
THE EFFECT OF BRAND IMAGE AND STORE ATMOSPHERE ON CUSTOMER PURCHASE DECISION AT CONFLUX COFFEE TOMOHON**PENGARUH CITRA MEREK DAN SUASANA TOKO TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI CONFLUX COFFEE TOMOHON**

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Abstract: This study aims to examine the effect of brand image and store atmosphere on customer purchase decisions at Conflux Coffee Tomohon. The research employs a quantitative approach, using a survey method to collect data from a sample of Conflux Coffee customers. The variables studied include brand image, store atmosphere, and purchase decision. Data analysis is conducted using multiple regression analysis to determine the influence of brand image and store atmosphere on the customers' purchasing behavior. The results indicate that both brand image and store atmosphere significantly influence customer purchase decisions. A positive brand image enhances customer trust and loyalty, making them more likely to choose Conflux Coffee over competitors. Meanwhile, a comfortable and appealing store atmosphere creates a pleasant experience that encourages customers to spend more time and make repeat purchases. Among the two variables, brand image has a stronger influence on purchase decisions, highlighting the importance of consistent brand management and marketing strategies. This study concludes that Conflux Coffee Tomohon should focus on maintaining a positive brand image and creating a welcoming store atmosphere to improve customer satisfaction and purchasing decisions. The findings can serve as a reference for other coffee shops aiming to strengthen their competitive advantage through brand image and store atmosphere optimization.

Keyword: Brand Image, Store Atmosphere, Purchase Decision

Abstrak: Penelitian ini bertujuan untuk menguji pengaruh citra merek dan suasana toko terhadap keputusan pembelian pelanggan di Conflux Coffee Tomohon. Penelitian ini menggunakan pendekatan kuantitatif, dengan menggunakan metode survei untuk mengumpulkan data dari sampel pelanggan Conflux Coffee. Variabel yang diteliti meliputi citra merek, suasana toko, dan keputusan pembelian. Analisis data dilakukan dengan menggunakan analisis regresi berganda untuk mengetahui pengaruh citra merek dan atmosfer toko terhadap perilaku pembelian pelanggan. Hasil penelitian menunjukkan bahwa citra merek dan suasana toko secara signifikan mempengaruhi keputusan pembelian pelanggan. Citra merek yang positif meningkatkan kepercayaan dan loyalitas pelanggan, membuat mereka lebih cenderung memilih Conflux Coffee daripada pesaing. Sementara itu, suasana toko yang nyaman dan menarik menciptakan pengalaman yang menyenangkan yang mendorong pelanggan untuk menghabiskan lebih banyak waktu dan melakukan pembelian berulang. Di antara kedua variabel tersebut, citra merek memiliki pengaruh yang lebih kuat terhadap keputusan pembelian, menyoroti pentingnya manajemen merek dan strategi pemasaran yang konsisten. Penelitian ini menyimpulkan bahwa Conflux Coffee Tomohon harus fokus untuk mempertahankan citra merek yang positif dan menciptakan suasana toko yang ramah untuk meningkatkan kepuasan pelanggan dan keputusan pembelian. Temuan ini dapat menjadi referensi bagi kedai kopi lain yang ingin memperkuat keunggulan kompetitif mereka melalui citra merek dan optimalisasi suasana toko.

Kata Kunci: Citra Merek, Suasana Toko, Keputusan Pembelian

INTRODUCTION

Research Background

Adapting the store atmosphere to meet changing consumer preferences or seasonal trends is another challenge. In a market where consumers seek new and immersive experiences, a static store ambiance could turn

away potential customers and limit repeat business. Conflux Coffee needs to regularly update its interior design, menu, and experiential elements to stay relevant. Neglecting this could lead to stagnation and weaken the brand's competitive edge. Additionally, growing competition presents further hurdles. As new coffee shops open and existing ones improve, Conflux Coffee must work harder to stand out and retain customers. Increased competition can lead to pricing pressures and promotional battles, which could undermine Conflux Coffee's brand image. To overcome this, Conflux Coffee must continuously innovate offer unique value to its target audience.

Customer perception and feedback management also impact the brand image and store atmosphere. Negative reviews, service complaints, or customer dissatisfaction can quickly spread online, damaging the brand's reputation. Conflux Coffee must prioritize proactive communication, excellent customer service, and quick issue resolution to maintain a positive brand image. Internal operational challenges, such as inconsistent staff training or supply chain disruptions, can also affect Conflux Coffee's ability to deliver on its brand promise. Ensuring that staff are well-trained and that supply chains are reliable is crucial for maintaining a compelling store atmosphere. Addressing these issues proactively will help Conflux Coffee remain a top choice for coffee experiences in Tomohon.

Brand image and store atmosphere are crucial to Conflux Coffee Tomohon's success. A strong brand image builds consumer confidence and trust, making Conflux Coffee a preferred choice in the competitive coffee market. With its focus on quality, authenticity, and innovation, the brand appeals to coffee enthusiasts seeking memorable experiences. The store atmosphere complements the brand identity, offering a multisensory experience that enhances customer satisfaction. The inviting ambiance, soothing music, and aromatic scents create a welcoming environment, encouraging patrons to relax and enjoy their coffee, fostering a deeper connection with the brand and increasing repeat visits.

A compelling brand image and captivating store atmosphere also help Conflux Coffee differentiate itself in a crowded market. Brands that stand out through unique experiences and memorable atmospheres are more likely to capture consumer attention. Conflux Coffee's distinct brand image and curated store atmosphere attract a loyal customer base. Lastly, a positive brand image and enjoyable store atmosphere foster customer loyalty and advocacy. By consistently delivering on its brand promise and maintaining an inviting store environment, Conflux Coffee creates positive associations and memorable experiences for customers. This strong emotional connection encourages loyalty and word-of-mouth recommendations, which are invaluable in a competitive market.

Ultimately, brand image and store atmosphere are not just superficial elements of Conflux Coffee's business; they are integral to its overall success and sustainability. By investing in building a strong brand identity and creating a welcoming and memorable store atmosphere, Conflux Coffee reinforces its position as a preferred destination for coffee lovers in Tomohon, Indonesia, ensuring continued growth and success in the dynamic and ever-evolving coffee industry.

Research Objective

The purpose of this research is to determine the effect of brand image and store atmosphere on consumer purchase decision at Conflux Coffee Tomohon.

THEORETICAL FRAMEWORK

Marketing

In simple terms, the definition of marketing is often associated with the process of introducing products or services to potential consumers. According to Kotler and Armstrong (2014), Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return, meaning that marketing is the process where companies create value for customers and establish strong customer relationships to capture value from them in return. Meanwhile, according to Kotler and Keller (2016), Marketing is meeting needs profitability, meaning that marketing is about meeting every (consumer) need in a way that benefits all parties.

Purchase Decision

Purchase decision is the decision where consumers actually decide to buy and enjoy goods or services among various alternative options (Kotler and Keller, 2016). Meanwhile, according to Suharno (2010:96), Purchase Decision is the stage where the buyer has made their choice and made the purchase of the product, and consumed it. Purchase decision is an important aspect to consider because it will undoubtedly influence the marketing strategy

that a company will undertake next. Consumers vary greatly in terms of demographics, psychographics, psychology, and so on, thus purchase decisions in using a product, whether goods or services, also vary relatively.

Brand Image

Brand image is the result of consumer perceptions or research about a brand, whether positive or negative. This is based on considerations or selections by comparing the differences found in several brands, so that the brand whose offerings are in line with needs will be chosen. In a brand image, several elements explain the brand as a product, the brand as an organization, and the brand as a symbol. Brand image can also be created from other factors. The creation of a brand image can take a very long time or a short time, depending on how the company itself builds and maintains the brand image.

Store Atmosphere

Store atmosphere is one of the elements of the retailing mix that also needs to be considered by a retail business. According to Kotler and Keller (2016), store atmosphere is another weapon that a store possesses. Every store has a physical layout that either facilitates or complicates the navigation of shoppers within it. Each store has its appearance. The store must create a planned atmosphere that is suitable for its target market and can attract consumers to make purchases. Utami (2012:127), the definition of store atmosphere is the Store Atmosphere, which is a combination of the physical characteristics of the store such as architecture, layout, lighting, display, color, temperature, music, and aroma that collectively create an image in the minds of consumers. Through intentionally created atmosphere, retailers attempt to communicate information related to services, prices, and availability of fashionable merchandise. Store atmosphere is the overall emotional effect created by the physical attributes of the store where it is expected to satisfy both parties involved, the retailer and its consumers. A pleasant store atmosphere should be seen from attributes that can appeal to all five human senses: sight, hearing, smell, touch, and taste.

Previous Research

Sulaiman et al., (2020) analyzed the impact of store atmosphere, store image and store location on customer loyalty toward purchase decision on Matahari's Customer in Samarinda. Population of this study is customer of Matahari Departement Store in Samarinda City. In total, 120 respondent were collected by using questionnaire. Those questionnaire were distributed in Samarinda City. Structural Equation Modelling (SEM) was performed to test the measurement and sstructural model using AMOS 5.0. The result of this study are 1). Store Atmosphere has a positive significant impact on Purchase Decision 2). Store Image has no significant impact on Purchase Decision. 3). Store Location has a positive significant impact on Purchase Decision. 4). Store Atmosphere has a no significant impact on Customer Loyalty. 5). Store Image has a no significant impact on Loyalitas Pelanggan. 6). Store Location has a no significant impact on Customer Loyalty. 7). Purchase Decision has a positive significant impact on Customer Loyalty.

Solihin, Ahyani, and Setiawan (2021) analyzed a brand image and store atmosphere on purchasing decisions with purchase intention as an intervening variable at the Samsung Experience Store Karawaci customers. This type of research is a quantitative descriptive study. This research is survey research. The number of samples in this study was 98 people who were determined using the accidental sampling technique. The data in this study were collected using an instrument in the form of a questionnaire. Data were analyzed using path analysis. The results showed that brand image has a significant effect on purchase intention with a path coefficient of (0.152), store atmosphere has a significant effect on purchase intention with a path coefficient of (0.769), purchase intention has a significant effect on purchasing decisions with a path coefficient of (0.305).), brand image has a significant influence on purchasing decisions with a path coefficient of (0.140), store atmosphere has a significant influence on purchasing decisions with a path coefficient of (0.494), Purchase Interest cannot mediate the influence of the Brand Image variable on Purchasing Decisions This can be seen from a one-tailed probability $0.08417935 > 0.05$, the Purchase Interest variable can mediate the influence of the Store Atmosphere variable on Purchasing Decisions This can be seen from the one-tailed probability $0.00004590 < 0.05$.

Julia, Roslina, and Nabila (2023) investigated the influence of discounts and store atmosphere on purchasing decisions in shoe stores in Bandar Lampung, recognizing the evolving role of shoes from a basic foot protection necessity to a symbol of fashion. The purpose is to discern the impact of these factors on consumer behavior, particularly in a dynamic retail setting. The research, involving 100 respondents, employs purposive sampling to ensure representation of the population. Criteria for respondent selection include being over 17 years old and having made purchases in shoe stores. Data collection involves validated and reliable questionnaires, and SPSS version 26

is employed for statistical analysis, utilizing the multiple linear regression method. The results reveal that discounted prices and store atmosphere significantly influence purchasing decisions.

Conceptual Framework

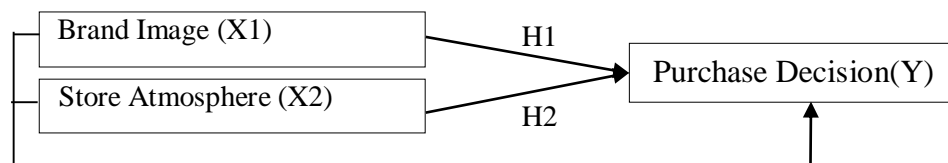


Figure 1. Conceptual Framework
 Source: Literature Review (2024)

RESEARCH METHOD

Research Approach

This research is a causal type of research with Quantitative method. Analysis tool used research will use multiple linear regression method. In the causal research describe the influence of variable X is the independent variable on Y is the dependent variable. Aliaga and Gunderson (2000) described the quantitative research methods very well. According to them, quantitative research is an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics.

Population, Sample Size and Sampling Technique

The population in this study are customers of Conflux Coffee. Population in this research is 1.771 as counted from weekdays 50 and weekend 80 people who have purchased at Conflux Coffee. The sample size of this research is 94.65 in minimum and rounded up to 100 respondents.

Data Collection Method

Data collection techniques used in this study are questionnaires that have been equipped with levels of answers as respondents; choice in answering questions. The questionnaire according to Sekaran (2006) is a list of questions in writing and has been formulated previously and will be answered by respondents, usually in clearly defined alternatives.

RESULT AND DISCUSSION

Validity and Reliability Test

Table 1. Validity Test Result

Variable	Item	R _{count}	R _{table 5%}	Result
Brand Image (X1)	X1.1	0.789	0.1966	Valid
	X1.2	0.862	0.1966	Valid
	X1.3	0.820	0.1966	Valid
	X1.4	0.858	0.1966	Valid
	X1.5	0.837	0.1966	Valid
Store Atmosphere (X2)	X2.1	0.911	0.1966	Valid
	X2.2	0.889	0.1966	Valid
	X2.3	0.863	0.1966	Valid
	X2.4	0.915	0.1966	Valid
Purchase Decision (Y)	Y1.1	0.879	0.1966	Valid
	Y1.2	0.739	0.1966	Valid
	Y1.3	0.835	0.1966	Valid
	Y1.4	0.854	0.1966	Valid
	Y1.5	0.851	0.1966	Valid

Source: Data Processed (2024)

Based on the results of the validity test table above, all statement items used in the questionnaire are valid. This can be seen from all the statement items of each significant variable showing the value $r_{count} > r_{table}$ at the 5% error rate, this means that all statement items can be used in all testing methods and no statement items should be deleted. The Cronbach Alpha method can be used for the reliability of researcher variables to determine how stable and consistent each indicator is. The following data are the results of the reliability test:

Table 2. Reliability Test Result

Variable	Cronbach Alpha	$\alpha > 0.6$	Result
Brand Image (X1)	0.887	0.6	Reliable
Store Atmosphere (X2)	0.916	0.6	Reliable
Purchase Decision (Y)	0.875	0.6	Reliable

Source: Data Processed (2024)

Based on table 3, the results obtained are that each variable has Cronbach Alpha > 0.6 (60%) which indicates that this data is consistent and acceptable. Therefore, the variables of brand image, store atmosphere, and purchase decision are reliable.

Classical Assumption Test

Normality Test



Figure 4.4 P-Plot Graph

Source: Data Processed (2024)

The normality test is used in this study to determine whether each variable has a normal distribution. From the picture above, it can be seen that all points move along the diagonal line. The results of the graph above show a normal distribution pattern and do not spread from the diagonal line, so the data from each variable is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test Result

Model	Coefficients ^a	
	Tolerance	VIF
1 (Constant)		
Brand Image	.392	2.548
Store Atmosphere	.392	2.548

a. Dependent Variable: Purchase Decision

Source: Data Processed (2024)

The calculation results shown in the table above show that all independent variables on average have VIF values < 10.00 and tolerance values > 0.10 which indicates that there is no correlation between independent variables. Therefore, it can be concluded that each variable has a strong and consistent prediction.

Heteroscedasticity Test

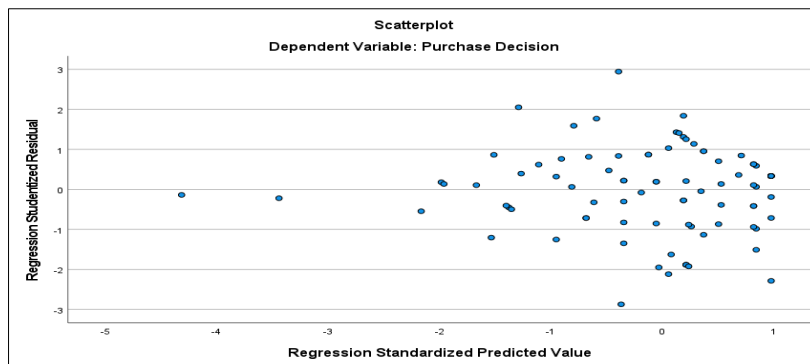


Figure 4.5 Scatterplot
 Source: Data Processed (2024)

The figure above shows that all data points are scattered around 0 and some points also spread to other areas without forming a specific pattern. Therefore, the graph cannot be read clearly, so it can be concluded that the problem of heteroscedasticity does not exist in this research.

Multiple Linear Regression Test Result
Table 4. Multiple Linear Regression Test Result

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	.455	1.120			.406	.686		
Brand Image	.569	.077	.560		7.396	.000	.392	2.548
Store Atmosphere	.484	.098	.376		4.964	.000	.392	2.548

a. Dependent Variable: Purchase Decision

Source: Data Processed (2024)

The table above shows the results of the multiple linear regression equation, which is:

$$Y = 0.455 + 0.569X_1 + 0.484X_2 + e$$

By using the regression equation, we can see how the independent variable and the dependent variable are partially related, so the conclusion is:

- The constant value of 0.455 indicates that the value of purchase decision (Y) is 0.455 when all independent variables are constant.
- Purchase decision (Y) is influenced by brand image, with a regression coefficient of brand image (X1) of 0.569 which means that every increase of 1 unit will increase in purchase decision (Y) by 0.569.
- Purchase decision (Y) is influenced by store atmosphere, with a regression coefficient of store atmosphere (X2) of 0.484 which means that every increase of 1 unit will increase in purchase decision (Y) by 0.484.

Coefficient Correlation and Coefficient Determination (R and R²)

Table 5. Model Summary

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.884 ^a	.782	.778	1.928	1.807	

a. Predictors: (Constant), Store Atmosphere, Brand Image

b. Dependent Variable: Purchase Decision

Source: Data Processed (2024)

Based on the results of the table above, the value of R = 0.884 or 88.4%. Through the results shown the brand image variable (X1), and store atmosphere (X2), have a very strong correlation relationship to purchase decision (Y). It can be seen the results of the coefficient of determination (R²) showing a value of 0.782 or 78.2%. Therefore, it can be

concluded that all independent variables (X1, X2) can explain the variation in purchase decision variable (Y) by 78.2%. On the other hand, other variables not examined in this study that affect purchase decision are 21.8%.

Hypothesis Testing

Partial Test (T-Test)

Partial test (t-test) is done to see the effect between variable X on Y partially. The significant value of the t-test in this study is 5% ($\alpha = 0.05$) and $df (100-3) = 97$ so that the t table in this study is $(\alpha/2; n-k-1) = t (0.05/2; 100-3-1) = (0.025; 97) = 1.98472$.

Table 6. Partial Test (T-Test) Result

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error			
1 (Constant)	.455	1.120		.406	.686
Brand Image	.569	.077	.560	7.396	.000
Store Atmosphere	.484	.098	.376	4.964	.000

a. Dependent Variable: Purchase Decision

Source: Data Processed (2024)

The table above shows the results, which are brand image (X1), and store atmosphere (X2) have a sig level or p-value = $0.001 < 0.05$ so it can be said:

1. Brand Image (X1) has a tcount value of 7.396 which means $tcount > ttable$ or $7.396 > 1.98472$ and a significance level of $p\text{-value} = 0.001 < 0.05$ so that brand image has a significant effect on purchase decision so H1 is accepted.
2. Store Atmosphere (X2) has a tcount value of 4.964 which means $tcount > ttable$ or $4.964 > 1.98472$ and a significance level of $p\text{-value} = 0.001 < 0.05$ so that store atmosphere has a significant effect on purchase decision so H2 is accepted.

Simultaneous Test (F-test)

Table 7. Simultaneous Test (F-Test) Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1293.621	2	646.810	174.043	.000 ^b
	Residual	360.489	97	3.716		
	Total	1654.110	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Store Atmosphere, Brand Image

Source: Data Processed (2024)

From the Fcount test results of 174.043 means $Fcount > Ftable = 174.043 > 3.94$ and a significance value of $0.001 < 0.05$ thus it is concluded that brand image, and store atmosphere simultaneously have a significant influence on purchase decision.

Discussion

The Effect of Brand Image On Purchase Decision

Hypotheses testing conclude that brand image has a significant effect on purchase decision. This result is supported by the result of research from Bhakuni et al. (2021) that indicate that the brand image significantly affects repurchase intention. This result also supported by the research from Afriani and Suhardi (2024) that concluded that brand image has a positive and significant effect on purchase decision. Based on the observation, researcher can conclude that brand image has a significant effect on purchase decision by observing the traffic of social media in Conflux Coffee Tomohon which focus on good reputation.

The Effect of Store Atmosphere On Purchase Decision

Hypotheses testing conclude that store atmosphere has a significant effect on purchase decision. This research is supported by the result of research from Solihin, Ahyani, and Setiawan (2021) that concluded that store atmosphere

variables significantly affect purchasing decisions. This result is also supported by research from Khan et al. (2022) that store atmosphere has an effective impact on shoppers' purchase decisions. Based on the observation, what makes the store atmosphere has a positive and significant effect on purchase decision in Conflux Coffee Tomohon, is about the consumer. Based on the respondent's data, the main group of respondents is student. Students always visit Conflux Coffee Tomohon because they can do a lot of things there, start from doing their homework, playing cards or some games, and even just gossiping. These activities can run well if supported by a good place with a good atmosphere, so people can be comfortable doing these activities. That's why store atmosphere is considered a significant variable in creating purchase decision.

The Effect of Brand Image and Store Atmosphere On Purchase Decision

Lastly, brand image and store atmosphere simultaneously and significantly have a significant effect on purchase decision. This research is supported by the result of research from Solihin, Ahyani, and Setiawan (2021) that concluded that there is a significant influence on brand image and store atmosphere on purchasing decisions.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and the hypotheses testing, there are several conclusions could be taken, which are:

1. Brand image has a positive and significant effect on purchase decision of consumer of Conflux Coffee Tomohon.
2. Store atmosphere has a positive and significant effect on purchase decision of consumer of Conflux Coffee Tomohon.
3. Brand image and store atmosphere, simultaneously, has a positive and significant effect on purchase decision of consumer of Conflux Coffee Tomohon.

Recommendation

Based on the result of this research, data analysis, and conclusion of this research, there are several recommendations that could be given:

1. This research provides an insight for marketer to consider the variables in this research as an aspect to improve purchase decision of consumers.
2. Conflux Coffee Tomohon provides a few insights and result that could be useful for managerial decision-making purposes or strategic decision or Conflux Coffee Tomohon in the future.
3. Future research is recommended to conduct similar research with others variables or with other type of variables, and expanding the object of research to other type of business.

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