

The Impact of Store Atmosphere on Consumer Satisfaction in Purchasing Products

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Abstract. Business competition in the era of globalization has led various companies to compete in acquiring and maintaining their market share. This includes sectors such as trade, education, transportation, and others. This condition forces companies to develop appropriate strategies to achieve competitive advantage, ensuring they retain their market and win the competition. This research focuses on Sogo Surabaya, a shopping center visited by numerous consumers daily due to its strategic location in the city center, integrated with Tunjungan Plaza, and situated along a main road, making it easily accessible. Sogo Surabaya functions as a store providing various fashion-related needs, including formal attire such as suits and kebayas, as well as casual clothing for young people and teenagers, like t-shirts and jeans. The store atmosphere follows a typical shopping center design. Elements of the store atmosphere include interior design, product layout, air circulation, spatial arrangement, wall colors, room fragrance, furniture materials, and the products sold. The data used in this research is primary data obtained through questionnaires distributed to customers shopping at Sogo Surabaya.

Keywords: Atmosphere, Consumer, Satisfaction, Shopping.

1. INTRODUCTION

Business competition in the globalization era has driven various companies to compete in acquiring and maintaining their market share. This includes sectors such as trade, education, transportation, and others. This condition compels companies to develop suitable strategies to gain a competitive advantage, with the hope of sustaining their market and winning the competition.

Retail business encompasses all activities involving the direct sale of goods and services to consumers. Any organization that directly sells to consumers—whether a manufacturer, wholesaler, or retailer—is engaged in retailing. Retailing is an attractive and dynamic business sector. The development of retail companies in Indonesia is rapid, covering small, medium, and large enterprises. These companies are owned by national private entrepreneurs, state-owned enterprises (BUMN), and foreign private entities operating extensively in Indonesia. This sector presents a promising business opportunity, especially in Indonesia, which has a large population with increasing needs and improving purchasing power due to rising incomes. Given these conditions, the retail business thrives as it fulfills the growing needs of society.

Today, the retail business has undergone significant transformations, shifting from independent local stores or main street shops to large-scale national and international retail environments, such as modern shopping malls, supermarkets, department stores, and more. With the rapid growth of retail companies, competition in the retail marketing sector has become increasingly intense. Retail businesses that fail to anticipate new entrants with better presentation, modern technology, and superior management are at high risk of losing in the competition. Many local stores have gone bankrupt because they could not compete with large, modern, national, and international retail chains.

Sogo Surabaya functions as a store providing various fashion-related needs, including formal attire such as suits and kebayas, as well as casual clothing for young people and teenagers, like t-shirts and jeans. Sogo Surabaya also offers a wide range of products from various brands available in the market. The store atmosphere follows a typical shopping center design. Elements of the store atmosphere include interior design, product layout, air circulation, spatial arrangement, wall colors, room fragrance, furniture materials, and the products sold.

Based on the above discussion, this research aims to analyze the "Impact of Store Atmosphere on Consumer Satisfaction in Purchasing Products at Sogo Surabaya Shopping Center."

2. LITERATURE REVIEW

Marketing Definition

This section further elaborates on the marketing field, providing a broad perspective to explore and analyze it as a key element in marketing discipline. Essentially, marketing is fundamental and should not be considered a separate function; instead, it represents how a company perceives itself through its customers.

Every business entity must regard marketing as a primary activity that plays a crucial role in achieving business objectives. If a company wants its operations to run smoothly and maintain a positive image among consumers, its marketing activities should focus on consumer satisfaction.

In marketing management, marketing is defined as the process of analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target customers to achieve organizational goals (Sumarni, 2005:6).

Marketing Concept

As a business philosophy, the marketing concept aims to make decisions based on consumer needs and desires, meaning it is consumer-oriented. According to Swastha and Handoko (2005:5), "Marketing concept is a business philosophy that states consumer needs are

the economic and social prerequisites for a company's survival." According to Kotler (2006:30), "The key to achieving organizational goals lies in identifying target market needs and desires and delivering satisfying products more efficiently and effectively than competitors."

Kotler (2006:14) outlines five concepts for implementing marketing activities:

- a) Production Concept
- b) Product Concept
- c) Selling Concept
- d) Marketing Concept
- e) Societal Marketing Concept

Based on these definitions, the marketing concept teaches that a company's marketing activities should begin with identifying and formulating consumer needs and desires. The core elements of the marketing concept include:

- 1) Consumer Orientation
- 2) Integrated Marketing Activities
- 3) Consumer Satisfaction

Therefore, the most crucial aspect of the marketing concept is consumer satisfaction, where companies must understand and fulfill consumer desires by offering goods and services that meet expectations. The marketing orientation is directed at consumers, making them the key to achieving business profitability.

Definition of Services

Kotler (2005:12) states, "Services are any activities or benefits offered by one party to another that are essentially intangible and do not result in ownership. The production process may or may not be tied to a physical product."

Based on their source and user, services are classified into two types: consumer services and producer services. According to Wilson (2003:13):

- Consumer services are those utilized by households and individuals according to their capabilities.
- Producer services are those utilized by industrial organizations and institutions.

Characteristics of Services

When designing marketing programs for service-based products, it is essential to consider the characteristics of the services being marketed. According to Kotler (2005:97), there are four characteristics of services:

- a) Intangibility
- b) Inseparability
- c) Variability
- d) Perishability

Services cannot be stored. According to Kotler (2005:107), the main factors determining service quality include:

- 1) Accessibility
- 2) Communication
- 3) Competence
- 4) Courtesy
- 5) Credibility
- 6) Responsiveness

Consumer Behavior

If a company wants to be successful, it needs to conduct research on consumer behavior. Consumer behavior changes very quickly. This is due to human nature, which always feels dissatisfied, causing consumer demands to change rapidly. These changes must be anticipated quickly by a company. A company must have the ability to influence consumers to purchase the products it offers. To influence consumer behavior, skilled marketing is needed so that consumers are motivated to buy the products offered by the company.

According to Engel and Blackwell, Miniard (2005:3), "Consumer behavior is the direct actions involved in acquiring, consuming, and disposing of products and services, including the decision-making processes that precede and follow these actions."

Consumer behavior, according to Mowen (2005:6), is a relatively new discipline defined as the study of purchasing units and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas. This simple definition contains several important concepts.

Engel, Blackwell, and Miniard (2005:34) define consumer behavior as the direct actions involved in acquiring, consuming, and producing products or services, including the decision-making processes that precede and follow these actions.

Assael (2005:18) describes a simple model of consumer behavior with decision-making processes at its core. The decisions made by consumers are influenced by personal consumer factors and environmental factors. According to Sutisna (2005:5), discussing consumer behavior models ultimately leads to their implications for marketing strategy steps.

The core component of this model is consumer decision-making, which consists of the process of perceiving and evaluating brand information, considering how alternative brands can meet consumer needs, and ultimately deciding which brand to purchase.

There are three factors that influence consumer choices:

1. The first factor is the individual consumer.
2. The second factor is the environment that influences consumers.
3. The third factor is marketing stimuli, also known as marketing strategy.

Furthermore, marketers must evaluate the marketing strategies implemented by observing consumer responses to improve future marketing strategies. Meanwhile, individual consumers will evaluate their purchases. If the purchase meets their needs and desires, or in other words, satisfies their wants and needs, repeat purchases will likely occur in the future. Moreover, satisfied consumers will share their satisfaction with others, which is known as word-of-mouth influence.

According to Mowen (2005:11), the primary characteristic of this field is research-based. Like other social sciences, consumer behavior employs research methods and procedures from psychology, sociology, economics, and anthropology.

To generalize consumer behavior research, three research perspectives act as guidelines for thinking and identifying factors influencing consumer behavior. These three perspectives are:

1. The decision-making perspective
2. The experiential perspective
3. The behavioral influence perspective

Definition of Store Atmosphere

Sutisna (2005:37) defines store atmosphere as a physical space used to organize products. The quality of service functions as a generator that can enhance a store's image. Meanwhile, Berman and Evans (2005:58) define store atmosphere as the physical characteristics of a store used to develop and create consumers. Lighting, sound, scent, and other attributes shape the consumer's image. Some consumers form impressions of a store before entering (such as location, exterior design, and entrance) or after entering (e.g., display, aisle width, lighting, etc.).

Store atmosphere is commonly understood as the arrangement of both indoor and outdoor spaces to create comfort for customers (Sutisna, 2005:164). The interior and exterior design can be positioned as a reference for a particular store. Store atmosphere strategies can be used as a reference for a store to gain a competitive edge, based on the idea that winning competition starts from consumer desires and purchasing decisions. Enhancing the store

atmosphere can attract consumers' purchasing decisions. Store atmosphere strategies can be categorized into in-store and out-store elements.

According to Sutisna (2005:164), "Store atmosphere encompasses broad aspects such as air conditioning, spatial layout, wall paint colors, carpet types and colors, storage rack materials, rack shapes, and more." Meanwhile, based on Mowen as quoted by Sutisna (2005:164), "Store atmosphere is one component of a store's image." Various factors combined to shape a store's image, according to Mowen (2005:44), include the products sold (types and brands), services, customer experience, promotional activities, and store atmosphere. As stated by Sutisna (2005:164), "Store atmosphere influences the emotional state of buyers, which affects or triggers purchases. Emotional states create two dominant feelings: pleasure and desire stimulation."

According to Kotler (2005:118), store atmosphere consists of two aspects:

1. The internal store environment
2. The external store environment

Kotler (2005:74) considers store atmosphere as one of the most important factors influencing consumer perception and attitudes toward a store. Kotler defines store atmosphere as the conscious design (planning) of store space to create a specific effect on visitors or buyers.

Store Atmosphere Attributes

According to Kotler (2005:73), the environment is designed by creative individuals who combine visual, auditory, olfactory, and tactile stimuli to achieve specific customer goals. Berman and Evans (2005:45) state that store atmosphere factors are divided into three sections:

1. Interior Design
2. Store Display
3. Human Factors

Consumer Satisfaction

A key requirement for a company to succeed in competition is striving to achieve the goal of creating and retaining customers (Tjiptono, 2002:19). To achieve this goal, each company must produce and deliver goods and services desired by consumers at reasonable prices. By understanding consumer behavior, company management can develop appropriate strategies and programs to capitalize on opportunities and outperform competitors.

All activities carried out by a company ultimately lead to the value provided to customers regarding their perceived satisfaction. Consumer satisfaction is highly valuable for maintaining customer retention to sustain business operations. Many companies have long

realized that having an excellent product is not enough to attract customers or, more importantly, ensure repeat purchases (Prasasti et al., 2003:135).

According to Kotler (2004:36), "Satisfaction is a person's feeling that arises from the difference between the actual performance (outcome) received and their expectations." If performance is lower than expected, the consumer will be disappointed. If performance meets expectations, the consumer will be satisfied. If performance exceeds expectations, the consumer will be highly satisfied.

According to Mowen (2005:89), "Consumer satisfaction is the overall attitude that consumers exhibit towards a product or service after acquiring and using it." This is an evaluative assessment resulting from a particular purchase selection and usage experience.

According to Dutka (2004:41), several universal attributes that shape consumer satisfaction include:

1. Product-Related Attributes

- Pricing
- Product quality
- Benefits
- Product features
- Product design
- Product reliability
- Product variety

2. Service-Related Attributes

- Warranty or guarantee
- Delivery speed and accuracy
- Complaint handling
- Problem resolution

3. Purchase-Related Attributes

- Behavior
- Communication
- Product knowledge
- Reputation
- Competence

Hypotheses

1. There is a simultaneous influence of store atmosphere variables (interior design, store display, and human factors) on consumer satisfaction when purchasing products at Sogo Surabaya shopping center.
2. There is a partial influence of store atmosphere variables (interior design, store display, and human factors) on consumer satisfaction when purchasing products at Sogo Surabaya shopping center.
3. The store display variable has the most dominant influence on consumer satisfaction when purchasing products at Sogo Surabaya shopping center.

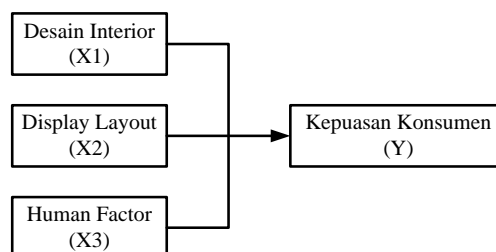
Companies that have competence in the fields of marketing, manufacturing and innovation can make its as a source to achieve competitive advantage (Daengs GS, et al. 2020:1419).The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14).Saat mengumpulkan sumber data, peneliti mengumpulkan sumber data berupa data mentah. Metode survei adalah metode pengumpulan data primer dengan menggunakan pertanyaan tertulis(Kumala Dewi, Indri et all, 2022 : 29).

3. RESEARCH METHOD

Conceptual Framework

This study employs a quantitative approach. This approach emphasizes hypothesis testing, requires measurable data, and aims to produce conclusions that can be generalized. It begins with hypotheses and theories, analysis models, identifying variables, developing operational definitions, collecting data (both primary and secondary) based on the population and sample, and performing analysis. This approach utilizes inferential statistical methods as the analytical tool. The conceptual framework can be illustrated as follows:

Conceptual Framework Diagram



Population

The population in this study consists of visitors who shop at Sogo Surabaya.

Sample

A sample is a subset of the population with similar characteristics (Sugiyono, 2004: 73). The sampling method used in this study is probability sampling, where samples are randomly selected (Supomo and Indriantoro; 2003: 122). The sampling technique used is Random Sampling, where respondents are randomly chosen from visitors shopping at Sogo Surabaya, with a total sample of 100 consumers. The respondents include men and women aged 25 and above, regardless of education level or occupation.

Research Variables and Operational Definitions

The main variables used in this study are:

- a. Dependent Variable (Y): Customer Satisfaction (Y)
- b. Independent Variables (X): Interior Design (X1), Display Layout (X2), and Human Factor (X3)

The operational definitions and measurements for each variable are as follows:

1. Interior Design (X1)

This refers to consumer evaluations of the interior conditions and arrangements inside Sogo Surabaya, which include:

- The presence of signboards (product direction boards) enhances the interior aesthetics.
- Product arrangements in Sogo Surabaya improve the interior aesthetics.
- Floor and wall cleanliness is well-maintained.
- Lighting in Sogo Surabaya supports product displays and ambiance.

2. Display Layout (X2)

This refers to consumer evaluations regarding the product display layout according to its type, which includes:

- Product arrangement in Sogo Surabaya creates a spacious shopping experience.
- The width of display spacing makes consumers feel comfortable while shopping.
- Products are arranged by category, making it easier for consumers to find desired items.
- Promotional boards are clearly visible to consumers.

3. **Human Factor (X3)**

This refers to consumer evaluations of the sales staff's service, which includes:

- Sales staff uniforms complement Sogo Surabaya's appearance.
- Friendly behavior from sales staff creates a positive impression on consumers.
- Sales staff assist consumers in finding desired products.
- Sales staff patience helps consumers feel more at ease when selecting products.

4. **Customer Satisfaction (Y)**

This refers to a consumer's feelings arising from the difference between received performance (results) and expectations, which includes:

- Consumers are satisfied with the available products at Sogo Surabaya.
- Consumers are satisfied with the services provided by Sogo Surabaya's sales staff.
- Consumers feel a sense of pride when purchasing products from Sogo Surabaya.

Types and Sources of Data

The types of data needed in this thesis research include:

- a. Cross-Sectional Data, which is a collection of data used to examine a specific phenomenon at a single point in time.
- b. Time Series Data, which is a collection of data obtained over several time intervals.
- c. Pooled Data, which consists of both Cross-Sectional and Time Series data, also known as mixed data.

Data Sources

The sources of data required for this research are:

- a) Primary Data, obtained from questionnaires distributed to visitors shopping at Sogo Surabaya.
- b) Secondary Data, obtained from processed documents, company records, books, journals, and other reference materials.

Model and Analysis Techniques

This study employs multiple linear regression analysis. The t-test is used for partial testing, while the F-test is used for simultaneous testing. The multiple regression formula is as follows:

Multiple Regression Formula:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e \text{ (Ghozali, 2005: 46)}$$

Where:

Y = Customer Satisfaction

X1 = Interior Design

X2 = Display Layout

X3 = Human Factor

β_0 = Constant

$\beta_1 \dots \beta_n$ = Regression Coefficients

e = Error Variable

Multiple Correlation Coefficient Analysis

Multiple correlation analysis (R multiple) is used to determine the strength of the relationship between all independent variables and the dependent variable (Y). The data processing technique uses SPSS software.

Coefficient of Determination Analysis

The coefficient of determination (R² or R square) measures how well the model explains variations in the dependent variable. The R² value ranges between 0 and 1. A low R² value indicates that independent variables explain only a limited portion of variations in the dependent variable, whereas a value close to 1 suggests that independent variables provide nearly all necessary information for predicting variations in the dependent variable (Ghozali, 2005: 83). The data processing technique uses SPSS software.

Hypothesis Testing

To test the hypotheses, F-tests and t-tests are used:

1. F-Test

This test determines whether independent variables simultaneously influence the dependent variable.

Testing criteria:

- a. If $F_{\text{calculated}} > F_{\text{table}}$, then H_0 is rejected, and H_1 is accepted, meaning that the independent variables significantly influence the dependent variable.
- b. If $F_{\text{calculated}} \leq F_{\text{table}}$, then H_0 is accepted, and H_1 is rejected, meaning that the independent variables do not significantly influence the dependent variable.

2. t-Test

This test determines whether each independent variable individually influences the dependent variable.

Testing criteria:

- a. If $t\text{-calculated} > t\text{-table}$ or $-t\text{-calculated} < -t\text{-table}$, then H_0 is rejected, and H_1 is accepted, meaning that there is a significant influence between the independent and dependent variables.
- b. If $t\text{-calculated} \leq t\text{-table}$ or $-t\text{-calculated} > -t\text{-table}$, then H_0 is accepted, and H_1 is rejected, meaning that there is no significant influence between the independent and dependent variables.

4. RESULTS AND DISCUSSION

Description of Research Results

Analysis and Hypothesis Testing

This study analyzes the extent to which interior design, store display, and human factors influence customer satisfaction. The regression equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y = Customer Satisfaction

β_0 = Constant

$\beta_1.. \beta_3$ = Regression Coefficients

X1 = Interior Design

X2 = Store Display

X3 = Human Factor

e = Error Variable

The analysis results, calculated using SPSS for Windows release 15.0, are detailed in the appendix. The multiple linear regression equation is:

$$Y = 0.2682 + 0.4838(X_1) + 0.8712(X_2) + 0.6348(X_3) + 0.3702$$

Further explanations of this equation are provided in the document.

F-Test Analysis

This test examines the simultaneous effects of interior design (X1), store display (X2), and human factors (X3) on customer satisfaction (Y). The test steps and results are provided in the following table:

Table of F-Test Calculation Results

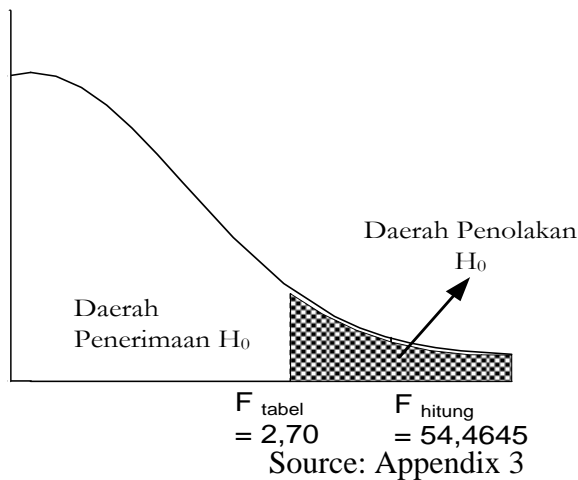
| Model | Sum of Squares | Df | Middle Square | F Count | Significantion |
|----------|----------------|----|---------------|---------|-------------------------|
| Regresi | 16,7804 | 3 | 5,5935 | 54,4645 | 1,196.10 ⁻²⁰ |
| Residual | 9,8617 | 96 | 0,1027 | | |
| Total | 26,6421 | 99 | | | |

Source: Appendix 3

The calculation results show that the F calculated is 54.4645.

Using a significance level of $\alpha = 0.05$ and degrees of freedom (df) for the numerator of 3 and the denominator of 96, the F table value is 2.70.

Diagram of the Distribution of Acceptance/Rejection Criteria for Simultaneous Hypothesis Testing



1. The acceptance and rejection criteria are as follows:

H_0 is rejected if $F_{\text{calculated}} > F_{\text{table}}$.

H_0 is accepted if $F_{\text{calculated}} < F_{\text{table}}$.

Since $F_{\text{calculated}} (54.4645) > F_{\text{table}} (2.70)$, H_0 is rejected and H_1 is accepted. It can be concluded that interior design (X1), store display (X2), and human factors (X3) simultaneously have a significant effect on consumer satisfaction (Y).

2. Partial Influence Analysis (t-test)

This test is used to determine the partial influence of interior design (X1), store display (X2), and human factors (X3) on consumer satisfaction (Y). The testing steps are as follows:

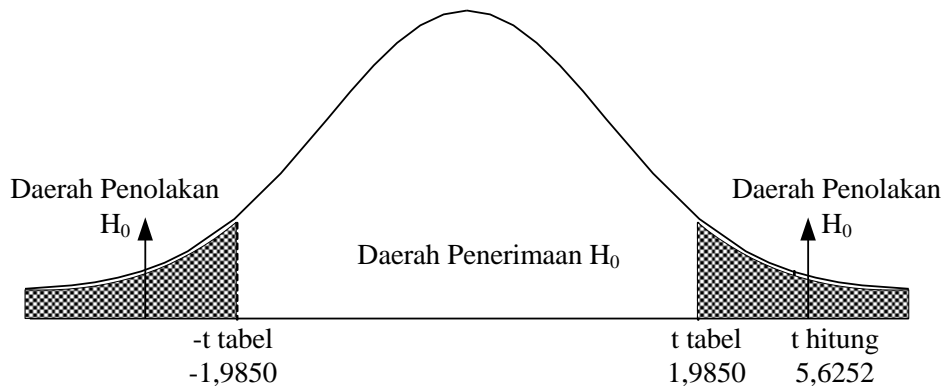
- a. Influence of Interior Design (X1) on Consumer Satisfaction (Y)

Testing steps:

1. $H_0: \beta_1 = 0$, (no influence of interior design (X1) on consumer satisfaction (Y))
2. $H_1: \beta_1 \neq 0$, (there is an influence of interior design (X1) on consumer satisfaction (Y))

Using a significance level of $\alpha = 0.05$ and degrees of freedom (df) = 96 with a two-tail test, the t table value obtained is 1.9850.

Diagram of t-test Distribution Curve for Interior Design Variable (X1)



Sumber : Source: Appendix 3

Acceptance and rejection criteria are as follows:

H_0 is accepted if $-t \text{ table} \leq t \text{ calculated} \leq t \text{ table}$.

H_0 is rejected if $t \text{ calculated} > t \text{ table}$ or $-t \text{ calculated} < -t \text{ table}$.

The calculation results show that t calculated is 5.6252. Since $t \text{ calculated} > t \text{ table}$ (1.9850), H_0 is rejected at a 5% significance level. Thus, partially, interior design (X1) significantly influences consumer satisfaction (Y). This indicates that any change in the interior design variable (X1) results in a change in consumer satisfaction (Y).

The partial r value for the interior design variable (X1) is 0.4979, meaning that the interior design variable (X1) explains 49.79% of the consumer satisfaction variable (Y).

b. Influence of Store Display (X2) on Consumer Satisfaction (Y)

Testing steps:

1. $H_0: \beta_2 = 0$, (no influence of store display (X2) on consumer satisfaction (Y))
2. $H_i: \beta_2 \neq 0$, (there is an influence of store display (X2) on consumer satisfaction (Y))

Using a significance level of $\alpha = 0.05$ and degrees of freedom (df) = 96 with a two-tail test, the t table value obtained is 1.9850.

Diagram of t-test Distribution Curve for Store Display Variable (X2)



Source: Appendix 3

Acceptance and rejection criteria are as follows:

H_0 is accepted if $-t_{table} \leq t_{calculated} \leq t_{table}$.

H_0 is rejected if $t_{calculated} > t_{table}$ or $-t_{calculated} < -t_{table}$.

The calculation results show that $t_{calculated}$ is 9.9742. Since $t_{calculated} > t_{table}$ (1.9850), H_0 is rejected at a 5% significance level. Thus, partially, store display (X2) significantly influences consumer satisfaction (Y). This indicates that any change in the store display variable (X2) results in a change in consumer satisfaction (Y).

The partial r value for the store display variable (X2) is 0.7134, meaning that the store display variable (X2) explains 71.34% of the consumer satisfaction variable (Y).

c. Influence of Human Factors (X3) on Consumer Satisfaction (Y)

Testing steps:

1. $H_0: \beta_3 = 0$, (no influence of human factors (X3) on consumer satisfaction (Y))
2. $H_i: \beta_3 \neq 0$, (there is an influence of human factors (X3) on consumer satisfaction (Y))

Using a significance level of $\alpha = 0.05$ and degrees of freedom (df) = 96 with a two-tail test, the t table value obtained is 1.9850.

Diagram of t-test Distribution Curve for Human Factors Variable (X3)



Source: Appendix 3

Acceptance and rejection criteria are as follows:

H_0 is accepted if $-t_{table} \leq t_{calculated} \leq t_{table}$.

H_0 is rejected if $t_{calculated} > t_{table}$ or $-t_{calculated} < -t_{table}$.

The calculation results show that $t_{calculated}$ is 8.2037. Since $t_{calculated} > t_{table}$ (1.9850), H_0 is rejected at a 5% significance level. Thus, partially, human factors (X3) significantly influence consumer satisfaction (Y). This indicates that any change in the human factors variable (X3) results in a change in consumer satisfaction (Y).

The partial r value for the human factors variable (X3) is 0.6420, meaning that the human factors variable (X3) explains 64.20% of the consumer satisfaction variable (Y).

The Research model or framework is intended to further clarify the essence of the discussion of previous research result and the theoretical basis in the research, including the relationship between influential variables. (Enny Istanti, et al. 2024 : 150) This research will be conducted in three phases : measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi, et al., 2023 ; 970) Melalui proses tersebut, karyawan diberikan pelatihan dan pengembangan yang relevan dengan kinerja pekerjaannya, sehingga diharapkan dapat menjalankan tanggung jawab pekerjaannya dengan sebaik - baiknya. (Abdul Aziz Sholeh et.al. 2024 :82) Memilih merupakan bagian dari suatu upaya pemecahan sekaligus sebagai bagian dari proses pengambilan keputusan. Oleh karena itu dibutuhkan keputusan pembelian yang tepat (Kristiawati Indriana et.al. 2019 : 28) Kerja sama antara pemerintah, industri, lembaga penelitian dan masyarakat sipil dalam merancang menerapkan, Komitmen dan kerja sama yang kuat dari seluruh pemangku kepentingan menjadi kunci keberhasilan upaya - upaya tersebut. (Gazali Salim et al. 2024 : 63) The SERVQUAL model includes calculating the difference between the values given by customers for each pair of statements related to expectations and perceptions (Diana Zuhro et al. 2024 : 98)

Discussion

The research conducted above indicates that interior design (X1), store display (X2), and human factors (X3) influence consumer satisfaction (Y). This is in accordance with Tjiptono's theory (2002: 98), which states that "Consumer satisfaction arises due to attractive interior design, displays that match the type of product, making it easier for consumers to choose the desired product, and the participation of sales assistants/employees in helping consumers select the desired product."

The partial test results show that there is an effect of interior design on consumer satisfaction. The calculation results show that the t -value (5.6252) and the significance value (1.825×10^{-7}) are smaller than 0.05; therefore, H_0 is rejected, and H_1 is accepted. This means

that, partially, interior design significantly influences consumer satisfaction (Y). The partial r^2 value for the interior design variable is (0.4979), meaning that the interior design variable can explain 49.79% of the consumer satisfaction variable (Y). To support this, adjustments to product arrangement at Sogo Surabaya are necessary, along with maintaining the cleanliness of floors and walls.

The partial test results also show that store display influences consumer satisfaction. The calculation results show that the t-value (9.9742) and the significance value (1.690×10^{-16}) are smaller than 0.05; therefore, H_0 is rejected, and H_1 is accepted. This means that, partially, store display significantly influences consumer satisfaction (Y). The partial r^2 value for the store display variable is (0.7134), meaning that the store display variable can explain 71.34% of the consumer satisfaction variable (Y). To support this, product arrangement should provide a spacious shopping experience for consumers, and product placement should be categorized by type to facilitate consumer searches.

The partial test results further show that human factors influence consumer satisfaction. The calculation results show that the t-value (8.2037) and the significance value (1.051×10^{-12}) are smaller than 0.05; therefore, H_0 is rejected, and H_1 is accepted. This means that, partially, human factors significantly influence consumer satisfaction (Y). The partial r^2 value for the human factors variable is (0.6420), meaning that the human factors variable can explain 64.20% of the consumer satisfaction variable (Y). To support this, attractive uniforms for sales assistants/employees that complement the appearance of Sogo Surabaya, assistance from sales assistants/employees in helping consumers find their desired products, and patience from sales assistants/employees can make consumers feel more at ease when choosing products.

The most dominant variable is store display (X2), as the correlation partial value in the coefficients table is 71.34%, which is higher than the partial correlation values of other independent variables. Thus, it can be concluded that the store display variable (X2) has the most dominant influence on the dependent variable, consumer satisfaction (Y).

5. CONCLUSION

Based on the research analysis presented earlier, conclusions can be drawn in accordance with the problem formulation and the objectives set. The conclusions are as follows:

1. The hypothesis stating that interior design (X1), store display (X2), and human factors (X3) simultaneously have a significant influence on consumer satisfaction has been proven. This is demonstrated by the F-value (54.4645) $>$ F-table (2.70).

2. The partial test results show that the interior design variable (X1) significantly influences consumer satisfaction, as indicated by the t-value of $5.6252 > t\text{-table } 1.9850$.
3. The store display variable (X2) has a significant partial influence on consumer satisfaction, as indicated by the t-value of $9.9742 > t\text{-table } 1.9850$.
4. The human factors variable (X3) has a significant partial influence on consumer satisfaction, as indicated by the t-value of $8.2037 > t\text{-table } 1.9850$.
5. The research shows that the multiple R-value of 0.7936 indicates a strong relationship between the independent variables and the dependent variable at 79.36%. Meanwhile, the multiple determination coefficient value of 0.6298 means that all independent variables collectively explain 62.98% of consumer satisfaction (Y), while the remaining 37.02% is explained by variables not included in this study.

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