

The Effect Of Store Atmosphere And Word Of Mouth On Consumer Purchase Decisions At Cafe Traffic Light Koffie Cilacap

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ABSTRACT

Changes in preference, lifestyle, and procedure to enjoy and consume food and drinks such as coffee in the community encourage culinary entrepreneurs to make innovations by creating a different cafe atmosphere (Store Atmosphere). Store Atmosphere is one of the factors in attracting consumers to buy and linger in the café, just to talk and get together for consumers who want to take a break from the business of their activity and word of mouth promotions, which is indirect promotions carried out by visitors in the form of frequent talks about cafe ambiance can stimulate visitor's interest which will influence purchasing decisions. This study aims to determine and analyze the effect of Store Atmosphere (X1) and Word Of Mouth (X2) on consumer purchasing decisions (Y) in the study of Traffic Light Koffie cafe. The study used quantitative methods by providing online questionnaires to Cafe Traffic Light Koffie consumers. The total sample used is 100 respondents. The Store Atmosphere is the first factor for visitors to come to the cafe, and then the next visitor's consideration is the Word Of Mouth from visitors who have come before.

Keywords: Store atmosphere; Word of mouth; Cafe visitors.

1. Introduction

Business development in Cilacap is currently experiencing rapid growth with more and more industries developing, one of which is the food and beverage industry which is currently experiencing an upward trend in line with the increasing level of public consumption in Cilacap. Changes in lifestyle, tastes, and procedures for enjoying, consuming food and drinks such as coffee in the community encourage culinary entrepreneurs to make new innovations in fulfilling consumer needs that always vary in addition to providing the best service to consumers ranging from taste, unique food, good store service, one of which is by creating a cafe atmosphere (*Store Atmosphere*) different. *Store atmosphere* not only affects purchasing decisions, but also affects customer satisfaction in buying the cafe's products. *Store Atmosphere* is one of the factors in attract consumers to buy and linger at the cafe to just talk and gather for visitors who want to take a break from the hectic activities and promotions Word Of Mouth (word of mouth) is an indirect promotion carried out by visitors in the form of frequently talking about the cafe atmosphere which can influence the attraction of visitors which will influence purchasing decisions. These

two things have a great influence on the development of cafes in Cilacap coupled with technological developments that can help cafe promotions so that they can be widely known by the public. Through social media, cafe managers can add promotions that can attract customers to come to the cafe to try the mainstay menus that have been provide.

2. Literature Review

2.1. Store Atmosphere

Atmosphere creation means the design of the environment through visual communication, lighting, colors, music, and fragrances to design the emotional and perceptual responses of customers and to influence customers in purchasing goods. [1]

Store atmosphere consists of two things, namely instore atmosphere and out store atmosphere. Instore Atmosphere are the arrangements in the room concerning, (1) internal layout namely the arrangement of various indoor facilities consisting of the layout of the visitor's table and chairs, the layout of the cashier's table, and the layout of the lights, air conditioning, sound, (2) Sound is the overall sound that is presented in the room to create a relaxed impression consisting of: live music served by the restaurant and the sound of music from sound system, (3) odors are aromas that are presented in the room to create an appetite that arises from the aroma of food and drinks and the aromas caused by room deodorizers, (4) texture is the physical appearance of the materials used for indoor tables and chairs and walls room, (5) building interior design is the arrangement of spaces in the restaurant, suitability includes the suitability of the visitor's room area with the road that provides comfort, design bar counter, table setting, painting arrangement, and indoor lighting system.

Outstore atmosphere are outdoor arrangements concerning, (1) external layout namely the arrangement of the layout of various outdoor restaurant facilities which include the layout of the visitor's parking lot, the layout of the signage, and a strategic location, (2) texture, namely the physical appearance of the materials used in the building. as well as outdoor facilities which include the texture of the walls of the outdoor building and the texture of the outdoor signage, (3) the exterior design of the building is the arrangement of the rooms outside the restaurant including the design of the outdoor signage, the placement of the entrance, the shape of the building seen from the outside, and the system outdoor lighting.[2]

In a previous study conducted by Pan, Su & Chiang (2008), store atmosphere categorized into five categories consisting of:

- Exterior which includes signage and signs outside the shop, the shape and style of the building, and the surrounding environment.
- Interiors that include *layout* in general, coloring, lighting, background music, room odor and temperature.
- Placement and location of the visitor area. We recommend that visitors prioritize so that they can easily access and move within the area.
- Display arrangement which includes promotional tools, in-store signs, logos, slogans, instructions, price tags and others.
- Groups interacting in a shop, for example interactions between waiters or sales with visitors

including the characteristics and attitudes of the group.[3].

2.2. *Word Of Mouth*

Definition word of mouth is a consumer act that provides information to other consumers from one person to another (interpersonal) non- commercially both brands, products and services.[4]. Worder of mouth It can also be interpreted word of mouth by other people about a product.[5]. Word of mouth is also a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information.[6]. Communication Word of mouth considered very effective for expediting the marketing process of a product or service and does not require large costs, because it utilizes satisfied consumers to provide references or references for a company's products or services to other consumers.

Some of the factors that can be used as the basis of motivation for consumers to talk about a product are as follows:

- A person may be so involved with a particular product or activity and intend to talk about it with others that a process occurs *Word Of Mouth*.
- A person may know a lot about the product and use conversation as a way to inform others. In this case *Word Of Mouth* can be a tool to instill the impression to others, that we have certain knowledge and expertise.
- Someone may start a discussion by talking about something that is outside the main concern of the discussion. In this case, it may be because there is an impulse or desire that other people should not be wrong in choosing goods or services and do not spend time looking for information about a product brand.
- *Word Of Mouth* is a way to reduce uncertainty, because by asking friends, family, neighbors, or other closest relatives, the information is more reliable, thus reducing brand tracing and evaluation. [7]

Three basic motivations that drive conversation *Word Of Mouth*, that is :

- They like you and your product.

People talk because you do or sell something they want to talk about. They love your products and they love how you treat them, you've done something interesting.

- Talking makes them feel good. Word Of Mouth more often leads to emotions or feelings towards a product or product feature. We are driven to share by the feeling of where we are as individuals rather than what business does.
- They feel connected to a group.

The desire to be part of a group is the strongest human feeling. Talking about a product is one way we get that connection. We feel emotionally happy when we share pleasure with a group that has the same pleasure.[8]

Word Of Mouth become the most powerful medium in communicating products or services to two or more consumers. Word Of Mouth between consumers appears naturally and honestly which makes the resulting marketing message much better and more effective than other media. A promotional strategy in marketing activities that uses a satisfied “person to person” to increase product awareness and generate a certain level of sales. Word of mouth spreads through business,

social and community networks that are considered very influential.[9]. Customers will trust more credible sources (known people) than salesperson.[10]

Indirectly through Word of Mouth is a marketing strategy so that the cafe can be known by many people and the wider community, the role of the owner or manager of the cafe also influences consumer decisions to come to the cafe, it is also important to recruit communicative employees.

2.3. Buying decision

Purchase decision is a person's decision to choose or make a purchase against one of several choices or alternatives available. Consumer purchasing decisions are a process in which consumers make an assessment of various alternative choices, and choose one or more alternatives that are needed based on certain considerations.[11]. The condition of the consumer must make a choice, namely the choice of product, brand, dealer, time of purchase, purchase amount and payment method before finally carrying out purchasing activities. The measurement of purchasing decisions can be measured through indicators:

- Needed oriented

Make a purchase because it is in accordance with what is needed.

- Time and money oriented

Make a purchase because of the information related to the length of time and the amount of money available.

- Information oriented

Make a purchase because you get information from other people that the product or service is of high quality.

- Repeat order

Repurchase the same product or service. [12]

The purchase decision is a selection of two or more alternative choices.[13] For consumers, the purchase decision process is an important activity because the process contains various steps that occur sequentially before the consumer makes a decision. When consumers decide for buyers, consumers will encounter a series of decisions that must be taken regarding the type of product, brand, seller, quality, time of purchase and method of payment.[14]

Based on the description above, it can be concluded that Store Atmosphere and Word of Mouth plays an important role so that consumers are interested in buying products at the cafe.

3. Research Objectives and Research Questions

- Is there any effect Store Atmosphere on consumer purchasing decisions Cafe Traffic Light Koffie Cilacap?
- Is there any effect Word Of Mouth on consumer purchasing decisions at Café Traffic Light Koffie Cilacap?

4. Research Methodology

- Population and Sample The population of this research is all consumers of Cafe Traffic Light Koffie in Cilacap Regency. The sampling technique was carried out using random sampling,

namely sampling from the population was carried out randomly without regard to the existing strata in the population. The number of samples used by the author is 100 respondents.

- The data collection method used in this study is primary data. Sources of data in this study are consumers of Cafe Traffic Light Koffie in Cilacap Regency. The primary data of this research is in the form of a questionnaire by providing a set of written statements to the respondents relating to the variables to be tested in the study.

Methods of Data Analysis This study uses quantitative analysis using multiple regression analysis. Multiple regression analysis method is an analysis that measures the effect of the independent variable on the dependent variable. The measurement of this effect involves more than one independent variable (X1, X2,..) and one dependent variable (Y). This method is to measure how much the price and quality of the product have on purchasing decisions. Primary data was statistically processed for analysis using the SPSS 15.0 for Windows program. The multiple regression method used is formulated as follows :

$$Y = a + 1X1 + 2X2 + e \quad (1)$$

Y = purchase decision
 X1 = *Store Atmosphere*
 X2 = *Word of mouth*
 a = Constant
 1,β2 = Regression coefficient
 e = Residual value

With the basic assumptions of the results of multiple linear regression analysis as follows:

- If the results of the variable test produce a significant value (<0.05), then the independent variable has an effect on the dependent variable.
- If the results of the variable test produce a significant value (> 0.05), then the independent variable has no effect on the dependent variable

5. Results

The author conducted research on the factors that influence consumer buying interest between: *store atmosphere* and *word of mouth*. By conducting an online questionnaire to 75 consumers and 25 consumers who were interviewed when visiting the cafe. With respondent data as follows:

Table 1. Number of Respondents

Online questionnaires	Interviewed
75	25

From table 1.1, the respondents used in this study included 75 online questionnaires and 25 were interviewed.

The author distributes the questionnaire by asking questions, regarding store atmosphere and word of mouth What makes consumers come and buy drinks at Café Traffich Light Koffie Cilacap?

With the questionnaire, the authors get the following results:

Table 2. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.352 ^a	.124	.106	1.012

a. Predictors: (Constant), Total.X2, Total.X1

Table 3. Anova

Table

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.064	2	7.032	6.867	.002b
	Residual	99.326	97	1.024		
	Total	113.390	99			

a. Dependent Variable: Total.Y

4.

Coefficient

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.314	1.385		6.004	.000
	Total.X1	.192	.060	.309	3.217	.002
	Total.X2	.153	.067	.221	2.300	.024

a. Dependent Variable: Total.Y

Ha daccepted

X1 sign value 0,002 < alpha 0,05

X2 sign value 0,024 < alpha 005

6. Discussion

From the results of the study it is proven that store atmosphere and word of mouth influential in purchasing decisions at Café Traffic Light Koffie Cilacap with the results of the analysis using the SPSS application to produce a store atmosphere with a value of 0.002 and word of mouth with a value of 0.024. This can be a reference for Café Traffic Light Koffie to focus more on the store atmosphere and word of mouth in the marketing process.

7. Conclusion and Suggestions

7.1 Conclusion

In accordance with the results of the study, it was found that *Store Atmosphere* to *Word of Mouth* significantly positive effect on *Consumer Purchase Decisions Cafe Traffic Light Koffie* in Cilacap. *It meansthe* higher the cafe management in creating *Store Atmosphere* comfortable,

and more and more conditions so that *Word of Mouth* circulating is good news, it will increase consumer purchases.

7.2 Suggestions

According to the results of the research above that Store Atmosphere to Word of Mouth has a significant positive effect on Consumer Buying Decisions for Traffic Light Koffie Cafes in Cilacap, the authors suggest to the management of Traffic Light Koffie Cafes to always try to maintain and develop quality. Store Atmosphere and corporate image so that Word of Mouth circulating are also good in the hope that it will increase the number of visitors and the number of purchases at the cafe.

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