

# **THE INFLUENCE OF STORE IMAGE, STORE ATMOSPHERE AND SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS AT SMARTPHONE RETAIL STORES IN PEKANBARU**

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## **ABSTRACT**

*This research aims to determine the influence of store image, store atmosphere, and social media marketing on purchasing decisions at one of the smartphone retail stores in Pekanbaru. The research method is using quantitative approach by distributing questionnaires through offline and online to customers who had made purchases at the store during the period from July - September 2023. The sampling method used a non-probability sampling technique where not all populations have an equal chance with purposive sampling method, which involves the selection of samples based on specific considerations, in a total of 185 respondents. The data analysis technique utilized the Structural Equation Modeling (SEM) model with the Smart PLS 3.0 application. The results of this study indicate a positive and significant influence of store image, store atmosphere, and social media marketing on purchasing decisions at the smartphone retail store. This research provides insights for the store owner to strengthen the store's image, improve the store atmosphere, and effectively utilize social media to positively influence purchasing decisions. The practical implications of this research can assist the retail store in enhancing marketing strategies and store management to increase attractiveness and purchasing decisions.*

**Keywords:** Store image, Store atmosphere, Social media marketing, Purchase Decision

## **1. INTRODUCTION**

The smartphone retail industry is rapidly growing, which can be seen from the presence of several stores within 1 km radius in Pekanbaru city. This phenomenon creates diverse market dynamics and intense competition. To be able to compete with other stores, it requires each and every smartphone retail stores to create a competitive advantage. In this study, the authors are interested in analyzing one of the smartphone retail stores that has just been established in the midst of many other smartphone retail stores that have long been established in the area. This smartphone retail store has to take an advantage of its status as the newest store with innovative marketing strategies, product and service differentiation strategies to get special attention and attract potential customers.

As a new comer, it certainly has challenges, but also in another hand has great opportunities. As an offline store in conducting buying and selling transactions, it should be able to build strength in facing competition through creating a good store atmosphere and building a good store image. With a positive store atmosphere and store image, it will encourage consumer interest and stimulus to shop offline in store, with result in purchasing decisions. To maintain its existence in Pekanbaru, this smartphone retail store also utilizes marketing strategies through social media or social media marketing through several social media platforms such as Whatsapp, Instagram, Facebook and TikTok. However, it is not yet known whether there is a relationship between purchasing decisions and marketing strategies through creating a good store image and store atmosphere and social media marketing in the face of this competition. Therefore, this study

aims to analyze the effect of store image, store atmosphere and social media marketing on purchasing decisions at newly established smartphone retail store in Pekanbaru city. With this research, it is hoped that it can contribute to this smartphone retail store to find out the aspect that need to be improved or maintain, so it can give influence on consumer decision for the store success.

## **2. RESEARCH METHOD**

In this study, using the S-O-R Theory (Stimulus-Organism-Response). S-O-R theory explains that organisms produce behavior if there is a certain stimulus happened. The result of stimulus given to the organism can be either accepted or rejected. In this study, it explains the interaction of stimuli, in the form of store image, store atmosphere and social media marketing on organisms, namely customer's psychology, emotional and attitudes. With the aim get a response from the stimulus, which is purchasing decisions for the products or services offered at the smartphone retail store.

### **Purchase Decision**

When potential consumers want to purchase a product or services consumers will go through various processes and stages. (Kotler and Armstrong, 2016: 125). These stages will be passed by consumers because it affects purchasing decisions of a product or services (Hanaysha, 2018). It all starts from searching for information about a product, service or brand (Tjiptono, 2016: 78), consumers then search for and assess several other options for selection (Yessica and Keni, 2019), so that they can choose between the available alternative options (Schiffman, K, 2011). The importance of the decision-making process is to make consumers feel confident in the product or service. It also makes consumer feel secured and it is the best decision to purchase so that there will be no regrets in the future.

### **Store Image**

Martineau (1958) first defined store image as a definition of a store created by consumers, both from functional aspects and psychological attributes. Mothersbaugh and Hawkins (2018) explain store image as a definition created by consumers regarding stores that are evaluated from several aspects. It is also consumer perception where the assessment can be in the form of store attributes, Sopiah and Syihabudhin (2008) also added that store image is a store personality that can be seen in terms of value, quality and price. For consumers, store personality is a picture of a company, so it is important for companies to know what perceptions they want to show in the minds of consumers. Also, company may create on how they want consumers to see and feel about the retail store. Through store image, consumers can give judgement whether the store is good or bad through several aspects that are assessed towards the store. A good store image is definitely an asset for a business and can attract purchase decisions.

### **Store Atmosphere**

According to Levy and Weitz (2001), explained that store atmosphere refers to the environmental atmosphere both from the aspects of visual communication, lighting, color, music or aroma that can stimulate the senses and emotions of consumers so that it can influence consumer behavior. Whidya (2013) states that these characteristics are important for the store to pay attention to because it aims to design the emotional and perceptual responses of consumers that are formed. Azis et al (2019) added that store atmosphere can stimulate both planned and unplanned buying desires. Store atmosphere can be defined as the sensory effects created by store design, physical characteristics and various activities in it.

### **Social Media Marketing**

Kotler and Keller (2016) define the function of social media to exchange messages, images, audio, and video between two parties, both from consumers to companies or from companies to consumers. In recent years, many businesses have valued social media as an effective way of communicating and maximizing consumers to create a distinctive brand identity and improving consumer brand communication. (So, et al, 2017). The purpose of maximizing social media marketing is to create relationships between companies and consumers or potential consumers directly and indirectly by increasing product awareness, creating a good image or activities that can bring sales of a product or service. (Kotler and Keller, 2016). These activities can be in the form of interaction facilities, information sharing, recommendations, personalized purchases, and e-word of mouth among individuals regarding the product or service being offered. (Yadav & Rahman, 2017).

### **Store Image and Purchase Decision**

The role of store image plays an important role towards purchase decision. A good store image can boost potential customers and regular customers confident to make transactions at the store. Store image has dimensions that can be optimized and maximized, which are physical facilities, merchandising, pricing, promotion and service. With a positive experience felt by consumers, it can provide value to the store because it gives a good impression in the minds of consumers. A good store image can attract consumers to make purchase decisions at the store. Based on the description above, the research hypothesis ( $H_1$ ) is:

$H_1$ : Store image has a positive effect on consumer purchase decision.

### **Store Atmosphere and Purchase Decision**

Store atmosphere is a combination of physical store characteristics that can stimulate five senses of consumers so it can provide an emotional response when they shop at the store and can influence purchase decisions. This emotional response can be in the form of feelings of pleasure and comfort to increased desire to buy. Physical store characteristics can refer to the physical elements that create the atmosphere of the store environment, such as exterior, general interior, store layout, and interior display. With a good store atmosphere, it creates a more communicative store atmosphere and makes the shopping process in the store more enjoyable. Consumers will also find it easier to determine their decision to buy products in the preferred store and make a purchase. Based on the description above, the research hypothesis ( $H_2$ ) is:

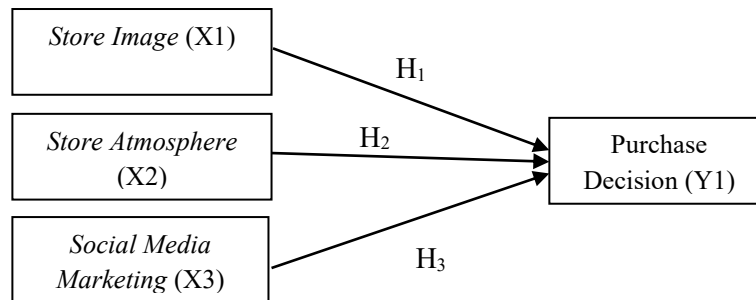
$H_2$ : Store atmosphere has a positive effect on consumer purchase decision.

### **Social Media Marketing and Purchase Decision**

Social media marketing is all marketing activities both directly and indirectly carried out through social media platforms that have a function to introduce products, provide information, a communication platform between companies and consumers, build awareness that aims to generate sales transactions. Social media marketing has a link to purchasing decisions because through social media marketing, consumers easily get information about a product sold in a store through posts, reviews or content shared on social media platforms. Consumers also easily interact with store employees if there are questions about products through social media. With this convenience, stores can answer questions, provide recommendations, provide special offers or promotions so as to build stronger relationships between stores and consumers and result in purchase decisions. Based on the description above, the research hypothesis ( $H_3$ ) is:

$H_3$ : Social media marketing has a positive effect on consumer purchase decision.

Based on the description of the relationship between the research variables above, the research model is as follows:



**Figure 1.** Research Model

### 3. RESULT AND DISCUSSION

This research is descriptive research with a quantitative It leads to a cross-sectional method with the aim of explaining how much influence the variables store image, store atmosphere and social media marketing towards purchase decisions. The population of this study are customers who have made transaction or purchase at the the smartphone retail stores in Pekanbaru during the period this research was conducted. During the period of 2 (two) months starting from July to September 2023, respondents collected were 185 respondents using non probability sampling techniques and purposive sampling. Respondents collected with defined criteria such as aged 18 years and over, owning and actively using social media, just purchased a product from the store and bought the product for themselves. The demographics of the respondents are grouped into four categories, namely gender, age and occupation, as seen in Table 1 below.

**Table 1** Sociodemographic of the sample (n = 185)

	Profile	Frequency	Percentage %
Gender	Male	95	51%
	Female	90	49%
Age	18 – 25 years old	68	37%
	26 – 35 years old	65	35%
	36 – 45 years old	27	15%
	>45 years old	25	13%
	Student/ College Student	60	32%
Occupation	Employees	39	39%
	Entrepreneurs	40	22%
	Civil Servant	40	22%
	Not Working	6	3%

Based on the data collected, the majority of respondent criteria in this study is in the range of 18-25 years (37%, 68 respondents), male (51%, 95 respondents) and majority occupation are student/ college student (32%, 60 respondents).

**Table 2** Variables and Measurements

No.	Variable	Indicator	Code	Scale Measurement
1.	Store image is a consumer's point of view of a store that is measured from several	The location of this store is strategic and easy to find.	SI1	Likert
		The signboard of this store is clearly visible from the highway.	SI2	Likert
		This store has easily accessible parking lot.	SI3	Likert

functional, such as physical and psychological aspects that can build customer perceptions.	The product arrangement of this store is neat and systematic.	SI4	Likert
	The types of products offered at this store are complete and varied.	SI5	Likert
	The quality of the products offered by this store is good and the originality is guaranteed.	SI6	Likert
	Product prices at this store are in accordance with the <i>Standard Retail Price</i> (SRP).	SI7	Likert
	The price of products in store is worth the function of the product that I get	SI8	Likert
	This store uses promotional media such as brochures, pamphlets or advertisements on the internet other print media.	SI9	Likert
	This store often provides promo prices and discounts during certain periods.	SI10	Likert
	Employees of this store have good <i>product knowledge</i> and give a good explanation to consumers	SI11	Likert
	The employees of this store give good service	SI12	Likert
2. <b>Store atmosphere</b> is a combination of physical store characteristics that can stimulate five senses of consumers, yet provide an emotional response when they do shop in the store.	The entrance to this store is spacious and easy to enter the store.	SA1	Likert
	The external appearance of this store is attractive and makes me interested to come in and purchase.	SA2	Likert
	I feel comfortable shopping at this store because it is spacious and secured.	SA3	Likert
	The interior of this store is well designed and create a comfortable and cohesive atmosphere.	SA4	Likert
	I feel comfortable shopping at this store because the cleanliness.	SA5	Likert
	I feel comfortable shopping at this store because it smells good.	SA6	Likert
	The grouping design of similar products makes it easy for me to find the product I need.	SA7	Likert
	The layout in this store makes me feel easier to find and purchase a product.	SA8	Likert
	Product displays at this store are neatly organized.	SA9	Likert
	This store has a complete display unit, making it easier for me to make purchasing decisions.	SA10	Likert
	Product displays at this store are well maintained.	SA11	Likert
3. <b>Social media marketing</b> is all direct and indirect marketing activities carried out through social media <i>platforms</i> .	I know this store social media accounts.	SMM1	Likert
	This store has informative social media content	SMM2	Likert
	I know the products offered of this store through its social media accounts	SMM3	Likert
	I know about the latest offer and discount of this store through their social media accounts	SMM4	Likert
	I can easily communicate with this store through social media	SMM5	Likert
	The social media admin of this store is very responsive in answering my question through social media.	SMM6	Likert
	Through this store social media, I get to know more about the products that are offered by the brand.	SMM7	Likert
4. <b>Purchase decision</b> is a final stage of buying a product or service after evaluating several options and factors.	I decided to buy a product at this store because it suits my needs.	KP1	Likert
	I search for information about the store through social media.	KP2	Likert
	I decided to shop at this store after comparing it with other stores.	KP3	Likert
	This store provides the products I looking for.	KP4	Likert
	I feel confident shopping at this store because it is an		

Authorized Reseller	KP5	Likert
I will make repeat purchases at this store	KP6	Likert
I would recommend this store to my relatives	KP7	Likert

In measuring the variables, the measurement scale used is a likert scale of 1 - 5, with a variable value of 5 (five) "strongly agree" and 1 (one) "strongly disagree". The data analysis technique utilized the Structural Equation Modeling (SEM) model with the Smart PLS 3.0 application by outer and inner model analysis.

### Outer Model Analysis

This analysis was done by validity and reliability tests. Validity test used by examining the value of loading factor, convergent validity and discriminant validity. Each indicator must be scored more than 0,7 to validate loading factor analysis; Average Variance Extracted (AVE) value more than 0.5 to validate convergent validity analysis; cross – loading scored more than 0,5 with the loading value on the measured construct has a higher value than the loading value on other constructs to validate discriminant validity. In addition, the Heterotrait - Monotrait test can shows a good indication if the value is smaller than 0.85.

**Table 3** Outer Model Analysis

Variable	Code	Cross Loading	AVE	HTMT			Validity
				Store Image	Store Atmosphere	Social Media Marketing	
Store Image	SI1	<b>0.724</b>	<b>0.643</b>	0.874			VALID
	SI10	<b>0.865</b>					VALID
	SI11	<b>0.827</b>					VALID
	SI12	<b>0.842</b>					VALID
	SI2	<b>0.777</b>					VALID
	SI3	<b>0.712</b>					VALID
	SI4	<b>0.783</b>					VALID
	SI5	<b>0.804</b>					VALID
	SI6	<b>0.796</b>					VALID
	SI7	<b>0.816</b>					VALID
	SI8	<b>0.772</b>					VALID
	SI9	<b>0.707</b>					VALID
Store Atmosphere	SA1	<b>0.755</b>	<b>0.619</b>	0.874			VALID
	SA10	<b>0.830</b>					VALID
	SA11	<b>0.818</b>					VALID
	SA2	<b>0.708</b>					VALID
	SA3	<b>0.776</b>					VALID
	SA4	<b>0.804</b>					VALID
	SA5	<b>0.769</b>					VALID
	SA6	<b>0.848</b>					VALID
	SA7	<b>0.831</b>					VALID
	SA8	<b>0.809</b>					VALID
	SA9	<b>0.864</b>					VALID
Social Media Marketing	SMM1	<b>0.897</b>	<b>0.829</b>	<b>0.394</b>	<b>0.319</b>		VALID
	SMM2	<b>0.916</b>					VALID
	SMM3	<b>0.906</b>					VALID

	SMM4	<b>0.927</b>					VALID
	SMM5	<b>0.927</b>					VALID
	SMM6	<b>0.911</b>					VALID
	SMM7	<b>0.887</b>					VALID
Purchase Decision	KP1	0.705					VALID
	KP2	0.712					VALID
	KP3	0.767					VALID
	KP4	0.857	<b>0.615</b>	0.865	0.895	<b>0.414</b>	VALID
	KP5	0.827					VALID
	KP6	0.772					VALID
	KP7	0.835					VALID

Reliability test done by seeing the result of composite validity and crobach's alpha. The research indicated as reliable if the composite validity value for each indicator is more than 0.7 and the crobach's alpha value for each indicator is more than 0.6.

**Table 4** Result of Composite Validity dan Crobach's Alpha

Variable	Composite Validity	Crobach's Alpha	Reliability
Store image (X1)	<b>0.951</b>	<b>0.944</b>	RELIABLE
Store atmosphere (X2)	<b>0.952</b>	<b>0.944</b>	RELIABLE
Social media marketing (X3)	<b>0.971</b>	<b>0.966</b>	RELIABLE
Purchase Decision (Y1)	<b>0.917</b>	<b>0.894</b>	RELIABLE

### Inner Model Analysis

Inner model analysis is done by analyzing the result of coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), goodness of fit, effect size, and path coefficient. There are 3 indication of coefficient values determination between 0 and 1. 0.25 as a weak indication, 0.50 as a moderate indication and 0.75 as a strong indication. In predictive relevance, if the  $Q^2$  is greater than 0 (zero), it indicates that the model has predictive relevance, while if it is less than 0 (zero), it indicates that the model has less predictive relevance. In Goodness of Fit, the value obtained is between 0 and 1, with the interpretation of the value of 0.1, the GoF is small; the value of 0.25 means moderate; and the value of 0.36 is a large GoF.

**Table 5** Result of Coefficient of Determination, Predictive Relevance, Goodness of Fit

Inner Model Analysis	Value	Indications
Coefficient of Determination	<b>0.737</b>	MODERATE
Predictive Relevance	<b>0.436</b>	GOOD
Goodness Of Fit	<b>0.706</b>	LARGE

The coefficient of determination can be indicated as strong, which means that 73.7% of the purchase decision variables in this study can be explained by store image, store atmosphere, and social media marketing. While the remaining 26.3% can be explained by other variables outside this study. The predictive relevance value is greater than 0 and has a good observation value. The goodness of fit value is greater than 0.36 and can be indicated as having a large GoF value.

There are 3 construct sizes in the effect size analysis, 0.02 as an indication of a small effect; 0.15 as an indication of a moderate effect and 0.35 as an indication of a strongest effect on the research structural model. Path coefficient analysis has a standard value range of -1 to +1. A strong positive relationship is indicated by a coefficient value close to +1; and a strong negative relationship is indicated by a coefficient value close to -1. (Hair et al., 2018)

**Table 6** Result of Effect Size and Path Coefficient

Variable	F-Square	Effect Size	Path Coefficient	Indication
<i>Store image</i> (X1) → Purchase Decision (Y1)	0.127	WEAK	<b>0,335</b>	POSITIVE
<i>Store atmosphere</i> (X2) → Purchase Decision (Y1)	<b>0.327</b>	<b>STRONG</b>	<b>0,523</b>	POSITIVE
<i>Social media marketing</i> (X3) → Purchase Decision (Y1)	0.028	WEAK	<b>0,093</b>	POSITIVE

As shown on table 6, the store atmosphere has the strongest effect size on purchase decisions and the path coefficient analysis value of all variables indicates as positive.

### Hypotesis Test

Hypothesis testing is done by validating the path coefficient calculation value in inner model analysis. The hypothesis can be claimed as positive and significant if the path coefficient value is close to +1. And vice versa, the hypothesis can be said to be negative if the path coefficient value is close to -1. However, it is necessary to perform a standard error value to test significance using bootstrapping method by comparing the t-statistics value and p-value, with a minimum value of 1.96 (t-value > 1.96,  $\alpha = 5\%$ ). With an  $\alpha$  level of 5%, there are several possibilities, as follows:

1. The research hypothesis is rejected if the t-statistics is smaller than 1.96 and the p-value is greater than 0.05.
2. The research hypothesis is accepted if the t-statistics is greater than 1.96; and/or the p-value is smaller than 0.05.

**Table 7** Result of T-Statics and P Value

	T-Statics	P Value	Result
<i>Store image</i> (X1) → Purchase Decision (Y1)	<b>5.426</b>	<b>0.000</b>	POSITIVE
<i>Store atmosphere</i> (X2) → Purchase Decision (Y1)	<b>9.231</b>	<b>0.000</b>	POSITIVE
<i>Social media marketing</i> (X3) → Purchase Decision (Y1)	<b>2.168</b>	<b>0.031</b>	POSITIVE

In this study, as shown on table 7, store image has a positive and significant effect on purchase decisions with a t-statistics value of  $5.426 > 1.96$  and p-values of  $0.000 < 0.05$ . The existence of a good store image of this newly established smartphone retail store certainly provides good confidence and trust for consumers who shop at this store. In influencing purchasing decisions, this store can optimize store image dimensions such as physical facilities, merchandising, pricing, promotion and service to attract and compete with others.

Store atmosphere has a positive and significant effect on purchase decisions with a t-statistics value of  $9.231 > 1.96$  and p-values of  $0.000 < 0.05$ . Store atmosphere has a big influence on purchasing decisions for consumers who shop offline in stores. A good store atmosphere can stimulate the five senses of consumers so it can provide an emotional response when consumer shop at the store, yet provide a feeling of comfort and safety. The physical characteristics of the store can refer to the physical elements that create the atmosphere of the store environment, such as exterior, general interior, store layout, and interior display.

Social media marketing has a positive and significant effect on purchasing decisions with a t-statistics value of  $2.168 > 1.96$  and p-values of  $0.031 < 0.05$ . In this digital era, this smartphone retail store uses social media as a platform to introduces products, provides information, create easy communication between store and consumers, and builds awareness to generate online sales transactions. The social media platforms that are regularly used by this smartphone retail store are Facebook, TikTok and Instagram. With social media marketing, its easier for consumers to get information about a product that are offered in the store through posts, reviews or shared



content. Also, it gives convenience access by consumers to interact with store employees. By regularly sharing interesting informative and interactive content through social media, the users can find out more about store information and products offered. In the other hand, it also can reach a wider consumer / market share, not only limited to Pekanbaru city, but to all regions in Indonesia.

#### **4. CONCLUSION AND RECOMMENDATIONS**

The results of this study indicate that 73.7% of the purchasing decision variables in this study can be explained by store image, store atmosphere, and social media marketing. While the remaining 26.3% can be explained by other variables outside this study.

The store image variable has a positive and significant effect on purchase decisions. Which means that the better the store image the store has, it can provide more confidence and trust to consumers. With a positive experience felt by consumers, it can allow consumers to make repeat transactions and even recommend this store to other relatives. This smartphone retail store must be able to maintain good physical facilities, products sold are official and guaranteed, prices are in accordance with the Standard Retail Price (SRP), provide optimal service and increase promotions as a forum to increase sales transactions.

The store atmosphere variable has a positive and significant effect on purchasing decisions. With a good store atmosphere, it can create a pleasant environment that provides a feeling of pleasure, comfort and security for consumers, thereby it can increase the desire to shop and resulting in purchase decisions. This store must be able to maintain the physical character of the store and other aspects, such as clean, scented, and ensuring the proper lighting conditions. Neat product placement and according to product categories also make it easier for consumers to find the desired product. Additionally, the interior display of products, creating a more communicative store atmosphere so that consumers will find it easier to determine their decision to buy products in the store that they like and make purchases.

Social media marketing variables have a partially positive and significant effect on purchase decisions. This means that the more active social media marketing activities is done, its easier for consumers to obtain information and reach a wider market. In today's digital era, many consumers are looking for information through social media because it provides easy access to transactions. This smartphone retail store can consider creating informative and attractive social media contents by following up with the trend that is happening. Also, by maximizing social media marketing can increase brand awareness and interaction between consumers and the store.

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