The Impact of Word of Mouth, Store Atmosphere, Service Quality and Customer Satisfaction on Purchase Decisions in Global Store South Labuhanbatu District Mobile Phone

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Article Information	Abstract
	The purpose of this study is to examine how customer satisfaction, service quality, word-of-mouth, and store atmosphere affect consumers' decisions to buy at the Global Cell Phone Store in South Labuhanbatu Regency. The research employed observation, documentation, and Likert scale questionnaires as data gathering methods. Customers of the Global Mobile Shop in South Labuhanbatu Regency made up the study's population. There were 110 customer samples in all in this study. Multiple linear regression, assessed using partial (t), simultaneous (F), and coefficient of determination tests, is the analytical tool employed in this study. At the Global Mobile Shop in South Labuhanbatu Regency, partial and concurrent research results demonstrate that customer contentment, shop atmosphere, word-of-mouth, and service quality have a favorable and significant impact on purchase decisions.

INTRODUCTION

The demand for communication tools is rising as a result of the quick advancement of communication technologies. Smartphones are one of the most widely used communication devices. A smartphone is a type of mobile phone that has many current features that make it easier for users to conduct various tasks. It is not just used for talking or sending messages (Sadewo et al., 2017). In contrast to other electronics, smartphones are currently the ones that Indonesians use the most frequently. This is due to the fact that cellphones are compact and portable, allowing us to utilize them for easy internet access and to stay up to date on news and events regardless of our location or activity. Every year, there is a greater demand for communication devices like smartphones and cell phones, particularly for specific smartphone or cell phone models from particular manufacturers. This is a result of the constant competition between smartphone makers to develop novel features in the telecoms industry (Rupayana, et al, 2021).

Because electronic word-of-mouth has a higher reach and greater accessibility than offline word-of-mouth communication, when consumers use online media to share their personal experiences with a brand, product, or service, it is more effective than word-of-mouth communication. they had firsthand experience with it (Sari et al., 2017). The researchers' observations indicate that the Global Mobile Shop in South Labuhanbatu Regency is currently unable to effectively promote mobile phone products. As a result, the company must rely on word-of-mouth promotions in order

to boost sales and maintain a competitive edge over other products. Word-of-mouth marketing is seen to be a powerful method for advertising that is easy to use, inexpensive, and doesn't require special media. It also has a significant impact on businesses and can sway consumer decisions to buy.

The environment of the store is one of the components that fulfills customer purchases. When customers are in the space, the ambiance of the store may impact their decision to buy. Building design, interior design, room arrangement, hallways, wall textures, color schemes, and sound effects are all tied to managers' impressions of atmosphere and can affect how customers perceive their brand. A nice store atmosphere is a prerequisite for being able to generate a pleasant setting. The Global Mobile Shop in South Labuhanbatu Regency had issues with its atmosphere, as evidenced by the phenomena the author witnessed and experienced firsthand. These issues included a store layout that made the space feel overly crowded due to an excessive number of items on display, which caused disruption. customer movement and a dearth of informational signage on product discounts. Therefore, the Global Mobile Shop in South Labuhanbatu Regency needs to be able to offer a nice and welcoming store ambiance so that customers feel at ease when they visit the shop in order to boost purchasing decisions.

The quality of the services is the next aspect that affects purchasing decisions. According to Tjiptono (2017), service quality is a planned and integrative management system that engages managers and staff in order to meet the needs and preferences of customers. The service's capacity to accurately and promptly satisfy customer requests will have a significant impact on purchase decisions. Customers' expectations have not yet been fully met by the Global Mobile Shop in South Labuhanbatu Regency in terms of service quality. This is evident from the fact that a number of the staff members at the Global Mobile Shop in South Labuhanbatu Regency continue to avoid greeting customers with a smile. Additionally, certain staff members at the Global Mobile Shop in South Labuhanbatu Regency are still unable to greet customers with a smile.

According to to Tjiptono (2017), the word "satis" in Latin means "enough," and everything that satisfies will undoubtedly meet needs, wants, and expectations without raising any red flags. According to Rangkuti (2016), Consumer satisfaction is defined as the consumer's response to the discrepancy between the previous level of interest and the actual performance they feel after use. The issue with customer satisfaction that the Global Mobile Shop in South Labuhanbatu Regency faces is that certain consumers continue to express dissatisfaction after visiting and making purchases there. When a customer's demands and expectations for a product or service are not met, they experience dissatisfaction. In this instance, client expectations such as the ambience of the business, the caliber of the services, and the unjustified prices are what drive customer pleasure, notwithstanding the complaints of certain customers.

Buying decisions, according to Trifts and Buchwitz (2013), are phases of consumer behavior. Consumer behavior can be defined as the actions that customers take to fulfill their needs and desires through the purchasing, choosing, and use of items. At the moment, a number of phenomena make purchasing decisions at the Global Mobile Shop in South Labuhanbatu Regency less consistent. These include word-of-mouth activities that do not go as planned, a shop atmosphere that is less effective at drawing customers in, and subpar service quality. There are a number of

workers at the Global Mobile Shop in South Labuhanbatu Regency, but the level of customer pleasure that they receive still falls short of their expectations and wishes.

According to Agatha et al. (2019), customers are more receptive to other people's ideas because they have a high degree of trust when discussing the items they use, and in addition, electronic word-of-mouth plays a significant influence in the purchasing process. Internet-based media is used in the process of word-of-mouth promotion known as electronic word of mouth, or eWOM (Rosario et al., 2020b; Kim et al., 2020), Informal communication on the assessment of products and services that spreads through word of mouth is known as word of mouth (Li, et al., 2023). Intensity, Positive Valence (positive consumer opinion), Negative Valence (negative consumer opinion), and Content (Content/Information) are the Word of Mouth (E-WOM) indices, according to Goyette et al. (2014).

According to Januanto (2022), a store's atmosphere is constructed with the intention of making customers feel comfortable so they may stay there for an extended period of time. As per Peter, et al. (2011), the physical attribute of the store atmosphere holds great significance for every retail enterprise. This contributes to the creation of a welcoming environment that meets customer preferences, encourages customers to stay within stores, and subtly encourages them to make purchases. Atmosphere, in the words of Levy and Weitz (2018), is the layout of a space that arouses the senses. According to Berman et al. (2018), the store front (front of the business), general interior (within the business), store layout (layout), and interior display (notice board) are indicative of important retail environment characteristics.

According to Triyoko (2022), service is an activity that is done to satisfy customers. By making customers happy, a company can gain a number of advantages, including positive and amicable relationships with their customers, interest in making repeat purchases and product loyalty, and recommendations from word-of-mouth. Dharma (2017), states that the term "service quality" refers to what is required of service providers in terms of performance. According to Timpaulu et al. (2023), there are five ways to measure the quality of a service: tangible, reliable, responsive, assured, and empathic.

Customer satisfaction, according to Irawan (2021), is the way that customers communicate their feelings about the goods, services, or products they have used. Customer satisfaction, according to Bahrudin and Zuhro (2016), is an evaluation of the options that result from certain purchase decisions and experiences when consuming goods or services. These metrics are predicated on Kotler and Keller's (2016), viewpoint. The following measures of consumer satisfaction were employed in this study: 1) confirmation of expectations; 2) intention to repurchase; 3) good personalized customer attention; and 4) dissatisfaction.

When customers select, acquire, and utilize a good or service, they engage in a number of behavioral and mental processes known as purchasing decisions (Sterie et al., 2019). A customer's "purchasing decision" is the action of deciding which products or services to buy (Fauzi and Ali, 2021). Additionally, the consumer behavior model offers a framework for making a purchase decision that concentrates on external factors, internal variables, and customer reactions (Tjahjono et al., 2021). Kotler and Keller (2016) list the following as markers of purchasing decisions: product choice, purchase channel selection, purchase timing, purchase quantity, and payment method.

RESEARCH METHOD

This study is quantitative in nature, and it is being conducted at the Global Mobile Phone Shop in the South Labuhanbatu Regency. The research employed observation, documentation, and Likert scale questionnaires as data gathering methods. Customers of the Global Mobile Shop in South Labuhanbatu Regency made up the study's population. As a result, researchers employ the formula N = range (5-10) x number of indicators, which states that if the exact number of the research population is not known, should be used (Hair et al., 2017). Therefore, 110 customers made up the total number of samples in this study. The traditional assumption tests used in this study include the multicollinearity, heteroscedasticity, and data normalcy tests. Coefficient of determination, partial (t), and simultaneous (F) tests were used to test the multiple linear regression analysis.

RESULTS AND DISCUSSION

A questionnaire's suitability for being deemed genuine is determined by the validity test. Data that does not vary between what the researcher reports and what actually happens at the research item is considered valid data. The study variables' validity test has a significant criterion of >0.5. This study's validity test was conducted on 30 samples, all of which were used regardless of the respondents' individual characteristics. Table 1 presents the findings from the validity test conducted for this study.

Table 1. Validity Test Results

| Variable	Indicator	Correlation Pearson	Value Measurement	Status
Word of Mouth (X₁)	Intensity	0,815	0,5	Valid
	Positive Valence	0,716	0,5	Valid
	Negative Valence	0,609	0,5	Valid
	Content	0,798	0,5	Valid
Store Atmosphere (X₂)	Store Exterior	0,937	0,5	Valid
	General Interior	0,900	0,5	Valid
	Store Layout	0,818	0,5	Valid
	Interior display	0,879	0,5	Valid
Service quality (X₃)	Tangible	0,920	0,5	Valid
	Reliability	0,946	0,5	Valid
	Responsiveness	0,920	0,5	Valid
	Guarantee	0,946	0,5	Valid
	Empathy	0,848	0,5	Valid
Consumer Satisfaction (X₄)	Confirm expectations	0,825	0,5	Valid
	Repeat purchase interest	0,733	0,5	Valid
	Pay attention to consumers	0,669	0,5	Valid
	Dissatisfaction	0,821	0,5	Valid
Purchase Decision (Y)	Product selection	0,935	0,5	Valid
	Selection of purchase channels	0,822	0,5	Valid
	Purchase time	0,668	0,5	Valid
	Purchase amount	0,818	0,5	Valid
	Payment method	0,825	0,5	Valid

Source: Research Data Processing, 2024.

To find consistent measurement findings when using the same measuring instrument, reliability testing is done. If an indication in the questionnaire has an alpha coefficient greater than 0.7, it can be accepted. Table 2 contains the reliability test findings for this study:

Table 2. Reliability Test Results

Variable	Croanbach Alpha	Status
Word Of Mouth	0,716	Reliable
Store Atmosphere	0,906	Reliable
Service quality	0,952	Reliable
Consumer Satisfaction	0,756	Reliable
Purchase Decision	0,875	Reliable

Source: Research Data Processing, 2024.

All of the statement items are valid and reliable, as demonstrated by Tables 1 and 2, where each indicator in the validity test has a value greater than 0.5 and each variable in the reliability test has a value more than 0.7. A normalcy test can be used to examine the results of the next test. The p-plot graph in Figure 1 can be used to show the results of this study's normality test:
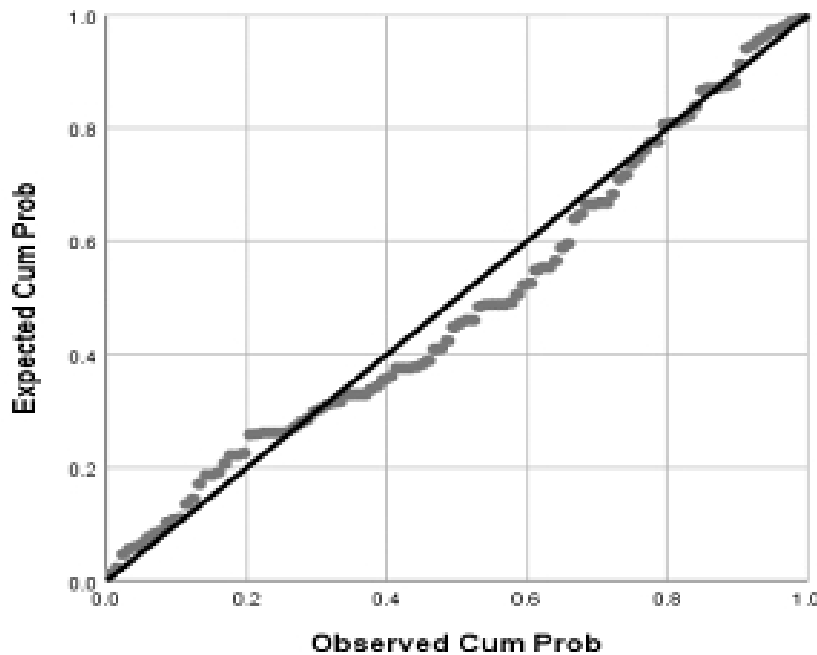
Figure 1. P-P Plot graph
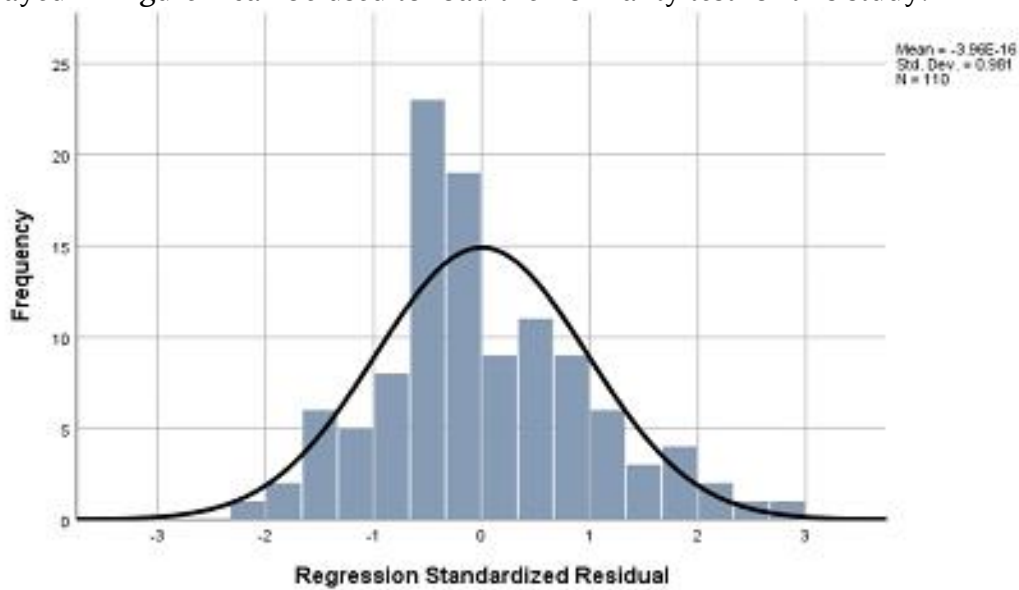Source: Research Data Processing, 2024.

The regression model satisfies the normalcy condition since the data in the P-Plot graph spreads out around the diagonal line and moves in that direction. The regression model satisfies the normalcy assumption since the graphic representation indicates that the distribution pattern tends to be normal and the data demonstrates that the points are dispersed around the diagonal line and follow its direction. Table 3 shows the results of the subsequent normalcy test:

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.32112189
Most Extreme Differences	Absolute	.090
	Positive	.090
	Negative	-.055
Test Statistic		.090
Asymp. Sig. (2-tailed)		**.078[c]**
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Research Data Processing, 2024.

The Kolmogorov-Smirnov method is used in Table 3's normalcy test, yielding a significance value of 0.078 at a significance level of > 0.05. The test's outcomes demonstrate that the study's normality test has a normal distribution. The histogram displayed in Figure 2 can be used to load the normality test for this study.

Figure 2. Histogram graph
Source: Research Data Processing, 2024.

The data displays a normal curve that produces a precisely concave shape, according to the histogram graph. If the line resembles the picture and has an upward concave curve, it might be considered normal. Table 4 presents the findings from the study's multicollinearity test:

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Collinearity Statistics	
	B	Std. Error	Tolerance	VIF
1 (Constant)	.865	1.688		
Word of Mouth	.169	.080	.793	1.261
Store Atmosphere	.434	.135	.336	2.980
Service quality	.250	.121	.299	3.346
Customer satisfaction	.274	.077	.886	1.129

Coefficients[a]

a. Dependent Variable: Purchase Decision

Source: Research Data Processing, 2024.

Table 4 indicates that there is no multicollinearity in the data in this study because each of the four independent variables has a VIF value less than 10 and a tolerance value more than 0.1. Figure 3 illustrates how the heteroscedasticity test was used in this study to evaluate the traditional assumption:
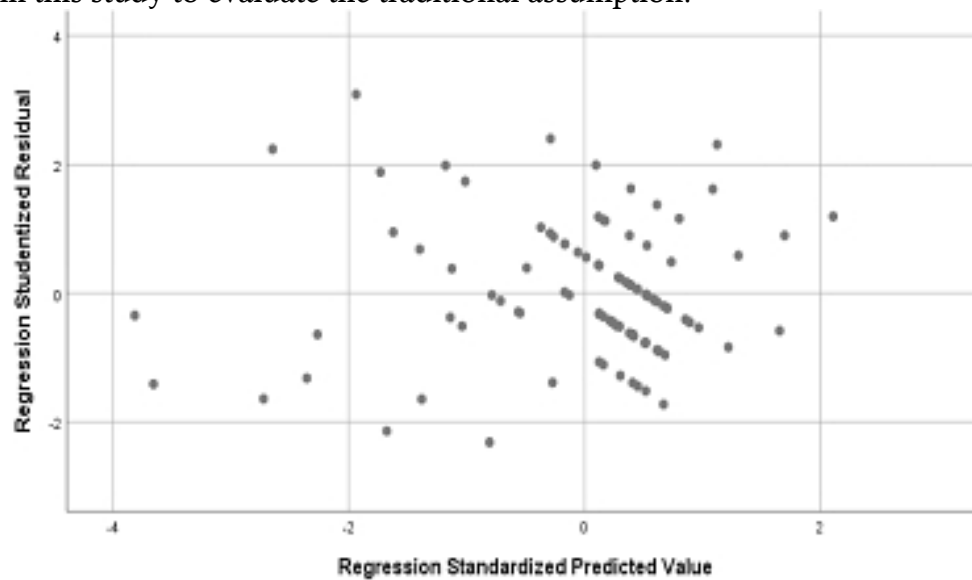
Figure 3. Scatterplot graph
Source: Research Data Processing, 2024.

As the data does not form a specific pattern and instead distributes randomly about the Y axis, this regression model does not exhibit heteroscedasticity symptoms. Table 5 presents the findings of the research investigation conducted utilizing multiple linear analysis test.

Table 5. Results of Multiple Linear Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	0.865	1.688	
Word of Mouth	0.169	0.080	0.152

Coefficients[a]			
	Unstandardized Coefficients		**Standardized Coefficients**
Model	**B**	**Std. Error**	**Beta**
Store Atmosphere	0.434	0.135	0.355
Service quality	0.250	0.121	0.241
Customer satisfaction	0.274	0.077	0.243
a. Dependent Variable: Purchase Decision			

Source: Research Data Processing, 2024.

These values yield the multiple linear regression equation that follows: Y= 0.865+269X1+0.434X2+0.250X3+0.274X4. According to Table 6, word of mouth has a B value of 0.169. The constant value (a) is 0.865, the customer happiness value is 0.274, the store atmosphere is 0.434, and the service quality value is 0.250. The multiple linear regression equation's description demonstrates that the variables that influence consumer purchasing decisions word of mouth, shop atmosphere, service quality, and consumer satisfaction have positive coefficient directions.

The t test can be used to evaluate the study hypothesis. The purpose of this test was to examine how the dependent variable consumer purchasing decisions was impacted by the independent variables word of mouth, shop atmosphere, service quality, and partial consumer satisfaction. The equation df = n-k-1 = 110-4-1 = 105 can be used to find the ttable value. This equation's calculation yielded a ttable value of 1.9828. Table 6 can be loaded with the t test results:

Table 6. T-Test Results (Partial)

Coefficients[a]						
		Unstandardized Coefficients		**Standardized Coefficients**	**t**	**Sig.**
Model		**B**	**Std. Error**	**Beta**		
1	(Constant)	.865	1.688		.513	.609
	Word of Mouth	.169	.080	.152	2.116	.037
	Store Atmosphere	.434	.135	.355	3.220	.002
	Service quality	.250	.121	.241	2.060	.042
	Customer satisfaction	.274	.077	.243	3.574	.001
a. Dependent Variable: Purchase Decision						

Source: Research Data Processing, 2024.

Table 6 shows that the computed t value for the partial test results was 2.116 > t table 1.9828. This indicates that the variable measuring word-of-mouth influences the purchasing choice in a favorable way. The word-of-mouth variable has a considerable impact on the purchasing choice variable, as indicated by the significant value of 0.037 <0.05. The determined t value, which is 3.220 > t table 1.9828 based on the regression analysis results, indicates that the shop atmosphere variable has a positive effect on the purchase choice variable. The store atmosphere variable has a considerable impact on the purchase decision variable, as indicated by the significant value of 0.002 <0.05. Additionally, the regression analysis's predicted t value of 2.060 > t table 1.9828 indicates that the purchasing decision variable is positively impacted

by the service quality variable. The purchase decision variable is significantly influenced by the service quality variable, as indicated by the significant value of 0.042 <0.05. The computed t value of 3.574 > t table 1.9828, which was derived from the regression analysis findings, indicates that the purchasing choice variable is positively impacted by the customer happiness variable. The purchase choice variable is significantly influenced by the consumer satisfaction variable, as indicated by the significant value of 0.001 < 0.05.

The F test was used to determine whether or not the independent variables—word-of-mouth, customer happiness, shop atmosphere, and service quality—have a significant association with the dependent variable, which is purchasing decisions, at the same time. The following formula can be applied to find the Ftable value: df = k; n – k = 4; 110-4 = 4; 106. Ftable = (4; 106) is the equation used for calculation, and the result is 2.46. Table 7 presents the findings of the F test for this study.

Table 7. F Test Results

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253.610	4	63.402	34.993	.000[b]
	Residual	190.245	105	1.812		
	Total	443.855	109			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Customer Satisfaction, Word of Mouth, Store Atmosphere, Service Quality

Source: Research Data Processing, 2024.

With a significance level of 0.000 < 0.05, Table 7 displays the Fcount value of 34,993 > Ftable 2.46. These findings suggest that customer satisfaction, word-of-mouth, store atmosphere, and service quality all concurrently have a favorable and significant impact on purchasing decisions.

The contribution of the independent variables word of mouth, store atmosphere, service quality, and customer satisfaction to the dependent variable purchasing decisions is examined using the coefficient of determination. The following table contains the results of the coefficient of determination test:

Table 8. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756[a]	.571	.555	1.346

a. Predictors: (Constant), Customer Satisfaction, Word Of Mouth, Store Atmosphere, Service Quality

b. Dependent Variable: Purchase Decision

Source: Research Data Processing, 2024.

The analysis of the coefficient of determination yielded a R Square value of 0.571, indicating that 57.1% of the variance in purchasing decisions can be attributed to the variables of word-of-mouth, shop atmosphere, service quality, and consumer

satisfaction, with the remaining portion being explained by variables not studied in this study.

The partial test results obtained a computed t value of 2.116 > t table 1.9828, this suggests that the word of mouth variable has a positive effect on the purchasing decision variable. The word-of-mouth variable has a considerable impact on the purchasing choice variable, as indicated by the significant value of 0.037 <0.05.

This is in line with study conducted by Pasharibu and Nurhidayah (2021); Supardin and Dharasta (2022), Nafisah and Murniningsih (2021); and Handi et al., (2018) which stated that E-WOM has a favorable and significant influence on purchase decisions. When a customer is pleased with a product they purchase, they will gladly tell others about it. either orally endorsing friends and acquaintances (WOM) or by social media and other online resources (E-WOM). Because customers will make more purchases based on their experiences and the recommendations of other customers, positive word-of-mouth and electronic word-of-mouth (E-WOM) will improve sales.

The determined t value, which is 3.220 > t table 1.9828 based on the regression analysis results, indicates that the shop atmosphere variable has a positive effect on the purchase choice variable. The store atmosphere variable has a considerable impact on the purchase decision variable, as indicated by the significant value of 0.002 <0.05.

The findings of this study are consistent with those of Siregar's (2021) research, which found that the environment of a store has a big impact on customer loyalty. Similarly, Ferdiansa (2018) study found that a considerable portion of the shop environment affects sales volume. This demonstrates how a store's ambiance can make customers feel at ease and happy while they are there. Customers will return to a store with comfort in mind to make purchases. Comfortable store environments are predicted to boost sales. It is possible to draw the conclusion that store atmosphere influences consumers' decisions to buy based on the research findings.

Additionally, the regression analysis's predicted t value of 2.060 > t table 1.9828 indicates that the purchasing decision variable is positively impacted by the service quality variable. The purchase decision variable is significantly influenced by the service quality variable, as indicated by the significant value of 0.042 <0.05.

This result is in accordance with earlier studies by Rahmadanni et al. (2021), Kusuma & Hermawan (2020), Hendratono & Santosa (2018), and Mal & Mertayasa (2018) which show that service quality has a favorable and substantial impact on online purchase decisions. These findings support the idea that customers' judgments about which things to buy are largely influenced by the quality of the services they receive. Customers look for products that not only suit their demands but also have the ability to handle issues that may come up during the transaction process of buying a product.

The computed t value of 3.574 > t table 1.9828, which was derived from the regression analysis findings, indicates that the purchasing choice variable is positively impacted by the customer happiness variable. The purchase choice variable is significantly influenced by the consumer satisfaction variable, as indicated by the significant value of 0.001 < 0.05.

The findings of this study are consistent with earlier research by Sista (2017) study which found that consumer happiness significantly and favorably influences

purchase decisions. Purchase decisions may rise if customer pleasure is delivered in line with their preferences and expectations.

The significance value is 0.000 < 0.05 and the Fcount value is 34,993 > Ftable 2.46. These findings suggest that customer satisfaction, word-of-mouth, store atmosphere, and service quality all concurrently have a favorable and significant impact on purchasing decisions. The analysis of the coefficient of determination yielded a R Square value of 0.571, indicating that 57.1% of the variance in purchasing decisions can be attributed to the variables of word-of-mouth, shop atmosphere, service quality, and consumer satisfaction, with the remaining portion being explained by variables not studied in this study.

CONCLUSION

Based on the analysis and findings of the facts of the research that has been carried out that word of mouth has a positive and significant influence on the decision of purchase with the meaning of word of Mouth that is done by the producer to the consumer is delivered well and can improve the sales of the store, in addition, the atmosphere of the shop and the quality of service has a significant impact on the purchase decision means that a comfortable shop atmosphere perceived by consumers can provide benefits for the producers and services provided by the store to the maximum and well this can also make the consumers feel respected and appreciated indirectly consumers will be loyal to make purchases on a regular basis, further producer who gives good treatment and good can give consumers satisfaction at the time of purchase in the Global Phone Shop of Labbatu South District.

Implications

1. Word of mouth, shop atmosphere, quality of service and consumer satisfaction are factors that can influence purchasing decisions. According to research results, the highest impact is consumer satisfaction with purchasing decisions, while the lowest influence is the impact of quality of service on purchase decisions. This indicates that consumers can feel satisfaction over the treatment of manufacturers in selling goods/services, which makes consumers make purchases in the Global Mobile Store of Labuhanbatu District South. However, it has the least maximum service perceived by the consumer.
2. Word of mouth, shop atmosphere, quality of service and consumer satisfaction are factors that can influence the success of a purchase decision. The relationship between these factors is quite large, 57.1%, and the rest are other factors that can influence the success of the purchase decision.

Research Limits

The research has been conducted and carried out according to scientific procedures, but it still has its limitations:

1. The factors that influence consumer purchasing decisions in this study consist only of four variables, namely Word of mouth, shop mood, quality of service and consumer satisfaction, while there are many other factors that affect consumer purchase decisions.
2. There is a limitation of research using a questionnaire that sometimes the answers given by the sample do not show the real situation.

Sugestion

For Global Cell Phone Shop Labuhanbatu South district is expected to improve word of mouth, shop atmosphere, quality of service and consumer satisfaction. This can limit the effort to increase the sales value of such enterprise, by increasing the four variable factors consumers feel comfortable and comfortable making purchases and indirectly consumers will be loyal to the Global Cellphone Shop Labuanbatu south district.

Acknowledgment

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