THE INFLUENCE OF STORE ATMOSPHERE, PRODUCT DIVERSITY AND PROMOTION ON CONSUMER PURCHASE DECISIONS AT 212 MART, BATU CITY

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ABSTRACT
This study aims to examine the effect store atmosphere, product diversity and promotions on consumer purchasing decisions in 212Mart. This data was obtained through a survey using a Google form questionnaire to 100 respondents using the purposive sampling technique on consumers 212 Mart The data analysis technique uses a multiple equation model with the help of SPSS 25. The research findings show that store atmosphere, product variety and promotions influence purchasing decisions positively and significantly while the f test shows that store atmosphere, product variety and promotions influence purchasing decisions simultaneously at 212Mart.

Keywords: Store Atmosphere, Product Diversity, Promotion and Purchase Decision

INTRODUCTION

With the development of needs and lifestyles, people want the convenience of shopping. Various considerations, among others, are related to the store atmosphere, the diversity of goods needed in one store. The phenomenon that occurred at 212 Mart also experienced the impact of the corona virus. in making a purchase. At first, buying directly from stores has now changed online, such as websites, applications, and e-commerce. Apart from the impact of the covid pandemic, as time goes by, there are many competitors around 212 Mart. The competitors are Indomaret and grocery stores, which are only 10 meters away.

Store atmosphere designed intentionally to be able to influence consumers in making purchasing decisions, this statement is supported by research(Riza et al., 2021)stated that store atmosphere is an arrangement or store arrangement that is designed as uniquely as possible by making the store atmosphere feel comfortable through lighting, color, arrangement of places, music and so on, so that it can attract consumers' attention to buy and decide to buy.
Product diversity plays an important role in making purchasing decisions. The more diverse the products provided, the more interested consumers will be in coming to 212 Mart because consumers feel their needs have been met if they make purchases at 212 Mart.(Riza et al., 2021)stated that the more complete a product is in a business venture, the consumer himself will see and consider it to buy the product he wants.
Promotion also plays an important role in making purchasing decisions. The more interesting the promotions are, the more interested consumers will be in coming to 212 Mart because consumers indirectly want to try and be interested in the promotions being carried out at 212 Mart.(Riza et al., 2021)stated that Promotion is an activity carried out by business people to be able to influence consumers by introducing the types of products offered and convincing potential consumers about these goods or products.

The weakness of 212 Mart is the promotion factoraccording to Kotler and Keller (2016) promotion is a way of communication carried out by companies to consumers or target markets, with the aim of conveying information about products/companies so that they want to buy.

Table 1. Pre Research Questionnaire Toko 212 Mart

Question	Response			
	Store Atmosphere	**Product Diversity**	**Promotion**	**Number of Respondents**
What factors made you decide to shop at 212 mart?	5	13	2	20

Source: data processed, 2022

Based on the results of the pre-research in table 1, the questionnaire distributed by 20 respondents to questions aboutWhat factors made you decide to shop at 212 Mart. From the results of the questionnaire, there were 5 respondents who felt that it was the store atmosphere that made them make purchasing decisions at 212 Mart, besides that there were 13 respondents who felt the diversity of goods made them make purchasing decisions, and finally there were 2 respondents who felt promotions made them make purchases.

LITERATURE REVIEW

Buying decision
Purchasing decisions are activities or behaviors that arise in response to objects. Meanwhile according to (Thomson, 2013: Yedida et al., 2019). Purchasing decisions are consumers' efforts to identify all available choices and assess these choices systematically and objectively to find the advantages and disadvantages of each of these choices.

Store Atmosphere
According to Barry and Evans (2018) Store atmosphere is the physical characteristics of a store that can show an image (impression) and attract consumers. Store Atmosphere includes the outside of the store, the inside of the store, room layout and display (Interior point of interest display).WhereasAccording to Afifi (2019) store atmosphere is an atmosphere or store environment that can stimulate the consumer's five senses and influence consumers.

Product Diversity
Riza et al., (2021)which states that the more complete a product is in a business venture, the consumer himself will see and consider it to buy the product he wants. According to Kotler and Armstong (2018) said that product diversity is a collection of all products and goods offered by business actors to consumers.

Promotion
Shimp (2016) states that "Promotion refers to any incentives used by producers to trigger transactions (wholesalers or retailers) and/or consumers to buy a brand and according to While Private and Irawan (2017) argue that "Promotion is the flow of information or one-way persuasion made to direct a person or organization to an action that creates an exchange in marketing"

METHODS

This type of research uses a quantitative methodology. All 212 Mart customers are the population of this study. The sampling technique used in this study is a non-probability sampling method, namelyPurposive sampling.As for the research using a sample of 100 respondents. The type of data used in this research is primary and secondary data. The data collection technique in this study was a questionnaire using the Google form. This study used a data measurement tool in the form of a Likert scale. The stages of data analysis in this study were instrument tests, classical assumption tests, scale range tests,

coefficient of determination tests, multiple linear regression tests and hypothesis testing. All data processing uses IBM SPSS version 25.0.

RESULTS

General Data of Respondents
In this study, 51 respondents out of 100 respondents (51%) were male. While the remaining 49 out of 100 respondents (49%) were women. The data shows that consumers who make purchases at 212 Mars are dominated by men. Of the 100 respondents who filled out the questionnaire, the majority were aged 18 to 22 years with a total of 71 respondents (71%), respondents aged > 22 years with a total a total of 29 respondents (29%). Based on these data, consumers aged> 22 years are the majority of respondents in this study.

Validity and Reliability Test
This validity test is used to measure the legitimacy or validity of a questionnaire statement given to respondents. It can be said that a questionnaire is valid if it can reveal something to be measured through statements in the questionnaire. To find out whether a questionnaire is valid or not, it can be seen if rcount is greater than rtable with a significance level of 0.05 then it is declared valid and vice versa if rcount is less than rtable then it is declared invalid.

Table 2. Validity Test

No.	Variable	Items	Sig level	Rcount	Rtable	Information
1.	*Store Atmosphere*	212 Mart store exterior design is very attractive (X1.1)	0.05	0.708	0.195	Valid
		Interior design, lighting and temperature in the 212 Mart store are very comfortable (X1.2)	0.05	0.797	0.195	Valid
		The 212 Mart product arrangement pattern is neat and meets its needs (X1.3)	0.05	0.617	0.195	Valid
		The design and decoration of 212 Mart stores that change on certain days is very interesting (X1.4)	0.05	0.776	0.195	Valid
2.	Product diversity	212 Mart provides various sizes for each type of product and brand sold (X2.1)	0.05	0.622	0.195	Valid
		212 marts sell a variety of products according to needs (X2.2)	0.05	0.704	0.195	Valid
		212 Mart sells various products with various brands (X2.3)	0.05	0.808	0.195	Valid
		Each 212 Mart product and brand	0.05	0.690	0.195	Valid

No.	Variable	Items	Sig level	Rcount	Rtable	Information
		has various qualities (X2.4)				
		212 Mart provides attractive promotional flyers (X3.2)	0.05	0.684	0.195	Valid
		212 Mart conducts promotions on certain products on certain days (X3.3)	0.05	0.752	0.195	Valid
		212 Mart has a long span of time when doing promotions (X3.4)	0.05	0.729	0.195	Valid
4.	Buying decision	Decide to buy products available at 212 Mart (Y1)	0.05	0.612	0.195	Valid
		212 Mart is worth recommending to people around me (Y2)	0.05	0.743	0.195	Valid
		Make frequent purchases because 212 Mart sells products as needed (Y3)	0.05	0.832	0.195	Valid
		When buying at 212 Mart I decided quickly (Y4)	0.05	0.745	0.195	Valid

Source: data processed, 2022

Table 2 above shows that the rcount of all statement instruments that measure store atmosphere variables, product diversity, promotions, and purchasing decisions is greater than rtable with a significance level of 0.05, therefore all statement instruments in this study are declared valid. The reliability test is used to measure whether a questionnaire is reliable or not. A questionnaire is said to be reliable if the respondents' answers to statements are consistent from time to time. It is said to be reliable if the Cronbach Alpha value is 0.6 or more and vice versa if the Cronbach Alpha value is less than 0.6 then it is not reliable.

Table 3. Reliability Test

Variable	*Cronbach Alpha*	Information
Store Atmosphere	0.700	Reliable
Product Diversity	0.667	Reliable
Promotion	0.670	Reliable
Buying decision	0.713	Reliable

Source: data processed, 2022

Table 3 shows that all statements for purchasing decisions, store atmosphere, product diversity and promotions are stated to be reliable. This can be proven by the value of Cronbach's Alpha> 0.6. Thus it can be concluded that all statement items in this study are said to be reliable.

Classic assumption test

The normality test was carried out aiming to find out whether the data is normally distributed or not. A good path analysis is if the residuals are normal. To find out if the distribution of data is normal or it cannot be known through the Kolmogorov-Smirnov test with a significance level of >0.05.Based on the test results, a p-value of 0.200 (0.200 > 0.05) is obtained so that it can be concluded that the residual values are normally distributed.

Multicollinearity Test Multicollinearity test aims to determine whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between the independent variables, because if this happens, there will be errors in these variables according to Ghozali (2018). Based on data processing, the value of VIF store atmosphere is obtained1.135, the VIF value of product diversity is 1,098 and the VIF promotion value is 1,097. The three variables have a VIF value <10. Based on these results it can be concluded that the variable store atmosphere, product diversity and promotions do not show signs of multicollinearity.

Heteroscedasticity test According to Ghozali (2018) is a heteroscedasticity test tool that aims to test whether in the regression model there is an inequality of variance from the residuals from one observation to another. Data can be said to be free from symptoms of heteroscedasticity if the significance value is > 0.05. The results of data processing obtained a sig value for store atmosphere of 0.129, service quality of 0.280 and promotion of 0.571. So it can be concluded that these three variables do not occur heteroscedasticity.

Determination Coefficient Test

The coefficient of determination (R^2) is the square of the correlation coefficient (R).*Adjusted R Square*is the adjusted R square value. Test the coefficient of determination (*Adjusted R Square*) is used when examining more than two variables, in this study it is used to measure how much influence the store atmosphere (X1), product diversity has (X2) promotion (X3) on purchasing decisions (Y).According to Ghozali (2018) it is a tool for measuring the extent to which independent variables can explain variations in the dependent variable, either partially or simultaneously. The value of the coefficient of determination is between zero to one (0 < R 2 < 1). Mark$R2$ which is small means that the ability of the independent variables to explain the variation of the dependent variable is very limited. However, if the value is close to one, then the independent variables provide almost all the information needed to predict the variation in the dependent variable.

Table 4. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.521[a]	.271	.248	1.677

Source: data processed, 2022

It is known that the value of the coefficient of determination (Adjusted R Square) is 0.248, which means that there is a contribution that influences the variable store atmosphere, product diversity and promotion on purchasing decisions by 24.8% while the remaining 75.2% is influenced by other variables not examined in this research. The value of the coefficient of determination (Adjusted R Square) is 0.248 indicating that the ability to explain the independent variable to the dependent variable is low at 24.8% so that there are still 75.2% other independent variables besides (store atmosphere, product diversity, and promotions) that affect the variable dependent (purchasing decisions) that are not examined in this study.

Multiple Linear Regression Test

Multiple linear regression analysis aims to prove the hypothesis regarding the effect of the independent variables, namely store atmosphere (X1), product diversity (X2), and promotion (X3) on the dependent variable on purchasing decisions (Y). Based on the analysis of the SPSS 25 program, the following results are obtained:

Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std.Error	Betta		
(constant)	4.470	2.040		2.191	.031
Store Atmosphere	.254	.090	.262	2.826	.006
Keragaman Produk	.199	.097	.188	2.055	.043
Promosi	.284	.091	.283	3.101	.003

Source: data processed, 2022

The regression equation obtained is as follows:

$$Y= 4.470 + 0.254 X1+0.199X2+0.284X3$$

Constant Value (a) has a positive value of 4.470. This shows that if all the dependent variables which include store atmosphere (X1), product variety (X2) and promotion (X3) are 0, then the value of the purchase decision is slow. The Store Atmosphere variable (X1) has a regression coefficient value of 0.254 with sig. 0.006 indicates that the store atmosphere variable has a direct relationship with purchasing decisions and has a positive value, which means that the better the store atmosphere at 212 Mart, the faster a person makes purchasing decisions at 212 Mart. Product Diversity Variable (X2) has a regression coefficient value of 0.199 with sig. 0, 043 shows that the product diversity variable has a direct relationship with purchasing decisions and has a positive value, which means that the more diverse products at 212 Mart, the faster a person makes purchasing decisions at 212 Mart. Promotion variable (X3) has a regression coefficient value of 0.284 with sig. 0.003 indicates that the promotion variable has a direct relationship with purchasing decisions and has a positive value, which means that the more attractive the promotion at 212 Mart, the faster a person makes a purchasing decision at 212 Mart.

Effect of Store Atmosphere (X1) on Purchase Decision (Y)
The t test shows that the value of tcountstore atmosphere (X1) obtained 2.826 while the value of ttabel obtained 1.985 with a significance value of 0.006 <0.05. Based on these results can be interpretedH0rejected and H1accepted, thus it can be concluded that the store atmosphere variable has a positive and significant influence on purchasing decisions at 212 Mart. This means that the better the store atmosphere at 212 Mart, the faster someone makes a purchasing decision at 212 Mart.

Effect of Product Diversity (X2) on Purchase Decision (Y)
The t test shows that the value of tcountproduct diversity (X2) is 2.055 while the value of ttabel obtained 1.985 with a significance value of 0.043 <0.05. Based on these results can be interpretedH0rejected and H2accepted, thus it can be concluded that the variable product diversity has a positive and significant influence on purchasing decisions at 212 Mart. This means that the more various products at 212 Mart, the faster someone makes a purchasing decision at 212 Mart.

Effect of Promotion (X3) on Purchase Decision (Y)
The t test shows that the value of tcountpromotion (X3) obtained 3.101 while the value of ttabel obtained 1.985 with a significance value of 0.003 <0.05. Based on these results can

be interpretedH0rejected and H3accepted, thus it can be concluded that the promotion variable has a positive and significant influence on purchasing decisions at 212 Mart. This means that the more attractive the promotion at 212 Mart, the faster someone makes a purchasing decision at 212 Mart.

Effect of Store Atmosphere (X1) Product Diversity (X2) Promotion (X3) Simultaneously on Purchase Decision (Y)

In the F (simultaneous) test, the influence of the four independent variables will be tested (store atmosphere, product completeness and promotion) together with the dependent variable (purchasing decision) with a significance value of 5% = 0.05. The results of the F test can be seen as follows

Table 6. F test

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	100.483	3	33.494	11.908	000[b]
Residual	270.027	96	2.813		
Total	370.510	99			

Source: data processed, 2022

Based on the table above, it is known that the Fsig value. of 0.000 < sig value of 0.05 then Ha is accepted. This means that the variable store atmosphere, product diversity, promotions simultaneously have a significant effect on purchasing decisions at 212 Mart. So it can be stated that the hypothesis in this study is accepted.

CONCLUSION

Based on the results of the research and discussion that has been done, it can be concluded as: *Store atmosphere*positive and significant effect on consumer purchasing decisions at 212 Mart. Product diversity has a positive and significant effect on purchasing decisions at 212 Mart consumers. Promotion has a positive and significant effect on purchasing decisions at 212 Mart consumers. *Store atmosphere*, product diversity and promotions have a positive and simultaneous effect on purchasing decisions at 212 Mart. This means that together, the better the store atmosphere, the more diverse the products and the more attractive the promotions, the more influencing the purchasing decisions.

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