

# Mediating Effect of Consumer Attitude Variables on the Influence of Store Atmosphere, Brand Awareness, and Product Variety on Purchase Intentions

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## ABSTRACT

**Purpose** –This research aims to determine and explain the influence of store atmosphere, brand awareness, product variety on purchase intentions with consumer attitudes as a mediating variable.

**Methodology/approach** –This research is a quantitative research with Lawson shop consumers as the population. The sampling technique was purposive sampling with 150 consumers of the Lawson South Meruya branch as samples. Research hypothesis testing was carried out using a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) using SmartPLS 3.2.9 software

**Findings** – **It**The research results show that independently, the variables of store atmosphere, brand awareness, and product variety have a positive influence on consumers' purchasing intentions at the South Meruya branch of the Lawson store. The consumer attitude variable also has a positive and significant influence on purchasing intentions. The three independent variables mediated by consumer attitudes also have a positive and significant influence on purchase intentions.

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## INTRODUCTION

The retail business is one of the most promising businesses in Indonesia, this can be seen from the growth and development of retail businesses in various regions. The retail business is a solution to fulfill the currently diverse needs of society, and is part of an alternative solution that is independently supported by many companies. Of course, to make a profit, as well as support the government in helping overcome people's problems in shopping related to daily needs. In the medical field, shopping in retail stores is also known as retail therapy. Dr. Rizal Fadli said retail therapy is considered a situation when someone goes shopping for the main purpose of making themselves feel better. Many people consider retail therapy to be a waste, but there may be psychological benefits to this.

Retail stores in Indonesia are also very developed, the process of modernization and progress over time has made consumer shopping styles experience a shift towards modern retail. One type of modern

retail that is growing rapidly is convenience stores such as Indomaret, Alfamart, Lawson etc. According to [databoks.katadata.co.id](http://databoks.katadata.co.id), in the last five years retail growth has skyrocketed, reaching an accumulated increase of 10,044 outlets and reaching 36,146 outlets in 2020. The United States Department of Agriculture (USDA) released a report as of July 2022 that Indomaret and Alfamart were the largest with a collection of more than 10,000 outlets.

But in the last few years, especially when all countries experienced Covid19 and were struggling after the pandemic, retail shop businesses in Indonesia were quite affected. A number of companies also experienced losses, such as Giant, Gramedia, Matahari, Hero, etc. one by one, their stores were declared permanently closed/reduced stores. Based on CNN Indonesia 2021 news, the Indonesian Retail Entrepreneurs Association (Aprindo) said 1,300 retail outlets closed throughout 2020. Indonesian retail sales have also fallen in recent years, especially after the pandemic. In 2019 the total value of national retail sales still amounted to US\$ 115.01 billion, but in 2021 the value decreased to US\$ 71.64 billion. ([databoks.katadata.co.id](http://databoks.katadata.co.id))

One of the retail shop businesses that was able to survive amidst these conditions, and made researchers interested in researching more deeply, was the Lawson retail shop. A retail store that was first present in Indonesia in 2011, even has achieved its expansion target of opening new outlets after the post-pandemic. Currently, Lawson itself is managed by a subsidiary entity called PT. Lancar Wiguna Sejahtera which was founded on March 12 2022, and as of October 1 2022 with 70% ownership of the company.

However, this achievement is not something that is the pinnacle of Lawson's success. Based on data from PT. Midi Utama Indonesia as of 2022, when compared with similar competitors, Alfamidi is in first place with 2,121 outlets, and Lawson is in second place with 192 outlets, in third place is Alfamidi Super with 41 outlets and in last place is Midi Fresh with 9 outlets. The development of this retail store is influenced by many factors, one of the fundamental ones is consumer purchasing intentions. Howard & Sheth (2008) define purchase intention as the possibility that a consumer plans to purchase a particular product within a certain time period and this occurs after the consumer stores relevant information to determine a purchase decision.

According to Assael (in Barata, 2007) purchase intention is the final stage in a series of consumer purchasing decision processes. Younus et al (2015) argue that purchase intention is a consumer's tendency to buy a product or service. The findings of Pregna & Richa (2018) believe that one of the reasons that intention arises in the Purchase Intention process is the process of consumer attitudes that are shown significantly towards an object. According to Schiffman and Kanuk (2008:222) in Endah Winarti (2015) defines attitude as a learned tendency to behave in a pleasant or unpleasant way towards a particular object. Of course, consumer attitudes which will lead to purchase intentions can be influenced by several supporting factors such as brand awareness, store atmosphere, product variety, lifestyle, and the process of conveying information using the Word of Mouth (WOM) method.

Based on some actual data and research on retail businesses, researchers tried to conduct a pre-survey to determine the effectiveness of several things that influence Consumer Purchase Intentions in retail businesses. The factors previously explained are several instruments taken from several previous studies and this pre-survey was distributed via the Whatsapp and Telegram applications using Google Form with 30 respondents and obtained the highest 4 variable results with percentages above 80%, namely brand awareness, shop atmosphere, product variety and attitudes. So the researcher used 3 independent variables consisting of brand awareness, store atmosphere, and product variety, and used consumer attitude variables as mediator variables.

Thirumalazhagan & Nithya (2020) stated that store atmosphere has a positive effect on consumer attitudes. Siska Dwi Rachmawati & Anik Lestari (2020) explained that brand awareness and brand image have a positive effect on consumer attitudes. Wicaksono & Sutanto (2022) state that product variations can influence how consumers respond to their satisfaction. Restuputra (2020) shows that apart from brand image and sales promotions, there is a store atmosphere that influences how consumers determine purchasing intentions. M. Sivaram et al (2019) also prove that brand awareness has a positive and significant influence on intention to purchase a product. Rudi Pramono (2020) explains that

variations in products and packaging have a significant effect on purchasing interest which creates potential Purchase Intention.

Different results were found in research by Pellisari & Azzari (2020) where the research results stated that brand awareness did not influence a consumer's purchasing intention. Other research conducted by Asrul (2023) also states that partially the atmosphere of the shop has no influence on consumer buying intentions or interest.

Researchers also have an interest in researching Lawson in the southern Meruya branch. Several reasons strengthen the object of this research because the South Meruya branch of Lawson is one of the Lawson stores that has the highest rating from several consumer opinion review applications and also several social media applications. In the last one, Lawson Meruya Selatan is one of the stores most frequently discussed by content creators on the YouTube application.

Based on the background of the problem and the research gap, the researcher is interested in conducting research at Lawson stores with the research title "The Mediating Effect of Attitude Variables on the Influence of Store Atmosphere, Brand Awareness, and Product Variations on Purchase Intentions (Study at Lawson South Meruya Branch)". It is hoped that the research results will provide benefits, especially in the development of marketing management theory specifically related to the discussion of consumer behavior such as consumer attitudes, store atmosphere, brand awareness, product variety and purchase intentions.

## **LITERATURE REVIEW (if any)**

### **Store atmosphere**

Berman & Evan (2018), store atmosphere refers to the physical characteristics of the store that are used to build an impression and to attract customers. Levy & Weitz (2012) in Katarika & Syahputra (2017), store atmosphere refers to environmental design such as visual communication, lighting, color, music, and aroma to simulate customer perception and emotional responses and ultimately influence their purchasing behavior. Kotler and Keller (2016) state that shop atmosphere is an alternative strength that a shop must have to attract consumer interest, where the physical layout of the shop must also be considered as well as possible because it will influence how difficult or easy it is for consumers to move inside it. Mamuya (2018) states that shop atmosphere is a stimulus that comes from symbols or atmosphere that influences buyers' emotions which will make buyers respond by making purchasing decisions. According to Levy & Weitz (2012), shop atmosphere consists of two things, namely the atmosphere inside the shop and the atmosphere outside the shop.

### **Brand awareness**

Hakim & Susilowati (2012) brand awareness concerns consumers' ability to recognize and remember brands in a product category or other competing products. Sasmita and Norazah (2015) argue that brand awareness is very necessary for the emerging communication process, namely top of the mind awareness. According to Aaker, brand awareness is the ability of consumers to recognize or remember that a brand is a member of a certain product category (Siahaan & Yuliati, 2016: 499). Indicators such as brand recall, brand recognition, purchase decision, and consumption used to measure brand awareness were adapted from studies conducted by Dhurup, Mafini and Dumasi in Gima and Emmanuel (2017).

### **Product variety**

Product variety is considered to be one of the strengths of a business that is being run (Zaffou (2010) in Nurrahman and Utama (2016)). Kotler & Armstrong (2013) define product variations as separate units within a brand or product line that can be differentiated based on size, price, appearance or other characteristics. Jasniko (2013), product variations are suitable to choose if the company intends to utilize product flexibility as a competitive strategy with producers, for example standard products. According to Kotler (2015) there are several indicators of product variation, namely product brand variations, product completeness variations, product size variations, product quality variations.

### Consumer attitudes

According to Engel (2006) in Sangadji and Sopiah (2013), attitude is a mental and nervous system that is related to readiness to respond, is organized through experience, and has a directing and/or dynamic influence on behavior. Andrew et al, (2016) Attitude is a consistent evaluation of feelings and tendencies regarding likes or dislikes of a person or object or idea. Kotler (2005) quoted by Etta Mamang Sangadji and Sopiah (2013) defines attitude as behavior that shows what consumers like and don't like. J. Paul Peter & Jerry C. Olson (2013) consumer attitude is a comprehensive evaluation that a person makes of a concept. Ujang Sumarwan (2018) revealed that there are several consumer attitude models, namely the Tricomponent Attitude Model (Triandis), the Multi Attribute Attribute Model (Fishbein), and the Ideal Number Model.

### Purchase intention

Farzin and Fattahi (2018) explain that purchase intention is a consumer's desire to buy a product, service and brand. Wang & Tsai (2014) argue that purchase intention is determined by the benefits and value perceived by consumers. Suhari (2011) in So et al., (2015) explains that the increase in purchasing intentions occurred due to several elements such as Stimulants, Awareness, Information seekers. According to Rahman et al (2012), purchasing intentions can be measured using indicators, namely the consumer's willingness to make a purchase, the consumer's desire to make a purchase in the future, the consumer's desire to make a repeat purchase. Ajzen (2015) explains that the formation of intentions within a person is tied to a certain behavior. Ajzen in Yustina (2016) states that intention/intention to carry out behavior (intention) is a person's tendency to choose to do or not do something. Intention is a prediction that includes when, where and how consumers act towards a brand and is also influenced by environmental factors (Atrizka et al, 2020).

## HYPOTHESIS DEVELOPMENT

### a. The Influence of Store Atmosphere on Consumer Attitudes (H1)

Thirumalazhagan & Nithya (2020) research results where the factors contained in the shop atmosphere create consumer emotions which are manifested in an attitude of feeling satisfied. Rayuwati et al, (2022) explains how apart from price which influences consumer attitudes, there are also store atmosphere factors which can have a positive effect on consumer attitudes. Dede Solihin et al (2021) stated that store atmosphere significantly influences consumer attitudes in making purchasing decisions.

**H1: Store atmosphere has a positive effect on consumer attitudes.**

### b. The Influence of Brand Awareness on Consumer Attitudes (H2)

Zia Rahmawati et al (2020) apart from attractive advertising videos, brand awareness also has a positive effect on consumer attitudes. Siska Dwi Rachmawati & Anik Lestari (2020) in this research that brand awareness and brand image have a positive and significant effect on consumer attitudes in purchasing decisions. Kusumawardani (2018) found that Consumer purchasing interest is influenced by brand awareness, brand associations, and brand loyalty. Purchase interest influences purchasing attitudes.

**H2: Brand awareness has a positive effect on consumer attitudes.**

### c. The Influence of Product Variations on Consumer Attitudes (H3)

Norawati (2021) states that product variety and service quality have a positive influence on consumer satisfaction. Wicaksono & Sutanto (2022) state that product variations can influence

how consumers respond to their satisfaction. Rustianah (2022) in his research that product variations affect consumer attitudes in purchasing decisions.

**H3: Product variety has a positive effect on consumer attitudes.**

**d. The Influence of Consumer Attitudes on Purchase Intentions (H4)**

Pregna & Richa (2018) state that attitudes have a full mediating influence on intentions in realizing purchase intentions. Charton (2020) research results show that the existence of trust in behavior has a full relationship with the perception of the value of an object and also Purchase Intention. Halim Agung (2020), this research also explains that Purchase Intention is influenced by the buyer's attitude.

**H4: Consumer attitude has a positive effect on Purchase Intention.**

**e. The Influence of Store Atmosphere on Purchase Intention (H5)**

Restuputra (2020) states that apart from brand image and sales promotions, there is a store atmosphere that influences Purchase Intentions. Soebandhi (2020) explains that the structuring process through the shop atmosphere also has a positive influence on a consumer's Purchase Intention. Eduar (2021) shows that the shop atmosphere variable has an influence on the purchase intention variable. Sandala (2021) in his research results, there is one variable, namely the atmosphere of the shop, which influences buying intensity.

**H5: Store atmosphere has a positive effect on Purchase Intention.**

**f. The Influence of Brand Awareness on Purchase Intention (H6)**

Jia (2019) that there is a positive relationship between brand awareness, brand associations, perceived quality and brand loyalty influencing consumer Purchase Intentions. M. Sivaram et al (2019) that brand awareness has a positive and significant influence on intention to purchase a product. Sinoka Ansari (2019) states that even though the potential for a positive relationship is quite weak, brand awareness has its own influence on a consumer's purchasing intentions and decisions.

**H6: Brand awareness has a positive effect on Purchase Intention.**

**g. The Effect of Product Variations on Purchase Intention (H7)**

Abel & Julio (2018) shows that promotion and product differentiation have a positive influence on Purchase Intention. Yanti (2020) stated that in his research it was found how the variety of products presented in a shop influenced decisions and purchasing intentions. Rudi Pramono (2020) through his research also explains that variations in products and packaging have a significant effect on purchasing interest which creates potential Purchase Intention.

**H7: Product variety has a positive effect on Purchase Intention.**

**h. The influence of the mediating effect of attitude on store atmosphere on Purchase Intention (H8)**

Putu Gede et al (2018) stated that consumer attitudes based on positive emotions are able to mediate the shop atmosphere on Purchase Intentions. Meiliana (2019) states that a positive attitude based on a person's emotions is able to influence the atmosphere of the shop on intentions or intentions.

**H8: Consumer attitude positively mediates the relationship between store atmosphere and purchase intention**

**i. The influence of the mediating effect of attitude on brand awareness on Purchase Intention (H9)**

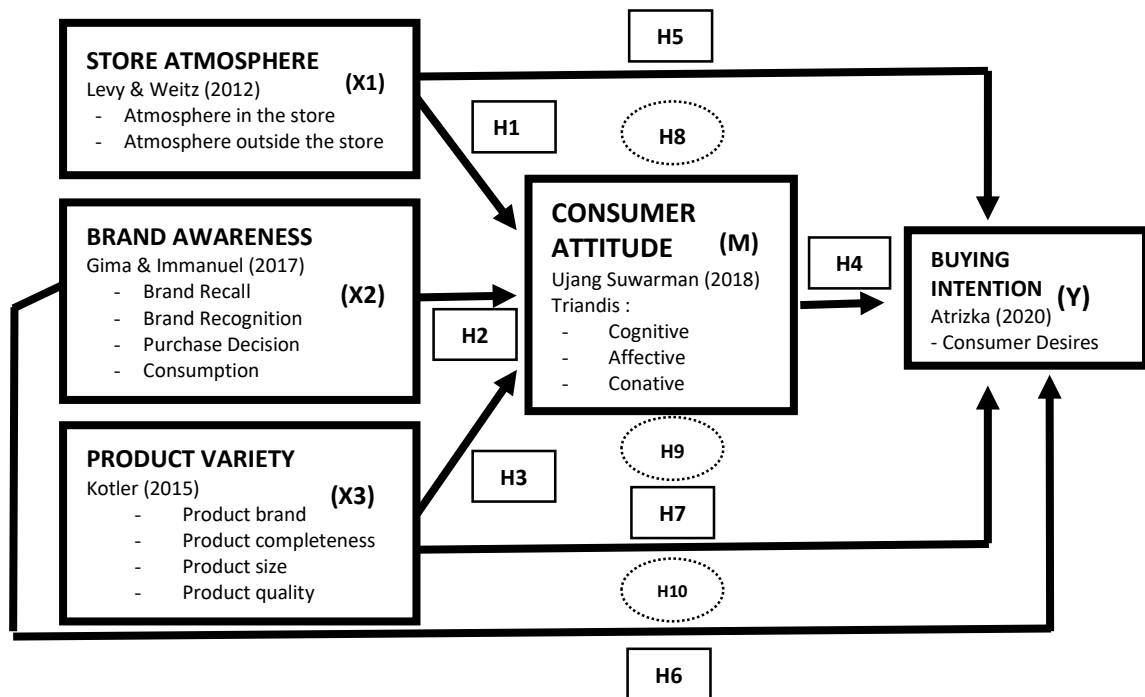
Lantara (2020), who found the results that attitude was able to positively mediate consumer brand awareness through brand trust in purchasing intensity. Kotler and Keller (2016) said that consumers have the desire to buy a product based on a brand.

**H9: Consumer attitude positively mediates the relationship between brand awareness and purchase intention**

**j. The influence of the mediating effect of consumer attitudes on product variations on Purchase Intentions (H10)**

Rasmikayati et al (2017) research results show that consumer attitudes are able to mediate decisions and intensity of product purchases based on menu variants and product attributes. Pawarti et al (2022) state that the attitude of consumers who feel satisfaction is able to mediate between product variations in supermarket stores and the level of consumer purchasing intensity.

**H10: Consumer attitude positively mediates the relationship between product variety and Purchase Intention**



**Figure 1. Thinking Framework**

**METHOD**

The research method used in this research is quantitative research methods. By using independent variables, namely store atmosphere, brand awareness, and product variety. The mediating variable used in this research is consumer attitude, and the dependent variable used is purchase intention. The definition and operationalization of the variables used by researchers in this research consists of 17 dimensions and 30 indicators. In the process the researchers compiled them into a research questionnaire using a research scale, namely the Likert scale.

The population in this research is Lawson consumers. The research sample used a non-probability sampling technique, more precisely purposive sampling, with the criteria being that the respondent was 17 years old, the respondent made a purchase at a Lawson store, and the respondent was a consumer of the South Meruya branch of Lawson. This research uses primary data in the form of questionnaire results and secondary data held by Lawson South Meruya Branch. In the research carried out, researchers collected primary data using a Google Form questionnaire which would later be distributed

to consumers when conducting observations at the Lawson South Meruya Branch store by distributing the Google Form using the Whatsapp messaging application.

### **1. Data analysis method**

This research uses a data analysis method with a Structure Equation Modeling (SEM) approach which uses a digital-based data processing application, namely SmartPLS (Partial Least Square). Partial Least Square (PLS), which is a Component analysis method or Variance Based Structural Equation Modeling, which is also an alternative model to covariance-based SEM. The testing steps that will be carried out are as follows:

#### **a. Evaluation of Measurement (outer) Model**

Outer models are generally also called outer relations or measurement models which define how each indicator block is related to its latent variable. Several processes are carried out, namely convergent validity, discriminant validity, and also composite reliability.

#### **b. Structural Model or Hypothesis Testing (Inner model)**

Inner model testing is a model development based on theoretical concepts in order to analyze the relationship between exogenous and endogenous variables which have been described in the research conceptual framework. Testing of the structural model was carried out by looking at the R-square value (Ghozali & Latan, 2015). The testing stages of the structural model (Hypothesis Testing) are carried out using the steps, namely the R-square, Q-Square and F-Square values.

#### **c. Hypothesis test**

Hypothesis testing carried out in this research includes two parts, namely direct influence and indirect influence.

#### **d. Mediation testing criteria**

A variable is called a mediating variable if the variable influences the relationship between the independent variable and the dependent variable (Sekaran & Bougie, 2017). The bootstrapping procedure by evaluating the Standard Error (SE) can be carried out to test the mediation hypothesis, as a result of multiplying path coefficients a and b (Hayes, 2013). In this research, the mediating variable that will be tested is the mediating influence of consumer attitudes on the relationship between the variables store atmosphere, brand awareness, product variety on Purchase Intentions. There are three analysis models involving mediation variables, namely full mediation, partial mediation, and unmediated.

## **RESULTS AND DISCUSSION**

The respondents in this research were 150 buyers at the Lawson South Meruya Branch store. The level of respondent participation in this research is full, this means that all questionnaires distributed have been filled in and returned by all respondents. Based on the research data obtained, the largest gender is female, 86 or 57.3%. At the age level, the most respondents were aged 17 - 30 years with a total of 130 respondents or 86.7% of the total percentage. The highest level of education among respondents was SMA/SMK level with a total of 115 respondents or a percentage of 76.7%.

### **1. Measurement Model Test Results (Outer Model)**

**Table 1. Outer Loading**

Variable	Indicator	Outer Loading	Condition	Results
<b>Consumer Attitudes (M1)</b>	M.1	0.780	>0.70	Valid
	M.2	0.797	>0.70	Valid
	M.3	0.815	>0.70	Valid
	M.4	0.772	>0.70	Valid
	M.5	0.819	>0.70	Valid
<b>Store Atmosphere (X1)</b>	X1.1	0.831	>0.70	Valid
	X1.2	0.804	>0.70	Valid
	X1.3	0.815	>0.70	Valid
	X1.4	0.876	>0.70	Valid
	X1.5	0.836	>0.70	Valid
	X1.6	0.863	>0.70	Valid
	X1.7	0.823	>0.70	Valid
	X1.8	0.830	>0.70	Valid
	X1.9	0.832	>0.70	Valid
<b>Brand Awareness (X2)</b>	X2.1	0.808	>0.70	Valid
	X2.2	0.856	>0.70	Valid
	X2.3	0.795	>0.70	Valid
	X2.4	0.876	>0.70	Valid
	X2.5	0.855	>0.70	Valid
	X2.6	0.857	>0.70	Valid
<b>Product Variations (X3)</b>	X3.1	0.831	>0.70	Valid
	X3.2	0.816	>0.70	Valid
	X3.3	0.731	>0.70	Valid
	X3.4	0.828	>0.70	Valid
	X3.5	0.733	>0.70	Valid
<b>Purchase Intention (Y1)</b>	Y.1	0.810	>0.70	Valid
	Y.2	0.831	>0.70	Valid
	Y.3	0.827	>0.70	Valid
	Y.4	0.763	>0.70	Valid
	Y.5	0.803	>0.70	Valid

Based on Table 1, the

convergent validity test is carried out by correlating the item (indicator) scores with the construct scores provided that the factor loading value is  $\geq 0.7$  so that the indicator can be declared valid. It is known that all statement indicators in this questionnaire are valid. This is because the factor loading value is above 0.70 (Ghozali, 2016). Apart from factor loading values, to analyze the validity of research data you can use the Average Variance Extracted (AVE) value.

According to Ghozali and Latan (2015), the convergent validity test can also be carried out by examining the AVE (Average Variance Extracted) value provided the AVE value is  $\geq 0.5$ . The results of examining the AVE value in this study have met the requirements for an AVE value  $\geq 0.5$  which can be seen in the following table:



**Table 2. AVE value**

Variable	Average Variance Extracted(AVE)	Condition	Results
Consumer Attitudes (M1)	<b>0.635</b>	> 0.5	Valid
Store Atmosphere (X1)	<b>0.697</b>	> 0.5	Valid
Brand Awareness (X2)	<b>0.709</b>	> 0.5	Valid
Product Variations (X3)	<b>0.623</b>	> 0.5	Valid
Purchase Intention (Y1)	<b>0.652</b>	> 0.5	Valid

**2. Dispatch Validity Test**

The Discriminant Validity testing process is carried out to determine whether an indicator used is reflective appropriately and well for measuring the research construct based on the principle that each indicator for itself has a greater value than the value of one indicator for other indicators (Ghozali & Latan, 2021). There are two ways to test discriminant validity using SmartPLS, the first way is to look at the cross loading value of each indicator, and the second way is to look at the Fornell-Lecker value.

**Table 3. Cross Loading**

	Consumer Attitudes (M1)	Store Atmosphere (X1)	Brand Awareness (X2)	Product Variations (X3)	Purchase Intention (Y1)
M.1	<b>0.780</b>	0.448	0.435	0.431	0.601
M.2	<b>0.797</b>	0.435	0.524	0.559	0.689
M.3	<b>0.815</b>	0.530	0.408	0.463	0.696
M.4	<b>0.772</b>	0.432	0.330	0.450	0.570
M.5	<b>0.819</b>	0.483	0.488	0.472	0.633
X1.1	0.482	<b>0.831</b>	0.436	0.258	0.567
X1.2	0.498	<b>0.804</b>	0.407	0.295	0.608
X1.3	0.401	<b>0.815</b>	0.291	0.175	0.508
X1.4	0.545	<b>0.876</b>	0.401	0.361	0.607
X1.5	0.495	<b>0.836</b>	0.337	0.357	0.575
X1.6	0.534	<b>0.863</b>	0.383	0.371	0.634
X1.7	0.456	<b>0.823</b>	0.346	0.334	0.552
X1.8	0.460	<b>0.830</b>	0.331	0.399	0.579
X1.9	0.503	<b>0.832</b>	0.354	0.345	0.620
X2.1	0.473	0.383	<b>0.808</b>	0.489	0.603
X2.2	0.513	0.329	<b>0.856</b>	0.402	0.621
X2.3	0.405	0.391	<b>0.795</b>	0.458	0.522
X2.4	0.463	0.389	<b>0.876</b>	0.414	0.592
X2.5	0.454	0.387	<b>0.855</b>	0.461	0.595
X2.6	0.472	0.348	<b>0.857</b>	0.370	0.640
X3.1	0.456	0.264	0.362	<b>0.831</b>	0.508
X3.2	0.499	0.310	0.401	<b>0.816</b>	0.536
X3.3	0.406	0.207	0.334	<b>0.731</b>	0.422
X3.4	0.492	0.390	0.460	<b>0.828</b>	0.575
X3.5	0.493	0.336	0.441	<b>0.733</b>	0.588

<b>Y.1</b>	0.642	0.508	0.584	0.506	<b>0.810</b>
<b>Y.2</b>	0.696	0.603	0.521	0.578	<b>0.831</b>
<b>Y.3</b>	0.653	0.607	0.557	0.524	<b>0.827</b>
<b>Y.4</b>	0.625	0.607	0.578	0.465	<b>0.763</b>
<b>Y.5</b>	0.627	0.504	0.624	0.640	<b>0.803</b>

**Table 4. Fornell-Larcker Value Test**

<b>Variable</b>	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>M1</b>	<b>Y1</b>	<b>Note</b>
Store Atmosphere (X1)	<b>0.835</b>					Valid
Brand Awareness (X2)	0.439	<b>0.842</b>				Valid
Product Variations (X3)	0.389	0.512	<b>0.789</b>			Valid
Consumer Attitudes (M1)	0.585	0.552	0.598	<b>0.797</b>		Valid
Purchase Intention (Y1)	0.804	0.702	0.709	0.673	<b>0.807</b>	Valid

Based on the research results in table 4 that have been obtained, the model is said to meet the requirements for discriminant validity based on cross loading theory, namely that the indicators on the parent variable must have a greater value than the other variables. The model is said to meet the requirements for discriminant validity based on the Fornell-Larcker Criterion theory, namely the average square root of the variance extracted from a construct must be greater than the correlation between that construct and other constructs.

**RELIABILITY TEST**

Reliability tests in research are carried out to prove the accuracy, consistency and precision of instruments in measuring constructs (Ghozali, 2014). In this research, reliability tests were carried out using Cronbach's Alpha and Composite Reliability which can be said to be reliable if they have values  $\geq 0.6$  and  $\geq 0.7$  (Siswoyo, 2017).

**Table 5. Reliability Test**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Results</b>
<b>Consumer Attitudes (M1)</b>	<b>0.857</b>	<b>0.897</b>	Reliable
<b>Store Atmosphere (X1)</b>	<b>0.946</b>	<b>0.954</b>	Reliable
<b>Brand Awareness (X2)</b>	<b>0.918</b>	<b>0.936</b>	Reliable
<b>Product Variations (X3)</b>	<b>0.848</b>	<b>0.892</b>	Reliable
<b>Purchase Intention (Y1)</b>	<b>0.866</b>	<b>0.903</b>	Reliable

In this research, based on table 5, the results have a Cronbach's Alpha value  $> 0.6$  and Composite Reliability  $> 0.7$ , so it can be concluded that all variables in this research have good reliability.

**STRUCTURAL MODEL TEST (INNER MODEL)**

**R-Square (R2)**

Based on the results of calculations using SmartPLS software version 3.2.9, the R2 value is obtained which shows the level of determination of the independent variable on the dependent variable as follows:

**Table 6. R-Square Value (R2)**

Variable	R Square	R Square Adjusted
<b>M_Consumer Attitudes</b>	0.536	0.527
<b>Y_Purchase Intention</b>	0.827	0.822

The research results in table 6 show that the Consumer Attitude variable (M1) has an R2 value of 0.536 > 0.50, so the model can be said to be moderate. The value of 0.536 indicates that 53.6% of the Consumer Attitude variable (M1) can be explained by the Store Atmosphere (X1), Brand Awareness (X2) and Product Variety (X3) variables, while the remaining 46.4% is explained by other variables outside the model. The Purchase Intention variable (Y1) has an R2 value of 0.827 > 0.50, so the model can be said to be moderate. The value of 0.827 indicates that 82.7% of the Purchase Intention variable (Y1) can be explained by the Store Atmosphere (X1), Brand Awareness (X2) and Product Variety (X3) variables, while the remaining 17.3% is explained by other variables outside the model .

**Predictive Relevance Test (Q<sup>2</sup>)**

The predictive relevance test (Q2) functions to validate the model. A predictive relevance value (Q<sup>2</sup>) > 0 indicates that the model has good predictive relevance, while a predictive relevance value (Q<sup>2</sup>) < 0 indicates that the model lacks predictive relevance (Ghozali and Latan, 2015). The results of calculating predictive relevance (Q<sup>2</sup>) in this research are as follows:

$$Q2 = 1 - (1 - R^2_1) \times (1 - R^2_2)$$

$$Q2 = 1 - (1 - 0.536) \times (1 - 0.827)$$

$$Q2 = 1 - (0.464 \times 0.173)$$

$$Q2 = 1 - 0.0803$$

$$Q2 = 0.9197$$

The results of the predictive relevance (Q<sup>2</sup>) calculation produce a value of 0.9197. This means that the model in this research has good/strong predictive relevance (0.9197 > 0). The predictive relevance (Q<sup>2</sup>) value also shows that the exogenous latent variable as an explanatory variable is able to predict the endogenous variable, namely Purchase Intention (Y1).

**Effect Size Test (f square)**

Effect size (f2) is measured to see the goodness of the model or the size of the influence of the exogenous latent variable on the endogenous latent variable. An effect size (f2) value of 0.02 has a small effect, 0.15 a medium effect, and 0.35 a large effect at the structural level (Ghozali and Latan, 2015).

**Table 7. Effect Size Test (f square)**

Variable	f square (f2)	Results
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Store Atmosphere (X1) → Consumer Attitude (M1)	0.208	Currently
Brand Awareness (X2) → Consumer Attitude (M1)	0.069	Weak
Product Variety (X3) → Consumer Attitude (M1)	0.185	Currently
Consumer Attitude (M1) → Purchase Intention (Y1)	0.342	Currently
Store Atmosphere (X1) → Purchase Intention (Y1)	0.309	Currently
Brand Awareness (X2) → Purchase Intention (Y1)	0.284	Currently
Product Variety (X3) → Purchase Intention (Y1)	0.141	Currently

**HYPOTHESIS TESTING**

**1. Path Coefficient Value**

**a. Direct relationship**

In this research, there are two direct effects, namely X and M on Y.

**Table 8. Path Coefficient (Direct Effect)**

Variable	M1	Y1
Store Atmosphere	0.353	0.290
Brand Awareness	0.218	0.280
Product Variations	0.349	0.203
Consumer Attitudes		0.358

Based on table 8, the test results for path coefficients on direct effect (DE) relationships range from 0.203 to 0.358. It can be concluded that all values have a positive relationship because they have values close to +1.

**b. Indirect relationship**

In this research, there is one indirect effect, namely X on Y through M.

**Table 9. Path Coefficient (Indirect Effect)**

Variable	Specific Indirect Effects
X1_Store Atmosphere -> M_Consumer Attitude -> Y_Purchase Intention	0.126
X2_Brand Awareness -> M_Consumer Attitude -> Y_Purchase Intention	0.078
X3_Product Variation -> M_Consumer Attitude -> Y_Purchase Intention	0.125

Based on table 9, the test results for path coefficients on indirect effect (IE) relationships range from 0.078 to 0.126. It can be concluded that all values have a positive relationship because they have values close to +1.

2. T-Statistic Value (Bootstrapping)

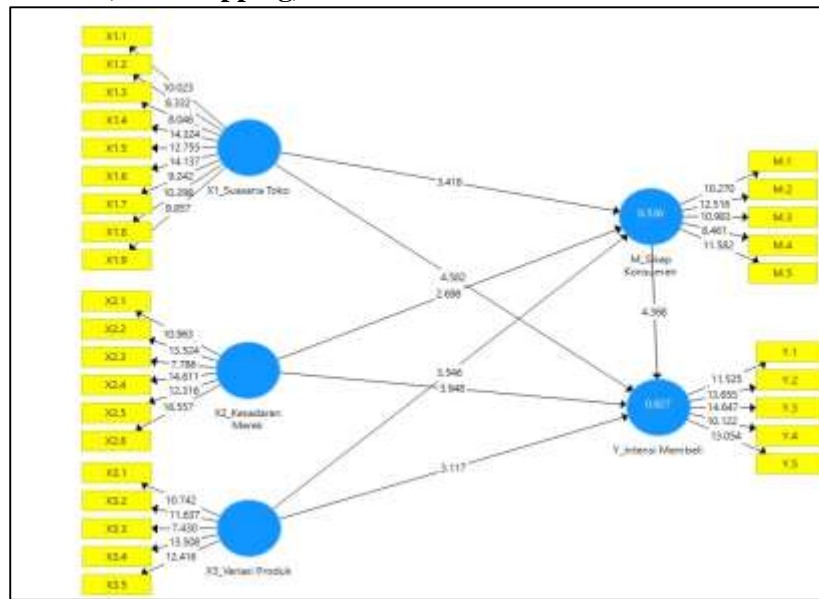


Figure 2. Bootstrapping Test Results

Results of Direct Influence Hypothesis Testing

Table 10. Direct Effect Hypothesis

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	P Values	Result
(H1): X1_Store Atmosphere -> M_Consumer Attitude	0.353	0.376	0.103	0,001	Accepted
(H2): X2_Brand Awareness -> M_Consumer Attitude	0.218	0.218	0.081	0,007	Accepted
(H3): X3_Product Variation -> M_Consumer Attitudes	0.349	0.337	0.098	0,000	Accepted
(H4): M_Consumer Attitude -> Y_Purchase Intention	0.358	0.359	0.082	0,000	Accepted
(H5): X1_Store Atmosphere -> Y_Purchase Intention	0.290	0.274	0.063	0,000	Accepted
(H6): X2_Brand Awareness -> Y_Purchase Intention	0.280	0.280	0.071	0,000	Accepted
(H7): X3_Product Variation -> Y_Purchase Intention	0.203	0.215	0.065	0,002	Accepted

3. Results of Indirect Influence Hypothesis Testing

**Table 11. Indirect Effect Hypothesis**

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	P Values	Result
X1_ Store Atmosphere -> M_ Consumer Attitude -> Y_ Purchase Intention (H8)	0.126	0.139	0.059	<b>0.031</b>	<b>Accepted</b>
X2_ Brand Awareness -> M_ Consumer Attitude -> Y_ Purchase Intention (H9)	0.078	0.079	0.036	<b>0.030</b>	<b>Accepted</b>
X3_ Product Variation -> M_ Consumer Attitude -> Y_ Purchase Intention (H10)	0.125	0.118	0.036	<b>0,000</b>	<b>Accepted</b>

There are three categories for analyzing mediation effects according to Cepeda et al. (2018), namely no mediation effects, full mediation effects and partial mediation effects. Based on the research results in table 11, it is known that consumer attitudes are able to mediate the influence of store atmosphere, brand awareness, product variety on purchasing intentions in the Partial Mediation category. Because the direct relationship between exogenous and endogenous variables has a significant influence and indirect relationships also have a significant influence.

## DISCUSSION

### **The store atmosphere has a positive effect on consumer attitudes**

The first hypothesis in this research tests whether store atmosphere has a positive effect on consumer attitudes. With a path coefficient of 0.353 with a T-statistic value of 3.418 and a P-value of 0.001 because the T-statistic value is  $> 1.96$  and the P-value  $< 0.05$ , it can be stated that the first hypothesis is accepted or proven. It is proven that the store atmosphere has a positive effect on consumer attitudes. The results of this research are in line with Thirumalazhagan & Nithya (2020) in their research which found that the factors contained in the shop atmosphere were able to create emotional consumers. Akbar et al (2021) also strengthen the research results explaining that store atmosphere is one of the factors that influences how consumers respond to a purchasing process.

### **Brand awareness has a positive effect on consumer attitudes**

The second hypothesis in this research tests whether brand awareness has a positive effect on consumer attitudes. With a path coefficient of 0.218 with a T-statistic value of 2.698 and a P-value of 0.007 because the T-statistic value is  $> 1.96$  and the P-value  $< 0.05$ , it can be stated that the second hypothesis is accepted or proven. It is proven that brand awareness has a positive effect on consumer attitudes. This is in line with the results of other research which explains that Kusumawardani (2018), where brand awareness is able to influence consumer attitudes, especially in making purchases now and also in the future.

### **Product variety has a positive effect on consumer attitudes**

The third hypothesis in this research tests whether product variety has a positive effect on consumer attitudes. With a path coefficient of 0.349 with a T-statistic value of 3.546 and a P-value of 0.000 because the T-statistic value is  $> 1.96$  and the P-value  $< 0.05$ , it can be stated that the third hypothesis is accepted or proven. It is proven that product variety has a positive effect on consumer attitudes. This is in line with the results of other research by Norawati (2021), where the research explains the things that can positively influence consumer attitudes, the first is the quality of the service provided, and the second is the variety of products provided.

#### **Consumer attitudes have a positive effect on Purchase Intentions**

The fourth hypothesis in this research tests whether consumer attitudes have a positive effect on Purchase Intentions. With a path coefficient of 0.358 with a T-statistic value of 4.368 and a P-value of 0.000 because the T-statistic value is  $> 1.96$  and the P-value  $< 0.05$ , it can be stated that the fourth hypothesis is accepted or proven. It is proven that consumer attitudes have a positive effect on Purchase Intentions. This is in line with the results of other research Ferrinadewi & Rukismono (2021), explains how buyers' attitudes or behavior dominantly influence purchasing intentions, especially in meeting the consumer's daily needs.

#### **Store atmosphere has a positive effect on Purchase Intention**

The fifth hypothesis in this research tests whether store atmosphere has a positive effect on purchase intention. With a path coefficient of 0.290 with a T-statistic value of 4.582 and a P-value of 0.000 because the T-statistic value is  $> 1.96$  and the P-value  $< 0.05$ , it can be stated that the fifth hypothesis is accepted or proven. It is proven that this is in line with the results of research by Sandala (2021), the results of his research also confirm with statements both simultaneously and partially, regarding referential groups, price perceptions and shop atmosphere have a significant influence on buying intentions or interest. Thirumalazhagan & Nithya (2020), also explained that the factors that influence the atmosphere of the shop itself are interior, exterior, layout, visual merchandising, prices and promotions which influence the intention to buy an item and also how a consumer repurchases.

#### **Brand awareness has a positive effect on Purchase Intention**

The sixth hypothesis in this research tests whether brand awareness has a positive effect on Purchase Intention. With a path coefficient of 0.203 with a T-statistic value of 3.117 and a P-value of 0.002. Because the T-statistic value is  $> 1.96$  and the P-value is  $< 0.05$ , it can be stated that the sixth hypothesis is accepted or proven. It is proven that this is in line with the results of other research, Jia et al (2019), explaining that brand awareness, brand associations and brand loyalty are factors that can influence the level of purchasing intensity made by a consumer. research conducted by Sivaram (2019), shows that brand awareness can influence the level of purchase intention and also the perception of quality of a product/service provided by a company.

#### **Product variety has a positive effect on Purchase Intention**

The seventh hypothesis in this research tests whether product variety has a positive effect on Purchase Intention. With a path coefficient of 0.280 with a T-statistic value of 3.948 and a P-value of 0.000 because the T-statistic value is  $> 1.96$  and the P-value  $< 0.05$ , it can be stated that the seventh hypothesis is accepted or proven. It is proven that this is in line with the results of other research by Hasanah (2021), which explains that interest and desire to buy is influenced by several factors such as product variations and product packaging, which within a certain period of time can also influence the level of consumer participation in the product shopping process. .

### **Consumer attitude positively mediates the relationship between store atmosphere and Purchase Intention**

The eighth hypothesis in this research tests whether consumer attitudes positively mediate the relationship between store atmosphere and purchase intention. With a path coefficient of 0.126 with a T-statistic value of 2.158 and a P-value of 0.031. Because the T-statistic value is  $> 1.96$  and the P-value is  $< 0.05$ , it can be stated that the eighth hypothesis is accepted or proven. It is proven that this is in line with the results of research by Meiliana (2019), where the research explains the positive feelings and attitudes based on a buyer's emotions which occur due to supporting factors in the shop atmosphere, which can influence the level of purchasing intensity of a consumer.

### **Consumer attitude positively mediates the relationship between brand awareness and Purchase Intention**

The ninth hypothesis in this research tests whether consumer attitudes positively mediate the relationship between brand awareness and purchase intention. With a path coefficient of 0.125 with a T-statistic value of 3.506 and a P-value of 0.000. Because the T-statistic value is  $> 1.96$  and the P-value is  $< 0.05$ , it can be stated that the ninth hypothesis is accepted or proven. It is proven that this is in line with the research results of Lantara (2020), where the research results explain that attitude is able to positively mediate consumer brand awareness through brand trust in purchasing intensity.

### **Consumer attitudes positively mediate the relationship between product variety and Purchase Intention**

The tenth hypothesis in this research tests whether consumer attitude positively mediates the relationship between product variety and purchase intention. With a path coefficient of 0.078 with a T-statistic value of 2.173 and a P-value of 0.030. Because the T-statistic value is  $> 1.96$  and the P-value is  $< 0.05$ , it can be stated that the tenth hypothesis is accepted or proven. It is proven that this is in line with the research results of Rasmikayati et al (2017) which strengthens the research results that consumer attitudes are able to mediate decisions and intensity of product purchases based on interest in menu variants and also product attributes.

## **CONCLUSION**

Based on the results of research and discussion regarding the mediating effect of consumer attitude variables on the influence of store atmosphere, brand awareness, and product variety on purchase intentions at Lawson South Meruya Branch stores, it can be concluded that store atmosphere influences consumer attitudes positively and significantly. Brand awareness influences positively and significantly on consumer attitudes, product variety influences positively and significantly on consumer attitudes, store atmosphere positively and significantly influences purchase intentions, brand awareness positively and significantly influences purchase intentions, product variety influences positively and significantly on purchase intentions consumer attitude positively and significantly mediates the influence of brand awareness on purchase intention, consumer attitude positively and significantly mediates the influence of brand awareness on purchase intention, and consumer attitude positively and significantly mediates the influence product variety on purchase intentions.



Suggestions for future researchers who will conduct research on Purchase Intentions in this study obtained a coefficient of determination of 82.7% where purchase intention is influenced by store atmosphere, brand awareness, product variety and consumer attitudes of 53.6%, meaning there are many other variables which influence purchasing intentions and consumer attitudes to be researched in the future. Meanwhile, suggestions for the management of the South Meruya Branch of the Lawson Shop can improve things related to this research variable, including being able to provide a special parking area for consumers, so that consumers are more orderly in parking their vehicles so that they do not use public facilities such as road shoulders, creating several programs that The specifications are specifically to introduce and market more deeply the Lawson South Meruya Branch store, and can develop ideas and creations in providing product variations in terms of shape, size, price or availability so as to increase consumers' sense of comfort in shopping activities.

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