

# Store Atmosphere, Price Discount and Purchasing Decisions of Shoe Stores in Bandar Lampung

Store Atmosphere and  
Price Discounts on  
Purchasing Decisions

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669

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## ABSTRACT

*This study investigates the influence of discounts and store atmosphere on purchasing decisions in shoe stores in Bandar Lampung, recognizing the evolving role of shoes from a basic foot protection necessity to a symbol of fashion. The purpose is to discern the impact of these factors on consumer behavior, particularly in a dynamic retail setting. The research, involving 100 respondents, employs purposive sampling to ensure representation of the population. Criteria for respondent selection include being over 17 years old and having made purchases in shoe stores. Data collection involves validated and reliable questionnaires, and SPSS version 26 is employed for statistical analysis, utilizing the multiple linear regression method. The results reveal that discounted prices and store atmosphere significantly influence purchasing decisions. These findings underscore the contemporary importance of factors beyond utilitarian aspects, shedding light on the interplay between economic considerations, retail strategies, and consumer preferences. Implications of this study extend to both marketers and consumers, guiding strategies for retailers to enhance the shopping experience and assisting consumers in making informed purchasing decisions in the evolving landscape of the fashion-centric shoe industry.*

**Keywords:** Discount, Store atmosphere, Purchase decision

## ABSTRAK

*Penelitian ini menyelidiki pengaruh diskon dan atmosfer toko terhadap keputusan pembelian di toko sepatu di Bandar Lampung, mengakui peran yang berkembang dari sepatu sebagai kebutuhan dasar perlindungan kaki menjadi simbol mode. Tujuannya adalah untuk memahami dampak faktor-faktor ini terhadap perilaku konsumen, khususnya dalam setting ritel yang dinamis. Penelitian ini melibatkan 100 responden dan menggunakan sampel purposif untuk memastikan representasi populasi. Kriteria pemilihan responden mencakup usia di atas 17 tahun dan pernah melakukan pembelian di toko sepatu. Pengumpulan data melibatkan kuesioner yang telah divalidasi dan dapat diandalkan, serta SPSS versi 26 digunakan untuk analisis statistik dengan metode regresi linear berganda. Hasil penelitian menunjukkan bahwa harga diskon dan atmosfer toko berpengaruh signifikan terhadap keputusan pembelian. Temuan ini menekankan pentingnya faktor-faktor di luar aspek utilitarian, memberikan wawasan tentang hubungan antara pertimbangan ekonomi, strategi ritel, dan preferensi konsumen. Implikasi dari penelitian ini mencakup pihak pemasar dan konsumen, memberikan panduan bagi pengecer untuk meningkatkan pengalaman berbelanja dan membantu konsumen membuat keputusan pembelian yang terinformasi dalam lanskap yang terus berkembang dari industri sepatu yang berfokus pada mode.*

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## **INTRODUCTION**

Shoes are considered an essential secondary need in everyday life, not only as foot protection but also as a fashion symbol (Noor, 2020). In the context of shoe business, consumer purchasing decisions are critical, and factors such as price cuts and store atmosphere can influence them. Price cuts are considered a significant promotional strategy in shoe industry (Michalos, 2014). Offline shoe store now faces stiff competition, especially with online store and competitive market. To overcome the decline in sales in 2020 due to the COVID-19 pandemic, this store implemented a price discount strategy of up to 70%, including a Buy 1 Get one offer (Saroh & Hardati, 2019). Previous research has shown that price cuts can influence purchasing decisions subconsciously, and this store's initiative to pursue this strategy routinely shows an awareness of the importance of setting a sales strategy.

Apart from price cuts, store atmosphere is also recognized as influencing purchasing decisions (Afiani, 2019). Shoe stores emphasizes a clean and comfortable atmosphere, with facilities such as hand sanitizer and hand washing stations to provide consumers with security during the pandemic. Factors such as lighting, air conditioning, room layout, and cleanliness are essential components in creating a good atmosphere in the store (Lestari, 2019). Apart from that, the parking facilities in front of the shop also provide added value, making it easier for consumers to shop. In facing competition with main competitors, many shoe stores highlight the advantage of location, where this shop is easier to find because it is on the side of the road, in contrast to its competitors, which require entering the building (Noor, 2020). The store's success in creating a competitive advantage can influence consumer purchasing decisions.

In-store sales methods are an excellent example of how important it is for customers to judge their purchases. There are occasions when Shoe stores offers discounts, such as during holidays, and when they frequently offer fifty percent discounts, such as around Eid al-Fitr and Christmas (Lestari, 2019). According to the findings of this study, price reductions have the potential to play a substantial role in influencing consumers' purchasing decisions. This research demonstrates a research gap and the need to investigate this relationship in greater depth. Previous research has yielded different results about the influence of price cuts and store atmosphere on purchase decisions; nevertheless, this research reveals a need to investigate this relationship. As a result, this study aims to address existing knowledge gaps and offer further insights into the impact that price reductions and the store's atmosphere have on the decisions that customers make regarding their purchases in the setting of shoe stores (Putra et al., 2016).

Based on this background information, the purpose of this research is to determine the extent to which price reductions and the mood of the store influence purchasing decisions in shoe stores. When it comes to attracting customers and increasing their purchases, store owners need to devise effective techniques. The findings of this study will provide a more in-depth understanding of the extent to which price reductions and the store's environment influence customers' preferences when it comes to selecting items to purchase, specifically shoes. Both academic and practical benefits can be derived from research. Academic research can be used to add references, while practical research can help business owners enhance their sales strategy.

## **LITERATURE REVIEW**

### **Marketing and Consumer Behaviour**

According to Kotler and Armstrong (2017), marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products and services with other people. The core marketing concepts include needs, wants, demand, production, utility, value, and

satisfaction; exchange, transactions, market relations; and marketing and markets. Based on the definition above, marketing is a process that must be passed when marketing a good or service which will create a bargaining process. Transactions occur between marketers and markets, considering needs, desires, and production. So, marketing is an activity that is closely related to consumers.

According to Kotler and Armstrong (2017), consumer behavior encompasses the act of end consumers acquiring things for their personal use, whether these purchases are made individually or within households. Five steps comprise the buyer selection process, beginning with recognizing a need and ending with post-purchase behavior. The definition provided by the American Marketing Association highlights that consumer behavior is a dynamic interplay between influence, cognition, behavior, and the environment in which consumers exchange components of their lives. This interaction takes place in the context of interaction among consumers. Advertising, price information, packaging, product look, and other environmental features are some of the factors that might influence consumer behavior. Various factors influence consumer behavior since it involves thoughts, feelings, and actions during the consumption process. According to Peter and Olson (2010), it is essential to remember that consumer behavior is not static; instead, it is dynamic, it involves contact, and it is a type of exchange in the activities of consumption.

### **The effect of price discounts on purchasing decisions**

According to (Kotler & Armstrong, 2017), price discounts are price reductions given by business actors in purchases during a specified period. Price is one of the company's tricks to attract consumers' buying interest. Discount pricing is also known as a promotional strategy. In promotion, various forms of communication are studied in communication science, such as advertising, publicity, word-of-mouth communication, personal selling, and direct marketing (Alrwashdeh et al., 2019). Furthermore, according to Kotler and Armstrong (2017), purchasing decisions are the decisions that purchasers make regarding the brand they will purchase. Multiple choices are frequently included in the decision-making process of complex situations. The decision at hand requires selecting from among two or more potential options.

Discounts are reductions in prices that are offered by business actors to customers who make purchases during a particular period. In order to pique the interest of customers in making purchases, the corporation uses price as one of its strategies (Kotler & Armstrong, 2017). As Saroh & Hardati (2019) points out, price reductions are a strategy that might subconsciously boost consumers' purchasing decisions. According to research conducted by Lestari (2019), price reductions favor purchasing decisions. On the other hand, research by Putra et al. (2016) demonstrates that price reductions do not have a good impact on purchase decisions. One hypothesis that may be derived from the description that was presented earlier is that price reductions affect purchase decisions.

*H1. Price discount has a positive and significant effect on purchasing decision*

### **The influence of store atmosphere on purchasing decisions**

The store atmosphere is a physical characteristic that plays a role in developing the company's image and attracting customers. According to Yunus (2021), the store atmosphere aims to provide comfort to consumers and become an attraction in itself. Another opinion from Spence (2014) states that the shop atmosphere includes interior design elements such as light, sound, air conditioning, and service to create certain feelings in customers. Türker et al. (2019) added that elements such as interior, exterior, layout, comfort, air, service, music, uniforms, length of goods, and others, all contribute to creating attraction for consumers and arousing the desire to buy. Thus, store atmosphere is not only related to physical aspects but also involves design and service elements that together create a positive experience for consumers. During the stage of consumer purchasing decisions, consumers may also form the intention to purchase the

most desirable product. At this stage, the consumer's decision to modify, postpone, or avoid the product is significantly influenced by the perceived risk of the product.

While the atmosphere of the business is intended to make customers feel at ease, it also has the potential to be a distinctive draw for customers. It also makes it easier for customers to select the type of goods they want to purchase (Setiawan et al., 2020). The atmosphere of a store is one of the aspects that influence the decisions customers make regarding their purchases (Lestari, 2019). According to Solihin et al. (2021), the store's ambiance has a minimal impact on customers' decisions regarding their purchases. One of the hypotheses that will be tested in this research is that the shop's environment affects the decisions that customers make regarding their purchases.

*H2. Store atmosphere has a positive and significant effect on purchasing decision*

## **METHODS**

Quantitative research is the methodology that is utilized in this study. Quantitative data is a research approach based on actual data, research data in the form of numbers that will be measured using statistics as a calculation test tool related to the topic being examined for a conclusion (Sugiyono, 2014). The method of study that was utilized in this investigation was survey research. According to Sugiyono (2014), survey research is a data-gathering method involving questionnaires and interview devices to collect responses from respondents. The origin of the data used consists of the source of the study data. The research that was conducted utilized both primary and secondary sources of information. The data that is processed directly is referred to as primary data. The questionnaire given out to customers and had questions on price reductions and unplanned purchases, was the source of the primary data collected for this study. On the other hand, secondary data is gathered roundaboutly from sources such as websites and journals, respectively. In order to get data in the field and demonstrate that the hypothesis is correct, data collection procedures are required. The data collection method utilized in this investigation was surveys that were accompanied by data collection tools, specifically questionnaires. One method that can be utilized to collect information for each variable is a questionnaire.

Those individuals who have shopped in Sinar Baru shoe stores in Bandar Lampung City are included in the population being investigated in this study. This particular demographic is a generalization region that possesses features pertinent to the investigation's objectives. In order to obtain a sample that was representative of the population, the researchers utilized non-probability sampling approaches, particularly purposive sampling. Researchers can pick respondents based on certain factors by using this approach. The criteria for selecting respondents are that they are over 17 years of age and have purchased in shoe stores. A total of 100 respondents should be chosen for the research sample, as Bhardwaj (2019) suggested, to obtain the desired sample size. The purpose of this procedure was to guarantee that the sample was representative of a population pertinent to the scope of the study about the impact of discounts and the atmosphere of the store on the decisions that consumers make regarding their purchases. Furthermore, the operational definition is described in Table 1.

This research, SPSS version 26 was used to test validity, with significant factor analysis model results below 0.05 and Kaiser-Mayer-Olkin (KMO), anti-image, and Factor Loading values below 0.5. The research instrument is valid if these requirements are met. Adeniran (2019) states that Cronbach's Alpha coefficients above 0.70 indicate reliability. Reliability testing ensures that the questionnaire can consistently and stably measure the variables or constructs being researched.

This study used descriptive and quantitative methods (Sugiyono, 2018). Descriptive analysis describes research objects using sample or population data without analysis or generalizations. This quantitative study uses questionnaire responses on a scale from strongly disagree to highly agree. A descriptive study of respondents' top and lowest scores will give an overall picture. This research tests hypotheses utilizing positivist quantitative analysis and research equipment (Sugiyono, 2014). Multiple linear regression measures

the independent variable's effect on the dependent variable. Hypothesis testing involves a partial test (t-test) to determine how well the independent variables explain the dependent variable and a simultaneous significant test (f test) to determine their overall influence. A probability of less than 0.05 was used to make decisions after the t-test at 5% significance. The f test compares computed F and Table F to see if independent factors significantly affect the dependent variable. Additionally, the coefficient of determination (R<sup>2</sup>) determines how much the independent variable affects the dependent variable, with a value near to one explaining more dependent variable fluctuations (Ghozali, 2018).

**Table 1.** Operational definition

No	Variable	Definition	Indicator	Measure
1	Discounts	A price discount is a reduction in the price on the product label where the price on the label is higher than the price paid by consumers (Salim & Fermayani, 2021)	<ol style="list-style-type: none"> <li>1. Trigger consumers to buy in large quantities</li> <li>2. Anticipate competitor promotions</li> <li>3. Supports trade in larger amounts (Salim &amp; Fermayani, 2021)</li> </ol>	Likert
2	Store atmosphere	Shop atmosphere is the atmosphere in the shop that creates certain feelings in customers resulting from the use of interior design elements such as lighting, sound, air control systems and service (Ozkul et al., 2019)	<ol style="list-style-type: none"> <li>1. The cleanliness of the floor and shelves of the outlet motivates me to buy more</li> <li>2. Listening to music creates a relaxed atmosphere when shopping so that it motivates me to shop</li> <li>3. The parking space provided makes me feel comfortable and safe when shopping</li> <li>4. Outlet lighting makes everything more visible and interesting to me.</li> <li>5. Good air circulation makes me comfortable in the shop</li> <li>6. Creative and systematic product arrangement in retail chain outlets helps me in product selection (Amin, 2014)</li> </ol>	Likert
3	Buying decision	Purchasing decisions are buyers' decisions about which brand to buy. Complex decision-making processes often involve several decisions (Kotler & Armstrong, 2017)	<ol style="list-style-type: none"> <li>1. Buying stability after knowing product information</li> <li>2. Buy because it suits your wants and needs</li> <li>3. Buy because you get recommendations from other people (Kotler, 2018)</li> </ol>	Likert

## RESULTS

The respondents in this research are people who live in Bandar Lampung and are consumers of the shop. The characteristics of the respondents sampled in this study are age, gender, and ever purchased in shoe stores. From the analysis results, the majority of respondents were consumers aged 35 years and over, reaching 52% of the total respondents. The majority of respondents tend to make purchases in person in stores rather than online, which is often the choice for young people. Consumers aged 35 years and over most likely prefer to test shoes first before purchasing them, especially for their children's needs.

Furthermore, the majority of respondents, 78 out of 100, were female consumers, while the remaining 22 respondents were male consumers. Shoe stores tend to have a customer base that women dominate. Women generally prefer to try shoes directly before making a purchase, and this is consistent with the age characteristics of respondents, the majority of whom are aged 35 years and over, most of whom already have children. Apart from that, it can be concluded that all respondents, namely 100 out of 100 respondents,

have made purchases at the shop. This shop has a good market share among respondents, all of whom have become consumers. Understanding consumer demographics and purchasing habits can provide valuable insight for store management to develop more effective marketing strategies and improve the consumer shopping experience.

In this study, the validity test was carried out using SPSS version 26 with the parameters that the results of the factor analysis model must be significant below 0.05, and the Kaiser-Meyer-Olkin (KMO), Anti Image Correlation, and Factor Loading values must be more than 0.5 to state validity. The results show that all indicators, including KMO, Anti Image Correlation, and Factor Loading, have values above 0.5, namely  $>0.5$ . Thus, all statements in the questionnaire for the price discount variables (X1), store atmosphere (X2), and purchasing decisions can be considered valid, allowing this research to be continued further.

Furthermore, in measuring reliability, Taber (2018) emphasized that reliability can be tested using the Cronbach Alpha statistical test, where the value is considered reliable if Cronbach's Alpha is  $> 0.70$ . Based on the processed data, it can be seen that the Cronbach Alpha value for all variables, including price discounts (X1), store atmosphere (X2), and purchasing decisions (Y), is  $>0.70$ . Therefore, all items in the questionnaire in these three variables are considered reliable, validating the use of this research instrument in the context of analyzing the variables of price discounts, store atmosphere, and purchasing decisions.

Furthermore, multiple regression analysis was carried out to predict how the dependent variable (Y) would rise and fall if two or more independent predictor factors were manipulated to increase and decrease its value (Taber, 2018). This analysis is needed to determine the regression coefficients and their significance so that they can be used to answer existing hypotheses (Table 2).

Table 2. Multiple Linear Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.037	0.746		0.048	0.963
Price discount	0.444	0.041	0.516	6.056	0.000
Shop atmosphere	0.311	0.032	0.492	5.498	0.000

According to the multiple linear regression equation, the constant (a) has a positive value of 0.037, showing that the price discount variable (X1) and the shop atmosphere (X2) influence purchase decisions (Y) in a unidirectional manner. A positive constant value increases purchasing decisions by 0.034, assuming the price discount and store atmosphere remain the same. The regression coefficient for price discounts (X1) of 0.516 shows that increasing price discounts increases purchasing decisions. Store atmosphere (X2) has a positive regression coefficient of 0.492, indicating that increasing store atmosphere increases purchase decisions.

The t-statistical test aims to demonstrate the extent to which the influence of individual independent variables may explain changes in the variable being controlled for. The t-test is utilized in this study to partially assess the influence of purchasing choice variables proxied in price discounts and store atmosphere. This test is utilized in testing statistics, and the significant value represents this influence. This indicates that the independent variable affects the dependent variable if the sig value is less than 0.05.

This research shows that price discounts significantly influence purchasing decisions in shoe stores. Consumers respond positively to discounts, motivating them to make purchases beyond their initial plans. Before making a purchasing decision, consumers compare prices with other shoe stores. However, the discounts offered by Shoe stores are the critical factor that encourages them to shop again. This research is consistent with previous findings by Lestari (2019), Michalos (2014), and Yildirim and Aydin (2012), which confirmed that price discounts have a significant effect on purchasing decisions.

The strategy of providing discounts in shoe stores is an essential factor in motivating consumer purchasing decisions.

The research results show that the store atmosphere, including cleanliness, music, air, lighting, product arrangement, and parking space, significantly influences purchasing decisions. Shoe stores consumers tend to make purchasing decisions influenced by the atmosphere created by the store. These factors create a comfortable and positive shopping environment, increase consumer confidence, and ultimately influence purchasing decisions. These results support previous findings by Lestari (2019), Pratiwi & Yasa et al. (2019), Madjid (2014), and Tumbuan et al. (2017), which show that store atmosphere significantly influences purchasing decisions. The stores can maintain its competitive advantage by maintaining and improving the quality of the atmosphere, including facilities such as comfortable parking. A good store atmosphere can be essential in winning consumers' hearts and encouraging purchasing decisions.

Table 3. t-test result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.037	0.746		0.048	0.963
Price discount	0.444	0.041	0.516	6.056	0.000
Shop atmosphere	0.311	0.032	0.492	5.498	0.000

Moreover, by using the F test, one can ascertain the degree to which the independent variables can explain the associated variables collectively. Price reductions (X1) and store atmosphere (X2) are simultaneously related to variables related to purchase decisions (Y) and whether or not the model is acceptable. This research was conducted to investigate the relationship between these two factors. The results of the F test are presented in the following chart. The data that has been processed reveals that the F-count value is 117.293, while the F-table has a value of 3.09 (Table 3). This indicates that the F-count is greater than the F-table, 117.293 is more significant than 3.09, the significance value is less than 0.05, or 0.000 is less than 0.05. This indicates that hypothesis H0 is rejected because it does not have a significant influence, while hypothesis Ha is accepted because it has a significant influence. The variables of price discount and shop atmosphere impact the purchasing decision variable.

The next test is the coefficient of determination, also known as R2. This is a statistical measure that determines how well a model can explain variability in the variables that are independent of the model. When the value of R2 is low, the ability of the independent variables to explain fluctuations in the variable being studied is restricted. When the R2 value is relatively close to one, it indicates that the independent variables offer nearly all of the information required to forecast variations in the dependent variable. Each independent variable partially and jointly influences the dependent variable, expressed as R2, to express the degree of determination test or how much influence the price discount variable and store atmosphere have on the purchasing decision variable. This research uses multiple linear regression, with each independent variable having a partial and joint influence on the dependent variable.

Table 4. Coefficient of Determination Test result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.832 <sup>a</sup>	0.793	0.686	1.136

According to Table 4, the determination efficiency test (R2) results above show an R2 (R square) value of 0.793. This indicates that price cuts and store atmosphere can explain 79% of purchasing decisions. In contrast, the remaining purchasing decisions are influenced by other variables that are not included in this model or not considered.

## CONCLUSION

Based on the results of data analysis in this research, price discounts significantly influence consumer purchasing decisions in shoe stores. The application of discounts with a schedule and duration determined by the store has proven effective in influencing consumer purchasing decisions. This strategy shows that consumers respond positively to price discount incentives, which can motivate them to make purchases.

Apart from that, the atmosphere of the store also has a significant influence on purchasing decisions. Convenient and accessible parking facilities are one of the factors that influence consumers to choose to shop in shoe stores. A store atmosphere that is well-maintained, clean, and neatly arranged also plays a role in improving consumer purchasing decisions. Therefore, maintaining and improving the quality of the store atmosphere, including attractive product arrangements, can be an effective strategy to support consumer purchasing decisions. It is hoped that shoe stores can increase information disclosure regarding price discounts, take advantage of online promotions, and highlight the free parking policy as an additional attraction. Strategic product arrangement and store cleanliness maintenance need to continue improving. In this way, the store can maintain and increase its appeal to potential consumers and ensure that the positive influence on purchasing decisions remains optimal.

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*Store Atmosphere and  
Price Discounts on  
Purchasing Decisions*

**678**

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