

THE INFLUENCE OF STRATEGIC ADVERTISING AND STORE ATMOSPHERE ON CUSTOMER BUYING INTERESTS

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Abstract

This study aims to determine: (1) the influence of advertising and store atmosphere partially on consumer buying interest at Giant Supermarket, (2) the effect of the influence of advertising and store atmosphere simultaneously on consumer buying interest at Giant Supermarket, and (3) between advertising and store atmosphere, which one that has the most dominant influence on consumer buying interest at Giant Supermarket.

This research is a survey using quantitative approach. The population in this study is all visitors at Giant Supermarket. The method of taking the sample is purposive sampling with sample of 100 people. Data were collected by questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple regressions.

The results of this study indicate that: (1) There is the influence of advertising on consumer buying interest at Giant Supermarket, evidenced from the t_{count} value of 4.228 is greater than t_{table} value of 1.987 or $(4.228 > 1.987)$; with a significance value of $0.000 < 0.05$; and the regression coefficient has positive value of 0.221; (2) There is store atmosphere influence on consumer buying interest at Giant Supermarket, evidenced from t_{count} of 4,895 larger than t_{table} value of 1.987 or $(4.895 > 1.987)$; with a significance value of $0.000 < 0.05$, and the regression coefficient has positive value of 0.435; (3) There is the influence of advertising and store atmosphere on consumer buying interest at Giant Supermarket, evidenced from the results obtained by the F-test analysis F_{count} value of 37.679; when compared with the value of 3.111 F_{table} at significance level of 5%, then the value $F_{\text{count}} > F_{\text{table}}$ ($37.679 > 3.111$), with a significance value of 0.000 is smaller than 0.05 ($0.000 < 0.05$), and (4) store atmosphere that has the most dominant influence on consumer buying interest at Giant Supermarket, evidenced by regression coefficient of 0.435.

Keywords: Advertisement, Store atmosphere, Buying interest

Abstrak

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh iklan dan atmosfer toko pada minat beli konsumen di *Supermarket* Giant, (2) pengaruh iklan dan atmosfer toko secara bersamaan pada minat beli konsumen di *Supermarket* Giant, dan (3) di antara iklan dan atmosfer toko, mana yang memiliki pengaruh paling dominan pada minat beli konsumen di *Supermarket* Giant.

Penelitian ini adalah survei dengan menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah semua pengunjung di *Supermarket* Giant. Metode pengambilan sampel adalah *purposive sampling* dengan sampel 100 orang. Data dikumpulkan dengan kuesioner yang telah diuji validitas dan reliabilitasnya.

Teknik analisis data yang digunakan adalah regresi berganda. Hasil penelitian ini menunjukkan bahwa: (1) Terdapat pengaruh iklan terhadap minat beli konsumen di *Supermarket* Giant, terbukti dari nilai t_{hitung} 4,228 lebih besar dari

nilai t_{table} 1,987 atau $(4,228 > 1,987)$; dengan nilai signifikansi $0,000 < 0,05$; dan koefisien regresi memiliki nilai positif 0,221; (2) Terdapat pengaruh suasana toko pada minat beli konsumen di *Supermarket Giant*, terbukti dari nilai t_{hitung} 4.895 lebih besar dari nilai t_{tabel} dari 1,987 atau $(4,895 > 1,987)$; dengan nilai signifikansi $0,000 < 0,05$, dan koefisien regresi memiliki nilai positif 0,435; (3) Terdapat pengaruh iklan dan suasana toko pada minat beli konsumen di *Supermarket Giant*, terbukti dari hasil yang diperoleh oleh analisis F-test yang bernilai F_{count} 37,679; bila dibandingkan dengan nilai 3,111 F_{table} pada tingkat signifikansi 5%, maka nilai $F_{count} > F_{table}$ ($37,679 > 3,111$), dengan nilai signifikansi sebesar 0,000 lebih kecil dari 0,05 ($0,000 < 0,05$), dan (4) suasana toko yang memiliki pengaruh paling dominan pada minat beli konsumen di *Supermarket Giant*, dibuktikan dengan koefisien regresi 0,435.

Kata kunci: Iklan, Suasana toko, Minat beli

JEL Classification: M31

1. Research Background

Along with the times, the retail business in the mid of society becomes increasingly important. This is due to a change in the shopping pattern of society which getting more selective, moreover in a change of the way consumers perception toward retail business itself. Retail business, which is traditionally viewed merely as a provider of goods and services, has grown to become not just a place to shop but also a place for recreation and socializing, as a consequence of retail business which was originally managed traditionally turned into a business that is more innovative, dynamic, and competitive (Suhartanto and Nuralia, 2001). A change in people's lifestyles and the present is what lies behind the development of the supermarket business.

Kotler (2005) states "Supermarkets are relatively large stores with embrace self-service operation, in which the volume of goods is high, small profit, low cost and is designed to serve all the needs of consumers such as food, household products, products of daily necessities and others ". Department store or supermarket is a form of shops selling retail merchandise. In general, selling goods needs of men, women, teens, children and household appliances. The supermarket business competition arises because the types and kinds of goods sold between the supermarkets and with another supermarket is not much different.

This competition is not only created opportunities but also poses challenges. Challenges faced by competing companies are always trying to get the best way to capture and maintain market share. Therefore, companies must be able to implement appropriate marketing strategies to create products that conform to the wishes and needs of consumers. Furthermore, companies must be able to communicate their products to prospective customers or target market, because no matter how good a product is if the consumer is not aware of its existence in the market, consumers will not appreciate or interest in the product, so it is necessary to have process of delivering information through marketing communication (Riyanto, 2008). With the expected marketing communication, messages delivered to viewers can be received well, so it can affect a person's interest to buy or use the product offered.

According to Jogiyanto (2005) interest is the tendency of a person to feel attracted to certain objects that are considered most important, while the "need for achievement" is the need to achieve a certain accomplishment. From interest in

something supported by the “need for achievement” will form the motivation that ultimately actualized in behavior. Therefore, interest or intention is the desire to perform the behavior. Thus, the existence of individual interest may lead to desire.

One of the company's strategies to increase people's interest in purchasing a product is marketed through advertising. According to Kotler (2005) the purpose of advertising is to inform, persuade, remind and reinforce the products or services offered. Advertising is one of the many marketing activities undertaken by a company. At the higher level of competition, the role of perceived marketing is very important to win the market.

The second factor that determines a person makes a purchase is factor of “store atmosphere”. “Store atmosphere” according to Utami (2006) is the environment through visual communication design, lighting, colors, music and fragrances to design an emotional response and customer perceptions and to influence customers to buy goods. Berman & Evans (2001) divides the elements store atmosphere into the four elements, namely: 1) Exterior, 2) General Interior, 3) Store Layout, 4) Interior Display.

The existence of “store atmosphere” and the advertisement can create customer satisfaction and customer loyalty manifested in the desire to repurchase and recommend. Not only the price is becoming a primary consideration for the customers, the current atmosphere is an important factor for the consumer in choosing where to buy the necessities for their life.

According to Kotler (2005), the identity of a shop can be communicated to consumers through decorating stores, or more broadly than the atmosphere. Despite an ambience of the shop is not directly communicate social class of products that are in it, so that it can be used as a tool to persuade consumers use or purchase of the goods sold in stores. In addition, consumers often know without trying a product, it is often the case because of the growing influence of advertising among consumers.

Advertising becomes a marketing tool, which triggers the consumer to disclose, discuss, promote, recommend, and sell products / brands to other customers. The high flow of information makes all people easily grasp and understand new knowledge parts of the world and other countries. The development of technology and a variety of network access enable everyone to know even understand without having to be in that place.

In Yogyakarta, many industries are engaged in the retail sector, such as: Hypermarket Macro, Alfa, Giant, Hero, and Carrefour. Those are some examples of retailers who enliven the market competition in Yogyakarta. The number of retailers that come into play in the market requires them to have a competitive advantage and characteristics that competitors do not have them. For short term, it is meant for consumers to make their place as the preferred place to shop. For medium to long term, it is intended that competitive advantage and owned characteristic can build a positive image of the company that led to the emergence of consumer loyalty (Levy and Weitz, 2004).

Giant Supermarket is one of the businesses that stand relatively long but management does not run up along with consumer demands. Consumers are now more selective in choosing where to shop. Giant Supermarket often made consumers reluctant to buy because it was felt this place was too crowded and hard to find a parking space for four-wheeled vehicles.

Based on observations at Giant Supermarket, there some evidence show that customers tend to be less satisfied with arrangement of items that is not presentable; consumers find it difficult to take some products that located in top of shelf, with the

lack of information signs about the categorization of goods such as pricing, and also the use of less fragrant aroma. This makes the implementation of store atmosphere at Giant Supermarket is considered inappropriate. Moreover, according to some customers, advertising strategy that has been run is not effective because some customers do not know the promotion, causing some less interested customers to make purchases at Giant Supermarket.

According to Fatima Gillani (2012) competitive marketplace businesses have concentrated on all aspects of their product from its production to its selling, among all other aspects the store atmosphere has been considered a vital one as the retail store is the POP (point of purchase) for the customer.

According to Kotler (2003) when a consumer enters into store, they do not only provide an assessment of the product and the price offered by retailers, but also to respond to the environment created by the retailer through the store layout, display (the arrangement of items) that is creative, design interesting building, the spacing between shelves, temperature, music song. Not only adding value to the product being sold, but also creates a pleasant atmosphere for consumers, so that consumers choose his favorite store and ultimately increase their purchasing decisions.

This study aims to determine: (1) the influence of advertising and store atmosphere partially on consumer buying interest at Giant Supermarket, (2) the effect of the influence of advertising and store atmosphere simultaneously on consumer buying interest at Giant Supermarket, and (3) between advertising and store atmosphere which has the most dominant influence on consumer buying interest at Giant Supermarket.

1.1. Buying Interest

Interest or intention is willingness to perform the behavior attitude (Jogiyanto, 2005). Thus, the presence of these individual interests can lead to desire. Interest is something disposition that organized through experience, which encourages a person to obtain specific object, activity, understanding, and skills for the purpose of attention or achievement. It is important in the interest of intensity. In general, interests include affective characteristics that have a high intensity.

According to Cobb-Walgren, Ruble, and Donthu (1995) buying interest is a mental state of the consumer who purchases product reflects the plan with certain brands. Therefore, if someone wants to buy, it is usually influenced by factors such as encouragement and specific considerations (Dodds, Monroe, and Grewal, 1991).

Dodds, Monroe, and Grewal (1991) argue that buying interest is defined as the possibility of a consumer's interest in purchasing a particular product that is seen. According to Dodds, Monroe, and Grewal (1991), if someone wants a product and is interested in having the product they are trying to buy these products, in addition to the other factors is the recommendation of the other party is very important because it can affect a person for the purchasing process. Interest in buying is an encouragement of consumers to make purchases or impulse that is owned by someone to make repeat purchases.

Buying interest is a willingness to buy, a motif that is intrinsic to encourage consumers to pay attention spontaneously, naturally, easily, without coercion and selective in the products which are sold (Engel et, all, 1995). Buying interest in this study measured using four indicators based on Kusuma Dewa (2009) which includes: an exploratory interest (for information), interest referential (recommending to others), interest transactional (act of purchase), and preferential interest (making which main).

1.2. Advertisement

a. Definition of Advertisement

Lee and Carla (2005) says that advertising is a commercial and non-personal communication about an organization and its products which transmitted to a target audience through the mass media such as television, radio, newspapers, magazines, direct mail (direct mailing), outdoor billboards or public transport. While Kennedy and Soemanagara (2006: 49) say that advertising is a marketing communication activity using mass media in the process of delivering the message.

b. Advertisement Objective

The purposes of advertising (advertisement objectives) are the goals that sought to be achieved by advertising. Preparation of good advertising goals is a difficult task of management of advertising, but those goals become the foundation for the entire advertising decision set (Shimp, 2003).

The goal of advertising is not only to increase sales, advertising has purpose as well as to introduce a product to people about product information such as benefit and discount. Moreover, people can be aware with the existence of the product, so it will also give them knowledge with newest information about the product itself. There are several ways to determine the advertising goals, (Tjiptono, 2005: 36) there were:

1) *Inventory Approach*

In this approaches, advertising goals is determined or taken from various collection of the company objectives that can be seen from all angles of view in the company's marketing. With this approach, marketers can realize there are many different objectives which can be emphasized in advertising, and the selection of objectives should consider other marketing purposes.

2) *Hierarchy Approach*

This approach is based on the assumption that before buying the product, the customer should pass through the stages of psychological variables. Therefore, advertising goals must move to these stages in a shape of hierarchy.

3) *Attitudinal Approach*

This approach suggests that objectives advertisement is affecting the structure of attitudes. The purposes of advertising can be the following statements.

- (1) Influence the power that give most affect in the selection criteria for evaluating the brand from a particular product class.
- (2) Adding to characteristics on things that considered being prominent in the product class.
- (3) Increase or decrease rankings which prominent characteristics on product class.
- (4) Changing the perception of the brand companies in several salient characteristics of a particular product or important.
- (5) Changing the perception of brands that compete in several salient characteristics of certain products or important.

Advertising is a form of indirect communication, which is based on information about advantages or benefits of the product and arranged in a way that creates a feeling of pleasure which will change someone's mind to make a purchase. Advertisement which referred to this research is advertising done by the supermarkets as one form of marketing promotion. Variable advertisement in the study is measured through four aspects, including: giving information, persuade / influence, creating the impression / image, and satisfy (Swastha, 2005).

1.3. Store Atmosphere

According to Levy and Weitz (2001) the atmosphere has purpose to design environment through visual communication, lighting, color, music, and to stimulate the olfactory perception and emotions of customers and ultimately to influence their spending behavior.

According to Berman and Evans (2001) for a basic store retailer or retail, store atmosphere was based on physical characteristics that are usually used to build an impression and attract customers.

According Sutisna (2001) store atmosphere is "the spatial planning (instore) and outer space (outstore) which can create comfort for the customers".

According to Prastisia (2015) Store atmosphere has an impact on Consumer Buying Behavior, not only from the attractive product but also consumer paying attention in store cleanliness, store design, and store personal behavior.

Service quality gives effect on customer satisfaction and customer loyalty. Customer satisfaction is determined by how the level of compatibility between the services provided by the service expected. Where the higher the perceived service quality will be even higher level of customer satisfaction. (Heryati, 2015)

According to Mowen, that has been quoted by Sutisna (2001), "Store atmosphere is one component from the image on the store. There is a combination of products sold, services, customers, and the store as a place to enjoy the pleasures of life and store promotional activities.

Store atmosphere in the study was measured through four dimensions by using a Likert scale. The explanation of each dimension is presented as follows:

a. *Exterior*

Exterior is whole accessories and completeness store located in outdoors store. Exterior indicators measured by the following criteria: entrance, signage, parking facilities.

b. *General Interior*

General interior is a combination of all elements in the in existing part on Department Store and Supermarket. General indicators of the interior are measured by the following criteria: lighting, cleanliness of the store, the temperature of the air, the smell of the room, the music, and the employees.

c. *Store Layout*

Store layout is planned to determine the specific location and arrangement of equipment in-store merchandise and store facilities. Store layout indicator is measured by the following criteria: a grouping of goods, arrangement of items, the distance between shelves.

d. *Interior Display*

Interior displays the information and signs which facilitate and add to the convenience of the consumer, when it is in the Department Store and Supermarket. Interior indicator display is measured by the following criteria: signage, sign discounted products.

2. Research Methods

2.1. Type of Research

The type of research used in this research is survey research. In survey research, information collected from respondents using a questionnaire. This study is based on the level of explanations classified in associative research. Associative research is "research seeking causal relationship or influence relationship or

influence of the independent variable (X) on dependent variable (Y)" (Sugiyono, 2008).

2.2. Research Place and Subject

This research was conducted at Giant Supermarket. And the research time was conducted in November 2014 until it was complete.

Population is a generalization area that consisting of, object / subject which has quantity and specific characteristics established by researchers to learn and then drawn conclusions (Sugiyono, 2008). The populations in this research are all visitors at Giant Supermarket. The sample in this research most of all is visitors at Giant Supermarket. The number of respondent achieved is 100 respondents.

2.3. Data Collection and Data Analysis Techniques

Data collection techniques in this research is using questionnaire. Test the validity by using Confirmatory Factor Analysis (CFA) and reliability test using Cronbach alpha formula. Instrument can be valid if the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) is greater than 0.50. To test the reliability of research instrument used Cronbach alpha formula. Instruments can be said as reliable if the Cronbach alpha coefficient greater than 0.600 (Arikunto, 2008). Data analysis techniques used in the research is multiple linear regression analysis.

3. Result and Discussion

The result of hypothesis testing is described as follows:

3.1. t test (partially) includes :

First Hypothesis

The results of t-test statistics for the advertisement variables obtained t_{count} by 4.228 greater than t_{table} value of 1.987 or ($4.228 > 1.987$); with a significance value of $0.000 < 0.05$; and the regression coefficient has a positive value of 0.221; thus hypothesis stated "There is the influence of advertising on consumer buying interest at Giant Supermarket" is proven.

Second Hypothesis

The results of t-test statistics for the advertisement variables obtained t_{count} for 4,895 greater than t_{table} value of 1.987 or ($4.895 > 1.987$); with a significance value of $0.000 < 0.05$, and regression coefficient has positive value of 0.435; thus hypothesis stated "There atmosphere influence on consumer buying interest at Giant Supermarket" is proven.

3.2. F test (simultaneously)

From the test results obtained by the value of the F_{count} equal to 37.679; when compared with the value of the F_{table} of 3.111 at significance level of 5%, then the value of the $F_{count} > F_{table}$ ($37.679 > 3.111$) with significance value of 0.000 is smaller than 0.05 ($0.000 < 0.05$), thus the hypothesis "There is the influence of advertising and store atmosphere on consumer buying interest at Giant Supermarket" is proven.

3.3. Effect of Advertisement to the Consumer Purchase Interest

The results showed that there is influence of advertising on consumer buying interest at Giant Supermarket, there is evidence from t_{count} of 4.228 is greater than the value t_{table} 1,987 or ($4.228 > 1.987$); with a significance value of $0.000 < 0.05$; and the regression coefficient has a positive value of 0.221.

In displaying advertising, marketers are required to be creative and innovative in order to attract the attention of consumers and may carry interest of consumers to buy. Harjadi and Fatmasari (2008) said the advertisement becomes a marketing tool, prompting consumers to disclose, discuss, promote, recommend, and sell a product /

brand to other customers. The high flow of information makes all people easily grasp and understand new knowledge parts of the world and other countries.

Through the development of technology and variety of network access, enabling everyone to know even understand without having to be in that place. Customers will tend to form a positive impression and more trust in advertising delivered by attractive. This interest is likely to provide persuasive impact for people who see and can influence the opinion from audience in evaluating the product, thereby increasing consumer buying.

3.4. Influence of Store Atmosphere to the Consumer Buying Interests

The results showed that there is a store atmosphere influence on consumer buying interest at Giant Supermarket, this evidenced come from t_{count} value of 4,895 larger than t_{table} value of 1.987 or $(4.895 > 1.987)$; with a significance value of $0.000 < 0.05$, and the regression coefficient has a positive value of 0.435.

Store atmosphere consists of four sub-variables, the general interior makes the atmosphere inside the store becomes uncomfortable. This is due to in-store elements arranged and adjusted so that consumers feel at ease and enjoy shopping in the store. For example, the floor chosen with white shades can be raised in order to have clean impression, the temperature is kept cool, so that visitors feel comfortable, and the lighting level is maintained, so that the consumer can clear statement in choosing a product.

The existence of store atmosphere can create customer satisfaction and customer loyalty manifested in the desire to repurchase and recommend. Not only the price is becoming a primary consideration for the customers, the current atmosphere is an important factor for the consumer in choosing where to buy the necessities of life (Meldarianda and Lisan, 2010).

Variables store atmosphere on Interior Display Stores provide additional accessories in-store shop in order to create the atmosphere and the hallmark of the store. This strategy is expected to be interested and reminded consumers to shop in-store aspects so as to encourage the purchase and loyalty.

Variables store atmosphere is on the exterior arrangement of the store. The outside of the store is part of which first seen by the consumer. By structuring a nice exterior, unique and interesting then the consumer will be interested and curious about the store so there is a desire to visit. Furthermore, consumers are expected to be able to decide to make a purchase and become a loyal customer of the store

Variables store atmosphere on store layout arrangement. Store layout arranged so that consumers can feel comfortable and at home to spend time in the shop. The arrangement may include the distance between the rack arrangement, the arrangement of consumer traffic, product structuring and arrangement of the allocation of employees. All that aims to facilitate customers to shop so expect a purchase transaction which much.

The fourth sub-variables store atmosphere is incorporated into the strategy of store atmosphere can influence consumer purchasing decisions. Atmosphere that is created from the application store atmosphere can be used as a distinguishing characteristic and with other retailers. In addition, the atmosphere can also be used as a tool to attract specific groups of consumers which make shopping not only as the fulfillment of needs but also lifestyle and lifestyle demands. With a supportive atmosphere, it is expected to create the satisfaction of the consumer, so that will increase customer buying interest.

This is consistent with the results of research done by Irawan (2010) which showed that the exterior variable (X1), general interior (X2), store layout (X3), and

the interior display (X4), significantly influence the purchasing decision either simultaneously or partial the interior of general variables (X2) as the dominant variable.

3.5. The Influence of Advertising and Store Atmosphere to Consumer Buying Interests

From the test results obtained by the value of the F_{count} equal to 37.679; when compared with the value of the F_{count} equal to 3.111 at a significance level of 5%, then the value of the $F_{\text{count}} > F_{\text{table}}$ ($37.679 > 3.111$), with a significance value of 0.000 is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that "There is the influence of advertising and store atmosphere on consumer buying interest at Giant Supermarket".

Interest is the desire to perform the behavior. Interests are not always static because it can change over time. An interest is not a behavior, while behavior is the action performed real (Jogiyanto, 2005). While buying interest is personal action tendencies associated with the product. Buying interest in this study was defined as the buying interest for using electronic payment instruments related to web retailers.

Consumers are increasingly compelled to seek additional information when it comes to purchasing products with high risk. When risks which perceived to be high, there is motivation whether to avoid or minimize the purchase and use of the search and evaluation of risk through pre-purchase alternative in the decision-making stage. These conditions resulted in a complex decision-making.

4. Conclusion and Recommendation

4.1. Conclusion

Based on the results of research and discussion, it can be some conclusions as follows.

1. There is the influence of advertising on consumer buying interest at Giant Supermarket, evidenced from t_{count} of 4.228 is greater than t_{table} value of 1.987 or ($4.228 > 1.987$); with a significance value of $0.000 < 0.05$; and the regression coefficient has a positive value of 0.221.
2. There is a store atmosphere influence on consumer buying interest at Giant Supermarket, evidenced from t_{count} of 4.895 larger than t_{table} value of 1.987 or ($4.895 > 1.987$); with a significance value of $0.000 < 0.05$, and the regression coefficient has a positive value of 0.435.
3. There is the influence of advertising and store atmosphere on consumer buying interest at Giant Supermarket, evidenced from the results of the analysis of the F test is obtained by calculating the value of the F test is 37.679; when compared with the value of the F_{table} of 3.111 at a significance level of 5%, then the value of the $F_{\text{count}} > F_{\text{table}}$ ($37.679 > 3.111$), with a significance value of 0.000 is smaller than 0.05 ($0.000 < 0.05$).
4. Store atmosphere which has the most dominant influence on consumer buying interest at Giant Supermarket, evidenced by a regression coefficient of 0.435.

4.2. Recommendations

Based on the research that has been said, can be given the following advice:

1. For Company

Giant Supermarket management is suggested to further improve services in the installation of signage in order to facilitate visitors in finding the location of desired product.

2. Further Research

Researchers can further develop this research to examine other factors which may influence purchasing decisions, such as cultural, social, personal, and psychological. Further researchers can also use other methods in researching purchasing decisions, for example through in-depth interviews to consumers, so that the information obtained can be more varied than answer a questionnaire which was available.

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