

## Analysis Of The Influence Of Store Atmosphere, Celebrity Endorsers And Pricing On Purchase Decisions Of American Fast Food Customers In Indonesia

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### Abstract:

The dependent variable in this study is purchase decisions (Y), while the independent factors are celebrity endorser (X1), store environment (X2), and pricing (X3). Multiple linear regression analysis is the technique utilized for analysis. The sample for this study consisted of 60 participants who were chosen at random among customers. According to the study's findings, pricing, shop ambiance, and celebrity endorsers all have an impact on consumers' purchase decisions at the same time. The study's findings also indicate that the influence of pricing, shop ambiance, and celebrity endorsers on purchase decisions is only marginally significant. According to the coefficient of determination, the independent variables (celebrity endorser, shop ambiance, and price) had a 36.6% effect on the dependent variable (buy decision). 63.4%, meanwhile, is affected by other factors and is left out of this regression study.

**Keywords:** purchase decision, celebrity endorser, store environment, pricing

### Introduction

Due to the growing competition, marketers must do marketing research and put plans into practice to accomplish their objectives, which include meeting customer wants. According to Boston Beer's research, maintaining success necessitates the creation and supervision of a competent marketing department. In order for a company's goods to succeed and remain successful, they need to be backed by dependable marketers who are always honing their

skills. To raise client expectations for a product and customer happiness, business marketers must constantly innovate and develop new concepts. One of the indispensable needs of consumers today is the need for food which is an option in maintaining life. Restaurants are one of the destinations for consumers in consuming food needs. Restaurants were first developed in Paris in 1775 followed by many coffee houses and taverns that were established in the United States. The word restaurant comes from "Restaurer" which means restore or restoration which has the meaning in Indonesian to restore or repair (Ayudia et al., 2020).

A restaurant is a place that provides food and drinks for guests as consumption, as a very basic need for food and drink in order to restore stamina. The purpose of all types of restaurants is to provide and serve food and drinks to the public with the aim of making the desired profit. The need to fulfill food makes restaurants the right place, so that it will provide benefits for restaurants in doing their business, with the opportunity for profit, many restaurants have sprung up, so restaurants are required to be more creative in determining the right strategy for restaurants so that they can attract consumer attention and influence consumers to consume their products. One way is for restaurants to expand their wings to expand the market to get a place in the hearts of consumers. Because consumers are a measure of the company's success, for a marketer must be able to know what consumers need, marketers must be able to develop strategies to be able to satisfy consumer needs, where consumer needs will move dynamically in accordance with the times, so marketers must be sensitive to reading any changes in consumer tastes. To gain a competitive advantage, every company is required to be able to satisfy its customers (Purnama & Suparman, 2020).

Increasingly fierce business competition requires companies to be more aggressive in their marketing to attract and retain consumers. Various ways are taken by companies so that their products remain in demand by consumers, one of which is by using product endorsers, Product endorsers are people who convey advertising messages or recommend buying a product. There are two types of product endorsers, namely celebrities and ordinary people. One restaurant that uses celebrity endorsers as a promotional tool is KFC (Kentucky Fried Chicken). Almost three decades this fast food restaurant has set foot in Indonesia. The fast food restaurant with the smiling icon of Colonel Sanders, the inventor of the recipe, is claimed to be the number one fast food restaurant in Indonesia with a growth of 24.5% per year. It is a fast food restaurant that has a pretty good income from year to year, here is the income data in 2011 and 2012 (Darmawan & Suparman, 2019).

Celebrities as product endorsers are often called celebrity endorsers. Companies often use celebrity endorsers compared to ordinary people, this is because the popular attributes possessed by celebrities including beauty, courage, talent, sporting spirit, elegance or power and sexual attractiveness are desirable lures for brands to be endorsed by celebrities. Popular attributes owned by celebrities are expected to attract consumers to buy products so as to increase sales. Celebrities are seen as individuals who are widely favored by the public and have attractive advantages that distinguish them from other individuals. In promoting their products to consumers, companies can use the services of a celebrity. Due to the well-known nature of celebrities and their many fans, using celebrities as endorsers of a product is one way to increase the prestige of the product Celebrity endorser according to previous researcher a way of promoting products with artists as advertising figures. The higher the popularity of the artist, the more fans the artist will have. Promotion like this is a creative way for companies to convey a positive image of the product brand being advertised so that it can form a good image in the eyes of consumers. Image is an impression obtained in accordance with one's understanding and knowledge of something. The use of celebrity endorsers must go through several considerations, including the level of popularity of the celebrity with the problem of whether the celebrity chosen can represent the character of the product being advertised (Tannady & Purnamaningsih, 2023).

Consumers today are becoming more picky when deciding which things to use or eat. This is a result of the rapid growth of information flow, which is aided by technology that enables customers to learn about the existence of a product swiftly. Companies must respond to customer demands in these situations, be able to effectively convey their products, and offer consumers with accurate information about their products if they are to respond favorably to the product. Companies can use advertising as part of a promotional mix to deliver information to customers as a marketing tactic. Advertising encompasses all non-personal presentations and promotions of concepts for products or services, which are supported by a specific sponsor. Television stars, movie actors, and famous athletes are widely used in magazine advertisements, as well as commercial TV to support a product. The advertising star acts as a person who talks about the product, which will influence consumer attitudes and behaviors that show the product he supports. The results showed that product sales increased due to the use of celebrities

as advertising stars (celebrity endorsers), consumer attitudes and perceptions increased when celebrities endorsed the product (Tannady et al., 2023).

The promotion mix, also known as the company's marketing communication mix, is a particular combination of advertising, sales promotion, public relations, personal selling, and direct marketing methods that businesses employ to persuade consumers of the value of their products and services and forge lasting connections with them. Many factors can influence consumers in making purchases, including providing good service, a hommy shop atmosphere and intensive promotions. According to Lamb who states that promotion is a one-way flow of information or persuasion made to invite a person or organization to an action that creates an exchange in marketing. Kotler, says that the elements of the promotion mix consist of five main devices, namely: advertising, personal selling, publicity, sales promotion, direct marketing (Risman, 2022). This research aims to examine the influence of celebrity endorser, store atmosphere and price on purchasing decisions.

## Literature Review

In every company, there are many activities carried out, not only producing products, setting prices and selling products, but many other activities are interrelated with one another, one of which is promotion. Promotional activities are as a tool to identify products, as a tool to appeal to buyers and as a tool to pass on information in the buyer's decision-making process. This promotion is one of the elements of the marketing mix that businesses must use to effectively promote their goods or services. The optimum tactical mixture of advertising factors, personal selling, and other promotional tools—all of which are organized to accomplish the goals of the sales program—is known as the promotional mix. The promotional mix, also known as the marketing mix, is one of the most important marketing elements in business strategy. The promotional mix includes various tools and techniques used by companies to communicate their messages to target markets. In the promotional mix, there are four main elements that are often referred to as the "four Ps": advertising (promotion), direct selling (personal selling), sales promotion (sales promotion), and public relations (public relations). This promotion mix is key in a company's efforts to achieve success in marketing their products or services (Fuad, 2020).

Advertising is one of the most important elements in the promotional mix. It includes the use of media such as television, radio, print, and social media to convey messages to the target market. Advertising has great potential to create brand awareness and influence consumer behavior. Direct selling involves face-to-face interaction between company representatives and potential customers. It is often used in more complex businesses or when products require further explanation. Sales representatives can provide more in-depth information to potential customers and assist them in the decision-making process. Sales promotions include a variety of strategies designed to encourage purchases or increase product sales in the short term. These include special offers, discounts, contests, and product bonuses. Sales promotions are often used to encourage consumers to take immediate action. Public relations is a broader element of the promotional mix. It includes efforts to build the company's positive image and relationships with stakeholders, such as the media, customers, and the general public. PR can help companies manage issues that may affect their image and build trust with customers (Zunan et al., 2022).

A celebrity is a person who is famous in society. He might be a famous actor, soap opera star, presenter, comedian, athlete, scientist, businessman, politician, singer, or any number of other professions. Celebrities are often used in advertisements because it is thought that when consumers see them, their attention will be more focused on the stimulus when it is presented, and their associations with the semantic network in their memories would prompt recall. The employment of famous people in advertising is a proven strategy for persuasion, according to empirical data. They can be distinguished from regular individuals by their distinctive appearance. This results in many people respecting and often adopting the appearance and lifestyle of the celebrities they admire. Therefore, advertisements that use celebrities as messengers are easily accepted by the celebrity's fans and admirers. Managers believe that advertising messages delivered by celebrities as people who are recognized in society generate high attention. Previous researcher added that celebrities can make the message easily remembered by the audience. To make a celebrity effective as a supporter of a particular product in an advertisement, there must be a meaningful relationship or match-up between the celebrity and the product advertised by the celebrity (Herdiani, 2010).

The environment at a store is deliberately created to appeal to its target audience and entice customers to make purchases. The emotional state of the customer is impacted by the store environment, which either drives or

influences the purchase. Two prevailing emotions will result from the emotional state: sensations of pleasure and arousal of desire. According to Sutisna and Pawitra, store environment is the emotional and cognitive condition that customers perceive at a store, even if they might not fully comprehend it while they are buying. According to Peter and Olson, a store's environment encompasses a wide range of factors, including the presence of air conditioning (AC), the store's layout, the usage of paint colors, the types of carpet used, the color of the carpet, the materials used for the shelves used to store items, the forms of the shelves, and others. Retail image and the idea of retail environment are strongly intertwined. According to Sutisna and Pawitra, a part of a store's image is the environment. Products offered, in-store services, customers, stores as places to experience life's joys, store promotional activities, and retail environment are some of the several variables that come together to establish a store's image (Ayudia et al., 2020).

Price is an important element in marketing strategy and must always be seen in conjunction with marketing strategy. Price is an exchange rate that may be used to compare the advantages of a commodity or service for an individual or group at a specific time and location with money or other goods. An amount of money (monetary units) or other elements (non-monetary) that include certain utilities or uses required to receive a service may be referred to as the price. A quality or element that has the ability to fulfill particular wants and desires is called utility. Furthermore, a prior study found that the sole component of the marketing mix that creates profit is pricing, with the other components incurring losses. This opinion is added by previous researcher, suggesting that price is an important part that is inseparable from the marketing mix. A prior researcher claimed in her article that buyers compare products first and only then decide which one to purchase on the basis of the presumption that there is a positive correlation between a product's price and quality (Kotler & Keller, 2019).

According to previous researcher, from the company's point of view, price is a component that directly affects the company's profit and will affect the quantity of products it will sell, while according to consumers, when an item or service's price and perceived advantages are connected, pricing is frequently employed as a measure of value. Determining the appropriate price for the product being sold is one way to generate consumer interest and help the business achieve the desired profit. The selling price is the sum of the costs incurred by the company to produce a good or service plus the desired percentage of profit. The proper price is the one that is commensurate with the item's quality and that can satisfy customers. The price set is basically adjusted to what consumers expect. As an indicator in the form of prices charged can reach any circle of society. Prior study has suggested that prices are flexible, meaning they can be swiftly changed. Price is the component of the classic marketing mix that can be modified and adapted to market dynamics the most readily. This is evident in the price competition (discount wars) that often occur in the retail industry. If prices are too expensive, while competitors set lower prices, then consumers (especially those who are price sensitive) may switch to competitors (Parulian & Tannady, 2023). Companies must consider many factors in determining their pricing so that the price set by the company can be accepted by consumers and in the end consumers continue to purchase the products or services offered.

## Methodology

This research uses a quantitative approach with an associative research type. This research was conducted on its customers with a sample of 60 respondents. The data in this study were collected using a questionnaire with a Likert scale of 1-5, where the questionnaire was distributed via Google Form which had previously been tested for validity and reliability. The data in this study were analyzed using the SPSS application with analysis techniques using multiple linear regression.

## Results

The data in this study were processed in the traditional assumption test to meet the standards of linear regression analysis before moving on to the main hypothesis testing. The significant result for this study's normality test was determined to be  $0.7 > 0.05$ , indicating that the data is normally distributed and satisfies the regression model's normality requirements. The points follow and approach the diagonal line, as shown by P-Plot testing, indicating that the regression model meets the normality assumption. The tolerance value of all independent variables is greater than 0.10, and the VIF value of all independent variables is greater than 10.00, according to multicollinearity. Accordingly, the regression equation model does not have a multicollinearity problem and may be employed in this study based on the findings of the calculations mentioned above. According to the heteroscedasticity results,

however, it is known that there are no dots that create a particular pattern and that the dots are evenly spaced above and below the value 0 on the Y axis, proving that there is no heteroscedasticity.

Then the regression equation is obtained to determine the effect of celebrity endorsers, store atmosphere, price on purchase, namely  $Y = 3,5 + 0,2 X_1 + 0,2 X_2 + 0,4 X_3 + e$ .

The regression equation above shows a constant value of 3.5. This states that if the celebrity endorser, store atmosphere and price variables are considered constant or worth 0 (zero), the purchasing decision will increase by 3.5 units or 47%. The regression coefficient on the celebrity endorser variable is 0.2, this means that if the celebrity endorser variable increases by one unit, the purchasing decision variable will increase by 0.2 units or 20%. With a note that other variables are considered constant. The regression coefficient on the store atmosphere variable is 0.20, this means that if the store atmosphere variable increases by one unit, the purchasing decision variable will increase by 0.20 units or 20%. With a note that other variables are considered constant. The regression coefficient on the price variable is 0.4, this means that if the price variable increases by one unit, the purchasing decision variable will increase by 0.4 units or 40%. With notes that other variables are considered constant.

The t test results for the celebrity endorser variable ( $X_1$ ) on purchasing decisions ( $Y$ ) show a significance value of  $0.002 < 0.05$ . Since  $H_0$  is disregarded and  $H_a$  is accepted (sig. ), it may be inferred that the celebrity endorser regression coefficient on the endorser variable is significant. This indicates that the influence of celebrities endorsing a product (individually) on purchase decisions is limited. The analysis's findings therefore indicate that the variable of celebrity endorsement influences consumers' decisions to buy products. A significant value of  $0.5 > 0.05$  can be seen in the results of the Store Atmosphere ( $X_2$ ) variable t test on purchase decisions ( $Y$ ). Given the significance of the regression coefficient on the Store Atmosphere variable, it may be inferred that  $H_0$  is rejected and  $H_a$  is accepted. This implies that store atmosphere has some influence on consumers' purchase decisions. The analysis's findings therefore demonstrate that the Store Atmosphere variable affects consumers' decisions to buy products. A significant value of 0.01 to 0.05 can be seen in the t test findings for the price variable ( $X_3$ ) on purchasing decisions ( $Y$ ). Given that sig., it is clear that  $H_0$  is disregarded and  $H_a$  is accepted, indicating that the regression coefficient on the price variable is significant. This indicates that the price variable influences purchases to some extent (individually).

Because the significance level is less than 0.05, the computed F value produced from the computation is 12.4 with a significance level of 0.000. Therefore, this regression model may be employed for factors influencing purchase decisions. In other words, it may be claimed that the pricing, store environment, and celebrity endorser factors all (at the same time) significantly influence the purchase choice variable. According to the  $R^2$  (modified R square) coefficient value of 0.37, differences in the three independent factors (celebrity endorser, shop ambience, and price) may account for 37% of the purchase decision variable. R square spans from 0 to 1, and it should be noted that the higher the R square value, the more closely the four variables in the regression model relate to one another. So it can be concluded that 37% of purchasing decisions can be explained by the celebrity endorser, store atmosphere, and price variables. The difference of 63% is explained by other variables not examined in this study such as word of mouth variables, innovation, lifestyle, and others which in theory and the results of previous studies have an effect on purchasing decisions.

## Discussion

The influence of celebrities (celebrity endorsers) in the world of advertising has become an important element in the marketing strategy of many companies. When famous celebrities tie themselves to a particular brand or product, they can have a huge impact on consumer purchasing decisions. Here are some aspects regarding the influence of celebrity endorsers on purchasing decisions in a few paragraphs. Celebrity fame lends a high level of credibility to the product or brand they are promoting. Consumers often perceive celebrities as authoritative and trusted sources. Their fame creates the perception that the product is a good choice, which can increase consumer confidence in the product. This is one of the main reasons why many companies seek to establish partnerships with celebrities who have a positive image. The use of celebrity endorsers can make the product or brand stand out amidst fierce competition. Consumers are often flooded with choices in the market, and when a favored celebrity appears in an advertisement, the product tends to be more memorable. Celebrity endorsers can create a feeling of emotional closeness to the brand, which can differentiate the product from others.

In the context of celebrity endorsers, celebrities are often regarded as "authorities" in their field, and as such, they have the ability to influence purchasing decisions. Consumers tend to follow the advice or recommendations of celebrities they respect. Consumers often identify themselves with the celebrities they admire. This creates an emotional bond between the consumer and the brand endorsed by the celebrity. Purchasing decisions can be influenced by the urge to follow the example of what they consider to be an ideal model. Purchase decisions are influenced by individuals' expectations of a particular product or brand and the value they place on that product. When a celebrity endorser is involved, the expectations and value of that product may increase due to the positive image they carry. This can change consumers' perception of the product and increase their likelihood of buying it. Celebrities often trigger positive emotions or affections in consumers, which can influence purchase decisions. The feelings of joy, admiration, or even confidence that arise when seeing a respected celebrity can pervade a consumer's decision to purchase the endorsed product. Social psychology underscores how individuals are influenced by social factors in decision-making. In the context of celebrity endorsers, social expectations and social pressure can play an important role. Consumers may feel social pressure to follow the trends set by the celebrity or feel that the endorsed product is the preferred choice by society.

Store atmosphere is a marketing concept that refers to the physical and psychological elements within a store or retail environment that can influence customers' experience and, ultimately, their purchasing decisions. Factors in store atmosphere include lighting, store layout, background music, colors, smells, and many other elements that create a certain atmosphere. The influence of store atmosphere on purchasing decisions can be outlined in several important aspects. First, in-store lighting and colors can affect customers' mood and emotions. Bright lighting and vibrant colors may create feelings of excitement, vitality and warmth, while softer lighting and neutral colors may give a sense of calmness or elegance. The suitability of lighting and colors to the brand and type of products sold in the store can affect how customers feel while shopping and ultimately influence their purchasing decisions.

Background music also plays an important role in creating an in-store atmosphere. Carefully chosen music can influence customers' emotions and change the time spent in-store. Music that matches the brand image and target market can enhance the appeal of the store and influence purchase decisions. Conversely, music that is inappropriate or too loud can drive customers away. Store layout and interior design also have a significant influence. An efficient and intuitive layout can enhance the customer experience and make it easier for them to find the products they are looking for. An appealing interior design, such as attractive decor elements, can also add to the store's appeal and create an inviting atmosphere. Conversely, a confusing layout or chaotic design can confuse customers and make it harder for them to make a purchase decision. In addition, factors such as in-store odor and temperature can also affect customer perception. Odors that are pleasant or appropriate to the products being sold can create a positive impression. A comfortable temperature makes customers feel more relaxed and excited to explore the store.

Price influence is one of the key factors in consumer purchasing decisions. The price of a product or service can have a significant impact on how consumers perceive and choose the products they will buy. In this context, the influence of price on purchasing decisions can be described in several important aspects. First, price is one of the factors most easily measured and compared by consumers. In the decision-making process, consumers often compare prices of similar products from different brands or retailers. Lower prices are often a strong attraction for consumers, especially if the product or brand has similar or equivalent attributes. Therefore, competitive pricing can be a decisive factor in winning customer preferences.

Second, price can influence perceptions of product quality and value. In some cases, consumers may associate higher prices with better quality. This is often true for luxury products or certain brands that have a high reputation for quality. On the other hand, a price that is too low may trigger doubts about the quality of the product. Therefore, companies should set prices that reflect their brand image and position in the market. Furthermore, price can also influence the perception of value by consumers. Consumers often evaluate products by comparing what they get with what they pay. Products that provide good value for their price tend to be more attractive to consumers. Therefore, a price that is reasonable and proportional to the benefits provided by the product can result in a more positive purchasing decision. In addition, price promotions, such as discounts or special offers, can also influence purchasing decisions. Consumers often respond positively to the opportunity to save money or get more value by taking advantage of special price offers. Such promotions can encourage consumers to take faster purchasing action or choose a particular brand.



## Conclusion

Based on the results of research and discussion regarding the analysis of the influence of celebrity endorsers, store atmosphere and price on purchasing decisions, several conclusions can be drawn, namely Based on the partial multiple regression test results, the t test results show that the celebrity endorser variable (X1) has a significant effect on purchasing decisions (Y). Based on the partial multiple regression test results, the t test results show that the store atmosphere variable (X2) has a significant effect on purchasing decisions (Y). Based on the partial multiple regression test results, the t test results show that the price variable (X3) has a significant effect on purchasing decisions (Y). Based on the results of multiple regression tests simultaneously, the F test results show that the three independent variables, namely celebrity endorsers, store atmosphere and price, make a major contribution to the purchasing decision variable.

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