THE INFLUENCE OF STORE ATMOSPHERE AND CONSUMER EMOTION ON PURCHASING DECISIONS AT BLACKCUP COFFEE AND ROASTERY MANADO

PENGARUH SUASANA TOKO DAN EMOSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DI BLACKCUP COFFEE AND ROASTERY MANADO

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Abstract:. This study will analyze the effect of store atmosphere and customer emotions on purchasing decisions at Black Cup Coffee and Roastery Manado. The formulation of the problem in this study is whether there is an influence between store atmosphere and customer emotions on purchasing decisions. This research is a field research with a quantitative research model. The type of data used in this study is primary data collected using a questionnaire given to 100 customers of Black Cup Coffee and Roastery Manado. The analysis used in this study is the classical assumption test and multiple regression analysis. The results of this study indicate that there is a negative and not significant effect of store atmosphere on purchasing decisions at Black Cup Coffee and Roastery with a t value of -0.517. On the significant influence between customer emotions on purchasing decisions at Black Cup Coffee and Roastery with a t value of 5.628. Simultaneously store atmosphere and emotions have a significant effect on purchasing decisions with a calculated f value of 21,092, which affects store atmosphere and customer emotions affect purchasing decisions at Black Cup Coffee and Roastery Manado.

Keywords: Store atmosphere, consumer emotion, purchase decision

Abstrak: Penelitian ini akan menganalisis pengaruh suasana took dan emosi pelanggan terhadap keputusan pembelian pada Black Cup Coffee and Roastery Manado. Rumusan masalah dalam penelitian ini adalah apakah terdapat pengaruh antara suasana took dan emosi pelanggan terhadap keputusan pembelian. Penelitian ini merupakan penelitian lapangan dengan model penelitian kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data primer yang dikumpulkan dengan menggunakan kuesioner yang diberikan kepada 100 pelanggan Black Cup Coffee and Roastery Manado. Analisis yang digunakan dalam penelitian ini adalah uji asumsi klasik dan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh negatif dan tidak signifikan dari suasana toko terhadap keputusan pembelian pada Black Cup Coffee and Roastery dengan nilai t hitung sebesar -0,517. Pada pengaruh yang signifikan antara emosi pelanggan terhadap keputusan pembelian pada Black Cup Coffee and Roastery dengan nilai t hitung sebesar 5,628. Secara simultan suasana toko dan emosi pelanggan berpengaruh signifikan terhadap keputusan pembelian dengan nilai f hitung sebesar 21.092 yang mempengaruhi suasana toko dan emosi pelanggan berpengaruh terhadap keputusan pembelian pada Black Cup Coffee and Roastery Manado.

Kata Kunci: Suasana toko, emosi konsumen, keputusan pembelian

INTRODUCTION

Research Background

Most of Indonesianare also a coffee lovers, we can see from the International Coffee Organization (ICO) data from 2014 to 2019 that coffee consumption in Indonesia continues to increase and the International Coffee Organization (ICO) predicts that this number will continue to increase every year, even this has becometheir

culture to consume beverage of coffeeevery day. Enjoying coffee culture has become atrend called hang out and drink coffee especiallyamong youngsters' people who really likesto hang out and drink coffee with their friends. Purchase decisions are something that is very important to note because purchasing decisions are things that are used by companies to create marketing strategies that will be carried out. One of the things that need to be considered by companies in marketing the products to be sold is to understand consumer needs, know consumer desires and tastes from consumers. A deep understanding of consumers will allow marketers to influence the consumer decision process, so they are willing to buy what is offered by marketers (Sumarwan, 2003).

The role of consumer behavior is needed to achieve the demands and needs of the target market as a persuasive effort to stimulate and influence the purchasing decision-making process. Therefore the company needs to take the initiative to influence consumers in making purchasing decisions through consumer information aimed at the target so that the products offered are actualized in purchasing decisions, one of which is in the context of the coffee shop business. Engel, Blackwell, and Miniard (1995:110) said that there are 5 steps of consumers in making decisions: need, information, alternative evaluation, buying decision and evaluation result of buying product. Further, Priyono (2006:5) said that factors influence consumers in choosing the coffee shop to visit are: advertisement, ambience, security, prices, and variations of menu, location, and business meeting. The purchasing decision-making process complex often involves several decisions. A decision involves a choice between two or more alternative courses of action.And the author is interested in researching whether a good store atmosphere can make customers make purchasing decisions or whether strong emotions in the coffee shop make customers make purchasing decisions at the blackcup coffee shop.

Research Objectives

The research objective is to:
1. Examine the influence of store atmosphere on purchasing decisions at Blackcup Coffee and Roastery Manado.
2. Examine the influence of consumer emotion on purchasing decisions at Black cup Coffee and Roastery Manado
3. Examine the influence of store atmosphere and consumer emotion on purchasing decisions at Black cup Coffee and Roastery Manado.

THEORITICAL FRAMEWORK

Marketing

Marketing comes from the word market. In simple terms, the market can be understood as a place where a group of sellers and buyers meet to carry out transactions for exchanging goods. The market is a place where consumers with their needs and wants are willing and able to engage in exchange to meet these needs and desires (Priansa, 2017:2). The American Marketing Association (AMA) defines marketing as the process of planning and executing plans for the pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Meanwhile, Kotler defined marketing as a social and managerial process carried out by individuals or groups to obtain what they need and want through creating, offering, and exchanging products of value with others (Anoraga, 2009:215).

Consumer Behavior

Blackwell, Miniard, and Engel (2001) revealed that consumer behavior is an activity that involves people obtaining, consuming and ordering of products or services. Schiffman and Kanuk (2000) opined that consumer behavior refers to the way people make their choice on their personal or household products by using their available resources such as money, time and effort. Gabbott and Hogg (1998) further elucidated that consumer behavior in an all-inclusive view as the activities and the processes in which people choose to buy or dispose of the products or services based on their experiences and ideas.

Purchase Decision

Making a decision is the selection of actions from two or more alternative options. According to Solomon (2013:319), Consumer purchase descisionis a central part of consumer behavior, but the way we evaluate and choose products (and the amount of thought we put into these choices) varies widely, depending on dimensions such as the level of novelty or risk in the decision. The purchase decision is a process of making a purchase decision which includes determining what to buy or not to make a purchase (Kotler and Amstrong, 2008:33).

Store Atmosphere

   According to Kotler (2005:107), store atmosphere is an atmosphere that is suitable for the target market and to attract consumers to buy. Store atmosphere can affect the emotional state of buyers which will cause two dominant feelings, namely feelings of pleasure and desire. As rapidly changing customer preferences have been identified affecting the food service industry, the remaining approach is no longer effective for the operators in the food service industry (Blum, 1996:17). This challenging situation should not be underestimated by the operator in order to gain and retain a strategic advantage in the competitive industry.

Consumer Emotion

   Consumer emotion is a measure of how customers feel about their experience with a company (Pragita, Fauzi, and Kumadji, 2013). Peter and Olson (2000:12) revealed the pleasure and arrousal can affect consumers in the excitement of shopping in a store, the time used to browse and explore in the store, a desire to speak with the salesperson, the desire to make a purchase and then back again to store. Hawkins and Mothersbaugh (2010:204) adds that consumers can continue to purchase back although it did not have an emotional attachment to a product or goods.

Previous Research

   Diawan, Kusumawati, and Mawardi (2016) examined the influence of Store Atmosphere on Purchase Decision, examined the influence of Store Atmosphere on Customer Satisfaction, and examined the influence of Purchase Decision on Customer Satisfaction. The result of path analysis showed that: Store Atmosphere has significant influence on Purchase Decision; Store Atmosphere has significant influence on Customer Satisfaction; Purchase Decision has significant influence on Customer Satisfaction. Therefore, the Management Indomaret JL. Raya Tlogomas No. 37, Malang should maintain and improve the store atmosphere. Since store atmosphere variable have a significant influence in affecting purchase decision, management of Indomaret could improve the store atmosphere through the facilities, additional service, parking space and all aspect that influence customer purchase decision.

   Pragita, Fauzi, and Kumadji (2013) analyzed and explained the influence of the Store Atmosphere on Emotions and their impact on Purchase Decisions. This research includes explanatory research. The data collection method is survey technique. The sampling technique is accidental sampling. The population in this study is Baker's King visitors. MOG in Malang with a sample of 100 people. The analytical method used is Partial Least Square (PLS), The results show that 1) Visual Communication has a positive but not significant effect on emotions. 2) Lighting has a positive but not significant effect on emotions. 3) Color is proven to have a significant effect on Emotions. 4) Music has a negative and insignificant effect on emotions. 5) Aroma has been shown to have a significant effect on emotions. 6) Emotions have a significant and positive effect on the Purchase Decision Structure.

   Putra, Aprilia, and Aulia (2019) tested the effect of store atmosphere variables on purchasing decisions. This study is conducted by using quantitative approach. The population is 37 cafe in Banda Aceh. Cluster sampling is used in this study, so the number of samples is determined as many as 100 respondents. This research also obtains some data from journals and books as the secondary data. Simple linear regression analysis was used to analyze the data. The result shows that store atmosphere variables have a positive and significant effect on purchasing decision of consumers. It means that store atmosphere has an important role to influence consumers decision. It is proved by regression coefficients store atmosphere from the results of the t test which is amount to 6.973 greater than t table which is equal to 1.984. In conclusion, the store atmosphere thatbuild a comfortable situation for the consumers, can increase the purchase decision of them.
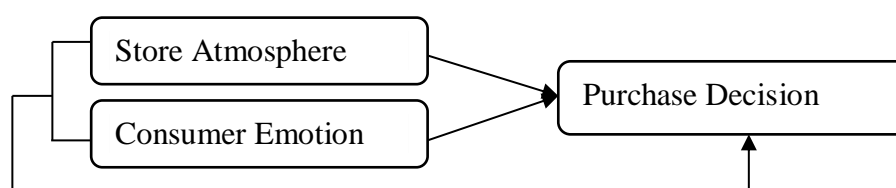
Conceptual Framework

Figure1. Conceptual Framework
Source: Literature Review

Figure 1 describes a framework that clarifies a study in the formulation of problems regarding the effect of Store atmosphere and Consumer emotion on purchasing decisions made by consumers of Black Cup Coffee and Roastery Manado.

Research Hypothesis

Based on the schema above, the authors formulate the following hypothesis:

H1: Store Atmosphere influence Purchasing Decisions in Black Cup Coffee and Roastery Manado Partially.

H2: Consumer Emotion influence Purchasing Decisions at Black Cup Coffee and Roastery Manado Partially.

H3: Store Atmosphere and Consumer Emotion influence Purchasing Decisions at Black Cup Coffee and Roastery Manado Simultaneously.

RESEARCH METHOD

Research Approach

The research method used in this research is quantitative research with descriptive characteristics to see the causal relationship. According to Sugiyono (2013:13), quantitative research methods can be interpreted as research methods used to research a particular population or sample, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative / statistical with the aim of test the hypothesis that has been set. This type of causal research was selected based on the formulation of the problem and research objectives.

Population and Sample

According to Sugiyono (2013), population is all elements that will be used as a generalization area. Population element is the whole subject to be measured, which is the unit to be studied. In this case the population is a generalization area consisting of: objects / subjects that have a certain quantity and characteristics that are determined by the researcher to be studied and then draw conclusions. The population in this study were visitors / consumers at the Black Cup Coffee and Roastery whose exact population was unknown. Based on these statements and because of the many limitations in conducting research, the sample used is 100 respondents, The reasons for using 100 respondents are: 1) a good sample of at least more than 30 respondents, 2) a sample of 100 respondents is representative of the population being studied, 3) based on considerations of relatively faster time (Jogiyanto, 2004).

Type of Data and Data Source

The main data sources of this study were obtained from primary sources. Primary data is data obtained directly from the results of questionnaires that have been answered by consumers who are considered potential in providing relevant and actual information in the field.

Data Collection Method

The data collection method used in this study was a questionnaire. According to Sugiyono (2013), a questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. The questionnaire can be in the form of a closed or open question or statement, it can be given to the respondent directly. The list of questions in this questionnaire must be in accordance with the problems studied, and obtain data related to store atmosphere, consumer emotion and consumer purchasing decisions at Black Cup Coffee and Roastery.

Technical Analysis

The analysis model used is multiple linear regression analysis. In multiple linear regression analysis, the relationship between variables is linear, where changes in variable X will be followed by changes in variable Y on a regular basis. Multiple linear regression analysis is a linear relationship between two or more independent variables $(X_1, X_2, ...Xn)$ with the dependent variable (Y). This analysis is to know the direction of the relation between the independent variable and dependent variable whether each independent variable is positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. According to Basuki and Prawoto (2016), Linear Regression analysis is statistical techniques for modeling and investigating the effect of one or more independent variables on a dependent variable.

Validity Test

The validity of an assessment or tool indicates the extent to which it is an adequate measure of the curriculum and objectives it represent. Sukardi (2007:115) stated that an instrument so-called valid if the instrument that is to be use can measure what will measurability. The validity of instrument is standard was indicated where is a instrument of test what will measurability.

Reliability Test

Reliability is an instrument that is reliable enough to be used as a data collection tool because the instrument is good. Sukardi (2007:122) stated that reliability is the level in the test in a consistent manner measure at any test. A research instrument can called reliability the tool was used what to use measure cab used in when and in any time, the result is same.

Normality Test

Normality test aims to determine that the sample data comes from a population that is normally distributed or not. Good and appropriate data used in this study is data that is normally distributed, in this study the researcher used the normality test with the Kolmogorov-Smirnov test.

Multicollinearity Test

This test is conducted to determine whether there is a strong correlation between the independent variables by using the Variance Inflation Factor (VIF) for each independent variable. If the variable has a VIF 10, it means that there is multicollinearity, on the other hand, if the variable has a VIF 10, there is multicollinearity.

Hypothesis Testing

T-Test is used to determine the influence of each independent variable partially. T-Test basically shows how far the influence of the independent variables in explaining the dependent variable (Ghozali, 2009). The significance of independent variables to dependent variables can be seen from Sig value. At the 0.05 (5%) significance level, assuming the independent variable has a constant value.

Hypothesis:

- If the $t_c > t_x$, its mean accept H_0
- If the $t_c \geq t_x$, its mean reject H_0

RESULT AND DISCUSSION

Result

Validity Test

Validity test is carried out using the SPSS program with the following criteria:

- If rcount>rtable then the statement is declared valid
- If rcount<rtable then the statement is declared invalid
- r valuecount can be seen in the corrected item total correlation column

The distribution of a special questionnaire in the validity and reliability test was given to 100 research respondents. r valuetablewith the provisions of df = number of cases = 100 and a significance level of 5%, then the figure is obtained = 0.195. Then the questionnaire is declared valid.

Reliability Test

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.861	20

Source: Data processed (2021)

From the results of the reliability test, it can be seen that the questionnaire consisting of 20 question variables has a Cronbach's Alpha value above 0.6. So it can be concluded that all question items are declared reliable or valid to be used as research instruments.

Normality test

Normality test aims to determine that the sample data comes from a population that is normally distributed or not. Good and appropriate data used in this study is data that is normally distributed, in this study the researcher used the normality test with the Kolmogorov-Smirnov test. The following are the results of the Kolmogorov-Smirnov test:

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters,	mean	.0000000
	Std. Deviation	3.28609410
Most Extreme Differences	Absolute	.098
	Positive	.098
	negative	-.061
Kolmogorov-Smirnov Z		.976
asymp. Sig. (2-tailed)		.297
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data processed (2021)

Based on the test results, the normality test using the Kolmogrov-Smirnov method is significant at 0.297 > 0.05, so it can be concluded that the regression method in this study has met the assumption of normality.

Multicollinearity Test

This test is conducted to determine whether there is a strong correlation between the independent variables by using the Variance Inflation Factor (VIF) for each independent variable. If the variable has a VIF 10, it means that there is multicollinearity, on the other hand, if the variable has a VIF 10, there is multicollinearity. The following are the results of the multicollinearity test:

Table 3. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.423	1.569		4.094	.000		
	X_1	.055	.106	.053	.517	.606	.679	1.473
	X_2	.312	.055	.579	5.628	.000	.679	1.473

a. Dependent Variable: Y

Source: Data processed (2021)

From the table above, it can be seen that the calculation results of the analysis show that the VIF value of each independent variable is smaller than 10 and the tolerance value is greater than 0.10 so it can be concluded that the regression model does not contain multicollinearity symptoms.

Durbin-Watson Autocorrelation Test

The autocorrelation test is used to test whether the linear regression model has a correlation between the confounding error in period t and the error in period t-1 (previous). The test used to detect a correlation is the Durbin Watson test provided that if DW is below -2 or DW -2, it means that there is a positive autocorrelation, if DW is between -2 and +2 or -2 DW +2, it means that there is no positive autocorrelation. and if DW is limited to +2 or DW +2, it means that there is a negative autocorrelation. A good regression model is a regression that is free from autocorrelation or does not occur autocorrelation. The autocorrelation test was carried out using the Durbin-Watson test, the results can be seen in the following table:

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.551a	.303	.289	3.31980	1,863

a. Predictors: (Constant), X_2, X_1

b. Dependent Variable: Y

Source: Data processed (2021)

From the table results, it can be seen that the DW value is 1,863. based on the decision criteria that the DW value is between -2 and +2, it can be concluded that in this study there was no autocorrelation or free from autocorrelation.

Multiple Linear Regression Analysis

The test results of the multiple regression model on the Store Atmosphere variable (X_1), consumer emotions (X_2) that affect the purchase decision can be seen in the following table:

Table 5. Multiple Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.423	1.569		4.094	.000
	X_1	.055	.106	.053	.517	.606
	X_2	.312	.055	.579	5.628	.000

a. Dependent Variable: Y

Source: Data processed (2021)

In the table "Coefficients" above can be explained about the multiple regression equation in this study. The regression equation formula in this study is as follows:

$$Y = 6.423 + 0.055X_1 + 0.312X_2$$

In the "Coefficients" table above, it can be explained about the multiple regression equation in this study. From the regression equation above, the conclusions that can be explained are as follows:

1. The constant value (α) is 6.423 with a positive sign stating that if the Store Atmosphere (X_1) and Consumer Emotion (X_2) variables are considered constant, the Y value is 6.423
2. The regression coefficient value of the Store Atmosphere (X_1) variable is -0.055 with a negative sign stating if the store atmosphere variable increases by one unit assuming the other independent variables are constant, then the purchase decision variable will decrease by 0.055.
3. The regression coefficient value of the Consumer Emotion variable (X_2) is 0.312 with a positive sign stating that if the consumer emotion variable increases by one unit assuming the other independent variables are constant, the purchase decision will increase by 0.312.

Hypothesis Testing

T-Test

Table 6. T-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.423	1.569		4.094	.000
	X_1	.055	.106	.053	.517	.606
	X_2	.312	.055	.579	5.628	.000

a. Dependent Variable: Y

Source: Data processed (2021)

Based on the t-test table above, the effect of each independent variable on dependent variable is as follows:

1. Store Atmosphere (X_1) and PurhcaseDecison (Y)
   - If the significance value is less than 0.05, it means that the Store Atmosphere has a positive effect on purchase decisions
   - If the significance value is greater than 0.05, it means that store atmosphere has no significant positive effect on purchase decisions

The first hypothesis in this study is Store Atmosphere (X_1) has no positive effect on Purchase decision (Y). Based on the SPSS "Coefficients" output table above, it is known that the significance value (Sig) of the store atmosphere variable is 0.606. Because the value of Sig. 0.606 is greater than the probability of 0.05, it can be concluded that there is no significant effect between Store Atmosphere (X_1) on Purchase Decision (Y).

2. Consumer Emotion (X_2) and Purchase Decisions (Y)
   - If the significance value is less than 0.05, it means that consumer emotion has a positive effect on purchase decisions
   - If the significance value is greater than 0.05, it means that consumer emotion has no significant positive effect on purchase decisions

The second hypothesis in this study is that consumer emotion (X_2) has a positive effect on purchase decision (Y). Based on the SPSS "Coefficients" output table above, it is known that the Significance value (Sig) of the Consumer emotion variable is 0.000. Because the value of Sig. 0.000 < 0.05 probability, it can be concluded that there is a significant influence between consumer emotion (X_2) on purchase decision (Y).

F-Test
Table 7 F-Test

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	464.917	2	232.458	21.092	.000b
	Residual	1069.043	97	11.021		
	Total	1533960	99			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Consumer Emotion, Store Atmosphere
Source: Data processed (2021)

The results of the ANOVA test using the F-test in the table show the value of Fcount is 21.092 and the significance level (0.000), with df1 = 2 and df2 = 97 then the value of Ftable is 3.09, where FCount>Ftable (21.092> 3.09). With these results means H0 rejected and Ha accepted, which means that simultaneously (simultaneously) there is a significant influence of the independent variables, namely the store atmosphere and consumer emotions on the dependent variable, namely purchasing decisions at Black Cup Coffee and Roastery.

Discussion
Store Atmosphere and Purhcase Decision
The results of the regression test between the Store Atmosphere and Purchase decision variables obtained negative and insignificant results. This means, store atmosphere in Black Cup Coffee and Roastery has a negative effect on purchase decisions. However, this negative influence does not significantly affect the customer's purchase decision at Black Cup Coffee and Roastery. Based on the results of the t test (partial) the t table value is 0.517 with a significance value of 0.606 > 0.05. The results of this study show that customers do not have a problem with interior, exterior and all things related to the store atmosphere in Blackcup Coffee and Roastery Manado, for example, even though the seats in blackcup do not have backrests, customers still want to buy coffee there. The results of this study support previous research, including research conducted by Santosa (2019). In this study, the p-value of the store atmosphere variable was 0.689, which was greater than 0.05, so H0 was accepted and H4 was rejected. This shows that there is no influence of the store atmosphere variable on the purchasing decision process. This can be caused because Zenbu PVJ is located in PVJ Mall where most of the restaurants are designed with almost the same building shape and size so that consumers can already guess how the store atmosphere will be felt by consumers. This is what causes the store atmosphere variable to have no effect on the purchasing decision process.

Consumer Emotion and Purchase Decision
The results showed that emotions had a significant positive effect on purchase decisions. Another opinion is presented by Solomon (2013) where a person's mood or psychological state at the time of purchase can have a major impact on what he buys or how he evaluates his purchase. The results of the author's research are also in line with the results of research conducted by Dharma and Kusumadewi (2018) that consumer emotions have a significant effect on purchasing decisions at the "Karakter Kopi" shop.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis that has been carried out and in accordance with the research problem formulation, it can be concluded:

1. Store atmosphere have a negative and no significant influence on purchasing decisions at Black Cup Coffee and Roastery.
2. Consumer emotions have a positive and significant influence on purchasing decisions at Black Cup Coffee and Roastery.
3. Store atmosphere and consumer emotion have a simultaneous influence on purchasing decisions at Black Cup Coffee and Roastery. So it can be concluded that the store atmosphere and consumer emotion influence simultaneously/together on purchasing decisions by 30.3% while 69.7% is influenced by other variables that have not been studied in this study.

Recommendation

Based on the results of the research that has been stated above, the suggestions that can be given by the author to be taken into consideration are as follows:

1. For Blackcup Coffee and Roastery Manado this research can be used as evaluation material so that it can focus more on consumer emotion than store atmosphere, because store atmosphere does not have a significant effect on purchase decisions, while consumer emotion has a significant effect on purchase decisions.
2. For further researchers, it is recommended to conduct research with different variables outside the store atmosphere and consumer emotion variables related to consumer purchasing decisions. Further researchers can use other variables such as service quality, product quality, promotion, price and other variables.

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