

**EFFECT OF STORE ATMOSPHERE DIMENSION ON CONSUMER  
REPURCHASE INTENTION  
(CASE STUDY IN CHANDRA SUPER STORE TANJUNG KARANG)**

**(Undergraduate Thesis)**

**By**

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**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITY OF LAMPUNG  
BANDAR LAMPUNG  
2016**

## **ABSTRACT**

### **EFFECT OF STORE ATMOSPHERE DIMENSIONS ON CONSUMER REPURCHASE INTENTION (CASE STUDY IN CHANDRA SUPER STORE TANJUNG KARANG)**

**By**

**NERISSA ARVIANA**

Store Atmosphere became one of the important factors for consumers when shopping for convenience as well be one of the considerations of consumers when choosing a store that will be choose. To create a comfortable atmosphere of the store it will needed some dimensions, such as dimensions cleanliness, music, scent, temperature, lighting, color and display or layout. Chandra Super Store is one of famous retail shop in Bandar Lampung that growing over time.

Problems in this research is whether the dimensions of cleanliness, music, scent, temperature, lighting, color and display or layout has an influence on the consumer repurchase intention. The purpose of this study was to determine the effect of the dimensions of store atmosphere has an influence on consumer repurchase intention.

The object of this research is Chandra Super Store Tanjung Karang. The research design is used descriptive verification. This research used multiple linear regression analysis. To view the contribution of each independent variable partially used t test and for hypotesis testing use F test.

The results of this research shows that the contribution of variable dimensions of store atmosphere(X) have a role in influencing variable Y (consumer repurchase intention) was 53% and the rest is influenced by other variables. And t test results found that the variable dimensions of the store atmosphere (X), namely cleanliness, music, scent, temperature, lighting, color and display or layout affect consumer repurchase intention (Y).

The advice given by this research Chandra Super Store Tanjung Karang should improve variable dimension of scent. Chandra Super Store Tanjung Karang should put an automatic perfume periodically with a scent that could make the consumers relax when shopping, at some point in the store so that the scent in Chandra Super Store is fragrant and scented and can make consumer repurchase intention increasing in Chandra Super Store.

**Keywords:** Store atmosphere, cleanliness, music, scent, temperature, lighting, color and display or layout, consumer repurchase intention.

**EFFECT OF STORE ATMOSPHERE DIMENSION ON CONSUMER  
REPURCHASE INTENTION  
(CASE STUDY IN CHANDRA SUPER STORE TANJUNG KARANG)**

**Researcher**

**NERISSA ARVIANA**

**Undergraduate Thesis**

**As One of Requirements to Achieve  
BACHELOR OF ECONOMICS**

**In**

**Management Department  
Faculty of Economics and Business University of Lampung**



**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITY OF LAMPUNG  
BANDARLAMPUNG  
2016**

Judul Skripsi : **EFFECT OF STORE ATMOSPHERE  
'DIMENSION ON CONSUMER REPURCHASE  
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SUPER STORE TANJUNG KARANG)**

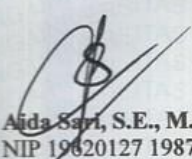
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Bandarlampung,

Pernyataan,  
  
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## **BIOGRAPHY**

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*MOTTO*

**“If you doing well, it's actually for yourself” ...**

**(QS. Al-Isra': 7)**



## DEDICATION

Alhamdulillah all praise to Allah SWT for the strength and his blessing in completing this undergraduate thesis. I dedicate this undergraduate thesis to:

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Mom Dad thank you for all the sacrifices that you've given to me, thank you for patiently taking care of me until I have grown until today, thank you for being perfect parents for me, mom and dad thank you for always **motivating**, cheer me up and always pray for me.

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Bandar Lampung, April 21<sup>th</sup> 2016

Researcher

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## **I. INTRODUCTION**

### **1.1 Background**

In the era of globalization and today's world trading activity, there is competition going on in marketing of products or services. Marketing activity has a very important role in the business world, remember orientation to the consumers. The state of the business world dynamic changes in line with changes in consumer tastes and changes in the environment and surroundings. Needs of consumers are becoming increasingly then it make a business opportunities.

Business opportunities that are obtained today are not only oriented towards profit. Active marketing oriented to customer used more by business people, although this requires the business people to define the needs and desires of the consumers point of view. Bandar Lampung is one of the fast growing cities in Indonesia (Lampost.co, 10/1/2016 / 3.00). As the city continues to grow, the rate of economic growth and technological change as well as current information even more quickly, the market is increasing dynamically, requiring business people to constantly improvise and innovate in maintaining the customers. This has become one of the driving factors of the creation of intense competition in the business world.



Intense competition among retailers with accompanying changes in consumer behavior needs to be observed and understood by the retail business people. The higher and competitive competition among retail business people takes planning strategies to seize and keep their market share including the consumer repurchase intention. According to Utami (2006: 4) Retail is also a device of business activities that do adding value to the products and services of sales to consumer for use or consumption of individuals and families, and definition for hypermarket itself is combine some store type. This store sales more routine product that consumers buy like household things, furniture, outfit, and others. Competition of modern retail Hypermarkert types in the Bandar Lampung can be seen in table 1.

**Table 1. Data of Competition Retail Modern Hypermarket type in Bandar Lampung 2015**

Company name	Address	Target Market
Chandra Super Store	Jl. Hayam Wuruk, Bandar Lampung	36.70%
Hypermart	Jl. RA Kartini 62 Central Plaza Bandar Lampung	35.40%
Giant	Jl. Pangeran Antasari Sukarama, Bandar Lampung	27.90%

Source: Disperindag Bandar Lampung, 2016

Based on table 1, the target market of Chandra Super Store is in the highest position among its competitors with the percentage of 36.70%, followed by the 35.40% Hypermart and Giant in 3rd position with the percentage of 27.90%, but the magnitude of percentage between Chandra and Hypermart is very thin, so how ChandraSuper Store manages to keep their market share in Bandar Lampung is because now the society has been selective in choosing something, either in the form of products or services.

The important thing in choosing the store that will be visited, consumers will choose the store which have completeness of the goods in the store, attractive price, the layout of the store, cleanliness and other factors that allow consumers to choose the store and visit the store regularly to meet their needs.

One of the ways to win the competition and maintain market share is to create something different. Distinction is needed because any other businesses must have found similar product with little price. Continued innovation that can be taken as a characteristic that makes it different from other business people is with store atmosphere aspect. Store atmosphere can be a reason for consumers to be interested and choose the store that they will visit and buy from. It's described by Levy and Weitz (2001: 556) "Customer purchasing behavior is also influenced by the store atmosphere" This thing makes the consumer choose a store and make a purchase. Attract consumers is one of the initial goals and then certainly aims to stimulate consumer desire to buy (Putri et al., 2014: 2).

Store atmosphere offered by producers, if it has positive respect by the consumer, will get a big chance for the places to be visited. According to Levy and Weitz (2001: 530) atmosphere refers to the design of the environment through visual communication, lighting, color, music, and scents that stimulate customer perceptually and emotionally, and ultimately affect their buying behavior. Appraisal or consumer response to interesting store atmosphere will affect consumer purchases.

Store atmosphere not only influences purchasing decisions, but also influences customer satisfaction. Store atmosphere is also a combination of emotional things (Putri et al., 2014: 2). According to Mowen and Minor (2002: 139) store atmosphere influences shopper emotional condition, which can be pushed to increase or reduce spending in shopping. The impact of the store atmosphere could create the impression that will increase buyers' purchase or just buy enough and leading to possibility not returning again to purchase at the store. Based on that reason, retail business is not only about price but involves other variables related to the value on the customer shopping experience. Scope of store atmosphere based on journal of Hussain and Mazhar (2015 : 36 ) is cleanliness, music, scent, temperature, lighting, color, display or layout.

#### a. Cleanliness

According to Banat and Wandebori, cleanliness is the appearance of the retail chain outlet that improves the atmosphere which affects the customers feeling towards the outlet. Customers create positive or negative word of mouth about retail chain outlet by looking at the cleanliness, (Hussain and Ali, 2015: 36), Gajanayake and Surangi states that cleanliness can improve store atmosphere (Hussain and Ali, 2015: 36).

#### b. Music

According to Banat and Wandebori, music can be defined as a pleasant sound that impacts consumers' conscious and unconscious decisions (Hussain and Ali, 2015: 36). ). Music played in retail outlet significantly impacts consumer purchase intention. Music styles and tempos deeply influence consumers in

increasing sales of the retail outlets. According to Holbrook and Anan, Pleasant music is associated with longer consumption time (Hussain and Ali, 2015: 36).

c. Scent

According to Banat and Wandebori, presence or absence of scent in the retail chain outlets has noticeable impact on the consumer purchase intention. Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited (Hussain and Ali, 2015: 36).

d. Temperature

Lam stated that temperature at retail outlet is among those atmospheric variables that greatly impact the consumer purchase intention. Extreme temperature—very low or very high—creates negative feelings among customers; it leads to dissatisfaction among the customers and consequently, customers spend less time in outlet and produce negative word of mouth (Hussain and Ali, 2015: 36).

e. Lighting

According to Mehrabian and Albert lighting is used to highlight products. It creates excitement and has a positive impact on consumer purchasing behavior (Hussain and Ali, 2015: 36).

f. Color

Banat and Wandebori stated that color builds feelings and affects consumer behavior and attitude (Hussain and Ali, 2015: 37). According to Yuksel, Color

has great impact on the consumer's perception about the merchandise (Hussain and Ali, 2015: 37).

g. Display or Layout ( Display or Layout )

According to Abratt, Russell, Goodey, and Stephen, products in the retail chain outlets should be displayed in such a way that attracts the consumers.

Product display in the retail outlets is a stimulus to attract the consumers to make impulsive buying. (Hussain and Ali, 2015: 37).

Likewise with one retail shop in Bandar Lampung, that is Chandra Super Store, which is one of the shopping centers in Bandar Lampung. Chandra Super Store also has seven dimensions that have been already mentioned. Chandra Super Store has a large and spacious place, cleanliness maintained by ISS, and various indoors colors. For example, on Christmas, Chandra Super Store will make their color in the store dominated by red, nice bright lighting in their stores.

Chandra Super Store is also facilitated with music. Music that are usually played are Lampung songs and national pop songs. The visitors can't feel the scent if they enter Chandra Super Store, also the layout of the inter-rack is also large enough so visitors do not feel cramped in selecting a product. It also has cool atmosphere, cold rooms that coming from central air conditioner set at 16° C that can make consumers feel comfortable.

Chandra Super Store divide sales display based on the categories of products. The first floor consists of consumer products, such as food, beverages, daily appliances, and others. Second floor is for clothes, bags, makeup, and others. The location and place of business is one factor that is decisive in the success of

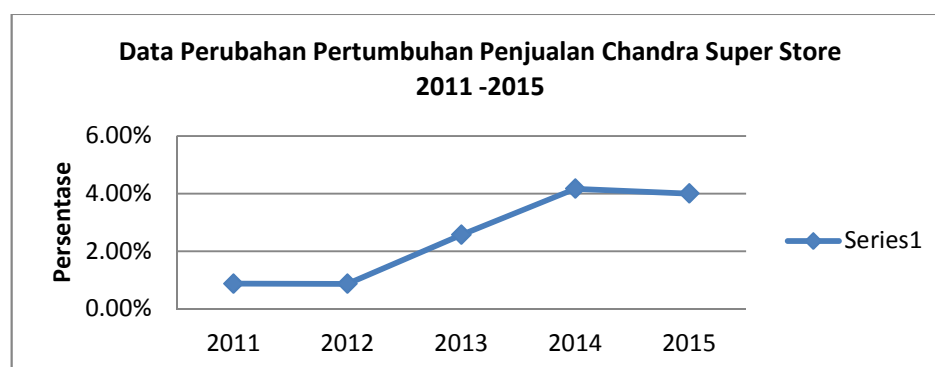
product sales that are for sale. Chandra Super Store is located in strategic location in Bandar Lampung, consisting of more shopping centers and hundreds of supporting businesses in the form of shop or market, where people's needs can be met from this complex, and Chandra Super Store store becomes one of the society's first choice for their daily needs. In Tanjung Karang, Bandar Lampung, Chandra Super Store is one of the biggest retail store.

Repurchase intention is re-purchasing activities carried out more than once or several times. The data Chandra Super Store sales growth in 2010 -2015 will be shown in Table 2.

**Table2. Data of Sales Growth Changes in Chandra Super Store 2011 -2015**

Year	Sales (in million rupiah)	Percentage
2010	207.000	
2011	208.800	0.87%
2012	210.600	0.86%
2013	216.000	2.56%
2014	225.000	4.17%
2015	234.000	4.00%

Source: Chandra Super Store, 2016



**Figure 1. Data of Sales Growth Changes in Chandra Super Store 2011 -2015**  
Source: Chandra Super Store 2016

Based on table 2, it can be seen that sales growth of Chandra Super Store are fluctuative. In 2014 to 2015 growth in Chandra Super Store sales decreased by

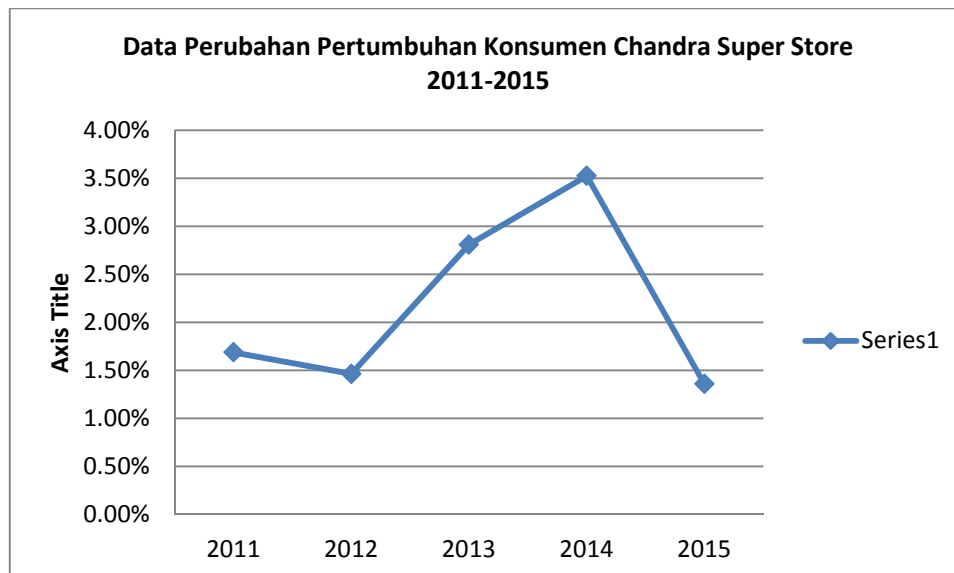


1.7% whereas the year 2013 to 2014 shows quite dramatic increase from 2.56% to 4.17%.

**Table 3. Data of Consumer Growth Changes in Chandra Super Store 2011-2015**

Year	Number of people	Percentage
2011	650 800	1.69%
2012	660 324	1.46%
2013	678 875	2,81%
2014	702 800	3.52%
2015	712 350	1.36%
Average	673 920	

Source: Chandra Super Store, 2016



**Figure 2. Data of Consumer Growth Changes in Chandra Super Store 2011-2015**

Source: Chandra Super Store, 2016

Based on table 3 shows that the number of consumers in the Chandra Super Store also fluctuate, which in the year 2014 to 2015 the growth of the number of customers decreased by 2.16%. The fall in the percentage growth of Chandra Super Store Tanjung Karang can be caused by several factors such as the number of competitors in retail stores that have entered into Bandar Lampung,

such as Giant, Hypermart, and also mini markets like Alfamart and Indomaret in Bandar Lampung.

Chandra Super Store Tanjung Karang is one of the retail stores that is already quite well known by the public of Bandar Lampung, so the store should be able to create a store atmosphere that is comfortable and supportive for consumers while shopping so it will ultimately make consumers interested in shopping back to Chandra Super Store Tanjung Karang to make repeat purchases. By seeing the problems described above, the researcher aims to do research about the store atmosphere in Chandra Super Store as one of the factors that allow consumers to shop again in Chandra Super Store and also to meet the demands and needs of consumers about comfortable store atmosphere. In light of and in accordance with the issues that have been described, the title that will be used is **"Effect of Store Atmosphere Dimension on Consumer Repurchase Intention (Case Study in Chandra Super Store Tanjung Karang) "**.

## **1.2 Problem Formulation**

Based on the research background, it shows that competition between retail stores, especially hypermarket types is getting tight. It is a reference for Chandra Super Store in determining a strategy to maintain its customers, by presenting a good atmosphere and comfortable when consumers visit and consume products, they are expected to give a good impression that will have an impact on repurchase intention.

In this era, consumers shop not only to see the products but the convenience factor is also an important factor for consumers when they are shopping. Role of store

atmosphere is to create convenience for consumers. Based on these descriptions, the problems are defined in this study as follows:

1. Does the cleanliness affect consumer repurchase intention in Chandra Super Store?
2. Does the music affect consumer repurchase intention in Chandra Super Store?
3. Does the scent affect consumer repurchase intention in Chandra Super Store?
4. Does the temperature affect consumer repurchase intention in Chandra Super Store?
5. Does the lighting affect consumer repurchase intention in Chandra Super Store?
6. Does the color affect consumer repurchase intention in Chandra Super Store?
7. Does the display or layout affect consumer repurchase intention in Chandra Super Store?

### **1.3 Objectives Research**

The purpose of this research are:

1. To determine the effect of cleanliness towards consumer repurchase intention in Chandra Super Store.
2. To determine the effect of music towards consumer repurchase intention in Chandra Super Store.
3. To determine the effect of scent towards consumer repurchase intention in Chandra Super Store.
4. To determine the effect of temperature towards consumer repurchase intention in Chandra Super Store.

5. To determine the effect of lighting towards consumer repurchase intention in Chandra Super Store.
6. To determine the effect of color towards consumer repurchase intention in Chandra Super Store.
7. To determine the effect of display or layout towards consumer repurchase intention in Chandra Super Store.

#### **1.4 Benefits Research**

##### **1. Practical benefits**

###### **a. For companies**

This research is expected to help the company get an overview of influence store atmosphere in consumer repurchase intention.

###### **b. For Academic**

Research result is expected to enrich knowledge and objects issues studied in the marketing research.

###### **c. For others**

The results of the research can provide the initial information and additional references for further researches that discuss the same topic.

##### **2 Academic Benefit**

As one of the information materials to increase knowledge in the marketing management, especially about store atmosphere affect consumer repurchase intention

### 3. Researcher Benefit

This research will add skills in analyzing a problem and at the same time to put the theory that has been received in college.

## **II. LITERATURE REVIEW, FRAMEWORK, HYPOTHESIS**

### **2.1 Definition of Marketing**

Marketing is an overall concept on a range of marketing activities included in one marketing system. Marketing is one of the main thing by employers in their efforts to maintain survival, to grow and make a profit. To clarify understanding of marketing, then this some opinions of experts in marketing. Marketing is the process of society when individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with others, (Kotler and Keller, 2009: 5).

Marketing is the activity that aimed to achieving corporate goals must be achieved by anticipating customer or client needs and directing the flow of goods and services that meet the needs of customers or from the manufacturer, (Cannon, Perrcault and McCarthy, 2008: 8)

Furthermore, according to American Marketing Association in Kotler and Keller (2009: 5), marketing is one of the organization function and set of processes for creating, communicate, and give the value to the customer and for managing customer relationships with get the profit for the organization and their stakeholders. (Kotler and Keller, 200 9: 5). Based on the definition above it



can be concluded that marketing is an activities that the company do to achieve their goal or make a profit.

## **2.2 Retail**

### **2.2.1 Definition of Retail**

Retailing includes all activities in selling goods or services directly to end users for personal and non-business purposes. Retailers or retail store are all business entities that their sales volume mainly came from sales of retail (Kotler, Keller, 2009: 140), while according to Berman and Evans (2004: 4) retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family, or household use. It includes every sale to the final consumer. Retailing is the last stage in the distribution process.

According to Gilbert (2003: 6), retail is "all business enterprises to direct marketing capabilities to satisfy the end consumer based organizations selling goods and services as the core of the distribution". According to Utami (2006: 4) retail is also a device of business activities that do adding value to the products and services of sales to consumer for use or consumption of individuals and families. Based on the definition above, it be concluded that retail is a businesses that trade in goods directly to the final consumer and not traded back.

### **2.2.2 Function of Retail**

Retail has several important functions that can improve the value of products and services that sold to the consumer's easy to distribute the products for companies that produce them. According to (Utami, 2006: 10) That function are as follows:

1. Providing various types of products and services

Consumers always have the option itself to various types of products and services. For that, in its function as retailers, they try to provide a wide range of products and services that consumers need.

2. Breaking bulk

Breaking bulk here means splitting several product sizes become smaller, which eventually make a profit for producers and consumers.

3. Storage inventories

The main function of retail is to maintain the supply that existing ones, so that the product will always be available when consumers want it.

4. Service providers

Retail also can delivering the product to the place that close to the consumer, provide services that enable consumers to purchase and use the product, or offer credit so that consumers can have the product immediately and pay later.

5. Improving value of products and services

With the types of goods or services, then for customer activities that may need some stuff.

### **2.2.3 Various Type of Retail**

Based on Utami, (2006: 10) various type of retail are two types:

a. Store Retailing

Retail stores are characterized by the presence of a place to showcase the products permanently. Retail stores have a variety of shapes and sizes.

1. Specialty Store

Specialty stores is concentrate on a limited category of products with a high service level. These types of stores more specifically in accordance with the merchandise sold.

2. Department Store

Department store is a kind of retail that selling wide variety of products and various types of products using staff like customers service and sales promotion girl or boy. Purchases are usually performed on each part in the shopping arena.

3. Convenience Store

This shop has a variety and a limited product types with the size is relatively small and is usually defined as a mini supermarket selling only a limited line of products and turnover is quite high.

4. Super Store

Super store is a retail store with store size almost twice as large as supermarket usual and sells a broad range of products consisting of food and non-food products that are regularly bought by consumers.

5. Combination Stores

Stores that its activities selling food and medicine.

6. Hypermarket

This store is more spacious than the store combination. Hypermarkets combine various forms of retail stores such as: supermarkets, discount stores, and warehouse. This store sells more products are regularly

purchased by consumers such as household appliances, furniture, clothes, and others.

#### 7. Discount Stores

Types of retail selling most varieties of products with limited service and low prices. Discount stores sell products with a label or brand itself.

#### 8. Houses Exhibition Catalog

Type of store sells a wide range of high mark-ups with leading brands at discounted prices. Catalog showrooms earn money by cutting costs margin to provide a low price that will attract high-volume sales.

### b. Non-Store Retailing

Non store retailing is retail store that the products are not displayed. There are some types of non store retailing store: telemarketing, internet marketing, direct selling, direct marketing, multi level marketing. In non store retailing, sales promotion, direct marketing, and advertising are instrumental attract potential buyers.

#### 1. Electronic Retail

Format retail business uses communication with customers about products, services, and sales via the internet in order to achieve broad consumer coverage.

#### 2. Catalog

Marketing through catalogs occurs when a company sends one or more product catalog to the selected recipients. The company submit the complete merchandise information that is a whole line of merchandise or

by selecting merchandise that will inform a limited basis in the form of catalog to the special consumer.

3. Direct sales

An interactive marketing system that uses one or more advertising media to generate responses or transactions that can be measured at a location of the sale.

4. Television Home Shopping

Retail formats through television. Customers will see the TV program aired merchandise product demonstrations and relaying messages by telephone.

5. Vending Machine Retailing

Is a non-store format that stores goods and services on a machine and deliver goods to customers where customers insert cash or credit card into the machine.

Chandra Super Store is a supermarket that already famous in Bandar Lampung, because this shop providing daily products like food and household supplies. Based on the explanation of kind of retail, it can be concluded that Chandra Super Store entry into store retailing because there is a place for showcase the products regularly and store is also included into the type of hypermarket because this store sells products are routinely bought by consumers such as household goods, furniture, clothing, etc.

## 2.3 Service

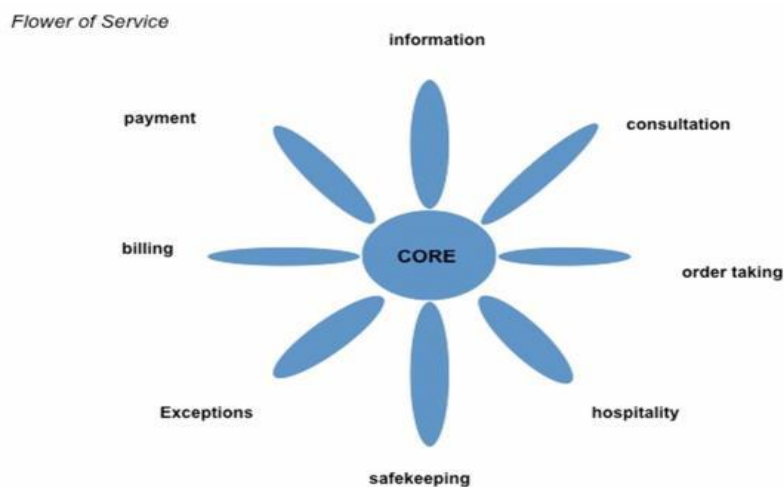
### 2.3.1 Definition of Service

Service proposed by Kotler and Keller (2009: 36) are all actions or performance that can be offered one side to the other side that is essentially intangible and does not produce any ownership. The production can be or not can be relevant to the physical product. Nevertheless, more manufacturers, distributors, and resellers who provide value-added services, or do the excellent service to the customer, to differentiate themselves.

The conclusion of the definition of services is an action that is not visible but can be felt and be one of the factors that can determine consumers' assessment of a business or enterprise.

### 2.3.2 Flower of Service

Services is an economic activity that create value and provide benefits to customers in time and place, as a result of bringing the desired changes in or on behalf of the service recipient. (Lovelock, 2005: 190).



**Figure 3. The Flower of Service**

Source: Lovelock, 2005.

### Additional services that facilitate

1. Information, information is crucial in service provider. Provide information that is clear, complete, and accurate can be a force in a service. For example, train and plane schedules, assistance to locate a particular retail outlet, through to information about the services of professional Integration. There are some information in each aisle about product layout in Chandra Super Store.
2. Order taking, acceptance of orders includes the application, charging order, and reservation or check-in. Reservations (including the making of appointments and check in) represents the type of reception special orders that require customers to get specific service units. Example, aircraft seats, tables in restaurant, hotel rooms, consultation to an expert or to facilities such as a theater or a sports arena.
3. Billing, billing is a very common thing for all the services (except services supplied free). Billing inaccurate, illegible or incomplete have own disappointing risk for consumer. Better billing is if it is clear and informative billing and itemized so obvious calculation amount. Billing can be seen when the consumer already in cashier, in cashier it will show clear detail about the product that the consumer already bought.
4. Payment, the bill requires the customer to make payment for services that they used. Service provider is better knowing well of the customer that they are already doing payment. For example is checks prior to entry into cinema. Payment is in cashier in Chandra Super Store.

Additional services that strengthen

5. Consultation, engagement in dialogue to know the needs of its customers, then develop solutions accordingly This service also provide in Chandra Super Store in Customer Service.
6. Hospitality, service providers capable to give more services. For example, provided the waiting room for customers, newspapers, magazines, tv facilities granted to a repair shop or beauty clinic. Chandra Super Store also have children playground facility for consumer who bring their children.
7. Safekeeping, when customers visit the service, often, they need help to bring their package. Service provider can provide storage for the goods. There is deposi box for consumer who want to commend their stuff in Chandra Super Store.
8. Exception, additional service providers are given out of the ordinary or service delivery process. In Chandra Super Store also provide delivery service especially for electronic or furniture.

### **2.3. 3 Characteristics of Services**

The products have characteristics that are different from the goods (physical product). Kotler and Keller (2009: 39) mentions that are Intangibility, Inseparability, Variability, Perishability.

#### **a. Intangibility**

This means that services can not be seen, felt, heard, or kissed before being bought by consumers. Therefore, the buyer or consumed should be able to see



the sign or evidence of the quality of services that produced. And this can be obtained from the people, places equipment, communication tools, symbols, and the prices that they seen.

b. Inseparability

This means that services can not be separated from the provider, the provider although humans or machine.

c. Variability

This means that the quality of service depends on who is providing time, place, and how it is provided. For example, architectural services, installation services, training services, financial services, maintenance services, and etc.

d. Perishability

This means that services can not be sold or stored for later use. That is the relationship between the service provider with the consumer will stop if the services performed have been completed.

## **2.4 Store Atmosphere**

### **2.4.1 Definition of Store Atmosphere**

According to Milliman's atmosphere is a term that is used to explain our feelings towards the shopping experience which can not be seen (Hussain and Ali, 2015: 35). Kotler describes the atmosphere as “the design of the of retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability” (Hussain and Ali, 2015: 35). According to Srinivasan and Srivastava, the attractive and impressive atmosphere of retail chain outlets creates an enjoyable experience among the consumers, which directly affects

consumers' purchase intention and their decision making process (Hussain and Ali, 2015: 35).

Store atmosphere affects the emotional of buyers who causes or influence purchase. The emotional state will create two dominant, there feelings are feelings of pleasure and arouse desire. (Sutisna and Pawitra, 2001: 201) says store atmosphere is affective and cognitive status were understood by consumer in the store, although perhaps not fully recognized at the time of shopping. Broader definition described by Peter and Olson (1999), which explains that the store atmosphere include things that are broad as well as the availability facility such as air conditioner (AC), store layout, colour, the use of types of carpets, carpet color, material goods storage shelves, racks and forms etc.

The concept store atmosphere is also closely related to store image. Sutisna and Pawitra (2001: 201) say store atmosphere is one component of the store image. Various factors that combined to form the store image is the product sold, service in store, customer, shop as a place to enjoy the pleasures of life, shop promotion activities , and the atmosphere of the shop. Opinion was supported by a statement Bermans and Evans (2004: 462): creation of image to a store depends on a combination of physical adjustments that leads to ability to develop artistic value of the environment store so that capable triggering appeal for consumer.

Based on the definition above according to experts, it can be concluded that the atmosphere of the shop is one of the components in a store that directly or indirectly affect consumer convenience in shopping.

#### **2.4.2 Element of Store Atmosphere**

According to research Riaz Hussain and Mazhar Ali (2015: 36). The elements of the atmosphere of the shop is divided into seven parts, namely: cleanliness, music, scent, temperature, lighting, color, display or layout.

##### **a. Cleanliness**

According to Banat and Wandebori, cleanliness is the appearance of the retail chain outlet that improves the atmosphere which affects the customers feeling towards the outlet. Customers create positive or negative word of mouth about retail chain outlet by looking at the cleanliness, (Hussain and Ali, 2015: 36). Gajanayake and Surangi states that cleanliness can improve store atmosphere (Hussain and Ali, 2015: 36). According to Wanninayake and Randiwela Cleanliness of a store creates positive impression among consumers and makes them stay longer in the store. Product display and Cleanliness are very important for the outlet selection (Hussain and Ali, 2015: 36). According to Yun and Good, cleanliness of the outlets creates an image of comfort and luxury in the customer's mind due to which customers stay for more time in retail chain outlets and make more purchases (Hussain and Ali, 2015: 36).

b. Music

According to Banat and Wandebori, music can be defined as a pleasant sound that impacts consumers' conscious and unconscious decisions (Hussain and Ali, 2015: 36). ). Music played in retail outlet significantly impacts consumer purchase intention. Music styles and tempos deeply influence consumers in increasing sales of the retail outlets. According to Holbrook and Anan, Pleasant music is associated with longer consumption time (Hussain and Ali, 2015: 36). According to Bruner, the variety of the background music significantly impacts on the consumer perceptions and preferences (Hussain and Ali, 2015: 36). Smith, Patricia, and Ross stated that Consumers spend less time in stores when the music is played louder as compared to soft (Hussain and Ali, 2015: 36). According to Kellaris, James and Ronald Impact of loudness on musical preference is moderated by gender, with females reacting more adversely than males to louder music (Hussain and Ali, 2015: 36). Michon and Chebat state that music generally influences positively while fast tempo music mediates influence on the shopper's perception of the mall (Hussain and Ali, 2015: 36). According to music has a constructive impact on the customers' sum of time and money spent due to good environment (Hussain and Ali, 2015: 36).

c. Scent

According Banat and Wandebori, presence or absence of scent in the retail chain outlets has noticeable impact on the consumer purchase intention. Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited (Hussain and

Ali, 2015: 36). Morrin and Ratneshwar it states that right use of scents improves evaluations of products that are unfamiliar or not well liked (Hussain and Ali, 2015: 36). Spangenberg, Sinta, Grohmann, and Tracy argues a roma have a major impact on how customers evaluate the merchandise (Hussain and Ali, 2015: 36). According Yalch, Richard, Eric, and Spangenberg, Customers spend more time in shopping when the environment contains good music and scent (Hussain and Ali, 2015: 36). Haberland states that selection of one scent should be preferred over multiple scents. Shoppers spend more money at the outlets with single scent compared to those consumers who are exposed to multiple fragrances (Hussain and Ali, 2015: 36). Spangenberg et. Al said the selection of scent must consider the targeted gender to make theme pleasing, so that customers spend more time and money at a retail outlet to purchase goods (Hussain and Ali, 2015: 36). Here are some scents that are considered healthy for the body: Coffee, coffee aroma even better than it tasted. Not only makes the body feel more energetic, with the smell of coffee, the fatigue was gone. Lavender flowers, this plant has long been used as one of the fragrances for aromatherapy. Lavender can calm the mind and relieve stress, especially after a long day of work. Fragrant citrus, citrus or citrus scent makes you more alert, while effective to relieve nausea, (<https://m.tempo.co/read/news/2015/09/28/060704634/6-aroma-yang-baik-untuk-kesehatan>).

d. Temperature

Lam stated that temperature at retail outlet is among those atmospheric variables that greatly impact the consumer purchase intention. Extreme temperature—very low or very high—creates negative feelings among customers; it leads to dissatisfaction among the customers and consequently, customers spend less time in outlet and produce negative word of mouth (Hussain and Ali, 2015: 36).

e. Lighting

According to Mehrabian and Albert lighting is used to highlight products. It creates excitement and has a positive impact on consumer purchasing behavior (Hussain and Ali, 2015: 36). Areni and Kim stated that when the lighting used in the retail chain outlets is of good color, consumers are inclined to touch products to assess quality (Hussain and Ali, 2015: 36). Wanninayake and Randiwela said Consumer's choice of store is moderately influenced by the lighting and store layout (Hussain and Ali, 2015: 36). Yoo, Park, and MacInnis stating that stores with proper lighting, music, color, scent and displays will motivate the customers to visit the store again in the future (Hussain and Ali, 2015: 36). The main purpose using bright lighting in retail stores is to grab the attention of consumers so that they start buying from the store because they feel comfortable.

f. Color

Banat and Wandebori stated that color builds feelings and affects consumer behavior and attitude (Hussain and Ali, 2015: 37). According to Yuksel,

Color has great impact on the consumer's perception about the merchandise (Hussain and Ali, 2015: 37). Crowley argue, good color of the retail chain outlet will grab the customers' attention and create positive perception about the merchandise (Hussain and Ali, 2015: 37). Color also can influence consumers to buy. Many people are more interested in getting into stores that predominantly red, orange and yellow (<http://bisnis.liputan6.com/read/2125035/9-trik-supermarket-bikin-pembeli-jadi-boros>).

g. Display or Layout

According Abratt, Russell, Goodey, and Stephen, products in the retail chain outlets should be displayed in such a way that attracts the consumers. Product display in the retail outlets is a stimulus to attract the consumers to make impulse buying (Hussain and Ali, 2015: 37). Mills, Paul, and Moorman states that design and display of products in the retail chain outlets contribute one fourth sales of the outlets (Hussain and Ali, 2015: 37). According to the Banat and Wandebori Visible can be defined as a grouping of products, shelves and floor space allocation, the allocation of departments and decorating the walls. The layout is defined as division sales area, space utilization and structuring product (Hussain and Ali, 2015: 37). Ward, Bitner, and Barnes said that the display can be defined as grouping of products, shelf Space, and allocation of floor space, department allocation and wall decorations. Layout is defined as division of selling area, space utilized and arrangement of products (Hussain and Ali, 2015: 37).

According to Berman and Evans (2004: 455) store atmosphere include: the outside of the store, inside the store, the layout of the room late, and interior point of interest display, will be explained further below this:

1. Exterior

Characteristics exterior has a strong image of the store, so it should be planned as best as possible. The combination of these exterior can make the outside of the store into a unique look, attractive, prominent and inviting people to come into the store. Element-exterior elements are composed of sub-elements as following:

- a. Storefront

The face or front of the store include combined nameplate, entrances, and building construction. Storefront must reflect the uniqueness, stability, robustness or other things that fit the image of the store. Especially new consumer often judging from their appearance stores beforehand so that exterior is an important factor to influence the consumer's visit the store.

- b. Marquee

Marquee is a mark used to display a store name or logo. Marquee can be made by staining techniques, writing letters, or the use of fluorescent lamps. Marquee can consist of the name or logo alone, or in combination with slogan and other information. To be effective, must be placed on the outside marquee, to look different, and more interesting or striking than other stores nearby.



c. Entrance

The entrance must be planned as possible, so that they can invite consumers to enter to look into shop and also reduce traffic in or out consumer to the shop.

d. Display Window

The purpose of the display window is to identify a store with displaying items that reflect the uniqueness of the store so that it can attract consumers sign. In the display window makes this good at should be considered the size of the window, the number of items on display, color, shape, and frequency of replacement.

e. Building Height and Size

May affect certain impression to the store. Such as, high ceilings store can make the room seemed more spacious.

f. Uniqueness (uniqueness)

The uniqueness of a store can be produced of the store building design and different from the other.

g. Surrounding Area

Environmental circumstances society when a store is located, may affect the image of the store. If other nearby stores have unfavorable image, then store that others will be affected by that image.

#### h. Parking

The parking lot is important for consumers. If the parking lot is spacious, safe, and have a short distance to the shops will create a positive Atmosphere for the store.

### 2. General Interior

The main thing that can make sales after consumer was in the store is display. The interior design of a store should be to maximize the visual merchandising. Display is good, that is can attract the attention of visitors and help them to be easily observed, check, and choose products and finally make a purchase. There are many things that will affect consumer perceptions on the store. Elements of general interior consists of:

#### a. Flooring

Determining the type of flooring, size, design and floor color is very important, because consumers can develop their perception based on what they see.

#### b. Color and Lightening

Each store should have adequate lighting to direct or attract the consumer's attention to certain areas of store. Consumers who visit will be interested in something brightest which are in their view. Lighting which both have quality and color to create atmosphere offer look more attractive, looks different if compared to the actual situation.

c. Scent and Sound

Not all stores provide this service, but if the service is performed will provide a more relaxed atmosphere on consumers, especially consumers who want relaxing atmosphere with eliminate boredom, and stress while enjoying the food.

d. Fixture

Choosing supporting equipment and how the placement of the table should be done with both in order to obtain results in accordance with desire. Because placement table appropriate and comfortable can create image different.

e. Wall Texture

Texture wall can cause a certain impression on consumers and be able to make wall look more attractive

f. Temperature

Manager store should regulate air temperature, so that the temperature in store not too hot or cold.

g. Width of aisles

The distance between the table and chairs must arranged in such a way that consumers feel comfortable and feel at home in the shop.

h. Dead Area

Dead Area is a space in the store where the normal display can not be applied because it will feel awkward. For example: entrance, toilet, and a corner of the room.

i. Personnel

Polite, friendly, dressed interesting, fast, and responsive waiter to create a corporate image and consumer loyalty.

j. Price

Pricing can be imprinted on menu list given that consumers can find out the price of the food.

k. Cash Register

The store manager had to decide the placement of the cashier locations easily accessible by consumers.

l. Technology Modernization

The store manager should be able to serve customers as sophisticated as possible. For example in the process of payments to be made as sophisticated as possible and quickly, either payment in cash or use other means of payment, such as credit or debit card.

m. Cleanliness

Cleanliness can be a major consideration for consumers to eat at these places.

3. Room Layout (Layout Shop)

Store manager must had a plan for decide the location and store facilities. Store managers also should utilize the existing store space as effectively as possible. Things that need to be considered in designing the layout is as follows:

- a. Allocation of floor space for selling, personnel, and customers.

In a store, the existing space should be allocated for:

- Selling Space  
Room to place and interact between the consumer and the waitresses.
- Personnel Space  
Room that provided to meet the needs of a waiter as a place to rest or eat.
- Customers Space  
The rooms were provided to enhance consumer convenience such as toilets, waiting room.

- b. Traffic Flow

Various determination of store traffic flow, namely:

- Grid Layout  
Fixture placement in one long main hallway.
- Loop Racetrack or layout  
Consists of a main aisle that starts from the entrance, surrounds the all the room, and usually circular or square, then back to the entrance.
- Spine Layout  
In the main aisle layout spine stretches from the front to the back of the store, bringing visitors in two directions.

- Layout free-flow

The simplest pattern in which the fixture and the goods are placed freely.

#### 4. Interior Point of Interest Display

Interior point of interest display has two objectives, namely to provide the information to consumers and increase store atmosphere, it can increase sales and profits store. The interior point of interest display consists of:

##### a. Theme Setting Display

In a particular season decoration retailers can design a store or ask a specific theme waitresses dress accordingly.

##### b. Wall Decoration

The room decor on the walls can be a combination of a picture or poster affixed, the color of the walls, and so on which can increase the atmosphere in a shop.

## 2.5 Consumer Behavior

The term of consumer behavior closely related to the object studies directed at human problems. In the field of marketing study, consumer behavior concepts continuously developed a variety of approaches. Consumer behavior is actions that directly involved in obtaining, consuming and spend on goods or services, including the decision process preceding and following on this action.

The American Marketing Association in Setiadi (2010:3) define that consumer behavior is dynamic interaction between affection and cognition, behavior and environment in which human conduct exchange activities in their lives. Based on the definition that already mentioned above we can conclude that the behavior of consumer are all activities, not the act as well as a psychological process that push such action at the time before buying, when buy, use, and spend your products and services after do the things above or evaluation activities. Based on Kotler and Armstrong **(2008: 159)** there are several factors that influence consumer behavior, namely:

1. Cultural factors

Cultural factors have a broad and profound influence on consumer behavior.

- a. Culture, is the cause of desire and behavior of people who from the base.
- b. Sub culture, each culture containing sub-culture smaller or group of people who share a value system based on life experience and common situation. Subculture include nationalities, religions, racial groups and local geography. Many sub-cultures to form a market segment that is important and marketing program that they made to fill their needs often de
- c. Social class, a group that is relatively homogeneous and enduring in a society, which are arranged in a hierarchical order.

## 2. Social Factors

Consumer behavior is also influenced by factors such as social as small groups, families, and the role and status of social consumer.

- a. Group, two or more people who has interaction to achieve personal goals or group goals. Groups that have a direct impact and the place where a person becomes a member, it called membership groups. On the contrary (opposite) or indirectly in shaping attitudes or behaviors, so marketers are always trying to identify a reference group which became the market they target.
- b. The family is the most important in consumer purchasing organization in the community and have been studied extensively. Family members may influence behavior purchase.
- c. Role and Status One becomes a member of many groups , namely families, clubs and organizations. The position of a person in each group can be defined Kandala role and status. Each role carries statu s that reflect common values given to him by community. People usually choose a product that fits with the role and status.

## 3. Personal factors

Purchasing decisions are also influenced by the characteristics of personal include:

- a. Age  
People changed the goods and services they buy in the whole life, clothing, furniture and recreation is often associated with in persons.



b. Work

One's job affects the goods and services they buy. Marketers identify those jobs that have interest in above average on products and services.

c. Lifestyle

A pattern of life that is expressed in the activities, interests and opinions. Lifestyle involves measuring the dimensions of a major customer AIO activities (shopping, sports, Nacarasosial), interest (food, clothing, recreation), opinions (the problem of social, business, products).

4. Psychological factors

- a. Motivation (impulse) is a necessity with strong pressure that encourages one to seek the satisfaction of the needs.
- b. Perception is the process by which people select, organize and interpret information to form a picture of the world.
- c. Learning is a change in the person's behavior that arises from experience.
- d. Beliefs and Attitudes, belief is descriptive of one's own mind about something. Attitude is the evaluation, feeling and relatively consistent tendency of a person to an object or idea.

## 2.6 Repurchase Intention

According Soderlund and Öhman intention is attitude statements about how someone will behave in the future (Setyaningsih et . Al , 2007 : 36 ). Repurchase intention is behavior that appears to the object. Repurchase intention showed the

desire of customers to repurchase in the future (Marpaung, 2011). Repurchase intention is a commitment to consumers that formed after the consumer purchases a product or service. This commitment arose because consumers towards a positive impression of the brand, and consumers are satisfied with these purchases (Hicks et . Al , 2005 : 95 ). Butcher in Setyaningsih et .Al (2007 : 36 ) argues that consumer interest to purchahase is one measure of the success of a company, especially service companies. According Hellier et . Al(2003 : 1771 ) repurchase intention is a consumer's decision to re-purchase a product or service based on what has been obtained from the same company, expenditures to acquire goods and services and there is a tendency to do on a regular basis. The accumulation of experience and knowledge of consumers towards a brand is a factor yang can influence consumers to repurchase the same brand.

With the experience that consumers get from a product with a particular brand will create a positive impression of the product and the consumer to make a purchase again (Hellier et . Al , 2003 : 1771 ). Ferdinand (2002 : 129 ) argues that there are four indicators to measure repurchase intention, namely:

- interests of transactional

Transactional interest is a person's tendency to buy product

- Interests of explorative

Interests exploratory describing the behavior of someone who is always looking for information about the product they're interested in and look for information to support positive of the product.

- Interest of Prefential

Preferential interest is intention that describes the behavior of someone who has a primary preference on the product, this preference may change if anything happens tot he product of preference

- Interest of referential

Referential interest is a person's tendency to refenciton products to the others.

## 2.7 Previous Research

**Table 4. Table of Previous Research**

No.	Title	Name and Years of Research	Analysis tools	Conclusion
1.	Effect of Store Atmosphere on Consumer Purchase Intention	Riaz Hussain andMazhar Ali, 2015, Vol. 7, No. 2, ISSN 1918-719X E-ISSN 1918-7203	This study use SPSS software to analyze the data.	The main objective this research is to identify the impact of atmospheric variables on consumers' purchasing intentions.
2.	Effect of Store Atmosphere on Consumer Purchase Intention in Atmosphere Resort Café Bandung	Resti Meldarianda,Henky Oral S, Vol.17, No. 2 ISSN: 1412-3126	To test the effect of store atmosphere towards purchase intention, researchers using multiple linear regression statistical tools.	To increase understanding of the influence Store atmosphere that includes instore atmosphere and outstore atmosphere against consumer purchase intention in Resort Cafe Atmosphere .
3.	Effect of Store Atmosphere on Consumer Purchase Intention in Toserba Griya Kuningan	Lili Karmela & Jujun Junaedi Equilibrium, Vol. 5, No.9, Januari – Juni 2009:94 - 106	Data analysis in this paper uses SPSS 2.0 as a tool for calculating	To determine whether there is influence store atmosphere (exterior, store layout, interior display ) to the consumer purchase intention at Toserba Friya Kuningan

## 2.8 Framework

In the era of globalization, world trade today, there is competition in marketing of products or services. Marketing activity has a very important role in the business world, remember orientation to the consumers. The state of the business world dynamic changes in line with changes in consumer tastes and changes in the environment and surroundings. Needs of consumers are becoming increasingly then it make a business chance.

Currently retail stores in Bandar Lampung already in anywhere. Through these developments, it already be seen that, the price, quality and service will no longer be a primary consideration for consumers, currently atmosphere becomes important factor, a cozy and homey atmosphere be consideration for consumers to visit a store .

Scope of Store atmosphere based on journal of Hussain and Mazhar (2015 : 36 ) is cleanliness, music, scent, temperature, lighting, color, display or layout.

### a. Cleanliness

According Banat and Wandebori, cleanliness is the appearance of the retail chain outlet that improves the atmosphere which affects the customers feeling towards the outlet. Customers create positive or negative word of mouth about retail chain outlet by looking at the cleanliness, (Hussain and Ali, 2015: 36), Gajanayake and Surangi states that cleanliness can improve store atmosphere (Hussain and Ali, 2015: 36).

b. Music

According to Banat and Wandebori, music can be defined as a pleasant sound that impacts consumers' conscious and unconscious decisions (Hussain and Ali, 2015: 36). ). Music played in retail outlet significantly impacts consumer purchase intention. Music styles and tempos deeply influence consumers in increasing sales of the retail outlets. According to Holbrook and Anan, Pleasant music is associated with longer consumption time (Hussain and Ali, 2015: 36). .

c. Scent

According Banat and Wandebori, presence or absence of scent in the retail chain outlets has noticeable impact on the consumer purchase intention. Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited (Hussain and Ali, 2015: 36).

d. Temperature

Lam stated that temperature at retail outlet is among those atmospheric variables that greatly impact the consumer purchase intention. Extreme temperature—very low or very high—creates negative feelings among customers; it leads to dissatisfaction among the customers and consequently, customers spend less time in outlet and produce negative word of mouth (Hussain and Ali, 2015: 36).

e. Lighting

According to Mehrabian and Albert lighting is used to highlight products. It creates excitement and has a positive impact on consumer purchasing behavior ( Hussain and Ali, 2015: 36).

f. Color

Banat and Wandebori stated that color builds feelings and affects consumer behavior and attitude (Hussain and Ali, 2015: 37). According to Yuksel, Color has great impact on the consumer's perception about the merchandise (Hussain and Ali, 2015: 37).

g. Display or Layout ( Display or Layout )

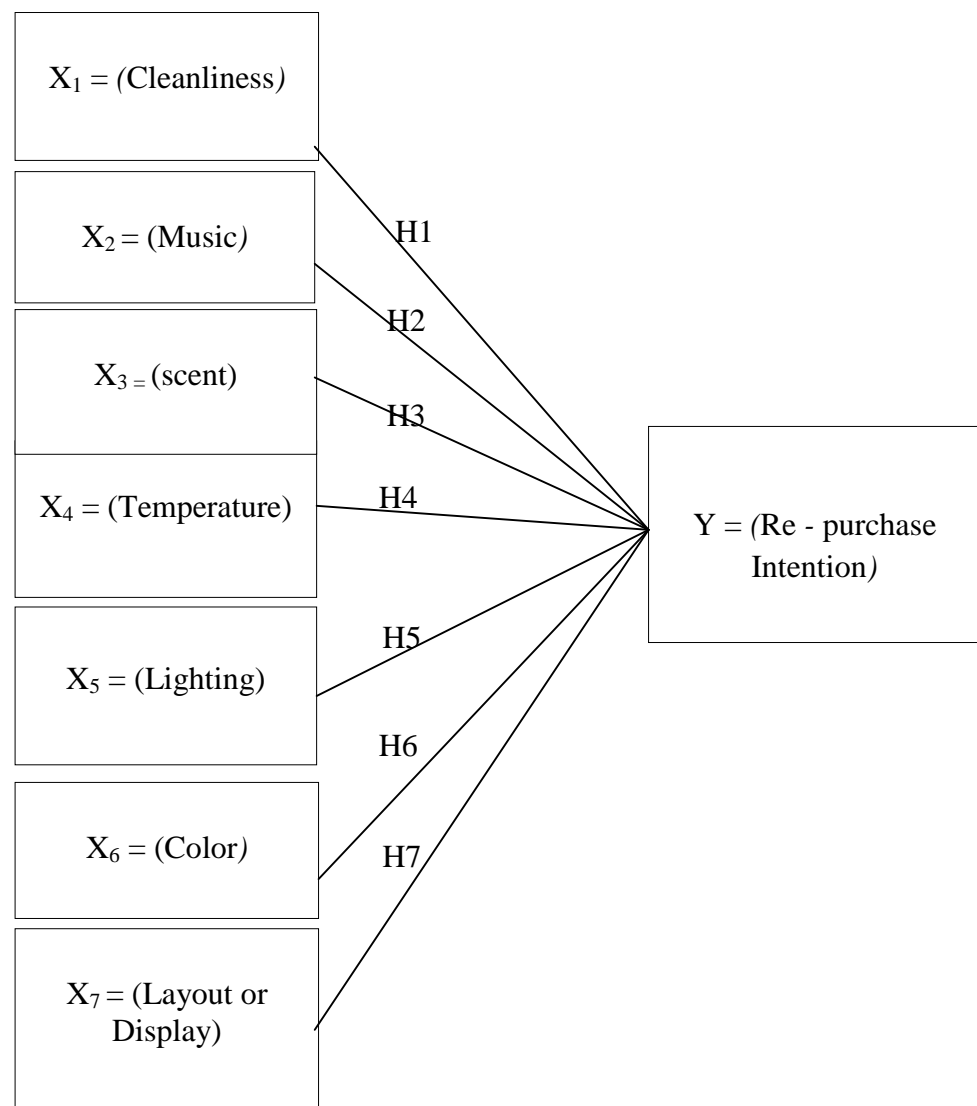
According Abratt, Russell, Goodey, and Stephen, products in the retail chain outlets should be displayed in such a way that attracts the consumers. Product display in the retail outlets is a stimulus to attract the consumers to make impulse buying (Hussain and Ali, 2015: 37).

Repurchase intention is a commitment to consumers that formed after the consumer purchases a product or service. This commitment arose because consumers towards a positive impression of the brand, and consumers are satisfied with these purchases (Hicks et . Al , 2005 : 95 ). With the experience that consumers get from a product with a particular brand will create a positive impression of the product and the consumer to make a purchase again (Hellier et . Al , 2003 : 1771).

Based on the definition of store atmosphere above it will affects the consumer repurchase intention by Sunarto (2007: 92), explains that: Selection of music as an element of the atmosphere must be adapted to store of the event of certain

ongoing in the store. Furthermore Sunarto stated that the store hosted performances by retail will arouse consumer desire to come to shop and do a repeat purchase. From the above description, environmental influences repurchase intention can be illustrated briefly that a good store atmosphere can influence consumer buying behavior.

Therefore, this study was to investigate effect of all the dimension of store atmosphere, such as Cleanliness, Music, Scent, Temperature, Lighting, color, Display or Layout.



**Figure 4. Model Framework**

Source : Hussain and Ali, 2015 and Marpaung, 2011

## 2.9 Hypothesis

Based on the background, problem formulation, research objectives, and benefits of the research, the authors propose the following hypothesis:

- H 1: Cleanliness influential on repurchase intention of consumers in Chandra Super Store .
- H 2: Music influential on repurchase intention of consumers in Chandra Super Store.
- H 3: Scent influential on repurchase intention of consumers in Chandra Super Store.
- H 4: Temperature influential on repurchase intention of consumers in Chandra Super Store.
- H 5: Lighting influential on repurchase intention of consumers in Chandra Super Store.
- H 6: Color influential on repurchase intention of consumers in Chandra Super Store.
- H 7: Display or layout influential on repurchase intention of consumers in Chandra Super Store .



### **III. RESEARCH METHODS**

#### **3.1 Research Design**

This research use verification descriptive research design with approach ex post facto and surveys. Descriptive research is research that aims to describe the circumstances or conduct object or subject of study (a person, institution, community, etc.) at the present time based on the facts . Verivication research shows looking for influence between the independent variables on the dependent variable.

Ex post facto approach is one approach that is used to collect data by taking data directly in the area of research that can describe the data of the past and the field conditions prior to the implementation of the research. Survey is the approach used to obtain the data from a particular place is natural (not artificial), but research carried out in the data collection, for example by circulating questionnaires, tests, interviews ters structures are at, and so on. (Sugiyono, 2010: 12).

#### **3.2 Operational Variables**

Sanusi (2014: 49) defines the variables are all things that shaped what is defined by the researchers to be studied in order to obtain the information and take the conclusions. The variables in this study is the dependent variable (Y), is a variable

that is influenced by other variables and independent variables (X), is a variable that influenced by other variables.

**Table 5. Operational Variable**

Variable	Sub Dimension	Definition	Indicator	Scale
Store Atmosphere is a term that is used to explain our feelings towards the shopping experience which can not be seen.(Milliman, 1986). (Riaz Hussain and Mazhar Ali (2015).	1. Cleanliness X1	Cleanliness in the store can create a positive impression among consumers and make them stay longer in the store. (Riaz Hussain and Mazhar Ali (2015).	1. Cleanliness of Floor 2. Cleanliness of shelf 3. Cleanliness of store.	Likert
	2. Music X2	Music played in retail outlet significantly impacts consumer purchase intention. (Riaz Hussain and Mazhar Ali (2015).	1. Music create a cozy atmosphere when shopping. 2. Music motivates consumers to buy more 3. Pleased environment created by music arouses consumers to spend more time in the store 4. Music are adequate to make consumers comfortable. 5. Sufficient volume of music make consumers stay more 6. The background of music makes consumers feel more comfortable	Likert
	3. Scent X3	Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited (Riaz Hussain and Mazhar Ali (2015).	1. Scent in stores encourage consumers to buy. 2. Scent in stores make consumers back to the store. 3. Scent in the store to make consumers stay longer.	Likert
	4. Temperature X4	Atmosphere is very affecting consumer purchase intentions. Extreme temperatures as very	1. Temperature in stores make consumers comfortable. 2. Temperature in stores make consumers	

**Table 5. Operational Variable (Continue)**

<b>Variable</b>	<b>Sub Dimension</b>	<b>Definition</b>	<b>Indicator</b>	<b>Scale</b>
		high temperatures avery low temperature tau create negative feelings among customers; it causes dissatisfaction among customers and consequently customers spend less time in stores. (Riaz Hussain and Mazhar Ali (2015).	convenient when shopping. 3. A good temperature makes consumers purchase product.	
	5. Lighting X5	The main purpose using bright lighting in retail stores is to grab the attention of consumers so that they start buying from the store because they feel comfortable.(Riaz Hussain and Mazhar Ali (2015).	1. Lighting in stores well. 2. The lighting in the outlets is pleasing to the eyes, and makes consumers to stay more. 3. Good color of lighting attracts consumers towards products 4. Good lighting makes the product more visible. 5. Lighting in the stores of products makes consumers evaluate the quality of the product. 6. The different lighting used in each area inside the store is important.	Likert
	6. Color X6	color builds feelings and affects consumer behavior and attitude (Riaz Hussain and Mazhar Ali (2015).	1. Color of floor in the stores is good. 2. Color in the stores create a positive image 3. Color in the stores made a positive perception	Likert
	7. Display or Layout X7	Product display in the retail outlets is a stimulus to attract the consumers to make impulse buying (Riaz Hussain and Mazhar Ali (2015).	1. Display in the stores is interesting. 2. Display motivates consumers to look at the products more critically 3. Display motivates me to look at the products more critically. 4. The retail chain outlet display allows me to see displayed products clearly. 5. The creative and	Likert

**Table 5. Operational Variable (Continue)**

Variable	Sub Dimension	Definition	Indicator	Scale
			systematic arrangement of products in the retail chain outlet helps me in the selection of product	
Consumer Repurchase Intention. (Y)	Consumer Repurchase Intention. (Y)	Behaviors that appears as in response to the object. Repurchase intention show the desire of customers to make repeat purchases in the future. Fenny Marpaung K., (2011)	<ol style="list-style-type: none"> <li>1. Consumers buy in the stores</li> <li>2. Consumers will choose this store to shop for household needs or personal in the future</li> <li>3. consumers will buy at this store routine</li> </ol>	Likert

,

### 3.3 Population and Sample

#### 3.3.1 Population

The population is the entire collection of elements that show the specific characteristics that can be used to make conclusion (sanusi, 2014: 8 7).The population in this study is consumers of Chandra Super Store Tanjung Karang.

#### 3.3.2 Samples

The sample is part of the elements that selected from the population (Sanusi, 2014: 87). This sampling research using nonp probability sampling, this method is not based on a random mechanism in the selection of the study sample. In Non-Probability Sampling The samples selected for consideration is not random, as the sample conformity with the criteria formulated researchers. Purposive sampling technique or judgment sampling is sampling were selected based on certain considerations in order to obtain a sampling unit that has the desired characteristics.

According to Hair et al (2010: 120) states that, a sample size of at least 100 to ensure proper use Maximum estimation Likelihood (ML) is appropriate. When the sample size is increased beyond this value, then the ML method will increase the sensitivity to detect differences in the data. When the sample size becomes large (400-500), the method becomes too sensitive and almost all the differences detected and this causes the sample size of 100 or 200 samples or a minimum level recommended sample size is 5 observations for each parameter to be estimated. In this research, there are 32 statements so the researchers took 160 respondents (32 items statement  $\times 5 = 160$ ).

### **3.4 Data Collection Techniques**

#### **1. Research Library**

In this research library is to collect and read a variety of literature, reference, and marketing journals in book form as well as studying the theory that associated with this research.

#### **2. Field research**

The research field of data collection field in the following way:

- a. The questionnaire, which is a method of data collection is done by giving statements to the respondents to the questionnaire guide.
- b. Interview is use as data collection techniques, if researchers will carry out a preliminary study to find a problem that must be investigated
- c. Measurement scale

According Sugiono (2004: 86) Likert scale used to measure attitudes, opinions, and perceptions of a person or a group of social phenomenon. So as to determine the measurement of respondents in

this study who use research instruments such as questionnaires, the writer used the Likert scale (Likert's Summated Rating). The scale of measurement used in the questionnaire is Likert scale using Likert scale measurement with the following criteria:

**Table 6. Scale Measurement**

<b>1</b>	<b>Answer</b>	<b>Code</b>	<b>Weight</b>
1	Very Disagree	STS	1
2	Disagree	TS	2
3	Netral	N	3
4	Agree	S	4
5	Very Agree	SS	5

Source: Sugiyono (2004: 86)

The research instrument (questionnaire) that both must meet the requirements that is valid and reliable, to determine the validity and reliability of questionnaire and reliability aims to test whether a questionnaire distributed to obtain research data is valid and reliable. Then for researchers also will perform this test against in the second instrument of research (questionnaire).

### **3.5 Types of Research and Data Sources.**

To assist authors in conducting this study, the authors use the following data types:

#### **1. Primary data**

Primary data is data created by researchers for the specific purpose of solving the problems that are being handled. Data were collected by researcher directly from the first source or object where research is conducted. In this study, the results of a survey of primary data obtained from questionnaires to a sample of the entire

population of the respondent filed. Data referred to in this study researchers directly get the answer from the respondent by questionnaire that researcher give to the consumer of Chandra Super Store.

## 2. Secondary Data

Secondary data is data of another person with the intent of collecting its own and have categorization or classification according to their needs. In this study, secondary data obtained from the survey results and analysis conducted several related agencies either directly or obtained from a variety of articles regarding the topic of research. The data referred to in this research that the data or information is processed and prepared of the materials so that the author of the report obtained from the Chandra Super Store like location data, the number of visitors and sales data.

### 3.6 Methods of Data Analysis

#### 1. Validity

Validity test is a tool used to measure whether a valid or invalid questionnaires (Ghozali, 2006: 78). The main instruments used in this research is a questionnaire distributed to respondents in the research samples should be tested the validity and the reliable through factor analysis, that list of questions that made really able to reveal the data so that can answer the problem until the research objectives achieved. Stages that saw the size of the test of the validity of using the following requirements:

- a. KMO value, KMO sampling adequacy size is a value corresponding to the actual circumstances or events with significant values of 0.05 (Santoso, 2002: 101)
- b. Index Measure Of Sampling Adequacy (MSA) is a minimum value of 0.05, which is declared invalid and the sample bias in further analysis (Santoso, 2002: 101).
- c. Communalities value is a value indicating effective contribution of each item on the form factor (Santoso, 2002: 101).
- d. Factor loading, is the value that would otherwise require a loading factor that is  $> 0.05$  were declared irrelevant (Santoso, 2002: 101).

## 2. Reliability

Test of reliability according Arikunto (2006: 145) is intended "to determine the consistency of measuring instruments in use, or in other words the instruments have consistent results when used repeatedly at different times for the reliability test used technique Cronbach Alpha, where a instrument can be said to be reliable if you have or alpha reliability coefficient of 0.6 or more.

In this study, the calculation of reliability using alpha formula (Arikunto, 2006: 138) as follows:

$$r_{11} = \left( \frac{k}{k-1} \right) \left( 1 - \frac{\sum b^2}{N} \right)$$

$$\dagger = \frac{\sum x^2 - \frac{(\sum x)^2}{N}}{N}$$



Where:

$r_{11}$  = Reliability of the instrument

$k$  = Number of the questions

$\uparrow b^2$  = Number of variants grains

$\uparrow t^2$  = Total number of variants

### 3.7 Analysis Tools

#### 1. Qualitative analysis

Qualitative data is data research that is not a number, that can not be calculated in the form of information or explanation based on theoretical approaches and logical assessment. Qualitative analysis is used to provide a descriptive overview of the responses that respondents on the questionnaire or a list of questions and associated with marketing theories or approaches relating to the atmosphere of the store (store atmosphere).

#### 2. Quantitative analysis

Analysis quantitative research is how to use the data calculation processing by systematic analysis. This study uses descriptive analysis statistics that used to analyze data in ways that describe or depict the data that has been collected as and using multiple linear regression. Multiple regression analysis is used to examine the strength of the relationship between independent variables and the dependent variable. Multiple linear regression can be seen in the following equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 +$$

Information:

$Y$  = Repurchase Intention  
 $a$  = Constant  
 $X_1$  = Cleanliness  
 $X_2$  = Music  
 $X_3$  = Scent  
 $X_4$  = Temperature  
 $X_5$  = Lighting  
 $X_6$  = Color  
 $X_7$  = Display or Layout  
 $b_1 - b_7$  = Koefisiens variable regression store atmosphere  
= Standard Error

### 3.8 Normality Test

According Ghozali (2006: 147) normality test aims to test whether the regression model, both the dependent variable and independent variables both have normal distribution or not. To prove whether the data are normally distributed can be seen from the  $\text{sig} > 0.05$ , so it is normally distributed data.

### 3.9 Statistical Hypothesis testing

Hypothesis testing is a method of decision making based on the analysis of the data, both from controlled trials, as well as from observations (uncontrolled). In statistics a result can be said to be significant statistically, if the event is nearly impossible due to the factors which, incidentally, in accordance with the limits of probability that is predetermined.

#### 3.9.1 Overall Hypothesis Testing (F Test)

This test is used to determine whether independent variable is the level of confidence of 95% or  $\alpha = 5\%$ . The test results F test can be found in the table Annova (analysis of variance) of output SPSS 16 .0. To answer a statistical hypothesis, namely:

$H_0$  = variable X no positive and significant influence to variable Y.

$H_a$  = variable X is positive and significant influence on the variable Y.

Criteria:

- a.  $H_0$  rejected and  $H_a$  accepted, if the value is significant (P Value)  $> 0.05$ .
- b.  $H_0$  accepted and  $H_a$  rejected, if the value is significant (P Value)  $< 0.05$ .

### **3.9.2 Partial Hypothesis Testing (t test)**

This test is used to determine whether the independent variables in the regression model is partially significant effect on the dependent variable (Y) at a rate of 95% or  $\alpha = 5\%$ . By hypothesis:

- a. If the value of a significant (P Value)  $< 0.05$  so ( $H_0$ ) refused and accept alternative ( $H_a$ ) which means that there is influence between independent variables and the dependent variable.
- b. If the value of a significant (P Value)  $> 0.05$  then ( $H_0$ ) is accepted and ( $H_a$ ) rejected the alternative which means no influence between independent variables and the dependent variable.

### **3.9.3 The coefficient of determination $R^2$**

The higher the  $R^2$  the more important a variable as in this study consisted of several variables, it will be used to measure the coefficient of determination of the contribution of the independent variable on the dependent variable. The bigger the coefficient of determination corrected or the regression model, the model obtained better.

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## **V. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusion**

The conclusions that can be drawn from the results of research in this study are support the proposed hypothesis, it is based on:

1. The overall results of testing the hypothesis by F test obtained F count is 24.491 and it has significance value under alpha which can be determined by 0,05 (5%) is 0,000. it means that whole dependend variables have significant effects on store atmosphere towrads consumers repurchase intention .
2. The result of t test result is known that the value of t count on the store atmosphere (X) which are include cleanliness, music, scent, temperature, lighting, color, display has significance level under 0,05 (5%), it means that all dimensions variable of store atmosphere (X) partially have significance effects raising up consumers repurchase intention.
3.  $R^2$  test result of 0,530 shows that the contribution of variable X (dimension of store atmosphere) affects the variable Y (consumers repurchase intention) at 53% and the rest is influenced by other variables, such as: price, promotion, and more.

## 5.2 Suggestions

Some things that could be addressed in this study based on the results and discussion that has been presented, are:

1. Chandra Super Store Tanjung Karang should always increase the dimension of Scent in the store, because this dimension is the lowest variable affecting consumers repurchase intention, by put automatic perfume periodically with the scent that could make the consumers relax when shopping like a perfume with the scent of coffee, lavender, and citrus in the some point in the store so that the scent in Chandra Super Store are fragrant and scented as well and it can make consumers repurchase intention in Chandra Super Store increase.
2. Chandra Super Store Tanjung Karang should always increase the dimension of music which is played in the store. By playing musics that is pleasing to the ear like classical music and also play music according to the theme or the celebration that will take place in order to create a pleasant environment in the stores when consumers are shopping.
3. Chandra Super Store Tanjung Karang should always increase the dimension of cleanliness in the store, by add more employees specially and regularly with tasked to clean the store environment, especially the shelves of vegetables, fruits because

these products can not survive long and if the conditions are not fresh anymore then it can make the shelves dirty and it must be cleaned.

4. Chandra Super Store Tanjung Karang should always increase the dimension of color in the store, by add color to the walls of the store because the color that dominates in the Chandra Super Store now is only white, such as add color to yellow or orange, so that consumers who come will attract to shopping in Chandra Super Store and interest to visit again.
5. Chandra Super Store Tanjung Karang should always maintain dimensions of lighting, display or layout and temperature which are already in there, because these variables are also crucial in increasing consumers repurchase intention in Chandra Super Store.

### **5.3 Limitations of Research**

In this study, there are some limitations that need to be submitted for consideration by the next study:

1. Measurement of the variables in this study using non probability sampling technique that is weak in the conclusion it would be better if further research using other sampling techniques.
2. For other researchers hoped this research may help to develop further research. Researchers suggest adding the dependent variables to be more inclusive to find out more about the dimensions of store atmosphere.

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