



# The Influence of Store Layout and Atmosphere on Consumer Purchase Decisions on Rili Swalayan, Padang

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**Abstract.** This study aimed to determine and analyze the effect of store layout and atmosphere on consumer purchasing decisions at Rili Swalayan Padang. This research method is descriptive quantitative. The sampling technique used is purposive sampling. The research sample is 100 respondents. The data analysis technique used is a classical assumption, multiple linear regression, t-test, F test, and coefficient of determination. The results of the classical assumption test show that the tolerance value of the independent variable is more than 0.1, and the VIF value is less than 10, meaning there is no multicollinearity between the independent variables in the regression model. The results of the Heteroscedasticity Test in the picture show no heteroscedasticity. The results of the autocorrelation test show that the DW value is  $1.811 > 1.613$ , so the key is that there is no autocorrelation. Multiple linear regression analysis, store layout, and atmosphere variables on consumer purchasing decisions at Rili Swalayan Padang obtained  $Y = 23.347 + 0.451X_1 + 0.165X_2 + e$ . Based on the partial research, store layout, and atmosphere positively and significantly affect consumer purchasing decisions at Rili Swalayan Padang. Based on the results of the simultaneous test, it is known that the store layout and atmosphere have a positive and significant effect on consumer purchasing decisions at Rili Swalayan Padang. At the same time, the coefficient of determination is obtained by an Adjusted R Square of 20.6%.

**Keywords:** Layout, Atmosphere, Purchase Decision.

## 1 Introduction

The retail business is one with a global turnover of money that is mushrooming today. The retail business is currently experiencing relatively rapid development, especially in Indonesia. This is marked by the increasing number of traditional retail businesses that have begun to grow into modern retail businesses. Changes and developments in current market conditions require retail businesses to change the old model or pattern of traditional retail management to a modern retail model/pattern. Modern retail management requires adequate infrastructure and technology to provide fresh and quality food products, service, and comfort and generate consumer shopping desires.

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D. Games and Maruf (eds.), *Proceedings of the International Conference on Entrepreneurship, Leadership and Business Innovation (ICELBI 2022)*, Advances in Economics, Business and Management Research 269, [https://doi.org/10.2991/978-94-6463-350-4\\_69](https://doi.org/10.2991/978-94-6463-350-4_69)

The purchasing power of the Indonesian people also supports the development of the retail business in Indonesia. According to data from the World Bank, the number of middle economic classes in Indonesia is 134 million, or equivalent to 56.6% of the total population with purchasing power above US\$ 200. Data from the OJK (Financial Services Authority) showed that the capitalization value of the retail business in Indonesia until December 2021 reached IDR 8,338 trillion. The huge business potential in Indonesia is a magnet for national and foreign companies to expand their business in various fields of the retail industry, both for the categories of food products, fashion, furniture, electronics, groceries, and so on.

Retail companies need to pay attention to the comfort and safety of consumers in shopping. According to [7], in shaping the comfort of a product or design, attention to human factors plays an important role in creating designs that have good ergonomics, which later create comfort for its users. In the judge's opinion, comfort is determined by several constituent elements in the design: circulation, natural power/climate, noise, aromas/smells, shape, safety, cleanliness, beauty, and lighting. Consumer convenience in shopping can be seen from the layout of the products displayed and the atmosphere in the store or outlet.

According to [8], layout is an effort to arrange, organize, or combine elements or elements of a graphic communicator (text, images, tables). Atmosphere According to [2] refers to the physical characteristics of a store that are used to build impressions and attract customers. Rili Swalayan, a retail business in the city of Padang, also pays attention to the layout and atmosphere to attract consumer purchase decisions at the retail. The layout and atmosphere of the existing store in Rili Swalayan can influence consumers' purchasing decisions because Rili Swalayan recently changed the layout of products that previously had limited consumer traffic after changing the design of the store to be spacious and consumer traffic in search of the products needed was no longer constrained. Rili Swalayan provides all consumer needs, such as fresh products and daily necessities, such as food and soft drinks, tissues, cooking oil, soap, cosmetics/skincare, etc.

**Table 1.** Types of shelves and their placement.

No	Types of Shelves	Definition	Position
1	<i>Gondola</i>	The largest size shelf that extends the types of daily necessities	Almost occupies the entire store
2	<i>Principle Promotion</i>	The section that contains the types of products in the promotion period	Located right near the cashier
3	<i>COC Rak</i>	This shelf has a function for putting small merchandise	The shelf in front of the cash register
4	<i>Wing Rak</i>	Medium-sized shelves that contain types of products that are classified as selling	Medium-sized in front of the cash register
5	<i>Stationary</i>	The shelf occupied by new products	The front near the entrance

Source: Manager Rili Swalayan, 2022

Based on the description of the background above, this study aims to:

1. To determine and analyze the influence of the layout on Consumer Purchasing Decisions in Rili Swalayan Padang.
2. To find out and analyze the influence of the store atmosphere on consumers' purchasing decisions on Rili Swalayan Padang.
3. To find out and analyze how much influence the Layout and Atmosphere of the store have on Consumer Purchasing Decisions in Rili Swalayan Padang.

## 2 Literature Review

### 2.1 Layout

The layout is closely related to the allocation of space for the placement of products to be sold. Layout is an area mapping designed as a place to sell a product to help consumers shop and search for items to be purchased. The layout of the jugs relates to the design of the store, which can attract the desire of consumers to know more about everything that the store offers. Too complicated a layout will make it difficult for consumers to get goods and decide not to make purchases [11]. According to [1], layout is a concept of compiling and displaying product items on the shelf and setting the position of the shelves. The purpose of the layout is to bring the product closer to consumers so that they are available in the right place and quantity for the comfort and ease of obtaining products as well as the efficiency and effectiveness of the existing space, namely grouping products by groups and subgroups.

#### **Layout Indicators**

There are several indicators in designing the layout of the store, namely [1]:

1. Easy to reach: Consumers can easily search for a product that is desired and easy to reach without asking store employees for help. Marketers must be able to arrange product layouts that are easily accessible to consumers.
2. The placement of items is appropriate; The products on display are placed according to the product groups and subgroups so that consumers can easily find the products to be purchased.
3. Attractive in-store design: Marketers must organize in-store with a design that attracts the attention of consumers to shop. Create in-store designs with a modern and elegant concept and provide distance for consumers in choosing the products to buy.
4. Completeness of the number of product items: Marketers must provide various products offered to be owned, worn, or consumed by consumers. Such a variety of products is distinguished from the brand, quality, as the availability of products at any time in the store. The number of items of this product is grouped according to groups and subgroups so that consumers can easily get the product to be purchased.
5. Completeness of item type variation: Product completeness includes a diversity of types of goods to be sold, and the availability of these goods is complete in the store so that consumers can buy products according to their needs and desires.

## 2.2 Atmosphere

The store's atmosphere is one of the influential parts of the retail business to make customers comfortable choosing the products to buy. Facing today's competitive competition, marketers must be able to provide comfort in the atmosphere of the store environment because consumers' purchasing decisions can come from creating an attractive store atmosphere. The atmosphere of the store aims to provide comfort to consumers; it also makes consumers comfortable in choosing the type of product to purchase. The store's atmosphere is the atmosphere in the store that creates a certain feeling in the customer resulting from the use of elements of interior design, such as lighting arrangements, sound systems, air regulation systems, and services.

According to [2], the store's atmosphere includes various interior appearances, exteriors, layouts, internal traffic of the store, comfort, air, services, music, uniforms, displays of goods, and so on that attract consumers and arouse the desire to buy. The atmosphere of the store is another important element in the retail business. Retailers want to create a unique store experience that fits the target market and moves consumers to buy [6]

According to [11], store atmosphere is the overall emotional effect created by the physical attributes of the store, which is expected to be able to satisfy both parties concerned, retailers and consumers

### Store Atmosphere Indicators

In developing a comfortable store atmosphere, manufacturers will undoubtedly pay attention to indicators that affect the store's atmosphere (Store Atmosphere). Here are the Indicators of Store Atmosphere [11]:

1. Exterior
2. Layout
3. Store internal traffic
4. Comfort
5. Air
6. Services
7. Music
8. Uniform
9. Length of goods

## 2.3 Consumer Purchasing Decisions

The decision of consumers to buy or not to buy a product or service is an important aspect for marketers. This decision also shows how effectively a marketing program planned by marketers has influenced consumer purchasing behavior. Various variables of the decision process are influenced by the psychological field of consumers, including the group of interest (or brands in certain product categories that are considered in determining the purchase choice). According to [3], consumer purchasing decisions are a decision that is influenced by financial economics, technology, politics, culture, products, prices, location, promotion, physical evidence, people, and processes. This can shape consumer behavior to analyze the information available on the product and make decisions to buy the product as needed.

According to [6], consumer purchasing decisions are part of consumer behavior, which studies how individuals, groups, and organizations choose, buy, and how

goods, services, ideas, or experiences satisfy customer needs and desires. The purchase decision cannot be separated from how the nature of a consumer (consumer behavior) chooses the product needed and how to decide to make a purchase.

Opinion [10] purchasing decisions are a process by which consumers know the problem, find information about a particular product or brand, and properly evaluate each of these alternatives can solve the problem, which then leads to a purchase decision. The conclusion of the understanding of consumer purchasing decisions from several experts is consumer behavior in choosing and buying an item as needed by finding out the information on the product and the experience felt when making a purchase that is influenced by financial economics, technology, culture, products, prices, locations, and processes.

Consumer Purchasing Decision Indicators The Purchasing Decision Indicator, according to [6], explains that:

1. Product Choice

Consumers can decide to buy a product as needed by using their money. Companies must focus on paying attention to consumers who are interested in buying a product and the alternatives they consider.

Consumers make decisions about which dealers to go to. Each consumer is also different in determining the dealer because of the factors of the nearest location, low prices, complete inventory of goods, convenience in shopping, and layout and areas that are easy to reach.

2. Time of purchase

Consumers' decisions in choosing when to make a purchase can vary, such as consumers who shop every day, once a week, twice a week, and others.

3. Purchase amount

Consumers can decide how much to shop for a product at some point. The purchase made may be more than one product. This company must stock several goods/products that are in accordance with the wishes of consumers.

4. Payment methods

Consumers can make decisions about what payment methods to make in making decisions to shop. Purchasing decisions are not only influenced by environmental and family aspects but also influenced by technological aspects in making purchase transactions.

**Research Framework**

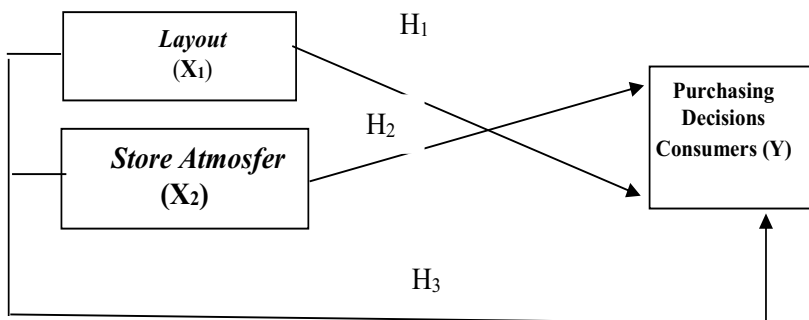


Fig. 1. Research Conceptual framework.

Research Hypothesis

H1 = Alleged layout has a significant effect on the purchasing decisions of consumers on Rili Swalayan Padang.

H2 = It is suspected that the store atmosphere has a significant effect on the purchasing decisions of consumers in Rili Swalayan Padang

H3 = Allegedly, the store's layout and atmosphere significantly affect consumer purchasing decisions at Rili Swalayan Padang.

### 3 Research Methods

#### Types of research

This research uses descriptive quantitative research methods, namely research methods based on positivism, used to research certain populations or samples, data collection using research instruments, and quantitative or statistical data analysis, with the aim of testing predetermined hypotheses [9]. The population in this study were consumers who came and purchased products on Rili Swalayan.

The sampling technique uses Purposive Sampling because each element in the population does not have the same opportunity or chance to be selected as a sample, even if the probability of a particular member being selected is unknown. In this study, the sample was consumers who had purchased products more than three times in September 2021-February 2022. The data type used is quantitative data, while the data sources used are primary and secondary data. The data collection technique in this study used observations, interviews, and questionnaires with Likert scale scores ranging from 1 to 5 for each statement. Where Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Neutral (N) with a score of 3, Disagree (TS) with a score of 2, Strongly Disagree (STS) with a score of 1. Data analysis techniques use SPSS 25.0.

Before processing the data, several tests were carried out as follows:

Validity Test: A Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is valid if the correlation results have a significance level of 0.05 (5%) or less [5].

1. Reliability Test: A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. If the Cronbach's Alpha coefficient is more than 0.6, then the instrument is said to be reliable [5].
2. Classical Assumption Test This test is intended to determine whether the use of multiple linear regression models in data analysis has met the classical assumptions.
  - a. Multicollinearity: The multicollinearity test aims to test whether, in the regression model, there is a correlation between independent variables. A good regression model should not correlate with the independent variables. Multicollinearity can be seen from the tolerance and Variance Inflation Factor (VIF) value. The cutoff value commonly used to indicate multicollinearity is the tolerance value  $< 0.1$  or equal to the VIF value  $> [5]$ .
  - b. Heteroscedasticity; Ghazali (2018) states to detect the presence or absence of heteroscedasticity by looking at the graph plot between the predicted value of the dependent variable, namely ZPRED, and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED.

- c. Autocorrelation To detect the presence or absence of this autocorrelation can be done by using the Durbin-Watson (DW) test. In general, as a benchmark, if the D-W number is between  $-2 + 2$ , it means that there is no autocorrelation. The "+" sign means that there is a positive autocorrelation, and the "-" sign means that there is a negative autocorrelation.

The analytical technique in this research is multiple linear regression analysis, which is used to determine the magnitude of the influence between the independent variables on the dependent variables. The regression analysis model according to [5]:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Multiple correlation coefficient analysis (R) was used to measure the closeness of the relationship between the independent variable (X) and the dependent variable (Y) using the SPSS version 20 program. In addition, the multiple determination coefficient (R<sup>2</sup>) was used to measure or interpret how large the independent variable (X) can show changes in the dependent variable (Y).

For hypothesis testing, the following tests are used:

1. T-test: The t-test is used to determine whether the independent variable partially positively affects the dependent variable (Y) with the condition  $t_{count} > t_{table}$ .
2. F test: The F test was used to test the effect of the independent variables (X<sub>i</sub>) significantly simultaneously on the dependent variable (Y) with the condition  $F_{count} > F_{table}$ .

## 4 Results

From the results of the validity test, it was found that all statement items were valid with a significance value of less than 0.05. The reliability test results also show that all statement items are reliable, with Cronbach's Alpha coefficient greater than 0.6. The results of the classical assumption test show that the tolerance value of the independent variable is more than 0.1, and the VIF value is less than 10, which means there is no multicollinearity between the independent variables in the regression model. The results of the Heteroscedasticity Test, as shown in the following figure, indicate the absence of heteroscedasticity. The results of the autocorrelation test show that the DW value is  $1.811 > 1.613$ . It can be concluded that there is no autocorrelation.

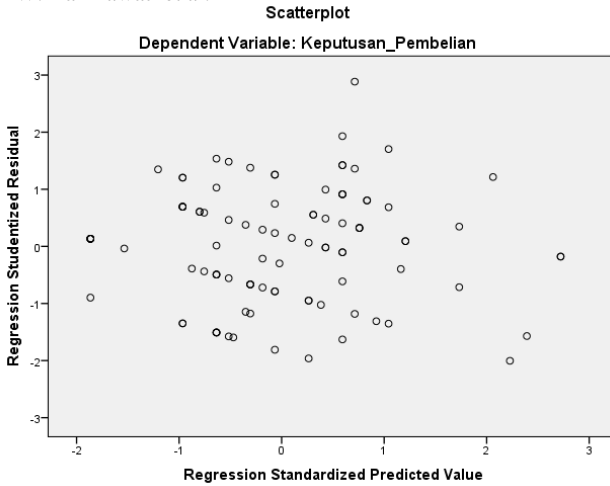


Fig. 2. Scatterplot.

**Multiple Linear Regression Test Results**

Table 2. Multiple linear regression test for independent variables on the dependent variable.

		<b>Coefficients</b>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.347	4.126		5.658	.000
	Tata_Letak	.451	.104	.401	4.324	.000
	Atmosfer_Toko	.165	.109	.141	1.517	.132

a. Dependent Variable: purchase decision)

Source: Processed primary data, 2022

Then, the results of the regression equation are as follows:

$$Y = 23.347 + 0.451X_1 + 0.165X_2 + e$$

The regression equation above partially shows the relationship between the independent and dependent variables. From the equation, it can be concluded that:

1. The constant value is = 23,347, meaning that if there is no change in the store Layout and Atmosphere variable (the value of X1 and X2 is 0) while the results of data analysis show the constant value is 23,347, then there is a change in the store Layout and Atmosphere variable (the value of X1 and X2 is 23.347 )
2. The value of the regression coefficient (β1) layout is = 0.451, which indicates that with the increase in the X1 variable by one unit, it will increase the Y variable (purchase decision) by 0.451 units at the Rili



Swalayan Padang.

- The value of the regression coefficient ( $\beta_2$ ) The store atmosphere is = 0.165, indicating that with the increase in the X2 variable by one unit, the Y variable (purchase decision) will increase by 0.165 units at the Rili Swalayan Padang.

### T-Test Results (Partial)

**Table 3.** T-test results (partial).

Model	Coefficients												
	Unstandard- Coefficients		Standard- ized Coeffi- cients Beta	t	Si g.	95,0% Confi- dence Interval for B		Correlations			Collinearity Statistics		
	B	St d. Error				Low er Bound	Up- per Bound	Ze- ro- order	Par- tial	Pa rt	Tol- erance	F	
(Constant)	23.347	4.126		5.658	.000	15.158	31.537						
Layout	.451	.104	.401	4.324	.000	.244	.658	.433	.402	.391	.949	.054	
Store At- mosphere	.165	.109	.141	3.517	.000	-.051	.382	.231	.152	.137	.949	.054	

a. Dependent Variable: Consumer Purchase Decisions

Source: Processed primary data, 2022

Based Store Atmosphere on the results obtained, it can be explained as follows:

- The Effect of Layout Variables on Consumer Purchase Decisions (H1);

The layout variable (X1) positively and significantly affects consumer purchasing decisions at Rili Supermarkets Padang. This can be seen from the significance of  $0.000 < 0.05$  and the value of t table  $df = n - k = 100 - 3 = 97$  (1.660), meaning the value of t count  $>$  t table (5.658  $>$  1.660), then  $H_0$  is rejected and  $H_1$  is accepted.

- The Effect of on Consumer Purchase Decisions (H2);

The store atmosphere variable (X2) positively and significantly affects consumer purchasing decisions at Rili Swalayan Padang. This can be seen from the significance of  $0.000 < 0.05$  and the value of ttable  $df = n - k = 100 - 3 = 97$  (1.660), meaning that the value of tcount  $>$  t table (3.517  $>$  1.660) then  $H_0$  is rejected and  $H_2$  is accepted.

### F Test Results (Simultaneous)

**Table 4.** F test (simultan).

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.487	2	49.744	12.621	.000 <sup>b</sup>
	Residual	382.303	97	3.941		

Total	481.790	99			
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a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Store Atmosphere, layout

Source: Processed primary data, 2022

Based on the test results in the table above, it can be seen that the calculated F value is 12.621 with the F table value  $df_1 = k-1$  ( $3-1=2$ ),  $df_2 = n-k$  ( $100-3= 97$ ) is 3.09 so that the  $F_{count} > F_{table}$  or  $12.621 > 3.09$  and a significant level of  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_3$  is accepted, it can be concluded that the layout variable (X1) and the store atmosphere variable (X2) simultaneously have a significant effect on consumer purchasing decisions at Rili Swalayan Padang.

**Coefficient of Determination Test Results (R2)**

**Table 5.** Coefficient of determination test results (R2).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.454 <sup>a</sup>	.206	.190	1.98526

a. Predictors: (Constant), Store Atmosphere, Layout

b. Dependent Variable: purchase decisions

Source: Processed primary data, 2022

Based on Table 6, it can be seen that the value of the coefficient of determination is found in the Adjusted R Square value of 0.206, which means that the influence of the independent variable (X) on the dependent variable (Y) is 20,6%, the remaining 79,4 % is explained by other variables not discussed in this research.

**5 Conclusion**

- a. Based on the results of the analysis and discussion, it can be concluded as follows:  
The store layout and atmosphere variables simultaneously and significantly affect consumer purchasing decisions at Rili Supermarkets Padang. This is because the better the layout and atmosphere in the store, the better the consumer's purchasing decisions. So, the first hypothesis in this study, which reads "the variables of store layout and atmosphere simultaneously affect consumer purchasing decisions at Rili Supermarkets Padang," can be accepted.
- b. Variables of store layout and atmosphere partially affect consumer purchasing decisions at Rili Supermarkets Padang. This is because the better the store layout and atmosphere variables, the better consumer purchasing decisions will be. So, the second hypothesis in this study, "The variables of store layout and atmosphere have a partial effect on consumer purchasing decisions at Rili Swalayan Padang," can be accepted.
- c. Layout has the most dominant influence on consumer purchasing decisions at Rili Supermarkets Padang. This is because the better the layout, the better con-

sumer purchasing decisions. So, the third hypothesis in this study, which reads, "Layout has the most dominant influence on consumer purchasing decisions at Rili Swalayan Padang," can be accepted.

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