Influence Of Store Atmosphere, Prices, And Service Quality On Consumer Satisfaction At The Blink-Blink Store

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Abstract: The purpose of this research is to find out and analyze whether store atmosphere, price and service quality have a significant effect on consumer satisfaction at the Blink-Blink Store. The population used in this research was all consumers at the Blink-Blink Store, and the number of samples used was 40 respondents. The data analysis method used is multiple linear regression analysis. The results of this research are: 1) Store Atmosphere (X1) has no significant effect on Consumer Satisfaction (Y) at Blink-Blink Store in Jember. 2) Price (X2) has no significant effect on the Consumer Satisfaction variable (Y1) at Blink-Blink Store in Jember. 3) Service Quality (X3) has a significant effect on the Consumer Satisfaction variable (Y1) at the Blink-Blink Store in Jember.

Keywords: store atmosphere, price and service quality, Blink-Blink Store

INTRODUCTION

Businesses that are able to develop and survive amidst increasingly fierce competition today are businesses that are able to fulfill market or consumer desires. Consumers currently prefer things that are fast, practical, good quality, affordable prices. If consumers are satisfied, they will automatically make repeat purchases. According to [2] the definition of satisfaction is: "*Satisfaction reflects a person's judgment of a product's perceived performance in relationship to expectations. If performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted*".

Several factors that influence customer/consumer satisfaction according to [1] are:

1. Product quality, customers will feel satisfied if their evaluation shows that the product they use is of good quality.
2. Quality of service, customers will feel satisfied if they receive good service or as expected.
3. Emotional, customers will feel proud and believe that other people will be amazed by them, if they use certain products which tend to have a higher level of satisfaction.
4. Price, products with the same quality but relatively low prices offer greater value to customers.
5. Cost, customers who do not incur additional costs or do not need to waste time to get a product tend to be satisfied with the product

Apart from the factors above, there are research results [3] which state that store atmosphere has a significant effect on consumer satisfaction. This means that there are other factors besides the factors mentioned by [1], one of which is store atmosphere.

Blink-Blink store in Jember is a shop that sells various kinds of products including clothes, sandals, shoes, accessories, cosmetics and so on. Based on observations made by researchers, this shop is always busy with visitors. The shop parking lot is always full, some even park on the side of the main road. Consumers have to jostle when they enter the shop because there are so many visitors, even when they want to pay at the cashier, consumers have to be willing to wait for some time in quite a long queue.

Blink-Blink Store creates a store concept that is attractive and comfortable for consumers. The room is spacious, clean, and the goods are neatly arranged, making consumers feel comfortable spending a long time shopping. When entering the shop, consumers will be able to find various kinds of interesting and funny knick-knacks and household decoration items, which will make consumers feel happy shopping. All products sold at the blink-blink store are neatly arranged and arranged according to each product type, so that consumers are not confused when looking for the product they want.

Considering the limitations in carrying out this research, the researchers used 3 independent variables, namely store atmosphere, price and service quality which influence consumer satisfaction. The purpose of this research is to find out and analyze whether store atmosphere, price and service quality have a significant effect on consumer satisfaction at the Blink-Blink Jember Store

METHOD

Research design

The research design that will be carried out is quantitative research regarding the influence of store atmosphere, price and service quality on consumer satisfaction. Thus, this research uses three independent variables, namely store atmosphere, price and service quality, and one dependent variable, namely consumer satisfaction. The data analysis used in this research is multiple linear regression analysis. The steps that must be taken in multiple linear regression analysis include:

1. Carry out instrument data tests. The data instrument test can determine whether each statement from each research variable is declared valid and reliable or not.
2. Carry out classical assumption tests. The classic assumption tests used in this research are the Normality Test, Multicollinearity Test, and Heteroscedasticity Test.
3. Carry out multiple linear regression analysis. This analysis will later inform the direction of the relationship between each independent variable and the dependent variable.
4. Test the hypothesis using the t test. The results of the multiple linear regression analysis carried out at the same time answer the calculated t value for each independent variable. If the calculated t value is greater than the t table and the significance level is smaller than 0.05%, it means that the independent variable has a significant effect on the dependent variable. If on the contrary, the independent variable does not have a significant effect on the dependent variable.

Population, Sample, Sampling

The population used in this research is all consumers at the Blink-Blink Store. Meanwhile, for sample size, the sample size used in a study is at least 10 times the number of variables studied. Considering that the number of variables in this research is 4 variables, the number of samples used

is (10 x 4 = 40), meaning that 40 Blink-Blink store consumers were used as respondents in the research.

Intervention Procedure

This type of research is quantitative research, and the data used is primary data. Primary data is a type of data that researchers obtain directly from respondents through questionnaires that they answer.

RESULTS AND DISCUSSION

RESULTS
1. Test instrument data

The results of the instrument data tests carried out can be seen in the following table:

Tabel 1. Table of Validity Test

Variabel	Item	r hitung	r tabel	Keterangan
Store Atmosphere (X1)	X1.1	0,621	0.2542	Valid
	X1.2	0,588	0.2542	Valid
	X1.3	0,659	0.2542	Valid
	X1.4	0,646	0.2542	Valid
Prices (X2)	X3.1	0,553	0.2542	Valid
	X3.2	0,662	0.2542	Valid
	X3.3	0,552	0.2542	Valid
	X3.4	0,662	0.2542	Valid
	X3.5	0,674	0.2542	Valid
Service Quality (X3)	X4.1	0,715	0.2542	Valid
	X4.2	0,750	0.2542	Valid
	X4.3	0,588	0.2542	Valid
	X4.4	0,634	0.2542	Valid
Consumer Satisfaction (Y)	Y1.1	0,622	0.2542	Valid
	Y1.2	0,653	0.2542	Valid
	Y1.3	0,675	0.2542	Valid

The table above shows that the indicators for each variable Store Atmosphere (X1), Price (X2), Service Quality (X3), and Consumer Satisfaction (Y) have a correlation value (Pearson correlation) r calculated > 0.2542. So it can be concluded that all statements on each variable are declared valid and can be used as research data

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Tabel 2. Table of Reliability Test

Variabel	Nilai *Cronbach's Alpha*	Nilai Batas Standar Reliabilitas	Keterangan
Store Atmosphere (X1)	0,68	0,60	Reliabilitas
Prices (X2)	0,78	0,60	Reliabilitas
Service Quality (X3)	0,73	0,60	Reliabilitas
Consumer Satisfaction (Y)	0,69	0,60	Reliabilitas

Table 2 shows that the Cronbach's Alpha value for each variable is greater than 0.60 (>0.60). Thus, it can be concluded that the statements of each indicator of the variables store atmosphere (X1), price (X2), service quality (X3), and consumer satisfaction (Y) are reliable and can be used as research data.

2. **Classic Assumption Test**

Tabel 3

One-Sample Kolmogrov-Smirnov Test

		Unstandardized Re-sidual
N		60
Normal Parameters [a,b]	Mean	0.0000000
	Std. Deviation	1.26524820
Most Extreme Differences	Absolut	.058
	Positive	.057
	Negative	.058
	Test Statistic	.058
Asymp.Sig. (2-tiled)		.202 [c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Table 3 shows that the significance value of Asymp. Sig. (2-tailed) which is 0.202, which means that the research data used in this study is normally distributed and the Normality test in the regression model is fulfilled because $0.202 > 0.05$

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Tabel 4.

Multicollinearity Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3,490	1,760		-,056	,052		
Store Atmosphere (X1)	,056	,120	,067	,184	,105	,571	1,753
Prices (X2)	,112	,077	,220	,168	,049	,527	1,898
Service Quality (X3)	,224	,96	,357	-1,688	,022	,314	1,947

a. Dependent Variable: Consumer Satisfaction (Y)

Based on Table 4, the results of the multicollinearity test carried out show that each variable, namely Store Atmosphere (X1), Price (X2), Service Quality (X3) and Consumer Satisfaction (Y) has a tolerance value > 0.1 and a VIF value < 10 So it can be concluded that the data in this study does not have multicollinearity, so it is suitable to be used as research data.

Tabel 5
Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-,059	1,052		-,056	,052		
Store Atmosphere (X1)	,036	,071	,085	,184	,108	,571	1,753
Prices (X2)	,032	,045	,123	,168	,152	,527	1,898
Service Quality (X3)	-,036	,057	-,118	-,638	,022	,541	1,947

a. Dependent Variable: Abs Res1

Based on the Glejser Test results in the table above, it shows that the sig. Each variable is greater than 0.05 (> 0.05) so it can be concluded that heteroscedasticity does not occur.

3. **Multiple Linear Regression Analysis**

The multiple linear regression analysis method is useful for finding out how much influence the Store Atmosphere, Price and Service Quality have on Consumer Satisfaction at the Jember Blingbling Store. The purpose of multiple linear regression analysis is to measure the intensity of the relationship between two or more variables and contain predictions or estimates of the Y value over the X value

.**Coefficients***

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,280	1,760		,056	,052
Store Atmosphere (X1)	,054	,120	,067	,184	,105
Prices (X2)	,116	,077	,220	,168	,149
Service Quality (X3)	,222	,96	,357	1,688	,022

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the results of the model 1 path regression output in the "Coefficients" table above, it shows that in the significance column the value of the Store Atmosphere variable (X1) is 0.105, the Price variable (X2) is 0.149, the Service Quality variable (X3) is 0.022. Thus, the significance value of (X3) < 0.05, it can be concluded that Service Quality (X3) has a significant effect on the Consumer Satisfaction variable (Y). Meanwhile, for (X1) and (X2) which have a significance value of > 0.05, it can be concluded that the Store Atmosphere variable (X1) and the Price variable (X2) do not have a significant effect on the Consumer Satisfaction variable (Y). The regression equation is as follows:

$$Y = 3{,}280 + 0{,}054X1 + 0{,}116X2 + 0{,}222X3$$

4. **Uji t**

Following are the results of the Hypothesis Test (t test) in this research:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,280	1,760		,056	,052
Store Atmosphere (X1)	,054	,120	,067	,182	,102
Prices (X2)	,116	,077	,220	,168	,149
Service Quality (X3)	,222	,96	,357	1,688	,022

. Dependent Variable: Consumer Satisfaction (Y)

Based on the output results obtained from the t test, it can be seen that:

1. Analysis of the influence of the Store Atmosphere variable (X1) on the Consumer Satisfaction variable (Y). The calculated t value obtained for the Store Atmosphere (X1) variable was 0.182, while the t table value was 1.685 and also obtained a significance value for the Store Atmosphere variable (X1) for the Consumer Satisfaction variable (Y1) of 0.102 > 0.05. This shows that t count < t table, which means that H0 is accepted and Ha is rejected, so that in this research it can be concluded that the Store Atmosphere variable (X1) does not have a significant influence on the Consumer Satisfaction variable (Y).

2. Analysis of the influence of the Price variable (X2) on the Consumer Satisfaction variable (Y). The calculated t value obtained for the variable This shows that t count < t table, which means that H0 is accepted and Ha is rejected, so that in this research it can be concluded that the Price variable (X2) has no significant influence on the Consumer Satisfaction variable (Y).

3. Analysis of the influence of the Service Quality variable (X3) on the Consumer Satisfaction variable (Y). The calculated t value obtained for the variable This shows that t count > t table, which means that H0 is rejected and Ha is accepted, so that in this research it can be concluded that the Service Quality variable (X3) has a significant effect on the Consumer Satisfaction variable (Y).

DISCUSSIONS

1. Influence of Store Atmosphere (X1) on Consumer Satisfaction (Y)

    The factor that causes the store atmosphere to not have a significant effect on consumer satisfaction at the Blink-Blink Store is an atmosphere that does not attract the attention of consumers, starting from the interior and room layout design. This is actually also an important point and one of the values in getting satisfaction from consumers.

2. Influence of price (X2) on consumer satisfaction (Y)

    The factor that causes prices to have no effect on consumer satisfaction at the Blink-Blink store is because the prices of goods at the Blink-Blink store are affordable for consumers, so price is no longer a factor that significantly influences consumer satisfaction.

3. Influence of Service Quality (X3) on Consumer Satisfaction (Y)

    The factor that causes service quality to have a significant influence on consumer satisfaction at the Blink-Blink Store is that the service provided by employees is very good, making consumers feel comfortable interacting with them. Blink-Blink Store employees are able to communicate well and appear polite and have a quick response to consumers who need help. Such service makes consumers have a good impression and feel satisfied with the service provided by the shop.

CONCLUSION

1. Store Atmosphere (X1) has no significant effect on Consumer Satisfaction (Y) at the Blink-Blink Store.

2. Price (X2) has no significant effect on the Consumer Satisfaction variable (Y1) at the Blink-Blink Store.

3. Service Quality (X3) has a significant effect on the Consumer Satisfaction variable (Y1) at the Blink-Blink Store.

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