

ANALYSIS OF THE EFFECT OF STORE ATMOSPHERE AND SALES PROMOTION ON CUSTOMER PURCHASE DECISIONS (STUDY ON PIZZA HUT PAAL DUA MANADO)

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Abstract

Currently the development of world business is getting higher. This business development is also experienced by the city of Manado. Various kinds of business activities have sprung up and developed, for example the property business, manufacturing business and what is no less developing is the culinary business. The research objective was to determine the effect of store atmosphere and sales promotion on purchasing decisions at Pizza Hut Paal Dua Manado. Multiple linear analysis method. The research location is in Pizza Hut Paal Dua Manado. The population in this study were all Pizza Hut Paal Dua Manado customers. Determination of the sample using non-probability sampling by accidental sampling, namely the selection of respondents who were carried out by chance among the people the researcher met. The population is 74 respondents. The results of the study show that partially store atmosphere influences purchasing decisions, sales promotion influences purchasing decisions. Simultaneously store atmosphere and sales promotion affect purchasing decisions.

Keywords: Store Atmosphere, Sales Promotion, Purchase Decision.

INTRODUCTION

Background

The fast food restaurant business is increasingly booming in various cities, supported by sentiments of improving people's incomes and the increasing trend of dining out of the home. Millennials win over getting their friends and family to eat out more often. Thus the fundamental challenge faced by fast food restaurant entrepreneurs today is business planning. The reason is, they no longer rely on shopping centers as a place to sell, but in densely populated areas. North Sulawesi, especially the city of Manado, is one of the cities that has experienced an increase in the culinary business, which can be seen from the development of cafes and fast food restaurants that have begun to adorn many corners of the city of Manado. Not to forget fast food restaurants which are in great demand by customers, have opened many branches in Manado. This is evidenced by the hectic number of fast food restaurants in Manado. Not only that, foreign cultures that entered Indonesia, especially the city of Manado, introduced a pizza menu that made people interested in trying it and then felt comfortable with the food. One of the most famous pizza restaurants in Indonesia opened a branch in Manado several years ago under the name Pizza Hut. This Pizza Hut restaurant was first opened in Manado Town Square. Seeing that many customers like this food, Pizza Hut opened its branches in several places and one of them is in Paal Dua Manado. The location is also very strategic because it is in a densely populated area. Pizza Hut paal two Manado cities are not the only business units located in the city of Manado.

Table 1. List of Pizza Hut Restaurants in Manado

No.	Restaurant Name
1	Pizza Hut Restaurant - Manado Mega Mall
2	Pizza Hut Restaurant - Manado Town Square
3	Pizza Hut Delivery - PHD Indonesia
4	Pizza Hut Restaurant Paniki

Source: Field Survey, 2023

Based on table 1. there are 4 Pizza Hut restaurants in Manado City. Currently, the Pizza business in Manado City is showing very significant development, which is marked by the opening of a new Pizza Hut outlet.

Today, the development of world business is getting higher. This business development is also experienced by the city of Manado. Various kinds of business activities have sprung up and developed, for example the property business, manufacturing business and what is no less developing is the culinary business. The culinary business is a business that is one of the choices for business people to run because it has good prospects. This can be seen by the mushrooming of various types of businesses in the culinary field, starting from roadside food stalls to large restaurants, which are still crowded with visitors. This means that the competition among culinary entrepreneurs themselves will also be even tougher, forcing them to rack their brains even harder to prepare the right strategy to win the competition in the market. Changes in lifestyle, habits, tastes and procedures for enjoying and consuming food in urban communities make culinary business people do things that can influence consumers so that these consumers decide to buy the products offered by the restaurant. But now the atmosphere is the most important factor for consumers in choosing a place to eat. A comfortable atmosphere with unique and creative decorations is the main attraction for a restaurant that makes consumers decide to visit the restaurant. In fact, it is not uncommon for consumers to decide to visit a restaurant just because they like the atmosphere that the restaurant has to offer.

One of the influencing factors is the condition of the store atmosphere. The store atmosphere offered by producers, if responded positively by consumers, will have great opportunities for the place to be visited. Atmosphere refers to the design of the environment through visual communication, lighting, colors, music and aromas that stimulate customers perceptually and emotionally and ultimately influence their buying behavior. It can be assumed that consumer ratings or responses to store atmosphere will influence consumer purchases. One of the considerations in making purchasing decisions is an attractive store atmosphere. Store atmosphere can be an alternative to distinguish one cafe from another. Difference is necessary because in every business you will find similar products with prices that range from slightly different or even the same. Store atmosphere can be more reason for consumers to be interested and choose where they will visit and buy. This is as stated by Levy and Weitz (2001) that in purchasing decisions, consumers not only respond to the goods and services offered, but also respond to a pleasant buying environment for consumers. Making consumers interested is one of the initial goals and then definitely aims to encourage consumer desire to buy. This is as stated by Levy and Weitz (2001) that in purchasing decisions, consumers not only respond to the goods and services offered, but also respond to a pleasant buying environment for consumers. Making consumers interested is one of the initial goals and then definitely aims to encourage consumer desire to buy. This is as stated by Levy and Weitz (2001) that in purchasing decisions, consumers not only respond to the goods and services offered, but also respond to a pleasant buying environment for consumers. Making consumers interested is one of the initial goals and then definitely aims to encourage consumer desire to buy.

In addition to store atmosphere, sales promotion is an important element that has a positive influence on purchasing decisions. Restaurants that have good sales promotion programs will make it easier for consumers to make purchasing decisions. All sales promotion tools are very influential on consumer purchasing decisions. Sales promotion is a stimulus that can attract consumers' attention to make purchases immediately, thus sales promotions have a big role and power to influence consumer behavior because almost no consumers ignore sales promotions before making product purchases. Sales Promotion is an attempt by marketers to inform and influence other people or parties so that they are interested in making transactions or exchanging the products or services they market. Buchari (2013) suggests that purchasing decisions are a consumer decision to process all information and draw conclusions in the form of responses that appear what products are purchased. One way to beat the competition is to make something different.

Store atmosphere and sales promotion at the Pizza Hut restaurant itself can influence the purchasing decisions of customers. Purchasing decisions are an act of selecting various alternatives owned by consumers, Tjiptono (2018) states that decision making is a process that starts with identifying problems that can be solved through purchasing several products. In purchasing decisions, customer response to goods and services is very necessary, for that a good sales promotion will influence customers in determining whether they will buy or not the goods or services offered. Not only responding to the goods and services offered, but also responding to a pleasant buying environment for consumers. This makes these customers choose shops, restaurants, *store atmosphere* that is unique and comfortable can attract the attention of consumers and captivate the hearts of customers, so that there will be a desire to make repeat purchases.

Based on the explanation on the background of the problems above, the authors are interested in conducting research with the title "Analysis of the Influence of Store Atmosphere and Sales Promotion on Customer Purchase Decisions (Studies on Pizza Hut Paal Dua Manado)".

Research purposes

The purpose of this research is as follows:

1. To analyze the partial effect of Store Atmosphere on purchasing decisions at Pizza Hut Paal Dua Manado.
2. To analyze the partial effect of Sales Promotion on purchasing decisions at Pizza Hut Paal Dua Manado.
3. To analyze the simultaneous effect of Store Atmosphere and Sales Promotion on purchasing decisions at Pizza Hut Paal Dua Manado.

LITERATURE REVIEW

Marketing Management

Management according to Kotler (2018) management is a series of processes that can help complex technological systems of people and run smoothly. The most important aspects of management include planning, budgeting, organizing, staffing, controlling, and problem solving. Hasibuan (2018) defines management as the science and art of managing the process of utilizing other resources efficiently, effectively and productively which is the most important thing to achieve a goal.

From these various definitions, the researcher concludes that management is a process in which there is a concept to achieve company goals through the process of planning, organizing, implementing, and controlling to determine company goals or objectives and determine ways to achieve these goals. According to Kotler and Armstrong (2016), marketing is a process by which companies create value for customers and build strong relationships with customers to get value from customers in return.

Store Atmosphere

Store atmosphere can give a message to consumers that the store has high quality or not. Store atmosphere is a strategy for how a manager can manipulate building design, interior space, layout, hallways, carpet texture, walls, smells, color shapes, and sounds experienced by customers to achieve certain effects (Mowen and Minor, 2018). Store atmosphere is an atmosphere that is created or generated to provide added value and give a positive impression on the minds of consumers (Tunjungsari et al., 2016). Store owners must be able to manage the atmosphere (atmosphere) in the outlet in such a way as to increase consumer visits, increase sales and stimulate a positive image from consumers.

Store Atmosphere indicator

According to Berman and Evan (2014) there are indicators of influential store atmosphere elements consisting of Exterior, General Interior, Store Layout and Interior Display.

1. Exterior. Exterior is that the front of the store reflects the stability and robustness of the company spirit and the nature of the activities within it, and can create trust and goodwill for consumers. Store exterior functions as an identification or identification mark, so it often states a symbol.
2. Interiors. Interiors of a store should be designed to maximize visual merchandising. As is known, advertising can attract buyers to come to the store, but the most important thing that can make sales after purchasing is in the store is display. A good display is something that can attract the attention of consumers and help them to easily observe, examine and select goods and finally make purchases.
3. Layout. Store layout, is a plan for determining a particular location and arrangement of streets/aisles in a store that is wide enough to make it easier for consumers to walk around in it. Store layout will invite entry or cause consumers to stay away from the store when the customer sees the inside of the store through the storefront window or entrance. A good layout will be able to invite consumers to stay around longer and spend more money.
4. Bulletin board. Bulletin board is a sign used to provide information to consumers to influence the atmosphere of the store environment.

Sales Promotions

According to Kotler and Armstrong (2018) sales promotion is a short-term incentive to encourage desire and to try or buy a product or service. Meanwhile, according to Gitosudarmo (2010) sales promotion is a company activity to sell the products it markets in such a way that consumers will easily see them and even with

certain placements and arrangements, these products will attract consumers' attention. From the opinions of some of the experts above, sales promotion can be interpreted as a way for companies to introduce their products to the general public by using several promotional tools such as product samples, discounts, product packaging, free products to consumers and so on. Not only that, You can also use the mass media as a company communication channel to introduce its products. The role of sales promotion is very important, because if there is no promotion it will have an impact on the products being sold to be unsold and even potential customers do not recognize the product.

Sales Promotion Indicator

There are five indicators of sales promotion according to Kotler and Keller (2016) as follows:

1. Promotion frequency is the number of sales promotions carried out at a time through sales promotion media.
2. Promotion quality is a measure of how well sales promotions are carried out.
3. Promotion quantity is the value or number of sales promotions given by consumers.
4. Promotion time is the length of promotion carried out by the company.
5. Accuracy or suitability of promotional targets is a necessary factor to achieve the target desired by the company.

Buying decision

Purchasing decisions are an act of selecting various alternatives owned by consumers, Tjiptono (2018) states that decision making is a process that starts with identifying problems that can be solved through purchasing several products. According to Kotler (2010) the specific buying process consists of the following sequence of events: problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior. The marketer's task is to understand the behavior of buyers at each stage and what influences operate at those stages. To make a purchase, consumers cannot be separated from the characteristics of the product regarding the appearance, style, quality and price of the product.

Purchasing Decision Indicator

There are six indicators according to Kotler and Keller (2016), namely:

1. Product Selection. Consumers determine the products to be purchased, consumers will buy products that have value for them.
2. Brand Selection. Consumers must determine the brand to be purchased, each brand has its own differences.
3. Channel Selection. Purchasing Every consumer is different in terms of choosing a dealer due to location factors that are close, cheap prices, complete inventory, shopping convenience and space flexibility.
4. Timing. Purchase Determination of consumers in the selection of time can be different - different.
5. Purchase Amount. Consumers can make decisions about how much product to buy. Purchases made may be more than one product.
6. Payment method. Consumers can make decisions about the method to be used in making consumer decisions to use products or services. Currently purchasing decisions are influenced by not only cultural, environmental and family aspects. But it is influenced by the technology used in purchasing transactions so that it can make it easier for consumers to make transactions.

Previous Research

Firly (2023) The Influence of Store Atmosphere and Sales Promotion on Purchasing Decisions Study of Indonesian ACE Hardware Consumers, TBK. TechnomartKarawang Branch.

In this study the authors used a quantitative descriptive method based on multiple linear regression analysis. The sampling technique uses non-probability sampling. The results of this study indicate that all hypotheses, Store Atmosphere and Sales Promotion have a significant and positive effect on Purchase Decision on consumer studies Ace Hardware Indonesia, Tbk. technomartkarawang branch. However, if the Store Atmosphere and Sales Promotion are not implemented or the two independent variables are not implemented, there will be a decrease in Purchasing Decisions and consumers will switch to other competitors. Conversely, if the Store Atmosphere and Sales Promotion are implemented all the independent variables can improve Purchase Decisions at Ace Hardware Indonesia, Tbk. Technomartkarawang branch.

Meidyansyah (2023) The Influence of Social Media Marketing and Service Quality on Purchasing Decisions Through Consumer Purchase Interest as Intervening Variables on Instagram Social Media 3Second.

This study aims to determine the effect of Social Media Marketing (SMM), Service Quality (KL), Consumer Purchase Interest (MBK) on Purchase Decision (KP) on Instagram Social Media 3 seconds. The population used in this study are consumers who have purchased 3second products. The sample in this observation was 126 individuals using the nonprobability sampling technique using a purposive sampling approach (sample taking with certain considerations, on the criteria of the respondent having accessed the Instagram social media application 3 seconds. Data was taken using a questionnaire using the Google form. The results of this study show that Social Media Marketing (SMM) has a positive and insignificant impact on Purchase Decision (KP).

Muthi (2023)The Effect of Price, Brand Image and Promotion on Easy Shopping Customer Repurchase Intention Mediated by Customer Satisfaction.

This study aims to analyze the effect of Price, Brand Image, and Promotion on Customer Repurchase Intention on Easy Shopping with Customer Satisfaction as the Mediating Variable. The population is Easy Shopping customers with a total sample of 170 people. The analytical method used in this research is SEM. The results show that Price, Brand Image, and Promotion have a significant effect on Customer Satisfaction, Customer Satisfaction has a significant effect on Customer Repurchase Intention and can mediate the effect of Price in the partial mediation category, Brand Image, and Promotion in the full mediation category on Customer Repurchase Meaning. Research advice for Easy Shopping, they can set a more reasonable pricing policy for customers,

Lestari (2023) Analysis of Service Quality, Store Atmosphere, and Price Discounts on Impulse Buying At Matahari Consumers Department Binjai Supermall Store.

This study aims to determine and analyze the effect of service quality, store atmosphere, and discount prices on impulse purchases. This study was conducted on consumers of Sun Department Store Binjai Supermall. The population in this study are consumers who visit Sun Department Store Binjai Supermall. Sampling using an accidental sample of 200 respondents. The data analysis performed was multiple linear regression using the SPSS program. The results of data analysis show that partially the variables of service quality, store atmosphere, and discount prices have a significant effect on impulsive purchases for Sun Department Store Binjai Supermall consumers.

Augustine (2023)The Influence of Store Atmosphere, Food Quality, Service Quality on Purchase Decisions on Chinese Food and Beverages in Sidoarjo.

This study aims to determine the effect of store atmosphere, food quality, service quality on purchasing decisions in the noodle kingdom in Sidoarjo. The method used in this research is a quantitative approach method. as many as 100 people who have purchased noodle kingdom products. The information analysis technique used in this study uses multiple linear regression using the SPSS version 25 program. The results in this study prove that store atmosphere has an influence on quality and influences purchasing decisions.

Ago, et.al (2023) The Effect of Product Branding and Online Promotional Videos on Consumer Purchasing Decisions in MSMEs.

The purpose of this study was to determine the impact of product branding and online promotional videos on purchasing decisions of SME consumers. The research strategy is quantitative and employs a questionnaire with a random sample of 10 MSME respondents. The results of the study show that product branding (X1) and online promotional videos (X2) have a large impact on MSME purchasing decisions with a reliability coefficient of more than or equal to 0.70, therefore they are considered reliable.

Relations Between Variables

Relationship between Store Atmosphere on Purchasing Decisions

Competition conditions in the business world require every entrepreneur to be able to compete and survive against competitors. The number of companies competing to get customers makes the conditions of competition between companies increasingly tight. Very tight competition requires entrepreneurs to be able to

determine the right strategy in competing, namely in fulfilling customer needs that are always varied. Store atmosphere can be an alternative to distinguish one restaurant from another. Difference is necessary because in every business you will find similar products with prices that range from slightly different or even the same. Store atmosphere can be more reason for customers to be interested and choose where they will visit and buy. In purchasing decisions, Customers not only respond to the goods and services offered, but also respond to a pleasant buying environment for consumers. This makes these customers choose the shop, restaurant or cafe they like and make a purchase. A unique and comfortable store atmosphere can attract the attention of consumers and captivate the hearts of customers, so that a desire to make repeat purchases will arise.

Sales Promotion Relationship to Purchasing Decisions

Sales Promotion gives the sense that the higher and more interesting promotions carried out by the company, the higher the consumer's decision to purchase and subscribe to the product/service. Sales promotion when done well will lure consumers to buy products (Andani&Wahyono, 2018). According to Kotler and Armstrong (2018) sales promotion is a short-term incentive to encourage desire and to try or buy a product or service. Meanwhile, according to Gitosudarmo (2010) sales promotion is a company activity to sell the products it markets in such a way that consumers will easily see them and even with certain placements and arrangements, these products will attract consumers' attention.

Research Model and Hypothesis

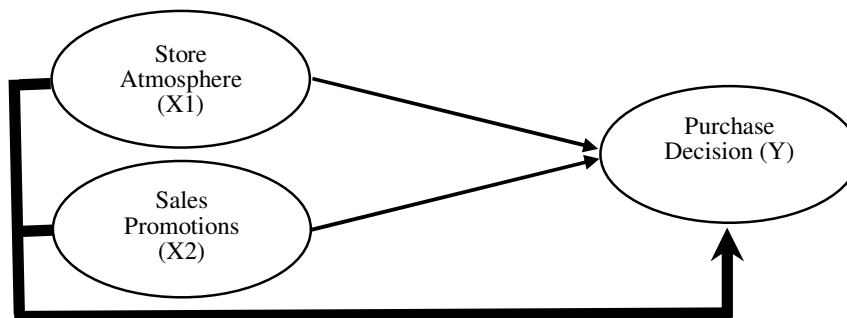


Figure 1. Research Model
Source: Literature Reviews, 2023

hypothesis

Based on the thinking process framework above, the hypothesis can be formulated as follows:

1. Allegedly *Store Atmosphere* effect on purchasing decisions at Pizza Hut Paal Dua Manado in a manner Partial.
2. Allegedly *Sales Promotions* influence on purchasing decisions at Pizza Hut Paal Dua Manado partially.
3. Allegedly *Store Atmosphere* and *Sales Promotion* influences *Purchase Decision* at Pizza Hut Paal Dua Manado simultaneously.

RESEARCH METHODS

4.1 Types of Research

The type of research used in this research is descriptive method, because the purpose of this research is to explain causal relationships in the form of influence between variables through hypothesis testing. Sugiyono (2014) said that descriptive research is a research question that asks the relationship between two or more variables.

Research sites

The location of this research is Pizza Hut Paal Dua Manado.

Data source

The data sources used in this study consist of primary data and secondary data, Sugiyono (2014) explains that:

1. Primary data, data obtained by the author directly from Pizza Hut Paal Dua Manado customers through questionnaires distributed to a number of respondents according to the target audience and considered to represent the entire research data population.
2. Secondary data, data obtained through reference books and previous studies such as research journals.

Population and Sample

According to Sugiyono (2014) population is a generalized area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and draw conclusions. The population in this study were all Pizza Hut Paal Dua Manado customers.

The sample is part of the number and characteristics possessed by the population (Sugiyono 2014). Determination of the sample in this study using non-probability sampling, namely a sampling technique that does not provide the same opportunity/opportunity for elements of the population to be selected as samples. In determining the sample to be taken, the researcher did it by accidental sampling, that is, the selection of respondents was carried out by chance among the people the researcher met (Singaribun and Effendi 2006).

According to Green (1991) to determine the number of samples in a regression study using the formula $50 + 8n$, where n is the number of variables. In this study there are 3 variables (Store Atmosphere, Sales Promotion and Purchase Decision). Therefore, the following calculation can be obtained:

$$\begin{aligned}\text{Number of samples} &= 50 + 8n ; \\ &= 50 + 8(3) \\ &= 50 + 24 \\ &= 74 \text{ respondents}\end{aligned}$$

Based on the calculation above, a good number of samples from a population of 74 respondents was obtained.

4.5 Data Collection Methods

The data collection method in this study is as follows:

1. Observation, is a research method where researchers make direct observations on research objects, Sugiyono (2014).
2. Questionnaire, a data collection technique that is carried out by giving a set of written statements to respondents to answer. Questionnaires are in the form of statements related to research variables, Sugiyono (2014).

Variable Operational Definitions

Store Atmosphere(X1)

Store atmosphere can give a message to consumers that the store has high quality or not. Store atmosphere is a strategy for how a manager can manipulate building design, interior space, layout, hallways, carpet texture, walls, smells, color shapes, and sounds experienced by customers to achieve certain effects (Mowen & Minor, 2018). Berman and Evan (2014) there are indicators of influential store atmosphere elements consisting of Exterior, General Interior, Store Layout and Interior Display.

Sales Promotions(X2)

According to Kotler and Armstrong (2018) sales promotion is a short-term incentive to encourage desire and to try or buy a product or service. five indicators of sales promotion according to Kotler and Keller (2018) as follows: Promotion frequency, Promotion quality, Promotion quantity, Promotion time and Accuracy or suitability

Purchase Decision (Y)

Tjiptono (2018) states that decision making is a process that starts with identifying problems that can be solved through purchasing several products. Indicators according to Kotler and Keller (2016), namely: Product Selection, Brand Selection, Channel Selection, Timing, Purchase Amount and Payment Method.

RESEARCH RESULTS AND DISCUSSION**Research Instrument Test Results****Validity Test Results**

The validity of an item of this research instrument refers to the results of the total value of the Pearson product moment correlation item at a significance level of 5% (0.05). If the probability of the correlation result (sig) is less than 0.05 (5%) then the research instrument item is declared valid and vice versa if the probability of the correlation result (sig) is greater than 0.05 (5%) then the research instrument item is declared invalid (Sugiyono, 2018). The following are the results of testing the validity of the research instrument using SPSS software version 25.0:

Table 2. Results of the Research Instrument Validity Test

Variable	Question Items	r (correlation)	Significance	Information
Store Atmosphere (X1)	X1.1	0.477	0.000	Valid
	X1.2	0.48	0.000	Valid
	X1.3	0.671	0.000	Valid
	X1.4	0.624	0.000	Valid
	X1.5	0.620	0.000	Valid
	X1.6	0.434	0.000	Valid
	X1.7	0.437	0.000	Valid
	X1.8	0.490	0.000	Valid
Sales Promotions (X2)	X2.1	0.349	0.002	Valid
	X2.2	0.674	0.000	Valid
	X2.3	0.631	0.000	Valid
	X2.4	0.645	0.000	Valid
	X2.5	0.612	0.000	Valid
Buying decision (Y)	Y1.1	0.483	0.000	Valid
	Y1.2	0.343	0.003	Valid
	Y1.3	0.680	0.000	Valid
	Y1.4	0.555	0.000	Valid
	Y1.5	0.583	0.000	Valid
	Y1.6	0.362	0.002	Valid

Source: 2023 processing data

Based on table 2, the results obtained for all instrument items are valid because they have a probability value (sig) of less than 0.05.

Reliability Test Results

Reliability testing was carried out using the SPSS version 22.0 program based on Cronbach's Alpha value. The questionnaire can be said to be reliable if it has a Cronbach Alpha reliability coefficient of 0.6 or more. The results of reliability testing of all variable items are shown in the following table:

Table 3. Reliability Test

No	Variable	Alpha Cronbach
1.	Store Atmosphere(X1)	0.714
2.	Sales Promotions(X2)	0.722
3.	Purchase Decision (Y)	0.676

Source: 2023 Processed Data

Based on table 3, it can be seen that all instrument items have a Cronbach Alpha value above 0.6. This means all items are reliable. Thus the whole question (questionnaire) can be used for research.

Results of Data Analysis**Normality Test Results**

Normality testing is carried out using normal probability plot graphs. The normality test results are shown in the following figure:

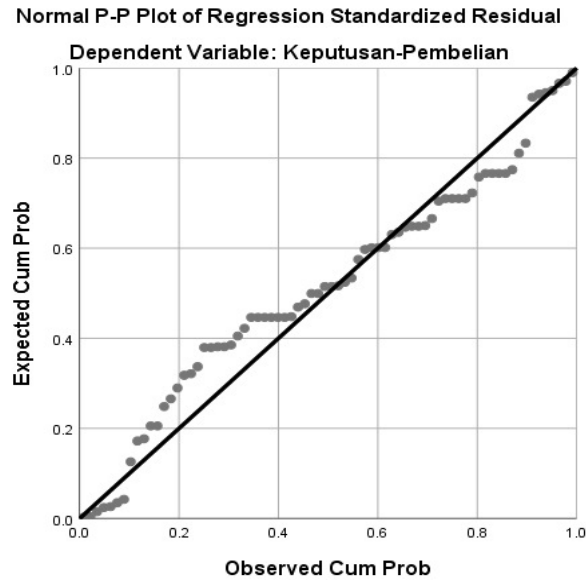
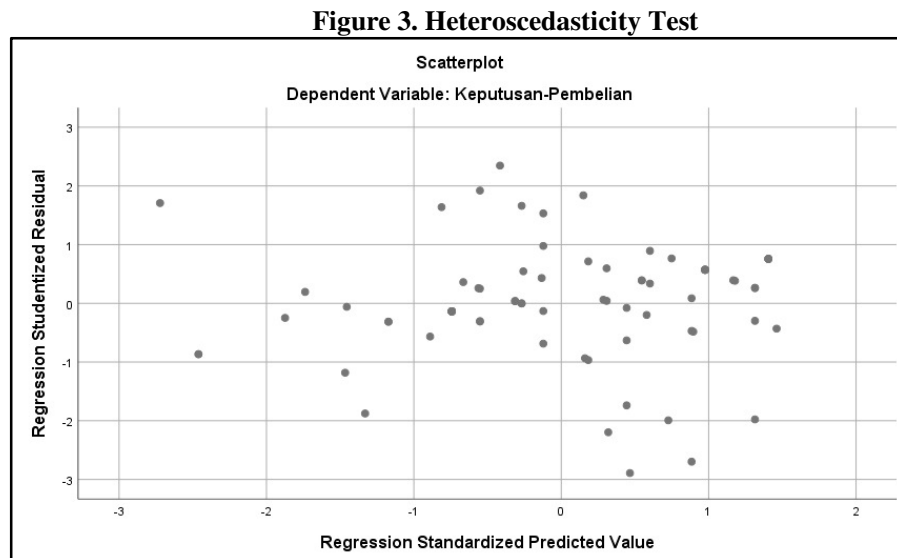


Figure 2. Normality Test
Source: 2023 Process Data

From Figure 2, it can be seen that the points are around the diagonal line, so it can be said that the regression model has normally distributed data.

Heteroscedasticity Test Results

According to Ghozali (2018) one way to see the fulfillment of the heteroscedasticity requirements in the regression model is to look at the dots on the scatter plot graph. If these points form a certain pattern then the regression indicates heteroscedasticity. The results of the heteroscedasticity test are shown in the image below:



Source: 2023 Process Data

The test results in Figure 3 show that there are no symptoms of heteroscedasticity because the dots spread randomly and do not show a specific pattern.

Multicollinearity Test

Multicollinearity is tested by calculating VIF (Variance Inflating Factor) values. If the VIF value < 10, there is no multicollinearity or non-multicollinearity (Ghozali, 2018). The test results are shown in table 4 below:

Table 4. Multicollinearity Assumption Test Results

Independent variable	VIF	Information
Store Atmosphere (X1)	1.123	Non-Multicollinearity
Sales Promotions (X2)	1,063	Non-Multicollinearity

Source: 2023 Process Data

Based on table 4, it can be concluded that the regression model does not detect multicollinearity (the independent variables in the model are strongly correlated) because the VIF (Variance Inflating Factor) value is < 10.

Multiple Linear Regression Test Results

Coefficient of Determination

The coefficient of determination is used to calculate the overall contribution of the independent variable to the dependent variable. The coefficient of determination is calculated by multiplying the R square value by 100% ($r^2 \times 100\%$). The following is a table of the Coefficient of Determination in the model summary output which shows the value of the coefficient of determination in the following table:

Table 5. Coefficient of Determination Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.664a	.741	.426	1.82235	1836

- a. Predictors: (Constant), Sales-Promotion, Store-Atmosphere
- b. Dependent Variable: Purchase-Decision

Source: 2023 Process Data

Based on table 5, what can be interpreted is as follows:

1. Square R value. The R Square number or the coefficient of determination. The magnitude of the coefficient of determination in the table above is 0.741 or equal to 74.1%. This figure means that 74.1% of the resulting variation in purchasing decisions can be explained by using store atmosphere and sales promotion variables. While 25.9% is explained by other variables not examined. The following is a table of multiple linear regression analysis.

Table 6. Results of Multiple Linear Regression Analysis

Variable		B	Q	Sig	Information
Purchase Decision (Y)	Store Atmosphere (X1)	0.235	6.137	0.000	Significant
	Sales Promotions (X2)	0.452	5,664	0.000	Significant
Constant : 8.083 F Count : 28.060 R : 0.664a Sig : 0.000 Adjusted R Square : 0.426 a : 0.05 R Square : 0.741					

Source: 2023 Process Data

From the results of multiple regression analysis in table 6, if included in the regression equation model is as follows:

$$Y = a + b1X1 + b2X2 + b3X3$$

$$Y = 8.083 + 0.235 (X1) + 0.452(X2) + 0.518(X3)$$

The equation above shows that the independent variables (X1 and X2) have a positive influence on the dependent variable (Y). Based on the results of the recapitulation of the multiple linear regression analysis above, it can be seen that the influence of the R Square determinant test results is 0.741 or 74.1% so the variables (X1 and X2) have an influence on purchasing decisions of 74.1%, while the rest are influenced by other variables not examined .

Based on the regression equation above, it can be seen that the three variables have an explanation of the coefficient values as follows:

1. The constant value (α) has a value of 8.083, this means that the purchasing decision at Pizza Hut Paal Dua Manado before the independent variable is 8.083.
2. Store atmosphere regression coefficient (X1) of 0.235 or 23.5% indicates a unidirectional positive relationship between store atmosphere and purchasing decisions. This shows that the better the implementation of the store atmosphere, the purchasing decision to buy repeatedly will also increase.
3. Sales promotion regression coefficient (X2) of 0.452 or 45.2% indicates a unidirectional positive relationship between sales promotion and purchasing decisions. This shows that the better the implementation of sales promotion, the purchasing decision to buy repeatedly will increase.
4. The correlation coefficient value (R) is equal to 0.664. The R value ranges from 0 to 1, if the R value is close to 0 then the relationship between the variables is getting lower. If the R value is close to 1 then the relationship between variables is getting higher. The value in this study is 0.664 indicating that the relationship between store atmosphere and sales promotion is close to high.

Hypothesis Testing Results

The decision to test the hypothesis simultaneously or partially is based on the probability value obtained from the results of data processing through the Parametric Statistics SPSS program as follows:

1. If it is significant < 0.05 then, H_a is accepted and H_0 is rejected, which means that there is a significant influence between the X and Y variables.
2. If significance > 0.05 , then H_a is rejected and H_0 is accepted, which means that there is no significant effect between the X and Y variables.

Hypothesis test

This test was conducted to determine how much influence the independent variables or independent variables (work discipline, motivation and job satisfaction) partially have a significant effect on the dependent variable or dependent variable (performance). Partial test or t test is done by comparing the significant value of t with a significant level or $\alpha = 0.05$. The results of the t test or partial test for more details can be seen in the partial test results in the following table:

Table 7. Partial Test Results (t test) Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	8,083	2,517		3,211	.002		
	Store-Atmosphere	.235	.038	.561	6.137	.000	.825	1.123
	Sales-Promotion	.452	.080	.518	5,664	.000	.940	1,063

a. Dependent Variable: Purchase-Decision

Source: Process Data, 2023

Based on the results in table 5.6 it can be concluded that:

1. Work discipline variable (X1), its significance value is 0.000. Because the significance probability number is < 0.05 , H_0 is rejected and H_a is accepted, thus the store atmosphere influences the purchasing decision at Pizza Hut Paal Dua Manado.

2. Sales promotion variable (X₂), its significance value is 0.000. Because the probability significance number is <0.05, H₀ is rejected and H_a is accepted, thus sales promotion has a significant effect on purchasing decisions at Pizza Hut Paal Dua Manado.

Discussion

Store Atmosphere effect on purchasing decisions.

The results of the study show that store atmosphere influences purchasing decisions. This means that the store atmosphere is an important part of the purchasing decision at Pizza Hut Paal Dua Manado. This can also be interpreted that if the application of Store atmosphere increases or tends to be high, then the purchasing decision to make repurchases will also increase. Atmosphere relates to how managers can manipulate building design, interior space, layout, aisles and others that consumers experience in purchasing decisions, all of which aim to influence consumers in decision making.

Effect of Sales Promotion on Purchasing Decisions.

The results showed that sales promotion had an effect on purchasing decisions at Pizza Hut Paal Dua Manado. Sales Promotion provides an understanding that the higher and more attractive the promotions carried out by the company, the higher the consumer's decision to make purchases and subscribe to these products/services. Sales promotion when done well will lure consumers to buy products (Andani & Wahyono, 2018). According to Kotler and Armstrong (2018) sales promotion is a short-term incentive to encourage desire and to try or buy a product or service.

CONCLUSION

As for the results of this study, namely:

1. *Store Atmosphere* partially significant effect on purchasing decisions at Pizza Hut Paal Dua Manado.
2. *Sales Promotions* partially significant effect on purchasing decisions at Pizza Hut Paal Dua Manado.
3. Store atmosphere and sales promotion influence simultaneously on purchasing decisions at Pizza Hut Paal Dua Manado.

Suggestion

From the results of data analysis and discussion, the authors can suggest a number of things here, namely:

1. In terms of Store Atmosphere Pizza Hut Paal Dua Manado, you should pay more attention to the atmosphere in the shop/restaurant so that consumers can feel comfortable when they are in the restaurant or around the restaurant. So that Pizza Hut Paal Dua Manado does not lose consumers. This can be done by continuing to provide the latest innovations, so that it gives an impression and can be remembered by consumers.
2. In terms of Sales Promotion, management is advised to continue to be creative and innovative in designing sales promotions to attract consumers, as well as paying attention to the frequency of time for carrying out promotional activities. Management needs to set clear promotion objectives and carry out evaluations so that promotional activities can be well directed and controlled.
3. In relation to purchasing decisions, it is important for the Pizza Hut Paal Dua Manado manager to pay attention to the Store Atmosphere and the implementation of Sales Promotion. Because high purchasing decisions can increase profits for the company.

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