

The Influence of Store Atmosphere, Location, and Price Perception on Purchase Decisions (Study on Arabeauty Stores, Ternate City)

Raidah Adinda Wakano^{1*}, Yolanda Mahungo², Irfandi Buamonabot³

Faculty of Economics and Business, University of Khairun
Pertamina Kampus II Unkhair Gambesi Kota Ternate Selatan

Corresponding Author: indahraiadinda15@gmail.com

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Wakano, R.A., Mahungo, Yolanda., All people who participated in this study Buamonabot, Irfandi. (2024). The Influence were consumers of Arabeauty stores in of Store Atmosphere, Location, and Price Ternate City. There are 119 responders in Perception on Purchase Decisions (Study the study's sample. PLS-SEM is the testing on Arabeauty Stores, Ternate City). *Journal of International Conference Proceedings*, 7(2), 539-552.

DOI:

<https://doi.org/10.32535/jicp.v7i2.3706>

Copyright @ 2024 owned by Author(s).
Published by JICP

ABSTRACT

This study aims to determine whether the store's mood, location, and perceived pricing have an impact on consumers' decisions to buy. Data collection uses basic information obtained from questionnaires. The findings largely indicate that the location variable has no bearing on the decision to buy, the business atmosphere variable influences the decision to buy, and the pricing perception variable influences the decision to buy.

Keywords: Store Atmosphere, Location, Price Perception, Purchase Decisions, Arabeauty Stores, Ternate City



JEL Classification: For papers in the economics field only.

This is an open-access article.

License:

Attribution-Noncommercial-Share Alike
(CC BY-NC-SA)

Received: 21 September 2024

Accepted: 23 October 2024

Published: 25 November 2024

INTRODUCTION

There are numerous retail establishments in the neighborhood in this age of globalization. This is important because many people have become more selective in their shopping habits over time, but also because consumer attitudes towards retail have changed.

Retail has existed since time immemorial; retail is a business limited to the provision of goods and services that develop from traditional markets and traders who sell goods directly to consumers. Retail is also a promising business for entrepreneurs, and many entrepreneurs compete with each other to attract consumers. This competition not only creates opportunities but also challenges. Retail, according to Berman et al. (2018), encompasses activities pertaining to the direct sale of goods or services to final consumers for non-commercial and personal use. Competing companies are always trying to find ways to increase their market share and always create a comfortable business environment. Naturally, this also covers the store's ambiance, location, and pricing perception, all of which need to be appealing to customers in order for them to make a purchase. Currently, the number of cosmetic stores in Ternate City has begun to appear a lot, considering that cosmetics enthusiasts are not only from young people but also adults. This is what drives competition among cosmetic retailers so they can draw in customers and keep them coming back.

Various strategic efforts are also carried out, starting from creating a comfortable store atmosphere, choosing the right strategic location, and determining the appropriate price. These strategies are also carried out by Toko Arabeauty to compete fiercely to attract customer interest so that their store continues to exist. This is evident from the following figures on the number of people who visited the Arabeauty Store:

The structure of the store, which comprises the layout, interior design, and outside design, is the primary determinant of the choice to buy (Utami, 2006). Customers are drawn to the business due of its ambiance, which is a result of their interest in the design or overall comfort of the space.

This claim is supported by the findings of the small study, which showed that customers, with an 88.3% score, believe that the Arabeauty Store's design draws more attention to them. It is also well known that the Arabeauty Store's lighting has an 84.5% value in grabbing customers' attention.

The findings of studies by Arianto & Satrio (2020) and Tantowi & Pratomo (2020) indicated that the store's atmosphere significantly influenced the decision to buy, whereas Erianto & Mahariono (2018) and Lutfi & Irwanto (2017) found no significant influencing influence.

Another element that may affect a customer's choice to buy is a store's location. This is due to the fact that a store's parking lot, surroundings, and strategic position can all affect customers' decisions to buy (Nandyka, 2015). This conclusion is corroborated by research by Elly (2018) and Hidayat (2020), who found that location influences decisions to buy. In contrast, research by Hardiansyah et al. (2019), Cynthia et al. (2022), and Bala (2022) found that location has no discernible impact on decisions to buy.

The primary factor that buyers take into account before making a purchase is the product's selling price. Customers may decide not to buy products from a cosmetics store if the prices are too expensive and out of line with their purchasing power. Instead, they may prefer products with lower prices that reflect their purchasing power.

According to this assertion, the mini-research's findings showed that Toko Arabeauty's costs were more reasonable, with an 81.61% percentage. As a result, customers' purchasing decisions might be influenced by the price that the Arabeauty Store sets, which is in line with their purchasing power.

Price perception has a considerable beneficial impact on consumer purchase decisions, according to the findings of a study by Abdilla & Husni (2018). However, Mardiasih (2020) found no significant impact on customer purchase decisions.

As previously explained, the purpose of this study is to investigate in greater detail how store environment, location, and pricing perception affect consumers' decisions to buy.

LITERATURE REVIEW

Purchase Decision

The consumer's choice to purchase or not purchase a good or service is known as a buying decision. Consumers usually always consider several factors, including service quality and store atmosphere. Consumers will experience a level of satisfaction if the goods they get are in accordance with their needs and desires. Problem identification, information search, alternative evaluation, buy choice, and post-purchase behavior are the five steps in the consumer purchase decision process. Kotler & Keller (2022) explain that purchasing decisions are grouped into a five-stage model:

1. Problem Introduction

When an internal or external stimulus makes the buyer aware of a need or problem, the purchasing process starts. A person's natural demands, like hunger or thirst, are examples of internal stimuli, but ambient stimuli, like admiring their neighbor's new automobile and considering a purchase, can cause exterior stimuli.

2. Information search

Excited consumers are looking for more information, so that marketers are concerned about information sources that are consumer references in making purchase decisions. Here are four groups of information sources:

- Family, friends, neighbors, and coworkers are examples of personal resources.
- Commercial sources include websites, salespeople, distributors, packaging, displays, and advertisements.
- Public sources include consumer rating agencies and the media.
- Experimental resources include product handling, inspection, and use.

3. Evaluation of alternatives

Alternative evaluation is the stage where a person collects the product information obtained so that it matches what is needed.

4. Purchase decision

Consumers develop brand preferences throughout the evaluation step, and they may also decide to purchase the products they like best. Customers can choose five sub-decisions when executing the buy intent: brand (brand A), distributor (distributor 2), quantity (one computer), timing (weekend), and payment method (credit card).

5. Post-purchase behavior

Customers may feel conflicted at this point because they are skeptical of information that contradicts their choice and may see some concerning features or hear positive things about competing businesses.

Price Perception

Price perception, according to Kotler & Armstrong (2020), is the value associated with a price in relation to benefits. The perception of prices that arise from individuals depends on the environmental background and the individual's own condition (Firi et al., 2024). The price of products or services includes the currency rate as well as other associated benefits. According to Kotler & Armstrong (2020), price appropriateness can be measured and investigated using a variety of pricing indicators, such as the following:

1. Affordability

Customers can get the price that the business has set. Products frequently come in a variety of brands and range in price from the least expensive to the most expensive.

2. Price and product quality compatibility

Customers frequently use price as a gauge of quality, selecting a more expensive item over another when they perceive a difference in quality. People often assume that greater prices correspond to better quality.

3. Benefits and price compatibility

When the advantages of a product outweigh or match the costs, consumers choose to purchase it. Customers will consider the product to be pricey and be reluctant to make another buy if they believe the benefits outweigh the cost.

4. Set prices based on competitiveness or affordability.

Customers frequently contrast two products' prices. In this instance, people are influenced to purchase the goods by its low price.

Location

A location is a place where a business works or where it conducts activities to generate items or services that are significant to its economic component, according to Tjiptono (2015). A number of factors influence the choice of a company's or factory's physical site, including the following (Tjiptono, 2015):

1. Access, such as the place that public transportation passes or can easily reach.
2. Visibility, which refers to a place or site that is easily visible under typical lighting conditions.
3. Traffic involves two primary factors, specifically: a) the volume of people passing by can offer a fantastic opportunity for buying, which is a decision to make a purchase that frequently happens on the spur of the moment, without prior planning, and/or without requiring extra effort. b) Another potential barrier is traffic congestion.
4. A large, cozy, and secure parking area that can accommodate both two- and four-wheeled vehicles.
5. Expansion, specifically the availability of a space big enough in case there is a future expansion.
6. Environment, specifically the locality that sustains the provided goods. For instance, boarding houses, dorms, college students, offices, schools, and so on are all close to eateries.
7. Competition, or where rivals are located. For instance, while choosing a restaurant location, one must take into account whether other eateries are located on the same street or in the same neighborhood.
8. Government rules, such as those that forbid eateries from being situated too close to residential neighborhoods or houses of worship.

Shop Atmosphere

According to Levy et al. (2023), the store's ambiance has an impact on the customer's emotional state, which either triggers or impacts the purchase. Pleasure and stimulating desire are the two main emotions that the emotional state will produce. The atmosphere of the store is also an important component of a store and can provide comfort for visitors, so with that a store must form an atmosphere that can make visitors comfortable. Levy et al. (2023) state that a store's environment is made up of various elements, such as:

1. Lighting

Light is an energy emission from a particle that can stimulate the human retina and cause visual sensations. Increasing the number of windows and allowing more sunlight to enter can improve the mood of the customer. Light sources consist of two, natural light which is obtained from sunlight from the outside and artificial light where light is obtained from inside such as lamps. Lighting gives the impression of space and shape.

2. Music Background

It affects the length of time customers are in a store because music can make the atmosphere comfortable for customers while shopping. In addition, the existence of music services will provide a more relaxed atmosphere to customers. Music should not be too loud can interfere with customer comfort when speaking so that the volume that can be given must be really in accordance with the hearing standards not too loud or too small.

3. Temperature

Covering a comfortable room temperature for customers. The temperature is not too hot or too cold. The temperature is quite cold will make customers feel sick. There are two systems to regulate air coolness, namely natural systems (outdoor air) and mechanical systems (Air Conditioning).

4. Aroma

Includes scents that can be the trademark of the store. Aroma also causes a reaction from food that will affect the sense of smell which can cause customers to want to buy again. The intensity and properties of the scent are apparently influential as long as they are not violated or excessive.

5. Layout

The layout of the store is the physical arrangement and placement of fixed equipment items, and the layout of the store. The layout of a store is designed to allow customers to walk around, display goods or services, and generally draw in and increase sales.

6. In-store alluring decorations

Display, or decoration, is something that can draw customers and be a feature. Display has two functions: it informs customers and enhances the store's ambiance, both of which can boost sales and profits.

Hypothesis

The Influence of Store Atmosphere on Purchase Decisions

According to research findings backed by Arianto & Satrio (2020), Tantowi & Pratomo (2020), and Tansala et al. (2019), there is a positive and cognitive influence of store atmosphere on purchasing decisions. These findings, however, contradict the findings of Lutfi & Irwanto (2017) and Erianto & Mahariono (2018) research, which found no positive and substantial influence of store atmosphere on purchase decisions.

H1 : The atmosphere of the store has a positive effect on the purchase decision.

The Influence of Location on Purchase Decisions

Based on research findings backed by Elly (2018) and Hidayat (2020), who claimed that location had a positive and cognitive impact on buying decisions, the relationship between location and decisions is examined. In contrast, research by Bala (2022), Hardiansyah et al. (2019), and Cynthia et al. (2022) found no significant influence of location on purchasing decisions.

H2 : Location has a positive effect on the Purchase Decision

The Influence of Price Perception on Purchase Decisions

Price perception and purchase decisions are related. According to a study by Abdilla & Husni (2018), price perception significantly influences consumer decisions to buy, while Mardiasih (2020) found no significant relationship between price perception and consumers' decisions to buy.

H3 : Price Perception has a positive effect on the Purchase Decision.

RESEARCH METHOD

Ternate City, North Maluku Province, served as the site for this study. All customers who made purchases at Arabeauty stores between November 2023 and January 2024

comprised the population used in this study. This study's sample strategy combines purposive sampling with a non-probability approach.

Men and women between the ages of 16 and 50 who have made purchases from the store make up the study's sample criteria. The formula used by Hair et al. (2018), which multiplies the number of indicators by 5–10, determines the number of samples collected. In this study, the number of samples is 119, determined by multiplying the indicator by 7. This study used quantitative data as its data type, and a questionnaire was employed as its data gathering method. A closed questionnaire was employed in this investigation. examination of quantitative data with the aid of the PLS 4.0 software.

RESULTS

The study's sample of respondents was categorized according to their income, occupation, age, and gender. In order to gather the necessary data and information, 119 respondents were sampled by completing a questionnaire that was disseminated using Google Form. The characteristics of the study's respondents are as follows:

Table 1. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage
Gender	Female	112	94,12%
	Male	7	5,88%
Total		119	100,00%
Age	16-30 y.o.	116	97,48%
	31-40 y.o.	3	2,52%
	41-50 y.o.	0	0,00%
Total		119	100,00%
Job	Students	89	74,79%
	Civil Servant	3	2,52%
	Entrepreneur	1	0,84%
	Others	26	21,85%
Total		119	100,00%
Income	< Rp2.000.000	93	78,15%
	> Rp2.000.000	26	21,85%
Total		119	100,00%

Source: Processed Primary Data (2024)

According to Table 1, the gender-based features of the respondents reveal that there are 112 (94.12%) female respondents, significantly more than the 7 (5.88%) male respondents. Which is because women tend to prefer shopping for cosmetics to increase self-confidence compared to men. (Nash et al., 2006) stated that women who use makeup are considered more competent, pleasant, and trustworthy than without makeup so that appearance is considered important for women.

Respondent characteristics based on age show that at the age of 16-30 there are 116 (97.48%), at the age of 31-40 there are 3 (2.52%) and at the age of 41-50 (0.00%). The difference in the age of respondents from 16-30 is 116 (97.48%) which is much higher in cosmetic shopping rates compared to the age of 31-40 there are 3 (2.52%) and also the age of 41-50 (0.00%). Because teenagers and adults will shop for cosmetics or skincare more often to prioritize appearance and build self-confidence, so they tend to be more aware of the importance of early skin care. However, at the age of 41-50 years, they tend to have different spending priorities such as household needs and children's education than external appearance, besides that they are also less influenced by the

latest beauty trends and prefer products that have been proven to be suitable for their skin (Mahendra & Ardani, 2015).

Respondent characteristics based on occupation, it was found that respondents who had student jobs were 89 (74.79%), civil servants were 3 (2.52%), entrepreneurs were 1 (0.84%), and others were 26 (21.85%). These results indicate that purchasing decisions at cosmetic stores are greater for students than for civil servants, entrepreneurs and others. This is because basically students or students often use cosmetics or skincare as a way to build self-confidence, so they always follow certain beauty trends so that they increase the desire to try and buy new products (Fadli et al., 2023).

Furthermore, the characteristics of respondents based on expenditure where < Rp2,000,000 were 93 (78.15%) and income > Rp2,000,000 were 26 (21.85%). This shows that purchasing decisions made at cosmetic stores are greater for income < Rp2,000,000 compared to income > Rp2,000,000. Because the majority of respondents with monthly income < Rp2,000,000 still depend on their parents' financial support to meet their needs including in terms of purchasing cosmetic products. This can be seen from the characteristics of respondents in terms of age, and also occupation. Where the age is more dominant from 16-30 and also in the occupation which is on average the highest in students.

Convergent Validity Test Results

The loading factor value for every construct indicator block shows the results of the convergent validity test. Convergent validity is evaluated by assuming that the AVE value must be greater than 0.5 and that the loading factor value is greater than 0.7 (Hair et al., 2021). It is evident from the full-sample test's outer model re-estimation findings that the loading factor value for every indicator block for every variable was determined. The loading factor value from the re-estimation results is shown in Table 2 below:

Table 2. Results of the Outer Model Re-Estimation of the Full-Sample

Model		Full-Sample	
Variable	Indicator	LF	Description
Purchase Decisions	Y.1.	0,884	Valid
	Y.3.	0,796	
	Y.4.	0,872	
	Y.5.	0,895	
Store Atmosphere	X1.1.	0,740	Valid
	X1.2.	0,816	
	X1.4.	0,844	
	X1.5.	0,793	
	X1.6.	0,801	
	X1.7.	0,776	
	X1.8.	0,851	
	X1.9.	0,853	
	X1.10.	0,816	
Location	X2.2.	0,837	Valid
	X2.3.	0,798	
	X2.4.	0,817	
	X2.5.	0,762	
	X2.9.	0,765	Valid
	X2.10.	0,780	
Price Perception	X3.1.	0,901	Valid
	X3.2.	0,946	
	X3.3.	0,907	

Model		Full-Sample	
	X3.4.	0,868	

Source: Primary Data processed by SmartPLS 4.0.9.7 (2024)

Since all indicators have loading factor values > 0.7 , it is known that all constructs of the Store Atmosphere, Location, Price Perception, and Purchase Decision variables in the Full-sample test have satisfied the convergent validity requirements based on the outcomes of the outer model re-estimation. Thus, it can be said that the construct is generally acceptable and legitimate.

Aside from examining the outcomes of the estimated loading factor values shown in the outer loading, the Average Variance Extracted (AVE) value—which is deemed valid if the AVE value is > 0.5 —is the next tool used to assess convergent validity. Table 3, which includes the AVE value, is as follows:

Table 3. Value of AVE (Average Variance Extracted)

Construct	Full-sampel	
	AVE	Description
Purchase Decisions	0,744	Valid
Store Atmosphere	0,657	
Location	0,630	
Price Perception	0,821	

Source: Primary Data processed by SmartPLS 4.0.9.7 (2024)

Since every variable construct in the entire sample satisfies the criteria for convergent validity testing, all constructs are deemed valid, as indicated by Table 3, which also reveals that each variable construct's AVE value is > 0.5 .

Reliability Test

Cronbach's Alpha and Composite dependability values > 0.7 can be used to assess a construct's dependability with reflected indicators. The Cronbach's Alpha and Composite Reliability values are shown in Table 4 below:

Table 4. Cronbach's Alpha and Composite Reability

Full-sampel	Konstruk	Cronbanch's Alpha	Composite Reliability
	Store Atmosphere	0,934	0,945
	Location	0,883	0,911
	Price Perception	0,927	0,948
	Purchase Decisions	0,885	0,921

Source: Primary Data processed by SmartPLS 4.0.9.7 (2024)

Since all of the constructs have satisfied the dependable criteria, it can be said that they all have a good level of reliability. Table 4 above displays the results of the computation of Cronbach's Alpha and Composite Reliability for all constructs with values > 0.7 . All test constructs have satisfied the validity and reliability requirements, according to the validity test, which includes reliability, discriminant, and convergent validity tests. Thus, structural capital or inner model testing can be used to continue.

Structural Model Testing (Inner Model)

The goal of structural model testing, also known as inner model in PLS, is to ascertain how constructs, significant values, and R-square relate to one another. The path coefficient value for the independent variable and R-square for the dependent variable will be used to assess the structural model (Sarstedt & Liu, 2024). The better the prediction model of the suggested research model, the higher the R-square value. The estimation of the determination coefficient (R-square) yielded the following results:

Table 5. Value of R-square

Nilai R-Square				
Variable	Test	R-Square	R-Square adjusted	Criteria
KP (Y)	Full- Sampel	0,535	0,523	Moderate

Source: Primary Data processed by SmartPLS 4.0.9.7 (2024)

Table 5 explains that the adjusted R-square for the Purchase Decision variable (Y) in the Full-sample test was 0.523, meaning that 52.3% of the factor is influenced by Store Atmosphere, Location, and Price Perception, with the remaining 47.7% being influenced by variables not included in the study. The Full-sample research model falls into the moderate range. This suggests that the independent factors (store environment, location, and pricing perception) may explain and impact the variation of the dependent variable (purchase decision), as indicated by the adjusted R-square value of 52.3%. This graphic illustrates a moderate model prediction, meaning that while the model makes good predictions, it is not very effective in explaining fluctuations in the data. And the independent variables in this model are unable to account for the remaining 47.7% (100% - 52.3%).

Hypothesis Testing

With a significance threshold of 0.05, the bootstrapping approach is used in this study's analysis. This study will employ one-tailed testing since the direction of the link between the variables is obvious. The T-statistic value, as determined by one-way hypothesis testing, is more than 1.98 (Hair et al., 2019). Table 6 below provides an overview of the hypothesis test findings for the entire sample used for the test:

Table 6. Summary of Hypothesis Test Results

Model	Ful-Sampel		
	B	t	Sig
Store atmosphere → Purchase Decisions	0,313	3,617	0,000
Location → Purchase Decisions	-0,033	0,362	0,718
Price Perception → Purchase Decisions	0,486	5,538	0,000
R-Square	0,535		
Adjusted R-Square	0,523		

Source: Primary Data processed by SmartPLS 4.0.9.7 (2024)

The hypothesis test's findings can be explained as follows in light of Table 6's bootstrapping test results:

Store atmosphere has a favorable impact on purchasing decisions, according to the full-sample test findings, which yielded a path coefficient value of 0.313 and a T-statistic value of 3.617 > 1.98. Purchase decisions are therefore positively impacted by the store atmosphere variable. This suggests that customers are more likely to make a purchase when the store atmosphere is better. Thus, the first hypothesis—that store atmosphere influences purchases favorably—is accepted.

The full-sample test yielded a path coefficient value of -0.033, a T-statistic value of $0.362 < 1.98$, and a Sig. value of $0.718 > 0.05$, indicating that location has no positive impact on purchase decisions. This indicates that decisions about what to buy are not positively impacted by the location variable. This suggests that a person's location has no bearing on their decision to buy. Thus, the second hypothesis—that location influences decisions to buy—is disproved.

Price perception positively influences purchase decisions, according to the Full-sample test, which yielded a path coefficient value of 0.486 and a T-statistic value of $5.538 > 1.98$. Purchase decisions are therefore positively impacted by the price perception variable. This suggests that a higher selling price has the potential to influence more purchases. Therefore, hypothesis 3—that price perception influences decisions to buy—is accepted.

Discussion

The Influence of Store Atmosphere on Purchasing Decisions

The store atmosphere at Arabeauty is in the high or good criteria which can be seen from the descriptive value of the respondents' responses to each question item. Where the highest value of respondents' responses in the Full-sample test is in question item X1.6 with the question "The air temperature at the Arabeauty Store makes me comfortable shopping". The majority of respondents stated that it is important for the appropriate air temperature to be an important factor in making a purchase. Because with a cold or appropriate air temperature, consumers can feel comfortable and can make purchases without rushing. The high value after question item X1.6 is X1.9 with the statement "the product arrangement system at the Arabeauty store is very neat". The majority of respondents are very facilitated by the neat arrangement of products at the Arabeauty store. This can make it easier for respondents to find something and also make respondents able to see clearly so that they can find products easily and comfortably when making purchases.

Where, the lowest value in the full-sample test is in the question item on statement item X1.8 with the statement "installing product instructions makes it easy for me to find the products I want". The majority of responses stated that product signs are important. Where, clear product signs can help consumers find their needs and make purchases. Arabeauty Store has signs that do not match the type of product arranged, this often makes consumers confused about finding the products they need. Customers will be able to locate the things they desire more quickly and easily if clear and accurate signs are installed.

The findings of Tansala et al. (2019) study support the notion that Gramedia Manado customers' purchasing decisions are positively and significantly influenced by the store's atmosphere, which includes the exterior (including the shop sign, entrance, and display), the interior (including the floor, color and lighting, aroma, music, and air temperature), and the layout (including the placement of the equipment, merchandise, and facilities).

The ambiance can affect how much a customer enjoys their shopping experience and can make it cozy and pleasurable. A pleasant shopping environment will encourage customers to spend a lot of time and money (Ikka et al., 2024). Thus, it may be concluded that customers will make more purchases at a store with a better retail atmosphere. According to earlier research, store atmosphere has a positive and considerable impact on purchasing decisions (Arianto & Satrio, 2020; Tantowi & Pratomo, 2020),

The Influence of Location on Purchasing Decisions

The location of the Arabeauty store is at the highest criteria as seen from the respondent's response value for each Full-sample test in item X2.10 with the statement "The Arabeauty store has a safe environmental location". The majority of respondents stated that the environmental location of the Arabeauty store is safe because the

Arabeauty store is close to the shopping center so that respondents do not feel disturbed and afraid when shopping. The Arabeauty store also has a place to store respondents' belongings so that when respondents come to shop, they are no longer worried about their previous purchases.

The location of the Arabeauty store is at the low criteria as seen from the respondent's response value for each Full-sample test in item X2.3 with the statement "the Arabeauty store is located right on the main road". This indicates that location is generally considered an important factor for consumers because choosing the right and good location will further increase purchasing decisions at the Arabeauty store in Ternate City.

However, this is not the case with Arabeauty consumers, even though the store location is not good and difficult to find, it does not become a barrier for consumers to make purchases. The majority of respondents stated that the location of the Arabeauty store is not on the main road so it is difficult to find and also takes time to find the location of the Arabeauty store which is far from the main road, and also the absence of signs or distance markers for the store from the main road access which makes it difficult for consumers to find the location of the Arabeauty store. However, consumers prefer to still make purchases. Because consumers do not really consider the location aspect when making purchases, but rather consumers prioritize other factors such as a comfortable store atmosphere and good prices.

Additionally, prior study supports the findings of Hardiansyah et al. (2019), who found that location had a negligible and unfavorable impact on purchasing decisions. Additionally, according to Cynthia et al. (2022), location is not a major factor in purchasing decisions and has a partial zero impact.

The Influence of Price Perception on Purchasing Decisions

Price perception is in the high or very good criteria as seen from the descriptive responses to each question item. With the highest value of respondent responses for each Full-sample test, there is statement item X3.2 with the statement "The Arabeauty store has product prices that match the quality of the products offered". This indicates that the majority of respondents stated that the price perception offered by the Arabeauty store is good and respondents feel that with a good price they have been able to get quality products where the price of the product at the Arabeauty store indicates that even with an affordable price, respondents still get good and appropriate quality, so respondents do not hesitate to make purchases at the Arabeauty store.

Price perception is in the low criteria as can be seen from statement item X3.1 with the statement "The Arabeauty store has a more affordable selling price". This is because the majority of respondents prioritize product quality and benefits compared to costs. Respondents prefer to make purchases at a good price so that they get good quality products. These findings are consistent with research by Mardiasih (2020), which found that price perception significantly and favorably influences purchasing decisions. Thus, it may be concluded that customers will buy more from the store if they have a positive view of the prices. This study is corroborated by earlier studies by Abdilla & Husni (2018), which found that price perception significantly influences consumers' decisions to buy.

CONCLUSION

The following are some conclusions drawn from the findings of this study, which are based on the previously described research findings:

1. According to the Full-sample test, the Arabeauty Store in Ternate City's store atmosphere positively influences customers' decisions to buy; the better the store atmosphere, the more the customer will buy.

2. According to the Ful-sample test, the location of the Arabeauty store in Ternate City has no beneficial impact on customer decisions to buy, indicating that location has no bearing on consumer choices.
3. According to the Ful-sample test, price perception positively influences decisions to buy at the Arabeauty Store in Ternate City, indicating that pricing plays a significant role in decisions to buy; the better the price, the larger the purchase.

The author offers recommendations that are anticipated to be input and advancements for the future based on the current conclusions. The recommendations made are:

1. It is necessary to continue to improve and develop a good store atmosphere, for example, paying more attention to the arrangement of product signs so that they are easier to reach and more precise in choosing music so as not to disturb consumers when making purchases. So that consumers can feel comfortable when making purchases at the Arabeauty store in Ternate City.
2. It is necessary to continue to improve and develop a good location, for example, it is better to optimize facilities, for example, installing signs indicating the distance of the location from the main road to the Arabeauty store because it can make it easier for consumers to search for the location of the store to visit in order to increase comfort for consumers who make purchases at the Arabeauty store.
3. It is necessary to continue to improve and develop a good price perception, for example, considering the selling price of the product by conducting a survey to ensure that the price of the product sold is considered reasonable and affordable for consumers at the Arabeauty store in Ternate City.
4. For further researchers, it is recommended that they can further develop the scope of the research in order to observe what factors can influence purchasing decisions.

LIMITATION (OPTIONAL)

ACKNOWLEDGMENT

DECLARATION OF CONFLICTING INTERESTS

(Left Aligned, bold, font size 11)

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

REFERENCES

- Abdilla, M., & Husni, E. (2018). Pengaruh Persepsi Harga dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Di Barbershop 'X' Kota Padang. *Jurnal Menara Ekonomi: Penelitian Dan Kajian Ilmiah Bidang Ekonomi*, 4(2), 59–68. <https://doi.org/10.31869/me.v4i2.688>
- Arianto, D. P. H., & Satrio, B. (2020). Pengaruh produk, harga, kualitas pelayanan, lokasi, store atmosphere terhadap keputusan pembelian Kopisae. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 9(6), 1–23. <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3079>
- Bala, B. S. B. (2022). *Pengaruh Lokasi, Suasana Toko dan Pelayanan Terhadap Keputusan Pembelian di Indomaret Dinoyo Malang* [Universitas Islam Malang]. <https://repository.unisma.ac.id/handle/123456789/3823>
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail management: a strategic approach*. United Kingdom: Pearson Education Limited.
- Cynthia, D., Hermawan, H., & Izzuddin, A. (2022). Pengaruh Lokasi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, 9(1), 104–112.

<https://doi.org/10.37606/publik.v9i1.256>

- Elly, R. (2018). Pengaruh Lokasi, Kelengkapan produk, dan Pelayanan Terhadap Keputusan Pembelian Konsumen Pada Imam Market Kisaran. *Journal of Science and Social Research*, 1(February), 7–12.
- Erianto, R. A., & Mahariono, M. (2018). Pengaruh Store Atmosphere, Kualitas Produk, Harga Dan Word Of Mouth Terhadap Keputusan Pembelian Pada Furore Coffee. *Jurnal Ilmu Dan Riset Manajemen*, 7(5), 1–18.
<http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/1961>
- Fadli, D., Ibrahim, R., & Hatu, D. R. R. (2023). Gaya Hidup Mahasiswi Konsumtif Dalam Penggunaan Produk Kecantikan Pada Mahasiswi Universitas Negeri Gorontalo. *SOSIOLOGI: Jurnal Penelitian Dan Pengabdian Kepada Masyarakat*, 1(1), 41–49.
- Firi, A. S., Sardju, H., & Buamonabot, I. (2024). Tourist Attraction and Price Perceptions on Intention to Revisit: Mediator Consumer Satisfaction. *International Conference Khairun University*, 17–28. <http://e-journal.unkhair.ac.id/index.php/picu/article/view/193>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
<https://doi.org/10.1108/EBR-11-2018-0203>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE Publications.
- Hardiansyah, F., Nuhung, M., & Rasulong, I. (2019). Pengaruh Lokasi Dan Harga Terhadap Keputusan Pembelian Pada Restoran Singapore Di Kota Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 3(1), 90–107.
<https://journal.unismuh.ac.id/index.php/profitability>
- Hidayat, T. (2020). Analisis pengaruh produk, harga, promosi dan lokasi terhadap keputusan pembelian. *Jurnal Ilmu Manajemen*, 17(2), 109–119.
<https://doi.org/10.21831/jim.v17i2.34783>
- Ikka, N. D. A., Utomo, B., Aditya, D., Anam, K., & Purwanti, S. (2024). *Manajemen Ritel Modern*. Uwais Inspirasi Indonesia.
- Kotler, P., & Armstrong, G. (2020). *Principle of Marketing* (18th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th ed.). Harlow : Pearson Education.
- Levy, M., Weitz, B., & Grewal, D. (2023). *Retailing Management* (11E ed.). McGraw Hill.
- Lutfi, S., & Irwanto, J. (2017). Pengaruh Store Atmosphere, Lokasi, Dan Keragaman Produk Terhadap Keputusan Pembelian Pakaian. *Jurnal Ilmu Manajemen Advantage*, 1(1), 40–51. <https://doi.org/10.30741/adv.v1i1.17>
- Mahendra, M. M., & Ardani, I. G. A. K. S. (2015). Pengaruh umur, pendidikan dan pendapatan terhadap niat beli konsumen pada produk kosmetik the Body Shop di kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 4(2), 442–456.
- Mardiasih, T. S. (2020). Pengaruh Persepsi Harga, Kualitas Produk, Dan Lokasi Terhadap Keputusan Pembelian. *IQTISHADEquity Jurnal MANAJEMEN*, 2(1), 1–10. <https://doi.org/10.51804/iej.v2i1.546>
- Nandyka, O. (2015). *Pengaruh Efektivitas Kebijakan Harga, Lokasi dan Kualitas Pelayanan Terhadap Kepuasan Konsumen (Studi Kasus pada Konsumen yang Berbelanja di Mirota Kampus Jalan C. Simanjuntak No. 70 Yogyakarta)*. Universitas Yogyakarta. [Sanata Dharma University].
<https://repository.usd.ac.id/372/>
- Sarstedt, M., & Liu, Y. (2024). Advanced marketing analytics using partial least squares structural equation modeling (PLS-SEM). *Journal of Marketing Analytics*, 12(1), 1–5. <https://doi.org/10.1057/s41270-023-00279-7>
- Tansala, D., Tumbel, T. M., & Walangitan, O. F. (2019). Pengaruh store atmosphere terhadap keputusan pembelian di gramedia Manado. *Jurnal Administrasi Bisnis*

(JAB), 8(1), 21–27. <https://doi.org/10.35797/jab.v8.i1.21-27>

Tantowi, A. I., & Pratomo, A. W. (2020). Pengaruh Store Atmosphere dan Experiential Marketing Terhadap Keputusan Pembelian Di Kopi Daong Pancawati. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 65–78.

<https://doi.org/10.37641/jimkes.v8i2.328>

Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). Andi.

ABOUT THE AUTHOR(S)

1st Author

Raidah Adinda Wakano is a college student at Faculty of Economics and Business, Majoring Management especially Marketing in Khairun University, located in Ternate, Indonesia. She can be reached via email musdalifamusa@gmail.com

2nd Author

Yolanda Mohungo is a Lecturer at the Faculty of Economics and Business, Khairun University, Located in Ternate Indonesia. She holds Doctorate in Economics and specializes in teaching and research within the field of management (marketing domain). She can be contacted via email yolanda@unkhair.ac.id and her professional profile is available on ORCID: <https://orcid.org/0009-0001-4512-3923>

3rd Author

Irfandi Buamonabot. Obtained his Bachelor of Economics from Universitas Khairun, Indonesia, in 2009 and his Master's degree in Human Resources Management from Universitas Gadjah Mada, Indonesia, in 2012. The author is an Assistant Professor at the Study Program of Management, Faculty of Economics and Business, Universitas Khairun, Indonesia. He can be contacted via email irfandi@unkhair.ac.id and her professional profile is available on ORCID: <https://orcid.org/0000-0002-1067-9841>