

## The Influence of Store Image on Purchasing Decisions with Purchase Intention as an Intervening Variable (Empirical Study on Alfamart Consumers in Semarang)

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### Abstract

**Purpose** - This study aims to determine the effect of store image on purchasing decisions through purchase interest in Alfamart consumers in Semarang.

**Design/methodology/approach** - This study is a quantitative study. The population in this study were Alfamart consumers in Semarang. The sampling technique used non-probability sampling with a sample size of 104 respondents. The data collection technique used a questionnaire, which had been tested for validity and reliability. The data analysis technique used to answer the hypothesis was Structural Equation Modeling (SEM).

**Findings** - The results of this study indicate that: (1) Store image has a positive and significant effect on Purchase Interest, (2) Store Image has a positive and significant effect on Purchase Decisions through Purchase Interest, (3) Store Image has a positive and significant effect on Purchase Decisions, (4) Purchase Interest has a positive and significant effect on Purchase Decisions. This is evidenced by the Purchase Interest mediation coefficient of 1.099 which is greater than the direct effect of 0.514 so that the Purchase Interest variable is proven to be able to mediate the effect of Store Image on Purchase Decisions.

**Keywords:** Store Image, Purchase Decision, Purchase Interest.

### Abstrak

**Tujuan** - Penelitian ini bertujuan untuk mengetahui pengaruh citra toko terhadap keputusan pembelian melalui minat beli pada konsumen Alfamart di Semarang.

**Metodologi** - Penelitian ini merupakan penelitian kuantitatif. Populasi pada penelitian ini adalah konsumen Alfamart di Semarang. Teknik pengambilan sampel menggunakan non probability sampling dengan jumlah sampel sebanyak 104 orang responden. Teknik pengumpulan data yaitu menggunakan kuesioner, yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan untuk menjawab hipotesis adalah Structural Equation Modeling (SEM).

**Hasil** - Hasil penelitian ini menunjukkan bahwa: (1) Citra toko berpengaruh positif dan signifikan terhadap Minat Beli, (2) Citra Toko berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui Minat beli, (3) Citra Toko berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (4) Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hal ini dibuktikan dengan koefisien mediasi Minat Beli sebesar 1,099 lebih besar dari pengaruh langsung sebesar 0,514 sehingga variable Minat Beli terbukti mampu memediasi pengaruh Citra Toko terhadap Keputusan Pembelian.

**Kata kunci:** Citra Toko, Keputusan Pembelian, Minat Beli.

### Introduction

The purchasing process begins when a customer recognizes an unfulfilled desire. They then begin searching for information on how to fulfill that desire, including what products will provide benefits, advantages, and how to obtain them (Yanto, 2013).

Customers can then conduct surveys to compare the product they intend to purchase with other options offered by various retailers. Searches can also be made online or through catalogs to ensure customers make the right choice. To attract consumers to retail, retail owners must compete effectively and sustainably, creating and retaining loyal customers (Yanto, 2013).

The proliferation of modern retail outlets has shifted customer shopping habits, shifting from traditional markets and grocery stores to modern retailers. They have a reason to choose shopping locations that meet their expectations. Although many people have now shifted to modern retail, many still shop at traditional markets and regular grocery stores. Traditional markets and regular grocery stores offer unique advantages that modern retailers lack: the ability to interact directly with the owners. This creates a sense of comfort for consumers through direct interaction with the owners. Even during the shopping process, consumers often ask questions beyond their primary purpose.

Vendors in traditional markets and regular grocery stores are willing to do the above to create a closer relationship, not just between seller and buyer, but also a more intimate one, which can foster loyal customers at traditional markets and regular grocery stores. This can also be a challenge for modern retail businesses today.

According to Kotler & Armstrong (2014), quoted in Hestanto, 2020, the purchasing decision is the stage in the buyer decision-making process where the customer actually makes a purchase. Purchasing decisions are mutually influential and related to sales, therefore if sales decrease, it will result in a decrease in purchasing decisions or vice versa, if sales increase, it will result in an increase in purchasing decisions.

Research conducted by Gede Wahyu Maharta, Made Ary Meitriana, and Anjuman Zuhri (2018) demonstrated that store image positively influences purchasing decisions (Maharta, M.A., et al. 2018). Research conducted by Rismalasari, Afi Rachmat Slamet, and Aleria Irma Hatneny in 2020 demonstrated that store image influences purchasing decisions (Rismalasari, ARS, et al. 2020).

While several studies have shown a positive and significant influence on store image, research conducted by Wita Marantika and Sarsono (2020) demonstrated that store image had no partial influence on purchasing decisions (Marantika, D.S. 2020). Research conducted by Dadan Sundara in 2020 demonstrated that store image did not significantly influence consumer purchasing decisions (Sundara, D. 2020).

This research addresses the discrepancies in the results of previous studies. With the research title *The Influence of Store Image on Consumer Purchasing Decisions at Krisna Singaraja* in 2018 with a study entitled *The Influence of Lifestyle, Brand Image, Product Quality and Store Image on Purchasing Decisions at the Three Second Store in Malang* by Rismalasari, Afi Rachmat Slamet, Aleria Irma Hatneny in (2020). The reason for adding the mediating variable of purchase interest is due to the different research findings and is also in accordance with the research conducted by Ghina Kamilah and Aniek Wahyuati in (2017) with the title *The Influence of Halal Labeling and Brand Image on Purchasing Decisions Through Purchase Interest*.

## Literature review

### *Buying decision*

According to Kotler and Armstrong (2003) in Virawati, AS (2020), purchasing decisions are the process by which consumers actually purchase. According to Tjiptono (2002) in Putri, Augusty (2016), purchasing decisions are part of a series of consumer behaviors. Where customer behavior is an action directly involved in efforts to obtain and determine products and services, including the decision-making process that precedes and follows these actions. So from the definition above, it can be concluded that purchasing decisions are a consumer's effort through various alternatives used or needed by consumers to determine a desired product in making a purchase that aims to meet the desired needs.

### *Store Image*

According to Peter and Olson (2000), store image is what customers think about the store, including assessments and attitudes based on sensations from stimuli received related to the store through our senses. Dafed Triwahyudi Apriyanto (2013) in Heri, NM (2019) argues that store image is a complex customer assessment of various important attributes of each store.

From the several definitions above, it can be concluded that store image is the components of a store, including service quality, physical facilities, comfort, and products sold, which can create a distinct impression in the minds of consumers, assessing whether the store is good or bad in each of its implementation activities.

### *Purchase Interest*

According to Ali Hasan (2013) in Eka Virawati (2020), purchase interest is a customer's tendency to purchase a product or take action related to a purchase, as measured by the buyer's likelihood of making a purchase or transaction.

Therefore, from the definition above, it can be concluded that purchase interest is a series of stages before a purchase decision occurs, where customers become interested in a product through what they see, hear, or are recommended by others.

## Research methods

### *Types of research*

This type of research is quantitative. According to Umarul Faruq (2018), quantitative research prioritizes data depth and can capture as much data as possible from a broad population using statistical formulas.

This research is quantitative, where the researcher attempts to determine the direct and indirect influence of an independent variable, store image, on purchasing decisions, with the mediating variable being purchase intention.

### *Population and Sampling Techniques*

A population is a group of people, events, or anything that shares certain characteristics (Indrianto and Supomo, 1999). In this study, the sample taken from the population was qualified consumers at Alfamart in Semarang.

Because the population size was unknown, this study used a non-probability sampling technique using incidental sampling. The sample size in this study was consumers who had previously made purchases at Alfamart in Semarang.

This study used the formula by Hair et al. (2019) of 5-10 multiplied by the number of indicators. Since there were 13 indicators, this was multiplied by 8, resulting in 104 respondents.

### Data Analysis Techniques

The model used in this study is an influence relationship to test the hypothesis to be studied using the data analysis technique used is Structural Equation Models (SEM).

## Results and Discussion

### Validity Test

Validity testing using the CFA test is used to determine whether an indicator is valid or not. An indicator is considered valid if the criteria ratio (CR) is  $> 1.96$  with a probability value (P) of  $< 0.05$  (Ferdinand, 2014).

### Store image

**Table 1. Results of Store Image Validity Test**

		Estimate	S.E.	C.R.	P	Label
CT1	<--- CT	1.000				
CT2	<--- CT	1.065	.113	9.422	***	par_1
CT3	<--- CT	.802	.109	7.341	***	par_2
CT4	<--- CT	.948	.116	8.138	***	par_3
CT5	<--- CT	.982	.121	8.092	***	par_4

Source: processed primary data, 2024.

Based on table 1 above, it shows that the indicators used to measure the store image variable in this study have a criteria ratio (CR) value  $> 1.96$  and a probability (P) value  $< 0.05$ , so that the results of the indicators used as a whole can be said to be valid.

### Buying decision

**Table 2 Results of the Purchase Decision Validity Test**

		Estimate	S.E.	C.R.	P	Label
KP4	<--- KP	1.000				
KP3	<--- KP	.962	.165	5.817	***	par_1
KP2	<--- KP	1.065	.171	6.232	***	par_2
KP1	<--- KP	1.059	.167	6.337	***	par_3

Source: processed primary data, 2024.

Based on table 2 above, it shows that the indicators used to measure the purchasing decision variables in this study have a criteria ratio (CR) value  $> 1.96$  and a probability (P) value  $< 0.05$  so that the results of the indicators used as a whole can be said to be valid.

*Purchase Interest*

**Table 3. Results of Purchase Interest Validity Test**

			Estimate	S.E.	C.R.	P	Label
MB1	<---	MB	1.000				
MB2	<---	MB	.738	.106	6.994	***	par_1
MB3	<---	MB	.988	.143	6.910	***	par_2
MB4	<---	MB	.862	.113	7.613	***	par_3

*Source: processed primary data, 2024.*

Based on table 3 above, it shows that the indicators used to measure purchasing decision variables in this research have a criterion ratio (CR) value > 1.96 and a probability (P) value < 0.05, so that the overall results of the indicators used can be said to be valid.

*Reliability Test*

**Table 4 Reliability Test Results**

Variable	Indicator	Standardized	Errorr Value	CR	Reliability
Store Image (X)	CT1	0.793	0.308	0.903	Reliable
	CT2	0.829	0.266		
	CT3	0.709	0.346		
	CT4	0.781	0.315		
	CT5	0.769	0.369		
Purchase Interest (Y)	MB1	0.81	0.304	0.849	Reliable
	MB2	0.675	0.358		
	MB3	0.66	0.677		
	MB4	0.828	0.223		
Buying decision (Z)	KP1	0.661	0.56	0.844	Reliable
	KP2	0.739	0.361		
	KP3	0.724	0.39		
	KP4	0.807	0.275		

*Source: processed primary data, 2024.*

Reliability is the level of reliability of the questionnaire (Simamora, 2002:63). In this study, the reliability test was carried out using the Construct Reliability Test, which tests the reliability and consistency of the data. The criteria are met if the Construct Reliability is > 0.7.

*Flowchart Development (Path)*

Path diagrams are useful for helping researchers visualize the causal relationships being tested. Researchers typically work with "constructs" or "factors," which are concepts with sufficient theoretical foundations to explain various forms of relationships. The constructs generated from a path diagram can be divided into two groups: endogenous and exogenous constructs.

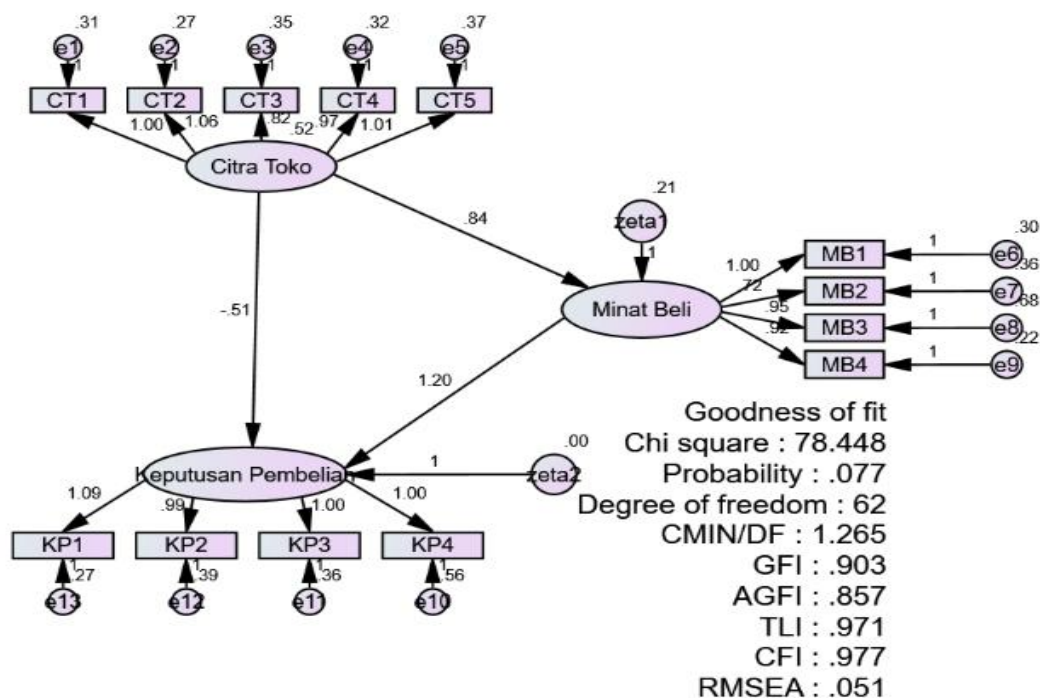


Figure 1. SEM Path Diagram Model

Source: processed primary data, 2024.

From the image above, the SEM summary can be seen in the following table:

Table 6. Goodness of Fit Confirmatory Factor Analysis

Goodness of Fit Indeks	Cut-off Value	Analysis Results	Model Evaluation
Chi-Square	≤ 81,3810	78,448	Good Fit
Probability	≥ 0,05	0,077	Good Fit
RMSEA	≤ 0,08	0,051	Good Fit
GFI	≥ 0,90	0,903	Good Fit
AGFI	≥ 0,90	0,857	Marginal
CMIN/ Df	≤ 2,00	1,265	Good Fit
TLI	≥ 0,95	0,971	Good Fit
CFI	≥ 0,95	0,977	Good Fit

Source: processed primary data, 2024.

It appears that the existing test has met the specified requirements, in this case, AGFI > 0.90 is in the marginal category. Therefore, the data is declared fit for analysis (Wijayanto, 2008).

SEM Assumption Testing of Data Normality

Multivariate normality evaluation is carried out using the critical ratio (c.r) criterion of multivariate kurtosis, if it is within the range of ± 2.58, it means that the data is normally distributed multivariately.

**Table 7. Normality Test Results**

Variable	min	max	Skew	c.r.	kurtosis	c.r.
KP1	1.000	5.000	-.029	-.121	.010	.020
KP2	1.000	5.000	-.208	-.867	.138	.286
KP3	1.000	5.000	-.146	-.608	-.351	-.731
KP4	1.000	5.000	.214	.890	-.311	-.648
MB4	1.000	5.000	-.262	-1.092	-.029	-.060
MB3	1.000	5.000	.005	.019	-.859	-1.789
MB2	2.000	5.000	-.120	-.500	-.548	-1.141
MB1	1.000	5.000	-.351	-1.462	.138	.287
CT5	1.000	5.000	-.488	-2.032	-.068	-.141
CT4	1.000	5.000	-.248	-1.030	.019	.040
CT3	1.000	5.000	-.300	-1.248	.509	1.060
CT2	1.000	5.000	-.296	-1.231	-.094	-.196
CT1	1.000	5.000	-.742	-3.090	.539	1.123
Multivariate					8.463	2.185

Source: processed primary data, 2024.

The results of the normality test show that the c.r value for multivariate is 2.185 which is  $\pm 2.285$  so it can be concluded that the data is normally distributed multivariately.

*Test for Outliers*

Univariate outliers are identified by transforming the observation data into Z-scores. This transformation can be performed using SPSS, and the assumption is met if no observations have Z-scores above  $\pm 3$  or  $\pm 4$ .

**Table 8. Univariate Outlier Data**

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(KP1)	104	-2.81284	1.67046	.0000000	1.0000000
Zscore(KP2)	104	-2.65329	1.74420	.0000000	1.0000000
Zscore(KP3)	104	-2.92027	1.54603	.0000000	1.0000000
Zscore(KP4)	104	-2.12114	1.87160	.0000000	1.0000000
Zscore(CT1)	104	-3.10028	1.27164	.0000000	1.0000000
Zscore(CT2)	104	-2.83389	1.48442	.0000000	1.0000000
Zscore(CT3)	104	-3.13151	1.64031	.0000000	1.0000000
Zscore(CT4)	104	-2.91540	1.51090	.0000000	1.0000000
Zscore(CT5)	104	-2.91018	1.27887	.0000000	1.0000000
Zscore(MB1)	104	-2.80034	1.43581	.0000000	1.0000000
Zscore(MB2)	104	-2.12292	1.55681	.0000000	1.0000000
Zscore(MB3)	104	-1.97351	1.65915	.0000000	1.0000000
Zscore(MB4)	104	-3.19288	1.53394	.0000000	1.0000000
Valid N (listwise)	104				

Source: processed primary data, 2024.

The test results show no outliers in any dimensions. Therefore, it can be concluded that there is no extreme data.

*Multivariate Outliers*

This test evaluation is necessary because even if the data shows no outliers at the univariate level, observations can create outliers when combined. The Mahalanobis distance can be calculated and also shows the average observation distance for all variables.

**Evaluation and Multicollinearity and Singularity**

This test is useful to see whether there is multicollinearity and singularity, which can be seen from the tolerance value of more than 0.1 and the VIF value of less than 10. The following are the results of the Multicollinearity and Singularity table.

**Table 9. Multicollinearity Test Results**

Variable	Tolerance	VIF	Information
Store Image	0,531	1,885	There is no multicollinearity
Purchase Interest	0,531	1,885	There is no multicollinearity

*Source: processed primary data, 2024.*

Based on the data above, it can be seen that all variables have a tolerance value of more than 0.1. Meanwhile, the VIF value also shows the same thing, namely having a VIF value of less than 10. Therefore, it can be concluded that there is no multicollinearity or singularity.

*Hypothesis Testing and Discussion*

The table above shows that all variables have a tolerance value greater than 0.1. The VIF values also indicate the same thing, with all variables having a VIF value of less than 10.

**Table 10. Regression Weight Structural Equations Model**

			Estimate	S.E.	C.R.	P	Label
MB	<---	CT	.837	.121	6.924	***	par_8
KP	<---	CT	.514	.177	2.902	.004	par_12
KP	<---	MB	1.198	.222	5.401	***	par_13

*Source: processed primary data, 2024.*

The hypothesis testing of store image on purchasing decisions with purchasing interest as an intervening variable can be seen in the table below.

**Table 11. Standardized Direct Effects (Group number 1 - Default model)**

		CT	MB	KP
MB		.837	.000	.000
KP		.514	1.198	.000

*Source: processed primary data, 2024.*

**Table 12.**  
**Standardized Indirect Effects (Group number 1 - Default model)**

	CT	MB	KP
MB	.000	.000	.000
KP	1.099	.000	.000

*Source: processed primary data, 2024.*

**Table 13. Standardized Total Effects (Group number 1 - Default model)**

	CT	MB	KP
MB	.794	.000	.000
KP	.536	1.383	.000

*Source: processed primary data, 2024.*

The table above is used to see whether the store image variable can mediate the store image variable on purchasing decisions, namely by comparing the values of the standardized direct effect and standardized indirect effect. According to Haryono Siswoyo (2016), if the standardized direct effect < standardized indirect effect, it can be said that mediation is proven to have an indirect influence on the relationship between the two variables (independent and dependent). In Trihudiyatmanto's research (2019), it states that the influence of the mediation effect can be known by comparing the values of the standardized direct effect and standardized indirect effect, where if the direct effect is greater than the indirect effect, it is said that there is no mediation role.

### **H1: Store image has a positive influence on purchase intention**

The estimated parameters for testing store image on positive purchase intention show a CR value of 6.924 with a probability of 0.000. Because both of these things meet the requirements for accepting H1, namely CR 6.924 is greater than 1.96 and the probability is less than 0.05. Thus, it can be concluded that store image influences purchase intention.

### **H2: Store image has a positive influence on purchasing decisions through purchasing interest.**

The table above shows that the standardized direct effect between purchase intention and purchase decision is 0.514. Meanwhile, the standardized indirect effect between purchase intention and purchase decision is 1.099. Therefore, it can be concluded that purchase intention mediates store image on purchase decision.

### **H3: Store image has a positive influence on purchasing decisions.**

The estimated parameters for testing store image on purchasing decisions show a CR value of 2.902 with a probability of 0.004. Because these two things meet the

requirements for accepting H3. Thus, it can be concluded that store image influences purchasing decisions.

#### **H4: Purchase interest has a positive influence on purchasing decisions**

The estimated parameters for testing purchase intention on purchasing decisions show a CR value of 5.401 with a probability of 0.000. Because both of these factors meet the requirements for acceptance of H4, namely a CR of 5.401 greater than 1.96 and a probability less than 0.05. Thus, it can be concluded that purchase intention influences purchasing decisions.

#### **Conclusion**

The following conclusions can be drawn from the research conducted:

1. Empirical testing results indicate that store image has a positive and significant effect on purchase intention. Therefore, H1 is accepted. This means that the better the store image, the higher the consumer purchase intention.
2. Empirical testing results indicate that store image has a positive and significant effect on purchase decisions through purchase intention. Therefore, H2 is accepted. This means that the better the store image, the higher the consumer purchase decision.
3. Empirical testing results indicate that store image has a positive and significant effect on purchase decisions. Therefore, H3 is accepted. This means that the better the store image, the higher the consumer purchase decision.
4. Empirical testing results indicate that purchase intention has a positive and significant effect on purchase decisions. Therefore, H4 is accepted. This means that as purchase intention increases, purchase decisions also increase.

#### **Suggestion**

Based on the research results and conclusions, several recommendations can be made, including:

1. The company is advised to conduct a customer satisfaction survey to obtain information from consumers, which can be used as useful input for evaluating Alfamart in Semarang and improving purchasing decisions.
2. Future research should use independent variables outside of this study to determine which variables have the greatest influence on purchasing decisions.

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