



The Influence of Store Atmosphere and Taste on Consumer Repurchase Interest in Bofet Mas Nur Solo Lohong Pariaman City

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Abstract. This study aims to determine the effect of the store atmosphere and taste of consumer repurchase interest in bofet mas nur solo lohong pariaman city, so that this study can run the author distributed questionnaires to 60 consumers who bought and became customers at Mas Nur Solo Lohong. This study used 2 methods, namely descriptive analysis method and st atistic analysis method with the help of SPSS version 23. The descriptive analysis method in this study is a description of the data results that have been obtained by the author, while the statistical analysis method, which is used to conduct multiple linear analysis and test research hypotheses. The results of this study store atmosphere and taste on consumer repurchase interest have a significant effect. Store atmosphere has a regression coefficient value of 0.442 with a count t value of 3.480 > t table of 1.672 and a significant value of 0.001 smaller than the level of significant of 0.05, then taste has a regression coefficient value of 0.518 with a value of t count 3.348 > t table 1.672 and a significant value of 0.001 smaller than the level of significant, and simultaneously a calculated F value = 32.255 with sig = 0.000 < 0.05. Store atmosphere and taste have a significant influence on consumer repurchase interest in bofet mas nur solo lohong pariaman city, the result of the coefficient of determination is known that the coefficient of determination is R = 0.729 with an R² = 0.531, this means 53.1,% repurchase interest Consumers can be explained by variables of store atmosphere and taste while the remaining 46.9% is influenced by other variables that are not included in this study.

Keywords : Store-Atmosphere, Taste, Consumer Repurchase Interest

1. INTRODUCTION

Meatballs are quite often juxtaposed with chicken noodles, which are noodle foods consisting of various types including dumpling noodles, chicken noodles are one of the culinary delights of today's noodles that are much loved by the public, with prices that are affordable by all circles of dumpling noodles are bought by the public, causing many to open businesses by selling the same type of noodles with a different appearance to give a characteristic to the products they sell to attract consumers. The number of businesses that sell noodles is increasing from year to year. The development of this culinary business is due to the increasingly diverse demands of the community, so that many businesses are required to provide the quality of the chicken noodles they sell according to the tastes of the community and consumers will feel satisfied, besides chicken noodles, another meatball companion food is siomay. Siomay is one of the snacks favored by children to adults. The siomay that is usually sold is made from fish and served with vegetables such as potatoes, cabbage and bitter melon (pariah) and given a complementary seasoning in the form of peanut sauce.

Bofet Mas Nur Solo is located in Lohong, Pariaman City, Central Pariaman District, West Sumatra Province. Bofet Mas Nur Solo was established in 1993. This business was led by Mr. Sutarman and Mrs. Sri Suparni at first only employed 1 person and was assisted by the

owner. Bofet Mas Nur Solo initially started with a cart that was pushed, over time they opened a business which is now located at Jl.M. Yamin Lohong Pariaman City from 2005 until now.

Business competition in the current era of globalization has led to many creative ideas developed by business actors in running their business in order to attract consumers, to maintain this business venture marketers are required to have a unique and comfortable place atmosphere so that consumers are always remembered so that they make their own impression on these consumers. The distinctive taste of each product sold by culinary entrepreneurs will be a distinctive feature for customers or consumers, with the fulfillment of consumer expectations of what they expect in the place they visit, can make these consumers loyal to make repeat purchases at that place (Kotler and Keller, 2018).

Store atmosphere is a combination of physical store characteristics such as exterior, store layout, interior, coloring, lighting, air temperature, sound and aroma, and others where all of them work together to create a company image and ultimately can influence consumers to make purchases (Dita Marinda Kartarika and Syahputra, 2017).

A good shop atmosphere can create a positive impression in the minds of consumers so that it is hoped that it will foster consumer interest in making repeat purchases. The shop atmosphere is a very important physical characteristic of every retail business, it serves to create a comfortable atmosphere according to consumer desires, make consumers stay long in the store and indirectly encourage consumers to shop (Purnama 2011: 62).

Bofet Mas Nur Solo which is located in Lohong, Pariaman City, which is not far from Pariaman Hospital has a strategic location because of its location on the side of the highway so that it is easily accessed by users, especially tourists visiting the beach, and this provides benefits for shopkeepers while increasing consumer repurchase interest.

Bofet Mas Nur Solo has a fairly large building but the atmosphere of the shop that is created is less comfortable and less good, judging from the condition of the building which has been standing for quite a long time, so that both in terms of interior, exterior, lighting, tables and chairs are not good, as well as the front and inside of the Bofet which is less attractive, causing consumer discomfort in shopping. The following is a list of menus at Bofet Mas Nur Solo in 2022.

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Table 1. Menu List of Bofet Mas Nur Solo in 2022

No	Menu	Price (Rp)
1.	Meatballs	15.000
2.	Egg Meatballs	15.000
3.	Chicken Noodle	13.000
4.	Meatball Chicken Noodle	18.000
5.	Dumplings	15.000

Based on table 1 above, it can be seen that the Bofet Mas Nur Solo menu list in 2022 has a variety of menus, ranging from urat meatballs at Rp. 15,000, egg meatballs at Rp. 15,000, chicken noodles at Rp. 13,000, meatball chicken noodles at Rp. 18,000 and siomay at Rp. 15.000, with a diverse menu that allows customers to choose according to their wishes and according to their tastes, in addition to the diversity of the menu, the thing that preserves customers to always visit Bofet Mas Nur Solo is an authentic taste, which means that it has a distinctive taste from Bofet Mas Nur Solo.

According to Drummond & Brefere (2010) in Imantoro Prabowo (2018) Taste is a way of selecting food that must be distinguished from the taste of the food. Taste is a food attribute that includes appearance, smell, taste, texture and temperature. Taste is a very important thing to distinguish one food from another. According to Drummond & Brefere (2013: 07) taste is the work of taste buds located on the tongue, cheeks, esophagus, roof of the mouth, which is part of the taste.

High taste is a very important factor that must be considered by culinary entrepreneurs, if they want to get repurchase interest from consumers, every culinary business needs to satisfy customers by providing food that has a high taste, considering that culinary businesses such as Bofet Mas Nur Solo must be able to compete and maintain an increasingly tight market position.

Culinary businesses will be of interest to consumers if the food and drinks are considered delicious, otherwise if the food is considered bad by consumers, the culinary business is not in demand by consumers. Many culinary businesses today provide good taste to their consumers and some do not provide good taste to their consumers. A good taste will

affect consumers to fulfill their needs and desires, on the other hand, if the taste is not good, the needs and desires of consumers will also not be fulfilled.

Bofet Mas Nur Solo Lohong as one of the culinary businesses, is not only required to produce good products, but also must be able to maintain the culinary business by providing high taste. This need is absolute to build customer loyalty which will be a valuable asset for Bofet Mas Nur Solo. Therefore, Bofet Mas Nur Solo Lohong must be able to understand the philosophy of customer oriented, paying full attention to the wants and needs of their customers.

The author has also conducted a survey of buying and eating products at Bofet Mas Nur Solo and the author is also one of the consumers at this Bofet. The first to third day the author ate meatballs. The first day the taste of the meatballs served was good, the second day the texture of the meatballs was a little hard, and on the third day the taste of the meatball sauce was less salty, from the first, second and third days the taste of the meatballs served by Bofet Mas Nur Solo was not the same, meaning that every day it tasted different. The following week, the author ate chicken noodles, on the first day the taste of the chicken noodles was good, on the next day the texture of the noodles was too soft so it seemed less delicious and the sauce also lacked flavor. This means that the taste of chicken noodles served by Bofet Mas Nur Solo is also not the same. Likewise in Siomay food, sometimes it is delicious and sometimes the siomay sauce is too watery. Based on the results of a survey conducted by the author at Bofet Mas Nur Solo Lohong, there is an inconsistency in taste (different flavors) in these dishes every time you make a purchase, because the problem of different concoctions every day makes customers not fixed and look for alternatives or other places to get dishes with better taste, thus causing ups and downs in consumer repurchase interest. The following is a table of sales development of Bofet Mas Nur Solo during 2022:

Table 2. Sales Development of Bofet Mas Nur Solo in 2022

Month	Sales (Rp)	Growth (%)
January	Rp. 31.800.000	-
February	Rp. 33.600.000	5,66%
March	Rp. 36.580.000	8,86%
April	Rp. 40.650.000	11,12%
May	Rp. 50.550.000	24,35%
June	Rp. 58.500.000	15,72%
July	Rp. 68.045.000	16,31%
August	Rp. 80.950.000	18,96%
September	Rp. 96.450.000	19,14%
October	Rp. 115.165.000	19,40%
November	Rp. 138.000.000	19,82%
December	Rp. 178.050.000	29,00%

Based on table 2 above shows that sales at Bofet Mas Nur Solo from January to December have increased, this can be seen from the percentage growth in sales of Bofet Mas Nur Solo. In May, sales of Bofet Mas Nur Solo increased by 24.35% compared to April due to Eid al-Fitr, while for June the percentage growth decreased by 15.7% from May because Bofet conditions began to stabilize like normal days. for sales revenue from January to December changes every month.

Customer interest in repurchasing a product is a measure of the success of a company (Hermanto & Cahyadi, 2018). Purchase interest is part of the behavioral component in the attitude of consuming that arises from customers (Amnericha, Yulianeu, & Cicik, 2019). According to Kusuma and Suharnomo (2018) purchase interest is defined as something that arises after receiving stimulation from the product he sees. This stimulus creates interest in trying the product until finally the desire to buy arises in order to own it.

Repurchase interest is formed after the customer purchases a product or service. Repurchase interest arises because of positive feelings and feeling satisfaction with a product and the customer repurchases the product (Murwanti & Pratiwi, 2017). In response to this, entrepreneurs must always carry out strategies so that consumer repurchase interest is maintained and increases from year to year to buy products from the company.

2. METHOD

The object of this research is consumers at Bofet Mas Nur Solo which is located at Jl.M.Yamin No.15 Lohong Village, Central Pariaman District, Pariman City, West Sumatra. The research time is planned for April to October 2023. The type of research used in this research is descriptive and quantitative research. The research was conducted at Bofet Mas Nur Solo Lohong, Pariaman City.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by research to study and then draw conclusions (Sugiyono, 2017: 115). The population of this study are consumers who have made purchases at least 2 times at Bofet Mas Nur Solo Lohong.

The sample is part of the population, which consists of several members of the population (Ferdinand, 2014: 171). According to Roscoe in Sugiyono (2017) determining the number of samples if the population is unknown, the sample size ranges from 30 to 500.

The sample in this study were consumers who had made at least 2 purchases at Bofet Mas Nur Solo Lohong. The number of samples in this study were 60 respondents. Sampling in this study using non-probability sampling techniques in the form of purposive sampling, is a data or sample collection technique so that all data is likely to be selected as a sample not

equally large, based on the researcher's policy in determining the sample elements to be used, namely selection based on the researcher's decision, so that it will specifically select people who meet the objectives or criteria. There is a deliberate choice of these people because they can function as informants (people who can provide information) and are felt to represent the population. (Davis, Gallardo, & Lachlan, 2012).

3. RESULTS AND DISCUSSION

Normality Test

The normality test can be done through graphical analysis, this graphical analysis can be used to determine normality by looking at the histogram graph which compares the observed data with the distribution that detects a normal distribution. The results of the normality test can be seen in the following figure:

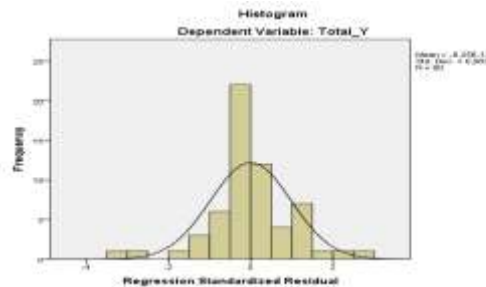


Figure 1 Normality Test Results

Figure 1 histogram graph above can be seen that the observation data is normally distributed where the graph shows a bell-shaped image, thus the normality test is fulfilled.

Linearity Test

The linearity test is used to see whether the model specifications used are correct or not, to determine whether the function of the P-P Plot if the points are distributed following a linear line, then the regression model can be declared linear in this study for the linearity test the P-P Plot graph is used. The results of the linearity test can be seen in Figure 2 below:

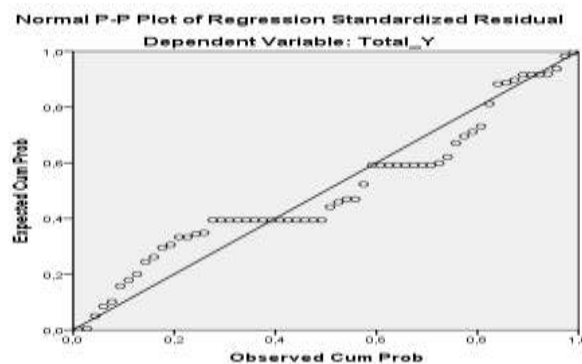


Figure 2. Linearity Test

Figure 2 P-P Plot graph above shows that the points move in the direction of the linear line, so it can be concluded that the regression model of this study is linear.

Multicollinearity Test

The multicollinearity test is used to determine whether the regression model finds a correlation between the independent variable and the dependent variable. Multicollinearity can be seen from the tolerance value and variance inflation factor (VIF) provided that if the tolerance value is greater than 0.10 and the VIF value is less than 10, the regression model is declared free from multicollinearity. The multicollinearity test results can be seen in table 3 below:

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Store Atmosphere (X_1)	,592	1.689
Taste (X_2)	,592	1.689

Table 3 above can be seen that the independent variables in this study are declared free from multicollinearity, this is evidenced by the tolerance value for the three independent variables greater than 0.10 and the VIF value is less than 10.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the regression model does not have heteroscedasticity symptoms, to detect the presence of heterocodesity, it can be done by looking at the scatter plot graph, if the data results spread above and below the zero value, the regression model is suitable for use because it is free from heterocodesity. The results of the heterocodesity test can be seen in Figure 3 below:

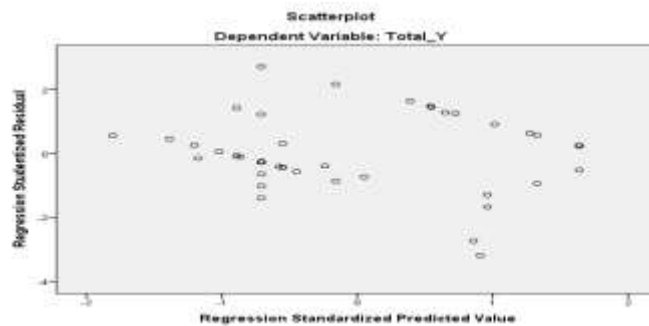


Figure 3. Heteroscedasticity Test

Figure 3 on the scatter plot graph shows that the data spreads above and below zero on the Y axis which does not show a clear pattern, this means that this study does not have heterocodesity symptoms.

Multiple Linear Regression Analysis

effect of store atmosphere (Store Atmosphere) and taste on consumer repurchase interest in Bofet Mas Nur Solo Lohong, to discuss the above problems the authors use multiple regression quantitative analysis. The results of hypothesis testing using multiple regression analysis are summarized and presented in table 4 below:

Table 4. Summary of Multiple Regression Analysis Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,135	3,593		1,708	,093
Store Atmosphere	,442	,127	,410	3,480	,001
Taste	,518	,155	,395	3,348	,001

Table 4 above shows that the regression equation formed is:

$$Y = 6.135 + 0.442X_1 + 0.518X_2$$

Data analysis in table 4.16 is as follows:

1. Constant value (6,135). The constant value in this study is 6.135, where the Y value will get a constant sum of 6.135 in each condition, meaning that the Y value is 6.135 under the assumption that the X value is 0. The positive value indicates that repurchase interest will increase by 6.135 even though there is no store atmosphere and taste.
2. The regression coefficient value of the store atmosphere (X₁) is 0.442, meaning that the influence exerted by X₁ is 0.442. If X₁ increases by one, there will be an increase in Y by 0.442. A positive value indicates that the positive influence exerted by the store atmosphere.
3. The regression coefficient value of taste (X₂) is 0.518, which means that the influence exerted by X₂ is 0.518. If X₂ increases by one, there will be an increase in Y of 0.518. A positive value indicates that the positive influence exerted by taste.

Hypothesis Test

t Test (t)

The t statistical test shows how far the influence (store atmosphere and taste) individually in explaining consumer repurchase interest. The degree of significance used is 0.05, the results of individual regression calculations are obtained from table 4. From table 4 found that the variables of store atmosphere and taste have a significant effect on consumer repurchase interest, this is evident in:

H1 : The results of testing the store atmosphere hypothesis show a tcount value of $3.480 > t \text{ table } 1.672$ with a significance level of 0.001. The significance level is $0.001 < 0.05$, which means that the hypothesis in this study is accepted, which means that "There is a significant influence between store atmosphere and consumer repurchase interest".

H2 : he results of testing the taste hypothesis show a tcount value of $3.348 > t \text{ table } 1.672$ with a significance level of 0.001. The significance level of $0.001 < 0.05$, which means that the hypothesis in this study is accepted, thus meaning that "There is a significant influence between taste and consumer repurchase interest".

F Test (Simultaneous Hypothesis Test)

The F test is used to determine whether the shop atmosphere and taste together have a significant effect on consumer repurchase interest in Bofet Mas Nur solo Lohong by looking at the significant value. The test results can be seen in table 5 below:

Table 5 F Test Results
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	473,426	2	236,713	32,255	,000 ^b
Residual	418,307	57	7,339		
Total	891,733	59			

a. Dependent Variable: Repurchase

b. Predictors: (Constant), Store Atmosphere, Taste

Table 5 of the F test results shows the value of F count = 32,255 with sig = 0.000 < 0.05, this means that the independent variables of store atmosphere and taste simultaneously have a significant effect on the dependent variable, namely repurchase interest, in other words, the independent variables of store atmosphere and taste are able to explain the magnitude of the dependent variable of repurchase interest.

Coefficient of Determination

The coefficient of determination (R²) essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one (Ghozali, Sutrisni, 2010). The coefficient of determination is shown in table 6 below:

Table 6 Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,729 ^a	,531	,514	2,709

The results of calculations using the SPSS.23 program can be seen that the coefficient of determination $R = 0.729$ with $R^2 = 0.531$, this means that 53.1% of consumer repurchase interest can be explained by the store atmosphere and taste variables while the remaining 46.9% is influenced by other variables not included in this study.

Discussion

The Effect of Store Atmosphere on Consumer Repurchase Interest

Based on the results of data analysis, it shows that the Store Atmosphere has a significant effect on consumer repurchase interest in Bofet Mas Nur Solo Lohong with a regression coefficient of 0.442 with the results of $t_{count} 3.480 > t_{table} 1.672$ and a significance value of $0.001 < 0.05$.

Based on the results of the TCR variable store atmosphere per indicator, the most influential TCR result is statement X1.4 or the second indicator, namely the inside of the store with a TCR value of 86.5%.

This research is in line with the research of Wayan Yogi Satyawan (2019) with the title "The Effect of Store Atmosphere on Consumer Repurchase Interest in Transmart Carrefour Bandar Lampung" the results showed that the store atmosphere has a significant effect on consumer repurchase interest.

Meanwhile, this research is not in line with the research of Huda et al (2020) with the title "The Effect of Store Atmosphere (Shop Atmosphere) and Brand Awareness on Consumer Repurchase Interest in Warung Kopi 88 Banjar Indah Permai Through Consumer Satisfaction" with the results of the study showing that store atmosphere does not directly affect consumer repurchase interest in coffee shops 88 Banjar Indah.

The Effect of Taste on Consumer Repurchase Interest

Based on the results of data analysis, it shows that Taste has a significant effect on consumer repurchase interest in Bofet Mas Nur Solo Lohong with a regression coefficient of 0.518 with a t_{count} of $3.348 > t_{table} 1.672$ and a significance value of $0.001 < 0.05$.

Based on the results of the TCR taste variable per indicator, the most influential TCR result is the X2.5 statement or the third indicator, namely texture with a TCR value of 86%.

This research is in line with the research of Samsuddin B. Messa (2022) entitled "The effect of taste on repurchase interest in the Tolitoli lamongan kitchen" with the results of the study showing that taste has a significant effect on consumer repurchase interest in the Tolitoli lamongan kitchen.

The Effect of Store Atmosphere and Taste on Consumer Repurchase Interest

Based on the results of data analysis, it shows that Store Atmosphere and Taste together (simultaneously) have a significant effect on Consumer Repurchase Interest, this can be seen from the calculated F value = 32.255 with a significance of 0.000 <0.05 and the coefficient of determination R = 0.729 and R Square 0.531. This means that 53.1% of the influence of consumer repurchase interest can be explained by store atmosphere and taste, while the remaining 46.9% is influenced by other variables not included in this study. With the regression equation $Y = 6.135 + 0.442X_1 + 0.518X_2$.

Judging from the results of multiple linear regression, it is found that the variable X2 taste has a more simultaneous effect on the variable Y consumer repurchase interest compared to the variable X1 store atmosphere with a value of $0.518 > 0.442$.

This research is in line with the research of Dwi Putri Ayu (2021) with the results of the study stating that taste and store atmosphere have a significant effect on consumer repurchase interest.

4. CONCLUSION AND SUGGESTION

Conclusion

The conclusion of the description and results of the analysis in the previous chapters and referring to the topic of discussion regarding the effect of store atmosphere and taste on consumer repurchase interest, has a significant effect on consumer repurchase interest in Bofet Mas Nur Solo Lohong Pariaman City, which can be stated as follows:

1. There is a significant effect of store atmosphere on consumer repurchase interest at Bofet Mas Nur Solo Lohong with a regression coefficient of 0.442 with a tcount value of $3.480 > t$ table 1.672 and a significance value of 0.001 <0.05.
2. There is a significant effect of taste on consumer repurchase interest in Bofet Mas Nur Solo Lohong with a regression coefficient of 0.518 with a tcount value of $3.348 > t$ table 1.672 and a significance value of 0.001 <0.05.
3. Shop atmosphere and taste together (simultaneously) have a significant effect on consumer repurchase interest in Bofet Mas Nur Solo Lohong, with F count = 32.255, with a significance value of 0.000 <0.05 and the coefficient of determination R = 0.729 and R Square 0.531 or 53.1% with the regression equation $Y = 6.135 + 0.442X_1 + 0.518X_2$.

In this section, the author presents brief conclusions derived from the research results, along with suggestions for advanced researchers or general readers. The conclusion may review the main points of the paper but should not replicate the abstract.

Additionally, the author should identify the major flaws and limitations of the study, which may affect the validity of the findings and raise questions from readers. These limitations require critical judgment and interpretation of their impact. The author should address the question: Is this a problem related to error, method, validity, or other factors?

Suggestion

It is inevitable that your research will have some limitations, and this is normal. However, it is critically important to strive to minimize the scope of these limitations throughout the research process. Additionally, you need to acknowledge your research limitations honestly in the conclusions chapter.

Identifying and acknowledging the shortcomings of your work is preferable to having them pointed out by your final work assessor. While discussing your research limitations, do not merely list and describe them. It is also crucial to explain how these limitations have impacted your research findings.

Your research may have multiple limitations, but you should discuss only those that directly relate to your research problems. For example, if conducting a meta-analysis of secondary data was not stated as your research objective, there is no need to mention it as a limitation of your research.

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