

The Interrelationship of Store Atmosphere and Price of Goods in Consumer Purchasing Decisions

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ABSTRACT

Demands from customers can influence the decision of making a preeminent purchase of goods. The high, low interest rates for customers can be seen from purchasing decisions that have to do with the price and the mood of the store. This can influence customers to become interested in an item because it is backed up by an affordable price and the shop atmosphere that correspond to what is sold. This study aims to determine the influence of shop atmosphere and price on purchasing decisions Polo Milano brand at Big Mall Samarinda. The subjects of this study were 120 customers who were selected using simple random sampling technique. The data collection method used is a scale of store atmosphere, price, and purchasing decisions. The collected data were analyzed using multiple regression analysis with the help of the Statistical Package for Social Sciences (SPSS) 26.0 for mac Os program. The results showed that: (1) there was a significant effect of store atmosphere and price on purchasing decisions for visitors to Big Mall Samarinda and customers of the Polo Milano Big Mall Samarinda brand with F count = 38,187 > F table = 3.07 and p value = 0.000 and have the influence contribution (R²) is 3.99%; (2) there is no significant effect of store atmosphere on purchasing decisions for visitors to Big Mall Samarinda and customers of the Polo Milano Big Mall Samarinda brand with a coefficient of beta (β) = 0.116, t count = 1.498 < t table = 1.980, and p = 0.137 (p > 0.05); (3) there is a significant price effect on purchasing decisions for visitors to Big Mall Samarinda and customers of the Polo Milano Big Mall Samarinda brand with a coefficient of beta (β) = 0.578, t count = 7,448 < t table = 1,980, and p = 0.000 (p < 0.05)..

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1. Background

In the current development of globalization, Business cannot be separated from marketing activities, every store needs a useful strategy to achieve marketing targets that have been set. In achieving a goal, the store must take the right way.

Many techniques will be used in achieving marketing targets. In this concept there is a distribution process such as selling goods to consumers. Kusuma et al. (2013) stated that ever-evolving change must be a challenge that must be considered by company managers, because every situation that will change over time.

One of the production industries in Indonesia is PT. Jagad Jaya Luggasindo which houses the Polo Milano brand. PT. Jagad Jaya Luggasindo is engaged in the manufacture of suitcases, school backpacks, work backpacks, trolley backpacks, mountain bags, waist bags, travel bags and office bags. The company has been pioneering since 2013 based in Tangerang regency. In the

Samarinda region itself, the Polo Milano brand spread in several existing malls such as Big Mall, Plaza Mulia, Samarinda square, and Sapisuwana. But Polo Milano does not stand alone, the brand is working with Matahari shopping center.

The information obtained by the author regarding the consumer advantages presented by Polo Milano is that consumers easily get storage products such as suitcases, backpacks and travel bags at affordable prices and have good quality. The advantage of Polo Milano is that the luggage material created by Polo Milano is a fiber abs material, rubber material, and polycarbonic material. Polo Milano also provides a wide range of sizes including 16in, 18in, 20in, 24in, and 28in. For color variants presented are very diverse that will make it easier for consumers to choose the desired color, both from dark to light colors. The explanation was obtained by the author from the results of field research

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and after getting an explanation from employees who worked at Polo Milano.

In addition to Polo Milano, many other products are competitors of Polo Milano such as Travel Time, Samsonite, and American Touristed products. But this does not make Polo Milano less competitive because Polo Milano sells products that are no less good and quality with the above products, and market at a price that is worth the quality provided. The importance of consumers in the continuity of the company is as a measure of the quality of products marketed, this is supported by one of the factors according to Kotler and Armstrong (2012) namely product factors or product sales. Quality products will bring consumers and are always sought after by consumers and then supported at an adequate price with the quality provided.

If the product does not match the marketing target, the company should reconsider the product that has been offered. This greatly influences purchasing decisions supported by one aspect according to Kotler and Keller (2012) namely the purchase decision. Consumers will make a purchase decision if the goods that have been in demand according to the consumer's will, supported by prices that can be reached by consumers.

Purchasing decisions are the process of reviewing, digging up information, in products to be used or purchased against consumers. This is supported by the opinion expressed by Permatasari (2016) which states that the purchase decision is a process that combines knowledge to select two or more alternative behaviors and choose one that is strongly related to personal character, vendor / service, website quality, attitude at the time of purchase.

Consumers in making purchasing decisions are influenced by several factors. One of the factors that influence consumer purchasing decisions according to Kotler (2012) is location. Location is one of the factors that support the occurrence of a purchase decision made by consumers. Location is one of the important considerations because if the store is in a less strategic location will affect business costs and increased risk of loss and lack of targets to be achieved by the company (Kotler, 2012).

The Polo Milano brand is no stranger to the public, especially the upper middle class, therefore the atmosphere of the store created by Polo Milano will greatly influence consumer purchasing decisions. Because the price is quite high because of good quality and already has a big name of course Polo Milano will not disappoint its consumers, therefore Polo Milano can convince consumers by offering goods with high quality.

This is supported by Sangadji and Sopiah (2016) who stated that the atmosphere of the store will affect the physical characteristics of a store that projects an image and attracts customers. It can be said that if the store atmosphere is adequate as to what consumers want it can increase consumer purchase decisions on goods marketed by Polo Milano. This is reinforced by previous research conducted by Jaya and Suprana (2018) which

found that the atmosphere of the store has an influence on consumer purchasing decisions, which means that the better the atmosphere of the store displayed by a store can strengthen consumer purchase decisions. Supported by price conformity that influences consumer purchasing decisions. It can be concluded that, the more appropriate the price marketed by Polo Milano can affect consumer purchasing decisions. This is supported by research conducted by Nofawaty and Yuliandi (2014) who stated that the results of the analysis of the store atmosphere greatly influenced the purchase decision.

Supported by one aspect of Berman and Evan (2012) is the layout aspect. A strategic layout is a layout that makes consumers comfortable passing around when looking at products supported by facilities that have been provided by Polo Milano such as cashiers close to the Polo Milano area that will make it easier for consumers to decide to buy and pay. In addition to the store atmosphere that can influence purchasing decisions, there are other factors that can affect consumer purchasing decisions according to Kotler (2012) and Igir et al. (2018) namely price. Tjiptono (2012) states that price is the number of monetary units that contain certain uses for obtaining a product.

The price set by Polo Milano can be cheap, but with a fairly high price Polo Milano provides a guarantee with good quality in each product. Because the quality provided by Polo Milano is good quality and guaranteed, this makes consumers buy the product even at a high price. In addition, Polo Milano provides special offers to consumers such as special price promos, buy 1 free 1, and various kinds of discounts.

2. Research Methods

For this research methodology, I have followed the description given by Arikunto (2013), thus allowing comparison with similar research projects. The methodology is an in-store interview structured based on the relationship between observation and interview. Interviews are conducted in the following ways: the interviewer is placed in a selected store at the point of purchase for a particular product and pretends to be involved in some stocking activity.

Every ten minutes(s) he identifies a shopper who arrives in front of the shelf and seems intent on buying from a given product category and begins to observe that shopper. (s) he proposes structured observation to measure the time a shopper spends selecting a product (from minutes stepping in front of a screen to removing an item from the shelf) and observes the number of products the buyer has taken in his hands, and roughly how many products he checks the price, and notices whether they are items at special prices or specially displayed items. data, data analysis techniques, and instrument test results (if making using your own measuring instrument).

3. Research Results

Assumption Test Results: Normality

The normality test aims to look at the observed frequency deviations from theoretical frequencies. The data normality test can be done by comparing *the probability of Kolmogorov-Smirnov* with a value of 0.05 (5%). The rule used is that if $p > 0.05$ then the distribution of data is normal, conversely if $p < 0.05$ then the data distribution is not normal (Santoso, 2012).

Table 1. Normality Assumption Test Results

Variable	Kolmogorov-Smirnov	p	Information
Purchasing Decision	0.081	0.053	Normal
Store Atmosphere	0.078	0.070	Normal
Price	0.067	0.200	Normal

Based on the table above the results of the normality test, it can be interpreted as follows:

1. The results of the data distribution normality assumption test against the purchase decision variable data result in a Z value of 0.081 and a p value of 0.053 ($p > 0.05$). Test results based on the rules show the distribution of the items of the purchase decision is declared normal.
2. The results of the data distribution normality assumption test against store mood variable data resulted in a Z value of 0.078 and a p value of 0.070 ($p > 0.05$). Test results based on the rules showed the distribution of store atmosphere items was declared normal.
3. The result of the spread normality assumption test to the price variable data results in a Z value of 0.067 and a p value of 0.200 ($p > 0.05$). Test results based on the rules show the distribution of price items is declared normal.

Based on the results of the normality assumption test, it can be concluded that from the three variables, namely purchasing decisions, store atmosphere, and price has a normal data distribution because it has a value of $p > 0.05$. Based on these results, the analysis of data in this study can be done parametrically because the condition of the assumption of normality of the distribution of research data is met. Parametric data analysis in this study uses multiple linear regression analysis.

Assumption Test Results: Linearity

The linearity assumption test is performed to determine the linearity of the relationship between dependent variables and independent variables. Linearity is a state in which the relationship between a dependent variable and an independent variable is linear (straight line) in each *range of* independent variables (Santoso, 2012). The rules used in the linearity test are if the *deviant value from linearity* $p > 0.05$ and the value F calculates the $< F$ of the table at a significance level of 5% or 0.05, then the relationship is declared linear (Gunawan, 2013). Here are the results of the linearity test between each free variable and the dependent variables presented in the table below:

Table 2. Results of linearity assumption test

Variable	F Count	F Table	p	Information
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Purchase Decision – Store Atmosphere	1.071	3.07	0.390	Linear
Purchase Decision - Price	1.957	3.07	0.553	Linear

1. The results of the linearity assumption test between the purchase decision and the store atmosphere showed a *deviation from linearity* value of F calculated by $1,071 <$ the value of F table of 3.07 which means there is an influence and a p value of $0.390 > 0.05$ which means the effect is declared linear.
2. The result of the linearity assumption test between the purchase decision and the price shows *the deviation value from linearity* F calculates $1,957 <$ the value of the table F of 3.07 which means that there is an effect and a p value of $0.553 > 0.05$ which means the effect is declared linear.

Assumption Test Results: Multicollinearity

The Multicollinearity test aims to determine whether there is a significant correlation between free variables, multicollinearity occurs when two or more free variables collude strongly with each other (Gunawan, 2013). Multicollinearity test can be done using regression tests with rules if the value of VIF (*variance inflation factor*) is around the number 1 or has a *tolerance* close to 1, then it is said that there is no problem of multicollinearity in the regression model (Gunawan, 2013).

If *the tolerance* coefficient < 1 and the coefficient of VIF values < 10 , then the distribution of data is declared not to occur multicollinearity. If *the tolerance* coefficient > 1 and the coefficient of VIF values > 10 , then the distribution of data is declared multicollinearity (Gunawan, 2013). Here are the results of the multicollinearity test between each free variable and the dependent variables presented in the table below:

Table 3. Multicollinearity Assumption Test Results

Variable	Tolerance	P	Information
Purchase Decision – Store Atmosphere	0.853	1.712	There is no multicollinearity.
Purchase Decision - Price	0.853	1.712	There is no multicollinearity.

Based on table 3 above, it is known that the results of the multicollinearity test between free variables of purchasing decisions and variables depending on the atmosphere of the store produce a VIF value of $1,712 < 10$ and have a *tolerance* value of $0.853 < 1$ which means in regression between the purchase decision and the store atmosphere does not occur multicollinearity. Then the results of the multicollinearity test between the purchase decision-free variable and the price-dependent variable resulted in a VIF value of $1,712 < 10$ and had a *tolerance* value of $0.853 < 1$ which means in regression between the purchase decision and the price there is no multicollinearity.

Assumption Test Results: Heteroskedasticity

The **Heteroskedasticity** test is a test that assesses whether there is a variant inequality of residual for all observations on a linear regression model. A good regression model is that heteroskedasticity does not occur. This test is one of the assumption tests that must be done on linear regression. If the assumption of heteroskedasticity is not met, the regression model is declared invalid.

The following heteroskedasticity test results are presented in the table below:

Table 4. Results of Heteroskedasticity Assumption Test

Variabel	T Count	T Table	P	Information
Store Atmosphere	0.192	1.980	0.484	No Heteroskedasticity
Price	-0.049	1.980	0.961	No Heteroskedasticity

The results of the heteroskedasticity test in the table above found that there were no symptoms of regression model heteroskedasticity in this study because the significance value obtained from testing with the Glejser method on the store atmosphere variable and the price obtained sig value of more than 0.05 against absolute residual (Abs Res) partially and the value of t calculated < t table.

Assumption Test Results: Autocorrelation

The autocorrelation test is performed to determine whether there are autocorrelation symptoms between independent variables derived from *time series* data. The autocorrelation test can be done with the Durbin-Watson Test. If the value $du < d < 4-du$, then the distribution of data has no autocorrelation.

Table 5. Autocorrelation Assumption Test Results

Durbin-Watson	dL	dU	Information
1.943	1.634	1.715	There is no autocorrelation

Durbin Watson table value is $\alpha = 5\%$; $n = 100$; $k = 2$ is $dL = 1.6337$ and $dU = 1.715$. Data processing results show the value. Durbin Watson is 1,943 and the value corresponds to the rules of $1,715 < 1,634 < 2,285$, it can be concluded that in the linear regression model there is no autocorrelation.

Results of The Hypothesis Test Analysis of Full and Gradual Regression Regression

The hypothesis in the study was to find out the influence between the store atmosphere and price on purchasing decisions on visitors to Samarinda's Big Mall and customers of the Polo Milano Big Mall Samarinda brand. The analytical technique used is multiple linear regression analysis. Based on the results of the full model regression test of the variables of the store atmosphere and price to the purchase decision together obtained the following results:

Table 6. Full Model Regression Analysis Hypothesis Test Results

Variable	F Count	F Table	R ²	p
Purchasing Decision (Y)				
Store Atmosphere (X1)	38.187	3.07	0.399	0.000
Price (X2)				

Based on table 6 above, results show F calculates > F table and $p < 0.05$ which means that the atmosphere of the store and the price of the purchase decision have a significant influence with the values $F = 38,187$, $R^2 = 0.399$, and $p = 0.000$. This means that the major hypothesis in this study is accepted that there is an influence on the store atmosphere and price on purchasing decisions. Then the results of regression analysis can gradually be known as follows:

Table 7. Hypothesis Test Results of Gradual Model Regression Analysis

Variable	Beta	T Count	T Table	P
Store Atmosphere (X1)				
Purchasing Decision (Y)	0.116	1.498	1.980	0.137
Price (X2)				
Purchasing Decision (Y)	0.578	7.448	1.980	0.000

Based on the table, it can be known that t calculates < t table which means there is no influence on store atmosphere and purchase decisions with a coefficient of beta (β) = 0.116 t count = 1,498, and $p = 0.137$ ($p > 0.05$). This means that the minor hypothesis in the study is not accepted, i.e., there is no influence of the store atmosphere on purchasing decisions. Then the price of the buying decision shows t calculate > t table which means there is a significant influence with the value of the beta coefficient (β) = -0.578, t calculates = 7,448, and $p = 0.000$ ($p < 0.05$). This means that the minor hypothesis in this study is accepted, namely that there is a price influence on purchasing decisions.

Additional Hypothesis Test Results

Additional hypothesis tests in this study aim to find out in more detail and in-depth about the attachment of both influences and relationships between aspects of free variables with aspects of dependent variables using full multivariate regression analysis models, partial correlations, and final models. Full multivariate analysis of the model is a statistical method developed to find out whether the average of groups differs significantly or not, then to find out what free variables affect differences between groups (Widarjono, 2015)

The partial correlation analysis test aims to measure the correlation between two variables by removing the influence of one or several other variables (Santoso, 2012). The rule used for the partial correlation analysis test is that if the value t calculates > t table at the significance level of 0.05 and the value $p < 0.05$ then it has a positive

and significant relationship. If it meets both rules but there is a negative sign (-) in front of the number, it has a negative and significant relationship. If the value t calculates the $< t$ of the table and the value $p > 0.05$ then it has no significant relationship.

The regression analysis test of the final model aims to find out the final result of the highest significance of the influence of aspects of free variables with each aspect of the variable depending. The rule used in the regression analysis of the final model is that if the value f calculates the $> f$ of the table at the significance level of 0.05, and the value $p < 0.05$, then it has a very significant relationship. Conversely, if the value f calculates the $< f$ of the table and the value $p > 0.05$, it has no significant relationship (Gunawan, 2013).

4. Discussion

This research aims to find out the influence of store atmosphere and prices on purchasing decisions at Polo Milano Big Mall Samarinda. Based on the hypothesis test regression analysis full model obtained the result that the major hypothesis in this study is accepted that there is an influence of the store atmosphere and price on purchasing decisions. The contribution of influence (R^2) is 0.399 which is 3.99% variation in purchase decisions by store atmosphere and price. Sugiyono (2012) explained that the coefficient interval in the range of 0.200-0.399 belongs to the low category. It states that the level of influence of the store atmosphere and price on purchasing decisions falls into the low category.

The influence of a low store atmosphere is in line with Hussain and Ali's (2015) research which states that the atmosphere of a store can improve the perception of consumer value to a product, but the level of category in the purchase decision of a product can increase or stagnate. Lazaris et al., (2015) also stated that the atmosphere of retail stores can significantly affect consumer behavior, both in terms of the atmosphere for physical stores or objects in digital form.

The findings of this study are in line with the factors that influence purchasing decisions according to Kotler and Keller (2012) namely product choice, brand choice, dealer choice, purchase amount, purchase time, and payment method. Previous research conducted by Marlus (2017) also showed that consumer decisions can be influenced by personal characteristics such as age, cyclical life, social status, lifestyle, work, and personality. All the information obtained by consumers about various products and services related to the function as consumers, consumers get experience in buying products or brands that consumers like.

Based on the results of descriptive tests can be known to spread the distribution of purchasing decision scale measurement data on visitors Bigmall Samarinda and Polo Milano Bigmall Samarinda customers have high purchase decisions. This is shown in Zulfa and Hidayati's research (2018) states that the higher consumer

confidence, the higher the consumer purchase decision. This is also supported by the findings of Soenawan et al. (2015) which states that most large companies examine consumer purchasing decisions in detail to find out what consumers are needing for and how the company's efforts to be able to realize consumer will, such as pricing that affects high consumer buying decisions.

The atmosphere of the store is influenced by strong purchasing decisions with evidence from the results of previous research conducted by Merentek et al. (2017) proves that improving the quality, service and atmosphere of the store is an obligation that must be done by a store to make a better purchase decision. Strengthened by previous research conducted by Hidayat et al. (2018) which stated that consumers make purchasing decisions on a store because of the influence of the store atmosphere.

Based on the hypothesis test of gradual regression analysis, it was found that the atmosphere of the store showed a significant influence. The results of this hypothesis test also explain that the better the atmosphere of the store, the higher the purchase decision. Conversely, the lower the atmosphere of the store, the lower the purchase decision. Ini is also in line with previous research conducted by Zulfa and Hidayati (2018) which obtained the result that the higher consumer confidence, the higher the purchase decision, conversely, if the lower consumer confidence, the lower the purchase decision. This is also corroborated by research Pragita et al. (2013) which explained that the atmosphere of the store has a relationship with purchasing decisions through consumer emotions.

Based on the results of descriptive tests, it can be known that the distribution of data measuring the price scale of visitors Bigmall Samarinda and Polo Milano bigmall Samarinda customers proved that the subjects in this study had high prices. The results of research conducted by Sabrina (2017) also obtained that price as one of the store's strategies to reach a purchase decision because price affects the level of sales and profits of a store. Therefore, price contributes greatly to the purchase decision. Strengthened by limited research conducted by Supangkat (2017) states that there is a significant price relationship and purchasing decisions.

5. Conclusions and Suggestions

The main purpose of conducting this study was to identify the impact of atmospheric variables on consumers' buying intentions at the polo milano luggage retail chain outlet. In the past, many researchers have done on these variables, but most have done outside of those objects. We have done this research specifically this product. This study examined the atmosphere of stores that have a significant positive effect on consumer buying intentions.

The results also showed that consumers have expectations of certain attributes and in them cause different effects. The results of the analysis showed that there is a significant influence

between the atmosphere of the store and the price on the purchase decision, a significant influence can be interpreted that with the better the atmosphere of the store and the more appropriate the price of the product, the purchase decision will increase.

The results of this study and previous studies investigating similar construction strongly suggest the need for improved understanding, definition, and measurement of the constructions investigated. Although the relationship of purchase intentions and prices has a strong and long research tradition and the various other constructions considered in this study have been examined in previous studies, the agreed definition of construct and measurement scale do not exist for all constructions. In addition to connecting the definition of atmosphere and purchase intentions need a further approach.

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