



Examining the impact of store ambiance on consumer purchasing inclination

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ABSTRACT

This study aims to determine whether the atmosphere of the store affects consumer buying interest at the Budi Utomo Motor Workshop in Pontianak city. The population in this study were consumers who had purchased the product (Budi Utomo Motor Workshop in Pontianak). Samples were taken as many as 100 respondents using random sampling. Data was collected using survey methods through questionnaires filled out by consumers. Then the data obtained by the analyst using simple regression analysis. This analysis includes validity test, reliability test, normality test, heteroscedasticity test, autocorrelation test, simple regression test, coefficient of determination test, and t test. Based on the results of the study found that the atmosphere of the shop has an effect on buying interest. With the conclusion that X to Y is $0.000 < 0.05$ and the t -value is $11.703 > t$ -table 2.0484 , it can be concluded that H_0 is rejected and H_a is accepted, which means the effect of X on Y . The suggestion given by the author is that companies should pay more attention or re-evaluate the strategies that have been carried out for the better and in accordance with what is expected.

Keywords: Store Atmosphere and Buying Interest

1. INTRODUCTION

Due to intensifying competition, customers are inclined to prioritize their negotiating power when it comes to the quality of product options, convenience of retailers, speed of service, and reduced effort and risk (Kotler; & Keller, 2016). Presently, the competition in retail enterprises encompasses not just the aspect of pricing, but also encompasses various other factors that are associated with the overall value of the customer's shopping experience. In order to establish a nice ambiance in a shop, it is important to cultivate a favorable atmosphere. Shop atmosphere comprises of symbols or ambiance that stimulates the emotions of buyers, leading them to make purchasing decisions (Pappas, 2016).

The ambiance of the store not only enhances the shopping experience but also adds value to the things being offered. In addition, the ambiance of the shop will help shape the perception of the shop itself. An excellent store image is crucial for ensuring the company's existence amidst competition and cultivating a base of loyal customers (Pappas, 2016). The shop cultivates an appealing atmosphere as a medium of communication, which can provide favorable and lucrative outcomes. However, it could potentially impede the process of making a purchase. The objective of a marketing process is to establish a sense of convenience for consumers. Consumers will be inclined to make purchases at a shop if they feel comfortable and at ease while there. Given that the Budi Utomo Motor Workshop in Pontianak is a growing business, it is crucial for them to create a favorable shop environment to attract new customers and contribute to the workshop's development. Upon examining the sales performance over the past 3 years, there have been both upward and downward fluctuations. Below is the sales performance for a three-year period spanning from 2019 to 2021

Table 1. Budi Utomo Motor Workshop Annual Sales

No	Year	Sales Target	Sales Actual (Rp)	Increase/ Decrease Sales (Rp)
1	2019	1.500.000.000	1.900.500.000	400.500.000
2	2020	1.500.000.000	1.100.125.000	399.875.000
3	2021	1.500.000.000	999.890.000	500.110.000

From data table 1, it can be seen that the sales turnover development of the Budi Utomo Motor Workshop from 2019 to 2021 has increased and decreased. This shows the possibility of a lack of consumer buying interest.

2. LITERATURE REVIEW

Retail Environment

Each store possesses a distinct appearance and physical arrangement that either hinders or facilitates movement throughout the space (Kotler & Armstrong, 2017). By strategically designing a favorable retail ambiance, organizations can enhance the whole consumer experience, hence potentially impacting purchasing decisions. Hence, it is imperative for management to be mindful and take into account the ambiance of the store in order to entice, allure, or motivate customers to visit the establishment for purchases and subsequently revisit the store for future transactions. The retail ambiance is designed to offer customers a sense of comfort, which can serve as a compelling draw for them to visit the store, make purchases, and develop brand loyalty. Store environment is a crucial component in a reseller's array of products (Qiu et al., 2022). Retailers aspire to establish a distinctive shop experience that aligns with the target market and motivates customers to make purchases.

According to the aforementioned experts, the definition of shop atmosphere may be summarized as the process of creating an appealing and impactful environment in a business to attract and engage people. To create an appealing and impactful retail environment, one should utilize visual communication, lighting, color, music, and aroma. Several choices in designing a retail shop can contribute to the creation of a pleasant shopping environment (Zeqiri et al., 2023). Consumers sometimes evaluate a store only based on its outward appearance, and subsequently determine whether prospective purchasers would enter the store based on the impressions they generate. The store design incorporates different elements, including the store layout and physical facilities, with the purpose of influencing shopping behavior and customers' emotional responses towards the store. This aims to create a comfortable environment for consumers to select the desired products and ultimately affect their purchasing behavior. The store atmosphere refers to a deliberate strategy designed to cater to the target market, with the aim of creating a comfortable environment that encourages customers to spend a significant amount of time selecting the products they require. In addition, it is anticipated that it can elicit an emotional response from consumers, so motivating them to make a purchase (Sam et al., 2023).

The store atmosphere aims to influence the emotional state of buyers which causes or influences purchases. To evoke this emotional state, marketers must pay attention to the factors that influence creating a comfortable store atmosphere, namely as follows (Jayaweera & Sirisena, 2020):

- a) Type of Employee
General characteristics of the employees they have. Examples: neatness, level of insight, and level of friendliness.
- b) Type of Merchandise
The type of goods they offer, how they offer and display these goods determine the atmosphere that the seller wants to create.
- c) Type of Fixed Equipment
Equipment must still be appropriate and consistent with the initial theme you want to create. The selection of existing furniture and equipment is adjusted to the atmosphere you want to achieve.
- d) Sound of Voice
Music can have a positive or negative impact on customer responses. Because music can make a consumer stay longer and buy more goods, or even leave the store faster.
- e) Aroma
Research suggests that people evaluate merchandise positively, spend more time shopping and are generally in a better mood if the scent they like.
- f) Visual Factors
Color can create a mood or focus consumer attention.

The store atmosphere is closely related to the planning of the physical store environment to create an experience for consumers that can produce emotional effects felt by consumers and can also lead to consumer loyalty towards the store. There are several elements that are used as references or things that must be considered when implementing a shop atmosphere by business people. The elements of shop atmosphere are visual communication, lighting, color, music and aroma (Roggeveen et al., 2020). This is different who stated the following elements of shop atmosphere (Fatikh & Ramadhani, 2023):

- a) Exterior
 - 1) External design is the area of a store. There are several elements with respect to external design:
 - 2) Store front, external design that shows the characteristics of the company.
 - 3) Marque, a good symbol that is translated into three-dimensional form.
 - 4) Entrance.

b) Atmospheric Ambience

Interior arrangement really influences consumers visually, sensually and mentally at the same time. Atmosphere and ambience can be created through the following aspects:

- 1) Visual, which is related to sight such as color, brightness, size and shape.
- 2) Tactile, which is related to the touch of hands or skin such as softness, smoothness and temperature.
- 3) Olfactory, which is related to smell or aroma.
- 4) Aural, which is related to sound.

c) Store planning

Store planning includes layout and location of space based on various types of spaces or areas. Apart from the elements of shop atmosphere proposed by experts which have been explained previously.

Store atmosphere is another element that a store has (Roggeveen et al., 2020). Each store has a physical layout that makes it easier or more difficult for consumers to choose the type of product. In developing a comfortable shop atmosphere, manufacturers will of course pay attention to indicators that influence the shop atmosphere. The following are indicators of store atmosphere:

- a) Lighting
- b) Layout of items
- c) Indoor temperature
- d) Store design and colors

Purchase Interest

One form of consumer behavior is interest or desire to buy a product or service. The form of consumer buying interest is potential consumers, namely consumers who have not yet made a purchase at the present time and can be called potential buyers (Sinurat et al., 2021). Consumer interest is a consumer behavior where consumers have a desire to choose, use and consume or even want a product being offered. According to Kolter in Annisa (2017), buying interest is something that arises after receiving stimulation from the product he sees, from there an interest arises in trying the product until finally the desire to buy it arises to have it. Buying interest is a psychological aspect that has quite a big influence on behavior (Wydyanto & Rafqi Ilhamalimy, 2021). So Schiffman and Kanuk explain that buying interest is defined as a real form of thought reflecting the buyer's plan to buy several units in a certain number of several brands available within a certain time period.

Buying interest is one part of the components of consumer behavior in terms of consumption attitudes and a person's tendency to act before a buying decision is actually made (Hosta & Zabkar, 2021).

a) Buying Interest Indicator

Indicators of a potential consumer's buying interest are as follows (Rahmayani et al., 2022):

- 1) Attention, namely the attention of potential consumers to the products offered by the manufacturer.
- 2) Interest, namely the interest of potential consumers in the products offered by the manufacturer.
- 3) Desire, namely the desire of potential consumers to have the product offered by the manufacturer.
- 4) Action, namely potential consumers make purchases of the products offered.

Buying interest has several indicators, namely as follows (Nursoleh, 2022):

- 1) Transactional Interest, namely a person's tendency to buy a product
- 2) Referential Interest, namely a person's tendency to refer products to other people.
- 3) Referential Interest, namely interest that describes the behavior of someone who has a main preference for the product.
- 4) Exploratory Interest, which describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the properties of the product.

b) Factors that Influence Purchase Interest

There are several factors that influence consumer buying interest, namely (Dangi et al., 2020):

- 1) Job differences
The existence of differences in a person's work can predict interest in the level of work they want to achieve, the activities they undertake.
- 2) Socio-economic differences
This means that someone who has a high socio-economic background will find it easier to achieve what they want than someone who has a low socio-economic background.
- 3) Differences in hobbies or hobbies
This means how a person uses his free time.
- 4) Gender differences
This means that women's buying interests will be different from men's interests, for example shopping patterns.
- 5) Age difference
This means that the ages of children, teenagers, adults and the elderly will have different interests in an item, an activity, an object and a person.

The following factors that influence buying interest:

- a) Awareness of Needs
Where needs will influence someone to have an interest in buying what is needed.
- b) Product Introduction
If someone is familiar with a particular product, it will tend to influence their buying interest in that particular product.
- c) Evaluation of Alternatives
With the emergence of alternative choices, there will be an evaluation of alternatives which will influence purchasing interest.
- d) External Influence
 - 1) Marketing efforts
It is a set of marketing tools, namely product, price, promotion and location, which are combined by a company to produce the desired response in the target market.
 - 2) Social
These social factors are more environmental factors that influence buying interest.
 - 3) Culture
The culture embedded in an area will influence a person's buying interest.

The relationship between shop atmosphere and buying interest

There are four relationships between store atmosphere and buying interest, namely:

- a) Store atmosphere can have a significant impact on long-term buying interest.
- b) Store atmosphere may be an even more important factor in determining a company's success or failure in the future.
- c) The store atmosphere provides comfort so that consumers are interested in buying.
- d) Even though it is difficult to change, the store atmosphere can be made to increase sales.

3. METHODS

The method in this research is a form of quantitative research method. According to Sugiyono (2017) quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/ statistics, with the aim of testing predetermined hypotheses. The data collection tools used in this research are:

a) Questionnaire

Sugiyono (2017) said that a questionnaire is a data collection technique by giving respondents a set of questions to answer. Researchers collect data by asking several questions that researchers have prepared to get the answers that researchers expect. The questionnaire technique is basically the same as a structured in-depth interview, but in a questionnaire the researcher does not have to meet face to face. Instead, the researcher will write down a list of questions on paper and then distribute it to respondents.

b) Interview

Interviews are used as a data collection technique if the researcher wants to carry out a preliminary study to find the problem to be researched, and if the researcher also wants to know things from the respondents in more depth and the number of respondents is small (Sugiyono, 2017). Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. In carrying out research, it is necessary to determine a number of populations as research objects to be used as data sources. In this research, the population is all consumers of the Budi Utomo Motor Workshop in the city of Pontianak.

Sample is part of the number and characteristics of the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population (Sugiyono, 2017). The population described as a sample is 30 people at the Budi Utomo Motor Workshop in the city of Pontianak. The technique used in this research is total sampling. Total sampling is a sampling technique when all members of the population are used as samples. This is often done when the population is relatively small, less than 100 people or research that wants to make generalizations with very small errors. The researcher intends to make the entire population the research object because the number of populations to be studied is less than 100. The sampling criteria are as follows:

- a) Respondents aged 17 years and over.
- b) Domiciled in the city of Pontianak.
- c) shop or service at the Budi Utomo Motor Workshop in Pontianak city.

4. RESULT AND DISCUSSIONS

Descriptive Analysis of Respondents' Answers

The results of the research questionnaire were obtained based on answers regarding the independent variable consisting of shop atmosphere (X) to the dependent variable, namely consumer buying interest (Y) among car consumers in the city of Pontianak which is described as follows:

Store Atmosphere (X)

Table 2. Store Atmosphere

Statement	Store Atmosphere											
	SS		S		KS		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
1	19	63%	9	30%	2	7%	0	0%	0	0%	30	100%
2	3	10%	20	67%	7	23%	0	0%	0	0%	30	100%
3	5	17%	11	37%	13	43%	1	3%	0	0%	30	100%
4	4	13%	12	40%	13	43%	1	3%	0	0%	30	100%
5	11	37%	16	53%	2	7%	1	3%	0	0%	30	100%
6	7	23%	16	53%	6	20%	1	3%	0	0%	30	100%

Source : Processed Results (2022)

The results of the questionnaire answers obtained from 30 respondents for the shop atmosphere variable in Table 2 are:

- The first question concerns consumers who are interested in buying because the coloring and lighting is very adequate. A total of 19 respondents (63%) answered strongly agree, 9 respondents (30%) answered agree, 2 respondents (7%) answered neutral, there were no respondents who answered disagree and strongly disagree. This indicates that the majority of consumer buying interest in the city of Pontianak is from lighting because it is easier for consumers to choose goods.
- The second question concerns consumers who are interested in buying because the air temperature is adjusted to the size of the shop. A total of 3 respondents (10%) answered strongly agree, 20 respondents (67%) answered agree, 7 respondents (23%) answered neutral, no respondents answered disagree and strongly disagree. This indicates that consumers are interested in buying in the city of Pontianak because consumers feel that the air temperature is right and the size of the shop makes consumers comfortable.
- The third question is about being interested in buying at the Budi Utomo motorbike repair shop because the shop atmosphere is comfortable. A total of 5 respondents (17%) answered strongly agree, 11 respondents (37%) answered agree, 13 respondents (43%) answered neutral, 1 respondent (3%) answered disagree and no respondents answered strongly disagree agree. This indicates that consumers' buying interest in the city of Pontianak is because consumers feel comfortable when they are in the shop.
- The fourth question regarding the atmosphere of the shop at the Budi Utomo motorbike workshop is comfortable so that it makes consumers interested. A total of 4 respondents (13%) answered strongly agree, 12 respondents (40%) answered agree, 13 respondents (43%) answered neutral, 1 respondent (3%) answered disagree and no respondents answered strongly don't agree. This indicates that consumers' buying interest in the city of Pontianak is because consumers feel comfortable so they are interested in buying.
- The fifth question regarding a comfortable shop atmosphere and a good sales room makes consumers interested in buying. A total of 11 respondents (37%) answered strongly agree, 16 respondents (53%) answered agree, 2 respondents (7%) answered neutral, 1 respondent (3%) answered disagree and strongly disagree. This indicates that consumers are interested in buying in the city of Pontianak because consumers see a nice, comfortable room so they are interested in buying.
- The sixth question regarding neat grouping of goods and a comfortable shop atmosphere will make consumers interested in buying. A total of 7 respondents (23%) answered strongly agree, 16 respondents (53%) answered agree, 6 respondents (20%) answered neutral, 1 respondent (3%) answered disagree and no respondents answered strongly disagree agree. This indicates that consumer buying interest in the city of Pontianak is because consumers see fast shops and a comfortable atmosphere so that consumers are interested in buying.

Consumer Purchase Interest (Y)

Table 3. Consumer Purchase Interest

Statement	Consumer Purchase Interest											
	SS		S		KS		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
1	9	30%	11	37%	8	27%	2	7%	0	0%	30	100%
2	6	20%	18	60%	5	17%	1	3%	0	0%	30	100%
3	5	17%	11	37%	12	40%	2	7%	0	0%	30	100%
4	16	53%	10	33%	3	10%	1	3%	0	0%	30	100%
5	16	53%	12	40%	2	7%	0	0%	0	0%	30	100%
6	16	53%	11	37%	3	10%	0	0%	0	0%	30	100%

Source : Processed Results (2022)

The results of the questionnaire answers obtained from 30 respondents for the variable consumer buying interest in Table 3 are:

- a. The first question concerns whether you are willing to buy a car at the Budi Utomo motorbike repair shop. A total of 9 respondents (30%) answered strongly agree, 11 respondents (37%) answered agree, 8 respondents (27%) answered neutral, 2 respondents (7) answered disagree and no respondents answered strongly disagree. This indicates that consumer buying interest is due to consumer availability to buy.
- b. The second question regarding Budi Utomo motorbike workshop products is my choice both now and in the future. A total of 6 respondents (20%) answered strongly agree, 18 consumers (60%) answered agree, 5 respondents (17%) answered neutral, 1 respondent (3%) and no respondents answered strongly disagree. This indicates that consumers' buying interest in the city of Pontianak is because the Budi Utomo Motorcycle Workshop is a good choice.
- c. The third question concerns the Budi Utomo motorbike repair shop that I chose because the atmosphere of the shop is very comfortable. A total of 5 respondents (17%) answered strongly agree, 11 respondents (37%) answered agree, 12 respondents (40%) answered neutral, 2 respondents (7%) answered disagree and no respondents answered strongly disagree. This indicates that consumers are interested in buying in the city of Pontianak because the shop atmosphere is very comfortable.
- d. The fourth question is about being interested in trying to buy at the Budi Utomo motorbike repair shop because the shop atmosphere is comfortable. A total of 16 respondents (53%) answered strongly agree, 10 respondents (33%) answered agree, 3 respondents (10%) answered neutral, 1 respondent (3%) answered disagree and no respondents answered strongly disagree agree. This indicates that the majority of consumers' buying interest in the city of Pontianak is because they are interested in trying it and the shop atmosphere is comfortable.
- e. The fifth question concerns consumers who immediately buy because of the product being offered. A total of 16 respondents (53%) answered strongly agree, 152 respondents (40%) answered agree, 2 respondents (7%) answered neutral, no respondents answered disagree and strongly disagree. This indicates that the majority of consumers' buying interest in the city of Pontianak is because they immediately buy the products offered.
- f. The sixth question is about immediately buying at the Budi Utomo motorbike repair shop because you saw social media. A total of 16 respondents (53%) answered strongly agree, 11 respondents (37%) answered agree, 3 respondents (10%) answered neutral, no respondents answered disagree and strongly disagree. This indicates that the majority of consumers' buying interest in the city of Pontianak is due to looking at social media.

Instrument Test

Validity Test

Table 4. Validity Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	19.3667	6.171	.239	.709
X2	20.0667	5.444	.576	.622
X3	20.2667	4.823	.522	.623
X4	20.3000	5.252	.419	.660
X5	19.7000	5.183	.481	.639
X6	19.9667	5.413	.368	.678

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	20.8667	9.568	.684	.891
Y2	20.8000	10.717	.657	.890
Y3	21.1333	9.982	.673	.890
Y4	20.4000	9.421	.856	.859
Y5	20.3000	10.769	.765	.878
Y6	20.3333	10.437	.781	.874

Table 4 shows that the conclusions from the validity test carried out on all 12 questions were valid. Thus, the questionnaire can be continued at the reliability testing stage. To state that an item is valid or invalid, a benchmark of 0.2 is used. Based on the test results, all items with a value above 0.2 mean that the items from the self-esteem questionnaire are valid and reliable.

Reliability test

Table 5. Reliability Test variable X

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.697	.701	6

Table 6. Reliability Test variable Y

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.905	6

Based on the table above, it can be stated that the questionnaire for variables respondents to be used as research instruments. If Cronbach's alpha is greater than 0.06, it means that the validity and reliability test results of an instrument are valid and reliable for use in this research.

Simple Linear Test

Table 7. Simple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.162	1.533		4.021	.000
Store Atmosphere	.410	.035	.911	11.703	.000

a. Dependent Variable: consumer buying interest

Berdasarkan tabel diatas dapat dilihat bahwa diperoleh regresi sebagai berikut:

$$Y=a+bx$$

$$Y=6,162+0,410x$$

Statistical Test

Coefficient of determination test

Table 8. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.830	.824	1.13328

a. Predictors: (Constant), Store Atmosphere

b. Dependent Variable: consumer buying interest

The table above shows that the results obtained are an adjusted R square value of 0.830. This means that the independent variable influences the dependent variable by 80.3% while the remaining 19.7% is influenced by other variables.

t test

Table 9. t test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.162	1.533		4.021	.000
	Store Atmosphere	.410	.035	.911	11.703	.000

a. Dependent Variable: consumer buying interest

From the table above, the results of the hypothesis are known that the Sig. value for the effect of X on Y is 0.000 <0.05 and the t value is 11.703 >t table 2.0484, so it can be concluded that Ho is rejected and Ha is accepted, which means that there is an effect of X on Y.

5. CONCLUSIONS

The conclusions of this study are: There is an influence of the shop atmosphere on consumer buying interest in the Budi Utomo Motor workshop in Pontianak city with the sig value results. For the effect of X on Y is 0.000 <0.05 and the t value is 11.703 >t table 2.0484, so it can be concluded that Ho is rejected and Ha is accepted, which means that there is an effect of X on Y.

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