

The Influence of Promotion, Price, and Store Atmosphere on Consumer Purchase Interest at TB. Barokah Mulya Dumpi Lamongan

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Abstract

Indonesia is a country that experiences an increase in population growth rate every year, along with the increasing population, the development of existing infrastructure, including residential areas, also increases. This study aims to determine the effect of promotion, price, and store atmosphere on purchasing interest at TB. Barokah Mulya Dumpi Lamongan. This study uses a quantitative method. The population in this study were consumers of TB. Barokah Mulya Dumpi Lamongan. Sampling in this study was based on the solvin research formula which obtained 147 samples. Testing in this study used analytical tools of validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, multiple linear regression test, coefficient of determination test, t test, and f test. The results of the study showed that Promotion had a significant effect on consumer purchasing interest, Price had a significant effect on consumer purchasing interest, Store Atmosphere had a significant effect on consumer purchasing interest, and the three variables had a simultaneous effect on Consumer Purchasing Interest.

Keyword: Promotion, Price, Store Atmosphere, Purchase Interest

1. Introduction

Lamongan City is one of the regencies in East Java that is experiencing an increase in population, the population in Lamongan in 2019 was 1,189,106 people, while in 2020 it increased by 1,189,380 people. Along with the increasing population in Lamongan Regency, the development of existing infrastructure has also increased, including residential areas. Due to population growth and infrastructure development, building materials stores have become an attractive business for business people or entrepreneurs. A building materials store is a place or business that sells various materials and equipment for construction, renovation, or building repairs. Building materials stores sell various tools and materials such as nails, cement, sand, bricks and others. To maintain and increase sales, shop owners must use the right marketing strategy so that the business experiences stable and increasing sales.

The increasingly tight market competition, especially competitors from similar modern markets, requires companies to move faster in attracting consumers, so that companies that apply the marketing concept need to observe consumer behavior and factors that influence their purchasing decisions, in marketing efforts for a product that is carried out. This is because in the marketing concept, one way to achieve company goals is to know what the needs and desires of consumers or target markets are and to provide the expected satisfaction more effectively and efficiently than competitors. Companies must be ready to face competitors who are ready to seize market share, they must always try to satisfy consumers so that the products they have are superior to their competitors' products.

Promotion is a strategy often used by businesses and marketers to inform potential consumers to buy their products, promotional activities occur directly or indirectly. Sales promotion consists of various types of temporary incentives intended to increase the acquisition of goods or services in the early stages, (Sutrisno & Darmawan, 2022). Promotion is a strategy often used by businesses and marketers to inform potential consumers to buy their products, promotional activities occur directly or indirectly. Sales promotion consists of various types of temporary incentives intended to increase the acquisition of goods or services in the early stages., (Arianto, D. P. H., & Satrio, n.d.).

Promotion includes the use of communication methods such as invitation, reprimand, and persuasion. In persuasive communication, messages can influence the attitudes and actions of target consumers, (Wulandari, n.d.). Advertising helps to establish relationships between buyers and producers. This campaign is very important because it can affect the sustainability of the business in the long term, (Nugraha & Nugraha, 2020). The main goal of every advertising company is to attract the attention of customers and increase the number of sales, which in turn will result in an increase in the company's revenue, (Muid & Souisa, 2023).

Price is an important benchmark for determining the relative value of a product or service in the economic market, price indicates the amount of money customers give in exchange for the products they receive. Price is the amount of money paid for a particular good or service, but also the value that customers give to the brand after owning or using the good or service. Price is also defined as a measure of the relative value of goods or services provided in an economic system, (Utami et al., 2023).

Store atmosphere is a building created by a company to provide a pleasant atmosphere for its customers. Store atmosphere refers to the design of an environment that uses lighting, color, music, and smell to influence customer feelings and purchases. Changes to the store

atmosphere must always be designed so that it is not boring. The store atmosphere is very important for every business, it plays an important role in making consumers want to linger in the store so that it indirectly stimulates consumer buying interest to make purchases, (Yudira et al., 2022). Store atmosphere is a very important component for a store because it can affect the sensors produced by the store design. If the store atmosphere attracts visitors, it can make them interested in buying goods, (Ngumar et al., 2020). Store atmosphere influences customer purchases, emotional conditions will create feelings of pleasure and arouse the desire to buy, (Diana & Bahgie, 2020). Consumers won't buy if they don't know what they need and want., (Subagyo & Nasyatul, 2020).

Purchase intention is Purchase intention is the stage where consumers act before the purchase decision actually buys. Consumer purchase intention means that customers instruct themselves to buy an item, take actions such as choosing several brands and then deciding to buy the item they like the most, (Eben et al., 2023). Consumer buying interest plays an important role in a company, retaining consumers means improving financial performance and maintaining the company's survival. This is the main reason for a company to attract and retain them, (Hanaysha et al., 2021).

Barokah Mulya Building Store is a store that sells various kinds of tools and building materials, this store is very concerned about the comfort of shopping for consumers and customers. In terms of price, it is quite affordable compared to other stores and the completeness of the products provided is very complete and has many choices, a comfortable store atmosphere to various business strategies that are set to attract visitors to come and shop.

2. Material and Method

2.1 Design Study

This study uses a quantitative approach. The sampling technique used is the probability sampling method with a simple random sampling method. The data obtained came from respondents by distributing questionnaires. The population of this study were consumers of TB. Barokah Mulya Dumpi Lamongan and the sample used was 147 respondents.

2.2 Data Analysis

Data analysis was conducted using multiple linear regression method to determine the effect of each independent variable on the dependent variable. Before the regression analysis was conducted, the data was tested using validity and reliability tests to ensure measurement accuracy. In addition, classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation tests were also applied to meet the feasibility of the regression model used in this study. The results of this analysis will be used to interpret the relationship between the variables studied and determine the implications of the research findings on marketing strategies and consumer behavior, the data was analyzed using SPSS.

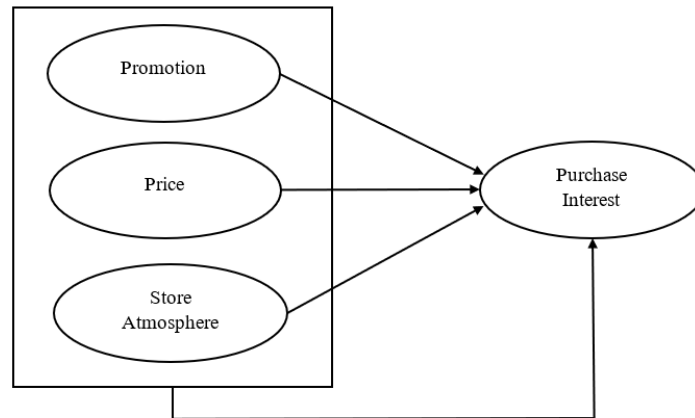


Figure 1. Research Model

3. Result

3.1 Validity Test

Table 1
Validity Test Results

Variable	Statement items	r_{count}	r_{table}	Information
Promotion	X _{1.1}	0,828	0,1620	Valid
	X _{1.2}	0,828	0,1620	Valid
	X _{1.3}	0,878	0,1620	Valid
	X _{1.4}	0,771	0,1620	Valid
	X _{1.5}	0,744	0,1620	Valid
Price	X _{2.1}	0,761	0,1620	Valid
	X _{2.2}	0,773	0,1620	Valid
	X _{2.3}	0,888	0,1620	Valid
	X _{2.4}	0,770	0,1620	Valid
	X _{2.5}	0,787	0,1620	Valid
Store Atmosphere	X _{3.1}	0,608	0,1620	Valid
	X _{3.2}	0,604	0,1620	Valid
	X _{3.3}	0,581	0,1620	Valid
	X _{3.4}	0,544	0,1620	Valid
	X _{3.5}	0,503	0,1620	Valid
Purchase Interest	Y _{1.1}	0,853	0,1620	Valid
	Y _{1.2}	0,814	0,1620	Valid
	Y _{1.3}	0,899	0,1620	Valid
	Y _{1.4}	0,718	0,1620	Valid
	Y _{1.5}	0,751	0,1620	Valid

Source: Processed by Researchers

With r_{table} at $df = n - 2 = 147 - 2 = 145$ and probability 0.05 obtained $r_{\text{table}} = 0.1620$. Table 4.8 shows that all indicators used to measure the variables used in this study have a corrected correlation coefficient greater than $r_{\text{table}} = 0.1620$. This proves that all indicators are valid.

3.2 Reliability Test

Table 2
Reliability Test Results

Variable	Alpha	Status
Promotion	0,869	Reliable
Price	0,855	Reliable
Store Atmosphere	0,845	Reliable
Purchase Interest	0,866	Reliable

Source: Processed by Researchers

The results of the reliability test of the variable constructs used in this study obtained an Alpha value greater than 0.6. This indicates that all questionnaire questions have a consistency standard (reliable) that meets the criteria > 0.6 so that it can be declared good to continue the study.

3.3 Normality Test

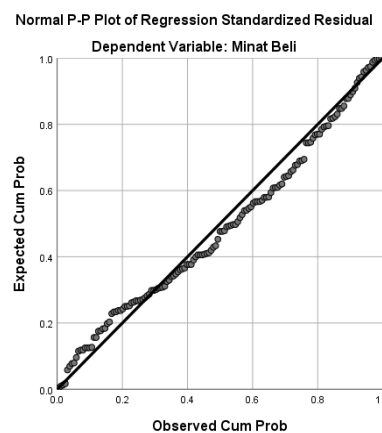


Figure 2. Normal P-P Plot Graph

Source: SPSS Output Results

Normality testing uses the Kolmogorov-Smirnov analysis technique and the calculation uses the SPSS program. It shows that the points in the image follow the diagonal line, which means that the data is normally distributed.

3.4 Multicollinearity Test

Table 3
Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.641	1.143		2.311	.022		
	Promotion	.312	.065	.332	4.805	.000	.506	1.976
	Price	.429	.063	.430	6.822	.000	.608	1.646
	Store Atmosphere	.151	.052	.185	2.918	.004	.599	1.669

a. Dependent Variable: Purchase Interest

Source: SPSS Output Results

All variables have a tolerance value above 0.1 and the VIF value of all variables is below 10.00. It can be concluded that the regression model in this study does not experience multicollinearity.

3.5 Heteroscedasticity Test

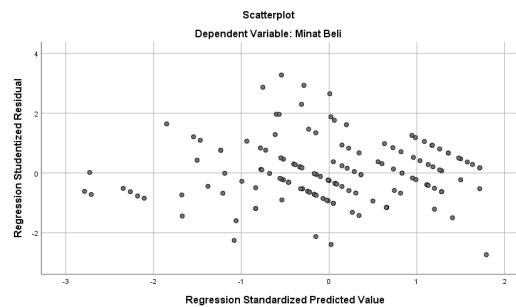


Figure 3. Scatter Plots

Source: SPSS Output Results

The image shows the characteristics of no heteroscedasticity, namely that the data points are spread irregularly, indicating a lot of variance in the respondents' answers.

3.6 Autocorrelation Test

Table 4
Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.810 ^a	.655	.648	1.448	2.117

a. Predictors: (Constant), Store Atmosphere, Harga, Promosi

b. Dependent Variable: Minat Beli

Source: SPSS Output Results

To detect the presence or absence of autocorrelation can be done by using the Durbin-Watson test, the results show that the Durbin-Watson value is 2.117 with a dL value = 1.6890 and Du = 1.7722 thus the DW value is greater than the upper limit (dU). So it can be concluded that the regression model does not have autocorrelation.

3.7 Multiple Linear Regression Test

Table 5
Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.641	1.143		2.311	.022
	Promotions	.312	.065	.332	4.805	.000
	Price	.429	.063	.430	6.822	.000
	Store Atmosphere	.151	.052	.185	2.918	.004

a. Dependent Variable: Purchase Interest

Source: SPSS Output Results

The results of multiple linear regression tests show that the most influential independent variable is the price variable with a coefficient of 0.429 and the least influential is the store atmosphere variable with a coefficient of 0.15. The results of the t-test show that promotion partially has a positive and significant effect on consumer purchasing interest, price partially has a positive and significant effect on consumer purchasing interest, and store atmosphere partially has a positive and significant effect on consumer purchasing interest.

3.8 Determinant Coefficient Test (R_2)

Table 6
Results of the Determinant Coefficient Test (R_2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.655	.648	1.448

a. Predictors: (Constant), Store Atmosphere, Promotion, Price

b. Dependent Variable: Purchase Interest

Source: SPSS Output Results

The determination coefficient is shown by R square which is 0.655 or 65.5%. From the R square it can be concluded that the promotion variable, price, store atmosphere of the consumer buying interest variable contributes 65.5% while the remaining 34.5% is influenced by other variables.

3.9 Statistical Test (T)

Table 7
T Statistical Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.641	1.143		2.311	.022
	Promotion	.312	.065	.332	4.805	.000
	Price	.429	.063	.430	6.822	.000
	Store Atmosphere	.151	.052	.185	2.918	.004

a. Dependent Variable: Purchase Interest

Source: SPSS Output Results

The t-test results obtained the t-value of promotion = 4.805, thus t-count (4.805) > t-table (1.655), and the sig value of 0.000 < 0.1 so that H_0 is rejected and H_1 is accepted. This shows that promotion partially has a positive and significant influence on consumer purchasing interest at TB. Barokah Mulya Dumpi Lamongan. The t-test results obtained the t-value of price = 6.822, thus t-count (6.822) > t-table (1.655), and the sig value of 0.000 < 0.1 so that H_0 is rejected and H_1 is accepted. This shows that promotion partially has a positive and significant

influence on consumer purchasing interest at TB. Barokah Mulya Dumpi Lamongan. The t-test results obtained the t-value of store atmosphere = 2.918, thus t-value (2.918) > t-table (1.655), and the sig value of $0.004 < 0.1$ so that H_0 is rejected and H_1 is accepted. This shows that store atmosphere partially has a positive and significant influence on consumer purchasing interest at TB. Barokah Mulya Dumpi Lamongan

3.10 Statistical Test (F)

Table 8
Statistical Test Results (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	570.325	3	190.108	90.667	.000 ^b
	Residual	299.838	143	2.097		
	Total	870.163	146			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Store Atmosphere, Price, Promotion

Source: SPSS Output Results

The results of the data analysis obtained Fcount of 90.667 while Ftable 2.67. Because Fcount $90.667 > 2.67$ Ftable with a significant value = 0.000 is smaller than 0.1 then H_1 is accepted and H_0 is rejected, meaning that together the variables of promotion, price, and store atmosphere have a positive and significant influence on consumer purchasing interest at TB. Barokah Mulya Dumpi Lamongan.

4. Discussion

This study analyzes the influence of promotion, price, and store atmosphere on Building Materials Stores using multiple linear regression analysis in SPSS.

1. The influence of promotion on consumer purchasing interest in building stores. The results of the study indicate that promotion has a positive and significant effect on consumer purchasing interest. This is in line with research conducted by (Utomo, 2021) which states that promotion has a positive and significant influence on consumer purchasing interest.
2. The effect of price on consumer buying interest in building stores. The results of the study indicate that price has a positive and significant effect on consumer buying interest. This is in line with research conducted by (Alifia et al., 2020) which states that price has a positive and significant influence on consumer purchasing interest.
3. The influence of *store atmosphere* on consumer buying interest in building stores. The results of the study indicate that *store atmosphere* has a positive and significant effect on consumer buying interest. This is in line with research conducted by (Yudira et al., 2022) which states that store atmosphere has a positive and significant influence on consumer purchasing interest.
4. Based on the results of the study, it shows that the influence of promotion, price, and store atmosphere variables on consumer purchasing interest together have a positive and significant effect on consumer purchasing interest at TB. Barokah Mulya Dumpi Lamongan because these three things are interrelated and mutually strengthen each other.

5. Conclusion, Implication, and Recommendation

Based on the results of the study, it was found that promotion, price, and store atmosphere simultaneously have a positive and significant effect on consumer purchasing interest. In this effort, by continuing to pay attention to aspects in increasing consumer purchasing interest, TB. Barokah Mulya by conducting continuous promotions so that all levels of society know what products are sold, offering reasonable prices can make products compete optimally, and a comfortable atmosphere so that it can attract consumer purchasing interest.

Research Implications

1. Theoretical Implications

This research can increase the library collection and as a reference for other students who are interested in researching in the same field. Based on the results of the researcher's analysis, Promotion, Price, and Store Atmosphere have a positive influence on Consumer Purchase Interest.

2. Practical Implications

a. For The Company

This research can help provide input for the company and also be a reference material for TB. Barokah Mulya Dumpi Lamongan business as information on consumer behavior regarding the influence of promotion, price, store atmosphere on consumer purchasing interest.

b. for Researchers and the Community

This research can add knowledge and insight for researchers, this research is also an exercise to apply the knowledge that the author received in college. for the community can be used as a reference and can add insight to the community so that they know the influence of promotion, price, and store atmosphere on consumer buying interest for the progress and smoothness of a company.

Recommendation

1. For Further Researchers

Further researchers can select a more representative research sample from the population and add variables that can influence consumer purchasing interest. By conducting further research, it is expected to obtain more comprehensive and accurate results, so that it can provide greater benefits for developers of science and practice in related fields.

2. For The Company

In order to increase consumer purchasing interest, promotion and price are determining factors. Affordable prices and a comfortable atmosphere can certainly play a positive role in efforts to increase consumer purchasing interest.

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