that used in research

### **CHAPTER III RESEARCH METODOLOGY**

In this chapter will discuss about research methods which consists of variable definitions, population, and data collection and analysis methods used

### **CHAPTER IV DATA ANALYSIS AND EXPLANATION**

In this chapter will describe about the result of the research

## CHAPTER V CLOSING

This chapter is the concluding chapter that will explain about the conclusions and suggestions which are useful for the next research.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Retail

##### 2.1.1 Retail Definition

Retail is a media use by manufacturing companies to distribute their products. Retail are all of activities included selling the products to the consumers or end users. The organization or individual who runs this business called as retailer. In the practices the retailers buy their products in a big amount from the producers or from the importer directly or also from the wholesaler to resale the products in a small amounts. According to Lusch, et .all (2011) Retailing Consist of the final activities and steps needed to place merchandise made elsewhere into the hands of the customers or to provide services to the customers.

To get more understanding about retailing, we can se some understanding of retail based on some expert:

Based on Gilbert (2003) "Retail as any business that directs its marketing efforts towards satisfying the final consumer based upon the organization of selling goods and services as a means of distribution"

Based on Levy and Weitz (2007) the retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or

family use. From the definition above we can understand that are all activities of selling products or services for their personal use and not to resell.

Based on Kottler and Keller (2009) retailing consist of the business activities involved in selling goods and services to customer for their personal, family or house hold use.

From all the definition above, the researcher can make some formulas that have an interest with retail business:

1. Retail business is one set of business that stands in the last chain of distribution channel.
2. The products offered in retailing business are goods or services or both of them.
3. In retailing business there are many activities, but the most important activities are selling the products or services.
4. The target markets of retailing business are the end customers that use the product or services for their personal use or house hold use.

### **2.1.2. Retail Function**

Retail business can growth effectively if the retailer want to work harder and better than their competitors in serving their customers, serving the customers must be special because it is the most important way to win the customers loyalty.

Berman & Evan in Irawan (2010) explain the retail function in distribution channel as above:

1. Retail is the last step in distribution channel that consist of every business and people who involved in physically movement and selling the products and services from the producers to the customers.
2. Retailing in distribution channel has an important position as a media from the manufacturing, wholesaler, and the other suppliers to the end customers and then they offer it to the consumers.
3. Distribution function of retail is as the media communication with their customers, the manufacturers and the wholesalers.
4. For the manufacturers and small suppliers, the retailers must provide a use full help like transportation, saving, advertisement, and earlier purchasing for the goods.
5. From the retail the transaction of the customers completed with better customer services

Based on Davidson, Sweeney , & Stamppe in Irawan (2010) the retail function definition is :

1. Provide choice and combination as well as what the customers wants.
2. Offering the products and services in the small amount for the customers so make the customers able to full fill they needs.
3. Ready exchange of value

#### 4. Making some transaction with their customers

### 2.1.3. Retail Mix

To support retail business needs a great strategy in order to help the retailer to make a good decision. Based on Kotler and Keller (2009) Marketing mix is a marketing tools that used by company to achieve their goals. Based on Masson, Mayer, & F. Ezeel in Irawan (2010) retailing mix is all variables that used as marketing strategies to compete in a chosen market.

The tools means are 4ps strategies that consist of price, place, product, and promotion. But by following the improvement of the marketing sciences, 4p marketing mix improved to be 8p marketing mix such as product, price, place and time, promotion, people, process, physical evidence, productivity and quality (Lovelock and Wright, 2007). It is happened because the improvement of people economics activities is not more about producing some goods but as well improved by presence of service industry. The other things like air conditioner (AC), store layout, the color of the store and the racks is also become the attention of customers.

## 2.2. Store Atmosphere

### 2.2.1 Definition of Store Atmosphere

Presently competitive market in businesses have concentrated on all aspects of their products from its production to its selling, among all other aspects the store atmosphere has been considered as an important thing on retail store is the point of

purchase for the customers. Retailers have realized the significance of store atmosphere which enhances the purchase experience and renders more satisfied customers (Yalcin & Kocamaz, 2003). Store atmosphere is one of elements in retailing mix that must give special attention by the retailers. The store atmosphere becomes a competitive advantage of every store that keep in consumers mind. Every store has physically layout that help or complicate the customers to turn around in the store.

Based on Mowen and Minor (2002) Store atmosphere can be a weapon for the store as the competitive advantages, or can also be a threat for the store itself. Every store has its own layout, it can help and as well can disturb the customers in buying process. Every store has to make a suitable atmosphere with its target market in order to attract the customers to buy. The store appearance can create the store in customers mind.

Gilbert (2003) explain that store atmosphere are the combination of a physically messages that already planned. Store atmosphere can be describe as a change to buying environment that create a special emotional effect that make the customers make a buying decision.

So based on all of the definition above the process of creating the store atmosphere are the process of creating a buying environment of a store by creating the store characteristics. The environment that been create will make the store images.

## 2.2.2 Element of Store Atmosphere

Based on Levy and Weitz (2001) in Meldarianda & Lisan (2010) store atmosphere consists of two elements they are in store and out store atmosphere.

### A. In store Atmosphere

In store atmosphere is arrangements in the room concerning in :

#### 1) Internal Layout

Internal Layout is the arrangements of the various in-room amenities consist of a table, layout visitor chairs, counter layout and layout of lighting, air conditioning, and the sound.

#### 2) The sound

The sound is presented the overall rhythm of the sound in the room to create the impression of relaxed consisting of live music presented restaurant and strains of the music from the sound system.

#### 3) Smell

Smell or scents are present in the room to create appetite arising from the aroma of Food and drinks and aroma caused by the air freshener.

#### 4) Texture

Texture is the physical appearance of the materials used for the rack and others materials in the room and the walls of the room.

## 5) The interior

The interiors design of the building is the arrangement of spaces within the Store conformity.

### B. Out store atmosphere

Out store atmosphere is the Out store arrangements concerning outdoor:

#### 1) External Layout

External lay out is the layout settings various outdoor Store facilities including visitor parking lot layout, layout nameplate, and a convenient location.

#### 2) Texture

Texture is the physical appearance of the materials used building and outdoor facilities including outdoor building wall textures and texture of outdoor signage.

#### 3) The exterior

The exterior design of the building is the arrangement of spaces outside the Big mart includes outdoor signboard design, the placement of the entrance, the shape of the building seen from the outside, and outdoor lighting systems.

According to Berman & Evans (1992) in Irawan 2010 store atmosphere consists of four elements such as exterior, general interior, store layout and interior display. But interior display doesn't use as a variable in this research.

## A. Exterior

Exterior characteristics have a strong influence on the store, so it must be planned as possible. The combination of the exterior can make the outside of the store to look unique, attractive, stand out and invite people to enter the store. Exterior elements consist of:

- Store front
- Marquee (name plate)
- Entrances (Gates). The entrance has three main issues to be decided :
  - (A).The number of entrances.
  - (B). Type of entrance to be used.
  - (C).The width of the entrance.
- Height and size of building.
- Uniqueness.
- Surrounding stores (neighborhood)
- Parking.

## B. General Interior

General arrangement of elements essential for this position usually taken the decision to purchase that will affect the number of sales. Structuring a good one that can attract visitors and help them to become observe, examine and choose the stuff and finally make a purchase. When customers enter the store, there are many things that will affect their perception of the store. General interior elements consist of:

- Colors and lighting.
- Selecting fixtures.
- Temperature.
- Width of goods distance between shelves.
- Dead areas.
- Personal Employees were polite,
- Merchandise sold.
- Prices and The price tag.
- Cash registers (cashier).
- Technology.
- Cleanliness.

### C. Store Layout

Store layout (arrangement of the store) is one of the important elements in the atmosphere of the store factor, because doing the right store layout, the retailers get the expected consumer behavior. Layout inviting store entrance or cause customers away from the store when consumers see the inside of the store through a window or doorway. Structuring a good shop will be able to invite consumers to settle around longer and spend more money. Therefore, a retailer should be able to setup shop properly.

The elements of store layout are as follows:

- Allocation of Floor ( floor space allocation ), in a store, the existing space should be allocated to:

- (A). Selling Space (room for sales).
- (B). Merchandise (space for merchandise)
- (C). Personnel Space (room for employees).
- (D). Customer Space (room for customers).

- Product Groupings (grouping of products), goods on display can be grouped

as follows:

- (A). Functional product groupings.
- (B). Purchase motivation products.
- (C). Market segment product groupings.
- (D). Storability product groupings.

- Traffic Flow (traffic flow patterns), is divided into two basic, namely :

- (A). Straight / Gridiron Traffic Flow (straight traffic flows) settings that directs traffic patterns corresponding customer alleys and furniture in the store.
- (B). Curving / free flow Traffic Flow (traffic banked) this setting allows the customer to form the traffic pattern itself.

## **2.3 Purchase Intention**

### **2.3.1 Customer Purchase Intention**

Based on Schiffman & Kanuk (2008), Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is, the higher a consumer's willingness to buy a product

Based on Jalilvand et.al (2011) Purchase Intention can be defined from the indicator as follow:

- Transactional Intention are the willingness of consumer to purchase a products
- Refferential Intention are the willingness to suggest the product to the others
- Preferencial Intention are the intention that describe the behaviour of consumer that has main preference to that product

### 2.3.2 Buying Motives

Based on Karmela and Junaedi (2009). The buyer has the motives to make a purchase. There are three parts about buying motives, they are:

- a. Primary buying motives that is the real motive for the purchase, for example if they want eating he will seek rice.
- b. Selecting buying motives the selection is based on the ratio, based on time, based on emotion, so selecting buying motive can be rational buying motive, motive or emotional impulse buying.
- c. Patronage buying motive selective buying motive is aimed at a particular place or shop. This election could arise because the service is satisfactory, the place close, enough inventory, there is a parking lot, etc.

## 2.4 Relationship between Store Atmosphere and Customer Purchase Intention

Based on Karmela and Junaedi (2009) Pleasant store atmosphere, attractive, comfortable, and able to create a positive atmosphere can affect consumer behavior, causing their interest firstly to enter the store and then looking into the store and eventually make a purchase. For consumers who have an intention to buy at least with the exciting atmosphere and fun shops able to prevent consumers to cancel their purchase and help them to complete the transactions. otherwise irregular shop atmosphere, less attractive products lay out, the floor is dirty and unkempt and unsatisfactory employee service will generate interest consumers to buy a product is reduced. and even for subsequent consumers will be reluctant to return to that store. As disclosed Juhana (1999) that the buyers leave their permanent traders because of the factor lack of good services and pleasant atmosphere of the merchants, that can make customers disappointed and end up not going shopping to that store again.

Based on the description above we can conclude that the store atmosphere has a close relationship to the consumer purchase intention, if the pleasant atmosphere of the store and through the touch of an attractive atmosphere built using cues that can attract consumers feeling through sight, hearing, smell, touch and taste that can be represented by the colors, sounds, music, smells and lighting, placement, cleanliness, then the consumer will feel welcome and comfortable to shop due to pride and gradually they will become loyal customers, and when the store atmosphere is unattractive, ugly and irregular, then what will happen is the opposite, the customers will leave them and will not use their product again, and will not even shop anymore to their store forever.

## 2.5 Previous Research

Table 2.1 Previous Research

No	Name	Title	Research Objectives	The result of research	Equation	Difference
1	Rukmie et.al ( 2009 )	Perbaikan Atmosphere Plaza Purwakarta Berdasarkan Perbandingan dengan Toserba Yogya Purwakarta	Giving a suggestion to enhance the store atmosphere of plaza purwakarta	The Research found three sub elements must be Enhanced	It has the same methode and objective that is comparisons study	Different of Y variable, different year of research
2	Kocamaz et. Al (2012)	The Effect of Store Atmosphere Attributes on Store Loyalty Intentions of Hypermarket or Supermarket Customers	To determine which store atmosphere attributes effect on customer loyalty	store atmosphere Attributes has impact to the customer loyalty to the store	It has the same variable of research that is store atmosphere	Different object of research and location of research
3.	Karmela dan junaedi (2009)	Pengaruh store atmosphere terhadap minat beli konsumen pada toserba griya kuningan	To determine the effect of store atmosphere ( $\bar{X}$ ) to the consumer purchase intention (Y)	Store atmosphere (X) influenced to purchase intention ( $\bar{Y}$ )	The same of variable X and Y	Different of research object.
4	Meldarianda dan Lisan (2010)	Pengaruh Store Atmosphere terhadap minat beli konsumen pada resort café atmosphere Bandung	to improve the understanding of the influence Store atmosphere on consumer buying interest at Resort Cafe Atmosphere	instore atmosphere dan outstore atmosphere influence the customer Purchasing intention at Resort Cafe	Persamaan variable yang di uji.X and Y	Different of research object.
5.	Dio Martha Satrya (2012)	Analyzing the effect of store atmosphere to the customer purchase intention (comparison in big mart and smile market by pass padang )	To determine the effect of store atmosphere to the customer purehase intention in big mart and smile market	The research will be execute	The variable that will be use in this research mostly the same with some common research in X or maybe in Y variable only	There are differentiatio n in the object of research or in the variable of research with common research

Rukmie et.al (2009) In their study entitled “Perbaikan Atmosphere Plaza Purwakarta Berdasarkan Perbandingan dengan Toserba Yogya Purwakarta” mentioned The Research found three sub elements must be Enhanced they are temperature , personal and self service .

Kocamaz et.al (2012) in their study entitled “The Effect of Store Atmosphere Attributes on Store Loyalty Intentions of Hypermarket or Supermarket Customers” they found store atmosphere attributes has impact to the customer loyalty to the store

Karmela and Junaedi (2009) in his study entitled” Influence of Store Atmosphere on Consumer Buying Interest on the Department Store Puri Brass” mentioned that the effect of variable X (store atmosphere) with a variable Y (consumers buying interest) are strong,

Meldarinda and Lisan (2010) in his study entitled “Influence of Store Atmosphere on Consumer Buying Interest at Atmosphere Resort Cafe Bandung” produce that store atmosphere consisting of in store and out store atmosphere influence consumers to buy. In other words store atmosphere can be used as a marketing tool to attract consumers to come and enjoy a meal at the resort café.

## 2.6 Hypothesis

Properly implemented Store atmosphere will have a positive influence on purchase intention in Big Mart by pass Padang. Gilbert (2003) explain that store atmosphere are the combination of a physically messages that already planned. Store

atmosphere can be describe as a change to buying environment that create a special emotional effect that make the customers make a buying decision.

Investigating the relationship between purchase intention and store atmosphere is vital to businesses and the retail industry as the link between consumer attitudes and purchase intentions can help formulate in-store strategies in accordance. This not only boosts the store's positive word of mouth but also boost the profits for it. Consumer attitudes and behaviors is a phenomenon which might not be comprehensively defined by one theory, as it keeps evolving and changing at a rapid space according to the economics and socials circumstances.

Retailers have realized that they cannot attract and retain customers by just excelling in the traditional four P's i.e. promotion, placement, price and positioning but they have to gain the competitive edge by focusing and differentiating themselves in store atmospheric attributes which may influence the customer purchase intention. In such an uncertain scenario it is important to deeply concentrate on every aspect which has an impact on the customers purchase intentions.

### **2.6.1 Relationship Between Exterior to Purchase Intention**

Based on Irawan (2010). Exterior characteristics have a strong influence on the store, so it must be planned as well as possible. The combination of the exterior can make the outside of the store to look unique, attractive, stand out and invite people to enter the store.

On the research that conduct by Karmela and Junaedi ( 2009 ) with tittle *Pengaruh store atmosphere terhadap minat beli konsumen pada toserba griya kuningan* get result that Store atmosphere (X) which is exterior have influence on purchase intention (Y).

*H1: Exterior has significant effect on customer purchase intention*

### **2.6.2 Relationship Between General Interior to Purchase Intention**

Berman and Evan ( 1992 ) said that General interior arrangement of elements essential for this position usually taken the decision to purchase that will affect the number of sales. Structuring a good one that can attract visitors and help them to become observe, examine and choose the stuff and finally make a purchase. When customers enter the store, there are many things that will affect their perception of the store.

Store atmosphere (X) that general interior include in it, influenced to purchase intention (Y) is the result of research that conduct by Karmela and Junaedi (2009) with tittle *Pengaruh store atmosphere terhadap minat beli konsumen pada toserba griya kuningan*.

*H2: General interior has significant effect on customer purchase intention*

### **2.6.3 Relationship Between Store Lay Out to Purchase Intention**

Based on Berman and Evan (1992) Store layout (arrangement of the store) is one of the important elements in the atmosphere of the store factor, because doing the right store layout, the retailers get the expected consumer behavior

.Layout inviting store entrance or cause customers away from the store when consumers see the inside of the store through a window or doorway. Structuring a good shop will be able to invite consumers to settle around longer and spend more money. Therefore, a retailer should be able to setup shop properly, so that the consumer destination is reached.

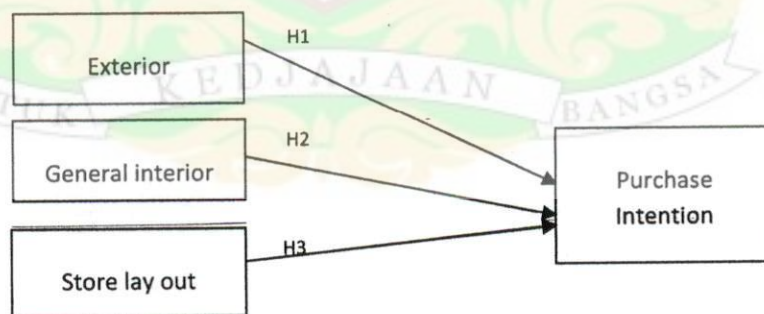
Meldarianda and Lisan (2010) make a research about store atmosphere effect on purchase intention. They divide store atmosphere into two variables which is in store atmosphere and out store atmosphere. In this research, store layout include in instore atmosphere. The result on their research show that in store atmosphere influence the customer Purchasing intention at Resort Cafe.

*H3: Store lay out has significant effect on customer purchase intention*

## 2.7 Theoretical Framework

Based on the hypothesis development, for better understanding the researcher develop a figure as bellow:

**Figure 2.1** Theoretical Framework



Store environmental conditions both physical and non-physical impacting consumer choice in deciding to shop. If the environmental store that is shown by the exterior, general interior, store layout and interior display better match consumer expectations the customer likely to respond to shop. Conversely, if the environment and the location of the store are not good consumers tend to decide not to shop at a particular store.



CHAPTER III  
RESEARCH METHODOLOGY

**3.1 Population and Sample**

1. Population

The notion of population according to Kountur (2007) is a comprehensive collection of an object that is the concern of researchers, research objects can be either living things, objects, systems and procedures, phenomena, and others. The populations in this study are all the visitors who make purchases on Big Mart and Smile Market by pass Padang.

2. Sample

Sample is a subgroup of population, consisting of elements chosen by a method decided by the researcher in charge of the project (Boyce, 2005). This research used non probability sampling method. The sampling technique is use convenience or accidental sampling. Accidental sampling is the customers that met with the researcher accidentally in Big Mart and Smile Market, are can be use as the sample (Sugiyono, 2004). Because through the frequency of visits is considered to know the internal condition of Big Mart and also Smile Market by pass.

According to Sugiyono (2007), Hair et.al (2006), and Sekaran (2006) the most acceptable size is 1: 10 ratio between the number of observation and the number of variable to be analyzed. This research observed 4 variable, they are exterior, general interior, store lay out, and purchase intention (PI). Refers to these theory the

appropriate sample should be 40. This research distributed the questioner 200 to achieve the appropriate sample related to explanation about the samples. The sample size is also to prevent the questioners that not return.

### **3.2 Type of Data**

The Data used in this research is primary data. According to Kountur (2007) primary data is data "collected by researchers directly from the main source. The data that is retrieved from a data source/subject research, primary data obtained using the method of questioning or interview with the respondent as a data source ". Data retrieval by using survey methods relies heavily on a whim, honesty and the condition of the respondent.

### **3.3 Data Collecting Method**

In this study the method of data collection used question form or questionnaire. Question form or questionnaire is a technique of collecting data through the forms. The forms containing questions submitted in writing to someone or a group of people to get an answer or response and required information by researchers (Mardalis, 2008) this study use the question form or questionnaire, a list of the question is structured with a form of multiple choice questions (multiple choice questions) and open-ended questions (open question).

### **3.4 Object and Location of the Research**

The objects in this research are the people who purchase in Big Mart and Smile Market by Pass Padang. Research location is the city of Padang, West Sumatra.

### **3.5 Research Variable and Operational Variable**

#### **3.5.1 Research Variables**

In this study there are two variables that will be precise and can be identified as follows:

- A. independent variables (free) which is a variable that affects the dependent variable or criterion and explain the variance in the dependent variable. In this research that became the independent variable was store atmosphere.
- B. Dependent Variable (tied), namely the main variable that has the problem to be studied. In this study the dependent variable is the Purchase intention

#### **3.5.2 Operational Variables**

Operational variable describes the things that will be examined by the researcher. It is useful to know the definition of variables and including the type of scale where variables that will be examined. For more in detail about the operational variable can be seen in Table 3.1

**Table 3.1 Operational Variable**

Variable	Variable defintion	Reference	Dimention	Indicator
Store Atmosphere (X)	Store atmosphere can be describe as a change to buying environment that create a special emotional effect that make the customers make a buying decision.  (Gilbert, 2003)	Rukmi et.al (2009)	Exterior	<ul style="list-style-type: none"> <li>- Store front</li> <li>- marquee</li> <li>- entrance</li> <li>- display window</li> <li>- Environment</li> <li>- Parking</li> </ul>
			Interior	<ul style="list-style-type: none"> <li>- Floor</li> <li>- Color and lighting</li> <li>- scent</li> <li>- Music</li> <li>- Wall and texture</li> <li>- Temperature</li> <li>- Wide of alley</li> <li>- Merchandise</li> <li>- Price</li> <li>- Cleanliness</li> <li>- Cashier</li> </ul>
		Kocamaz et.al ( 2003)	Store layout	<ul style="list-style-type: none"> <li>- Floor Space Allocation</li> <li>- Products Grouping</li> <li>- Traffic Flow</li> <li>- Dept. Location</li> <li>- Allocation within Department</li> </ul>
Purchase Intention (Y)	Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is, the higher a consumer's willingness is to buy a product. Schiffman & Kanuk (2008)	Jalilvand et.al (2011)	Transactional Intention	<ul style="list-style-type: none"> <li>- Willingness to buy a product</li> </ul>
			Reference intention	<ul style="list-style-type: none"> <li>- Giving a recommendati on to others</li> </ul>
			Preferential intention	<ul style="list-style-type: none"> <li>- Willingness to buy sometimes</li> </ul>

### 3.6 Data Measurement

The scale of measurement of the variables in this study refers to a Likert Scale (Likert Scale). According to Sugiyono (2009) the scale likert Type scale is used to measure the attitudes, opinions, and perceptions of a person or a group of people about events or ongoing social symptoms. Scale – this scale was later summed up to get a picture of behavior. The measurement of scales usually consists of 5 points, consisting of:

1. Answer SA, strongly agree given *score 5*.
2. Answer A, agree given *score 4*.
3. Answer D, doubt given *score 3*.
4. Answer DA disagree given *score 2*.
5. Answer SDA, strongly disagree given *score 1*

### 3.7 Data Analysis Technique

In order for a data collected can be useful, they must be processed and analyzed in advance so that it can be the basis of decision-making. The purpose of data analysis methods is to interpret and draw conclusions from a number of data collected.

As for the step of data analysis used in this study are as follows:

#### 3.7.1 Validity Test and Realibility Test

- a. Validity Test

Validity test is used to test whether the questionnaire is valid or not.

Validity indicates to what extent the precision accuracy of a measuring instrument in carrying out functions of the measurement tool. When an instrument is suitable to be tested, then the instrument can be said to be valid (Agusty, 2006).

Test the validity of the assessment criteria are:

$r_{\text{count}} > r_{\text{table}}$  then the statement is valid

$r_{\text{count}} < r_{\text{table}}$ , then the statement is not valid

b. Reliability test

According to the Now (2006), Reliability is a measure that indicates the extent to which these measurements without bias (error-free error-free) and therefore ensures a consistent measurement across time and across a wide array of items in the instrument, where an instrument to measure the concept and help assess the accuracy of a measurement. Reliability test instrument do with alpha formula.

The method of seeking internal reliability that is analyzing the reliability of measuring tools from a single measurement. Questionnaire reliability said when test results and statistics of  $\alpha > 0.50$  (Ghozali, 2009). Tools for measuring the Cronbach Alpha was reliable.

$$\text{Formulas: } \alpha = k/(k-1) (1 - (\sum \sigma_i^2) / \sigma^2)$$

Description:

$\alpha$  = coefficient of reliability

k = the number of grain question

$\sum \sigma_i^2$  = Variance grain question

$\sigma^2$  = Variance test score

In the questionnaire, said reliability or reliable if someone answers to the questions are consistent or stable over time. A variable is said to be reliability if it has  $\alpha > 0.60$  (Ghozali, 2009).

### 3.7.2. Multiple Linear Regression Analysis

In order to answer the problems in this study then used multiple linear regression analysis (Multiple Regression). Regression analysis is essentially a study of the dependence of the dependent variables (bound) and one or more independent variables (explanatory variables/free), for the purpose of estimate and/or predict the average population or the value of the dependent variable value – based on the value of the independent variable is known (Ghozali, 2009).

For its independent variables the regression is composed of two or more, the regression, also known as regression. Due to the independent variable on the variables that have more than two, then the regression in this study is called regression

The regression equations in this research is to know the extent of the influence of the independent variable or variables bound to free (Y).

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots$$

Description:

$Y$  = Purchase Decisions

$a$  = Constant

$b$  = regression Coefficient

$X$  = Free Variable

$e$  = Error

#### A. The Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ), essentially measuring how far the capability model (store atmosphere) in the dependent variable explained variation/not free (purchasing decisions). The value of the coefficient of determination is between zero (0) and one (1). The value of  $R^2$  small means the ability of the independent variables (non) in explaining the variation in the dependent variable is very limited. A value that approximates the one means of independent variables provide almost all of the information needed to predict the variation in the dependent variable. In general the determination of coefficient for cross-data (crosssection) is relatively low due to the large variation between each observation, whereas data for runtun time (time series) usually has a value of the coefficient of determination is high (Ghozali, 2009).

The fundamental weakness of the use of the coefficient of determination is biased against the number of independent variables which are intended to model. Each additional one independent variable, then  $R^2$  will definitely increase no matter whether the variable has an effect on the dependent variable significantly. Therefore, many researchers advocate for using the value Adjusted  $R^2$  (Adjusted R Square) at

the time of evaluating regression models where the best. Unlike  $R^2$ , Adjusted R-square value can go up or down when one independent variable added to the model (Ghozali, 2009). In this study, the researcher will use PLS as the tool to process the data.

## B. Hypothesis Testing

To prove the hypothesis in this study are free variables affect variables are bound, then used some of the tests that test – t.

### 1. T Test

T test basically shows how far the influence of one independent variable on an individual basis in explaining variation in the independent variables (Ghozali, 2009).

Steps to Hypothesis Testing the regression Coefficients are:

- The formulation of Hypotheses and the zero ( $H_0$ ) and an alternative hypothesis ( $H_1$ )

$H_0: \beta_1 = 0$ , meaning that there is no influence of each free variable ( $X_1, X_2, X_3, X_4, \dots$ ) against dependent variables ( $Y$ ).

$H_1: \beta_0 > 0$ , meaning that there are influences of each of the variables ( $X_1, X_2, X_3, X_4, \dots$ ) against dependent variables ( $Y$ ).

The determination of the price of the t table ranked the significance and extent of degrees of freedom

significance level = 5% (0.05)

Degrees of freedom =  $(n-1-k)$

$$(R/k^2)/((1-R^2)(n-k-1))$$

Description:

k = number of free variables

R = The Double correlation coefficient

n = number of samples



## CHAPTER IV

### DATA ANALYSIS AND EXPLANATION

#### 4.1 Survey Result

The questionnaire had distributed to general society that met in the Big Mart and Smile Market. The questionnaire was direct distributed to the respondent. The amounts of questionnaire distributed are 100 questionnaires for each retail store. So its mean there is 200 questionnaires that researcher distributed .for better understanding the result will be shown in the table 4.1 and table 4.2

From the table 4.1 and 4.2 above the total questionnaire distributed in Big Mart and Smile Market is 200 questionnaire but only returned 98 in Big Mart and 95 in Smile Market, and the questionnaire not returned in Big Mart is 2 questionnaire in Big Mart and 5 questionnaire in Smile Market and also there is 9 questionnaire returned blank in Big Mart and 4 questionnaire in Smile Market and there is only 89 questionnaire are able to analyze in Big Mart and 91 in Smile Market.

Table 4.1 Survey Result of Big Mart

Survey	Number of Questionnaire
Distributed	100
Returned	98
Returned Blank or missing	9
Not returned	2
Analyze	89

Table 4.2 Survey Result of Smile Market

Survey	Number of Questionnaire
Distributed	100
Returned	95
Returned Blank or missing	4
Not returned	6
Analyze	90

Source: Processed By SPSS

#### 4.2 Respondent Characteristics

The Respondents of this case are the peoples who have been visiting and the people that researcher met in The Big Mart and Smile Market by pass Padang. The total respondent of this research are 89 respondent in Big Mart and 91 respondent in Smile Market .the characteristics of respondent in this research divided into gender , age , background of education , Income per month , job , the rate of time visiting per days and the rate of visiting per month in Big Mart and Smile Market .

##### 4.2.1 Gender

The composition of gender divided into two groups male and female, the total of each groups shown in the table 4.3

Table 4.3 Gender of Big Mart and Smile Market Respondent

Big Mart			Smile Market	
Gender	Frequency	Percent	Frequency	Percent
Male	41	46.1	40	44.4
Female	48	53.9	50	55.6
Total	89	100.0	90	100.0

Source: processed by SPSS

Based on the table 4.3 we can see the majority of the respondent are female with the frequency amount are 48 respondents with percentage about 46.1 % , and 41 male respondent with 53.9 % percentages.

And we can see the majority of the respondent in Smile market are female with the frequency amount are 50 respondents with percentage about 55.6 % , and 40 male respondent with 44.4 % percentages.

#### 4.2.2 Age

From the table 4.4 .shown that the majority age of respondents in Big Mart are the respondent within 17 – 32 years old with 86.5 % and the respondent with the age within 33 – >56 years old are 13.5 % percentage.

And the majority respondents in Smile Market age are the respondent within 17 – 40 years old with 89 % percentage and the respondent with the age within 41 – >56 years old with 11 % percentage.

Table 4.4 Age of Big Mart and Smile Market Respondent

Big Mart			Smile Market	
Age	Frequency	Percent (%)	Frequency	Percent (%)
17 – 24	58	65.2	43	47.8
25 – 32	19	21.3	14	15.6
33 – 40	0	0	23	25.6
41 – 48	11	12.4	7	7.8
49 – 56	1	1.1	2	2.2
>56	0	0	1	1.1
Total	89	100.0	90	100.0

Source: processed by SPSS

#### 4.2.3 Background Education

Table 4.5 Background Education of Big Mart and Smile Market Respondent

Big Mart			Smile Market	
	Frequency	Percent	Frequency	Percent
SMP	1	1.1	4	4.4
SMA	20	22.5	40	44.4
D3	11	12.4	10	11.1
S1	57	64.0	36	40.0
Total	89	100.0	90	100.0

Source: processed by SPSS

From the table 4.5 .we can see that the majority respondent in Big Mart are the senior high respondent and the respondent who already graduated from senior high school ( SMA ) with percentages about 98.9 % percentage and only 1.1% percentage of respondent with junior high school background of education.

In Smile market we can see that the majority respondent in Big Mart are the senior high respondent and the respondent who already graduated from senior high school ( SMA ) with percentages about 95.5 % percentage and only 4.4% percentage of respondent with junior high school background of education.

#### 4.2.4 Income per Month

Table 4.6 Income per month of Big Mart And Smile Market Respondent

	Big Mart		Smile Market	
	Frequency	Percent	Frequency	Percent
<1000.000	37	41.6	28	31.1
1000.000 – 1.500.000	28	31.5	18	20.0
2000.000 – 2.500.000	8	9.0	9	10.0
2.500.000 – 3000.000	3	3.4	14	15.6
3000.000 – 3.500.000	6	6.7	13	14.4
3.500.000 – 4.000.000	3	3.4	4	4.4
>4.000.000	4	4.5	4	4.4
Total	89	100.0	90	100.0

Source: processed by SPSS

From the table 4.6 above we can see the majority of income per month of Big Mart respondent are <1000.000 – 1500.000 with percentages 73.1%.and only 26.9% percentages of respondent has income per month between 2000.000 - > 4.000.000 and the majority income per month of Smile Market respondent with <1000.000 are 28 respondent with 31.1% percentage .second one is 1.000.000 – 1.500.000 are 18 respondent with 20% percentages, then the respondent with income per month 3.000.000 – 3.500.000 are 13 respondent with 14.4% . and the respondent with low percentages are the respondent with income per month 2.000 - 2.500.000 with percentages 10.0% , and 3.500.000 - > 4.000.000 with 8.8 % percentages.

#### 4.2.5 Occupation

Table 4.7 Occupation of Big Mart and Smile Market Respondent

	Big Mart		Smile Market	
	Frequency	Percent	Frequency	Percent
Student / Univ	49	55.1	44	48.9
Civil Servant	7	7.9	1	1.1
Private Enterprise	15	16.9	17	18.9
House Wife	8	9.0	16	17.8
Others	8	9.0	4	4.4
Entrepreneur	2	2.2	8	8.9
Total	89	100.0	90	100.0

Source: processed by SPSS

From the table 4.7 we can conclude that the majority of respondent occupation both for Big Mart and Smile Market are students or university students , we can see that the frequency of university student respondent are 49 respondent or about 55.1% percentage in Big mart and 44 respondent with 48.9% percentage in Smile Market .and the second majority of respondent occupation are private enterprise with 15 respondent or about 16.9% percentage in Big Mart and 17 respondent with 18.9% percentage in Smile Market. House wife and other occupation such as unemployment are 8 respondent and 9% percentage for each occupation in Big Mart and 16 respondent or about 17.8% house wife respondent and 4 respondent or about 4.4% respondent with others occupation in Smile Market . and Civil servant with 7 respondent or about 7.9% percentage in Big Mart and 1 respondent of about 1.1% of respondent and the last occupation is entrepreneur with 2 respondent or about 2.2% respondents in Big Mart and 8 respondent or about 8.9% in Smile Market

#### 4.2.6 Frequency of the time visiting

Table 4.8 Frequency of the time visiting of Big Mart and Smile Market Respondent

	Big Mart		Smile Market	
	Frequency	Percent	Frequency	Percent
< 20 minutes	43	48.3	66	77.3
20 – 40 minutes	20	22.5	15	16.7
40 – 60 minutes	16	18.0	7	7.8
>60 minutes	10	11.2	2	2.2
Total	89	100.0	90	100.0

Source: processed by SPSS

From the table 4.8 above we know that the majority frequency of the time visiting respondents are about < 20 minutes, in Big Mart are about 43 respondent or 48.3% respondent and in Smile Market 66 respondent with 73.3% .and the second one is 20 – 40 minutes answered by 20 respondents or about 22.5% respondents in Big Mart and 15 respondent or 16.7% in Smile Market. And then 29.2% respondents of Big Mart are answered 40 – >60 minutes in Big Mart and 10% in Smile Market.

#### 4.2.7 Rate of Visiting per Month

Table 4.9 Rate of visiting per month of Big Mart and Smile Market Respondent

	Big Mart		Smile Market	
	Frequency	Percent	Frequency	Percent
< 5x per month	69	77.5	76	84.4
6 – 10x per month	11	12.4	13	14.4
> 10x per month	9	10.1	1	1.1
Total	89	100.0	90	100.0

Source: processed by SPSS

From the table 4.9 we can conclude that the majority rate of visiting per month of respondent with <5x per month visiting respondent Is about 69 respondent or 77.5% respondent in Big Mart and 76 respondent or about 84.4% in Smile Market .and there is 22.5% respondent with visiting rate per month are 6 – >10x/ month in

Big Mart and there is 15.5% respondent with visiting rate per month are 6 – >10x/ month in Smile Market.

### **4.3 Data Analysis**

The data that used by the researcher in this research are using primary data. That directly got from the data source by using questionnaire included some question related about Store atmosphere and Purchase Intention in Big Mart and Smile Market by pass Padang. The questionnaire already include with some alternative choice so the respondent just need to check the most compatible answer with their self.

To analyze the respondent answer the researcher use SPSS version 16.0 software .to process the data the alternative answer are scaling by using Likert scale .the first step to analyze the data is Descriptive analysis to see the general view about the respondent answer. And the next steps are validity test and reliability test to the questionnaire and the next step are analyzing the relationship between the independent and dependent variable and the last step is hypothesis test.

#### **4.3.1 Descriptive Analysis**

Descriptive analysis are using to see the general view about the answer of respondent about the questionnaire by using Likert scale .descriptive analysis are using with distribution frequency methods. For better understanding the data will be shown in the table below:

Table 4.10 Respondent respond of exterior in Big Mart and Smile Market

NO	ITEM	MEAN IN	MEAN IN
		BIG MART	SMILE MARKET
1	Color and Logo	3.84	3.74
2	Gate	3.80	3.68
3	Window	3.57	3.68
4	Broad and Roomy Impression	3.81	3.87
5	Store building design	3.49	2.84
6	Color Contrast	3.57	3.40
7	Environment	3.91	3.70
8	Large Parking	4.20	4.24
9	Safety of parking	4.13	3.87
	Average	3.81	3.66

Source: Processed by SPSS

The table 4.10 .above are shown the alternative answer frequency that choose by the respondent for each question in Exterior variable (X1) of Big Mart and Smile Market we can see that most of respondent are agree with the question in the questionnaire because in the table 4.10 shown all of the mean in each question are above 3.50 in Big Mart and only 2 indicator below 3.50 in Smile Market they are question number 2 and 6 .the highest score of the alternative answer to the exterior

variable are the question number 8 with the mean are 4.20 in Big Mart and 4.24 in Smile Market and the lowest score of the alternative answer are the question number 3 and number 6 with the mean 3.57 in Big Mart.

Table 4.11 Respondent respond of interior in Big Mart and Smile Market

NO	ITEM	MEAN IN BIG MART	MEAN IN SMILE MARKET
1	Floor design	3.46	3.29
2	Color & Lighting	3.65	3.44
3	Scent	3.60	3.51
4	Music	3.51	3.13
5	Temperature	3.78	3.78
6	Cleanliness	3.94	3.87
7	Wall texture	3.33	2.92
8	Cart & basket	3.75	3.66
9	Cashier location	3.79	4.10
	Average	3.64	3.52

Source: Processed by SPSS

The table 4.11 above are shown the alternative answer frequency that choose by the respondent of Big Mart for each question in interior variable (X2). We can see that most of respondent are agree with the question in the questionnaire because in

the table 4.11 shown all of the mean in each question are above 3.50 and only one question bellow 3.50 .The highest score of the alternative answer to the interior variable are the question number 6 with the mean are 3.94 and the lowest score of the alternative answer are the question number 7 the mean is 3.33.

In other hand in Smile Market based on the table 4.11 above are shown the alternative answer frequency that choose by the respondent of Smile Market for each question in interior variable (X2). We can see that most of respondent are agree with the question in the questionnaire because in the table 4.11 shown all of the mean in each question are above 3.50 and only o4 question bellow 3.50 .The highest score of the alternative answer to the interior variable are the question number 9 with the mean are 4.10 and the lowest score of the alternative answer are the question number 7 the mean is 2.92.

Table 4.12 respondent respond of store layout in Big Mart and Smile Market

NO	ITEM	MEAN IN BIG MART	MEAN IN SMILE MARKET
1	Corridor	3.81	3.94
2	Products grouping	4.01	4.03
3	Promotion	3.78	3.43
4	Department Location	3.90	3.60
5	ample Space	3.88	3.04
6	Signs / Direction	3.66	3.42
	Average	3.84	3.57

Source : Processed By SPSS

The table 4.12 above are shown the alternative answer frequency that choose by the respondent for each question in store lay out variable (X3) we can see that most of respondent are agree with the question in the questionnaire because in the table 4.12 shown all of the mean in each question are above 3.50 .The highest score of the alternative answer to the store lay out variable are the question number 2 with the mean are 4.01 and the lowest score of the alternative answer are the question number 6 with the mean 3.66.

And in the Mean in Smile Market also shown in table 4.12 above, the alternative answer frequency that choose by the respondent for each question in store lay out variable (X3) we can see that most of respondent are agree with the question in the questionnaire because in the table 4.12 shown all of the mean in each question are above 3.50 .The highest score of the alternative answer to the store lay out variable are the question number 2 with the mean are 4.03 and the lowest score of the alternative answer are the question number 5 with the mean 3.04.

Table 4.13 respondent respond of purchase intention in Big Mart and Smile Market

NO	ITEM	MEAN IN BIG MART	MEAN IN SMILE MARKET
1	Interested	3.80	3.72
2	Recommended	3.79	3.78
3	Purchase in future	3.94	3.83
	Average	3.84	3.77

Source: Processed by SPSS

The table 4.13 above are shown the alternative answer frequency that choose by the respondent for each question in purchase intention variable (Y) we can see that most of respondent are agree with the question in the questionnaire because in the table 4.16.1 shown all of the mean in each question are above 3.50 .The highest score of the alternative answer to the purchase intention variable are the question number 3 with the mean are 3.94 and the lowest score of the alternative answer are the question number 2 with the mean 3.79.

And in the Smile Market mean shown in the table 4.13 above are shown the alternative answer frequency that choose by the respondent for each question in purchase intention variable (Y) we can see that most of respondent are agree with the question in the questionnaire because in the table 4.13 shown all of the mean in each question are above 3.50 .The highest score of the alternative answer to the purchase intention variable are the question number 3 with the mean are 3.83 and the lowest score of the alternative answer are the question number 1 with the mean 3.72.

#### **4.3.2 Validity Test**

There are four variables in this research and each variable measured by multiple items. The first variable is exterior with 9 items, second variable is interior with 9 items, third variable is store layout with 6 items and the last is purchase intention with 3 items. Hair et,al (1998), factor loading greater than 0.5 the data is valid. For the validity testing are shown in the table below.

Table 4.14.1 Validity testing of Exterior in Big Mart

Variable	Item	Factor Loading	Validity
Exterior	Color and Logo	.639	All items are valid
	Gate	.639	
	Window	.629	
	Roomy Impression	.580	
	Building Design	.668	
	Color Contrast	.687	
	Environment	.688	
	Large Parking	.702	
	Safety of parking	.758	

Table 4.14.2 Validity testing of Exterior in Smile Market

Variable	Item	Factor Loading	Validity
Exterior	Color and Logo	.585	valid
	Gate	.617	valid
	Window	.598	valid
	Roomy Impression	.443	Not valid
	Building Design	.399	Not valid
	Color Contrast	.505	valid
	Environment	.582	valid
	Large Parking	.687	valid
	Safety of parking	.583	valid

Source : Processed by SPSS

From table 4.14.1 above it can be summarized that all the 9 items of exterior are valid with factor loading greater than 0.5. And from table 4.14.2 above it

can be summarized that only 7 of 9 items of exterior are valid with factor loading greater than 0.5.

Table 4.15.1 Validity testing of Interior in Big Mart

Variable	Item	Factor Loading	Validity
Interior	Floor design	.778	All items are valid
	Color & Lighting	.790	
	Scent	.689	
	Music	.739	
	Temperature	.816	
	Cleanliness	.840	
	Wall texture	.706	
	Cart & basket	.752	
	Cashier location	.759	

Source : Processed by SPSS

Table 4.15.2 Validity testing of Interior in Smile Market

Variable	Item	Factor Loading	Validity
Interior	Floor design	.550	Valid
	Color & Lighting	.334	Not valid
	Scent	.685	Valid
	Music	.511	Valid
	Temperature	.596	Valid
	Cleanliness	.454	Not valid
	Wall texture	.497	Not valid
	Cart & basket	.364	Not valid
	Cashier location	.266	Not valid

Source : Processed by SPSS

From table 4.15.1 above it can be summarized that all the 9 items of interior in Big Mart are valid with factor loading greater than 0.5. and from table 4.15.2 above it can be summarized that only 4 of 9 items of interior in Smile Market are valid with factor loading greater than 0.5.

Table 4.16.1 the validity testing of store layout in Big Mart

Variable	Item	Factor Loading	Validity
Store Layout	Corridor	.809	All items are valid
	Products grouping	.771	
	Promotion	.685	
	Department Location	.763	
	ample Space	.691	
	Signs / Direction	.617	

Source : Processed by SPSS

Table 4.16.2 the validity testing of store layout in Smile Market

Variable	Item	Factor Loading	Validity
Store Layout	Corridor	.369	Not valid
	Products grouping	.628	valid
	Promotion	.448	Not valid
	Department Location	.787	valid
	ample Space	.429	Not valid
	Signs / Direction )	.635	valid

Source : Processed by SPSS

From table 4.16.1 above it can be summarized that all the 6 items of Store Layout in Big Mart are valid with factor loading greater than 0.5. and from table

4.16.2 above it can be summarized that only 3 of 6 items of Store Layout are valid with factor loading greater than 0.5.

Table 4.17.1 validity testing of purchase intention in Big Mart

Variable	Item	Factor Loading	Validity
Purchase Intention	Interested	.873	All items are valid
	Recommended	.919	
	Purchase in future	.919	

Source : Processed by SPSS

Table 4.17.2 validity testing of purchase intention in Smile Market

Variable	Item	Factor Loading	Validity
Purchase Intention	Interested	.794	All items are valid
	Recommended	.860	
	Purchase in future	.666	

Source : Processed by SPSS

From table 4.17 above it can be summarized that all the 3 items of Purchase intention in Big Mart and Smile Market are valid with factor loading greater than 0.5.

#### 4.3.3 Reliability Test

According to the Now (2006), Reliability is a measure that indicates the extent to which these measurements without bias (error-free error-free) and therefore ensures a consistent measurement across time and across a wide array of items in the instrument A variable is said to be reliability if it has  $\alpha > 0.60$  (Ghozali, 2009).

Table 4.18.1 Reliability testing of Big Mart variable

Variable	Item	Cronbach Alpha	Remarks
Exterior	9	.895	Very Good
Interior	9	.910	Very Good
Store Lay out	6	.809	Very Good
Purchase Intention	3	.889	Very Good

Source: Processed by SPSS

Table 4.18.2 Reliability testing of Smile market variable

Variable	Item	Cronbach's Alpha	Remarks
Exterior	9	.708	Very Good
Interior	9	.579	Good
Store Lay out	6	.549	Good
Purchase Intention	3	.665	Good

Source: Processed by SPSS

The result of the reliability testing of table 4.18.1 and 4.18.2 indicated that the cronbach's alpha for every variable in Big Mart and Smile Market are reliable. So all instruments are reliable and can be use for the next research.

#### 4.3.4 Multiple Regression Analysis

Multiple Regression Analysis are using to see how the impact of all the independent variable to dependent variable. In this research multiple regression analysis are using to see how the store atmosphere impact to the customer purchase

intention in Big Mart and Smile market .the result will be shown in the table 4.19.1 and 4.19.2

Table 4.19.1 The result of Multiple Regression Analysis of Big Mart

Table 4.19.1 T test in Big Mart

Variable	B	t	Sig	Description
Constanta	-.732	-0.589	.557	
Exterior (X1)	.202	4.392	.000	Significant
Interior (X2)	.043	1.406	.163	Not significant
Store layout (X3)	.169	2.412	.018	significant

Source : Processed by SPSS

Table 4.19.2 T test in Smile Market

Variable	B	t	Sig	Description
Constanta	1.590	.905	.368	
Exterior (X1)	-.039	-.737	.000	Significant
Interior (X2)	.218	4.439	.463	Not significant
Store layout (X3)	.168	2.234	.028	significant

Source : Processed by SPSS

Based on the result of multiple regression analysis on the table 4.19 above so we get the Regression Formula as Bellow :

$$Y = -0.732 + 0.202X1 + 0.043X2 + 0.169X3 + e$$

Description:

Y = Purchase Intention                      X3 = Store Layout  
X1 = Exterior                                      e = error  
X2 = Interior

From the formula above we can conclude that in multiple regression analysis in Big Mart and Smile Market are:

1. The Constanta score produce at Big Mart are -0.732 its mean if the Store atmosphere ( Exterior, Interior , Store lay out ) are constant , so the score of Purchase intention are -0.732. And the Constanta score produce at Smile Market are 1.590 its mean if the Store atmosphere ( Exterior , Interior , Store lay out ) are constant , so the score of Purchase intention are 1.590
2. The regression coefficient score on the exterior variable of Big Mart are 0.202 its mean the exterior has significant impact to the customers purchase intention in Big Mart. And the regression coefficient score on the exterior variable of Smile Market are 0.218 its mean the exterior has positively impact to the customers purchase intention in Smile Market.
3. The regression coefficient score on the interior variable of Big Mart are 0.043 its mean the interior has significant impact to the customers purchase intention in Big Mart. And the regression coefficient score on the interior variable of Smile Market are -0.039 its mean the interior has not significant impact to the customers purchase intention in Smile Market.

4. The regression coefficient score on the store layout variable of Big Mart are 0.169 its mean the store layout has significant impact to the customers purchase intention in Big Mart. And the regression coefficient score on the store layout variable of Smile Market are 0.168 its mean the store layout has significant impact to the customers purchase intention in Smile Market.

#### 4.3.5. Comparison Testing

Table 4.20 Comparison of Exterior in Big Mart and Smile Market

		Levene's Test for Equality of Variances		
		F	Sig.	t
colors of logo	Equal variances assumed	.012	.912	.690
	Equal variances not assumed			.690
width of entrance	Equal variances assumed	.467	.495	.885
	Equal variances not assumed			.883
rack and selves	Equal variances assumed	4.506	.035	-.911
	Equal variances not assumed			-.909
Widespread impression	Equal variances assumed	1.175	.280	-.464
	Equal variances not assumed			-.464
building design	Equal variances assumed	.553	.458	4.775
	Equal variances not assumed			4.779
colors of building	Equal variances assumed	.627	.430	1.204
	Equal variances not assumed			1.202
Environment	Equal variances assumed	.207	.649	1.647
	Equal variances not assumed			1.645
parking area	Equal variances assumed	1.533	.217	-.348
	Equal variances not assumed			-.347
parking area are save	Equal variances assumed	4.483	.036	2.469
	Equal variances not assumed			2.462

Source : Processed by SPSS

From the table 4.20 we can see that there are 2 indicators that has significant differences between Big Mart and Smile Market .they are racks and selves with significance 0.035 and the last is the security of parking space with significance level 0.036 its significance if the significance level is  $< 0.05$  and un significance if the level  $> 0.05$  .there is no significance differences between the others indicators of exterior.

Table 4.21 Comparison of interior in Big Mart and Smile Market

		Levene's Test for Equality of Variances		
		F	Sig.	T
floor design	Equal variances assumed	.550	.459	1.242
	Equal variances not assumed			1.242
colors and lighting	Equal variances assumed	1.418	.235	1.581
	Equal variances not assumed			1.581
Scent	Equal variances assumed	5.895	.016	.721
	Equal variances not assumed			.721
sound of music	Equal variances assumed	3.947	.048	2.799
	Equal variances not assumed			2.799
Temperature	Equal variances assumed	6.923	.009	.000
	Equal variances not assumed			.000
Cleanliness	Equal variances assumed	.017	.898	.555
	Equal variances not assumed			.555
wall texture	Equal variances assumed	.011	.916	2.597
	Equal variances not assumed			2.597
Cart and basket	Equal variances assumed	.019	.892	.662
	Equal variances not assumed			.662
cashier location	Equal variances assumed	4.500	.035	-2.396
	Equal variances not assumed			-2.396

Source : Processed by SPSS

From the table 4.21 below we can see that there are 4 indicators that has significant differences they are scent with 0.016 .and then sound of music with significance 0.048, temperature with 0.009 and the last one is cashier location with 0.035 its significance if the level is  $< 0.05$  and un significance if the level  $> 0.05$  .

Table 4.22 Comparison of store layout in Big Mart and Smile market

		Levene's Test for Equality of Variances		
		F	Sig.	t
wide corridor	Equal variances assumed	5.977	.015	-1.179
	Equal variances not assumed			-1.179
product grouping	Equal variances assumed	3.965	.048	-.120
	Equal variances not assumed			-.120
Product promotion placing	Equal variances assumed	1.463	.228	2.650
	Equal variances not assumed			2.650
department location	Equal variances assumed	5.298	.023	2.589
	Equal variances not assumed			2.589
Ample Space	Equal variances assumed	3.814	.052	-1.528
	Equal variances not assumed			-1.528
Sign	Equal variances assumed	.169	.682	1.768
	Equal variances not assumed			1.768

Source: Processed by SPSS

From the table 4.22 above we can see that there are 3 indicators that has significant differences it is wide of corridor with significance 0.015 , product

groupings 0.048, and department location with 0.023 its significance if the level is  $< 0.05$  and un significance if the level  $> 0.05$ .

#### 4.3.6 Hypothesis Testing

##### 4.3.6.1 Coefficient Determinant

Coefficient determinant testing are using to see how big the impact of independent variable to the dependent variable. Coefficient determinant ( $R^2$ ) has a score between 0 and 1 ( $0 < R^2 < 1$ ), if  $R^2$  are close to 1, means there is a strong relationship between independent variable to the dependent variable. And if  $R^2$  are close to 0, means there is weak relationship between independent and dependent variable. In this research it is store atmosphere and Purchase intention. (Sugiyono, 2009)

Table 4.23.1 Coefficient Determinant of Big Mart

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 <sup>a</sup>	.542	.526	1.65135

Source : Processed by SPSS

Table 4.23.2 Coefficient Determinant of Smile Market

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 <sup>a</sup>	.334	.310	1.48339

Source : Processed by SPSS

In the formula of multiple regression in table 4.32.1, the R score are 0.763 it shown a strong correlation between independent variable (Store Atmosphere) to the dependent variable (Purchase Intention) because the R score is close to 1.

Adjusted R square score are 0.542 show the big contribution of independent variable (Store Atmosphere) to explain about the dependent variable (Purchase Intention) as big as 54.2% and the rest is 45.8% explained by the other variable that not used in this research.

In the formula of multiple regression in table 4.32.2, the R score are 0.578 it shown a strong correlation between independent variable (Store Atmosphere) to the dependent variable (Purchase Intention) because the R score is close to 1.

Adjusted R square score are 0.334 show the low contribution of independent variable (Store Atmosphere) to explain about the dependent variable (Purchase Intention) as big as 33.4% and the rest is 66.6% explained by the other variable that not used in this research .

#### 4.3.6.2 T test

T test is a test that shown the impact if the independent variable to the dependent variable. If the significant score  $\geq 0,05$  or  $t_{count} < t_{table}$ , so  $H_0$  accepted and  $H_a$  rejected. Its mean independent variable doesn't have impact to dependent variable. If the significant score  $\leq 0,05$  or  $t_{count} > t_{table}$ , so  $H_0$  rejected and  $H_a$  accepted. Its mean independent variable has an impact to dependent variable. (Sugiyono, 2009) . for better under standing look at the table 4.19.1 and 4.19.2.

From the table 4.19.1 and 4.19.1 above can conclude the Hypothesis' for Big Mart and Smile Market:

1. Exterior

There is positive effect of exterior (X1) to the customers purchase intention (Y) in Big Mart and Smile Market with significance for both as .000 .this result is match with the previous research conduct by Irawan (2010) exterior characteristics have a strong influence on the store, so it must be planned as possible. The combination of the exterior can make the outside of the store to look unique, attractive, stand out and invite people to enter the store.

On the research that conduct by Karmela and Junaedi ( 2009 ) with tittle *Pengaruh store atmosphere terhadap minat beli konsumen pada toserba griya kuningan* get result that Store atmosphere (X) which is exterior have influence on purchase intention (Y).and this result also mix with the result of Ward et.al (1992) that research about the real design of a store and the effect shown by the store front. Founded a result that the store front or the exterior has a positive impact to the customer buying behavior. In other hand the exterior that used by the store has a positive impact to the store image. And make the store looks modern and in the end it create a purchase intention to the customers (Cornelius et.al2010).

## 2. Interior

The indicator of interior are often using in the research doing by Donovan et.al (1994) Donovan and Rossiter (1982). That study found that the general interior has a positive impact to the customer purchase intention. All of this research found that the interior has a positive impact to the customer purchase intention. But the result of this research found a different result. In this research , researcher found there is no positive impact between interior (X2) to the customers purchase intention (Y) in Big Mart with significance level are 0.163. and 0.463 in Smile Market .

## 3. Store Layout

From the table above we can conclude that there is a positive impact of store layout (X3) to the customers purchase intention in Big Mart with significance level  $< 0.05$ . the significance level of store layout in Big Mart are 0.018 and significance level of Smile Market are 0.028.

Based on Berman and Evan ( 1992 ) Layout inviting store entrance or cause customers away from the store when consumers see the inside of the store through a window or doorway. Structuring a good shop will be able to invite consumers to settle around longer and spend more money. Therefore, a retailer should be able to setup shop properly, so that the consumer destination is reached.

## CHAPTER V

### CLOSING

#### 5.1 Conclusion

Based on the results of hypothesis testing that has been done, it can be concluded as follows:

1. There is significance difference between the store atmosphere of Big Mart and Smile Market such as rack and selves and the security of parking area for the exterior and scent , sound of music, temperature and cashier location in interior and wide of corridor, products grouping, and department location in the store layout.
2. Variable exterior as seen from the outside of the store, the high and wide of store building and , the visibility of all elements of the exterior of the store, uniqueness, neighborhood of the stores, and the availability of parking facilities have influence on consumer buying interest in Big Mart and Smile Market.
3. General interior variables are viewed from the floor in the store, the color and lighting of stores, store room scents, music, texture of the walls, the temperature in the store, and width of alley doesn't has any influence to the customer purchase intention in Big Mart and Smile Market.

4. Store layout which is the regularity of the layout of each section in the store has an influence on consumer purchase intention in Big Mart and Smile Market.

## 5.2 Implication of the Research

The findings in this study have some important implications for the company to increase understanding of the importance of knowing and understanding the influence of store atmosphere that affect the consumer purchase intention so that the company is expected to achieve the goal. Variable Exterior, interior General, Store layout, has an influence on consumer purchase intention in Big Mart and Smile Market. Implications of each variable can be viewed as follows:

1. Exterior variable has a significant impact to the customer purchase intention in Big Mart and Smile Market with the mean 3.81 in Big Mart and 3.66 in Smile Market. Values obtained by the exterior variables can be classified a high enough value but there is some factor should be enhance by smile market based on the result of this research, researcher found that the building design of smile market doesn't affect the customer purchase intention. The building design and color of Smile market is not attract the customers. So the company should consider to enhance the building design to increase and attract more customers.
2. Interior variable has a un significant impact to the customer purchase intention of Big Mart and Smile Market but the values obtained by the interior variables can be classified a high enough value with mean 3.64 in

Big Mart and 3.52 in Smile Market. The researcher suggest to the company to pay more attention to the interior to enhance the customer comfortableness. If the customer comfortable they will spent more time in the store so it will impact to their purchase intention.

3. Store lay out variable has a significant impact to the customer purchase intention in Big Mart and Smile Market with the mean 3.84 in Big Mart and 3.57 in Smile Market. Values obtained by the exterior variables can be classified a high enough value but there is some factor should be enhance by Big Mart, the sign in the store of Big mart has a low value its mean Big Mart should consider to put more signs about the products to help the customer in their shopping. The sign can help the customer and make them easier in the store. And for smile market based on the result of this research, researcher found that the free space of smile market is so small so make the customer doesn't comfortable in the store. Smile Market should redesign the layout of their store in order increase the customer comfortableness.

### **5.3 Limitation of Research**

This study has some limitations in that if addressed in further research, to improve the results of the study, such as :

1. The generalization of this research are limited, which are expected to the next researcher to extend the scope of research. will also increase the number of

samples. Added more variables that related to the customer purchase intention, as independent variables in this study only store atmosphere. In the Future research is expected to examine other variables that may affect the purchase intention.

2. This research only testing the affect of store atmosphere in two retail store so its not yet relevance to be used by the retailer in Padang.

#### 5.4 Suggestion

##### 1. Academics

For academics who will do this research in the future will be better if adding some other variable that affected to the customer purchase intention in a retail in Padang city. The result of this research shown that the percentages of the affect of store atmosphere to the customer purchase intention are 52.6% in Big Mart and only 31.0% in Smile Market. And the rest is affecting by the other variable. So that's needed some other retail mix variable to measure the purchase intention such as price, product, location, promotion and employee.

##### 2. Practitioners (Owners)

This study is expected can be used as a reference for Big Mart and Smile Market to enhance their store atmosphere. From the judgment that has been conducted by the respondent, mostly having a good judgment about the store atmosphere in Big Mart and Smile Market. expected Big Mart and Smile Market able to keep the store atmosphere in order to be able in retail competition in Padang city,

But the company should be able to enhance the store atmosphere in Big Mart and Smile Market such as:

1. In the Exterior for Smile Market, the retailer should make an attractive building design. So it will invite the people to come closer and attract their attention. For example in Big Mart, they create a kid space in their out store it can attract the customer to visit their store.
2. For the interior both Big Mart and Smile Market must pay more attention and think to enhance the interior in order to increase the customer purchase intention. For example giving more space for customer in the store by redesigning the decoration, giving the sign and information about the products, the location of the products so it will make the customer feel like home. If they comfortable they will spent more time in the store .and for Smile Market they should consider about the color of the store, giving warm color will affect to the customer attention, giving some wall decoration giving some music to make the customer relax in their shopping.
3. In the store layout variable its already got a good judgment from the respondent but the retailer should enhance some indicator that has a low value from the respondent such as in Big Mart the Sign about the product location and the products promotion. The retailer should make it easier to customer to see the sign. so they know where should they find the location. And for smile market must consider about giving more free space by decreasing the amount of rack or redesign the rack because its look like not manage well.

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