

**PURCHASING DECISIONS REVIEWED FROM PRODUCT VARIANTS, STORE
ATSMOSPHERE AND LIFESTYLE
(Case Study at Excelso Caffè, The Park Mall Solo Baru)**

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Abstract : *Currently, businesses are required to have a strategy that can attract and maintain consumers for the sustainability of their company. The study aims to test product variants, store atmosphere and lifestyle, against the purchase decision of Excelso Caffè at The Park Solo Baru. The research sample used Accidental Sampling techniques as many as 100 consumers, with analysis techniques using multiple linear regression methods. The results of research on product variants, store atmosphere and lifestyle together or partially had a significant effect on the purchasing decision of Excelso Caffè at The Park Solo Baru. The purchase decision can be explained by three independent variables of 37.9% and the other is influenced by other variables.*

Keyword : *product variants, store atmosphere, lifestyle, purchase decision against*

1. Introductions

The company is trying to win the competition to create and retain consumers. The company's efforts to produce and convey consumer curiosity, where activities depend on the company in the application of attributes including products, prices, services, location or comfortable atmosphere influence consumer shopping decisions (Sahir, Ramadhani, & Tarigan, 2016). The decision to purchase using or buying a product to satisfy the consumer attached to him. Consumer purchasing decisions occur from several groups of some decisions arranged in an organized manner (Sari, Aryati, & Widayanti, 2019)).

Product variants can attract consumers when visiting to make a purchase. Decisions about innovations that make product variants are a mix of products for the future (Sinaga & Harti, 2016). Product variants according to consumer expectations will then consider where there is a choice or alternative product to buy (Ariyanto & Parjono, 2020).

Atmosphere (atmosphere) factor consumers choose where to enjoy the products they have purchased. The comfortable atmosphere is a consideration of consumers deciding to visit them again. Consumers choose their preferred atmosphere (Valentine, 2014). Store atmosphere a pleasant purchasing environment can add value to the product. The goal of creating convenience to make consumers can decide to make a purchase (Dessyana, 2013).

Lifestyle also affects customer loyalty. The lifestyle of one's lifestyle is expressed to his activities, interests and opinions. The main factors of lifestyle formation are two demographics (age, level of education, income level, gender) and psychographic (rusty of the consumer). Each consumer's different lifestyles will give rise to different perspectives. Lifestyle or lifestyle as a way of life is identified how a person uses the time of his activity which they consider very important in his environment (attraction). In other words, researchers define lifestyle conformity as the extent to which brands support the lifestyle of consumer consumers (Nofiauwaty & Yuliandi, 2014).

Observations and interviews with Excelso coffee stated that the beginning of four months tend to be less stable because it does not reach the target of sales. But based on the results of interviews with consumers found that in terms of store atmosphere is considered there is still a lack of interest, one of which is laid out design, interior, aesthetics of the room. Excelso coffee has a name that is well known to many people, but the lower middle class does not know the existence of Excelso coffee.

2. Literature Review

Purchasing Decision

The consumer's decision of a real purchase, whether to buy or not determines the process in the decision making for the process of making a product purchase. Types of Purchasing Decisions, Behavior of purchase decisions there are four types (Kotler & Armstrong, 2013: 177):

a. Complex purchases

Consumer purchases are complex when involved in purchases where there are significant differences between brands.

b. Discomfort,

Expensive, risky product buying behavior, a slight difference between brands

c. Habits

Behavior when consumer purchases are low and slight brand differences.

d. Diversity

The current behavior of purchasing consumers is low, but there is a presumption that brand differences are significant.

Product variants

Product variants are a collection of all products offered by sellers to consumers. More variants can attract consumers to come (Kotler & Keller 2013: 15). Product variants have several kinds of products in the store based on shape, size, model, taste and others (Tjiptonono, 2012: 97).

Store Atmosphere

The atmosphere is very important for retail businesses to create a comfortable atmosphere for consumers and stimulate consumers to make purchases (Valentine, 2014). The store atmosphere is the creation of an atmosphere to create a comfortable environment to influence the perception and emotions of consumer purchases (Dessyana, 2013). Store atmosphere is a combination of characteristics of the store such as layout, architecture, displays, lighting and so

on that together affect the consumer mind (Levy & Weitz, 2012: 613). The four main elements of Store Atmosphere Berman and Evans (2010: 509) are the four main elements, namely:

a. Exterior

Exterior influence has a strong role in visual store image outside the store, should be well planned.

b. Store Layout

The layout of the plan determines the location, merchandise, equipment arrangements, and store facilities.

c. Interior Displays (Point of Purchase)

Facilities and infrastructure for buyers with information, comfortable atmosphere, and so on.

Lifestyle

The lifestyle that is carried out and expressed through activities during activities. Lifestyle portrays a person interacting with environmental conditions. The lifestyle of how to spend will consider what he spends in the environment towards one's interest in his needs (Kotler, 2012: 192).

3. Research Methodology

Type of quantitative descriptive research. Consumer research venue Excelso Solo Baru. The population in the study was 6,921 consumers of Excelso Solo Baru and samples in the study used accidental sampling samples by taking 100 respondents with multiple regression analysis methods.

4. Data Analysis and Discussion

a. Normality Test

Table 1. Normality Test

Variable	Kolmogorov-Smirnov	<i>p-value</i>
<i>Unstandardized Residual</i>	0,063	0,200

Table 1 results of significance values with a nominal value of 0.063 and. Significance value with a nominal yield of 0.200. Kolmogorov-Smirnov results with nominal significance greater than 0.05 of all normal distributed questions.

b. Multi Colinearity Test**Table.2 Multicollinearity Test**

Variable	<i>Tolerance</i>	VIF
Product variants	0,849	1,178
Store atmosphere	0,844	1,186
Lifestyle	0,978	1,022

Table 4. The $VIF < 10$ and the resulting value of tolerance is close to 1 or above 0.1. Then there is no problem with multicollinearity.

c. Heteroskedasticity Test**Table 3. Heteroskedasticity Test**

Variable	P-value
Product variants	0,172
Store atmosphere	0,878
Lifestyle	0,424

Table 5. P-value > 0.05 , variable free from heteroskedasticity problems.

d. Hipotesis Test**Table 4. Hipotesis Test**

<i>Variable</i>	Regresion Coefficient (B)
(Constant)	1,085
Product variants	0,373
Store atmosphere	0,315
Lifestyle	0,253

$$Y = 1,085 + 0,373 X_1 + 0,315 X_2 + 0,253 X_3 \dots\dots\dots(1)$$

The explanation is as follows:

- 1) Constant 1,085, product variant (X_1), store atmosphere (X_2), lifestyle (X_3) constant, then the purchase decision will increase by 1,085.
- 2) $b_1 = 0.373$ if the store atmosphere (X_2), lifestyle (X_3) is considered constant, the increase in product variants makes purchasing decisions also increase by 0.373.
- 3) $b_2 = 0.315$ product variants (X_1) and lifestyle (X_3) constant, increased store atmosphere making purchase decisions also increased by 0.315.
- 4) $b_3 = 0.253$ product variants (X_1) and store atmosphere (X_2) are considered constant, lifestyle improvement makes purchasing decisions also increased by 0.253.

e. Adjusted R-Square Test / Determination Test

Table 5. Adjusted R-Square Test

Adjusted R Square

0,379

Excelso coffee purchases from consumers can be explored by product variants, store atmosphere, lifestyle by 3.79%.

f. F- Test

Table 6. F-Test

Variable	F _{score}	F _{table}
(Constant)	21,147	2,70

F Score > F table with a nominal value of 21.147 > 2.70) that is, from the free variable has influenced the purchase of Excelso coffee.

g. T- Test

Table 7. T-Test

Variable	T _{score}	Sig (Prob)
Product variants	4,359	0.000
Store atmosphere	4,319	0.000
Lifestyle	2,893	0.005

t-score larger t-table(1,987) with a nominal value significantly less than the number 0.05 (α) all variables significant and positively affect the purchase of Excelso coffee.

5. Conclusion

Product variants, store atmosphere and simultaneous lifestyle have a significant influence on the purchasing decision of Excelso coffee in Solo Baru. Each variable has a significant influence on the purchasing decision of Excelso coffee in Solo Baru with a contribution of 37.9%.

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