

Influence store atmosphere and word of mouth on the purchase decision mediated buying interest (Studies on Aneka Jaya Consumers)

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ABSTRACT

This research aimed to examine the effect of store atmosphere and word of mouth on the buying decision which is mediated by buying interest. The research was quantitative research and makes use of quantitative data sorts, namely information measured on a numerical scale. The population is the number of customers of Aneka Jaya that's divided into three branches in Semarang. The records series technique uses nonprobability sampling and the wide variety of samples is a hundred respondents. In addition, the facts evaluation method makes use of route evaluation. The results of the examine concluded that Store Atmosphere had a tremendous and huge impact on buy goal, Word of Mouth had a superb and full-size effect on buy purpose, Store Atmosphere and Word of Mouth simultaneously had a tremendous and giant impact on purchase purpose, buy goal had a positive and widespread effect on buying choices, Store Atmosphere has a fantastic and widespread impact on shopping selections, Word of Mouth has a nice and vast effect on shopping selections, shopping for hobby has a superb and large effect mediating Store Atmosphere on buying selections, and buying interest has a superb and full-size impact mediating Word of Mouth on buying choices on Aneka Jaya clients unfold over 3 branches.

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1. Introduction

One of the unexpectedly growing commercial enterprise sectors in Indonesia is the retail business. According to Wilujeng (2017) in Saputro (2019), the retail commercial enterprise is a commercial enterprise pastime that sells diverse sorts of items and offerings which are used to satisfy individual needs. One of the retail organizations in Indonesia is a minimarket. As era develops, people or customers tend to be extra interested by purchasing at present day markets than traditional markets. A comfortable and secure environment is a important consideration for consumers. Minimarkets have their very own allure in which customers do no longer need to move from vicinity to area to buy numerous desires; along with meals, cosmetics and fashion. Minimarkets are groups which are widely unfold throughout Indonesia, each in urban and rural regions. Therefore, every entrepreneur should be able to have interaction with clients thru strategies which can be owned and applied well. One approach that may be implemented with the aid of entrepreneurs in facing opposition is to make minimarkets appearance appealing inside the eyes of clients, which is referred to as a Store Atmosphere. According to Safitri and Sulaeman (2022) the idea of Store Atmosphere is to create a nice atmosphere with the goal of encouraging and dominating purchasers thru their emotional emotions so they decide to visit to buy a product. Entrepreneurs want to create a different impact from their competitors consistent with the concept this is being carried on the identical time that allows you to keep away from

patron boredom when buying. The better the creativity and innovation of entrepreneurs in dealing with the store atmosphere, it will have a wonderful impact on keep improvement. With a cushty ecosystem, consumers gets their personal stimulation to pick out to shop at a shop so that it will then have an effect on customer shopping for hobby and ultimately have an effect on shopping choices.

Apart from the Store Atmosphere, there is some other advertising strategy, specifically the Word of Mouth conversation method. According to Kotler and Keller (2009) in Huzangi and Astuti (2020) word-of-mouth advertising is verbal exchange or transport of data orally, in writing, or using electronic media from man or woman to man or woman related to the use and revel in of purchasing or using products or services. High advertising charges encourage entrepreneurs to carry out marketing activities that are simple, do not require massive costs, but are still powerful. The tendency of Indonesian human beings to get together and proportion stories about things they like can cause stimulation for purchasers to are trying to find data related to a product. The Word of Mouth conversation approach turns into effective because the information furnished by a patron to any other person is felt to be extra honest. Communicators play an important function in offering records related to studies with merchandise that have been owned or used. This enjoy then influences the purchase goal of other people and in the end makes a buying selection. In shopping a product, clients aren't handiest stimulated with the aid of the advertising and marketing method utilized by a specific line of business, however also through the conduct of the customers themselves. One of those consumer behaviors is buying hobby. Purchase intention is a choice to shop for or pick a product, primarily based on the choice that grows because of interest in a product being presented or primarily based on revel in or information in selecting a product this is wished. According to Kerin et al. (2009) in Aries (2018) states that shopping for interest is the tendency of purchasers to buy a logo or take an action in reference to a purchase. Buying hobby can stand up from stimuli supplied by a enterprise sector which then impacts shopping selections.

Purchasing decision is a customer decision in making a preference of or extra alternative choices. That is, from numerous opportunity options located, an alternative preference will be taken for selection making. According to Savira and Putro (2020) buying decisions are client movements selecting merchandise from numerous choices and solving problems with concrete actions a among the selection to shop for or no longer to shop for. We recommend that you improve the store atmosphere serving strategy, which means that interior and exterior arrangements, it is important to know the factors and elements of the store atmosphere, so that it can trigger someone to have a sense of interest to buy. Should further improve quality in serving consumers as well as presentation in promotions to afford form positive word of mouth and voluntarily tell others or its related post-purchase experience, so it can stimulate others to foster a sense of buying interest. Besides that, it's better too further improve the store atmosphere through managing the layout of the products sold as well as the ability to explain the product by the seller or others dealing directly with consumers about sales, with attention needs and wants of consumers when visiting, so that this can trigger one to make a purchase. It's better to keep it existing word of mouth, which means that in forming word of mouth it must be in accordance with reality or actual conditions that exist, so that someone who visited according to information spread by word of mouth. Consider the needs and wants of consumers when making purchases, in the form of product arrangement that is easy for consumers to know as well as seller reliability or product sellers in providing services. In addition, the management of the parking area which provides convenience and security for consumers when visiting. And, for researchers then, based on the residual results of the R square (R^2) value for regression models 1 and 2, can be a reference for further researchers to analyze other factors outside models that can improve purchasing decisions, in order to further complement this research because there are still variables that potential to influence purchasing decisions

2. Research Method

Data Type

This take a look at makes use of quantitative records sorts, particularly information measured with the aid of a numerical scale. According to Sugiyono (2017) quantitative research can be interpreted as a research method primarily based on the philosophy of positivism, which research certain populations or samples, collects records the usage of studies units, information evaluation is quantitative/statistical, the motive of that's to test established hypotheses.

Data source

According to Sugiyono (2017) number one facts assets are records sources obtained directly providing information to statistics collectors. The number one statistics source for this examine is statistics accumulated based totally on the effects of finishing a pre-designed questionnaire. The information became received via direct distribution of questionnaires to Aneka Jaya clients in 3 branches

Sampling Technique

According to Sugiyono (2013) sampling approach is a sampling technique to decide the sample used in research. The sampling technique used in this study is nonprobability sampling, particularly a sampling method that doesn't offer the same opportunity for each item or member of the populace to be decided on as a pattern. The non-possibility approach used is the accidental sampling approach, which is a sampling technique based totally on hazard, absolutely everyone who meets the researcher with the aid of coincidence may be used as a pattern if that character is considered the proper records supply. The sample is taken from the populace the usage of a suitable percent of mistakes. Via 10%. Obtained by using one hundred respondents

Research Instruments

According to Sugiyono (2017), a studies instrument is a tool used to degree discovered natural and social phenomena. The facts series tool in this examine used a questionnaire and the size scale used turned into the Likert scale.

Data analysis technique

Descriptive statistics

Descriptive statistics are the presentation of data through tables, graphs, pie charts, pictograms, calculation of mode, median, mean (measurement of central tendency), calculation of densils, percentiles, calculation of data distribution through calculating the average and standard deviation, calculating percentages (Sugiyono, 2016 :255). Descriptive statistics in research this aims to describe the variable store atmosphere, word of mouth, buying interest and purchasing decisions. It also aims to describe based on research subjects, in the form of gender, age, last education, occupation, income per month visiting respondents

Instrument Test

Validity and Reliability Test

Validity test is the ability of measuring instruments used to determine whether or not a questionnaire is valid in a study. According to Santoso (2011: 277) that the basis for making a decision on the validity test is as follows: (1) If $r\text{-results} > r\text{-table}$, then this means that the item or question item is valid, (2) If $r\text{-results} < r\text{-table}$ then this means that the item or question item is not valid. Reliability is the degree of precision, rigor or power exhibited by the instrument measurement (Umar, 2007:7). Reliability can be measured by looking at cronbach alpha the instrument is declared reliable if the reliability coefficient is at least 0.6 (Sugiyono, 2015: 197).

Goodness of Fit test

The goodness of fit test or model feasibility test is carried out for the accuracy of a function sample regression. Basic decision making to know the model in research feasible or not, namely by comparing F-count with F-table, if $F\text{-count} > F\text{-table}$ then the model is declared feasible and if $F\text{-count} < F\text{-table}$ then the model declared inappropriate (Ghozali, 2016: 99).

Classic assumption test

Normality test, serves to test whether the variables used in the normally distributed regression model or not. This can be tested through the method Kolmogorov Smirnov and graphical approaches. Basic decision making in the Kolmogorov Smirnov approach, namely if the sig value $> \alpha$, then this shows residual values are normally distributed, but if the sig value $< \alpha$, then this shows residual values are not normally distributed. Whereas in the graphical method according to Ghozali (2013:156) in Hasbi (2018:42) reveals that normality can be detected by see the spread of data (points) on the diagonal axis of the graph or by looking histogram of the residuals. The basis for decision making is as follows: (1) If the data spread around the diagonal lines and follow the direction of the diagonal line or graph the histogram shows a normal distribution, so the regression model meets the assumptions normality, (2) If the data spreads far from the diagonal or does not follow the direction of the line diagonal or histogram graph does not show a normal distribution, then the regression model does not meet the assumption of normality. Multicollinearity test, used as a goal to test whether it is in the model regression there is a high correlation between the independent

variables. According to Ghozali (2011:91) the basis for decision making in testing multicollinearity is having a VIF value smaller than 10 and has a tolerance number close to 1. Heteroscedasticity test intended to test whether there are variable variances in the regression model that are not the same (constant). This study uses a graphical analysis method which is carried out with observing scatterplots. Basis for decision making according to Sunyoto (2013:91) that Heteroscedasticity occurs if the scatterplot of the dots has a well-ordered pattern narrow, widen or wavy.

3. Results And Discussions

Aneka Jaya Supermarket is a supermarket the largest presently set up due to the fact that 2012. In its improvement Aneka Jaya supermarkets is more and more displaying its life among different supermarkets within the metropolis of Semarang. Because it can't be denied anymore that Aneka Jaya Semarang Supermarkets have the maximum objects entire in a single place, aggressive expenses, stable parking pretty spacious, top waiters, and comfortable facilities additionally a playground for youngsters, that's why self-service. Aneka Jaya Semarang is a purchasing vacation spot with family. Aneka Jaya supermarkets are classified as supermarkets retail that provides meals, garb, and enjoyment for the human beings of the city of Semarang. The first floor gives all kinds of meals, simple necessities, make up system up, and all types of kitchen system. Second floor presents all kinds of clothing from children to adults. And the third ground affords an amusement area video games for children.

According to Levy and Weitz (2012) in Indratno and Supardin (2022), Store Atmosphere refers to environmental layout along with visual communique, lighting fixtures, shade, tune, and aroma to steer customer perceptions and emotional responses with a view to ultimately substantially impact their purchasing conduct. Store Atmosphere can have an effect on consumers' comfort when shopping, on foot round the shop, the interest in communicating with keep employees, the tendency to spend extra money and time than deliberate and enabling them to turn out to be normal customers. The outcomes of this look at suggest that Store Atmosphere has a calculated t value that is more than the t table fee and has a significant t calculated price that is less than $\alpha = \text{zero}.05$ (one tail) and the path is high-quality, which means that the Store Atmosphere has a tremendous and full-size effect on buy goal. This result means that the higher the Store Atmosphere supplied, the higher the purchase aim to make purchases at Aneka Jaya to the three branches. The effects of this look at guide the research carried out via Afifi and Wahyuni (2019), in which the consequences in their research are that Store Atmosphere has a fine and vast affect on buy intention. In addition, this examine also helps studies carried out by using Yusa, et al. (2021), where the result is that the Store Atmosphere has a full-size effect on shopping for hobby.

According to Kotler and Keller (2009) in Huzangi and Astuti (2020) Word of Mouth or phrase of mouth advertising and marketing is verbal exchange or transport of data orally, in writing, or the use of digital media from person to individual associated with the use and experience of purchasing or using products and services. The consequences of this examine indicate that Word of Mouth has a calculated t cost this is extra than the t desk value and has a full-size t calculated fee that is less than $\alpha = 0.05$ (one tail) and has a positive course, that means that Word of Mouth has a high quality and significant impact on hobby. Buy. This result can be interpreted that the higher the Word of Mouth degree this is implemented, the higher the purchase goal to make purchases at Aneka Jaya to the three branches. The effects of this study help the research conducted via Afifi and Wahyuni (2019), wherein the outcomes of their studies are that Word of Mouth has a advantageous and giant impact on purchase intention. In addition, this look at also supports studies conducted via Aries (2018), Ardiani and Sugiyanto (2020) and Yusa, et al (2021), where the end result is that Word of Mouth has an immediate impact on purchase aim in a tremendous and good sized path.

The results of this examine suggest that Store Atmosphere and Word of Mouth have a calculated F price that is more than F desk and have a calculated F significance that is less than $\alpha = \text{zero}.05$ (one tail) and the course is high-quality, which means Store Atmosphere and Word of Mouth as a whole simultaneous positive and good sized impact on purchase aim. This end result can be interpreted that the better the Store Atmosphere supplied and the higher the Word of Mouth stage applied, the better the purchase purpose to make purchases at Aneka Jaya to the three branches. The results of this study assist research performed with the aid of Yusa, et al (2021), where the consequences of his research are that both Store Atmosphere and Word of Mouth have an effect on purchase goal.

Table 1. Reliability Test Results

No	Research Variable	Cronbach Alpha	Standar	Information
1.	Store Atmosphere (X1)	0,783	0,70	Reliable
2.	Word Of Mouth (X2)	0,819		Reliable
3.	Buying Interest (Y1)	0,822		Reliable
4.	Purchase Decision (Y2)	0,813		Reliable

Source: Processed from primary data, 2023.

According to Kerin et al. (2009) in Aries (2018) states that buying interest is the tendency of customers to buy a emblem or take an movement in reference to a buy. Buying hobby is related to emotions and feelings, while someone feels satisfied while buying items or offerings it's going to growth buying hobby. Therefore, buying interest also can be interpreted in an man or woman as a feeling of delight or attitude toward an object in order that the individual has the desire to have the favored item and attempts to get the desired item by using paying cash or sacrifice. Entrepreneurs need to be able to engage with clients through their personal and well-implemented techniques to be able to provide stimulation to clients which then have an effect on shopping choices. The consequences of this look at imply that purchase aim has a calculated t value that is greater than the t table fee and has a significance t count that is less than $\alpha = 0.05$ (one tail) and the route is fantastic, meaning that buying hobby has a high-quality and widespread effect on buying selections. These results display that the higher patron interest in shopping for, the more likely they're to make purchasing choices at Aneka Jaya to three branches

Table 2. Kolmogorov-Smirnov Model 1 test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.34451626
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed from primary data, 2023.

The effects of this observe aid the studies conducted through Afifi and Wahyuni (2019), where the consequences of the research show that purchase purpose has a positive and sizable affect on buying decisions. In addition, this research additionally supports research performed by using Ardiani and Sugiyanto (2020), in which the end result is that shopping for interest has a power on shopping decisions.

Table 3. Kolmogorov-Smirnov Model 2 test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.00407692
Most Extreme Differences	Absolute	.060
	Positive	.059
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed from primary data, 2023.

According to Safitri and Sulaeman (2022) the concept of Store Atmosphere is to create a pleasing environment with the aim of encouraging and dominating purchasers through their emotional feelings so they decide to visit to buy a product. The better the creativity and innovation of entrepreneurs in managing the Store Atmosphere, the extra superb impact it'll have on shop improvement. With a snug surroundings, clients get their very own stimulation on the way to have an effect on purchasing choices. The consequences of this look at suggest that Store Atmosphere has a calculated t price this is more than the t table fee and has a significant t calculated fee this is much less than $\alpha = \text{zero}.05$ (one tail) and the route is fine, meaning that the Store Atmosphere has a positive and considerable effect on shopping decisions. This end result approach that the higher the Store Atmosphere provided, the much more likely consumers are to make shopping decisions at Ita Minimarket & Fashion in Sumowono District, Semarang Regency.

The consequences of this examine assist the studies conducted by Afifi and Wahyuni (2019), wherein the outcomes of their studies are that Store Atmosphere has a high-quality and great have an effect on on shopping choices. In addition, this research additionally supports studies performed with the aid of Hartini and Hartalena (2022), Indratno and Supardin. (2022), Putri (2018), Safitri and Sulaeman. (2022), in addition to Savira and Putro. (2020), in which the result is that Store Atmosphere has a fantastic and considerable impact on buying selections.

Word of Mouth or phrase of mouth merchandising is a advertising and marketing approach that doesn't require high-priced fees. In addition, phrase of mouth conversation is more convincing, due to the fact issues from humans who have enjoy are more ideal. Purchaser. Satisfied purchasers will provide top opinions to own family, buddies, and co-people. Conversely, dissatisfied clients can even give their opinions. So Word of Mouth can be a cause for clients to make a purchase decision. The results of this look at imply that Word of Mouth has a t count fee more than t desk fee and has a significance t rely less than $\alpha = \text{zero}.05$ (one tail) and the course is nice, which means that Word of Mouth has a fine and great impact on choices purchase. This result may be interpreted that the higher the Word of Mouth stage that is applied, the better the opportunity for clients to make purchasing decisions at Aneka Jaya to the 3 branches

The effects of this look at help studies conducted by means of Aries (2018), Hartini and Hartalena (2022), Huzangi and Astuti (2020), Indratno and Supardin (2022), Ningsi, et al. (2021), Putri (2018), and Safitri and Sulaeman (2022), in which the end result is that Word of Mouth has a advantageous and extensive have an effect on on buying decisions. This research isn't the same as the effects of research that has been carried out by means of Afifi and Wahyuni (2019), where the outcomes of the research are that Word of Mouth has a advantageous and insignificant have an impact on on shopping selections.

Kotler and Susanto in Aries (2018) kingdom that hobby is motivation, particularly a robust motivational internal power to act, wherein this motivation is inspired through stimulation and superb emotions closer to the product. To be capable of evoke the patron's emotional state, a shop wishes to task the shop's photograph to purchasers which then has an impact on buying decisions. The results of this observe imply that purchase goal has a superb and full-size impact mediating the effect of the Store Atmosphere variable on purchasing selections because the direct effect of Store Atmosphere on shopping selections is smaller than the indirect impact of Store Atmosphere on shopping decisions through purchase purpose. The results of this observe assist the research carried out by means of Afifi and Wahyuni (2019), wherein the results of the research show that shopping for interest is a mediating variable.

Promotion performed through the Word of Mouth idea consists of how purchasers bring information or inform approximately their experiences in eating a product or service. If the enjoy is bad, different human beings as the opposite person will truly no longer be interested by trying or traveling the organization or product. But on the opposite, if the experience this is informed is good and thrilling and in the end recommends it, this gives a great affect of the service or product which has an impact at the buying interest of new consumers before sooner or later finding out to make a shopping selection.

The effects of this study indicate that purchase intention has a advantageous and big impact mediating the influence of Word of Mouth variables on shopping choices because the direct impact of Word of Mouth on shopping decisions is smaller than the oblique affect of Word of Mouth on shopping decisions through buy purpose. The consequences of this examine guide the studies conducted with the aid of Afifi and Wahyuni (2019) and Aries (2018), where the results in their studies show that shopping for hobby is proven to be an intervening variable. Apart from that, this studies also supports research conducted by Ardiani and Sugiyanto (2020), Word of Mouth has an oblique have an impact on on purchasing selections through shopping for hobby.

4. Conclusion

Based on the formulation of the hassle, store atmosphere has a positive and significant effect on purchase intention, word of mouth has a positive and significant effect on purchase intention, store atmosphere positive and significant effect on purchasing decisions, word of mouth positive and not significant effect on purchase decisions, interest purchase has a positive and significant effect on purchasing decisions. Research limitations include factors that influence purchasing decisions in this study only from three variables, namely store atmosphere, word of mouth and buying interest. Whereas there are still many factors that can influence purchasing decisions limitations of research in operational questionnaires by respondents, namely sometimes the answers given by the respondents did not indicate the circumstances or conditions that were actually in the object. Suggestions, you should improve the store atmosphere serving strategy, which means that interior and exterior arrangements, it is important to know the factors and elements of the store atmosphere, so that it can trigger someone to have a sense of interest to buy. Should further improve quality in serving consumers as well as presentation in promotions to afford form positive word of mouth and voluntarily tell others or its related post-purchase experience, so it can stimulate other people to foster a sense of interest in buying. It is also advisable to further improve the store atmosphere through managing the layout of products that are sold as well as the ability to explain the product by the seller, or the clerk dealing directly with consumers about sales, with attention needs and wants of consumers when visiting places, so that this can trigger someone to make a purchase. Should still maintain existing word of mouth, which means that in forming word of mouth it must be in accordance with reality or actual conditions that exist, so that someone who visited according to information spread by word of mouth. It is better to consider the needs and wants of consumers when making a purchase, in the form of product arrangement that is easy for consumers to know as well as seller reliability or product sellers in providing services. In addition, the management of the parking area which provides convenience and security for consumers when visiting. And, for researchers then, based on the residual results of the R square (R^2) value for regression models 1 and 2, can be a reference for further researchers to analyze other factors outside models that can improve purchasing decisions, in order to further complement this research because there are still variables that potential to influence purchasing decisions

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