

THE EFFECT OF “ONE STOP SHOPPING”, LOCATIONS ATMOSPHERE STORES ON PURCHASE DECISIONS AT LIPPO PLAZA JEMBER

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ABSTRACT

The research objective was to determine the effect partially or simultaneously of one stop shopping, location and store atmosphere on purchasing decision at Lippo Plaza Jember. While the sample used in this study were 85 respondents. Data collection techniques using test instruments, classic assumption test, multiple linear regression analysis, coefficient of determination, t test and F test.

This result showed that : (1) The one stop shopping variable has a positive and significant impact on the purchasing decision variabel. (2) The location variable partially has a negative and significant impact on the purchasing decision variable. (3) The store atmosphere has a positive and significant impact on purchasing decision.

Keywords : One Stop Shopping, Location, Store Atmosphere, Purchasing Decision

1. INTRODUCTION

The business development in Jember Regency is progressing very rapidly and will continue to increase along with the increase in population and lifestyle. This has led to the establishment of various retail businesses that have grown in the district of Jember, one of which is engaged in the modern retail business is Lippo Plaza Jember.

Basically, this modern retail business is very promising, considering that the people of Indonesia, especially those who live in Jember, have a hedonistic nature and a high level of consumption of various goods so that the company's management has the initiative to present the concepts that consumers want and need in accordance with the lifestyle that follows the times. To achieve purchasing decisions at the company, therefore it is necessary to have a neat concept that is formed to be able to attract purchasing decisions by consumers such as the application of one stop shopping and store atmosphere that is oriented to consumers and also determines the location as part of the ease of service.

Seeing Lippo Plaza as the largest company in the modern retail business in Jember, which has a variety of products offered through various tenants, and has a different store atmosphere and a very strategic location because it is in the center of Jember, with an extraordinary strength and potential. However, if it is observed that the conditions that occur are not in line with the potential and strengths that Lippo Plaza Jember is not so busy with visitors, so researchers want to find out more about the perspective of the community as consumers. Based on this description, the researcher wants to know more about this which will later be used to assess how "The Effect of One Stop Shopping, Location and Store Atmosphere on Purchasing Decisions at Lippo Plaza Jember.

1.1 Formulation of the problem

1. Does one stop shopping have a partial effect on purchasing decisions at Lippo Plaza Jember?
2. Does location have a partial effect on purchasing decisions at Lippo Plaza Jember?
3. Does store atmosphere partially influence purchasing decisions at Lippo Plaza Jember?
4. Do one stop shopping, location and store atmosphere simultaneously influence purchasing decisions at Lippo Plaza Jember?

1.2 Research purposes

1. To determine the partial effect of one stop shopping on purchasing decisions at Lippo Plaza Jember.
2. To determine the partial effect of location on purchasing decisions at Lippo Plaza Jember.
3. To determine the partial effect of store atmosphere on purchasing decisions at Lippo Plaza Jember.
4. To determine the simultaneous influence of one stop shopping, location and store atmosphere on purchasing decisions at Lippo Plaza Jember.

2. THEORITICAL REVIEW

2.1 Marketing Management

Marketing according to Kotler (in Dayat and Wirda, 2014) is a social and managerial process where individuals or organizations get what they need and want through creation and exchange with other values. Marketing is defined as the process by which companies create value for customers and build strong relationships with customers with the aim of capturing customer value in return.

2.2 One Stop Shopping

According to Utami (2017: 10) One stop shopping is shopping to fulfill the diversity of consumer needs in one location (Utami, 2017: 10). One stop shopping is widely applied by modern retail companies which is the key to achieving organizational goals consisting of market needs and desires which are expected to be satisfactory and efficient compared to competitors.

2.3 Location

According to Kotler and Armstrong (2014: 76) "Place includes company activities that make the product available to target consumers". According to Fandy Tjiptono (in Ratna Wulandari, 2019: 71), choosing a location requires considerations that require precision and accuracy on several factors. The following are the indicators of location, among others:

- a. Access, for example the company's location, is often passed by the community, meaning that the location is accessible to anyone or easy to reach public transportation facilities.
- b. Visibility, which is a location that can be seen clearly in normal view.
- c. Traffic (traffic)
- d. A large and safe parking space for both motorized vehicles and other types of vehicles.
- e. Expansion, can expand the company
- f. Environment, which is an area around which provides support for other services.

2.4 Store Atmosphere

Mowen and Minor (in Dayat Hidayat et al, 2018: 49) argue that the atmosphere is related to the way managers manipulate the design of buildings, interior spaces, layout of hallways, carpet and wall textures, smells, colors, shapes, and sounds experienced. consumers with the aim of achieving a certain effect, explaining the physical combination that has been planned, the store atmosphere can be described as a change in the planning of the purchasing environment that produces special emotional effects that can cause consumers to make purchases.

The store atmosphere indicator is seen from the elements that all affect the atmosphere of the store that you want to create, according to Berman and Evans in Purnama (2011: 509). The store atmosphere element consists of four elements, namely the exterior of the shop, the interior of the shop, the layout and information signs.

2.5 Purchase decision

Kotler and Armstrong (2014: 179-182) consumers buy the product they like the most, where previously they have gone through various stages / processes in determining purchasing decisions on a product.

There are four indicators of purchasing decisions stated by Kotler 2007: 222 (in Nopriani, 2016) as follows:

- a. **Steadiness in a product**
Excellent product quality will build trust in consumers so that it supports consumer satisfaction.
- b. **The habit of buying products**
Habit is the repetition of something continuously in making the purchase of the same product.
- c. **Provide recommendations to people**
Giving recommendations to others is giving someone or more that something that can be trusted, can also recommend interpreted as suggesting, inviting to join, recommending a form of command.
- d. **Make repeat purchases**
The definition of repurchasing is that an individual makes a purchase of a product or service and determines to buy it again, then the second purchase and hereinafter is called a re-purchase

3. Method Of Collecting Data

- a. **Observation Method (Observation)**
Observation is a process composed of several biological and psychological processes in the form of observation and memory processes (Sugiyono, 2012: 145)
- b. **Questionnaire Method (Questionnaire)**
The questionnaire is a method of collecting money data by giving a list of written questions to the respondent so that the respondent can gives an answer (Suliyanto, 2009: 140).
- c. **Interview**
The interview is a method of collecting data that is used to obtain information directly from the source.

4. Research Results and Discussion

This study aims to determine whether one stop shopping, location and store atmosphere influence purchasing decisions at Lippo Plaza Jember. Based on the results of the characteristics of the respondents, it is known that the majority of respondents are female at 74.1% and the rest are male by 25.9%. This is because usually women themselves have a tendency to like shopping activities as a search for what they need or as a place to wash their eyes or relieve stress. Judging from the highest percentage of Lippo Plaza consumers, on average, they only shop once a month, but for respondents who have a monthly income of more than Rp.5,000,000 have the potential to buy more than once a month. The researcher concluded that because the majority of respondents have worked, they are not worried in deciding to buy at Lippo Plaza Jember. From the research results, it can also be seen that Lippo Plaza Jember has met its target market, namely the majority of its consumers are middle to upper class, as evidenced by the majority of consumers who have an income of more than Rp.5,000,000. The so-called upper middle class are those who have an income of 3,800 - 4,000 USD per year (Sri Mulyani in kemenkeu.go.id).

Based on the results of the study, it is found that the variables one stop shopping, location and store atmosphere together affect purchasing decisions, it can be explained through the following discussion.

a. The Effect of One Stop Shopping on Purchasing Decisions

Based on the descriptive analysis of the one stop shopping variable, as much as the t-test results, it can be seen that the sig value is $0.04 < 0.05$ and the t value is $2.937 > 1.990$ so it can be concluded that there is a significant influence between One Stop Shopping (X1) on Purchasing Decisions. (Y) at Lippo Plaza Jember.

Based on the results of the study, it means that the one stop shopping variable consisting of completeness of products, services and facilities is proven to be important. In practice, consumers will choose a place that is able to provide efficiency in shopping. Utami (2017) one stop shopping is shopping for a variety of needs in one location. With this concept, consumers believe that in Lippo Plaza Jember they can get whatever product they need and don't worry if the product they need is not available.

b. The Influence of Location on Purchasing Decisions

In the t test results, it can be seen that the sig value is $0.03 < 0.05$ and the t value is $-3.060 < -1.990$ so that it can be concluded that there is a significant influence between the Location variable (X2) on the Purchase Decision (Y) at Lippo Plaza Jember.

From these results it means that the location which has elements of access, visibility, traffic, parking space, expansion for the company and the environment implemented by Lippo Plaza Jember, the location partially has a negative effect on purchasing decisions. From the respondent's statement through the interview method, it is stated that access to the parking lot is quite confusing and parking for two-wheeled vehicles has a very limited area so that it makes consumers confused looking for empty space, and for parking the car has a road to sky parking that is less sloping so that when passing it worry arises. Parking space is a very important element and is one of the most influencing considerations in shopping. This means that the location variable at Lippo Plaza Jember is still not optimal so that it has a negative effect on purchasing decisions. So the less optimal implementation of the Lippo Plaza Jember location, the lower the purchasing decision. at Lippo Plaza Jember.

c. The Influence of Store Atmosphere on Purchasing Decisions

In the t test results, it can be seen that the sig value is $0.00 < 0.05$ and the t value is $5.728 > 1.990$, so it can be concluded that H3 is accepted, which means that there is a significant influence between Store Atmosphere (X3) on Purchase Decision (Y) at Lippo Plaza Jember.

Store atmosphere is a physical characteristic that will create certain feelings or emotions for consumers. A comfortable atmosphere that is considered capable of having a positive impact will be prioritized. Whatever the purpose, coming to the Lippo Plaza store atmosphere can influence consumers to make purchasing decisions on the products offered. The store atmosphere offered by Lippo Plaza is able to make consumers have the intention to shop there, which initially, for example, only wants to buy one product with the power of the store atmosphere being able to make them want to buy another product in the sense of increasing its purchase. With the power of a store atmosphere, which at first is just wanting to watch a certain event, look at products, wash your eyes and spend your free time in the end you will decide a purchase.

d. The Influence of One Stop Shopping, Location and Store Atmosphere on Purchasing Decisions

The results of the F test show that the significance value of the effect of X1, X2, and X3 simultaneously on Y is $0.000 < 0.05$ and the F value is $16.884 > F$ table 2.711 so it can be concluded that there is an influence between One Stop Shopping (X1), Location (X2) and Store Atmosphere (X3) simultaneously on Purchasing Decisions (Y) at Lippo Plaza Jember.

The Adjusted R Square value is 0.362, which means that 3.62% of variations in changes in purchasing decisions are explained by variations in changes in the factors of One Stop Shopping, Location and Store Atmosphere. Meanwhile, the remaining 63.8% is influenced by other factors not included in the research, such as promotion, price, company image, brand awareness and others.

Each variable gives strength to each other and covers the shortcomings of other variables. So that consumers' negative perceptions of certain elements can be diverted by the strength of other elements. So that consumers still decide to make their purchase decisions at Lippo Plaza Jember.

5. CONCLUSIONS

Based on the general research discussion regarding "The Effect of One Stop Shopping, Location, and Store Atmosphere on Purchasing Decisions at Lippo Plaza Jember", it can be concluded that purchasing decisions at Lippo Plaza Jember have a significant positive effect on One Stop Shopping and Store Atmosphere variables.

Where as the location variable has a significant negative effect on the Purchasing Decision at Lippo Plaza Jember.

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