

**THE INFLUENCE OF THE STORE ATMOSPHERE DIMENSION
ON CUSTOMER REPURCHASE INTENTION IN
THE UKM-MART KOPMA UNIVERSITY
OF LAMPUNG**

Undergraduate Thesis

By

Moh. Naufal Al Islami



**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2022**

ABSTRACT

THE INFLUENCE OF THE STORE ATMOSPHERE DIMENSION ON CUSTOMER REPURCHASE INTENTION IN THE UKM-MART KOPMA UNIVERSITY OF LAMPUNG

BY:

MOH. NAUFAL AL ISLAMI

Cooperatives are one of the economic foundations of Indonesia which have long been used in theory and practice in various types of business to prosper and fulfill the welfare of its members. One of the programs of the Indonesia Ministry of Cooperatives in the past, to fulfill those objectives, is the creation of the UKM - MART retail program across Indonesia, including UKM - MART of Student Cooperative of the University of Lampung (UKM Mart Kopma Unila). UKM Mart Kopma Unila is a retail store that has the main goal of meeting the needs of its members, the majority of whom are Lampung University students.

This study aims to determine the relationship between the dimensions of the store atmosphere on customer repurchase intention at UKM Mart Kopma Unila. The data used in this study were collected through questionnaires which were distributed digitally to 150 respondents using a purposive sampling method based on the criteria of the Customer of UKM Mart Kopma Unila. The analysis technique used in this research is the Normality Test, Multicollinearity Test, Heteroscedasticity Test, Simple Linear Regression Analysis, and Multiple Linear Regression Analysis.

The results of the quantitative analysis of this study indicate that there is a positive influence between several variables of Store Atmosphere on repurchase intentions at UKM Mart Kopma Unila, there are Temperature, Lighting, and Layout variables, while the other variables are Cleanliness, Music, Aroma, and Color, are not have a significant impact on repurchase intention.

Keywords: Store Atmosphere, Repurchase Intention, UKM Mart, Cooperative

ABSTRAK

THE INFLUENCE OF THE STORE ATMOSPHERE DIMENSION ON CUSTOMER REPURCHASE INTENTION IN THE UKM-MART KOPMA UNIVERSITY OF LAMPUNG

OLEH:

MOH. NAUFAL AL ISLAMI

Koperasi merupakan salah satu dasar perekonomian Bangsa Indonesia yang sudah sejak lama dipakai teori dan prakteknya dalam berbagai jenis usaha bersama yang memiliki tujuan untuk mensejahterakan dan memenuhi kesejahteraan para anggotanya. Salah satu program Kementerian Koperasi dalam rangka memenuhi tujuan diatas adalah pembuatan UKM – MART diseluruh Indonesia, tidak terkecuali UKM - MART Koperasi Mahasiswa Universitas Lampung. UKM Mart - Koperasi Mahasiswa Universitas Lampung adalah toko retail yang memiliki tujuan utama memenuhi kebutuhan para anggotanya yang mayoritas adalah Mahasiswa Universitas Lampung. UKM-MART Koperasi Mahasiswa Universitas Lampung juga merupakan salah satu retail yang menerapkan dimensi suasana toko dalam meningkatkan penjualan, dan mendapatkan keunggulan kompetitif dari para pesaing lain.

Penelitian ini bertujuan untuk mengetahui hubungan antara dimensi suasana toko terhadap niat beli ulang pada UKM MART Kopma Universitas Lampung. Data yang digunakan dalam penelitian ini dikumpulkan melalui kuisisioner yang dibagikan digital kepada 150 responden dengan menggunakan metode purposive sampling yang didasarkan kepada kriteria Pelanggan UKM Mart Kopma Universitas Lampung. Teknik analisis yang digunakan dalam penelitian ini adalah *Normality Test*, *Multicollinearity Test*, *Heteroscedasticity Test*, analisis regresi linier sederhana, dan *Multiple Linear Regression Analysis*

Hasil dari analisis kuantitatif dari penelitian ini menunjukkan bahwa terdapat pengaruh positif antara beberapa variable Suasana Toko terhadap niat beli ulang pada UKM Mart Kopma Unila, yaitu pada variable Temperature, Pencahayaan dan Tata Letak , sedangkan variable lainnya yaitu Kebersihan, Musik, Aroma dan Warna, tidak memiliki dampak signifikan terhadap niat beli ulang .

Kata Kunci: Suasana Toko, Niat Beli Ulang, UKM Mart, Koperasi

**THE INFLUENCE OF THE STORE ATMOSPHERE DIMENSION
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THE UKM-MART KOPMA UNIVERSITY
OF LAMPUNG**

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MOH. NAUFAL AL ISLAMI

Undergraduate Thesis

As One of Requirement to Achieve

BACHELOR OF MANAGEMENT

In

Management Department

Faculty of Economics and Business University of Lampung



**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
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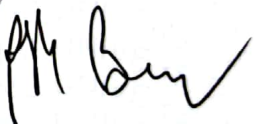
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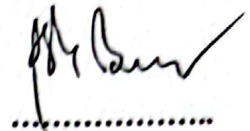
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Hereby declare that the thesis entitled — "The Influence of The Store Atmosphere Dimension On Customer Repurchase Intention In The UKM-Mart Kopma University Of Lampung" is true to my work. In this thesis, there is no whole or part of the writing that I took by copying or imitating in the form of a series of sentences or symbols that indicate the ideas or opinions, or thoughts of other writers, which I acknowledge as my writing, other than that or what I took from the writings of others without giving recognition of the original author. If in the future it is proven that my statement is not true, then I am ready to receive sanctions following applicable regulations.

Bandarlampung, 17 June 2022



Moh. Naufal Al Islami

BIOGRAPHY

The researcher was born in Bandarlampung on 17th December 1997 to a beloved family Anas Ghofur, S.Ag., and Tutik Agusrini, S.H. Researcher is the 1st son and has a younger sister named Nabila Putri Amalin.

Researcher started formal school from TK Al Azhar Wayhalim, continuing to SD Al Kautsar, MTsN 2 Bandarlampung and graduated from SMA Kebangsaan Lampung Selatan at 2016. The researcher was actively participating in several clubs and activities, became an active member of Scout Club from Junior and Senior High School, President of Journalistik club at MTsN 2 Bandar Lampung, President of OSIS SMA Kebangsaan, Delegation for Lampung Province for Pelantara IV Sail Raja Ampat, and achieve some regional Scout Competition.

In 2016, the researcher was accepted to the Faculty of Economic and Business University of Lampung through SBMPTN. The researcher was majoring in Management with concentrating on Marketing and joined the International Class. During the study at the University, the researcher was also listed as a Full Member of AIESEC in Unila (Join the Board for 1.5 Years and Exchange student for Global Citizen Program in Xi'an China for Dare to Dream Project), a member of HMJ Management, member of KSEI, Member of FKKMI, and President of Cooperative Student of University of Lampung (Kopma Unila) also built the business called Ustreet Online Transportation.

The researcher was achieve some competition from Winning the M-One competition in 2017, several local presentation and debate competitions ranging from 2016 – 2018, becoming the top 25 Finalist National for ASMI 2021, and 2nd Runner up for National Cooperative Jamboree 2018. The researcher was also become a speaker in the local cooperative event ranging from 2018-2022, the moderator of the National event called OKSI 2019, and Short Course Program held by Aoyama Gakuin University as an Exchange Student in 2019.

MOTTO

My success can only come from Allah

(Surah Hud 11:88)

Do good to your parents

(Surah Al-Isra 17:23)

... Allah would never change a people's state 'of favour' until they change their
own state 'of faith'...

(Surah Ar-Rad 13:11)

DEDICATION

The researcher dedicates the graduation and this thesis to My Parents, **especially my Mother Tutik Agusrini S.H. who has given me all the support that the researcher needs, and My Father Anas Ghofur S.Ag. that gives the moral support.** Also my sister Nabila Putri Amalin and the whole Big Family that gives lot of support for finishing the Researcher study.

ACKNOWLEDGEMENT

Gratitude and Thanks to Allah SWT. and Prophet Muhammad PBUH for all his mercy, blessing and encouragement, so the researcher can complete the thesis that entitled “The Influence Of The Store Atmosphere Dimension On Customer Repurchase Intention In The UKM-Mart Kopma University Of Lampung.

In writing this Undergraduate thesis, the researcher take a notice that this achievement was not only done alone, but also supported by variety of key people willing to give their time, energy and resources to provide supervision, inspiration and motivation. Therefore, the researcher would like to express his gratitude to:

1. Mr. Dr. Nairobi, S.E., M.Si. as Dean Faculty of Economic and Business University of Lampung. That Especially devote various policies that make FEB Unila continue to run well even during the Covid-19 Pandemic also improving the existing quality of the curriculum
2. Mr. Prof. Dr. Satria Bangsawan, S.E., M.Si., as Former Dean and researcher Main Examiner that make FEB Unila has a variety of excellent facilities and making FEB Unila have various international standards
3. Mr. Aripin Ahmad, S.E., M.Si. as Head of Management Department Faculty of Economic and Business University of Lampung.
4. Dr. Ribhan, S.E., M.Si as Secretary of Management Department Faculty of Economics and Business University of Lampung
5. Mrs. Prof. Dr. Mahrinasari, S.E., M.Sc as main advisor who have provided suggestions and criticism patiently to researcher in the process of completing this undergraduate thesis

6. Mr. Rinaldi Bursan, S.E., M.Si. as second advisor who have provided suggestions and criticism patiently to researcher in the process of completing this undergraduate thesis
7. Mrs. Dr. Dorothy Rouly Haratua P., S.E., M.Si. and Mr. Mudji Rachmat Ramelan, S.E., M.B.A. as reasearcher International Class Lectures and examiner who have provided suggestions and criticism patiently to researcher in the process of completing this undergraduate thesis.
8. All lectures and staffs of Faculty of Economic and Business University of Lampung who always give the best quality, knowledge, direction and assistance to researchers
9. Kopma Unila's Big Family reaching from Elder Member, Alumnae, Organizer, UKA, Staff and Members. Especially from Digdaya's main Presidium, Staff and UKA (2019-2020) the best of 24 People (Elyas, Bayu, Ayu, Athian, Desi, Pipit, Dafit, Rizky, Deni, Syaiful, Pandu, Adi, Bray, Yongki, Maul, Tri, Tri Handayani, Sari, Desvita, Tifa, Yogi, Ocit, Reni and Dea) that running the Kopma Unila very well for a years and becoming family
10. Kopma Unila's 2015 – 2022 Presidium, UKA, Staff and Members that become one of the inspration for Researcher to finished the study
11. Mr. Frians Muhardi, S.Kom. That become Researcher Brother that guide researcher very much when in organization and in real life
12. My Best Friend in Love Rani Putri Nan Juwita, A.Md. that support Reseacher very much on every aspect and become one of main support system.
13. Mohammad Athian Manan, S.M. M.M. that become Researcher main source to asking about thesis theory and buddy in Kopma Unila Research and Development sector
14. Management 2016 members especially International Class (Jovita, Derry, and Dhiah). Thanks for becoming researcher study journey so amazing.
15. UStreet Family that making researher journey more colourful (Andre, Dika, Rifky, Revi, Dhiah, Haris).

16. All people that researcher cannot say, that support very much for researcher journey in studying in Unila. I will always say thanks if we meet again, goodluck for all of us!

Bandarlampung, 17th June 2022

Researcher,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the end.

Moh. Naufal Al Islami

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I. INTRODUCTION

A. Research Background

The world is experiencing competitive and tight economic growth amid the many global uncertainties, the trade war between America and China, the unstable political conditions in the Middle East, the crisis of distrust of leaders in Asia, and the drive for environmental concern in the European region which is the cause of the world economy very strict in growing. Various sectors have also experienced ups and downs in this competitive time. The semiconductor, credit services, electronic equipment, and diversified machinery sectors were excellent because of their good growth, reversed by the oil sector, wireless communication, foreign banks, apparel, and foreign telecoms, which were the sectors whose growth had slumped in 2019 (Desjardins, 2019).

What about the e-commerce and retail sectors? In 2017 alone, the e-commerce sector is increasingly experiencing glory by increasing profits by 5.7% Year-on-Year Deloitte, 2019 while retail growth varies in each country, specifically in Indonesia, the growth is only 3.6% (Year-on-Year) in October 2019 (Bank Indonesia, 2019). The retail market in Indonesia, which continues to decline due to various aspects, does not mean not doing innovation and improvement. A lot of shifting is done in various shopping places in Indonesia, namely by presenting entertainment venues and amusement rides to add value to the shopping place. KBBI (Indonesia Dictionary) says that retailing is a joint effort in the field of commerce in small numbers to end-users, others say that 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 - ranging from cars to apparel to meals at restaurants to movie tickets. Retailing is the last stage in the distribution process from suppliers to consumers. (Berman et al., 2018).

The retail business has provided many benefits for the economy and other industries. This business is beneficial for large producers to be able to market their products quickly and efficiently. For consumers, retail companies will undoubtedly be helpful to get goods quickly, efficiently, and with many variants offered at relatively affordable prices. Excellent and efficient retail transactions will undoubtedly make more profit for many industries, according to (Ayers and Odegaard, 2018) Retail transactions can be identified as business-to-consumer (B2C) or business-to-business (B2B). Because supply chains for consumers can be long. They consist of both B2B links, like those between first- and second-tier suppliers, and B2C links, like those between retailers and customers.

Creating a successful retail business is not easy; at least there are several ways for a retail business to be successful. According to (Ayers and Odegaard, 2018) Successful retailers do three things well. First, the retailer must identify its target market segment offerings, preferably in those segments with growing demand. Second, retailers must design and develop an effective retail format. Third, the retailer must establish a sustainable competitive advantage. Rarely is price sufficient to compete—more must be offered.

Meldarianda and Lisan (2017) also show a store that has a good atmosphere and is elegant, then the store can provide a good atmosphere in the eyes of consumers, and if the positive impression that there is in the store, the consumer will last long in the store and will be the first choice for consumers.

One retail store in The University of Lampung, UKM-Mart Kopma Unila, Consumers in the store to look for daily needs can be available in the store is certainly in competition against other retail stores UKM-Mart Kopma Unila provide an affordable price too completeness belongings item available besides it also noted that the atmosphere of the state of a convenient store strategic place and free parking is available here. consumers can buy freely to choose for their needs comfortably. This would result in the purchase intentions of consumers at the same time or later.

Very difficult retail growth in the past 5 (five) years has caused many retail companies to think harder in finding ways to get greater profits, ranging from efficiency in distributing goods, and adding facilities, to closing down some retail branches they have for efficiency -was done Berman, Evans, & Chatterjee, (2018). The movement of consumer shopping methods that originally went offline to the physical retail stores to online shopping in various e-commerce available on the internet also makes the growth of retail stores in Indonesia more stringent each year.

Retail in Indonesia has a significant role in the supply chain of the distribution of goods from distributors to consumers. Good retail management will make the price of goods more efficient and affordable for the community. Retail also makes a easier for many people to get goods and decide on a purchase because more retail shops are present as well as the wide selection of goods provided by retail stores. Retail stores in Indonesia also have several types, ranging from traditional to modern.

Quite famous modern retail stores in Indonesia include Giant Supermart, Hypermart, Matahari, Transmart-Carrefour, Alfamart, Indomaret, Robinson, Lotte, and up to 212 Mart. Many of these modern retail stores have added value and their respective markets in running their business, they realize that people already have higher mobility so retail that only provides goods is not enough to attract many customers in the future. Many of the above modern retailers have prioritized ordering via their application or through the website, between goods for free, additional discounts using electronic money from the retail, bonus points for every purchase of goods, shipping and taking goods, to become the center of payment points for various e-commerce. The various added values above are given by many retailers not only to pamper their customers but also to increase profits derived from various additional service options above.

UKM-Mart Kopma Unila is one of the retail stores that running by Cooperative-Club of University of Lampung students. This retail store is developed from the Small Store that 2014 has moved. Companies must begin to think about the importance of innovation to meet customer expectations in a more mature through the atmosphere presented in the store.

Innovation is needed by UKM-Mart Kopma Unila because of increasingly fierce business competition. As can be seen from Table 1, these are similar businesses located around the University of Lampung. The higher the mobility of the people, they want to be more practical. This opens up opportunities and makes the retail business more attractive which will have an impact on increasingly fierce competition, because several business competitors are located around the SME-Mart Kopma Unila such as Indomaret, Alfamart, and Unila Mart In this case, UKM-Mart Kopma Unila needs to present something unique to attract more consumers.

Table 1 List of Business Competitors UKM-Mart Kopma Unila 2020

Name	Type of Business	Address
Unila Mart	Retail Store	University of Lampung
Indomart Unila	Retail Store	Jl. Prof. Dr. Soemantri Brojonegoro
Alfamart Unila	Retail Store	Jl. Prof. Dr. Soemantri Brojonegoro

Sumber: (Processed by Researcher, 2020)

The innovation made by UKM-Mart Kopma Unila must be adapted to the problems faced. UKM-Mart Kopma Unila is open from Monday to Saturday from 08.00-20.00. Because the place is not too big, it is often crowded during lunch hour. In addition, traffic jams also often occur because of the strategic location of UKM-Mart, which is between the Rector's Office, Faculty of Agriculture, Language Center, and near the Faculty of Economics and Business and the Faculty of Law. So, this makes the store atmosphere less comfortable. According to Hussain and Ali (2016), Store Atmosphere here includes seven things:

a.Cleanliness

The cleanliness of the store creates a positive impression among consumers so that they can stay longer in the store. Cleanliness includes floor cleanliness, product cleanliness, and overall cleanliness of the outlet.

b.Music

The music played in retail outlets significantly impacts consumer buying interest. Music must be created a sense of relaxation, influence purchases and visiting time, and enhances comfort. In addition, to increase consumer repurchase intention, music must be comfortable and the music volume is adjusted to store condition.

c.Scent

The presence or absence of scent in retail outlets has a noticeable impact on consumer purchase intentions. Pleasant scents customers can affect mood and emotions that make customers feel at home. The scent gives the convenience of purchasing. Scent motivates me to visit again. Scent motivates to stay longer.

d.Temperature

Temperatures in the retail outlet greatly influence consumer purchases. Temperatures are very low or very high creating negative feelings in the customer, it leads to customer dissatisfaction and consequently, customers spend less time in stores and generate negative feelings.

e.Lighting

Lighting is used to highlight products. It creates excitement and has a positive impact on consumer buying interest. When lighting is used in the retail network outlet is a good color, consumers tend to touch the product to assess the quality.

f.Color

The color of store building can build feelings and influence consumer behavior and attitudes. It can stimulate memories, thoughts, and experiences.

g. Display

Products in the chain of retail outlets should be presented in a way that attracts consumers. display products in retail outlets is a stimulus to attract consumers to make them into buying the product.

Evaluation data from UKM-Mart Kopma Unila about the store atmosphere UKM-Mart Kopma Unila are under the desired expectations by consumers, so there is a sense of dissatisfaction. Their dissatisfaction felt by consumers UKM-Mart Kopma Unila has led to a variety of complaints, including the following:

Table 2 Data Store Customer Complaints UKM-Mart Kopma Unila

No.	Shop Customer Complaints UKM-Mart Kopma Unila
1	Less attention to the cleanliness of the floor ahead of where consumers want UKM-Mart Kopma Unila entering the store.
2	Shop scent is still less scent and consumers have the opinion that each end of the store UKM-Mart Kopma Unila given freshener.
3	Front view UKM-Mart Kopma Unila store color faded and the front wall dirty because Depu attached.
4	Consumers complain with the atmosphere of music that rarely heard..
5	Consumers complain because the temperature is still relatively hot in the room.
6	The lighting in the store consumers find it difficult UKM-Mart Kopma Unila the desired product.
7	Display and preparation of the product is still not organized well.

Source: (UKM-Mart Kopma Unila, 2019)

The problem faced by UKM-Mart Kopma Unila is that the store atmosphere is too crowded, making consumers feel less comfortable. This resulted in consumer dissatisfaction after purchasing UKM-Mart Kopma Unila. Based on Table 2 above, it can be seen that there are complaints that consumers feel about the store atmosphere of UKM-Mart Kopma Unila which is not satisfactory for consumers.

These data indicate that the atmosphere of the UKM-Mart Kopma Unila is not following the needs desired by the customers.

Thus, the innovation that should be carried out by UKM-Mart Kopma Unila is to improve the atmosphere of the store. This is important because an attractive store atmosphere gives a good impression to consumers so that consumers feel comfortable shopping. This will have an impact on the consumer repurchase intentions of UKM-Mart Kopma Unila. Repurchase (repeat purchase) by Peter and Olson (2015) in Meldarianda and Lisan (2016) is purchasing activities carried out more than once or several times. The satisfaction of a consumer can push it repurchase, be loyal to the product, or loyal to the store where he bought the goods so that consumers can tell good things to others.

Based on research conducted by Hussain and Ali (2016) stated that atmospheric variables like cleanliness, scent, lighting, display, music, and color have a positive influence on consumer repurchase intentions. Then, research conducted by Ghifari and Saefulloh (2018) states that offers empirical evidence for both academic and business practice regarding the store atmosphere and its influence on customer repurchase intention. The results of these two studies prove that it is important to increase the store atmosphere to increase customer repurchase intention.

Based on this background, the researcher is interested in researching “The Influence of The Store Atmosphere Dimension on Customer Repurchase Intention in The UKM-Mart Kopma University of Lampung”. This is expected to address issues related to the store atmosphere and to provide input for the development of business Retail Store UKM-Mart Kopma Unila

B. Problem Formulation

Some of the problems faced by UKM Mart Kopma Unila are the level of business competition that is quite tight because around the location there are several retail stores such as Indomaret, Alfamart, and Unila Mart. In addition, the location of the UKM Mart Kopma Unila is not too big, so it is very crowded and jammed at certain hours. This makes consumers feel uncomfortable when shopping. This requires UKM Mart Kopma Unila to have a strategy to increase consumer repurchase. One strategy that is suitable for UKM Mart Kopma Unila is to create a comfortable store atmosphere for consumers so that consumers feel happy shopping at UKM Mart Kopma Unila. The dimensions of the store atmosphere include cleanliness, music, scent, temperature, lighting, color, and display. This store atmosphere improvement is done to increase consumer repurchase.

Based on these descriptions, the problems can be formulated from the above description is:

1. Is cleanliness affect on the consumer repurchase intention?
2. Is music affect on the consumer repurchase intention?
3. Is the scent affect on the consumer repurchase intention?
4. Is temperature affect on the consumer repurchase intention?
5. Is the lighting affect on the consumer repurchase intention?
6. Is the color of the store building affect on the consumer repurchase intention?
7. Is the display affect on the consumer repurchase intention?
8. Is the cleanliness, music, scent, temperature, lighting, color, and display affect simultaneously on the consumer repurchase intention?

C. Objective

Objectives to be achieved in this study are as follows:

1. To analyze the effect of cleanliness on the consumer repurchase intention.
2. To analyze the effect of music on the consumer repurchase intention.
3. To analyze the effect of scent on the consumer repurchase intention.
4. To analyze the effect of temperature on the consumer repurchase intention.

5. To analyze the effect of lighting on the consumer repurchase intention.
6. To analyze the effect of color on the consumer repurchase intention.
7. To analyze the effect of display on the consumer repurchase intention.
8. To analyze the effect of cleanliness, music, scent, temperature, lighting, color, and display simultaneously on the consumer repurchase intention.

D. Benefits of Research

The benefits that can be gained from the results of this study are:

1. For Company

This study is expected to further improve the quality of implementation of Store Atmosphere they have to be able to keep their customers in the competition, where the expected results of this study can be used to solve practical problems in a company that has to do with research that will be used.

2. For Academic

This study as input for others who want to do more research and reading material that is expected to broaden the knowledge of those who read it, especially on the issue of Store Atmosphere, consumer buying interest and also the writing of the results of this study are expected to diajdikan as additional information or references.

3. For researcher

This study is expected to increase or enrich insight and knowledge in the application of marketing management, and to learn about the ways of application of the theory that the authors obtained during the lectures and the fact that faced field as well as the author's knowledge regarding Atmosphere Store as attributes that influence consumers to buy.

II. LITERATURE REVIEW AND HYPOTHESIS

A. Concept Marketing Management

At this time, the marketing concept includes not only the needs and desires, but also includes consumer expectations, and this is related to the increasing number of information received by the consumer, causing a higher demand will be the fulfillment of the needs, desires, and expectations of itself. Therefore, consumers need to receive special attention, because the consumer is a market for products produced by the company.

Subagyo (2014) says marketing is a system part of the business activities designed to plan, price, promote and distribute goods and services satisfying the needs of the market. Kotler and Keller (2015) suggest marketing is a social and managerial process, with the process of individuals and groups obtaining what they need and want by creating, offering, and freely exchanging products and services of value with others. It can be concluded that marketing is the process of moving goods and services from producers to consumers, or all of the activities associated with the flow of goods and services from producers to consumers.

B. Concept Atmospheric Store (Store Atmosphere)

The ambiance or atmosphere of the shop is planned atmosphere under the target market to attract consumers to buy. According to Meldarianda and Lisan (2017), The atmosphere of the shop is affective and cognitive status was understood by consumers in a store, although perhaps not fully realized at the time of shopping. Danovan and Rossiter in Peter and Olson (2015) in Meldarianda and Lisan (2017) The atmosphere of the shop mainly involves the affective or emotional feelings in the form of in-store status that may not be realized fully by consumers while shopping. Store atmosphere affects the emotional state buyers cause and affects

the purchase. The emotional state will create two dominant feelings that evoke feelings of pleasure and desire.

Sutisna and Pawitra (2015) in Meldarianda and Lisan (2017) describes the atmosphere of the shop is one of the components of store image. Some of the factors that make up the store image is the product sold, service shops, the customers, the shop as a place to enjoy life, and the atmosphere of the shop. Adjustments combination stores were able to develop the artistic value of the store environment so that imaging can store the main attraction for customers.

1. Elemen of Atmosphere Stores

Research of Hussain and Ali (2016) coverage includes the cleanliness of the store atmosphere, music, scent, temperature, lighting, color, and display will be explained further.

a. Cleanliness

Cleanliness of the store creating a positive impression among consumers so that they can stay longer in the store. Cleanliness includes floor cleanliness, product cleanliness, and overall cleanliness of outlet.

b. Music

The music played in retail outlets significantly impact on consumer buying interest. Music must be created a sense of relax, influences purchases and visiting time, and enhances comfort. In addition, to increase consumer repurchase intention, music must be comfortable and the music volume is adjusted to store condition.

c. Scent

Presence or absence of scent in retail outlets have a noticeable impact on consumer purchase intentions. Pleasant scent customers can affect mood and emotions that make customers feel at home. Scent gives the convenience of purchasing. Scent motivates to visit again. Scent motivates to stay longer.

d. Temperature

Temperatures in the retail outlet greatly influence consumer purchase. Temperatures are very low or very high creating negative feelings on the

customer, it leads to customer dissatisfaction and consequently customers spend less time in stores and generate negative feelings.

e. Lighting

Lighting is used to highlight products. It creates excitement and have a positive impact on consumer buying interest. When lighting is used in the retail network outlet is a good color, consumers tend to touch the product to assess the quality.

f. Color

Color of store building can builds feelings and influence consumer behavior and attitudes. It can stimulate memories, thoughts, and experience.

g. Display

Products in the chain of retail outlets should be presented in a way that attract consumers. display products in retail outlets is a stimulus to attract consumers to make them into buying the product.

C. Services Scape

Servicescape has several dimensions that is formed from previous studies. According to Lovelock (2016) which divides servicescape dimensions into three parts:

1. Ambient Conditions the environmental characteristics with respect to the five senses.
2. Spatial Layout and Functionality is in the layout, the equipment is set up and the ability of goods to facilitate consumer enjoyment.
3. Signs, Symbols, and Artifacts a sign or signs and decorations that are used to communicate and enhance certain image or mood, to enable customers to achieve their goals

The same thing also expressed by Bitner (2017) that there are three dimensions combined relevam for the present analysis, namely: conditions around (Ambient Conditions), spatial and functional (Spatial Layout and Functionality), as well as the mark-mark, symbols and artifacts (Signs, Symbols, and Artifacts).

1. Dimensions Ambient Conditions

Ambient conditions is the environmental characteristics of services related to the five senses. Without the emotional can affect conscious ambient conditions, perceptions and behavior. About the condition will also produce and induce a mood of consumers against what she feels. The sub-dimensions of the ambient conditions, that is music, scents, colors, lighting, temperature, noise (noise).

a. Music

Music can provide a great impact on the perception and behavior in situations of service, even if played in the volume difficult to hear. In situations that require waiting time services, the effective use of music will shorten the perceived waiting time and increase consumer satisfaction for Lovelock (2016).

b. Scent

The existence of the scent a major impact on a person's mood because the scent is considered most closely related to the system of our senses. The scent can give a certain response from consumers it can even affect a person's desire to shop. Olfaction researcher Alan R. Hirsch, MD, of the Smell and Taste Treatment and research Foundation in Lovelock (2016) believes that in the future we will understand scent, so we can use scent to regulate human behavior.

c. Color

Color is one of the dimensions servicescape which has a considerable impact on a person's feelings. Different colors will create a different impression of the person's feelings.

d. Exposure

The lighting in the physical environment influence consumers' perception of the quality of a room. The lighting is arranged as effectively as possible by adjusting the color of the room, the room furniture will inculcate in the minds of consumers of the favorable conditions and more positive than the enlightenment that they are not set.

e. Air temperature

Temperatures used in servicescape to describe how the air of a room in question. Hot or cold air will affect the comfort level of consumers while consuming a specific service.

f. Noise (noise)

Noise usually known as noise or distracting sounds. Noise in the physical environment need to be considered agartidak occurs a bad perception of the consumer to the enterprise with a disturbance by noise that should not be heard that would interfere with consumer convenience.

2. Dimensional Space Layout and Functions

Layout refers to the way in which space objects such as machinery, equipment, and furniture arranged in a service environment Bitner (2017). Functionality refers to the ability of these objects to facilitate the performance of the service transaction. The layout and functionality creates a visual and functional servicescape so that the delivery and consumption of services may occur Lovelock (2016)

3. Dimensional Signs, Symbols, and Artifacts

Signs, symbols, and artifacts used by service providers to help provide clues that will facilitate and guide the consumers to find what they are looking for while in the service environment. According to Bitner (2017), signs, symbols, and artifacts are other objects in the environment services that are less able to communicate directly compared with the signs, but provide implicit cues to consumers about the significance of the place and norms in place.

D. Repeat Purchase Intentions

Repurchase (repeat purchase) by Peter and Olson (2015) in Meldarianda and Lisan (2017) is purchasing activities carried out more than once or several times. The satisfaction of a consumer, can push it re-purchase, be loyal to the product or loyal to the store where he bought the goods so that consumers can tell good

things to others. Zeithaml et.al (2017) emphasized that the importance of measuring interest in buying back the customer to determine the wishes of customers who remain loyal or leave any goods and services. Consumers who feel happy and satisfied with the goods and services that have been bought, would think to buy back the goods and services. Baker et al., (2014) states that the repurchase is to buy back the same product or service at a time will come when consumers feel satisfaction when consuming products and services. According to Schiffman and Lazar (2014), Purchase made by consumers is composed of two types, that is the purchase of trial and repeat purchases. If consumers buy a product with a certain brand for the first time, it is called a test purchase. Thus, a test purchase from the investigation stage where consumer purchasing behavior with a direct attempt to evaluate the product a try. If a product is purchased by the experiment were satisfactory or more satisfactory than the previous brand, so consumers are willing to buy again, the type of purchases are called repurchase.

The purchasing decisions of consumers preceded by a consumer purchasing decisions are influenced by consumer purchase behavior. Companies must recognize consumer behavior to find out what is needed by the consumer, so the company is expected to always meet the needs of consumers.

E. Effect of Atmosphere Store on Repurchase Consumer Intentions

Sutisna and Pawitra (2015) says that the atmosphere of the store will also determine the image of the store itself. So a store that has an atmosphere, such as a store that has a "personality" and it can make the atmosphere as a communication tool store to the consumer because of the atmosphere of the shop is the status affection and cognition to understand consumers in a store, although perhaps not fully realized in while shopping.

Stores that have a good personality, in this case a good atmosphere, will have a probability level chosen by the customer is higher than those who do not have. Danovan and Rossiter in Peter and Olson (2015) states that the atmosphere of the shop mainly involves the affective or emotional feelings in the form of status which may not be realized fully by consumers while shopping. If the consumer

has a good affective against products or services, there is a likelihood that consumers make purchases on these products. Baker et al., (2014) states that the repurchase is to buy back the same product or service at a time will come when consumers feel satisfaction when consuming products and services. The satisfaction provides a good impression and experience gained by the consumer at the time of visit and consume the product, so it can have an impact on The next consumer action repurchase will occur and loyalty to the product is greatly increased. Based on the exposure can be understood that there is a relationship between the atmosphere of the shop and buy niatt the consumer, because the atmosphere can affect the customer's convenience store at the time of the visit and purchase intentions of consumers can occur. Although the main needs of customers who visit the store, but they wanted the satisfaction and a comfortable atmosphere while shopping.

F. Research Accomplishment

Table 3 Research Accomplishment

Title and Journal Edition	Researcher Data	Research Purpose	Analytic Tools	Research Result	Research Contribution to Current Research
Effect of Store Atmosphere on Consumer Purchase Intention. (International Journal of Marketing Studies, Vol. 7, No. 2, 2016)	Hussain and Ali (2016)	To determine the effect of store atmosphere on consumer repurchases	This study uses a regression analysis tool using a questionnaire method	The research findings show that atmospheric variables are like cleanliness, scent, lighting, and appearance or display have a positive	This study contributes to the dimensions of the store atmosphere used by researcher in the current study. In addition, the results of this study about the effect of store atmosphere dimensions to

				influence on consumer purchase intentions ; while music and color have no significant impact on consumer purchase intentions. Temperature has almost no impact on consumer purchase intentions.	purchase intention (except music) strengthen the research hypothesis used by researcher in the current study. Furthermore, this study contributes to the research methods used by researcher in the current study.
The Influence of Store Atmospheric Factors toward Customer Purchase Intention on Minimarket Industry in Bandung, Indonesia. (Porban Journal, Vol. 9, No. 2, 2018)	Ghifari and Saefulloh (2018)	To determine the influence of store atmospheric Factors toward Customer Purchase Intention on Minimarket Industry in Bandung, Indonesia	This study uses a regression analysis tool using a questionnaire method	The research findings show that offers empirical evidence for both academically and business practice regarding the store atmosphere and its influence towards customer	This study contributes to the dimensions of the store atmosphere used by researcher in the current study. In addition, the results of this study strengthen the research hypothesis used by researcher in the current study.

				purchase intention	Furthermore, this study contributes to the research methods used by researcher in the current study.
Effect of Store Atmosphere (Store Atmosphere) on Consumer Buying Interest at The Permai Nusa Department Store in Nusa Penida District. (Jurnal Pendidikan Ekonomi Undiksha, Vol 4, No 1, 2017)	Ni Luh Julianti (2017)	To find out the influence of store atmosphere on consumer buying interest.	Multiple linear regression statistics	The results showed that the exterior, general interior, store layout, and interior display have a positive effect on consumer buying interest.	This study contributes to the research methods used by researcher in the current study.
Effect of Store Atmosphere on Consumer Buying Interest in "Resort Café Atmosphere" Bandung. (Jurnal Bisnis dan Ekonomi, Vol. 17, No. 2).	Meldarianda and Lisan (2017)	The purpose of this study is to analyze the effect of store atmosphere on consumer buying interest in "resort café Atmosphere"	Multiple linear regression statistics	Store Atmosphere can influence consumer buying interest in Resort Café Atmosphere	This study contributes to the research methods used by researcher in the current study.

In this study, researcher used several previous studies as a research platform as listed in Table 3 The researcher took multiple variables from previous studies Ghifari and Saefulloh (2018), Hussain and Ali (2016), the variable atmosphere of the shop (store atmosphere) with sub variable cleanliness, music, scent, temperature, lighting, colors, display as independent variables. The analytical tool used was using a multiple linear regression analysis as in the previous study Meldarianda and Lisan (2016), Ni Luh Julianti (2017).

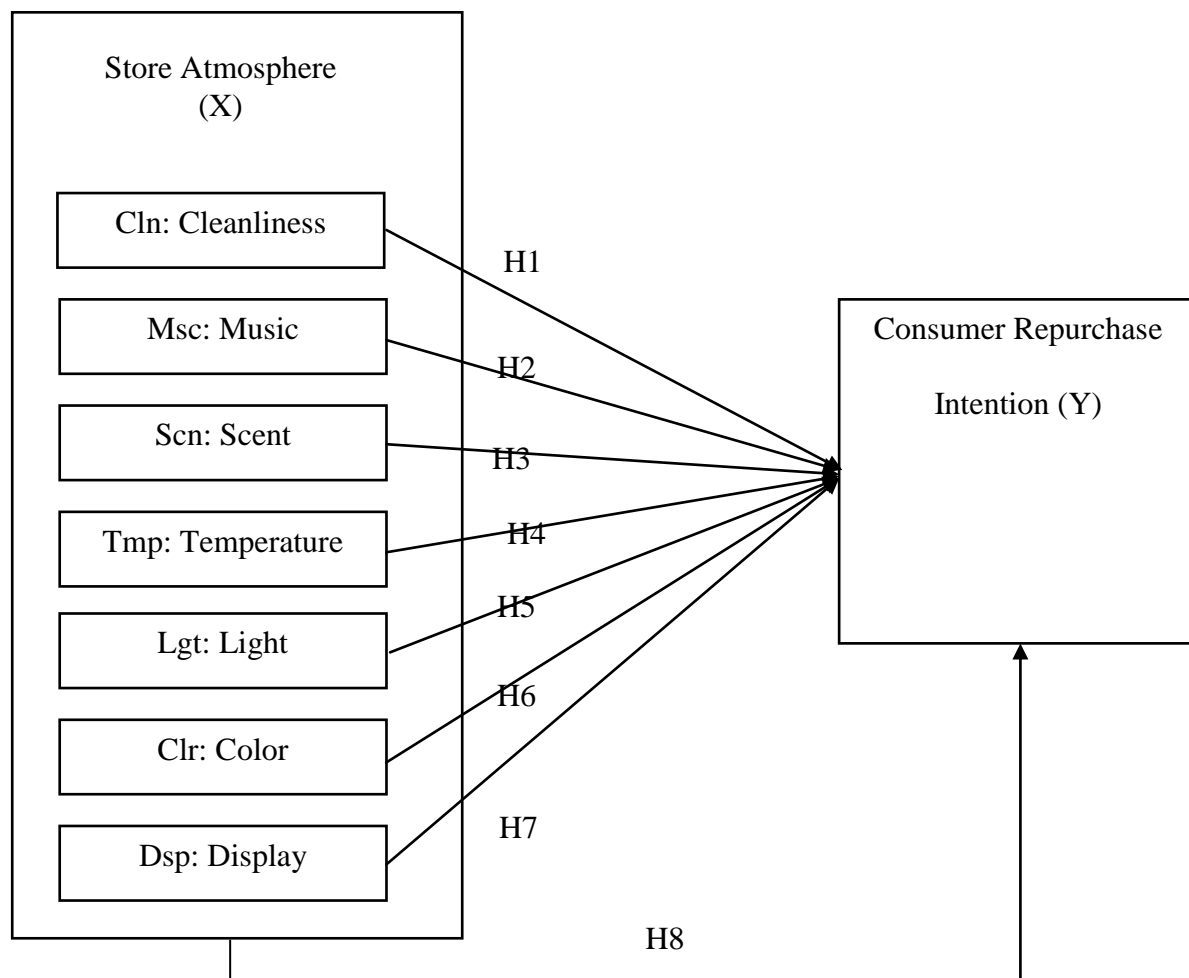
G. Framework

Peter and Olson (2015) in Meldarianda (2017) states that the atmosphere of the shop mainly involves (feeling) in the form of emotional status in the store that may not be realized fully by consumers while shopping. If consumers choose affective better product or service, there is a likelihood of a consumer makes a purchase on these products, by providing the atmosphere of a place that is good for the consumer is expected to make consumers be impressed, coined a good experience when consuming products and can make them do repurchase or be loyal to the company.

According to Hussain and Ali (2016), this shop atmosphere scope includes:

1. Hygiene
2. Music
3. Scent
4. Temperature
5. Lighting
6. Color
7. Display

Figure 1 Framework



Source: Hussain and Ali (2016)

H. Hypotheses Development

According to result research Husain and Ali (2016) atmospheric variables are like cleanliness, scent, lighting, and appearance or layout have a positive influence on consumer purchase intentions; while music and color have a significant impact on consumer purchase intentions. Temperature has almost no impact on consumer purchase intentions. According to result Ni Luh Julianti (2016) atmospheric variables are like exterior, general interior, store layout and interior display have a positive effect on customer buying interest. According to result Ghifari and Saefulloh (2018) atmospheric variables are like interior, music, lighting and temperature have a significant impact in consumer purchase intentions.

The hypothesis is a temporary answer to the problems that exist and are scientifically verifiable. Based on the problems mentioned above, then the hypothesis proposed in this study is the store atmosphere that consists of cleanliness, music, scent, temperature, lighting, color, and display is supposed to influence the consumer repurchase intention in UKM-Mart Kopma Unila, This hypothesis is :

H1 : Cleanliness has a positive and significant effect on consumer repurchase

H2 : Music has a positive and significant effect on consumer repurchase

H3 : Scent has a positive and significant effect on consumer repurchase

H4 : Temperature has a positive and significant effect on consumer repurchase

H5 : Lighting has a positive and significant effect on consumer repurchase

H6 : Color has a positive and significant effect on consumer repurchase

H7 : Display has a positive and significant effect on consumer repurchase

H8 : Cleanliness, music, scent, temperature, lighting, color, and display simultaneously has a positive and significant effect on consumer repurchase

III. RESEARCH METHODS

A. Types of Research

Based on the variables studied, the kind of research included in descriptive research. According Sugiyono (2014), states that the descriptive statistics are statistics used to analyze data in ways that describe or depict the data that has been collected as intended to make conclusions or generalizations apply to the public. According Arikunto (2016), research verification causal is applied as a research which seeks to test the truth through data collection in the field, the nature of the verification basically wanted to test the truth of a hypothesis which is carried out through data collection in the field, where the research verification aims to determine the effect of the atmosphere shop to shop buying interest UKM-Mart Kopma Unila

B. Research Object

Objects that as respondents in this study are those who have and are being visited in UKM-Mart Kopma Unila

C. Source of Data

Sources of data in this study are primary data and secondary data. The explanation of the primary and secondary data are:

1. Primary data

Data obtained directly from the source or object of research. The primary data source is a questionnaire and interviews with respondents about the influence of the atmosphere of the store to purchase interest in UKM-Mart Kopma Unila.

2. Secondary Data

Secondary data is data obtained not from the respondent or the source data directly rather than party or other media and has been processed. This data is derived from documents held by organizations such as universities, educational institutions, institutions survey. In addition, secondary data can also be obtained from literature, such as books, print and electronic media, the Internet, employees and others.

D. Method of collecting data

Broadly speaking, data collection techniques in this study divided into two, namely

1. Studi Library

Studies library (Library Research) is a data collection activities of these coming from the media library, such as literature, education books, print media, electronic media, mass media, the internet and so forth. Therefore the nature of theoretical literature, so research to be carried out has a strong theoretical basis research.

2. Studi Field

Field studies (Field Research) is a technique of collecting data directly, because researcher will interacts directly with the subject of research. The field studies used in this research are:

a. Questionnaires

According Sugiyono (2014) questionnaire is a technique of data collection is done by giving a set of questions or a written statement to the respondent to answer.

E. Population and Sample

Determination of the respondents in this study will be based on the population and the sample has been determined, namely:

1. Population

According to Arikunto (2016) population is the data that concern us in a scope and time that we set. According Sugiyono (2014) population is generalization region consisting of the objects / subjects that have certain qualities and characteristics defined by the study to learn and then be deduced. The population used in this study is that consumers of UKM-Mart Kopma Unila.

2. Samples

According Sugiyono (2014) sample is part of the number and characteristics possessed by this population. In determining the number of samples used method of determination of sample nonprobability Sampling. Nonprobability Sampling is the sampling method that does not give equal opportunity for each element or member of the population to be selected into the sample. One sampling technique in nonprobability sampling method is purposive sampling technique. This technique is a sampling technique with special considerations that deserve to be sampled. Purposive sampling technique was conducted by taking people who are actually elected by the investigator according to the specific characteristics possessed by the sample. Selection of sample is based on a population contained in the object of this study, that is consumers UKM-Mart Kopma Unila. This is a sample selection criteria determined by the researcher based on purposive sampling techniques are used:

- a. Consumers UKM-Mart Kopma Unila is or ever shopped at the store at least 2 times a week
- b. Lampung university students
- c. Age 17-36 Years

According to Hair et al., (2015) that if the sample size is too large for example 400, then the method becomes very sensitive so it is difficult to get good goodness-of-fit measures. So it is suggested that the minimum sample size is 5-10 observations for each estimated parameter. In this study, there are 30 indicators, the minimum respondent limit for this study is $30 \times 5 = 150$ respondents, while the maximum limit is $30 \times 10 = 300$ respondents, therefore

Respondents taken as many as 150 respondents, the number is considered is sufficient to represent the population.

F. Operational Definition of Variables

According Sugiyono (2014) operational definition variable is everything any shape defined by researcher to be studied in order to obtain the information under study, then drawn conclusions.

G. Identification of Variable Operational

1. Research variable

In this study, used two types of variables, namely:

a. Independent variables

The independent variables are variables that influence. In this study, the independent variable is the atmosphere of the shop (store atmosphere), and is denoted by independent variables consisting of Cleanliness, Music, Scent, Temperature, Lighting, Color, and Display. These all dimensional independent variables reveal to Husain and Ali (2016).

b. Dependent variables

The dependent variable is a variable that is affected. The dependent variable in this study is the intention to buy the consumer, and is denoted by Y.

H. Operational definition

Table 4 Variable Operational Definition of Independet and Dependent Variables

Variable	Dimension	Indicator	Scale	Source
Store Atmosphere (Independent Variable)	(Cln) Cleanliness. The cleanliness of the store creates a positive impression among consumers so they can stay longer in the store.	<ul style="list-style-type: none"> • Floor cleanliness • Product cleanliness • Overall cleanliness of outlets 	Likert	Hussain and Ali (2016)
	(Msc) Music	<ul style="list-style-type: none"> • Music creates a 	Likert	

	Music played at retail outlets significantly impacts consumer buying interest.	<p>sense of relax</p> <ul style="list-style-type: none"> • Music influences purchases • Music influences visiting time • Comfortable music • Music volume • Music enhances comfort 		
	(Scn) Scent The presence or absence of scent in retail outlets has a real impact on consumer purchase intentions. Pleasant scent can affect customer moods and emotions that make customers feel at home for long at the booth.	<ul style="list-style-type: none"> • Scent gives the convenience of purchasing • Scent motivates to visit again • Scent motivates to stay longer 	Likert	
	(Tmp) Temperature. Very low or very high temperatures create negative feelings between customers, it causes dissatisfaction among customers and consequently customers spend less time at the store and generate negative words from the mouth of the consumer.	<ul style="list-style-type: none"> • AC Temperature • Air Around Store • AC attract shoppers 	Likert	
	(Lgt) Lighting	<ul style="list-style-type: none"> • Room Lightning 	Likert	

	<p>This lighting is used to highlight the product. This can create excitement and have a positive impact on consumer buying interest. When the lighting used at retail network outlets is good color, consumers tend to touch the product to judge quality.</p>	<ul style="list-style-type: none"> • Lightning motivate shoppers to shop longer • The Lightning that good can make easier shoppers to find product • Lightning every corner of the store 		
	<p>(Clr) Color Colors building store can build feelings and influence consumer behaviour and attitudes. This can stimulate memories, thoughts, and experiences. Example: "The red retail environment tends to be generally unpleasant, negative, tense, and less attractive than green and blue.</p>	<ul style="list-style-type: none"> • The store general color • Color create a positive image • Color create a positive perception 	Likert	
	<p>(Dsp) Display Products in the retail outlet chain must be displayed in such a way that attracts consumers. The display of products in retail outlets is a stimulus to attract consumers to make</p>	<ul style="list-style-type: none"> • An Interesting Display • Information Display • Product Display • Clear Product Display • Display that Creative and 	Likert	

	them buy the product.	Systematic		
Consumer Repurchase Intention (Dependent Variable)	Purchasing activities carried out more than once or several times. The satisfaction of a consumer, can push it re-purchase, be loyal to the product or loyal to the store where he bought the goods so that consumers can tell good things to others.	<ul style="list-style-type: none"> • Intentional Intentions • Explorative intention • Preferential Intention 	Likert	

I. Measurement Instruments Research

According Sugiyono (2014) Likert scale used to measure attitudes, opinions, and perceptions of a person or group of people on fenomenasosial. So as to determine the measurement of respondents in this study using research instrument in the form of a questionnaire, the writer used the Likert scale (Likert's Summated Ratings)

The scale of measurement used in the questionnaire was ordinal scale using Likert scale measurement with the following criteria:

Answer Strongly Agree (SS)	Given a weight of 5
Answer Agree (S)	Given a weight of 4
Answer Neutral (N)	Given a weight of 3
Answer Disagree (TS)	Given a weight of 2
Answer Strongly Disagree (STS)	Given a weight of 1

The research instrument (questionnaire) that both must meet the requirements that are valid and reliable. To determine the reliability of the questionnaire validation and testing needs to be done on the questionnaire using validity and test

reliabilitas. Realiabilitas validity and aims to test whether a valid and reliable, so for that, researcher also conducts two tests against the research instrument (questionnaire).

J. Validity, Reliability Test, and Normality Test

1. Validity test

According Sugiyono (2014) definition of invalid is the degree of accuracy of the data actually happened on the object with data that can be collected by researcher. Based on the above definition, the validity can be interpreted as a characteristic of the size associated with the level of measurement of a test tool (questionnaire) to measure correctly what it wants researcher to be measured. The instrument is said to be valid if it is able to measure what is desired to be measured and appropriately. High and low validity of the instrument indicates the extent to which the data collected does not deviate from the description of the variables in question. This study using factor analysis by SPSS 22, According to Sekaran (2016), if the results of the factor analysis model show that significantly below 0.05 and Kaiser Mayer Olkin (KMO), anti-image, and factor loading 0.5 then it is declared valid and the sample can be further researched.

2. Reliability Test

Reliability test is used to show the extent to which the measuring instrument used can be believed or done to know consistency and accuracy of measurement. Reliability test in this study using the coefficient of Cronbach's Alpha, with the help of SPSS 22. According to Sugiyono (2014) reliability testing is shown by the coefficient Cronbach's Alpha and can be processed with the help of SPSS. If there are statement that has a greater value of Cronbach's Alpha if item deleted than Cronbach's Alpha then the statement is not reliable and further testing should be carried out. The test results are said to be reliable if the value of croanbach's alpha 0.6 and the value of croanbach's alpha count is greater than Croanbach's Alpha (Sekaran, 2016).

3. Normality Test

According to Sekaran (2016), the normality test aims to determine whether each of the variables normal distribution or not. Normality test is necessary because to perform the tests other variables, assuming that the value of the residuals follow a normal distribution. If this assumption is violated, the statistical test is not valid and can not be used parametric statistics. The basic decision to test for normality of data are

1. If the data spread diagonal line and follow the diagonal line or histogram graph showing a normal distribution, then the regression model to meet the assumption of normality.
2. If the data are spread far from the diagonal and slash or not to follow the direction of the diagonal line or histogram graph does not show a normal distribution, then the regression model did not meet the assumptions of normality

K. Data analysis technique

Data have been obtained still be raw data, and they must be processed first to know the results of research undertaken. In this study, an analysis tool used is:

1. Quantitative analysis

Quantitative data analysis is a research method of processing data in the form data is calculated using figures obtained as a result of measurement or sale of the questionnaire. To obtain quantitative data, used a Likert scale are achieved. According Sugiyono (2014) Likert scale used to measure attitudes, opinions and perceptions person or a group of social phenomenon. In answering this Likert scale, respondents only gave the sign, such as a checklist or a cross in the answer selected according to a statement. The questionnaire has been filled respondents need to be scoring. The following weight rating on a Likert scale. So as to determine the measurement of responses from the respondents in this study will use a questionnaire research method, the measurement Likert scale (Likert's Summating Ratings). The list of questions are classified into five levels:

- a. To answer STS strongly disagree rated = 1
- b. To answer TS disagree rated = 2
- c. To answer N neutral rated = 3
- d. To answer S agrees rated = 4
- e. To answer SS strongly agree rated = 5

In conducting the processing of statistical data, the researcher used SPSS 22 (Statistical Package for Social Science) tool used to test the hypothesis of the influence mengenai Cleanliness, Music, Scent, Temperature, Lighting, Color, Display on the purchase intention. In this study using multiple linear regression. Multiple linear regression analysis is used to examine the strength of the relationship between independent variables and the dependent variable. Multiple regression analysis can be seen in the following equation:

$$Y = a + b_1 \text{ Cln} + b_2 \text{ Msc} + b_3 \text{ Scn} + b_4 \text{ Tmp} + b_5 \text{ Lgt} + b_6 \text{ Clr} + b_7 \text{ Dsp} + e$$

Information : :

Y = Intent to Buy Re-Consumer

Cln = Cleanliness

Msc = Music

Scn = Scent

Tmp = Temperature

Lgt = Lighting

Clr = Color

Dsp = Display

bX = regression coefficients

a = constants

e = Standard Error

L. Hypothesis Testing

1. Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) In this study is used to measure how far the ability of a model to explain variations in the dependent variable is the consumer buying interest. Coefficient of determination is between zero and one. The R^2 small means the ability of independent variable, that is cleanliness, music, scent, temperature, lighting, color, and the display. If there are adjusted R^2 is negative, then the adjusted R^2 considered to be zero.

2. T Value

T statistical value used to determine how much influence the explanatory variables individually or independent variable in explaining the dependent variable. Basis for a decision are as follows: If t is smaller than Ttabel then H_0 is accepted, whereas if t is greater than Ttabel then H_0 is rejected. The t-value can also be done by just looking at the value of t significance of each variable contained in regresimenggunakan SPSS output results. Step-by-step decision-making is

- a. If the probability is smaller than the significance level ($\text{Sig.} \leq 5\%$), then H_0 is rejected and H_a accepted.
- b. If the probability is greater than the level of significance ($\text{Sig.} \geq 5\%$), then H_0 is accepted and H_a rejected.

3. F Value

In this study, F value is used to determine the level of signfikasi influence of independent variables together (simultaneously) on the dependent variable. According Ghozali (2018), the basic decision-making is to use a figure of significance probability, that is:

- a. When the significance probability > 0.05 , then H_0 is accepted and H_a is rejected.
- b. When the significance probability < 0.05 , then H_0 is rejected and H_a is accepted.

V. CONCLUSION AND SUGGESTION

A. Conclusions

This study aims to examine the effect of Cleanliness (Cln), Music (Msc), Scent (Scn), Temperature (Tmp), Lighting (Lgt), Color (Clr), and Display (Dsp) on Repurchase Intention (Y) at UKM-Mart. Kopma University of Lampung. Based on the results of the research and discussion, it can be concluded as follows:

1. The Cleanliness variable (Cln). Cleanliness has no significant effect on Repurchase Intention. This is because all of the respondents in this study are cooperative members, whose main goal is to provide members' needs, so that cleanliness does not make them buy again, because the important thing is that the products in the store are complete. Besides that, most of all products that sell in UKM Mart Kopma Unila is Well-Packaged Product, so the quality of the product already guarantee by the seller itself. This also refutes the hypothesis for the first variable (H1) which says that cleanliness has a positive influence on consumer repurchase intention

2. The Music variable (Msc) has no significant effect on Repurchase Intention. This is because respondents who shop at UKM Mart Kopma tend to buy immediately without wanting to spend a long time shopping. So that music does not affect the repurchase of respondents. This also refutes the hypothesis for the Second variable (H2) that is Music, which says that Music has a positive influence on consumer repurchase intention. This statement is also supported by Hussain and Ali (2016) who say that music has no significant effect on Customer Repurchase Intention.

3. The Scent variable (Scn) has no significant effect on Repurchase Intention. This is because UKM Mart Kopma is the only mart within Lampung University. Thus, respondents prefer the nearest mart and less attention to scent of the store.

Another condition that supports this statement is that the customers are the majority of Lampung University residents who do not have much time to shop, This also refutes the hypothesis for the Third variable (H3) that is Scent, which says that Scent has a positive influence on consumer repurchase intention, also research by Hussain and Ali (2016) who says that scent has significant effect on Customer Repurchase Intention

4. The Temperature variable (Tmp) has a positive and significant effect on Repurchase Intention. This is proven from significance value (Sig.) $0.030 < 0.05$ and t-value shows $2.193 > t$ table (1.655). This is possible because the ratio of the room and the number of customers who visit the UKM Mart Kopma Unila are classified as inappropriate, because during break time there are a lot of visitors visiting UKM Mart, but the room is quite small, so the temperature greatly affects the customers repurchase intention. This statement also supports the hypothesis on the 4th variable that is temperature (H4), which says Temperature has a positive influence on consumer repurchase intention, also research by Hussain and Ali (2016) who says that temperature has significant effect on Customer Repurchase Intention

5. The Lighting variable (Lgt) has a positive and significant effect on Repurchase Intention. This is proven from significance value (Sig.) $0.012 < 0.05$ and t-value shows $2.557 > t$ table (1.655). This statement is supported because the majority of customers are members of the University of Lampung Student Cooperative which provides necessities for its members, the products of these needs must be seen properly so as not to confuse customers and make them spend a lot of time shopping, besides the time for rest is very short, In addition, a store with good lighting will help consumers in choosing products, so that consumers will feel happy and make repeat purchases. This statement also supports the hypothesis on the 5th variable that is Lightning (H5) , which says Lightning has a positive influence on consumer repurchase intention, also research by Hussain and Ali (2016) who says that Lightning has significant effect on Customer Repurchase Intention

6. The Color Variable (Clr) has no significant effect on Repurchase Intention. This result can occur because UKM Mart Kopma Unila is a supermarket that is only crowded at certain times and visitors tend to buy something quickly. Color is also not very influential because most customers already know the location where UKM Mart Kopma Unila is located and does not have branches. In addition, UKM Mart Kopma Unila is also the only store in the middle of the University of Lampung, so that customers are more aware of the branding of its location than a color. This statement also refutes the hypothesis on the 6th variable that is Color (H6), which says Color has a positive influence on consumer repurchase intention, but supported by research from Hussain and Ali (2016) who says that Color has no significant effect on Customer Repurchase Intention

7. With so many products needed by the members of the University of Lampung Student Cooperative, of course they want the product to be arranged neatly and not confusing. Customers also only have less time to choose products, so product arrangement is very significant for customers to be able to repurchase a product. The Display variable (Dsp) has a positive and significant effect on Repurchase Intention. This is proven from significance value (Sig.) $0.018 < 0.05$ and t-value shows $2.404 > t$ table (1.655). This statement also supports the hypothesis on the 7th variable that is Display (H7), which says Display has a positive influence on consumer repurchase intention, also research by Hussain and Ali (2016) who says that Display has significant effect on Customer Repurchase Intention

8. Based on the simultaneous value, the Cleanliness (Cln), Music (Msc), Scent (Scn), Temperature (Tmp), Lighting (Lgt), Color (Clr), and Display (Dsp) simultaneously have a significant effect on Repurchase Intention.

B. Suggestions

Based on the results of the study and the conclusions obtained, the suggestions that can be concluded:

1. From the research, providing the best Air Conditioner in the room, placing warm and bright lights in every corner of the room and in every product, as well

as product arrangement that is neat and not confusing can be a priority for the management of the University of Lampung Student Cooperative. On the other hand, it does not mean that variables that do not have a significance for repurchase intentions are can be ignored, these variables must still be increased in order to increase and retain customers who will shop there.

2. It is hoped that in the future this research can be developed using different indicators, so that more store atmosphere indicators that affect repurchase intention can be identified. It is also hoped that future research can use more specific places such as small shops, and various other types of shops and see what type of management and majority of customers visit the store, so that the results of the research can be used in more specific types of business

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