

The Influence Of Brand Image And Store Atmosphere On The Purchase Decision Of Muslim Consumers

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Abstract

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This study analyzes the influence of brand image and store atmosphere on Muslim consumers' purchasing decisions at Toko Surya Indah, which operates in the midst of fierce competition with today's modern retail chains. In this context, understanding how these two factors can affect consumer behavior is crucial. This study uses a quantitative method with sampling conducted through random sampling, providing equal opportunities to every member of the population that has been determined through the Lemeshow formula, namely Muslim consumers of Toko Surya Indah. The results of the study show that both the brand image and the atmosphere of the store have a significant influence on the purchase decision of Muslim consumers. These influences are seen both individually and simultaneously, indicating that the two factors complement each other in influencing consumer behavior.

Keywords: Brand Image, Store Atmosphere, Purchase Decision

INTRODUCTION

The growth of the retail sector in Indonesia has experienced a significant increase in recent years, especially in the modern retail segment in its various forms (Overview 2023). This phenomenon can be observed from the rampant appearance of new brands in the retail realm, including from supermarkets to minimarkets. Some of the factors that support the development of modern retail businesses include wide market opportunities, the growth of the manufacturing industry that provides products for retailers, and government initiatives in encouraging economic growth, one of which is through the development of the retail sector (Euis Soliha 2008).

Retail business is an economic activity that involves the sale of goods and services directly to the end consumer (edufund, n.d. 2024). In Indonesia, retail has changed from a traditional model to a modern model. The growth of modern retail in Indonesia has been evenly distributed in almost all regions of the country. Nowadays, many supermarkets or minimarkets can be found in rural areas. This change is driven by a shift in consumer behavior, as they now choose to shop at convenience stores or supermarkets rather than traditional markets because it is practical and convenient (Widayanti 2021).

Looking at its history, Indomaret is the first minimarket in Indonesia which was established in 1988, Indomaret used to be an independent retail business, but in 1995 the owner proposed the idea to make it a franchise retail business with the aim of accelerating the growth of its business and in 1997 Indomaret has become a franchise and is growing rapidly. Currently, Indomaret has 22,414 outlets as of February 2024 spread throughout Indonesia (Indomaret.co.id, n.d.). Even this Indomaret has also been present in Bone Regency with quite a lot of consumers.

With the existence of Indomaret in Bone Regency which has a large consumer population, retail business owners in Bone Regency are competing to develop strategies to attract consumers.

One of them is Toko Surya Indah, Toko Surya Indah is a retail store in Bone Regency which can also be said to have a fairly large consumer population and has several branches in Bone Regency.

Along with the change in consumer behavior of the people in Bone Regency, who are increasingly concerned about the image and reputation of a brand, they tend to choose products from brands that are considered stronger or more prestigious. For example, when choosing clothing, food, or electronics products, factors such as branding, quality, and brand image are often the main considerations. This phenomenon can be seen from the shift in consumer preferences to see how strong the brand image of the needs they want. This reflects the transformation of consumption culture in Bone Regency, where the aspect of brand image is becoming increasingly important in determining consumer choices.

In addition to the brand image, people in Bone Regency also often consider the atmosphere of the store for their comfort when shopping. For example, the lighting, color, and scent aspects of the store are very considered. However, what is most often felt by people in Bone Regency is overheating when shopping. Therefore, they tend to look for stores that create a comfortable atmosphere for shopping.

A lot of research has been done regarding consumer purchasing decisions. One of them is the research of Aditya Julita Sari, IBN Udayana, Agus Dwi Cahya which shows that brand image has a significant effect on purchase decisions. From this, it can be concluded that the stronger the brand image, the greater the purchase decision at the Tegal Tani Makmur Agricultural Store in Dau District, Malang Regency (Sari et al. 2022). In addition, Miranda E. M. Mendur, Hendra N. Tawas, Fitty Valdi Arie, have highlighted that the atmosphere in the store has a great influence on shopping decisions (Mendur, Tawas, and Arie 2021).

In this study, purchase decisions are analyzed by combining two variables that are considered influential, namely brand image and store atmosphere. In addition, most previous studies have used a generalized framework in examining purchase decision variables, while this study adopted a more specific approach by considering the Islamic religious context of the respondents as a significant purchase decision variable. This is what makes this study different from previous research.

Therefore, this study examines the purchasing decisions of Muslim consumers who offer factors that influence them, namely the brand image and atmosphere of the store. Because this study is different from previous studies, this study is here to complement the research.

METHODS

This research is quantitative and descriptive. This study aims to determine how Muslim customers' perception of the brand image, store atmosphere, and their purchase decision at Toko Surya Indah is influenced by various factors. Data was collected through the distribution of questionnaires/questionnaires and processed with the help of SPSS version 26.0. Then, statistical methods such as multiple linear regression are used to find out if there is a relationship between certain variables. It is hoped that the results of this research will help the management of Toko Surya Indah develop a more efficient marketing strategy to attract and retain Muslim customers.

In this study, the Likert scale is used as a tool to measure variables. The sampling in this study is a simple random sampling method, which means that each member of the population has

an equal chance of being selected as a sample. Therefore, this study uses the Lemeshow formula to determine the number of samples and the calculation is that 97 respondents are rounded to 100 to anticipate invalid items.

RESULTS AND DISCUSSION

A. RESULTS

1. Sample t-test (Persial)

Table 1 t-Coefficient Test Results

Variabel	t	Sig
Brand Image	10.392	.000
Shop Atmosphere	3.337	.001

Judging from table 1 above, it can be concluded that:

- Testing from the brand image variable (X1) obtained a t-value of $10,392 > t$ table (1,985) with a significance level of $0.000 < 0.05$, thus the brand image variable (X1) has a significant influence on purchase decisions.
- Testing of the Store Atmosphere variable (X2) obtained a t-value of $3,337 > t$ table (1,985) with a significance level of $0.001 < 0.05$, thus the Store Atmosphere variable has a significant influence on purchase decisions.

2. Test Result f (Simultaneous)

Table 2 Anova^a

Model		Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	1723.844	2	861.922	153.388	.000 ^b
	Residual	545.066	97	5.619		
	Total	2268.910	99			

A. Dependent Variable: Purchase Decision

B. Predictors: (*Constant*), Shop Atmosphere, Brand Image

Based on Table 2, the results of the F test show a Sig value of 0.000 which is less than 0.05 ($0.000 < 0.05$) and an F value of 153.388 which is greater than Table F (3.09), indicating that simultaneously, X1 and X2 affect the Y variable of the purchase decision.

B. DISCUSSION

1. The Influence of Brand Image on Muslim Consumers' Purchase Decisions

The results of the hypothesis test for the brand image variable (X1) show that the t-value of 10.392 is greater than the t-value of 1.985, with a significance level of 0.000 which is less than 0.05. This indicates that the brand image significantly influences the purchase decision.

This is supported by the theory explained by Keller (2020:76): brand image is the perception of a brand that is reflected in the brand association that exists in the minds of

consumers. From this, it can be concluded that brand image is a consumer's understanding of a brand as a whole with trust and views about a brand or brand.

Therefore, there is a difference in this study with the research of Annung Purwati, Mega Mirasaputri Cahyanti (2022), which emphasizes that brand image does not have a significant effect on purchase decisions.

2. The Influence of Store Atmosphere on Muslim Consumer Purchase Decisions

The results of the hypothesis test of the variable of store atmosphere (X2) showed that the calculated t-value of 3.337 was greater than the t-value of 1.985, with a significance level of 0.001 which was less than 0.05. It shows that the variable of store atmosphere has a significant influence on purchase decisions. This means that a good and pleasant store atmosphere can influence consumers' purchasing decisions.

According to them, the atmosphere of the store or the atmosphere inside the store can be interpreted as the process of designing the environment through various elements such as visual communication, lighting, color, music, and aroma. The goal is to stimulate the customer's perception and emotional response. Through creation.

This research is also supported by research by Miranda E. M. Mendur, Hendra N. Tawas, Fitty Valdi Arie (2021), which has highlighted that the atmosphere in the store has a great influence on shopping decisions.

3. The Influence of Brand Image and Store Atmosphere on Muslim Consumer Purchase Decisions.

Based on the results of the F-test, a significance value of 0.000, which is less than 0.05, and a calculated F value of 153.388, which is greater than the F table of 3.09. These results show that the brand image (X1) and store atmosphere (X2) variables simultaneously have a significant influence on purchase decisions (Y). That is, when these two factors are considered and optimized, a store or enterprise can increase the chances of customers buying the products they offer.

The theory that supports this is elaborated by Kotler and Armstrong (2008, p. 129), who describe the purchase decision as the process by which the consumer becomes aware of the problem they are facing, searches for information about a particular product or brand, and then evaluates different alternatives to determine which solves the problem most effectively, ultimately leading to the purchase decision.

This research is also supported by research conducted by Jahroni, Ella Anastasya Sinambela, Rahayu Mardikaningsih and Didit Darmawan (2021) which emphasizes that simultaneously the image of the store and the atmosphere of the store have a significant effect on purchase decisions.

CONCLUSION

Based on the results of the analysis and discussion in Chapter IV, conclusions can be drawn in order to answer the research questions outlined in Chapter I in this study, the conclusions that can be drawn are:

1. The results of the analysis show that the Brand Image variable (X1) has a significant influence on the purchase decision (Y). This means that the stronger and more positive the brand image of a store or company, the higher the level of purchase decisions made by consumers. In other words, consumers tend to prefer to make purchases on brands that have

a good image and a solid reputation. Therefore, it is important for companies to actively build and maintain a strong brand image in order to attract consumer interest and trust in making purchasing decisions.

2. In the subsequent analysis, it was found that the Store Atmosphere variable (X2) had a significant influence on purchase decisions (Y). This shows that the elements that make up the atmosphere inside the store, such as layout, lighting, cleanliness, and comfort, play an important role in influencing the consumer shopping experience. An inviting and pleasant atmosphere can create a supportive environment, encouraging consumers to feel more comfortable and confident when making purchasing decisions. As such, companies must pay special attention to the design and atmosphere of their stores in order to can increase appeal to consumers and ultimately drive increased sales.
3. Furthermore, the analysis shows that the variables Brand Image (X1) and Store Atmosphere (X2) simultaneously have a significant influence on purchase decisions (Y). This means that the two factors not only function independently, but also interact with each other and contribute to shaping consumer behavior when making a purchase decision. When a company is able to manage and optimize its brand image and create an attractive and comfortable store atmosphere, consumers will be more likely to make a purchase. Therefore, it is important for companies to integrate these two aspects in their marketing strategies, as the synergy between a strong brand image and a pleasant store atmosphere can increase customer satisfaction and ultimately drive loyalty and increase sales.

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