The Influence of Brand Image and Atmosphere Store on Purchase Decision for Samsung Brand Smartphone with Buying Intervention as Intervening Variables

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A R T I C L E   I N F O

A B S T R A C T

This study aims to analyze a brand image and store atmosphere on purchasing decisions with purchase intention as an intervening variable at the Samsung Experience Store Karawaci customers. This type of research is a quantitative descriptive study. This research is survey research. The number of samples in this study was 98 people who were determined using the accidental sampling technique. The data in this study were collected using an instrument in the form of a questionnaire. Data were analyzed using path analysis. The results showed that brand image has a significant effect on purchase intention with a path coefficient of (0.152), store atmosphere has a significant effect on purchase intention with a path coefficient of (0.769), purchase intention has a significant effect on purchasing decisions with a path coefficient of (0.305).), brand image has a significant influence on purchasing decisions with a path coefficient of (0.140), store atmosphere has a significant influence on purchasing decisions with a path coefficient of (0.494), Purchase Interest cannot mediate the influence of the Brand Image variable on Purchasing Decisions This can be seen from a one-tailed probability 0.08417935> 0.05, the Purchase Interest variable can mediate the influence of the Store Atmosphere variable on Purchasing Decisions This can be seen from the one-tailed probability 0.00004590 <0.05. The implication of this research is for Samsung to further enhance its brand image by releasing new high-tech products and providing convenience for shopping for customers by increasing the store atmosphere for outlets that sell Samsung products.

1. INTRODUCTION

The current technology development is high-speed. Every company must keep up with the rapid development of technology so that they are not less competitive (Nurdany & Kresnowati, 2019; Schwab, 2016). There have been many sophisticated products that have been created due to technological advances. The development of this technology has had a huge influence on the development of smartphones in the world. Many sophisticated smartphones have been created by utilizing existing technology (Ardiansyah & Nilowardono, 2019). Along with the increasing number of people who demand fast and efficient communication, this impacts the need for smartphones that were previously considered tertiary needs and are now primary needs. Various kinds of brands are competing to attract consumer interest by improving their respective features (Arjuna & Ilmi, 2020). This research was conducted at the Samsung Experience Store, which is located in Mall Karawaci, where this outlet offers a wide range of products, ranging from affordable products to expensive products with high quality. However, in recent years, Samsung has experienced a decline, especially at the Samsung Experience Store Karawaci as seen in Table 1.

Table 1. Sales data for Samsung Experience Store Karawaci

Year	Target (Unit)	Sales (unit)	Percentage
2016	3.450	3.328	96%
2017	3.550	3.521	99%
2018	3.600	3.450	96%
2019	3.650	3.321	91%

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Based on Table 1, it can be seen that sales at the Samsung Experience Store Karawaci for three years have decreased in sales. Where the decline in sales occurred in 2018 of 3.450 units, then in 2019 it also decreased to 3,321 units. This shows that consumer purchasing decisions at the Samsung Experience Store Karawaci are not optimal. The decline in consumer purchasing decisions at the Samsung Experience Store Karawaci is due to the high level of competition for both similar products and different products, the many types and brands of smartphones offered in the market make consumers have many choices causing consumers to act selectively in making purchase decisions. Besides, decreased purchases were also caused by low consumer buying interest, brand image, and store atmosphere.

In the increasingly fierce competition, brand image is one of the most important things for a company to be able to survive in competition with other competing cellphone provider products (Mandagi et al., 2018). Based on research which examines the brand image, the test results show that brand image has a significant effect on purchase intention and purchase decision (Wicaksono & Mudiantono, 2017). Then research on the brand image where the brand image has a positive and significant effect on purchasing decisions (Andriyanto et al., 2018). Whereas in the previous study, it was found that the results of the brand image did not have a significant effect on purchasing decisions (Deisy et al., 2018; Sriyanto & Utami, 2016). Store atmosphere describes changes in the planning of the purchasing environment that produce special emotional effects that can cause consumers to take action to buy (Juharsah & Hartini, 2019). The effect of Store Atmosphere on Purchase Decisions as researched shows that Store Atmosphere has a significant effect on purchasing decisions (R. Hidayat & Sujud, 2019; Prambudi & Rachmi, 2017; Setianingsih, 2016). However, this contradicts the results of research which concluded that the store atmosphere variable does not affect purchasing decisions (An'nisa, 2016; Djohansyah & Pratomo, 2017). Empirically, several previous studies cannot be concluded with certainty because the inconsistent results explain the role of each variable in improving purchasing decisions. Therefore, further research is needed to retest the increase in purchasing decisions. The results of this study are expected to be useful for management to help increase the number of buyers. And it is expected to be able to provide improvements in the arrangement of goods in the store so that it can provide convenience and comfort to buyers. This study aims to analyze the influence of brand image and store atmosphere on purchase intention and purchase decisions at the Samsung Experience Store Karawaci.

2. METHODS

This research uses descriptive quantitative research. This research is a survey. In survey research, the researcher asks several people (called the respondent) about their beliefs, opinions, characteristics of an object, and past or present behavior. Survey research deals with questions about one's own beliefs and behavior. Survey research uses a type of quantitative research where the data obtained from a sample of the study population is then analyzed according to the statistical methods used and then interpreted (Sugiyono, 2011). The research framework that includes the design of the relationship between variables in this study is presented in Figure 1.
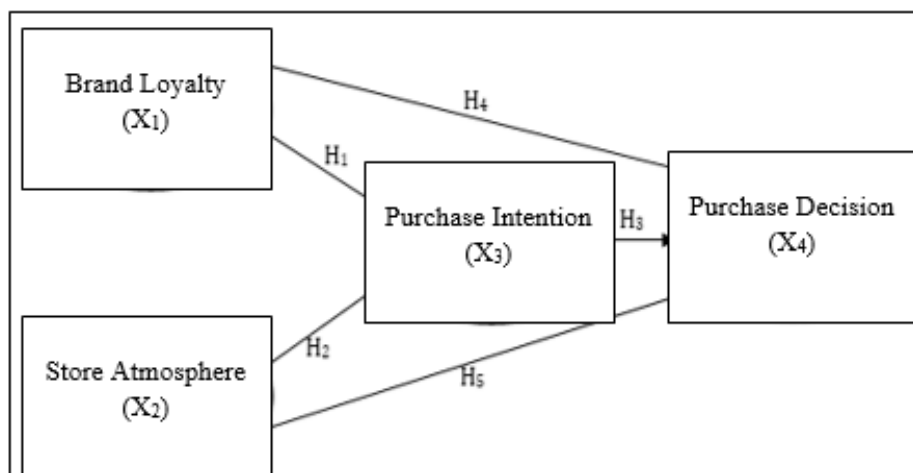

Figure 1. Research Design

The population in this study were all buyers of the Samsung Experience Store E-Center Karawaci and seen from the number, and they were included in a vast and uncertain population. Determination of

the sample using an accidental sampling technique. Based on the sampling technique obtained 98 sample members. Collecting data in this study using an instrument in the form of a questionnaire. The total number of questionnaire questions is 32 questions consisting of 6 questions for the brand image variable, 8 questions for the store atmosphere variable, 8 questions for the purchase intention variable, and 10 questions for the purchase decision variable. Then questionnaires containing these questions were distributed so that respondents could fill them in.

Brand image has several research indicators that include the advantages of brand associations, brand associations' strength, and the uniqueness of brand associations (Kotler & Keller, 2012). Store atmosphere has several research indicators: Store Exterior, General Interior, Store Layout, Interior display (Berman & Evans, 2014). Purchase interest has several research indicators: Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest (Ferdinand, 2002). Purchasing decisions have several research indicators, namely: need recognition, information search, alternative evaluation, purchasing decisions, post-purchase behavior (Kotler & Keller, 2012). The data size scale used in this study is the Likert scale, namely the range of 1 - 5 scores given, namely SS = Strongly Agree (5), S = Agree (4), N = Neutral (3), TS = Disagree (2)) STS = Strongly Disagree (1). Data analysis using path analysis (path analysis). The Sobel test is used to determine the effect of mediation between the dependent and independent variables. The calculation and processing of primary and secondary data use the help of the SPSS program.

3. RESULTS AND DISCUSSIONS

Results
Respondent Characteristics
The characteristics of respondent in this study is presented in Table 2.

Tabel 2. Respondent Characteristics

Respondent Characteristics	Total (person)	Percentage (%)
Gender		
a. Female	37	37.8
b. Male	61	62.2
	98	**100**
Age		
a. 18-20 years old	11	11.2
b. 21-30 years old	48	49
c. 31-40 years old	27	27.6
d. > 41 years old	12	12.2
	98	**100**
Job		
a. General employees	51	52
b. Entrepreneur	24	24.5
c. Government Employees	14	14.3
d. Student	9	9.2
	98	**100**

Table 2 shows that male customers are the most dominant as many as 61 compared to women as many as 37. The most dominant customers aged 21-30 years are as many as 48 people, while the least amount of customers aged 18-20 years is 11 people. The customers who work as private employees are the most dominant, namely as many as 51 people, while the least work as students is 9 people.

Descriptive Analysis Results
The results of the descriptive analysis of the data are presented in Table 3.

Table 3. Descriptive Statistical Analysis Results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	98	6.00	30.00	21.5612	6.40404
Store Atmosphere	98	8.00	40.00	30.2857	10.69541
Purchase Decision	98	8.00	40.00	30.0816	10.39892
Purchase Interest	98	18.00	50.00	39.4388	7.43365

Normality Test Results

The results of the normality test through the Kolmogorov-Smirnov test are presented in Table 4.

Table 4. The Kolmogorov-Smirnov test

		Unstandardized Residual
N		98
Normal Parameters[,b]	Mean	0.0000000
	Std. Deviation	3.68957786
Most Extreme Differences	Absolute	0.057
	Positive	0.039
	Negative	-0.057
Test Statistic		0.057
Asymp. Sig. (2-tailed)		0.200[c,d]

The Kolmogorov-Sminov test shows the normality test results using the Kolmogorov Smirnov test show a significant value of 0.200 > 0.05. Thus, the Kolmogorov Smirnov test results show that the data is normally distributed.

Multicollinearity Test Results

The results of the multicollinearity test are presented in Table 5.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand Image	0.590	1.695
Store Atmosphere	0.248	4.039
Purchase Decision	0.243	4.122

From the table, the number on VIF <10 and the number at tolerance> 0.1, which means there is no multicollinearity problem in the study. It was also concluded that this study did not occur multicollinearity and could be continued to the next analysis stage.

Heteroscedasticity Test Results

The results of the heteroscedasticity test are presented in Table 6.

Table 6. Heteroscedasticity Test Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Brand Image	-0.056	0.046	-0.160	-1.212	0.228
Store Atmosphere	0.062	0.043	0.295	1.445	0.152
Purchase Decision	-0.025	0.044	-0.116	-0.562	0.576

Based on Table 6, with the Glesjer test, it was concluded that the data did not experience a heteroscedasticity problem. This can be seen clearly from the value of Sig> 0.05 so that it can be said that this study is free from heteroscedasticity problems.

Path Analysis

The results of the path analysis are presented in Table 7 and Table 8.

Table 7. Substructural Regression Equations 1

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	2.125	1.914			
Brand Image	0.246	0.104	0.152	2.372	0.020
Store Atmosphere	0.748	0.062	0.769	12.032	0.000

$$Y = 2{,}125 + 0{,}152X_1 + 0{,}769X_2$$

Based on the first equation, the regression coefficient value is 2.125, which means that if the brand image and store atmosphere variables are 0, then the purchase interest variable will remain at 2.125 and every one-unit increase in the brand image variable will increase by 0.152 units. Likewise, every one-unit increase in the store atmosphere variable will increase by 0.769 units. From the calculation of the coefficient of determination, it can be interpreted that Brand Image (X_1) and Store Atmosphere (X_2) contribute to Purchase Interest (Y) by 75.7%, and the rest is 100% - 75.7% = 24.3 % influenced by other than the research variable under study.

Table 8. Substructural Regression Equations 2

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18.988	1.395		13.608	0.000
Brand Image	0.162	0.077	0.140	2.096	0.039
Store Atmosphere	0.343	0.072	0.494	4.797	0.000
Purchase Decision	0.218	0.074	0.305	2.937	0.004

$$Z = 18{,}988 + 0{,}140X_1 + 0{,}494X_2 + 0{,}305Y$$

Based on the second equation, the regression coefficient value is 18.988, which means that if the variable brand image, store atmosphere, and purchase interest are 0, then the purchasing decision variable will remain at 18.989 and every one-unit increase in the brand image variable will increase by 0.140 units, for each increase of one. units in the store atmosphere variable will increase by 0.494 units, and every one unit increase in the purchase interest variable will increase by 0.305 units. From the calculation of the coefficient of determination, it can be interpreted that Brand Image (X1), Store Atmosphere (X2), and Purchase Intention (Y) contribute 75.4% to Purchase Decision (Z), and the rest is 100% - 75. 4% = 24.6% influenced by other than the research variable under study.

Sobel Test Result

Figure 2 shows the results of a one-tailed probability 0.08417935> 0.05, which can be concluded that the Buying Interest variable (Y) cannot mediate the Brand Image variable (X_1) to Purchase Decisions (Z).
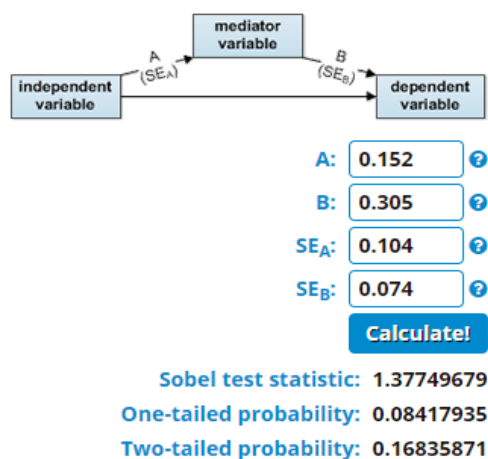

A: 0.152	A: 0.769
B: 0.305	B: 0.305
SE$_A$: 0.104	SE$_A$: 0.062
SE$_B$: 0.074	SE$_B$: 0.074
Calculate!	**Calculate!**
Sobel test statistic: 1.37749679	Sobel test statistic: 3.91132161
One-tailed probability: 0.08417935	One-tailed probability: 0.00004590
Two-tailed probability: 0.16835871	Two-tailed probability: 0.00009179

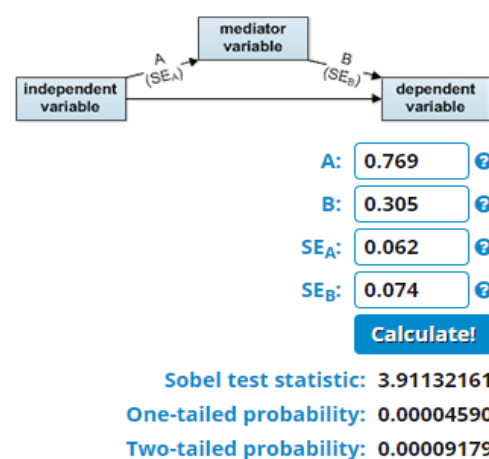**Figure 2**. Brand Image Against Purchasing Decisions Through Purchase Intention **Figure 3**. Store Atmosphere Against Purchasing Decisions Through Purchase Intention

Figure 3 shows the results of a one-tailed probability 0.00004590 < 0.05, which can be concluded that the Purchase Interest (Y) variable can mediate the Store Atmosphere (X_2) variable on Purchasing Decisions (Z).

Discussions

Based on the statistical testing results, the brand image variable has a significant effect on buying interest, which can be proven from the significance value of 0.020 <0.05. This study's results are in line with research which shows that the higher the brand image, the higher the buying interest (Wicaksono & Mudiantono, 2017). If the brand image of the product has a positive value in consumers' eyes, it will lead to high buying interest in the product desired by consumers (Kotler & Keller, 2012). This shows that a good brand image that can generate positive value in the eyes of consumers will lead to high buying interest for the products desired by consumers in meeting consumer needs. Based on the statistical testing results, the store atmosphere variable significantly affects buying interest; this can be proven from the significance value of 0.000 <0.05. This study's results are in line with research which states that store atmosphere has a significant effect on purchase intention (Atmojo & Saraswati, 2020; Gracia & Dipayanti, 2020; Meldarianda & Henky, 2010; Ramadhan, 2016). With more and more outlets selling smartphone products from various brands, this is a challenge for owners to develop strategies to win the competition. And the store atmosphere is one of the strategies used as a strategy in competition and efforts to attract consumer buying interest (Gracia & Dipayanti, 2020).

Based on the statistical testing results, the purchase intention variable has a significant effect on purchasing decisions, and this can be proven by the significance value of 0.004 <0.05. This study's results align with research (Febianto & Pradana, 2016; I. Hidayat & Karneli, 2018; Putra et al., 2016; Wicaksono & Mudiantono, 2017). It is found that purchase interest has a significant influence on purchasing decisions. Purchase interest is related to the consumer's plan to buy a certain product and how many units are needed in a certain period (Tjiptono, 2016). Based on the statistical testing results, the brand image variable has a significant effect on purchasing decisions, and this can be proven by the significance value of 0.039 <0.05. This study's results align with research (Amron, 2018; Maghfiroh et al., 2016; Oktarini, 2020; Wicaksono & Mudiantono, 2017). It is found that brand image has a significant influence on purchasing decisions. Brand image can be interpreted as a customer's perception of a product based on their understanding according to their experience of the product, consumers in the purchasing decision-making process will always try to find an established product name to shorten the whole process (Korompis, 2015). Based on the statistical testing results, store atmosphere variables significantly affect purchasing decisions, which can be proven by the significance value of 0.000 <0.05. The results of this study are in line with research which states that store atmosphere has a significant effect on purchasing decisions (Adyarinanda & Yuliati, 2017; Aisah & Wahyono., 2018; Iisnawati et al., 2020; Katarika & Syahputra, 2017; Pratomo & Supriono, 2017; Sa'idah et al., 2019). The store atmosphere is a strategy to create an atmosphere that will make consumers feel at home in the store and will attract consumers to make purchases at the store (Sudaryanto. et al., 2019).

Based on the results of statistical testing, the purchase intention variable cannot mediate the effect of brand image on purchasing decisions. This can be proven from the Sobel test of 0.084> 0.05. This study's results are not in line with the previous research (Tampubolon & Purba, 2015). Brand image has a positive effect on purchasing decisions through buying interest in consumers who shop on the online buying and selling site KASKUS. The brand image variable influences purchasing decisions through purchase intention . Based on the statistical testing results, the purchase intention variable can mediate the effect of store atmosphere on purchasing decisions. This can be proven from the Sobel test of 0.000> 0.05. This shows that the store atmosphere is a very physical and important characteristic for every business, especially stores, this plays a role in every creation of a comfortable atmosphere for consumers and makes consumers want to linger in the store so that it indirectly stimulates consumer buying interest for make purchases (Julianti, N. et al., 2014). The results of this study are in line with research which states that purchase intention can mediate the effect of store atmosphere on purchasing decisions (Puspitasari & Yuniati, 2016).

4. CONCLUSION

This study proves that there is a significant influence on brand image and store atmosphere on purchase intention. This proves that the better the brand image and store atmosphere can increase purchase interest. Then the purchase intention has a significant effect on purchasing decisions, this proves that the higher the customer's interest in the desired product, the more purchasing decisions will be made. Furthermore, there is a significant influence on brand image and store atmosphere on purchasing decisions. This proves that the higher and better the brand image and store atmosphere will make an increase in purchasing decisions. However, in this study the role of purchase interest as an intervening variable is proven not to mediate the effect of brand image on purchasing decisions, this is because customers are aware that Samsung is the number one quality brand in the world and without customer purchase interest, purchasing decisions will be created. As for buying interest as an intervening variable, it

is proven to mediate the effect of store atmosphere on purchasing decisions at the Samsung Experience Store Karawaci, this proves that an attractive and good store atmosphere mediated by purchase interest can increase purchasing decisions.

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