THE INFLUENCE OF STORE ATMOSPHERE, BRAND IMAGE, AND PRICE ON PURCHASE DECISIONS AT BINGXUE CABANG AMPLAS.

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Abstract

The research aims to determine and analyze the influence of store atmosphere, brand image, and price on purchasing decisions at Bingxue Cabang Amplas. The method used in this research is quantitative. The population in this research consists of consumers who made purchases at Bingxue Cabang Amplas from March to July, totaling 577 consumers. The sample was taken using the Slovin formula, resulting in a total of 85 consumers as respondents who made purchases at Bingxue Cabang Amplas. The data collection technique in this research employed random sampling based on observation data, interviews, and questionnaires using a Likert scale for data measurement. The data analysis techniques included validity tests, reliability tests, and classical assumption tests. The data analysis method used was multiple linear regression with the help of the SPSS program. The results of this research show that, partially, store atmosphere has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions. Price has a positive and significant effect on purchasing decisions. Simultaneously, store atmosphere, brand image, and price have a significant effect on purchasing decisions at Bingxue Cabang Amplas, with an F_{count} value (5.836) > F_{table} (2.716), and a significance value of 0.001 < 0.05.

Keywords: *Store Atmosphere, Brand Image, Price, Purchase Decision.*

INTRODUCTION

In today's era of globalization, the rapid advancement of technology and development across various sectors has sparked intense competition in the business world. The emergence of new companies—large, medium, and small—has contributed to a dynamic competitive environment that parallels economic, social, cultural, and technological growth. Technological advancements have transformed many aspects of human life, including how companies market their products and services. Each company adopts a different marketing strategy, as no business can survive without an effective marketing approach. Marketing strategy involves selecting and analyzing a target market—a group of people the company aims to reach. Bingxue is a brand of ice cream and tea beverage chains originating from China, partnered with Jinan Baodao Enterprise Management Consulting Co., Ltd. It is a well-known Chinese beverage brand specializing in "Signature Tea and Ice Cream." Its headquarters is located in Shandong Province, China. Bingxue operates stores in 31 provinces and cities, including Shandong, Hebei, Henan, Shanxi, Shaanxi, Inner Mongolia, Liaoning, Hubei, Hainan, and Xinjiang. As of early 2022, there are over 3,000 Bingxue stores worldwide. In Indonesia, Bingxue has successfully built a solid reputation with over 700 business partners. This trust from more than 700 partners serves as strong evidence that Bingxue's business model is proven and reliable. Despite Bingxue's apparent success, there are still research gaps to explore—particularly regarding the factors influencing consumer purchasing decisions. This study aims to analyze the influence of store atmosphere, brand image, and price on purchasing decisions at Bingxue Cabang Amplas.

According to Nainggolan et al. (2020), purchasing decisions are behaviors demonstrated by individuals as decision-making units when buying or using goods or services. The research has identified issues in purchasing decisions, including limited product recognition due to a less popular brand image among the public. Furthermore, many consumers are suspected of comparing Bingxue's prices with those of competing brands, often finding Bingxue relatively expensive. These issues are believed to significantly influence purchasing decisions and may lead to reduced purchases at Bingxue Cabang Amplas. According to Kotler (2021), the purchasing decision process involves several indicators: 1) problem recognition, 2) information search, 3) evaluation of alternatives, and 4) post-purchase behavior. One critical factor

influencing purchasing decisions is store atmosphere. According to Utami C. W. (2018), store atmosphere is a combination of physical store characteristics such as architecture, layout, lighting, display, color, temperature, music, and scent, which together create a consumer's perception of the store. An attractive and comfortable store atmosphere can increase the time customers spend inside, thereby enhancing the likelihood of purchase decisions.

One issue identified regarding the store atmosphere at Bingxue Cabang Amplas is the exterior condition, which consists only of basic signage. Given the large outdoor space, it could be enhanced not only for parking but also with iconic elements to attract and welcome customers. Store exterior design plays a role in influencing purchasing decisions. According to Berman, Evans, & Chatterjee (2018), the four store atmosphere indicators are: 1) store exterior, 2) general interior, 3) store layout, and 4) interior display. In addition to store atmosphere, brand image at Bingxue Cabang Amplas also plays an essential role in determining purchasing decisions. According to Chalil et al. (2020), brand image refers to how a brand is perceived and remembered in the minds of consumers. The research identifies that Bingxue's brand image is less prominent than that of competitors, potentially affecting consumers' purchasing decisions. Building a strong brand image amidst competitive pressure is challenging but essential for Bingxue Cabang Amplas to grow and be recognized across various consumer segments. According to Kerby (as cited in Sukma et al., 2016), the indicators of brand image are: 1) tenacity, 2) conformity, 3) precision, and 4) meaning. Price refers to the amount of money consumers must pay to obtain a product or service. According to Zulkarnaen (2023), price is the monetary value customers pay to sellers for purchased goods or services. In business, price is not merely a number—it reflects the perceived value, marketing strategy, and market position of the company. One identified issue is the significant price difference compared to other brands, which affects purchasing decisions. Prices may vary due to several factors, including production costs, market demand, competitive strategies, and consumer perception of value. Price is a key component of retail business operations. Accurate pricing affects product appeal, customer loyalty, profit margins, and brand image. In essence, price is the value set by the seller. According to Magdalena (2022), the four price indicators are: 1) price affordability, 2) price-to-quality appropriateness, 3) price-to-benefit appropriateness, and 4) competitiveness.

PROBLEM IDENTIFICATION
1. According to customers, the exterior condition of Bingxue Cabang Amplas is lacking, as the front area only has signage and appears plain, which may affect purchasing decisions.
2. Customers perceive that Bingxue's brand image is less ingrained compared to competitors, which may influence purchasing decisions.
3. The prices offered at Bingxue Cabang Amplas are perceived as less favorable compared to the quality offered by competitors at lower prices, potentially influencing customer decisions.
4. These identified issues contribute to inconsistent purchasing decisions at Bingxue Cabang Amplas.

PROBLEM SCOPE
To avoid misinterpretation, this study narrows its focus to the influence of three variables store atmosphere (X1), brand image (X2), and price (X3)—on purchasing decisions (Y) at Bingxue Cabang Amplas.

RESEARCH QUESTIONS
1. Does store atmosphere influence purchasing decisions at Bingxue Cabang Amplas?
2. Does brand image influence purchasing decisions at Bingxue Cabang Amplas?
3. Does price influence purchasing decisions at Bingxue Cabang Amplas?
4. Do store atmosphere, brand image, and price simultaneously influence purchasing decisions at Bingxue Cabang Amplas?

RESEARCH OBJECTIVES
1. To analyze the influence of store atmosphere on purchasing decisions at Bingxue Cabang Amplas.
2. To analyze the influence of brand image on purchasing decisions at Bingxue Cabang Amplas.
3. To analyze the influence of price on purchasing decisions at Bingxue Cabang Amplas.
4. To analyze the combined influence of store atmosphere, brand image, and price on purchasing decisions at Bingxue Cabang Amplas.

RESEARCH BENEFITS
1) For the Researcher
This study helps the researcher apply knowledge acquired during their studies, gain practical experience in analyzing problems and drawing conclusions, and fulfills a requirement for earning a bachelor's degree (S1) in Management at the Faculty of Economics and Business, Universitas Muslim Nusantara Al Washliyah.

2) For University Muslim Nusantara Al Washliyah

The research is expected to enrich the university's academic contributions and provide references for future students, particularly in the Management Study Program of the Faculty of Economics and Business.
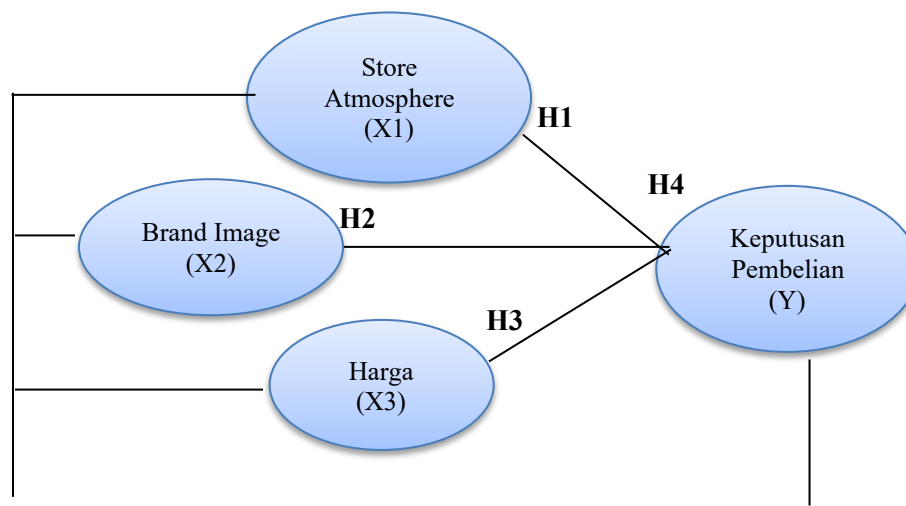
3) For Bingxue Cabang Amplas

The results of this research may serve as input and consideration for store owners, employees, and customers in making strategic marketing decisions related to store atmosphere, brand image, and price.

4) For Future Researchers

This research can serve as a reference and comparative material for future studies on similar topics.

RESEARCH CONCEPTUAL FRAMEWORK

HYPOTHESES:

1. It is suspected that there is a positive and significant influence of store atmosphere on purchasing decisions at Bingxue Cabang Amplas.
2. It is suspected that there is a positive and significant influence of brand image on purchasing decisions at Bingxue Cabang Amplas.
3. It is suspected that there is a positive and significant influence of price on purchasing decisions at Bingxue Cabang Amplas.
4. It is suspected that there is a positive and significant influence of store atmosphere, brand image, and price on purchasing decisions at Bingxue Cabang Amplas.

RESEARCH METHODS

The method used in this research is a quantitative method. According to Sugiyono (2021), quantitative research is an approach that utilizes numerical data and statistical analysis to test hypotheses, measure variables, and analyze relationships between variables. The population in this study consists of customers of Bingxue Cabang Amplas, recorded from March to July, totaling 577 consumers. The sample was taken using the Slovin formula, resulting in a total of 85 consumers who made purchases at Bingxue Cabang Amplas. The data collection technique in this research used random sampling based on observational data, interviews, and questionnaires, with data measured using the Likert Scale. Data analysis techniques include validity tests, reliability tests, and classical assumption tests. The data analysis method uses multiple linear regression with the help of the SPSS version 25 software. Hypothesis testing is conducted using the t-test and f-test, as well as the coefficient of determination (R square).

RESULTS AND DISCUSSION

RESULT

Validity Test

Table 1. Result Validity Test

Variable	Item	r_{hitung}	r_{tabel}	Description
Store atmosphere (X1)	X1.1	0,655	0,215	Valid
	X1.2	0,875	0,215	Valid
	X1.3	0,861	0,215	Valid
	X1.4	0,706	0,215	Valid

Brand image (X2)	X2.1	0,748	0,215	Valid
	X2.2	0,688	0,215	Valid
	X2.3	0,898	0,215	Valid
	X3.4	0,710	0,215	Valid
Price (X3)	X3.1	0,667	0,215	Valid
	X3.2	0,868	0,215	Valid
	X3.3	0,855	0,215	Valid
	X3.4	0,751	0,215	Valid
Purchase Decision (Y)	Y1.1	0,846	0,215	Valid
	Y1.2	0,765	0,215	Valid
	Y1.3	0,812	0,215	Valid
	Y1.4	0,849	0,215	Valid

Source: SPSS Validity Test Results 25.0, 2025

Based on Table 1, it can be seen that using an r-table value of 0.215, all questions in the questionnaire are considered valid because, comprehensively, the calculated r-value (r-count) is greater than the r-table value. Therefore, it can be concluded that each question in the questionnaire can be considered a valid instrument for research data assessment, and all indicators of each variable Store Atmosphere (X1), Brand Image (X2), and Price (X3) in relation to Purchase Decision (Y) are declared valid overall..

Reliability Test

Table 2. Result Reliability Test

No	Variable	Cronbach's Alpha	Nilai Kritis	N of Item	Reliability
1	Store Atmosphere (X1)	0,708	0,6	4	Reliabel
2	Brand Image (X2)	0,723	0,6	4	Reliabel
3	Price (X3)	0,725	0,6	4	Reliabel
4	Purchase Decision (Y)	0,793	0,6	4	Reliabel

Source: SPSS Reliability Test Results 25.0, 2025

Based on the reliability test results of the questionnaire in Table 2, it can be seen that each variable in the statement is reliable, as it meets the specified criteria, namely Cronbach's Alpha (α) > 0.6. Therefore, the reliability test results of these variables are considered valid, indicating that the questionnaire used can be trusted

Multiple Regression Test

Table 3. Multiple Regression Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.958	2.448		2.434	.017		
	X1	.263	.108	.249	2.438	.017	.969	1.032
	X2	.238	.096	.259	2.486	.015	.937	1.067
	X3	.109	.102	.113	1.071	.287	.919	1.088
a. Dependent Variable: Purchase Decisions.								

Source: SPSS Multiple Regression Test Results 25.0, 2025

Based on Table 3, the multiple linear regression equation in this study is: $Y = 5.958 + 0.263 X_1 + 0.238 X_2 + 0.109 X_3 + e$. Table 3 shows that the calculation results yield a constant value (a) of 5.958, b_1 of 0.263, b_2 of 0.238, and b_3 of 0.109. Thus, the multiple linear regression equation obtained is: $Y = 5.958 + 0.263 X_1 + 0.238 X_2 + 0.109 X_3 + e$. From the regression equation, it can be concluded that:

1. Constant (a) = 5.958, meaning that if the variables store atmosphere, brand image, and price are equal to zero, the purchase decision value is 5.958.
2. The regression coefficient for the store atmosphere variable = 0.263, meaning that if the store atmosphere variable increases by 1 unit, the purchase decision variable will increase by 0.263.
3. The regression coefficient for the brand image variable = 0.238, meaning that if the brand image variable increases

by 1 unit, the purchase decision variable will increase by 0.238.
4. The regression coefficient for the price variable = 0.109, meaning that if the price variable increases by 1 unit, the purchase decision variable will increase by 0.109.

t-Test (partial)

Table 4. Results of t-test (partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.958	2.448		2.434	.017		
	X1	.263	.108	.249	2.438	.017	.969	1.032
	X2	.238	.096	.259	2.486	.015	.937	1.067
	X3	.109	.102	.113	1.071	.287	.919	1.088
a. Dependent Variable: Purchase Decisions.								

Source: SPSS t-test (partial)Test Results 25.0, 2025

Based on the results of the t-test above, the t-table value is 0.2159 at df = n - k - 1 = 85 - 3 - 1 = 81 at a 5% (0.05) significance level. Therefore, to determine the partial influence, the multiple linear regression equation can be formulated as follows:
1. The value obtained from the table above shows that the t-count > t-table (2.438 > 0.2159) and the significance value is 0.017, which is less than 0.05. This means that store atmosphere has a positive and significant effect on purchase decisions at Bingxue Cabang Amplas.
2. The value obtained from the table above shows that the t-count > t-table (2.486 > 0.2159) and the significance value is 0.015, which is less than 0.05. This means that brand image has a positive and significant effect on purchase decisions at Bingxue Cabang Amplas.
3. The value obtained from the table above shows that the t-count > t-table (1.071 > 0.2159) and the significance value is 0.028, which is less than 0.05. This means that price has a positive and significant effect on purchase decisions at Bingxue Cabang Amplas.

F-Test (Simultaneous)

Table 5. F-Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.771	3	25.924	5.836	.001[b]
	Residual	359.805	81	4.442		
	Total	437.576	84			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source: SPSS F-Test Results (Simultaneous)Test Results 25.0, 2025

From Table 5, the calculated F-value (Fcount) is 5.836. With α = 5%, degrees of freedom for the numerator = 3 and for the denominator = 85 - 3 (5%; 3; 82; Ftable = 2.716), the F-table value is 2.716. Based on this, it can be seen that Fcount (5.836) > Ftable (2.716), and the significance value is 0.001 < 0.05. Therefore, it can be concluded that store atmosphere, brand image, and price have a simultaneous (joint) influence on the purchase decision variable.

Correlation Determination Test (R^2)

Table 6. Correlation Results of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.822[a]	.781	.647	2.108	1.687

a. Predictors: (Constant), Harga, *Brand Image, Store Atmosphere*
b. Dependent Variable: Keputusan Pembelian

Source: SPSS Results of Correlation Test Determination 25.0, 2025.

Based on Table 6, the adjusted coefficient of determination (R Square) is 0.781. This means that 78.1% of the dependent variable (purchase decision) is influenced by the independent variables (store atmosphere, brand image, and price), while the remaining percentage is explained by other variables outside the scope of this study.

DISCUSSION

The Influence of Store Atmosphere on Purchase Decisions

According to Utami C. W. (2018), store atmosphere is a combination of physical store characteristics such as architecture, layout, lighting, display, color, temperature, music, and aroma, which together create an overall impression in the consumer's mind. According to Berman, Evans, & Chatterjee (2018, p. 465), there are several indicators that influence a store's atmosphere: 1) Exterior Store, 2) General Interior, 3) Store Layout, and 4) Interior Display. The results of this study show that the t-count value > t-table (2.438 > 0.2159) and the significance value is 0.017, which is less than 0.05. This means that store atmosphere has a positive and significant influence on purchase decisions. This finding is in line with a study conducted by Rika Yuliyanti (2023), which concluded that store atmosphere positively and significantly affects purchase decisions.

The Influence of Brand Image on Purchase Decisions

According to Chalil et al. (2020), brand image is defined as the result of brand organization that is stored in the consumer's mind. According to Kerby in Sukma et al. (2016), brand image consists of four elements: 1) Tenacity, 2) Conformity, 3) Precision, and 4) Meaning. The table above shows that the t-count > t-table (2.486 > 0.2159) and the significance value is 0.015, which is less than 0.05. This indicates that brand image has a positive and significant influence on purchase decisions. This finding aligns with a study conducted by Eugenea A.A Tampi, Lucky F Tamengkel, and Sandra I. Asaloei (2024), which confirmed that brand image positively and significantly influences purchase decisions.

The Influence of Price on Purchase Decisions

According to Zulkarnaen (2023), price is the amount of money that customers must pay to sellers for the goods or services they purchase. In other words, price is the value of a product determined by the seller. According to Magdalena (2022), there are four indicators of price: 1) price affordability, 2) price-to-quality appropriateness, 3) price-to-benefit appropriateness, and 4) competitiveness. The table above shows that the t-count > t-table (1.071 > 0.2159) and the significance value is 0.028, which is less than 0.05. This implies that price has a positive and significant influence on purchase decisions. This result is consistent with research conducted by Dewi Sartika, Nefrida, and Herman Prastyo (2021), which stated that price positively and significantly influences purchase decisions.

The Influence of Store Atmosphere, Brand Image, and Price on Purchase Decisions

According to Nainggolan et al. (2020), purchasing decisions are behaviors shown by an individual as a decision-making unit in the process of buying or using goods or services. According to Kotler Philip (2021), the indicators of purchasing decisions are: 1) problem recognition, 2) information search, 3) evaluation of alternatives, and 4) post-purchase behavior. The findings of this study are consistent with previous research, showing that the F-count (5.836) > F-table (2.716), and the significance value is 0.001, which is less than 0.05. Thus, it can be concluded that store atmosphere, brand image, and price simultaneously influence the purchase decision variable. The adjusted coefficient of determination (R Square) is 0.781, meaning that 78.1% of the dependent variable (purchase decision) can be explained by the independent variables (store atmosphere, brand image, and price), while the remaining percentage is explained by other variables not examined in this study.

CONCLUSION

Based on the analysis and discussion of the influence of store atmosphere, brand image, and price on purchase decisions at Bingxue Cabang Amplas, the following conclusions can be drawn:

1. The partial (t-test) results show that store atmosphere has a positive and significant influence on purchase decisions at Bingxue Cabang Amplas.

2. The partial (t-test) results show that brand image has a positive and significant influence on purchase decisions at Bingxue Cabang Amplas.

3. The partial (t-test) results show that price has a positive and significant influence on purchase decisions at Bingxue Cabang Amplas.

4. The simultaneous (F-test) results show that store atmosphere, brand image, and price simultaneously influence purchase decisions at Bingxue Cabang Amplas.

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