

Influence of Product Stock, Location and Atmosphere Shop Against the Purchase Decision at Indomaret SM Raja Street Deblod Sundoro High Cliff City

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ABSTRACT

This study aims to determine the effect of product stock, location and store atmosphere on purchasing decisions at Indomaret SM Raja Jl. Deblod Sundoro, Tebing Tinggi City. The effect that we want to know is the direct or indirect effect. This type of research is a replication and development of similar previous studies but with different objects, variables, and periods. This study used a sample of 96 respondents. Sampling using the Cochran formula technique. The analytical tool used is multiple linear analysis using the SPSS 25 program. From the results of this test it can be concluded that there is a significant effect between Product Stock (X1) on Purchase Decision (Y), there is no significant effect between Location (X2) on Decision Purchasing (Y), there is a significant influence between Store Atmosphere (X3) on Purchase Decisions (Y).

Keywords: Product Stock, Location, Store Atmosphere, Purchase Decision

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INTRODUCTION

Modern market business already long enough to enter the Indonesian retail industry and with fast expand territory until to remote area. Existence they many raises income pros and cons. For part modern market consumers, the existence of hypermarkets, supermarkets and minimarkets, indeed provide an attractive shopping alternative. Besides offer convenience and quality product, the price they charge is also sufficient compete even more Cheap compared to traditional market. Rather, circumstances sort of this clear make worried small retailers . Many are from small retailers get impact from the presence of modern markets such as hypermarkets, with descent income they in a manner significant. Condition this the more feels, after issued Presidential Decree No. 96/1998 concerning field closed businesses and fields open business with requirements certain for investment. existence presidential decree this inviting enter foreign retailers for open business in Indonesia.

The first retail business in Indonesia was Indomaret . Indomaret is one retail company that provides needs staples and needs everyday. Company name indomaret is PT. Indomarco Prismatama owns vision " to be superior retail network " as well has the motto " easy and economical ". Indomaret Company already exist in various city in Indonesia. Indomaret stand up since 1988 to with now. The beginning indomaret just a selling outlets needs tree daily employee. In line development operational shop , company interested for more deepen and understand various needs and behavior consumer in shop . To accommodate destination such, some employees are assigned for observing and researching behavior society.

Purchase decision is something final decision you have somebody consumer for buy something goods or service with various considerations certain. Purchase decisions made by consumers describe how much far marketers in effort promote something product to consumer. According to Kotler and Armstrong (2016) define that decision purchase is part from behavior consumer that is studies about how individuals , groups , and organizations choose , buy , use and how goods , services , ideas or experience for satisfying needs and wants them .

Product stock or supply product is stored items company for later sold in the next period come. Supply this no only for stuff already so, but also half goods so and materials raw to be ingredient raw. According to Handoko (2015) explain that supply is something term general showing all something or source power saved organization in the anticipation to fulfillment request .

Location is the place serve consumers, can also be interpreted as the place for display goods the trade. definition location is the place company operate or the place company To do activity for produce essential goods and services _ facet the economy . According to Kotler and Armstrong (2018) state that location is various activity company for make the resulting product or for sale affordable and available for the target market , in Thing this relate with how method delivery product or service to consumers and where strategic location.

Atmosphere shop is one influential part for something shop for make customer feel comfortable in choose product to be bought it . According to M. Ma'Ruf Amin (2014) atmosphere shop is atmosphere in shop that creates feeling certain in self

generated customers from use of elements design *interiors* like Settings lighting , sound system , system Settings air and service .

Library Study

1. Purchase Decision

Purchase decision is something final decision you have somebody consumer for buy something goods or service with various considerations certain. Purchase decisions made by consumers describe how much far marketers in effort promote something product to consumer. According to Armstrong, Gary & Philip, Kotler (2012) definition decision purchase is a decision process carried out by a person consumer concerns brand what will bought . According to Fahmi (2016) decision purchase is action consumer in decide a considered product Becomes solution from needs and wants consumer.

2. Product Stock

Definition stock product according to Lesmana (2017) , argues that consumer tend choose place that offers various and complete products concerns depth , breadth and quality diversity goods offered by the seller . According to Theresia Esti Mardhikasari, (2014) product is something that can offered into the market for noticed , owned , used or consumed so that could satisfying desire or need. According to Utami (2012) put forward definition completeness product is diversity related product _ depth , breadth , and quality Products offered are also available product the every while at the shop .

3. Location

Definition location according to Tjiptono (2015) location refers to various activity trying marketing expedite and simplify delivery or distribution goods and services from producer to consumer . Whereas according to Kotler and Armstrong (2014) "*place includes company activities that make the product available to target consumers*" . Then according to Utami (2012) location is structure physique from a business which is component main view in form impression a effort made company in To do placement business and activities in provide channel services needed by consumers .

4. Atmosphere Shop

Atmosphere shop is design environment through visual communication, lighting , color , music, and fragrances for designing response emotional and perceptual consumers and for influence consumer in buy goods . according to Adibah (2016) say that atmosphere shop is design and one design environment through visual communication , lighting , color , music and smell for stimulate perception and emotion customer and finally for influence behavior expenditure them . According to Theresia Esti Mardhikasari (2014) atmosphere shop is relate with how about the managers could manipulate design building , interior space , layout hallways , texture carpets and walls , the smells, colors , shapes , and sounds that customers experience are all aim for influence consumers and decisions the purchase .

METHOD

In study this writer use method approach in a manner quantitative. Method quantitative is method research that can interpreted as method trait based research positive used for researching populations or sample certain , data collection using

research instruments data analysis is quantitative with destination for test hypothesis that has set , (Sugiyono, 2013) .

Study this including study field (*field research*) , namely purposeful research for learn in a manner intensive about background behind circumstances now and interaction environment a social unit good individual , group , institution or society .

The sampling technique used in study this is *Accidental Sampling*. (Sugiyono, 2013) *Accidental Sampling* that is technique determination sample based on accidental that is who only that accidental meet until amount sample as many as 96 consumers Incidentally , Indomaret SM Raja Kota Tebing Tinggi meet with researchers and can made as sample when people are found that suitable as data source .

RESULTS AND DISCUSSION

A. Data Analysis

1. Instrument Test

a. Validity Test

Validity testing uses SPSS version 23.00 with criteria based on the calculated r value as follows:

- 1) If $r \text{ count} > r \text{ table}$ or $- r \text{ count} < - r \text{ table}$ then the statement is declared valid.
- 2) If $r \text{ count} < r \text{ table}$ or $- r \text{ count} > - r \text{ table}$ then the statement is declared invalid.

This test was carried out on 30 respondents, then $df = 30-3 = 27$, with $\alpha = 5\%$, an r table value of 0.3673 was obtained (Ghozali, 2016: 463), then the calculated r value will be compared with the r table value as in table 1 below:

Table 1 Validity Test Results

Purchasing Decision Variable (Y)			
Statement	r count	r table	validity
1	0. 668 _	0.3673	Valid
2	.7 56 _	0.3673	Valid
3	0. 760 _	0.3673	Valid
4	0. 532 _	0.3673	Valid
5	0. 599 _	0.3673	Valid
6	0. 477 _	0.3673	Valid
Product Stock Variable (X1)			
Aan's statement	r h count	r table	validity

1	0. 649	0.3673	Valid
2	0. 607	0.3673	Valid
Location Variable (X2)			
Statement	r count	r table	validity
1	0. 644	0.3673	Valid
2	0. 381	0.3673	Valid
3	0. 815	0.3673	Valid
Store Atmosphere Variable (X3)			
Statement	r count	r table	validity
1	0. 758	0.3673	Valid
2	0. 782	0.3673	Valid
3	0. 735	0.3673	Valid
4	0. 792	0.3673	Valid

Source: Processed data (2021)

Table 1 shows that all statement points, both the Purchasing Decision Variable (Y), Product Stock Variable (X1) and Location Variable (X2) have a calculated r value that is greater than the r table value, so that it can be concluded if all statements for each variable are stated valid.

b. Reliability Test

Reliability is index showing _ to what extent tool gauge could trusted or could dependable . According to Sugiyono (2013:64) a factor stated reliable / reliable if *Cronbach Alpha* more big from 0.6. Based on the results of data processing using SPSS 23.00 , the following results are obtained :

Table 2 Reliability Test Results

Variable	<i>Cronbach Alpha</i>	Consta nt	Reliabil ity
Purchasing Decision Variable (Y)	0.753 _	0.6	Reliable
Product Stock Variable (X1)	.650 _	0.6	Reliable
Variable (X2)	0.711 _	0.6	Reliable
Variable Shop Atmosphere (X2)	0.804 _	0.6	Reliable

Source: Processed data (2021)

Based on the reliability test using *Cronbach Alpha* , all research variables are reliable/reliable because *Cronbach Alpha* is greater than 0.6, so the results of this

study indicate that the measurement tools in this study have fulfilled the reliability test (*reliable* and can be used as a measuring tool).

2. Assumption Test Classic

The testing of the classical assumptions with the SPSS 23.00 program carried out in this study included :

a. Normality Test

The Normality Test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016: 154). Data normality testing can be done using two methods, graphics and statistics. The normality test for the graphical method uses the normal probability plot, while the normality test for the statistical method uses the *one sample Kolmogorov Smirnov test* .

The normality test using the graphical method can be seen in the following figure :

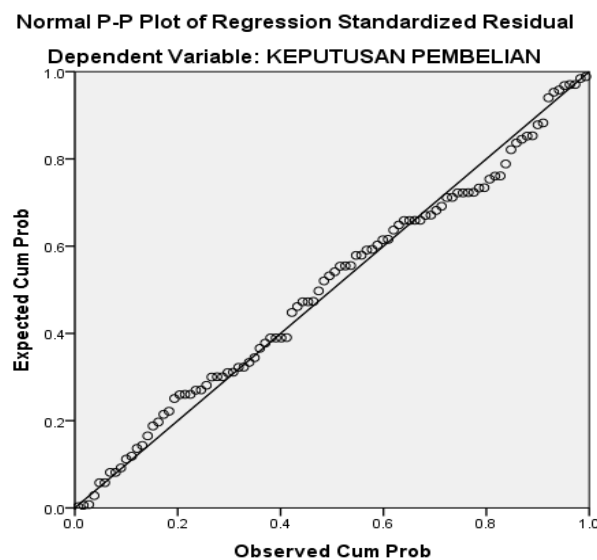


Figure 1 Normal P Plot

Data that is normally distributed will form a straight diagonal line and residual data plotting will be compared with the diagonal line, if the residual data distribution is normal then the line that describes the actual data will follow the diagonal line (Ghozali, 2016: 154).

The test results using SPSS 23.00 are as follows :

Table 3 Test One Sample Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test

				Unstandar dized Residuals
N				96
Normal Parameters ^{a,b}				
Means				.0000000
std. Deviation				1.8157405
				3
Most	Extreme	absolute		.069
Differences				
Positive				.069
Negative				-.060
Test Statistics				.069
Asymp. Sig. (2-tailed)				.200 ^{c,d}
Monte Carlo Sig. (2- tailed)	Sig.			.750 ^e
	99%	Confidence	Lower	
	Interval		Bound	.636
			Upper	
			Bound	.864

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 96 sampled tables with starting seed 2000000.

Sumber : Data diolah dari lampiran 4 (2021)

From the *output* in table 3 it can be seen that the significance value (*Monte Carlo Sig.*) of all variables is 0.750 . If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. The multicollinearity test in this study was seen from the *tolerance value* or *variance inflation factor* (VIF). The calculation of the *tolerance value* or VIF with the *SPSS 23.00 program for windows* can be seen in Table 4. below:

Table 4. Multicollinearity Test Results
Coefficients ^a

Model	Collinearity Statistics	
	tolerance	VIF
(Constant)		
PRODUCT STOCK	.921	1,086
LOCATION	.820	1,219
STORE AMBIENCE	.860	1.162

a. Dependent Variable: PURCHASE DECISION
Source: Processed data (2021)

Based on table 4. it can be seen that the *tolerance value* of Product Stock Variable (X1) is 0.921, Location Variable (X2) is 0.820, Store Atmosphere Variable (X3) is 0.860 where everything is more greater than 0.10 while the VIF value of the Product Stock Variable (X1) is 1.086, Location Variable (X2) is 1.219, Store Atmosphere Variable (X3) is 1.162 where all are less than 10. Based From the results of the calculation above, it can be seen that the *tolerance value* of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there are no correlation symptoms in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an inequality of *variance* from the residuals of one observation to another. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is with *the Glejser test*, in the glejser test, if the independent variable is statistically significant in influencing the dependent variable then there is an indication of heteroscedasticity occurring. Conversely, if the independent variable is not statistically significant in influencing the dependent variable, then there is no indication of heteroscedasticity. This is observed from the significance probability above the 5% confidence level (Ghozali, 2016; 138).

The results of data processing using SPSS 23 .00 show the results in the following table :

Table 5 Glejser Test Results
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	.466	1,517		.307	.759
PRODUCT STOCK	.125	.120	.112	.039	.302
LOCATION	.033	.113	.033	.289	.773
STORE AMBIENCE	-.029	.064	-.050	.446	.656

a. Dependent Variable: ABS_RES

Source: Processed data (2021)

Glejser test results shows a significant value of Product Stock variable (X1) of 0.302 , Location variable (X2) of 0.773 and Store Atmosphere variable (X3) of 0.656 , so it can be concluded that there are no symptoms of heteroscedasticity in this research model.

3. Testing Multiple Linear Regression

Multiple linear regression testing explains the role of Product Stock Variable (X1) Location Variable (X2) and Variables Atmosphere Shop to Purchasing Decision Variable (Y). Data analysis in this study used multiple linear regression analysis using *SPSS 23.00 for windows* . The analysis of each variable is explained in the following description:

Table 6 Multiple Linear Regression Results
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
(Constant)	15.352(a)	2,440	
PRODUCT STOCK	.389(b1)	.193	.198
LOCATION	.058(b2)	.182	.033
STORE AMBIENCE	.335(b3)	.103	.329

a. Dependent Variable: PURCHASE DECISION

Source: Processed data (2021)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1 X_1 + b_2 X_2 + \varepsilon$, so the equation is obtained: $Y = 15,352 + 0.389 X_1 + 0.058 X_2 + 0,335 X_3$

The description of the multiple linear regression equation above is as follows :

- a. The constant value (a) of 6,136 indicates the magnitude of the Purchase Decision Variable (Y) if the Product Stock Variable (X1) , Location Variable (X2) and Variable Atmosphere Store equals zero.
- b. The regression coefficient value of Product Stock Variable (X1) (b_1) of 0.389 indicates the large role of Product Stock Variable (X1) on Purchasing Decision Variable (Y) assuming Location Variable (X2) and Variables Atmosphere Constant shop . This means that if the Product Stock Variable factor (X1) increases by 1 unit value, it is predicted that the Purchase Decision Variable (Y) will increase by 0.389 value units assuming the Location Variable (X2) and the Variable atmosphere Constant shop .
- c. The regression coefficient value of the Location Variable (X2) (b_2) of 0.058 indicates the large role of the Location Variable (X2) to the Purchasing Decision Variable (Y) assuming Product Stock Variable (X1) and Variables Atmosphere Store (X2) constant. This means that if the Location Variable factor (X2) increases by 1 unit value, it is predicted that the Purchase Decision Variable (Y) will increase by 0.058 value units assuming the Product Stock Variable (X1) and the Variable Atmosphere Constant shop .
- d. The regression coefficient value of Store Atmosphere Variable (X3) (b_3) of 0.335 indicates the magnitude of the role of Store Atmosphere Variable (X3) on Purchasing Decision Variable (Y) with the assumption that Product Stock Variable (X1) and Location Variable (X2) are constant. This means that if the Store Atmosphere Variable factor (X3) increases by 1 unit value, it is predicted that the Purchase Decision Variable (Y) will increase by 0.335 value units assuming Product Stock Variable (X1) and Variable Atmosphere Shop constant.

4. Coefficient Determination (R^2)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R^2) is greater (close to 1), then it can be said that the influence of variable X is large on the Purchase Decision Variable (Y).

The value used in viewing the coefficient of determination in this study is in the *adjusted R square column* . This is because the value of the *adjusted R square* is not susceptible to the addition of independent variables. The value of the coefficient of determination can be seen in Table 7 below :

**Table 7 Coefficient of Determination
Summary Model ^b**

Model	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics				
				R Square Change	FChange	df1	df2	Sig. FChange
1	.427 ^a	.182	1.84511	.182	6,833		2	.000

a. Predictors: (Constant), STORE ATTEMPT, PRODUCT STOCK, LOCATION

b. Dependent Variable: PURCHASE DECISION

Source: Processed data (2021)

Based on table 7 it can be seen that the value of the *adjusted R square* is 0.156 or 15.6 % . This shows if the Product Stock Variable (X1) Location Variable (X2) and Variable Atmosphere Stores (X2) can explain the Purchase Decision Variable (Y) of 84.4 % , the remaining 57.8% (100% - 15.6 %) is explained by other variables outside this research model , such as promotion , quality service and others .

B. Testing hypothesis

1. t test (Partial)

The t statistical test is also known as the significance test individual. Test this show how much far influence variable independent in a manner Partial to variable dependent .

In this study, partial hypothesis testing was carried out on each independent variable as shown in Table 8 below :

**Table 8 Partial Test (t)
Coefficients ^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	15,352	2,440		6,292	.000
PRODUCT STOCK	.389	.193	.198	2,015	.047
LOCATION	.058	.182	.033	.317	.752
STORE AMBIENCE	.335	.103	.329	3,241	.002

a. Dependent Variable: PURCHASE DECISION

Source: Processed data (2021)

a. Hypothesis Test Effect of Product Stock Variable (X1) on Purchasing Decision Variable (Y)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria :

- 1) Reject the hypothesis if $t_{\text{count}} < t_{\text{table}}$ OR $-t_{\text{count}} > -t_{\text{table}}$ OR Sig value > 0.05
- 2) Accept the hypothesis if $t_{\text{count}} \geq t_{\text{table}}$ OR $-t_{\text{count}} \leq -t_{\text{table}}$ OR Sig. < 0.05

From table 8 , the t_{count} value is 2.015 . With $\alpha = 5\%$, t_{table} (5%; $nk = 96-3 = 93$) the t_{table} value is 1.985 . From this description it can be seen that t_{count} (2.015) $> t_{\text{table}}$ (1.985), as well as with a significance value of $0.047 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning that the Product Stock Variable (X1) influences the Purchase Decision Variable (Y) . The results of this study are in accordance with the results of research conducted by (Heni Gustin , 2018).

- b. Hypothesis Test Effect of Location Variable (X2) on Purchasing Decision Variable (Y)

The form of hypothesis testing based on statistics can be described as follows :

Decision Making Criteria :

- 1) Reject the hypothesis if $t_{\text{count}} < t_{\text{table}}$ OR $-t_{\text{count}} > -t_{\text{table}}$ OR Sig value > 0.05
- 2) Accept the hypothesis if $t_{\text{count}} \geq t_{\text{table}}$ OR $-t_{\text{count}} \leq -t_{\text{table}}$ OR Sig. < 0.05

From table 8 , a t_{count} value of 0.317 is obtained. With $\alpha = 5\%$, t_{table} (5%; $nk = 96-3 = 93$), a t_{table} value of 1.985 is obtained. From this description, it can be seen that t_{count} (0.317) $< t_{\text{table}}$ (1.985), and a significance value of $0.752 > 0.05$, it can be concluded that the second hypothesis is rejected , meaning that the location variable (X2) does not affect the Purchase Decision Variable (Y). The results of this study are in accordance with the results of research conducted by (Ilham Rahmat , 2018).

- c. Test the Hypothesis Effect of Atmosphere Variables Store (X 3) Against Purchasing Decision Variable (Y)

The form of hypothesis testing based on statistics can be described as follows :

Decision Making Criteria :

- 1) Reject the hypothesis if $t_{\text{count}} < t_{\text{table}}$ OR $-t_{\text{count}} > -t_{\text{table}}$ OR Sig value > 0.05
- 2) Accept the hypothesis if $t_{\text{count}} \geq t_{\text{table}}$ OR $-t_{\text{count}} \leq -t_{\text{table}}$ OR Sig. < 0.05

From table 4.1 5 , a t_{count} value of 3.241 is obtained with $\alpha = 5\%$, t_{table} (5%; $nk = 96-3 = 93$) obtained a t_{table} value of 1.985. From this description it can be seen that t_{count} (3.241) $> t_{\text{table}}$ (1.985), and a significance value of $0.002 < 0.05$, it can be concluded that the third hypothesis is accepted , meaning the Atmosphere Variable Stores (X 3) have an effect on the Purchasing Decision Variable (Y). The results of this study are in accordance with the results of research conducted by (Edo Ardiansyah , 2020).

2. F Test (Simultaneous)

This test basically shows whether all the independent variables included in this model have a joint effect on the dependent variable. The results of the F test can be seen in table 4.1 6 below :

Table 9 Simultaneous Test Results (F)
ANOVA ^a

Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	69,783	3	23,261	6,833	.000 ^b
residual	313,207	92	3,404		
Total	382,990	95			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), STORE ATTEMPT, PRODUCT STOCK, LOCATION

Source: Processed data (2021)

The form of hypothesis testing based on statistics can be described as follows :

Decision Making Criteria :

a) The hypothesis is accepted if $\text{calculated F value} > F_{\text{table}}$ or $\text{Sig.} < 0.05$.

b) The hypothesis is rejected if $\text{calculated F value} < F_{\text{table}}$ or $\text{Sig.} > 0.05$.

From table 9 , the $\text{calculated F value}$ is 6.833 . With $\alpha = 5\%$, dk quantifier: $k=3$, dk denominator: $nk-1 = 92$ (5%; 3; 92) the $F_{\text{table value}}$ is 2.70. From this description it can be it is known that $F_{\text{count}} (24,099) > F_{\text{table}} (2.70)$, and a significance value of 0.000 < 0.05 , it can be concluded that the third hypothesis is accepted, meaning that Product Stock Variable (X1), Location Variable (X2) and Atmosphere Variable Stores (X3) have a simultaneous effect on the Purchasing Decision Variable (Y).

CONCLUSION

Based on research conducted by researchers _ regarding " The Influence of Product Stock , Location, and Atmosphere Shop Against Purchase Decisions at Indomaret SM Raja Jl. Deblod Sundoro Kota Tebing Tinggi", then could pulled conclusion as following :

1. Product Stock take effect positive and significant to decision purchase . it _ showed from t test results that show t_{count} as big 2 , 015 whereas t_{table} as big 1,985 so that $t_{\text{count}} (2 , 015) > t_{\text{table}} (1,985)$ and value significant as big $0.047 < 0.05$.
2. Location no take effect to decision purchase . it _ showed from t test results that show t_{count} of 0.317 meanwhile t_{table} of 1.985 so that $t_{\text{count}} (0.317) < t_{\text{table}} (1.985)$ and value significant as big $0.752 _ > 0.05$.
3. Atmosphere Shop take effect positive and significant to decision purchase . it _ showed from t test results that show t_{count} of 3.241 meanwhile t_{table} of 1.985 so that $t_{\text{count}} (3.241) < t_{\text{table}} (1.985)$ and value significant as big $0.002 _ < 0.05$.
4. Product Stock , Location and Atmosphere Shop take effect in a manner jointly (simultaneously) on Purchase Decisions . _ _ this _ showed from F test results show score F_{count} of 6.833 meanwhile F_{table} of 2.70 so $F_{\text{count}} (24,099) > F_{\text{table}} (2.70)$ and value significant as big $0.000 < 0.05$.

Thank-you note

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