
THE EFFECT OF STORE ATMOSPHERE AND PEER PRESSURE ON PURCHASE INTENTION AT HOUSEPITALITY CAFÉ AND RESTAURANT

EFEK DARI SUASANA TOKO DAN PENGARUH TEMAN SEBAYA TERHADAP NIAT BELI DI HOUSEPITALITY KAFE DAN RESTAURANT

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Abstract: Nowadays, taste, price, service and quality of the food no longer being a major consideration for the customer. Company should be implementing the right strategy, new concept and also creative ideas to make consumer feel comfortable. One of the strategies is Store Atmosphere, when consumers get the experience in restaurant they will increase to purchase, revisit and Peer Pressure to others. Housepitality Cafe and Restaurant has unique concept and decor to make customer feel like dining inside a hospital instead of restaurant, the purpose of this study to determine the effect of Store Atmosphere and Peer Pressure either simultaneously or partially on Purchase Intention at Housepitality café and restaurant. The method used in this research is Multiple Linear Regression analysis. The study population were 60 respondents who live in the city of Manado. The results show Store Atmosphere and Peer Pressure simultaneously and partially influence on Purchase Intention. Housepitality must consider about importance and benefits of Peer Pressure and also evaluate Store Atmosphere to increase customers.

Keywords: *store atmosphere, peer pressure, purchase intention*

Abstrak: Saat ini, rasa, harga, layanan dan kualitas makanan tidak lagi menjadi pertimbangan utama bagi pelanggan. Perusahaan harus menerapkan strategi yang tepat, konsep baru dan juga ide-ide kreatif untuk membuat konsumen merasa nyaman. Salah satu strateginya adalah atmosfir toko, ketika konsumen mendapatkan pengalaman di restoran mereka akan membeli, mengunjungi kembali dan mempengaruhi teman sebaya. Housepitality Kafe dan Restaurant memiliki konsep dan dekorasi yang unik untuk membuat pelanggan merasa seperti makan di dalam rumah sakit daripada di restoran. Tujuan penelitian ini untuk mengetahui efek dari suasana toko dan pengaruh teman sebaya baik secara simultan maupun parsial terhadap niat beli konsumen di housepitality kafe dan restaurant. Metode yang digunakan pada penelitian ini adalah analisis regresi linier berganda. Populasi penelitian adalah 60 responden yang tinggal di kota Manado. Hasilnya menunjukkan suasana toko dan pengaruh teman sebaya secara simultan dan sebagian mempengaruhi Niat Beli Konsumen. Housepitality kafe dan restaurant sebaiknya mempertimbangkan tentang pentingnya dan manfaat dari tekanan teman sebaya dan mengevaluasi atmosfer toko untuk meningkatkan pelanggan.

Kata Kunci : *suasana toko, pengaruh teman sebaya, niat beli*

INTRODUCTION

Research Background

In this globalization era, the development of business culinary is moving quickly. Business companies must satisfy the customer need and want with greater and unique product. Number of brands of products competing in the market, consumer have many choices and alternative products and services that can fulfill their needs and are free to choose. In an effort to bring in defend customer is not easy. There are so many factors affected including store atmosphere and peer pressure. Companies must be creative and innovative to facing the environmental change, develop, adaptable and sensitive to conditions that will allows the company to more understanding and responsive to the wishes of the customers.

A cafe and restaurant has a management which is the coordination between the various resources through the process of planning, organizing, controlling to achieve goals such as marketing, set up resources, evaluate a product or service, and quality. This is necessary because cafe and restaurant are dealing with people with have a different taste. On the other hand, because of the complexity of the problems encountered in the cafe and restaurant, then the manager should be really active moves continue to give the best strategy. Therefore, restaurant managers face challenges to find the not only good strategies but have different strategies that ensure the cafe and restaurant has a high-quality product and service.

In North Sulawesi especially Manado, business culinary has growing rapidly. The development can be seen by several cafe and restaurant which is Housepitality, Van Ommen Coffee, Legato, and what's up. Cafe and restaurant not only using unique atmosphere to make consumer revisit but peer pressure also influence to starting build up mood and to make people purchase the same order When gathered with friends or relatives sometimes someone of them would recommend for purchase or order the same product that is make people will change the buying interest because it is affected by peer pressure. That is why peer pressure is an act like friends and family to influence how you act, to get you to do something.

From year to year the company was growing into one of the leading food and beverage companies in Indonesia. Although starting a new company, many developments in the company from its establishments until now. In early 2015 Housepitality opened new outlet in Tangerang, Kalimantan, Bali, Bandung and Medan. At first company only has one store in Kebayoran Baru, Jakarta Selatan. This company building the outlets with the exclusive image offered. The presence of a place that offers a variety of foods and beverages that have a visible place unique is the changing demands of citizen lifestyle. Housepitality choose the hospital as the main concept, as the name "hospital", in the cafe and restaurant also has lighting, temperature, color, appearance / layout as in a real hospital. They uses hospital equipment to decor their restaurant, not only with the decoration, Housepitality also use unique eating utensils such as lab glass, syringe, lab tray, and infusion bag. It is their secret weapon to attract consumer and triggering purchase intention. Therefore based on explanation above the title of this study is *The Effect of Store Atmosphere and Peer Pressure on Purchase Intention at Housepitality café and restaurant Manado.*

Research Objectives

To know the significant effect of store atmosphere and peer pressure on purchase intention at Housepitality café and restaurant.

THEORITICAL FRAMEWORK

Marketing

Ebert and Griffin (2013) stated marketing as a part of a process of planning and executing the conception, pricing, promotion, and distribution of ideas, good and service in order to create exchanges that satisfy the costumers. Marketing is one of the main activities to undertaken by entrepreneurs in an effort to maintain the continuity of their business to get profit and gain (Kotler, 2009). (American Marketing Association, 2013) defined marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society

at large. This means marketing focuses on making the product available at the right place, at the right time, and at a price that is acceptable to customers.

Consumer Behavior

Consumer behavior is interdisciplinary, that it is based on concept and theories about people that have been developed by scientists in such diverse disciplines as psychology, sociology, social psychology, culture anthropology, and economics (Schiffman, 2010). Kotler (2001) explained, consumer behavior is how individuals, groups, and organizations choose goods, services, ideas, even experiences to satisfy their needs and wants.

Purchase Intention

Madahi and Sukati (2012) pointed that purchase intention means a consumer prefers to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying.

Store Atmosphere

Levy and Weitz (2001) defined that atmospherics refers to the design of an environment via visual communication, lightning, colors, music, and scent to stimulate customer perceptual and emotional responses and ultimately to affect their purchase. Store Atmosphere has all the elements that affect the atmosphere of the store to be created. The elements consist of Exterior, Interior, Store Layout, Interior Display, Social Dimensions (Berman and Evans, 2007). Store atmosphere include the feeling and the environment of a store where the consumer can feel and enjoy to buying.

1. Cleanliness

Cleanliness of the outlets creates an image of comfort and luxury in the customer's mind due to which customers stay for more time and make more purchases (Yun and Good, 2007). Cleanliness is the appearance of the retail chain outlet that improves the atmosphere which affects the customers feeling towards the café.

2. Music

The variety of the background music significantly impacts on the consumer perceptions and preferences. Music can be defined as a pleasant sound that impacts consumers' conscious and unconscious decisions (Banat and Wandebori, 2012).

3. Scent

Scent Presence or absence of scent in the retail chain outlets has noticeable impact on the consumer purchase intention. Scent is a pleasant fragrance that influences customer mood and emotions which make the customers stay more time and feel excited (Banat and Wandebori, 2012).

4. Temperature

Temperature at retail outlet is among those atmospheric variables that greatly impact the consumer purchase intention. Extreme temperature, very low or very high, creates negative feelings among customers; it leads to dissatisfaction among the customers and consequently, customers spend less time in outlet and produce negative word of mouth (Lam, 2001).

5. Lighting

Consumer choice of store is moderately influenced by the lighting and store layout (Wanninayake and Randiwela, 2007). The main purpose of using brighter lighting in retail outlets is to grab the customers' attention so that they start purchasing from the outlets due to their comfort.

6. Color

Color builds feelings and affects consumer behavior and attitude (Banat and Wandebori, 2012). It could stimulate memories, thoughts, and experiences.

7. Display/Layout

Display / Layout Products in the retail chain outlets should be displayed in such a way that attracts the consumers. Layout is defined as division of selling area, space utilized and arrangement of products (Banat and Wandebori, 2012).

Peer Pressure

Peer pressure is defined as the way that the people of the same social group can influence on another individual to take a certain action, adopt certain values, or otherwise conform in order to be accepted (Manese, 2012). According to Schiffman and Kanuk (2007) defined a peer pressure is a group of people whose values and attitudes influence an individual's current behavior. A reference group has its particular values and behavior which unavoidably affect a consumer's behavior to comply with its values.

Consumer Decision Making Process

According to Zhang (2007) there is a traditional theoretical framework for the consumer purchase decision making. This model is the most recognized model for consumer decision making process since 1960s. This model contains five stages. There are problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior.

Conceptual Framework

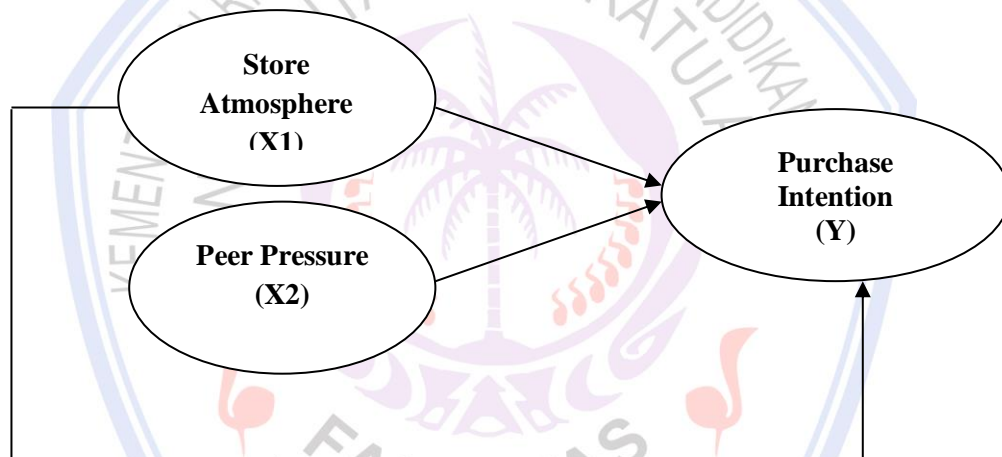


Figure 1. Conceptual Framework

Hypotheses

This hypothesis of this research is:

- H₀ : There is no significant effect on purchase intention in Housepitality café and restaurant
- H₁ : Store atmosphere and peer pressure have significant effect on purchase intention in Housepitality café and restaurant simultaneously.
- H₂ : Store atmosphere has significant effect on purchase intention in Housepitality café and restaurant partially
- H₃ : Peer pressure has significant effect on purchase intention in Housepitality café and restaurant partially

RESEARCH METHOD

Type of Research

Quantitative research defined as research method based on positivism paradigm that used to investigate specific population or samples Sugiyono (2013). Quantitative method is uses to collect the data in this research.

This research in field of marketing management will investigate the effect of store atmosphere and peer pressure to purchase intention in Housepitality café and restaurant.

Place and Time of Research

This research will be conducted in Manado with the period for about three months started from September to December 2017.

Research Procedure

Based on the previous section, it can be seen that the effect of Store Atmosphere and Peer Pressure. Furthermore, those relationships can be systematically formed at figure below. Based on the conceptual framework and hypotheses in this study, this study aims to find the effect of Store Atmosphere (X_1) and Peer Pressure (X_2) on purchase intention (Y) simultaneously and partially. Simultaneously means, this study aims to find out if there is a significant effect of all the independent variable (X_1, X_2) on the dependent variable (Y). While partially means, to find out if there is a significant effect of each independent variables (X_1), (X_2) on dependent variable (Y).

Population and Sampling Method

This research will be conducted with the population and sample as follow:

Population

Population is the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for which the researcher wants to make inference (Sekaran and Bougie, 2009). The population in this research is all consumers Housepitality café and restaurant.

Sample

Sample is a subset of a population that comprises some members selected from it. The sampling technique in this research is convenience sampling (non-probability sampling) which is the number of sample is determined according to the purpose of the research. Convenience sampling is a kind of non-probability or nonrandom sampling in which member of the target population. This method of sampling in this research is multiple regression analyses and sample size which the desired level is between 15 to 20 observations for each predictor variable. The respondent of this research is 60 respondents

Data Collection Method

For this current research, there are two sources of data that are used to make an appropriate result.

Primary Data

Primary data is a data is collected by researcher directly from the first sources or object where the research is conducted (without media intermediaries). The primary data used in this research were collected by distributing questionnaire about the effect of store atmosphere and peer pressure on purchase intention. The questionnaires are distributed to respondents so they can respond directly on the questionnaires. There were two sections in the questionnaires that should be filled in by respondents.

Secondary Data

Secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from book, journals, and relevant literature from library and internet. These secondary data are used in the background, literature review, theoretical review, research method, and discussion.

Data Analysis Method

This given section will be explained about the overall analysis methods used in this current research.

RESULT AND CONCLUSION**Result**

This chapter describes and contains about research result which can be in the form of table, figure, picture, photo, etc.

Table 1. Validity test

Variables	Indicators	Correlation (r)		
		R	Sig	Explanation
Store Atmosphere (X ₁)	X1.1	0,670	0.000	Valid
	X1.2	0,826	0.000	Valid
	X1.3	0,744	0.000	Valid
Peer Pressure (X ₂)	X2.1	0,512	0.000	Valid
	X2.2	0,814	0.000	Valid
	X2.3	0,684	0.000	Valid
Purchase Intention (Y)	Y1.1	0,680	0.000	Valid
	Y1.2	0,755	0.000	Valid
	Y1.3	0,810	0.000	Valid

Source: Data Processed (2018)

Based on Table 1 shows that the whole item of questions for the variable as the results of X1.1 to X1.3, X2.1 to X2.3, X3.1 to X3.3 variables, the value of R is higher than 0,232, as well as the value of critical value (> CR) which is 0,30. In term of identifying the indicators of all variables, it is being already valid.

Reliability of the Research

Table 2 below is the result of test reliability testing research questionnaire used as guidelines to measure the level of variables in this study. According to Hartono (2012) measurements must measure actually was measured with a reliability test.

Table 2. Reliability Test Result

Variables	Indicators	Coefficients	
		Alpha Cronbach	Explanation
Store Atmosphere (X ₁)	X1.1	0,612	Reliable
	X1.2		
	X1.3		
Peer Pressure (X ₂)	X2.1	0,612	Reliable
	X2.2		

	X2.3	0,619	Reliable
	Y1.1		
	Y1.2		
Purchase Intention (Y)	Y1.3	0,602	Reliable

Source: Data Processed (2018)

Based on the reliability test results shown in Table 2, all variables in this study expressed a reliable instrument. This is in accordance with predetermined criteria which Cronbach Alpha value is generated each variable is above the critical value suggested. The reliability of all variables in all indicators shows the result is higher than 0.60, this case is identified that the stated variable is being reliable.

Multiple Regression Method

The analysis used in this study is the multiple linear regression analysis. Multiple linear regression analysis regresses where the dependent variable (Y) relates to more than a variable. This analysis determine the direction of the relationship between the dependent and independent variables whether each independent variable positively or negatively, and to predict the value of the dependent variable when the independent variable values increase or decrease.

Classic Assumption of Regression Analysis

Linear regression model can be said as a good model if it meets the classical classic assumptions. Therefore, the classical assumption is indispensable before doing regression analysis (Sarjono and Julianita, 2011).

Multicollinearity Test

Multicollinearity test aimed to see whether or not a high correlation between independent variables in a multiple linear regression model. If there is high correlation between the independent variables, the relationship between the independent variable on the dependent variable to disturbed.

Heteroscedasticity Test

Heteroscedasticity test aim to test whether there is inequality in the regression model residual variance from one observation to another observation (Ghozali, 2011). If there is a specific pattern such as dots that form a particular of a regular (wavy, widened, then narrowed) it indicates there has been a heteroscedasticity. If there is no clear pattern that does not occur heteroscedasticity symptoms.

Autocorrelation Test

Auto correlation test is to see whether or not there is a high correlation between the free variables in a multiple linear regression model, if there is a correlation then there is a problem called autocorrelation. It is attempt to test is there any correlation between errors in t-period and t-1 period in a linear regression model. Autocorrelation appears because if there continues observation in a time series, this problem emerges be identified by computing the critical value of Durbin-Watson Statistic (d-test).

Correlation Coefficient and Determination Coefficient Test Results

The coefficient correlation (R) is used to measure the level of relationship between independent and dependent variable. The coefficient of determination (R²) measures how good is the ability of a model in explaining variation of dependent variable.

Table 3. Results of Correlation Coefficient and Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square
1	.693	.481	.462

Source: data processed (2018)

According to the table, the value of R is 0.693. It means that the independent variable store atmosphere has positive relationship with purchase intention. The coefficient determinant (R^2) is the contribution percentage of independent variable to dependent variable. The value of R^2 is 0.481 or 48.1 % means that purchase intention influenced by store atmosphere as much as 48.1%.

Hypothesis Testing Simultaneously (F Test)

Hypothesis testing jointly carried out by using F Test. F Test performed to test the significance of the relationship between independent variables and the dependent variable overall. Testing was conducted to determine the effect of all the independent variables included in the model together (simultaneously) on the dependent variable. F-test was conducted to determine the effect of store atmosphere (X_1), peer pressure (X_2) on purchase intention, to test the hypothesis. Hypothesis test the effect of simultaneously using an F. The result is the value 26.372 the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (enumerator) is 57 with level of significance is 0.05 ($\alpha = 0,05$). The result is $F_{count} 26.372 > F_{table} 3.16$. Since F_{count} is greater than F_{table} , H_0 is rejected and H_1 is accepted means the independent variables simultaneously influence the dependent variable. Therefore, H_1 is accepted

Partial Hypothesis Testing (T Test)

T-test is any statistical test intended to determine the partial effect of each independent variable (X) to dependent variable (Y). If $T_{count} > T_{table}$ as confidence level of 95% ($\alpha=0.05$), H_1 is accepted and H_0 is rejected. It means that the independent variable significantly affect the dependent variable. If $T_{count} < T_{table}$ as confidence level of 95% ($\alpha=0.05$), H_1 is rejected H_0 is accepted. It means that the independent variable significantly does not affect the dependent variable.

Table 4. Partial Hypothesis Testing (T Test)

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.586	1.262		1.257	.214
	Total.X1	.526	.108	.507	4.862	.000
	Total.X2	.300	.100	.312	2.993	.004

Source: Data Processed (2018)

According to the result show above, this research finding are:

1. The result for Store Atmosphere (X_1) is $T_{count} = 4.862 > T_{table} = 1.672$ meaning that H_0 is rejected and H_1 is accepted. The result of this test can be used to declare that Store Atmosphere (X_1) has significant partial influence Purchase Intention (Y).
2. The result for Peer Pressure (X_2) is $T_{count} = 2.993 > T_{table} = 1.672$. Therefore, H_0 is rejected and H_1 is accepted, that means Peer Pressure (X_2) has significant partial influence Purchase Intention (Y).

Discussion

Store Atmosphere includes not only the physical elements around the work area but also all things that form part of the store involvement with the atmosphere itself. World at culinary, total reward association defines store atmosphere as the total cluster of observable physical, psychological and behavioral elements in the restaurant. Peer pressure is one of the things to consumer purchase intention. When gathered with friends or relatives sometimes someone of them would recommend for purchase the same product.

Store atmosphere and peer pressure are factors that influence consumer purchase intention. The result of T-test shows that the independent variables such peer pressure have significant influence on consumer purchase intention in Housepitality cafe and restaurant Manado partially. Peer Pressure has positive influence on Purchase Intention. It means Peer Pressure of Housepitality cafe and restaurant Manado makes consumer get experience to share with friends and family. That is why despite of its specifications, consumers visit

Housepality cafe and restaurant based on its peer pressure (recommendation, influenced by social group, and experience).

CONCLUSION AND RECOMMENDATION

Conclusions

1. There is a simultaneously and significant influence of Store Atmosphere and Peer Pressure on Purchase Intention in Housepality café and restaurant Manado
2. There is a significant partial influence of Store Atmosphere on Purchase Intention in Housepality café and restaurant Manado
3. There is a significant partial influence of Peer Pressure on Purchase Intention in Housepality café and restaurant Manado.

Recommendations

Based on the conclusions, a recommendation can be proposed. Housepality café and restaurant Manado need to consider about strategy that can make people would like come to the café and restaurant by creating an attractive store atmosphere to attract consumer in doing purchase intention. The owner must consider about importance and benefits of peer pressure to gain customer and make them to visit again and also the owner must also evaluate atmosphere and try to improve to be better, so they can use that as a review for gaining customer trust and loyalty.

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