

The Effect of Store Atmosphere, Lifestyle, Product Packaging, and Product Innovation on Consumer Purchasing Decisions

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Abstract: In recent years the culinary world in Yogyakarta and South Sumatra is enlivened by the opening of various kinds of coffee shops or cafes. Within a month, at least one new coffee shop will appear or one branch of an existing coffee shop or cafe. During this business competition, many cafes still survive in the culinary industry until now. This study aims to determine the effect of Store Atmosphere, Lifestyle, Product Packaging and Product Innovation on Consumer Purchasing Decisions in Yogyakarta and South Sumatra. From this population, a sample of 200 people will be drawn to be used in the study as respondents. The data analysis method used by the authors is multiple regression analysis. The results of this study indicate that Store Atmosphere, Lifestyle, Product Packaging, and Product Innovation have a significant effect both partially and jointly on Consumer Purchasing Decisions for bakeries in Yogyakarta and South Sumatra

1 INTRODUCTION

A place to get rid of fatigue, calm down or a place to just talk - talk casually until something serious with college friends or coworkers today is straightforward to find, with accompanied food and soft drinks in the form of bread, tea, various kinds of snacks and coffee will adding to the more comfortable atmosphere, such activities are called "hangout" activities (Paramita, 2007). Activities and needs for "hanging out" are increasing along with the increasing development of human civilization and development, which are influenced by cultural and environmental factors. Also, the development of information technology affects the lifestyle and culture that is owned so that the culture of human interaction is also increasing towards a more modern direction. The entrepreneurs take advantage of this opportunity to start a beverage and food business, with prices offered to vary according to predetermined target markets. The cafe is a significant stopover for students or the community to determine to eliminate fatigue.

According to Kotler (2008), marketing is a form of business activity seen from the view of customers. Nowadays, marketing management is demanded not only as a form of business ability in producing goods or services needed because more and more business businesses offer the same amount and type of goods and services.

In this industry, store atmosphere, lifestyle, product packaging, and product and service innovation are factors that consumers consider when making purchasing decisions. If they feel satisfied with the price and quality obtained, consumers may buy again. So, companies need to understand how consumers compare store atmosphere, lifestyle, product packaging, and product innovation, which can lead them to make a purchase. This will help companies to be able to interact with consumer needs. In this study, the author tries to take the title: "The Effect of Store Atmosphere, Lifestyle, Product Packaging, and Product Innovation on Consumer Purchasing Decisions in Yogyakarta and South Sumatra."

2 LITERATURE REVIEW

2.1 Relationship between Store Atmosphere on Consumer Purchasing Decisions

The atmosphere of the store can be concluded as an activity carried out in designing a storeroom following the concepts and goods sold by utilizing existing facilities, and by determining the appropriate theme that can make the store's atmosphere attract

consumers' attention. Gilbert in Foster (2008) states that the store atmosphere influences consumer purchasing decisions.

H1: Store atmosphere influences consumer purchasing decisions in Yogyakarta and South Sumatra.

2.2 Relationship between Lifestyle to Consumer Purchasing Decisions

Research conducted by Herawati (2019) states that lifestyle variables have a positive relationship and have a strong enough influence on the purchase decision variable. Consumer purchasing decisions can not be separated from the lifestyle of those who want to buy products that are useful and have good quality. Diversity of consumers in meeting their needs is influenced by lifestyle characteristics that are measured based on the activities in which a person performs activities in meeting his needs such as work, hobbies, shopping, entertainment, sports, and one's interests based on the desires of the desired product, as well as one's opinion or view of the product which will be purchased so that it can influence consumer decision behavior.

H2: Lifestyle influences consumer purchasing decisions in Yogyakarta and South Sumatra.

2.3 The Relationship between Product Packaging and Consumer Purchasing Decisions

Packaging has a significant meaning because the packaging is not only used as a protector of the contents of the product but also used to please and captivate consumers. Therefore, the packaging is one of the marketing strategies, especially product strategies that can be done by improving the outer shape of the product such as packaging, ethics, colors, logos, etc. to attract the attention of consumers and can give the impression that the product is of good quality well. In addition to providing benefits for producers, product packaging also has meaning for consumers (Buchari Alma, 2007). With the wrapping of the product, it will remain clean and practical to carry anywhere, durable, and easy to store, with the packaging means that the scales in it are correct, the packaging shows the quality of goods such as explaining the contents of the wrapped.

H3: Product packaging influences consumer purchasing decisions in Yogyakarta and South Sumatra.

2.4 The Relationship between Product Innovation and Consumer Purchasing Decisions

Innovation is a significant thing to do for every company or business. Innovations can be implemented according to the needs of each company. Innovation is useful for maintaining customers to keep buying the products we have produced.

H4: Product innovation influences consumer purchasing decisions in Yogyakarta and South Sumatra.

3 RESEARCH DESIGN

The process of consumer purchasing decisions can not be separated from the atmosphere of the store, lifestyle, product packaging, and product innovation. From the explanation above, a theoretical framework can be made, as shown below.

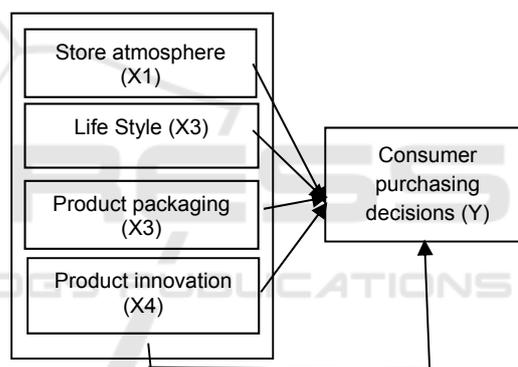


Figure 1: Model Research

4 RESEARCH METHOD

This research is a quantitative study and uses primary data derived from questionnaires. The sampling technique used is non-probability sampling. Using a purposive approach sampling. The sample in this study was 200 respondents who were bakery visitors in the Yogyakarta and South Sumatra regions.

5 RESULTS

5.1 Research Results

This research is a study of the Effect of Store Atmosphere, Lifestyle, Product Packaging, and Product Innovation on Consumer Decisions in

Bakeries in Yogyakarta. In this study, using primary data that is data obtained directly by distributing questionnaires and observations of respondents. Respondents in this study are consumers who have made purchases at a bakery at least once. Respondents in this study were 100 people after the data collected from respondents, then the data will be tested for validity and reliability instruments. After the questionnaire is known, the results are valid and reliable, followed by the collection of 100 respondents, then the regression test to find out the F test, t-test and Beta test (β) which is processed using SPSS to be able to know whether the statistics of Store Atmosphere, Lifestyle, Product Packaging, and Product Innovation Against Consumer Purchasing Decisions.

Based on the data collected, the answers from respondents were then analyzed to find out the influence of Store Atmosphere variables (X1), Lifestyle (X2), Product Packaging (X3), and Product Innovation (X4) on Consumer Purchasing Decisions (Y) and to find out the most significant contribution which influences the Consumer Baker's Purchase Decision in Yogyakarta and South Sumatra. This analysis goes through two stages, namely, descriptive analysis and quantitative analysis.

5.2 Descriptive Analysis

Based on the descriptive analysis of the variables in table 4.9 it can be seen that of the 200 respondents who responded to the Purchase Decision statement, a total of 4 respondents (2%) responded to the purchase decision low, 38 respondents (19%) gave responses to ordinary purchasing decisions, 90 respondents (45%) gave responses to high purchasing decisions, 68 respondents (34%) gave very high purchasing decision responses. The majority of respondents gave a big purchase decision response as much as 90 respondents (45%); it could mean that the bakery consumer was interested in buying products.

Table 1: Purchasing Decision Categories

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Low | 4 | 2.0 | 2.0 | 2.0 |
| Ordinary | 38 | 19.0 | 19.0 | 21.0 |
| High | 90 | 45.0 | 45.0 | 66.0 |
| very high | 68 | 34.0 | 34.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

5.1. Quantitative Analysis

Based on the results obtained from the regression coefficient, a regression equation can be made as follows:

$$Y = 0.224 + 0.254X1 + 0.341X2 + 0.228X3 + 0.223X4$$

In the above equation, the influence of Store Variables, Lifestyle, Product Packaging, and Product Innovation Against Decision of Bakeries Consumer Consumers in Yogyakarta. The meaning of the regression coefficient, namely:

In the equation above obtained a value of 0.562 means that if the store atmosphere variable (X1), Lifestyle (X2), Product Packaging (X3), and Product Innovation (X4) equal to zero (no change), the Purchase Decision (Y) of 0.224.

The coefficient of store atmosphere regression in the above equation is 0.254 (positive), meaning that if the atmosphere of the bakery shop gets better, the Consumer Purchasing Decision will also increase, assuming the variable store atmosphere, product packaging, and product innovation.

The coefficient of product packaging in the above equation is 0.341 (positive), meaning that if the Lifestyle of Bakeries is getting better, the Consumer Purchasing Decision will increase as well, assuming the variable Lifestyle, Product Packaging, and Product Innovation.

The lifestyle regression coefficient in the above equation is 0.228 (positive), meaning that if the bakery product packaging gets better, the consumer's Purchasing Decision will also increase, assuming the variable Lifestyle, store atmosphere, and product innovation.

The regression coefficient of product innovation in the above equation is 0.223 (positive), meaning that if the bakery product innovation gets better, the Consumer Purchasing Decision will also increase, assuming the variable Lifestyle, Product packaging, and store atmosphere.

5.2. Hypothesis Testing

a. Results F Test Results (joint) testing

This test aims to prove whether the independent variables, namely Store Atmosphere, Lifestyle, Product Packaging, and Product Innovation simultaneously (together) influence the dependent variable, namely Consumer Purchasing Decisions.

Based on the results of the F test shows that the F count of 40.278 with a significant level of 0,000, because the significance level is smaller than 0.05 (0.00 < 0.05), it can be concluded that the variables of

Store Atmosphere, Lifestyle, Product Packaging, and Product Innovation are together has a positive and significant effect on Bakers Consumer Purchasing Decisions in Yogyakarta. Hypothesis 1 is proven

b. T-test T-

The test was conducted to determine the influence of store atmosphere, packaging lifestyle used, and product innovation partially on the Purchase Decision of products in the Bakery is as follows: Store atmosphere has a significance value of t of 0.007, which means less than 0.5. This shows that the store atmosphere influences the product purchase decision in the Bakery.

Hypothesis 2 is proven. Lifestyle has a significance value of t of 0,000, which means less than 0.05. This shows that lifestyle influences the product purchase decision in the bakery. Hypothesis 3 is proven. Product packaging has a significance value of t of 0.020, which means less than 0.05. This shows that product packaging has an influence on product purchasing decisions at the Bakery. Hypothesis 4 is proven. Product innovation has a significance value of 0,000, which means less than 0.05. This is pointing out that product innovation influences the product purchase decision in a bakery. Hypothesis 5 is proven

6 DISCUSSION

Based on the results of the research that has been described previously, the discussion is elaborated as follows:

- 1) The atmosphere of the shop created in terms of the interior and exterior of the Bakery is made and arranged for consumer convenience, and to adjust the tastes of consumers, the Bakery makes an atmosphere that looks artsy able to spoil the eyes of consumers, so that makes consumers feel like spending time in the Bakery.
- 2) Lifestyle variables have a significant influence on this study. This is because consumers think that buying products at a bakery can improve the prestige and a better self-image. The target of the Bakery is people in the middle and upper classes and people who have a healthy lifestyle, and therefore, consumers are satisfied with the bakery products that have organic, vegan and vegetarian products.
- 3) Product packaging influences product purchasing decisions at the Bakery. In this study, the influence of product packaging on consumer purchasing decisions is the least. However, the packaging that is designed to be

environmentally friendly by the Bakery has its appeal for consumers who support the existence of going green activities, those who care deeply for the environment.

- 4) The product innovation variable has a significant influence in this study. Innovations made by
- 5) Bakeries can satisfy consumers, can be seen in the statement "Excellence/privileges of products offered by Kebun Roti are not easily forgotten by offering similar products from other cafes" has a high response, which means that innovations or offers made by Bakeries can increase consumer purchasing decisions.

7 CONCLUSION

Based on the results of research and discussion on the influence of store atmosphere, lifestyle, product packaging, and product innovation on Consumer Purchase Decisions in Bakeries in Yogyakarta and South Sumatra, researchers can draw several conclusions as follows:

- 1) Based on the results of the Multiple Regression Test, it is known that all independent variables, namely store atmosphere, lifestyle, product packaging, and product innovation, have a positive and significant effect on Consumer Baker's Purchasing Decisions in Yogyakarta and South Sumatra.
- 2) Based on the results of the Multiple Regression Test partially, it is known that each independent variable, namely store, lifestyle, product packaging, and product innovation, has a positive and significant influence on Consumer Purchasing Decisions in Bakeries in Yogyakarta and South Sumatra.

8 SUGGESTIONS

Bakeries should maintain and improve the atmosphere of the shop and product packaging as well as develop other factors so that lifestyle factors remain good and always innovate so that visitors are increasingly interested in buying bakery products. If this has gone well, it is expected that consumer purchasing decisions will increase from before, so that the bakery will continue to survive despite much pressure from the culinary industry in this era and the times ahead.

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