

## The Influence of Brand Image Service Quality and Store Atmosphere on Impulse Buying Behavior at Indomaret

Muh. Wahyuddin MH<sup>1</sup>

<sup>1</sup>Universitas Lakidende

JL. Sultan Hasanuddin, No. 234, Wawotobi, Kec. Unaaha, Kabupaten Konawe, Sulawesi Tenggara

Email: muhwahyuhm@gmail.com

### ABSTRACT

*This study examines and analyses the influence of brand image, service quality, and store atmosphere on impulse buying behavior at the Indomaret Wawotobi Store. The subjects of this study were consumers at the Indomaret Wawotobi Store who had made impulsive purchases at the Indomaret Wawotobi Store, totaling 75 respondents. This study uses Multiple Linear Regression analysis method. The results showed that brand image, service quality, and store atmosphere significantly affected impulse buying behavior in Indomaret Wawotobi Store. The brand image partially especially impulses behavior Indomaret Wawotobi Store. Service quality has mainly changed using the behavior at the Indomaret Wawotobi Store. The store atmosphere has significantly changed behavior at the Indomaret Wawotobi Store.*

**Keywords:** Brand Image; Quality of Service; Store Atmosphere; Impulse Buying

### Introduction

In the era of globalization, business competition is advancing and continuing to increase. People's lifestyles are predicted to undergo significant changes. Starting from daily life to social life will change along with the demands of developments that occur in society. This provides an opportunity for economic players as a stepping stone to enter or expand the market that has been obtained [1][2].

One of the modern businesses in Indonesia that have experienced development is the retail industry because it is strategic in its contribution to the Indonesian economy. Retail business is one business activity that sells daily necessities through products and services aimed at consumers for personal or family needs [3]. The growth of the diversity of retail markets in the form of modern stores, such as supermarkets, minimarkets, supermarkets, convenience stores, and traditional grocery stores, is the main trigger factor for the emergence of different customer expectations for the services and facilities provided by these stores [4][5].

Business competition between retailers has many unique types of services offered. Among them are competing regarding brand image, service quality, and store atmosphere [6][7]. In this case, the marketing strategy used by the company in promoting its products to consumers will play a vital role. This strategy must also be integrated and comprehensive so that a message can be conveyed thoroughly to its target so that retail stores can further stimulate their consumers to impulse buy (unplanned buyers) [8].

This buying behavior is currently increasingly prevalent. This is because one of the factors is the narrower time for consumers to find information about the goods they need. The unplanned shopping activities also make them prefer brands that provide more attraction or benefits for themselves at that time [9].

A brand image is an impression obtained according to one's knowledge and understanding of something [10]. A strong brand image can provide several main advantages for a company, one of which will create a competitive advantage. Consumers tend to accept products with a good brand image more readily.

Service quality is an essential factor that companies must pay attention to increase sales. [11] defines service quality as a dynamic condition related to service products, people, processes, and the environment that can meet or exceed consumer expectations. Quality of service is the key to a company's success, especially in the retail sector. Good service quality can be a competitive advantage for retail companies.

Another factor influencing impulsive purchases is from outside the consumer's self, including the shopping environment's atmosphere. Consumers who feel comfortable with the store environment, coupled with emotional motivation, will allow for a sudden increase in purchases [12]. One marketing strategy that retailers can use is to create a comfortable store atmosphere to give a stunning impression to consumers so that they can influence consumers to make purchases [13]. The store atmosphere is a physical characteristic that is very important for every retail business. This creates a comfortable atmosphere according to consumer wishes, makes consumers want to linger

in the store, and indirectly stimulates consumers to purchase [14].

Indomaret is one of Indomarco Pristama's business ventures which includes a retail business in the form of a minimarket in Indonesia. By the end of 2004, this business had approximately one branch. Branches throughout Indonesia. This turned out to have received a positive response from the public, can be seen from the increasing number of Indomaret franchise outlets, from 1097 outlets in 2008 and according to a report by the United States Department of Agriculture (ISDA) that by the end of 2020 had reached 18.271 outlets. Indomaret's franchise business has proven to be acceptable to the public[15].

Based on the description above, this research was conducted at the Indomaret Wawotobi Store. This is because the Indomaret Wawotobi Store is a modern retail store and is quite famous among the public. In addition, Indomaret has a display concept, and store atmosphere adapted to the public's wishes to obtain comfort, convenience, and shopping satisfaction. Indomaret also vigorously promotes its products with various attractive shopping packages and discounts. Thus, this will psychologically encourage consumers to shop at Indomaret[16].

This encourages the author to research how the marketing strategy used by Toko Indomaret Wawotobi it can attract buyers to do impulse buying (unplanned buyers), which can directly affect the increase in sales. Creating an attractive marketing strategy by a company can increase impulse buying behavior (unplanned buyers).Based on the description above, the author will conduct a study titled "Influence of Brand Image, Service Quality and Store Atmosphere on Impulse Buying Behavior at Indomaret Wawotobi Stores".

## Research Methods

### Population and Sample

The population is a generalized area consisting of objects/subjects with specific qualities and characteristics set by researchers to be studied and then concluded. This study's consumers were consumers at the Indomaret Wawotobi Store who made impulsive purchases[17].

A sample is part of the number and characteristics possessed by that population. Suppose the population is significant, and researchers cannot study everything in people, for example, ample, due to limited funds, energy, and time. In that case, researchers can use samples from that population [17].

Based on the opinion of Roscoe states that a sample size greater than 30 and less than 500 is sufficient for use in multivariate studies, including those using multivariate regression. The sample size is determined by as much as 25 times the

independent variable. This study had three independent variables ( $25 \times 3 = 75$ ). Therefore, concerning Roscoe's opinion, the number of samples in this study was 75 respondents[17].

### Operational Definition of Research Variables

#### Brand Image (X1)

Brand image results from consumers' views or assessments of products at the Indomaret Wawotobi Store are good or bad [18]. Brand image indicators consist of three components: (1) Corporate Image, (2) User Image, (3) Product Image.

#### Quality of Service (X2)

Service quality is a custom assessment of the excellence or privilege of a product or service at the Indomaret Wawotobi Store. Indicators of service quality, according to [19], are (1) Tangibles, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy[19].

#### Store Atmosphere (X3)

The store atmosphere is a planned atmosphere that suits its target market and can attract consumers to buy at the Indomaret Wawotobi Store. According to [20], these store atmosphere indicators include (1) Exterior (exterior of the store); (2) General Interior (inside of the store); (3) Store Layout; (4) Interior Display (in-store décor).

#### Impulse Buying Behavior (Y)

Impulse buying is made spontaneously, not planned, and carried out without the growing awareness inside the Indomaret Wawotobi Store. Therefore, the theory used by [21] about impulse buying indicators includes (1) Spontaneity, (2) Strength, compulsion, and intensity, (3) Excitement and stimulation, and (4) Indifference to consequences[22].

## Results and Discussion

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study to know whether or not there is an influence of free variables on bound variables and to find out whether the model is representative of the population model; it is necessary to test these regression parameters based on their statistical values using simultaneous tests with F Test statistics and Partial tests with t-tests. The summary of data processing results using such SPSS programs is in figure 1.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.615	.660		5.476	.000
Citra Merek (X1)	.365	.111	.371	3.285	.002
Kualitas Layanan (X2)	.335	.118	.028	2.839	.002
Store Atmosphere (X3)	.346	.105	.348	3.292	.002

a. Dependent Variable: Perilaku Impulse Buying (Y)

**Figure 1** calculation results test statistics and partial tests

Based on the results of the above calculations, the multiple linear regression equation obtained is:

$$Y = + 3.615 + 0.365 X1 + 0.335 X2 + 0.346 X3$$

The model of the multiple linear regression equation that can be written down from the above results can be described as follows:

1. The constant of 3.615 if the variables of brand image, service quality, and store atmosphere are equal to zero, then the magnitude of impulse buying behavior is 3.615.
2. The value of the brand image coefficient of 0.365 states that every time there is an increase of 1 score for brand image, there will be an increase in impulse buying behavior of 0.365 if the value of other variables remains.
3. The value of the service quality coefficient of 0.335 states that every time there is an increase of 1 score for service quality, there will be an increase in impulse buying behavior of 0.335 if the value of other variables remains.
4. The value of the store atmosphere coefficient of 0.346 states that every time there is an increase of 1 score for the store atmosphere will be followed by an increase in impulse buying behavior of 0.346 if the value of other variables remains.

**Simultaneous Test (F Test)**

The statistical test F shows whether all the independent variables included in the model have a simultaneous influence on its dependent variables. To test whether the model used is appropriate or not, there are two ways, including:

- a. Comparing calculated F values in the ANOVA table with F tables. An influence is significant if F counts more remarkably than the F of the table. The F value of the table can be seen in table F at alpha 0.05 with a numerator-free degree of 2, or it can be seen using table F. Then, it is known that the F value of the table with n = 75 is 2.73.
- b. Another way to test whether a model can be used is to compare sig values. The model is rejected in the ANOVA table with a fundamental level ( $\alpha = 0.05$ ), but if Sig. < 0.05, then the model is accepted. The calculation results of this F Test can be seen in the following figure 2.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.862	3	1.621	6.939	.000 <sup>b</sup>
Residual	16.583	71	.234		
Total	21.445	74			

a. Dependent Variable: Perilaku Impulse Buying (Y)

b. Predictors: (Constant), Store Atmosphere (X3), Kualitas Layanan (X2), Citra Merek (X1)

**Figure 2** calculation results F Test

From the results of the multiple regression calculations above, the calculation F is 6.939 greater than F table 2.73 ( $6.939 > 2.73$ ), and the significance value is 0.000 at a confidence level of 95% (0.05) less than 0.05. This means that simultaneously independent variables have a significant effect on dependent variables, so it is concluded that the estimated linear regression model is feasible to explain that brand image, service quality, and store atmosphere significantly affect impulse buying behavior at the Indomaret Wawotobi Store.

**Partial Test (Test t)**

The partial hypothesis test used a t-test to partially test free variables (brand image, service quality, and store atmosphere) against bound variables (impulse buying behavior) can be described in Figure 3.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3.615	.660		5.476	.000
Citra Merek (X1)	.365	.111	.371	3.285	.002
Kualitas Layanan (X2)	.335	.118	.028	2.839	.002
Store Atmosphere (X3)	.346	.105	.348	3.292	.002

a. Dependent Variable: Perilaku Impulse Buying (Y)

**Figure 3** Partial hypothesis

Based on the table above, it can be seen that the direction and significance explain the basis for making decisions from the t-test, namely by comparing the calculated t value with the table t value. It is known that the sample in this study was 75 people (respondents), so a table with a significant level of 95% or  $\alpha = 0.05$  was obtained at 1.665.

**a. The Effect of Brand Image on Impulse Buying Behavior**

The partial test results (Test t) between the brand image variable against the impulse buying behavior variable showed a calculated value of  $3.285 >$  a table t value of 1.665 and a Sig. vValue of  $0.002 < 0.05$ . This indicates that the brand image variable (X1) significantly affects the impulse buying behavior variable (Y). Thus, brand image

significantly affects impulse buying at the Indomaret Wawotobi Store.

**b. The Effect of Service Quality on Impulse Buying Behavior**

The results of partial testing (Test t) between the service quality variables against the impulse buying behavior variables showed a calculated t value of 2.839 > a table t value of 1.665 and a Sig. Value of 0.02 < 0.05. This indicates that the service quality variable (X2) significantly affects the impulse buying behavior variable (Y). Thus, the quality of service has a significant effect on impulse buying behavior at the Indomaret Wawotobi Store.

**c. The Effect of Store Atmosphere on Impulse Buying Behavior**

The partial test results (Test t) between the store atmosphere variable against the impulse buying behavior variable showed a calculated t value of 3.292 > a table t value of 1.665, and a Sig. Value of 0.002 < 0.05. This shows that the store atmosphere variable (X3) significantly affects the impulse buying behavior variable (Y). Thus, the Store atmosphere significantly affects impulse buying behavior at the Indomaret Wawotobi Store.

It can be concluded that the variables of brand image (X1), quality of service (X2), and store atmosphere (X3) have a positive and significant influence on impulse buying behavior (Y), so this study suspects that the brand image, service quality, and store atmosphere have partially proven to have a positive and significant effect on impulse buying behavior at the Indomaret Wawotobi Store.

**Coefficient of Determination (R2)**

The coefficient of determination (R2) is used to determine the percentage of the contribution of the influence of free variables together on bound variables. The results of the determination analysis can be seen in Figure 4.

Model Summary<sup>a</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 <sup>b</sup>	.627	.494	.48329

a. Predictors: (Constant), Store Atmosphere (X3), Kualitas Layanan (X2), Citra Merek (X1)  
 b. Dependent Variable: Perilaku Impulse Buying (Y)

**Figure 4** results of the determination analysis

Our results show the coefficient of determination (R2) of 0.627. This means that brand image, service quality, and store atmosphere variables can explain 62.7% of impulse buying behavior. The remaining 37.3% is influenced by other variables not included in this study.

**The Effect of Brand Image on Impulse Buying Behavior**

The results of hypothesis testing found that brand image had a positive and significant effect

on impulse buying behavior at the Indomaret Wawotobi Store. It can be addressed with a calculated t value of 3.285 >, a table t value of 1.665, and a Sig. Weight of 0.02 < 0.05. This shows that brand image can be one of the factors that can influence impulse buying behavior. Consumer confidence in a brand or product at the Indomaret Wawotobi Store will increase impulse buying behavior.

This research aligns with Hotimah Siti Hosnul's (2017) title analysis of the influence of service quality, promotion, and brand image on impulse buying in Oriflame Consumers in Jember. The results showed an effect of brand image on impulse buying behavior.

**The Effect of Service Quality on Impulse Buying Behavior**

The results of hypothesis testing found that service quality variables had a positive and significant effect on impulse buying behavior at the Indomaret Wawotobi Store. It can be addressed with a calculated t value of 2.839 > table t value of 1.665 and a Sig. Weight of 0.02 < 0.05. Service quality is an essential aspect of a store because service quality is an added value for a store. Fast service will make consumers who shop feel comfortable because they are served satisfactorily. The quality of service has generally been good. However, some need to be improved again, such as a better understanding of what consumers want and improving some of the appearances of employees who are still lacking.

**The Effect of Store Atmosphere on Impulse Buying Behavior**

The results of hypothesis testing found that the store atmosphere variable had a positive and significant effect on impulse buying behavior at the Indomaret Wawotobi Store. It can be addressed with a calculated t value of 3.292 > table t value of 1.665 and a Sig. Weight of 0.02 < 0.05. The store atmosphere is one of the efforts to attract consumers and combat retail business competition. A good store atmosphere will stimulate consumers to purchase at the Indomaret Wawotobi Store. Therefore, to improve impulse buying behavior, it is necessary to pay attention to things such as the neater arrangement of goods, enhance the attractiveness of the interior of the room and colors in the store, improve air circulation and odors or scents in the store with fragrance scents that make visitors comfortable lingering for a long time. In stores, better display and display arrangements, as well as widening the distance between one item and another so that visitors are freer to choose.

**Conclusion**

Brand image, service quality, and store atmosphere simultaneously affect impulse buying behavior. All independent variables are excellent

and will improve impulse buying behavior. Brand image has a significant influence on impulse buying behavior. Consumer confidence in a brand or product at the Indomaret Wawotobi Store will increase impulse buying behavior. Service quality has a considerable impact on impulse buying behavior. Fast service quality will make consumers who shop feel comfortable because they are served satisfactorily at the Indomaret Wawotobi Store, naturally increasing impulse buying behavior. Store atmosphere has a significant influence on impulse buying behavior. A good store atmosphere will stimulate consumers to purchase at the Indomaret Wawotobi Store. Write down the conclusions of your paper and further research suggestions in the form of narratives and not in bullet or numeral form.

### References

- [1] S. M. Dam, "Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty," *J. Asian Finance. Econ. Bus.*, vol. 8, no. 3, pp. 585–593, 2021, doi: 10.13106/jafeb.2021.vol8.no3.0585.
- [2] Y. H. Lin, "The effect of social mission on service quality and brand image," *J. Bus. Res.*, vol. 132, pp. 744–752, 2021, doi: 10.1016/j.jbusres.2020.10.054.
- [3] K. K. Twum, "The influence of Public University library service quality and library Brand image on user loyalty," *Int. Rev. Public Nonprofit Mark.*, vol. 18, no. 2, pp. 207–227, 2021, doi: 10.1007/s12208-020-00269-w.
- [4] M. F. Shamsudin, "The influence of service quality, brand image, trust, and price on customer satisfaction: Case of airline services," *J. Crit. Rev.*, vol. 7, no. 19, pp. 620–627, 2020, doi: 10.31838/jcr.07.19.76.
- [5] W. Lin, "Impacts of service quality, brand image, and perceived value on outpatient's loyalty to China's private dental clinics with service satisfaction as a mediator," *PLoS One*, vol. 17, no. 6, 2022, doi: 10.1371/journal.pone.0269233.
- [6] M. Yusuf, "The effect of brand image, price, service, product quality and promotion on consumer buying decisions for car purchases: A case study of Bosowa Berlian Motor Inc. in Makassar," *Appl. Mark. Anal.*, vol. 7, no. 3, pp. 260–275, 2022, [Online]. Available: [https://api.elsevier.com/content/abstract/scopus\\_id/85127888622](https://api.elsevier.com/content/abstract/scopus_id/85127888622)
- [7] A. P. Rodriguito, "PERCEIVED ACADEMIC SERVICE QUALITY AND BEHAVIORAL INTENTIONS: THE INTERVENING ROLES OF BRAND IMAGE AND PERFORMANCE," *J. Appl. Struct. Equ. Model.*, vol. 6, no. 2, pp. 1–19, 2022, doi: 10.47263/JASEM.6(2)01.
- [8] T. Y. R. Syah, "Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality," *Cogent Bus. Manag.*, vol. 9, no. 1, 2022, doi: 10.1080/23311975.2022.2065790.
- [9] W. Xi, "Analyzing the Relationship between Hotel Brand Image, Service Quality, Experience Marketing, and Customer Satisfaction under the Environment of Social Network," *J. Environ. Public Health*, vol. 2022, 2022, doi: 10.1155/2022/1064712.
- [10] H. Rai, "Impact of hotel attributes, service quality and brand image on customer satisfaction among diners at a fine dine restaurant – evidence from India," *Int. J. Bus. Excell.*, vol. 26, no. 4, pp. 425–437, 2022, doi: 10.1504/IJBEX.2022.122746.
- [11] Enrico, "The Influence of Services cape, Discount, Brand Image and Service Quality on Purchase Decisions in Starbucks Tangerang, Indonesia," *Proceedings of the International Conference on Industrial Engineering and Operations Management*. pp. 85–97, 2021. [Online]. Available: [https://api.elsevier.com/content/abstract/scopus\\_id/85125887389](https://api.elsevier.com/content/abstract/scopus_id/85125887389)
- [12] R. Susanto, "Relationship of service quality and brand image on customer loyalty on individual internet banking (Klik bca individual): Role of customer trust as mediator," *Int. J. Appl. Eng. Technol.*, vol. 3, no. 1, pp. 13–22, 2021, [Online]. Available: [https://api.elsevier.com/content/abstract/scopus\\_id/85115807952](https://api.elsevier.com/content/abstract/scopus_id/85115807952)
- [13] N. Kusumaradya, "Service quality and brand image influence on the purchase decision of coffee shop products in Yogyakarta," *IOP Conference Series: Earth and Environmental Science*, vol. 828, no. 1. 2021. doi: 10.1088/1755-1315/828/1/012060.
- [14] D. Yulisetiari, "The influence of service quality, brand image, and store atmosphere on customer loyalty through customer satisfaction at indomaret plus jember," *Qual. - Access to Success*, vol. 22, no. 181, pp. 101–104, 2021, [Online]. Available:

- [https://api.elsevier.com/content/abstract/scopus\\_id/85104725945](https://api.elsevier.com/content/abstract/scopus_id/85104725945)
- [15] A. Andrian, "The Effect of Service Quality, Brand Image and Word of Mouth Communication towards the Continuing Study Interest," *Webology*, vol. 17, no. 2, pp. 73–87, 2020, doi: 10.14704/WEB/V17I2/WEB17017.
- [16] Vimla, "Navigating from Brand Image to Patient Loyalty: Mediating Effect of Service Quality and Patient Satisfaction," *J. Health Manag.*, vol. 22, no. 3, pp. 430–445, 2020, doi: 10.1177/0972063420937940.
- [17] V. A. Zeithaml, L. L. Berry, and A. Parasuraman, "The behavioral consequences of service quality," *J. Mark.*, vol. 60, no. 2, pp. 31–46, 1996.
- [18] S. Satria and T. S. Kaihatu, "The Role of Hedonic Consumption Tendency and Positive Emotion in Mediating the Influence of Fashion Involvement on Impulsive Buying," *Rev. Manag. Entrep.*, vol. 6, no. 2, pp. 177–200, 2022.
- [19] M. Kristiana, "Pengaruh Store Atmosphere Dan Kualitas Layanan Terhadap Kepuasan Konsumen Cafe Heerlijk Gelato Perpustakaan Bank Indonesia Surabaya," *J. Pendidik. Tata Niaga*, vol. 5, no. 1, 2017.
- [20] B. Francioni, E. Savelli, and M. Cioppi, "Store satisfaction and store loyalty: The moderating role of store atmosphere," *J. Retail. Consum. Serv.*, vol. 43, pp. 333–341, 2018.
- [21] N. K. Aliman and W. N. Mohamad, "Linking service quality, patients' satisfaction and behavioral intentions: an investigation on private healthcare in Malaysia," *Procedia-Social Behav. Sci.*, vol. 224, pp. 141–148, 2016.
- [22] D. A. Aaker, A. L. Biel, and A. Biel, *Brand equity & advertising: advertising's role in building strong brands*. Psychology Press, 2013.