

The Effect Of Store Atmosphere, Advertising, And Word Of Mouth On Customer Repurchase Interest At KFC in Margonda Depok

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Abstrak

This study aims to analyze the influence of store atmosphere, advertising, and word-of-mouth variables on the interest in repurchasing customers at KFC in Depok Margonda. This study uses primary data obtained from the distribution of questionnaires to as many as 100 KFC customers in Margonda Depok with multiple linear regression methods that are processed using SPSS version 24.0 software. The results of this study indicate that store atmosphere, advertising, and word of mouth have a positive and significant effect on the interest in repurchasing customers at KFC in Depok Margonda.

Keywords: Store Atmosphere, Advertising, Word of Mouth, And Repurchase Intention.

INTRODUCTION

Nowadays, almost everyone needs instant things because community activities are so dense. This makes people choose instant products such as one example in fast food products often known as fast food to meet their primary needs. This is also a great opportunity that is quite promising for business people.

One example of a company that takes advantage of existing opportunities is PT. Fastfood Indonesia Tbk or what we often know as KFC. KFC is a successful food franchise in Indonesia and is the most popular fried chicken restaurant in Indonesia. Various variants of chicken and product advantages have been offered which makes KFC the leader of the fried chicken product category in Indonesia. The development of the fast food restaurant industry gives rise to very competitive competition. Therefore, every company is vying to get the attention of consumers. Consumers are the main focus of marketing activities to determine the success of any product or service in a company. KFC has several branches in various cities in Indonesia, one of which is in the Margonda area of Depok. Margonda Depok is a place that has a lot of culinary food, especially fast food food. KFC's main competitors in the Margonda Depok area, including McDonald's, A&W, Hoka-Hoka Bento, CFC, RICHESSE Factory, Wendy's, and several other fried chicken

How to cite: Silvia Hanisa, Resti Hardini, Kumba Digdowiseiso (2024) The Effect Of Store Atmosphere, Advertising And Word Of Mouth On Customer Repurchase Interest At Kfc In Margonda Depok, (5) 1. Doi:

E-ISSN: [2721-5202](https://doi.org/10.24127/jsss.v5i1.2721-5202)

Published by: CV. Syntax Corporation Indonesia

brands make consumers have various considerations in choosing a restaurant that will affect consumer choice.

Repurchase interest is an intention or behavior based on the consumer to make a repurchase because of the sense of satisfaction received in consuming a good or service. Ike Kusdyah (2012) Repurchase interest is part of consumer buying behavior where the match between the performance of the products or services offered by the company results in consumer interest to consume it again in the future.

Repurchase interest may be influenced by Store Atmosphere. According to Kotler and Keller (2013), store atmosphere is a planned atmosphere that is by its target market that can attract customers to buy. A comfortable and good store atmosphere can generate consumer desire to make repeat purchases. Therefore, to create consumer desire or interest in repurchase, companies must provide the best atmosphere or store atmosphere to provide comfort and attract the interest of consumers.

The store atmosphere provided must be what is expected by consumers so that they feel satisfied and comfortable with what they have obtained. This is by the research of Pandu Prasetya Azhari and Rubiyanti Nurafni (2016) which states that repurchase interest is influenced by store atmosphere. The store atmosphere provided by KFC already feels quite comfortable. However, there are still many consumers who feel that KFC's color design looks unattractive because there has been no innovation or change in the past until now. So there are still many consumers who feel that KFC's color design looks unattractive (<https://m.dreamsd.id>).

Advertising can also influence repurchase interest, advertising according to Kotler (2006) is defined as any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that requires payment. Where a company must pay the media to display its advertisements to be known by a large audience.

Advertising is a message conveyed by advertisers about their products to audiences or potential customers, through mass media by renting time to television media companies to provide information and persuade and influence potential consumers to act according to advertisers' wishes. So advertising has a relationship with repurchase interest, the more often the ad is shown, the more consumers who see the impression and will be more interested in repurchase interest. This is by research by Astrid Chintya Andita (2017) which states that repurchase interest is influenced by advertising.

In addition to Store Atmosphere and Advertising, Repurchase Interest can also be influenced by Word of Mouth. Word of mouth is a marketing strategy used to make customers talk (do the talking), promote (do the promotion), and sell products (do the selling) commonly abbreviated as TAPS, namely Talking, Promoting, and Selling (Hidayati in Huda, 2016: 490). Therefore, the company still needs to do word of mouth considering that the services provided by the company can increase customers' intention to buy back and customers will provide the information to others as a reference. This is by the research of Rhisa Ayu Ismasari and Naili Farida (2015) which states that repurchase interest can be influenced by word of mouth.

Based on the formulation of the problem above, the purpose of this study is to find out: a) To analyze the effect of Store Atmosphere on Customer Repurchase Interest at KFC in Margonda Depok. b) To analyze the effect of Advertising on Customer purchase

interest on KFC in Margonda Depok. c) To analyze the effect of Word of Mouth on Customer Repurchase Interest at KFC in Margonda Depok.

From the analysis of the framework above, the hypothesis of the research to be made is suspected of the relationship in this study based on the formulation of the problem, namely:

H1: There is a positive and significant influence of Store Atmosphere on Customer Repurchase Interest at KFC in Margonda Depok.

H2: There is a positive and significant influence of Advertising on Customer purchase interest at KFC in Margonda Depok.

H3: There is a positive and significant influence of Word of Mouth on Customer purchase interest at KFC in Margonda Depok.

RESEARCH METHOD

The object used in the study was the Repurchase Interest of KFC (Kentucky Fried Chicken) Customers in Margonda Depok which was influenced by Store Atmosphere, Advertising, and Word of Mouth. In this study, the population is customers at KFC Margonda Depok. In this study the population number is unknown. So to decide the number of samples that can be used formula (William, 2012)

$$n = \frac{\left(\frac{Za}{2}\right)^2 p * (1 - p)}{E^2}$$

Information:

n: Number of samples

p*: Proportion of population = 0,5

E: Fault tolerance limit 10%

α: 0,05

(Za/2) = Normal distribution score with real level = 1,96

The population in this study is not limited in number, therefore researchers use sample determination with this formula can obtain the samples needed, namely:

$$n = \frac{(1,96)^2 0,5(1 - 0,5)}{(0,10)^2} = 96,04$$

From the calculation of these samples, it can be concluded that the sample that can be used for research is 100 respondents.

RESULTS AND DISCUSSION Description Analysis

Data analysis was carried out using calculations based on respondents' answers and statistical calculation methods using computer tools through the SPSS 24.0 program:

The overall average total mean store atmosphere (X1) result was 4.26. These results identified that respondents agreed with Store Atmosphere KFC. The largest mean was obtained from the first statement where respondents agreed that the room lighting at

KFC Margonda Depok was bright enough to provide comfort. The overall average total ad mean (X2) result is 4.00. These results identified that respondents agreed with KFC advertisements. From the largest mean came the third question, where respondents agreed that the message conveyed in the KFC ad caught my attention.

The overall average total mean word of mouth (X3) result was 4.09. These results identified that respondents agreed with KFC's word of mouth. From the largest mean came the fifth question, where respondents agreed that in general people recommend KFC according to their reality. The average total mean result of repurchase interest (Y) as a whole was 3.92. From the largest mean the first statement where respondents agreed to buy back KFC products in the future. **Classical Assumption Test**

Normality Test Results

Normality testing is one of the requirements before regression testing is carried out. This test was carried out with the Kolmogorov – Smirnov test.

Table 1
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
<hr/>		
N		100
<hr/>		
Normal Parameters	Mean	,0000000
	Std. Deviation	1,66116038
Most Extreme Differences	Absolute	,047
	Positive	,042
	Negative	-,047
Test Statistic		,047
<hr/>		
Asymp. Sig. (2-tailed)		,200c,d

- a. Test distribution is Normal.
- b. Calculated from data.

Source: Processing data with SPSS 24.0

The significance value or Asymp Sig. (2-tailed) of 0.200 is above 0.05 so it can be concluded that the data is normally distributed and feasible for use in regression models.

Autocorrelation Test Results

The test method uses the Durbin-Watson test (DW Test). To detect the presence or absence of autocorrelation, the value of the DW value lies between dU and 4-dU, then no autocorrelation occurs.

Table 2
Autocorrelation Test Results Model Summary

Model	
Durbin-Watson	
1	2.010

Source: Processing data with SPSS 24.0

The value of Durbin-Watson (d) in this study was 2,018. This study used a sample number of 100 (n = 100) with du (upper limit) = 1.736 and dl (lower limit) = 1.631. The upper limit of the du value for this study was 1.736 so 4-du was 2.263. Thus, it can be concluded that the d value of 2,010 lies between du and 4-du (1.736 < 2.010 < 2.263) so it can be concluded that there is no autocorrelation in the regression model used in this study.

Multicollinearity Test Results

Table 3
Multicollinearity Test Results

Coefficients		Collinearity Statistics VIF	
Model	Tolerance		
1 (Constant)			
Store Atmosphere	,490		2,043
Iklan	,368		2,718
Word of Mouth	,411		2,432

Dependent Variable: Minat_Pembelian_Ulang
Source: Processing data with SPSS 24.0

All independent variables namely store atmosphere, advertising, and word of mouth have a tolerance value greater than 0.1 and a variance inflation factor (VIF) value below 10 which means there are no symptoms of multicollinearity in this regression model. In the store atmosphere variable, has a tolerance value of 0.490 and a VIF value of 2.043. The ad variable has a tolerance value of 0.368 and a VIF value of 2.718. While the word-of-mouth variable has a tolerance value of 0.411 and a VIF value of 2.432.

Heteroscedasticity Test Results

Table 3 Test Results of Heteroscedasticity Coefficients

Variable	Sig	Hasil
Store Atmosphere	0.496	Tidak Terjadi heteroskedastisitas
Iklan	0.625	Tidak Terjadi heteroskedastisitas
Word of Mouth	0.311	Tidak Terjadi heteroskedastisitas

Dependent Variable: RES2

Source: Processing data with SPSS 24.0

All variables have a significant value greater than 0.05 so it can be concluded that the regression model in this study does not occur heteroscedasticity.

Test Model Eligibility

Simultaneous Test Results (F test)

Table 4 Simultaneous Test Results F

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	606,374	3	202,125	71,028	,000b
Residual	273,186	96	2,846		
Total	879,560	99			

a. Dependent Variable: Minat_Pembelian_Ulang
 b. Predictors: (Constant), Word_of_Mouth, Iklan, Store_Atmosphere

The calculated F value is obtained at 71.028 with a significance level of 0.000. Because $F_{\text{calculate}} > F_{\text{table}}$ ($71.028 > 2.70$) and the significance of the sig value < 0.05 ($0.000 < 0.005$), which means store atmosphere, advertising, and word of mouth together affect repeat purchase interest.

Coefficient of Determination (R2)

Table 5 Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,830a	,689	,680	1,687

a. Predictors: (Constant), Word_of_Mouth, Iklan, Store_Atmosphere
 b. Dependent Variable: Repurchase_Intention

Source: Processing data with SPSS 24.0

The R square value (Coefficient Determination) of the regression equation is 0.689 which means that the independent variable in this study which includes store atmosphere, advertising, and word of mouth is 68.9%, while the remaining 31.1% is explained by other variables that are not in this study.

Partial Hypothesis Test Results (t-test)

Table 6 Partial Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	,791	1,369			,578	,565
Store_Atmosphere	,173	,084	,168		2,066	,041
Iklan	,383	,090	,400		4,266	,000
Word_of_Mouth	,366	,092	,351		3,957	,000

a. Dependent Variable: Minat_Pembelian_Ulang

Source: Processing data with SPSS 24.0

Based on the calculation results in Table 6, it is explained as follows:

Testing the Store Atmosphere Hypothesis (X1) against Repurchase Interest (Y)

Based on the results of the test in Table 6 above, it shows that the calculated value in the Store Atmosphere variable (X1) is 2.066 with a significant value of 0.041, the value of table ($\alpha = 0.05$) must be found to be 1.984, because the calculated value ($2.066 > 1.984$) with a significant level ($0.041 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between Store Atmosphere (X1) on Repurchase Interest (Y).

Ad hypothesis testing (X2) against repurchase interest (Y)

Based on the results of the test in Table 6 above, it shows that the calculated value in the Ad variable (X2) is 4.266 with a significant value of 0.000, the table value ($\alpha = 0.05$) must be found is 1.984, because the calculated value ($4.266 > 1.984$) with a significant level ($0.041 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between Ads (X2) on Repurchase Interest (Y).

Testing the Word of Mouth Hypothesis (X3) against Repurchase Interest (Y)

Based on the results of the test in Table 6 above, it shows that the calculated value in the Word of Mouth variable (X3) is 3.957 with a significant value of 0.000, the table value ($\alpha = 0.05$) must be found to be 1.984, because the calculated value ($3.957 > 1.984$) with a significant level ($0.000 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between Word of Mouth (X3) on Repurchase Interest (Y).

The Effect of Store Atmosphere Products on Repurchase Interest

Store atmosphere has five indicators: lighting, layout of items, temperature in the room, facilities, and color design of the store. KFC in Margonda Depok provides a good store atmosphere to consumers. Store atmosphere has a lighting indicator as the highest average indicator with the statement that the room lighting at KFC Margonda Depok is bright enough to provide comfort. The store atmosphere which has the lowest indicator level, namely the store color design indicator with the KFC store color design statement in Margonda Depok caught my attention.

The results of partial testing (t-test) between store atmosphere variables and repurchase intention showed a calculated value of 2.066, regression efficiency of 0.168 and, and a probability value of 0.041 which is smaller than 0.05. This shows that store atmosphere has a positive and significant effect on repeat purchase interest. The average total mean result on the store atmosphere variable (X1) as a whole identified that respondents agreed with KFC's store atmosphere. The largest mean obtained from the first statement of 4.40 where respondents agreed that the room lighting at KFC Margonda Depok was bright enough to provide comfort.

According to Kotler and Keller (2013: 69), the Store Atmosphere is a planned atmosphere that is by its target market that can attract customers to buy. The results of the study are by previous research by Pandu Prasetya Azhari and Rubiyanti Nurafni (2016) entitled "The Effect of Store Atmosphere on Repurchase Interest" which concluded that the store atmosphere variable has a positive and significant effect on repurchase interest.

How ads affect repeat purchase Intent

Advertising has three indicators, namely the purpose (mission), the message conveyed (message), and the media used (media). The ad has a message indicator as the highest average indicator with the statement that the message conveyed in the KFC ad caught my attention. While the advertisement that has the lowest indicator level is on the media indicator with the statement I always remember the KFC ads that aired on Television.

The results of partial testing (t-test) between the advertising variable and the repurchase interest variable showed a calculated value of 4.266, a regression efficiency of 0.400, and a probability value of 0.00 which is smaller than 0.05. This shows that ads have a positive and significant effect on repeat purchase interest.

The overall average total mean advertising (X2) results identified that respondents agreed with KFC ads. The third statement of 4.13 agreed that the message conveyed in the KFC ad caught my attention.

According to Khasali (2007), advertising is defined as a message that offers a product addressed to the public through the media. To distinguish it from the usual announcements, advertising is more directed at persuading people to buy. The results of the study are from previous research by Ranu Burhanudin (2017) entitled "The Effect of Traveloka Ads on Television on Repurchase Intent" which concluded that Ad variables have a significant effect on repurchase intent.

The Effect of Word of Mouth on Repurchase Interest

Word of mouth has four indicators, namely trust in the interlocutor, attractiveness of the interlocutor, honesty of the interlocutor, and objectivity of the interlocutor. Word of mouth has an indicator of the objectivity of the interlocutor as the highest average indicator with the statement that in general people recommend KFC by reality. Word of mouth which has the lowest indicator level is the indicator of the attractiveness of the interlocutor with the statement I get information about KFC from others with convincing attractiveness.

The results of partial testing (t-test) between the word-of-mouth variable and the repurchase interest variable showed a calculated value of 3.957, a regression efficiency of 0.351, and a probability value of 0.00 which is smaller than 0.05. This shows that word of mouth has a positive and significant effect on repeat purchase interest. The overall average total mean word of mouth (X3) results identified that respondents agreed with KFC's word of mouth. From the largest mean a fifth statement of 4.21 where respondents agreed that in general people recommend KFC by reality. Kotler and Keller (2007: 204) suggest that word-of-mouth communication (WOM) is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information. The results of the study are by previous research by Rhisa Ayu Ismasari and Naili Farida (2015) entitled "The Influence of Word of Mouth, Brand Image, on Repurchase Interest with Brand Trust as an Intervening Variable" which concluded that the word of mouth variable has a positive and significant effect on repurchase interest.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn. 1) Store atmosphere has a positive and significant effect on customers' repeat

purchase interest. This means that if the store atmosphere is increased, the interest in repeat customer purchases at KFC in Margonda Depok will increase. 2) Advertising has a positive and significant effect on customers' repeat purchase interest. This means that if the company maintains and always continues to develop advertisements, then customers' repurchase interest in KFC in Margonda Depok will increase. 3) Word of Mouth has a positive and significant effect on customers' repeat purchase interest. This means that if good word of mouth is maintained, then customers' repurchase interest in KFC in Margonda Depok will increase.

This article is a part of joint research and publication between the Faculty of Economics and Business, Universitas Nasional, Jakarta, and the Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu.

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First publication right:

Journal of Social Science

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