

The Influence of Store Atmosphere, Location, and Image of Mere on Dunkin Donuts Repurchase Interest in Pasar Minggu

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Abstrak

This study aims to analyze the influence of Store Atmosphere, Location, and Brand Image on Repurchase Interest in the Sunday Market. This study uses primary data obtained from the distribution of questionnaires of 100 Dunkin Donuts respondents at the Pasar Minggu using Multiple Linear Regression processed using the SPSS method version 24.0. The results showed that Store Atmosphere, Location, and Brand Image had a positive and significant effect on the Interest in Purchasing Dunkin Donuts Products in Pasar Minggu. There is a positive and significant influence between Store Atmosphere, Location, and Brand Image on Dunkin Donuts Repurchase Intention at Pasar Minggu. There is a positive and significant influence between Store Atmosphere, Location, and Brand Image on Dunkin Donuts Repurchase Intention in the Sunday Market shows that better Store Atmosphere, Location, and Brand Image are important parts to increasing Purchase Intention Repeat.

Keywords: Store Atmosphere, Location, Brand Image, Repurchase Intention.

INTRODUCTION

Currently, the development of the food and beverage industry that occurs in Indonesia can be seen with the emergence of various companies and new brands, so that each company will compete for the largest market share. The food industry is getting higher, requiring business people in the food sector to always use competitive strategies that are relevant to the development of business environment conditions to maintain the brand against similar companies and continue to exist in their business environment.

The food and beverage industry is an industry that has many types and variations of its products. Food products are one of the industries in Indonesia that has a high level of competition, one of which is donuts. Dunkin Donuts is an international food restaurant and franchise that specializes in donuts. Donuts are generally ring-shaped with a hole in the middle and round donuts with sweet flavors such as various types of jam, jelly, cream, and custard.

One of the local donut companies that can compete with the Dunkin Donuts Company is J.CO Donuts (a company owned by hairdresser Johnny Andrean) J.CO Donuts was established in 2005. This company is even considered able to compete with

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Dunkin' Donuts in terms of store location and service. J.CO Donuts has also opened its outlets in major malls in major cities in Indonesia. The donut company J.CO Donuts is

considered a local donut company that has managed to make a breakthrough in the business in the field of donut restaurants and coffee.

Dunkin Donuts has several branches in various cities in Indonesia, one of which is in the Pasar Minggu area. Pasar Minggu is a place that has several varieties of donuts, several other donut brands make consumers have a variety of considerations in choosing a donut that will affect consumer choices, shopping centers, and other activities.

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. According to Cronin (1992), Repurchase interest is customer behavior where customers respond positively to the quality of service of a company and intend to revisit or re-consume the company's products.

Repurchase interest can be influenced by the atmosphere of the store. According to Kusumowidago (2010), the atmosphere of the store is a part of the atmosphere and layout of a store which is very important in attracting consumers. A good store atmosphere can affect consumer enjoyment when shopping and create a comfortable and pleasant shopping experience that might make consumers re-purchased. Therefore, to create a comfortable shopping experience or consumer repurchase interest, companies must provide a store atmosphere that is pleasant, comfortable, and able to create something positive that can arouse consumer interest to enter the store. The atmosphere of a properly designed and well-designed store can encourage consumers to buy goods in the store. This is by the research of Meldarianda and Lisan (2010) which states that repurchase interest is influenced by the atmosphere of the store.

Location can also affect repurchase interest, location according to Kotler (2001) is defined as a means of company activity so that products are easily obtained by target consumers. If the location of a store is more strategic to have easy access, then repurchase interest in Dunkin Donuts will increase. This is by the research of Rahardian Ali Oetono (2012) which states that repurchase interest is influenced by location.

In addition to store atmosphere, and Location, Repurchase Interest can also be influenced by brand image. Brand image is the perception and belief carried out by consumers, as reflected in associations that occur in consumer memory (Kotler & Keller, 2009: 346). A brand image that is viewed well will cause a positive trait to consumers. Consumers who know the product very well will create their repurchase interest in the product they want to use or use. This encourages companies to form and create a good Brand Image to encourage consumer repurchase interest. This is by the research of Kusnandar and Edi (2015) which states that repurchase interest can be influenced by Brand Image.

The atmosphere of the shop given by Dunkin Donuts already feels quite comfortable. However, there are still many consumers who feel that Dunkin Donuts' color designs look unattractive because there has been no innovation or change from the past until now. So there are still many consumers who feel that Dunkin Donuts color designs look unattractive, (<https://m.dreamsd.id>).

In addition, fierce competition occurs with J.CO where J.CO is a strong competitor which makes Dunkin Donuts have to maintain a good product image with customers. Based on customer surveys, when customers buy J.Co, customers feel more elegant than

when buying Dunkin Donuts. So still some consumers feel that the image of Dunkin Donuts products is less classy. (<https://id.quora.com>)

By looking at some of the things that happened above, the researcher was interested in conducting a study entitled "The Effect of Store Atmosphere, Location, and Brand Image on Customer Repurchase Interest at Dunkin Donuts in the Sunday Market".

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 Dunkin Donuts in Pasar Minggu. b) To analyze the location against the Customer's Repurchase Interest on Dunkin Donuts at Pasar Minggu. c) To analyze the Brand Image of Customer purchase interest in Dunkin Donuts at Sunday Market.

From the analytical 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 in Dunkin Donuts at Pasar Minggu.

H2: There is a positive and significant influence of Location on Customer Repurchase Interest at Dunkin Donuts at Pasar Minggu.

H3: There is a positive and significant influence of Brand Image on Customer purchase interest at Dunkin Donuts in Pasar Minggu.

RESEARCH METHOD

The object used in the study was Dunkin Donuts Customer Repurchase Interest in Pasar Minggu which was influenced by Store Atmosphere, Location, and Brand Image. In this study, the population was customers at Dunkin Donuts in Pasar Minggu, the population number is unknown. So to decide the number of samples can be used formula (William, 2012:321):

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

E² Information:

n: Number of samples

p*: Proporsi populasi = 0,5

E: Proportion of population 10%

α: 0,05

(Zα/2) = Skor Normal distribution with real levels = 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 the sample, it can be concluded that the sample that can be used for research is 100 respondents.

RESULTS AND DISCUSSION Test Model Eligibility Simultaneous Test Results (F test)

Table 1 Simultaneous Test Results F ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	76.894	3	25.631	71,028	,000 ^b
Residual	25.816	96	2,654		
Total	31.710	99			

Dependent Variable: Minat_Pembelian_Ulang
 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 $F_{calculate} > F_{table}$ ($71.028 > 2.70$) and the significance level of the sig value < 0.05 ($0.000 < 0.005$), which means that store atmosphere, location, and brand image together affect repurchase interest.

Coefficient of Determination (R2)

Test Results Table 2 Koefisien Determinasi Model Summary^b

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	,481 ^a	,232	,208	1,629

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

Sumber: Olah data dengan SPSS 24.0

Berdasarkan pada Tabel 8 kolom R-Square nilai 0.232 artinya bahwa sumbangan pengaruh terhadap minat beli kembali konsumen yang dipengaruhi oleh variabel yang diteliti dalam penelitian ini yaitu store atmosphere, lokasi dan citra merek sebesar 23,2%, sedangkan sisanya sebesar 76,8% dipengaruhi oleh faktor-faktor maupun dalam variabel lain yang tidak diteliti dalam penelitian ini, karna yang mempengaruhi minat beli kembali ada banyak faktor atau variabel lain yang mempengaruhinya.

Hasil Uji Hipotesis Parsial (t test)

Tabel 3 Hasil Uji Parsial t Coefficients

Unstandardized Coefficients	Standardized Coefficients
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	B	Std. Error	Beta	T	Sig.
Model					
1 (Constant)	3.793	1.675		2.264	,256
Store Atmosphere	,224	,053	,379	4.197	,000
Lokasi	,180	,063	,256	2.841	,005
Citra Merek	,177	,069	,232	2.583	,011

a. Dependent Variable: Minat_Pembelian_Ulang
Source: Processing data with SPSS 24.0

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

Based on the test results in Table 4.20 above, shows that the calculated value in the Store Atmosphere variable (X1) is 4,197 with a significant value of 0.000, the table value ($\alpha = 0.05$) must be found to be 1.984, because the calculated value ($4.197 > 1.984$) with a significant level ($0.000 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between Store Atmosphere (X1) and Repurchase Interest (Y)

Testing the location hypothesis (X2) against repurchase interest (Y)

Based on the test results in Table 4.20 above show that the calculated value in the Location variable (X2) is 2.841 with a significant value of 0.005, the table value ($\alpha = 0.05$) must be found to be 1.984, because the calculated value ($2.841 > 1.984$) with a significant level ($0.005 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between Location (X2) on Repurchase Interest (Y)

Testing the brand image hypothesis (X3) against repeat purchase interest (Y)

Based on the results of the test in Table 9. above show that the calculated value in the Brand Image variable (X3) of 2,583 with a significant value of 0.011 must be found the value of stable ($\alpha = 0.05$) is 1.984, because the calculated value ($2.583 > 1.984$) with a significant level ($0.011 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between Brand Image (X3) and Repurchase Interest (Y).

Discussion 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. Dunkin Donuts at Pasar Minggu provides a good store atmosphere to consumers. Store atmosphere has a store design indicator as the highest average indicator with the statement Dunkin Donuts color design at Pasar Minggu drawing my attention to stop by and make a purchase. The store atmosphere

that has the lowest indicator level is the lighting indicator with the statement Room lighting at Dunkin Donuts Pasar Minggu is bright enough to be able to provide security.

The results of partial testing (t-test) between store atmosphere variables on repurchase interest showed a calculated value of 41.97, a regression coefficient of 0.379, and a probability value of 0.000 smaller than 0.05. This shows that store atmosphere has a positive and significant effect on repeat purchase interest.

The average total mean on the overall store atmosphere variable (X1) identified that respondents agreed with Dunkin Donuts' store atmosphere. From the largest mean, there was a final statement of 4.18 where respondents agreed that the color design at Dunkin Donuts Pasar Minggu attracted attention to stop by and make purchases.

According to Kotler and Keller (2013: 69), a Store Atmosphere is a planned atmosphere that is by its target market and can attract customers to buy. This is by Wibowo and Japarianto's (2013) research journal 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.

The influence of location on repeat purchase interest.

Location has three indicators, namely location affordability, access to location, and location proximity. The location has a location affordability indicator as the highest average indicator with the statement that the strategic Dunkin Donuts Pasar Minggu location is easily accessible by using public or private transportation. The location that has the lowest indicator level is on the location proximity indicator with the statement I chose to go to Dunkin Donuts Pasar Minggu because it is close to the location of my activity.

The results of partial testing (t-test) between location variables and repurchase interest showed a calculated value of 2.841, a regression coefficient of 0.256, and a probability value of 0.005 which is smaller than 0.05. This shows that location has a positive and significant effect on repeat purchase interest. The overall average total mean advertising (X2) results identified that respondents agreed with the location of Dunkin Donuts. The largest mean was obtained from the third statement of 4.2 where respondents agreed that the proximity of the location of Dunkin Donuts Pasar Minggu was because it was close to the location of my activity. The results of the study are by previous research by Rahardian Ali Oetomo (2012) which concluded that location variations have a significant influence on repurchase interest.

The influence of brand image on repeat purchase interest

Brand image has three indicators, namely corporate image, product image, and user image. Brand image has the highest average user image indicator with the statement that always choose Dunkin Donuts Pasar Minggu because it can meet needs and wants. The brand image has the lowest indicator level, namely the product image indicator with the statement Dunkin Donuts is known to produce good donut products that suit my taste.

The results of partial testing (t-test) between brand image and repurchase interest showed a calculated value of 2.583, a regression coefficient of 0.232, and a probability value of 0.011 which is smaller than 0.05. This shows that brand image has a positive and significant effect on repeat purchase interest. The overall average total mean brand image (X3) results identified that respondents were undecided about Dunkin Donuts' brand image. The largest mean can be the third statement of 3.99 where respondents are hesitant to always choose Dunkin Donuts Pasar Minggu because Dunkin Donuts In Pasar Minggu can meet my needs and desires. The results of the study are by previous research by Edi Kusnandar (2015) entitled "the influence of Brand Image on

repurchase interest" which concluded that brand image variables have a positive and significant effect on repeat purchase 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 customer repeat purchase interest. This means that if the store atmosphere is increased, then customers' repurchase interest in Dunkin Donuts at Pasar Minggu will increase. 2) Location has a positive and significant effect on customer repeat purchase interest. This means that if the company maintains and continues to develop the Location, then customer repeat purchase interest in Dunkin Donuts In Pasar Minggu will increase. 3) Brand Image has a positive and significant effect on customers' repeat purchase interest. This means that if a good Brand Image is maintained, then customer repeat purchase interest in Dunkin Donuts will increase.

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