

**THE ROLE OF STORE AMBIENCE IN MODERN RETAILING
(CASE STUDY INFORMA MANADO TOWN SQUARE 3)**

*PERAN SUASANA TOKO DALAM RITEL MODERN
(STUDI KASUS: INFORMA MANADO TOWN SQUARE 3)*

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Abstract: In the era globalization, store ambience can be a reason for consumers to be interested and choose the store that they will visit and buy form. Modern retail business is not only about price but involves other variables related to the value on the customer shopping intention and patronage intention is also known as revisit intention or continuance intention which is the result or outcome of the most important variables in the retail operation. The objective of this research is to find out the role of store ambience in modern retailing at Informa Manado Town Square 3. This research used qualitative analysis. The population in this research refers to the consumers of Informa Manado Town Square 3 and samples used in this study of 15 informants. The results showed some things that greatly affect customer valuation are the presence of cleanliness in the store, good store scent, the right temperature according to customer desires, good lighting settings, the aesthetics of the arrangement of goods based on color and display of well-ordered items. For the patronage intention the possibility of buyers to come shopping again by 50-100%. The Managers of Informa Manado Town Square 3 should pay attention to the presence of music because music is part of the ambience, thereby can increase attractiveness and the amount of interest in buying so that buyers can come again to shop.

Keywords: *store ambience, patronage intention, modern retailing, retail*

Abstrak: Di era globalisasi, suasana toko dapat menjadi alasan bagi konsumen untuk tertarik dan memilih toko yang akan mereka kunjungi dan beli. Bisnis ritel modern tidak hanya tentang harga tetapi melibatkan variabel lain yang terkait dengan nilai pada niat belanja pelanggan dan niat patronase juga dikenal sebagai niat meninjau kembali atau melanjutkan niat yang merupakan hasil atau hasil dari variabel paling penting dalam operasi ritel. Tujuan dari penelitian ini adalah untuk mengetahui peran suasana toko dalam ritel modern di Informa Manado Town Square 3. Penelitian ini menggunakan analisis kualitatif. Populasi dalam penelitian ini mengacu pada konsumen Informa Manado Town Square 3 dan sampel yang digunakan dalam penelitian ini 15 informan. Hasil penelitian menunjukkan beberapa hal yang sangat mempengaruhi penilaian pelanggan adalah adanya kebersihan di toko, aroma toko yang baik, suhu yang tepat sesuai keinginan pelanggan, pengaturan pencahayaan yang baik, estetika penataan barang berdasarkan warna dan tampilan yang baik. barang pesanan. Untuk maksud perlindungan kemungkinan pembeli untuk datang berbelanja lagi sebesar 50-100%. Manajer Informa Manado Town Square 3 harus memperhatikan kehadiran musik karena musik adalah bagian dari suasana, sehingga dapat meningkatkan daya tarik dan jumlah minat dalam membeli sehingga pembeli dapat datang lagi untuk berbelanja.

Kata kunci: *suasana toko, niat patronase, ritel modern, ritel*

INTRODUCTION

Research Background

In the era of globalization and today's world trading activity, there is competition going on in marketing of products and services. Marketing activity has a very important role in the business world, remember orientation to the consumers. The state of the business world dynamic changes in line with changes in consumer tastes and changes in the environment and surrounding. Need of consumers are becoming increasingly then it make a business opportunity. Business opportunity that are obtained today are not only oriented towards profit. Active marketing oriented to customer used more by business people, although this requires the business people of define the needs and desires of the consumers point of view.

Intense competition among retailers with accompanying changes in consumer behavior needs to be observed and understood by the retail business people. The higher and competitive competition among retail business people takes planning strategies to seize and keep their market share including the consumer repurchase intention or patronage intention. According Utami (2006:4) Retail is also a device of business activities that do adding value to the products and services of sales to consumer for use of consumption of individuals and families, and definition for hypermarket itself is combine some store type.

This store sales more routine product that consumers buy like household things, furniture, and others. The important thing in choosing the store that will be visited, consumers will choose the store which have completeness of the goods in the store, attractive price, the layout of the store, cleanliness, and other factors that allow consumers to choose the store and visit the store regularly to meet their needs. One of the ways to win the competition and maintain market share is to create something different. Continued innovation that can be taken as a characteristic that makes it different from other business people is with ambience aspect. Store ambience can be a reason for consumers to be interested and choose the store that they will visit and buy from. Its described by Levy and Weitz (2001: 556) Consumer purchasing behavior is also influenced by purchase. Attract consumers is one of the initial goals and then certainly aims to stimulate consumer desire to buy (Harlina at. al, 2014: 2).

Store ambience not only influences purchasing decisions, but also influences patronage intention. Store ambience is also a combination of emotional things (Harlina at. al, 2014: 2). According to Mowen and Minor (2002: 139) store ambience influences shopper emotional condition, which can be pushed to increase or reduce spending in shopping. The impact of the store ambience could create the impression that will increase buyers' purchase or just buy enough and leading to possibility not returning again to purchase at the store. Based on that reason, retail business is not only about price but involves other variables related to the value on the customer shopping experience. Scope of store ambience based on journal of Hussain and Mazhar (2015 : 36) is cleanliness, scent, temperature, lighting, color, display or layout.

Likewise with one modern retail store in Manado, that is Informa Manado Town Square 3, which is one of the shopping centers in Manado. Likewise with one retail shop in Manado City, that is Informa, which is one of the shopping centers in Manado City. Informa has a number of dimensions that have been already stated. Informa also has six dimensions that have been already mentioned. Informa divide sales display based on the categories of products. The location and place of business is a decisive factor in the success of product sales that are for sale. Informa is located in the strategic location in Manado City, which consists of shopping centers and hundreds of supporting businesses, where Informa become one of the society's. first choice for their daily needs. In Manado City, North Sulawesi, Informa is one of the biggest retail stores.

Informa Manado Town Square 3 is one of the retail store that is already quite well known by the public of North Sulawesi, so the store should be able to create a store ambience that is comfortable and supportive for consumers while shopping so it will ultimately make consumers interested in shopping back to Informa Manado Town Square 3 to make repeat purchases. By seeing the problems described above, the researcher aims to do research about the role of store ambience in Informa Manado Town Square 3 as one of the factors that allow consumers to shop again and also to meet the demands and needs of consumers about comfortable store ambience.

Research Objective

Based on the problem formulation above, the objective of the research is to find out the role of store ambience in modern retailing at Informa Manado Town Square 3.

Marketing

Marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products and services with others (Kotler and Keller, 2013 : 140).

Consumer Behavior

Consumer behavior can be defined as behavior of consumers in searching, purchasing, using, evaluating, and disposing products and services that are expected to satisfy their needs (Kotler and Amstrong, 2003: 145).

Patronage Intention

According to Wakefield and Barnes (1996), patronage intention is also known as revisit intention or continuance intention which is the result or outcome of the most important variables in the retail operation. It is because of the similarity with the customer retention.

Retail

Retail includes all activities in selling goods or services directly to end users for personal and non-business purposes. Retailers or retail store are all business entities that their sales volume mainly came from sales or retail (Kotler and Keller, 2009;140).

Store Ambience

According to Mohanty and Sikaria (2011), The store ambience is an environment that is created by visual communications, lighting, music, colors, etc.. to generate a stimulus among the customer's perceptions and emotion that will affect their purchasing behavior.

Previous Research

According to Cheroni (2017), studied about to examine the influence of supermarket ambience on customer satisfaction among large retail supermarket in Kenya. The results majority of the large retail supermarkets ensured that they had enough space for air circulation; spacious aisles for customer easy movement; hygiene factors, the level of cleanliness maintained; an easy-to-locate labeling; and as such customers did not waste time trying to locate items, background music for entertainment purposes were top priority to the management.

According to Muchardie., Yosa., and Gunawan. (2017), studied about to compare patronage intention and store image between Alfamart and Indomaret. Additionally, this research clarified the influence of the components in the retail mix, which were in-store promotion, store atmosphere, convenience, and merchandise between Alfamart and Indomaret in the formation of store image and its impact on patronage intention. The results in Alfamart, there are significant influences of in-store promotion, convenience, and merchandise to the store image and patronage intention. Meanwhile, for Indomaret, there is the influence of the in-store promotion, convenience, and merchandise to store image and patronage intention with conditions that store atmosphere and store image have a direct influence on the patronage intention.

According to Mohanty and Sikaria (2011), studied about to find out the association between the age of the respondents and their preference to westernized outlook and the add-ons for shopping experience. Research results the respondents have given more importance to ambience of the store and less importance to the variable. There is no significant association between the gender and the preference of westernized outlook, but income and age are associated significantly with preference of westernized outlook. Income and gender are not significantly with add-ons of the shopping experience.

According to Hosseini and Jayashree (2014), studied about the effects of the apparel stores' environment on customers' behavior in Malaysia. In essence, the social association that the consumer relates to the experience of shopping depends on the environment of the store. The results show a positive and significant relationship between the store atmosphere, service, and music with customers' behavior, as the Pearson's coefficients show positive values (correlation-bivariate) and the p-values are less than 0.05 (regression analysis) respectively. Thus, this relationship matches the fundamental aims of this research. The findings provide sufficient information to the manager of the retail store regarding the importance of the store dimension and image from the perspective of customers.

According to Han, and Tsuifang (2011), studied about exploring the theme of creating and managing store atmosphere of chain store supermarket from customer's point of view. All store atmospheric factors, except for

environmental crowding, have significant impact on customer approach behaviors. Ordering from high to low according to the extent of impact, the factors are design factors, intangible factors, image of service personnel, visual stimulus and image of other customers. This reveals that the design factor of a store is the biggest environment factor that impacts customer approach behaviors; its power of influence and interpretation are significantly higher than other factors.

Conceptual Framework

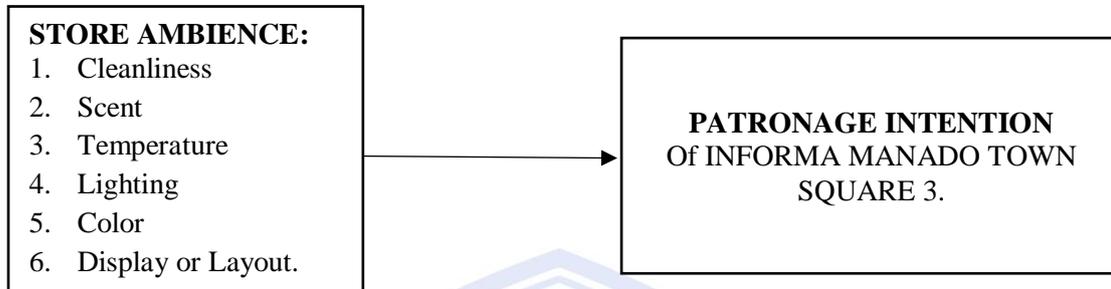


Figure 1. Conceptual Framework

Source : Data Processed, 2019

RESEARCH METHOD

Type of Research

This research is descriptive and verification type of research where it will find out the role of store ambience in modern retailing at Informa Manado Town Square 3. This study is a qualitative research, which uses in-depth interview method.

Population, Sample and Sampling Technique

The target population and sample are explained below, include the sampling technique in order to describe the respondents or informants criteria before doing the research.

Population

In a research, population can be defined as the target of the research, respondents or participants that help the researcher by giving information that are related with the research topic. This research are more focus on the consumers experience because we analyze the respondents about store ambience in modern retailing. The respondents are those who has the experience of shopping at Informa.

Sample

This research sampling size are 15 respondents, this research is using purposive sampling may prove to be effective during exploration stage of the research area and when conducting pilot data collection in order to identify and address shortcomings associated with questionnaire design.

Data Collection and Method

Data collection method are important by providing useful information to understand the process before gaining the result. Data collection method are divided into primary and secondary.

Primary Data

In this research, the primary data will be gain using in-depth interview with the respondents.

Secondary Data

Secondary data of the research will be gain from books, articles, and research that support and related with the topic that are being discussed in this research.

Definition of Research Variables**Table 1. Operational Definition of Variables**

Variable	Sub Dimension	Definition	Indicators
Store Ambience (is a term that is used explain our feelings towards the shopping experience which can not be seen)	1. Cleanliness.	Cleanliness in the store can create a positive impression among consumers and make them stay longer in the store.	1. Cleanliness of the store.
	2. Scent.	Scent is a pleasant fragrance that influences customer mood and emotions which make the customer stay more and feel exited.	1. Scent in store encourage consumers to buy. 2. Scent in the store to make consumer stay longer.
	3. Temperature	Ambience is a very affecting consumer purchase intention. Extreme temperature as very high temperatures and very low temperatures can create negative feelings among customers; it comes dissatisfaction among customers and consequently customers spend less time in stores.	1. Temperature in store make consumers comfortable. 2. A good temperature make consumer purchase product.
	4. Lighting.	The main purpose using bright lighting in retail stores is to grab the attention of consumers so that they start buying from the start because they feel comfortable.	1. Good color and lighting attracts consumers towards products. 2. Lighting in the stores of product makes consumers evaluate the quality of the product.
	5. Color	Color builds feelings and affect behavior and attitude.	1. Color in the store make a positive image.
	6. Display or Layout	Product display in the retail stores is a stimulus to attract the consumers to make impulse buying,	1. Display in the stores in interesting.

Source: Author's Note, 2019

RESULT AND DISCUSSION**Result****Informant 1: Frits Kairupan (Entrepreneur, 45th)**

According to informant 1, he said that in a year he might come back to shop at Informa about 2 or 3 times depending on the needs to be purchased. He said that cleanliness is something important because if the store is not clean how can visitors be interested in shopping. He didn't really know about the scent in the Informa but he realized it was a good value in the eyes of buyers like him. He said that temperature in Informa was no longer in doubt. Lighting in accordance with its placement is very interesting because for him it can attract customers to the purchase of goods. According to him, the aesthetics of color arrangement certainly make the store more pleasing to the eye and an attraction for shopper. Display certainly becomes something important because according to him if the display is interesting, of course buyers are interested to come and shop. He also said 80% is possible for him to shop again at Informa.

Informant 2: Endang Widayanti (Housewife, 50th)

According to informant 2, she said that in a year maybe 3 times or even more likely she would come and shop at Informa. From the cleanliness, she said there seems to be no problem it is very good. The presence of scent is certainly important because it can affect comfort. The temperature in Informa is very appropriate and not excessive, so of course she feels comfortable in shopping. According to her, lighting is no longer in doubt because it is enough to not disturb the view that is very good. Color aesthetics is the most important part according to her especially if it is pleasing to look at can make her interested. Display placement in Informa can make it easier for her to find goods. She said 85% wanted to come back to Informa.

Informant 3: Udin Saripudin (Private-Employee, 53rd)

According to Informant 3, the possibility of coming shopping at Informa in a year about 2 or 3 times. The cleanliness inside the Informa store is very guaranteed so it is very comparable. The presence of scent in the Informa is not important because when viewed from its location there is a possibility of an unpleasant odor in the shop. She said lighting in the store is very important to see in detail the detail items to be purchased. The color aesthetics found in the Informa store are very good because they can inspire and build the mood for buyers to see the goods. Display from Informa is the best because it is very neat so it will be more attractive to attract buyers to come and shop at Informa. He also said 90% of his desired to go back to shopping at Informa.

Informant 4: Sofiwati Tolinggi (Housewife, 43rd)

According to Informant 4, she quite often to shop at Informa maybe about 3 times a year depending on needs. The cleanliness of the Informa store is very well maintained, it can be seen from the quality of the goods sold. According to her, scent is very important because it can create a feeling of wanting to shop with a sense of comfort and can automatically build the mood in seeing and buying things. The temperature in the Informa store is very cool so there is no need to doubt anymore. She said the lighting at Informa not be doubted anymore because a bright shop is one of the conveniences when choosing items to buy in detail.

Informant 5: Dwiyanti Puspitasari (Pharmacist, 26th)

According to informant 5, in a year the possibility of shopping at Informa is 3 times including during the Eid holiday. She said the cleanliness in the shop is an interesting thing that is a factor that affects her in shopping. She also said that if the shop that was visited had a good smell, it would greatly affect her in shopping, scent was very important for her. If the temperature in Informa, according to her is already cool enough to make buyers like her feel comfortable when shopping. Light setting in Informa, she said are very important to know in detail the items to be purchased, so there is no mistake in choosing items. She also said that in Informa the aesthetics of the color are no longer in doubt because they know what their customers need. According to her, it is very important for an attractive display arrangement to attract the attention of buyers to come and shop at Informa. She said she wants to come again and shop at Informa by 80%.

Informant 6: Nova Roringkon (Pharmacist, 52nd)

According to informant 6, that in a year maybe 5 times he comes to Informa to shop that suits his needs, for example at Christmas and New Year. The importance of cleanliness in the shop makes her prefer a place to shop because for her it can affect the quality of goods sold, and Informa has become one of her choices. For her,

it is important to have scent as the attraction of a shop so that buyers are comfortable in shopping. The temperature in the stores, according to her is very appropriate because it greatly affects the convenience of shopping. According to her, she liked the lighting in Informa because the lighting contained in Informa was not excessive so it very influential on the comfort and purchasing power of customers. The color placement in Informa was right because it was nice to look at so it had a positive influence because it had built the mood well. She said display in Informa there is no problem very well organized neatly according to the size category so it is interesting to look at. She also said that she often shop at Informa by 70% desire to go back to shopping at Informa.

Informant 7: Aryanti Likumahuwa (Housewife, 45th)

According to informant 7, in a year the possibility to shop at Informa 2 times. She said the cleanliness at the Informa store is not in doubt, it is very good so the level of buyer confidence in Informa increases. The presence of scent is not too significant for her because Informa is already in the shopping center so it's no longer a problem. The temperature in Informa is very appropriate so the comfort she feels when shopping is more than enough. She said the arrangement of the light is right in place so it is very helpful for her to see in detail the items to be bought. The aesthetics of color preparation, according to her Informa is the best because its image makes buyers believe in its quality. Display form Informa are the best when compared to other furniture stores, so there is no doubt that buyers' interests are in doubt. She also said that 60% of the chance of her going back to shopping at Informa.

Informant 8: Pricilia Jovita (Housewife, 38th)

According to Informant 8, she spent quite often shopping at Informa about 6 times a year. She said the cleanliness of the Informa store is very good because of the cleanliness it certainly can attract buyers. According to her, the scent greatly affects her comfort in shopping because if the shopping place smells good, the mood for shopping becomes more good. The temperature contained in Informa for her is not too important because by not feeling hot it is already very good for her. The lighting arrangement in Informa is not really the focus for her in shopping because she believes that there is already someone who regulates it as well as possible. According to her, the aesthetics arrangement of colors has become one of the best so the convenience in shopping can certainly be felt by the buyers. She said the display on Informa would be very interesting if compared to other places because otherwise it might not be interested in shopping and buying good at Informa. She also said that 75% of her chances of returning to shopping at Informa.

Informant 9: Hafzah Hassan (Housewife, 39th)

According to informant 9, usually in a year maybe 2 times or even more depending on the needs she came shopping at the Informa store. The cleanliness of the Informa store is no longer in doubt because of its which is in the middle of a shopping center it is very guaranteed. She said the temperature in the store is very important because is the store is hot it certainly affects the convenience of shopping. According to her the presence of scent in Informa is very important because with a nice aroma to be inhaled certainly makes shoppers even more like to come and shop at Informa. She said the lighting at Informa was very appropriate because with the right placement can influence someone in seeing goods. Color placement can certainly affect her mood in shopping. According to her, a neatly arranged display is the right thing because it is an attraction for buyers to buy good. She said, has the desired to go back and shop at 70%.

Informant 10: Stevany Kandow (Midwife, 44th)

According to informant 10, if in a year it is not certain how often she comes shopping at Informa maybe only 1 or 2 times because for her shopping at Informa only adjusted to her needs. She said the cleanliness in the Informa store is already good and becomes important because if the store is clean it will be convenient for shopping. According to her, it is not so important with the scent inside the store because the focus is only to shop, not to see or just smell the odor in the shop. The temperature in Informa is very comfortable, not too cold and not too hot, so its placement is very appropriate. The colors in Informa is the most important part because it can help if you want to see the items to be purchased in more detailed. In arranging the display, according to her Informa has been a champion because is does not close the road and there is still a place for buyers to see the goods to be bought more closely so it is something very interesting. She also said 75% desire to come and shop again at Informa.

Informant 11: Lina Ismail (Entrepreneur, 40th)

According to informant 11, that in a year maybe she could come to Informa 3 times just to buy her business needs and buy necessities for Eid day. From the cleanliness, Informa is no doubt because according to her it is very unlikely that a store as big as Informa that tastes in the middle of a shopping center has poor hygiene especially cleanliness is important to increase the buyers' trust in the store. She said that she not know too much about the scent. She said the cold temperature would certainly affect it in shopping, it will be an advantage for Informa shops. If lighting isn't that important, it's just that there is an effect like if you want to see items in more detail before buying. She also said form the aesthetics arrangement of color for her it is very influential at all if the goods are neatly arranged colors can certainly inspire to buy these items. Meanwhile, no less important and interesting is the preparation of displays to make it easier for her to shop because when searching for goods, it is no longer difficult because she already knows where the items are. She said a 60% desire to go back to Informa for shopping.

Informant 12: Helmy Adriansyah (Entrepreneur, 30th)

According to informant 12, that in a year 5 times he may come shopping at Informa to buy him household needs. She said the cleanliness in the Informa store is the reason why he often shopped at Informa because if the shop is clean automatically the buyers also enjoy when shopping. According to him, the scent does not really affect him in shopping. Him also said that the light setting in Informa were also not very important because just enough with the bright lights made him like to shop. According to him, the temperature at Informa is actually in accordance with each other's tastes. The right color placement can provide inspiration when shopping because if a good color is certain the buying mood will also good. In the right arrangement of displays can certainly attract the attention of customers to come and shop at Informa. He also said he had the desire to go back to shopping at Informa by 90%.

Informant 13: Ira Regi Puspitasari (Housewife, 32nd)

According to informant 13, that comes to Informa about 3 times a years to shop according to her needs. According to her, the cleanliness is guaranteed to be seen from the clean floors and shelves because cleanliness can affect the quality of the goods they sell. For her, the presence of scent is very helpful to minimize unpleasant and very disturbing odors that affect the comfort while shopping. The temperature that can affect customers to be more comfortable in shopping. The lighting that Informa has is very fitting, not excessive, so it is good to shop at Informa because the placement of the right lighting is very helpful in seeing the items to be purchased more closely so as not to buy the wrong items. She said the aesthetics of the color found in Informa store are very undoubted because the color greatly affect the mood of the buyer when shopping so if the colors are good, the mood of the buyer will also be good. She said a good and correct display arrangement can influence someone in shopping like Informa who arrange it based on the size of the finished products. She also said that she had a desire to go back to shopping at Informa by 90% because of its location near at her house.

Informant 14: Rosie Wuwungan (Private-Employee, 28th)

According to informant 14, she is likely to come shopping at Informa 1 or 2 times a year depending on the needs of the items to be purchased. She said the cleanliness of Informa which is located in the middle of a shopping center, is certainly very well maintained. The scent in Informa was very good because it was proven that there was no pungent odor that she breathed during shopping so is was more convenient for shopping. For the temperature in Informa is very appropriate because a good temperature can affect the purchase of products in Informa. She said the lighting in Informa is also very appropriate because to see the items that you want to buy in detail. According to her, the color aesthetics found in Informa have certainly become a mood booster for buyers because of the diverse and neatly arranged colors. An attractive and neat display according to her is the factor of the customer to come and shop at Informa. She also said that her desire was 50% to go back to shopping.

Informant 15: Jackson Tambajong (Employees, 25th)

According to Informant 15, in the past year he has shopped 3 times at Informa to buy the furniture. He said the cleanliness its definitely very clean because it has been seen from the quality of the place, shelves, and items sold. For him the scent is not too important because if the furniture shop is definitely different from other stores, the presence or absence of air freshener has no affect when he shop. He said if the temperature in Informa is very appropriate because comfort can already be felt in shopping at Informa. The lighting in Informa is very important because in addition to making the display attractive is can certainly help make it easier when twisting

items for detail. The colors in Informa are no problem because he believes that they are well managed by Informa so that buyers feel comfortable and become a special attraction for buyers. He also said with displays arranged neatly its very good to influence someone to come and shop at Informa because if there is nothing interesting, customers can be attracted to come and shop unless the customer really needs items to buy.

Discussion.

Based on the results of interviews with informants, The role of the store ambience in modern retailing greatly affects customers in shopping. Some things that greatly affect customer valuation are the presence of cleanliness in the store, good store scent, the right temperature according to customer desires, good lighting settings, the aesthetics of the arrangement of goods based on color and display of well-ordered items. The scope of the store atmosphere based on journals from Hussain and Mazhar (2015: 36) is cleanliness, scent, temperature, lighting, color, appearance or layout.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion from the previous chapter, it can be concluded that:

1. Some things that greatly affect customer valuation are the presence of cleanliness in the store, good store scent, the right temperature according to customer desires, good lighting settings, the aesthetics of the arrangement of goods based on color and display of well-ordered items.
2. Based on the results obtained from all the informants, they are likely to want to go back to shopping in Informa with the possibility to return by 50-100%. The comparison between Informa and other shopping places has an average of 64% for Informa and 36% for other shopping places. Thus the possibility of buyers returning to shop again at Informa is very large.

Recommendation

Based on the conclusions that have been put forward, there are several recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. Very important to maintain the level of Store Ambience, because this factor is the dominant factor that influences Customer Purchase Intention. To maintain this factor, managers should pay attention to the store, good store scent, the right temperature according to customer desires, good lighting settings, the aesthetics of the arrangement of goods based on color and display of well -ordered items.
2. The Managers of Informa Manado Town Square 3 should pay attention to the presence of music because music is part of the ambience, thereby can increasing attractiveness and the amount of interest in buying so that buyers can come again to shop.

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