

## SERVICE QUALITY, STORE ATMOSPHERE, AND PRODUCT VARIETY ON CONSUMER PURCHASE DECISIONS AT TOKO SEMBAKO BU SRIYU KEDIRI

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### ABSTRACT

This research investigates how service quality, store atmosphere, and product variety affect customer purchase choices at Toko Sembako Bu Sriyu in Kediri City. A quantitative approach was adopted, gathering data through surveys from 200 previous store customers selected via purposive sampling. Multiple linear regression analysis in SPSS was applied to the data. The partial analysis (t-test) revealed that neither service quality nor store atmosphere significantly impacts purchasing decisions. In contrast, product variety demonstrated a positive and significant effect. Simultaneous testing (F-test) confirmed that, taken together, all three variables significantly influence purchase decisions. Nevertheless, the model's explanatory power is limited, as shown by a low  $R^2$  value of 0.043, implying that factors outside this study account for most of the variance in consumer decisions. This analysis confirms that product variety is the key factor driving purchasing behavior among grocery store consumers. This study intends to contribute practical knowledge to retail marketing management literature and to provide actionable guidance for grocery retailers seeking to refine their marketing strategies.

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### INTRODUCTION

The era of globalization and increasingly fierce business competition brings the retail sector including traditional grocery stores to face major challenges to survive and develop amid technological advances and changes in consumer behavior. Price is no longer the sole factor for consumers, who now also value quality service, a pleasant store environment, and varied product offerings (Neneng & Zega, 2024). To retain customer loyalty in today's global market, businesses must consistently deliver added value during every purchase interaction (Layarda & Achmadi, 2024; Maranto et al., 2024). Traditional grocery stores are now required to adjust to the changing tastes of contemporary customers who seek swift, amiable, and effective assistance alongside a pleasant and remarkable

shopping ambiance. Thus, efforts to improve service quality, store atmosphere, and product variety become necessary for stores to remain relevant amid global market dynamics.

Indonesia has a traditional retail sector that still plays a major role in meeting people's basic needs, especially through grocery stores and general stores that are widely spread. Publications and studies on trade structure show that traditional retail facilities still dominate business distribution in various regions, so their role in daily consumption activities remains strong despite the changing retail landscape (Meliana et al., 2025). The rise of modern retail outlets like supermarkets, convenience stores, and online shopping sites is prompting traditional grocery stores to adapt in order to keep up with changing consumer preferences for convenience, fast service, and a wide range of products (Agustian et al., 2024). These adjustments become a strategic part for traditional stores to maintain relevance and attract public interest.

The regional context of East Java shows economic growth that encourages consumers to become more selective in determining places to meet daily needs. Public preferences tend to lean toward stores that offer an organized atmosphere, affordable prices, and friendly and responsive service (Iqbal & Siregar, 2022; Siagian & Adlina, 2023). Local grocery stores need to improve service quality, expand product variety, and improve shopping space appearance to positively influence consumer purchase decisions and maintain customer loyalty amid increasingly competitive retail competition (Rodiansah et al., 2025).

Toko Sembako Bu Sriyu, a longstanding micro-business in Kediri City, has cultivated a dedicated base of loyal customers. This store is strategically located in a traditional market area that is easily accessible to the community. However, based on initial observations and interviews, the store still faces several constraints that impact consumer purchase decisions. These problems include the less than optimal use of digital technology and modern payment systems such as QRIS, a limited number of employees that often causes long queues, a narrow store size that makes the shopping atmosphere feel cramped, and the risk of damaged or expired products that can reduce customer trust. On the other hand, this store has great potential because it can attract buyers with competitive prices and fairly good service. However, maintaining and increasing consumer buying interest requires targeted improvements in service quality, a more comfortable store atmosphere, and an expanded product assortment to better satisfy the full range of customer needs.

Based on these conditions, it can be identified that consumer purchase decisions at Toko Sembako Bu Sriyu are still influenced by several factors that have not been optimal. Service quality is an important element in building a positive store image (Nuraini & Chodidjah, 2024). Fast, friendly, and communicative service makes customers feel valued and tend to make repeat purchases (Widiani & Permata, 2025). In addition, a comfortable and neatly arranged store atmosphere also creates a pleasant shopping experience, increases positive consumer emotions, and encourages purchase decisions (Novita et al., 2024). Offering variety is important because it enables customers to complete their shopping at a single store, preventing them from switching to competitors. Based on consumer behavior theory put forward by Kotler & Keller (2019) purchase decisions are influenced by internal factors (psychological and perception) and external factors (store environment, service, and products). Therefore, it is important to empirically study the influence of service quality, store atmosphere, and product variety on consumer purchase decisions at Toko Sembako Bu Sriyu.

Customer buying choices can be influenced by key factors like the quality of customer service, the atmosphere of the shop, and the variety of items on offer (Merentek et al., 2017). Customer satisfaction depends on several key service quality elements, including reliability, responsiveness, assurance, empathy, and physical evidence (Latief et al., 2023). Good service will foster consumer trust and loyalty. Store atmosphere also becomes a strong psychological factor; interior arrangement, cleanliness, lighting, and spatial comfort can create positive experiences that encourage purchase decisions (Anjali et al., 2025). Product variety also strengthens purchase decisions because consumers tend to choose stores that provide many choices of goods according to their needs (Sholichah & Mardikaningsih, 2024).

Numerous past research has focused on the elements that impact the choices consumers make when buying products, particularly in the realm of retail and services. Service quality is one of the variables that has received significant attention in these studies. Studies examining the effect of service quality on purchase decisions have yielded inconsistent results. Ramadani et al. (2024) and Andika et al. (2022) documented a positive and significant relationship between service quality and purchase decisions. In contrast, Kouwagam et al. (2022) reported no significant effect, indicating an unresolved empirical inconsistency that warrants further investigation.

Research has not yet definitively proven how store atmosphere influences buying decisions. Ilhami & Sari (2024) confirmed a positive effect of store atmosphere on purchase decisions, which was further supported by Nabila et al. (2021). Conversely, Vannesse et al. (2024) provided contrasting evidence by showing no influence of store atmosphere on purchase decisions. This divergence reflects inconsistency in the existing literature. Maharani & Wiyadi (2024) provided evidence that store variety positively influences purchase decisions, a conclusion supported by Miftahudin et al. (2024). However, Hasriati & Istikomah (2025) reported contrasting findings, indicating a negative effect of store variety on purchase decisions. This divergence in the direction of influence further confirms the inconsistency of previous empirical research.

Therefore, conflicting results in prior studies have created a clear gap in understanding how service quality, store ambiance, and product assortment affect consumer purchase choices. Such discrepancies indicate a research-practice gap, where existing findings do not align with observable phenomena in fields like the coffee shop industry, known for its competitive dynamism and evolving consumer behavior. To address the issue, the present research reassesses the influence of these three variables on purchasing decisions. The objective is to offer a contemporary empirical perspective and enrich the scholarly discourse in retail marketing. This retesting effort is vital to answer the inconsistency of previous research results and explain the significance, as suggested by Mielke et al. (2022).

This research examines how service quality, store atmosphere, and product variety influence purchase decisions at Toko Sembako Bu Sriyu (Kediri City), evaluating their individual and joint effects on consumer behavior. The research results are expected to provide empirical contributions in enriching retail marketing management studies and serve as a consideration for grocery store entrepreneurs in improving service strategies, store arrangement, and product provision to encourage consumer purchase decisions.

## LITERATURE REVIEW

### Service Quality (X1)

Seth believes that service quality is about meeting customer expectations by maintaining a high level of excellence (Seth et al., 2005). The essence of service quality is a provider's ongoing ability to align service delivery with customer expectations. Kotler & Keller (2019) emphasized that service quality is the degree to which the combined features of a service successfully meet customer demands. In the realm of grocery stores, service quality holds significant influence over customer contentment and choices when it comes to making purchases, as the interaction between sellers and buyers directly impacts how customers perceive the service. When service is provided quickly, friendly, and accurately, customers tend to feel valued and comfortable shopping. Service quality indicators according to Aprillia & Magdalena (2018) and Tjiptono et al. (2008) in the SERVQUAL model include:

Fast and Responsive, describing the timeliness and speed of service to customers.

Friendly and polite, reflecting positive interpersonal attitudes that build customer comfort.

Understanding customer needs, showing the ability to read and meet buyer preferences.

Accurate transactions without errors, indicating reliability in the service and payment process.

Product Knowledge describing service competence and knowledge.

### **Store Atmosphere (X2)**

Store atmosphere is a combination of physical and non-physical elements in a store designed to create a pleasant shopping experience and influence consumer purchasing behavior (Donovan, 1994). Kotler refers to store atmosphere as “atmospherics”, which is the design of purchasing environments that stimulate consumer emotions and responses (Kotler, 1973). In the context of grocery stores, store atmosphere becomes an important factor because comfort, cleanliness, lighting, and neat layout can increase consumer desire to linger and make more purchases. Stores with a comfortable atmosphere also reflect the professionalism of business owners and enhance positive perceptions of products sold. Store atmosphere indicators according to Berman et al. (2018) and Rismayanti & Santoso (2023) include:

- 1) Lighting, bright and comfortable stores for vision affect buyer visual perception and mood.
- 2) Aroma in the store, clean and not disturbing creates emotional comfort for customers.
- 3) Product arrangement, neat and easy to find shows ease of access and efficiency when shopping.
- 4) Room temperature, feels cool and comfortable strengthens consumer physical comfort when shopping.
- 5) Store interior design, attractive and pleasant to look at forms a positive impression of the store image.

### **Product Variety (X3)**

Product variety is the extent to which a store provides various types of products in one category or across categories to meet diverse customer needs (Ramdas, 2003). Kotler and Keller also stated that product variety shows the breadth of choices available to consumers so they feel they have adequate alternatives before making purchase decisions (Kotler & Keller, 2019). In the context of grocery stores, product variety becomes a competitive advantage because customers tend to choose stores that provide all household needs in one place, making it more efficient and practical. Stores with a complete product variety also strengthen the perception that the store is trustworthy and understands consumer needs. Product variety indicators according to Kotler & Keller (2019) include:

- a) Product category variety which means various types of basic necessities products (rice, sugar, oil, etc.) are available.
- b) Brand choices, several brands are available for one type of product, showing brand variety according to consumer preferences.
- c) Product size, products available in various sizes or packaging, providing flexibility according to purchasing power and customer needs.
- d) Stock, products are always available and rarely out of stock, showing consistency in product availability.
- e) New products that follow consumer needs trends are available, showing renewal and adaptation to the market.

According to Kotler & Keller (2019), buying a product involves consumers identifying needs, looking for information, comparing options, and ultimately selecting products to purchase. Agustin et al. (2021) added that purchase decision is the result of complex interactions between internal factors (motivation, attitude, perception) and external factors (environment, marketing). In grocery retail, consumer purchase choices are influenced by service quality, store comfort, and the provision of products that meet daily household needs. This process includes not only the first purchase, but also the decision to make repeat purchases. Purchase decision indicators according to Kotler & Keller (2019) include:

- 1) Need awareness, consumers buy products because they match their needs.
- 2) Decision making, consumers seek product information before buying showing involvement in decision making.
- 3) Alternative evaluation, consumers compare prices and quality between products describing the alternative evaluation process.
- 4) Buying decision, consumers are confident in product quality at that store indicating confidence in buying decisions.



- 5) Repeat purchase, consumers make repeat purchases at the same store reflecting repeat purchase decisions due to satisfaction.

### **Relationships Between Variables**

#### **Relationship of Service Quality (X<sub>1</sub>) to Purchase Decision (Y)**

Referring to service quality theory by Aprillia & Magdalena (2018), good service can increase customer satisfaction and form positive purchase decisions. Consumers will be more likely to buy at stores that provide fast, friendly, and solution-oriented service. Research by Ramadani et al. (2024) and Andika et al. (2022) shows that the standard of service is a pivotal factor in retail consumer behavior. Stores that deliver higher service quality typically enjoy a greater propensity for purchase completion among their customers.

**H<sub>1</sub>:** There is a positive influence between service quality on consumer purchase decisions.

#### **Relationship of Store Atmosphere (X<sub>2</sub>) to Purchase Decision (Y)**

According to Kotler, store atmosphere can shape consumer emotional perceptions that ultimately influence purchasing behavior (Kotler, 1973). Stores with neat spatial arrangements, adequate lighting, and maintained cleanliness will create a pleasant shopping experience. Research by Ilhami & Sari (2024) and Nabila et al. (2021) proved that a positive store environment can influence the way customers make purchasing decisions. Consequently, at Toko Sembako Bu Sriyu, a welcoming store atmosphere can enhance customer satisfaction and prompt them to buy products.

**H<sub>2</sub>:** There is a positive influence between store atmosphere on consumer purchase decisions.

#### **Relationship of Product Variety (X<sub>3</sub>) to Purchase Decision (Y)**

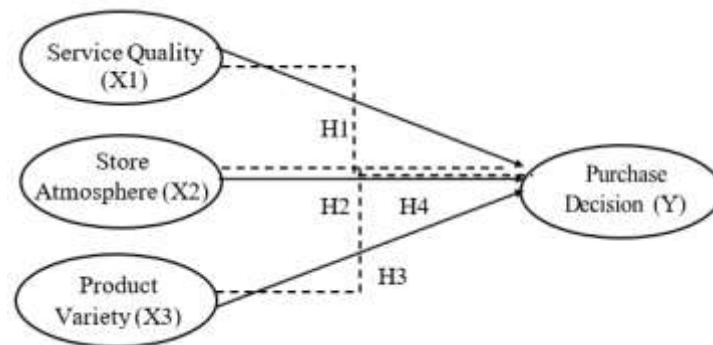
Consumer behavior theory posits that a diverse product assortment enhances a store's functional utility by offering customers a wider range of choices tailored to their needs (Kotler & Keller, 2019). This theoretical perspective finds empirical support in a recent study by Hidayat (2022), which concluded that more comprehensive product variety increases the probability of consumers making repeat purchases at a single store (Jumarodin et al., 2019). In the context of grocery stores, product variety makes it easier for consumers to buy all needs without having to move places.

**H<sub>3</sub>:** There is a positive influence between product variety on consumer purchase decisions.

#### **Relationship of Service Quality (X<sub>1</sub>), Store Atmosphere (X<sub>2</sub>), and Product Variety (X<sub>3</sub>) to Purchase Decision (Y)**

Consumer purchase decisions are formed through complex interactions between service factors, store atmosphere, and product availability offered (Saputra & Mahaputra, 2022). These three variables simultaneously play a role in creating a comprehensive shopping experience. Good service quality increases consumer psychological comfort (Dakhi, 2023), pleasant store atmosphere adds emotional appeal (Anjali et al., 2025), and product variety provides functional value that enriches shopping choices (Isalman, 2025). The synergistic effect of service quality, store atmosphere, and product variety fosters positive customer evaluations and increases the propensity to buy. This conclusion is corroborated by empirical evidence (Badarudin et al., 2021; Nazaruddin et al., 2024; Yulianti & Baehaqi, 2023), confirming their significant collective influence on purchase decisions in various retail contexts. Thus, simultaneous improvement in these three aspects will increase purchase opportunities and strengthen customer loyalty at Toko Sembako Bu Sriyu Kediri City.

**H<sub>4</sub>:** There is a simultaneously positive influence between service quality, store atmosphere, and product variety on consumer purchase decisions.



**Figure 1.** Conceptual Framework

## METHOD

### Research Type

Adopting a quantitative approach, primary data was collected by administering a digital questionnaire (Google Forms) to respondents who met the established research criteria. Each variable was evaluated through four or five indicators derived from prior studies, with responses captured on a standard five-point Likert scale. This primary data collection was further supported by secondary data sourced from relevant scholarly publications.

### Population and Sample

The focus of this study is on the consumers who shop at Toko Sembako Bu Sriyu in Kediri City. The population refers to individuals who possess specific characteristics that are important for the research goals (Wati et al., 2024). The method for selecting samples involves the use of purposive sampling within the context of non-probability sampling, where respondents are chosen based on specific criteria (Syarifah, 2022), such as having made product purchases at Toko Sembako Bu Sriyu Kediri City. In the absence of a clearly defined population size, the sample size determination employed the Rao Purba formula, with a confidence level of 95% and a margin of error set at 10% (Sujarweni, 2015). Rao Purba formula defined as follows:

$$n = Z^2 / 4(moe)^2$$

Description:

n: Minimum sample size

Z: Confidence level value (95% = 1.96)

moe: Margin of Error (10% = 0.10)

Calculation:

$$n = (1.96)^2 / 4(0.10)^2 = 96.4$$

Based on the calculation, the ideal sample size was determined to be 96.4. To ensure a robust sample, this figure was rounded up to 100 consumers, a number that also conforms to Roscoe's suggested range of 30 to 500.

### Data Analysis Techniques

Quantitative data analysis was performed with SPSS. The selection of this tool was based on its proven utility in robust statistical evaluation, especially for executing multiple linear regression to measure the relationship between predictor and outcome variables (Ghozali, 2018). The analysis followed these key steps in SPSS:

#### Data Quality Test

To ensure the survey indicators effectively assessed their target variables, a validity test was performed. The Pearson Product Moment correlation was used to determine validity, which was confirmed if the calculated  $r$ -value exceeded the threshold value in the  $r$ -table at a significance level of 0.05.

In order to assess the reliability of the tool, a test was conducted using Cronbach's Alpha, where a score of 0.70 or more is considered to have satisfactory internal consistency.

#### Classical Assumption

Test Classical assumption tests are conducted before regression testing to ensure data meets linear model requirements, which include:

To verify that the data followed a normal distribution, normality was tested via the Kolmogorov-Smirnov method and a visual inspection of the Normal P-P Plot.

Multicollinearity Test, by looking at Tolerance value  $> 0.10$  and VIF  $< 10$ .

To verify the homoscedasticity assumption, the Glejser test and a scatterplot were employed to detect any inequality in residual variance (Ghozali, 2018).

#### Multiple Linear Regression Analysis

The examination is grounded on the subsequent results:

Regression coefficient, to see the direction and magnitude of influence of each variable.

$t$ -test, to test the influence of each independent variable partially.

$F$ -test, to test the influence of independent variables simultaneously.

Coefficient of Determination ( $R^2$ ), to find out how much variation in dependent variables can be explained by the regression model (Pramesti, 2018). All data processing and analysis processes are conducted using the latest version of SPSS software, so research results can be presented accurately and measurably.

## RESULTS AND DISCUSSION

### RESULTS

#### Respondent Demographics

From questionnaire completion through Google Form starting from December 3, 2025 to January 7, 2026, the total number of respondents collected was 200 individuals. From that number, researchers classified respondents into 2 categories namely gender and age.

**Table 1.** Respondent Demographics

Category	Item	Total	Percentage
<b>Gender</b>	Female	148	74%
	Male	52	26%
<b>Age</b>	18-28 Years old	83	41,5%
	29-38 Years old	49	24,5%
	39-48 Years old	46	23%
	>48 Years old	22	11%

Source: Processed data (2025)

Based on respondent demographic data in table 1, it is known that the majority of consumers at Toko Sembako Bu Sriyu Kediri City are female, which is 74%, while male respondents are 26%. This condition shows that women have a dominant role in basic necessities purchasing activities, so perceptions of service quality, store atmosphere, and product variety are largely influenced by female consumer shopping experiences. The majority of respondents (41.5%) fall within the 18-28 age bracket, indicating a consumer base predominantly in their productive years. This

demographic likely places a strong emphasis on comfort, service quality, and product availability when choosing where to shop. Furthermore, respondents aged 29-38 years and 39-48 years are 24.5% and 23% respectively, which reflects consumers with relatively stable household needs and tend to pay attention to product completeness and shopping convenience. Meanwhile, respondents aged over 48 years are 11%, who although smaller in number, still contribute to the research because they generally consider service quality and store atmosphere comfort. Overall, respondent characteristics show that service quality, store atmosphere, and product variety variables are relevant in influencing consumer purchase decisions at Toko Sembako Bu Sriyu Kediri City.

### Instrument Test

#### Validity Test Data

Validity testing confirms whether the questionnaire items effectively measure service quality, store atmosphere, product variety, and purchase decisions.

**Table 2.** Validity Test Results

Variable	Item	R Value	R Table	Description
Service Quality	X1.1	0,812	0,1388	Valid
	X1.2	0,809	0,1388	Valid
	X1.3	0,785	0,1388	Valid
	X1.4	0,815	0,1388	Valid
	X1.5	0,788	0,1388	Valid
Store Atmosphere	X2.1	0,833	0,1388	Valid
	X2.2	0,852	0,1388	Valid
	X2.3	0,760	0,1388	Valid
	X2.4	0,776	0,1388	Valid
	X2.5	0,812	0,1388	Valid
Product Variety	X3.1	0,724	0,1388	Valid
	X3.2	0,752	0,1388	Valid
	X3.3	0,786	0,1388	Valid
	X3.4	0,770	0,1388	Valid
	X3.5	0,698	0,1388	Valid
Purchase Decision	Y1	0,766	0,1388	Valid
	Y2	0,785	0,1388	Valid
	Y3	0,712	0,1388	Valid
	Y4	0,769	0,1388	Valid
	Y5	0,663	0,1388	Valid

Table 2 demonstrates that all questionnaire data have correlation coefficients higher than 0.1388. The result implies a statistically significant correlation, as the computed r-value surpasses the tabulated critical value. Therefore, all collected data meet validity criteria and can proceed to the next research test or analysis stage.

#### Reliability Test

Reliability is measured using Cronbach's Alpha, with criteria values more than 0.60 indicating reliable instruments, while values below 0.60 indicate unreliable instruments (Pramesti, 2018).



**Table 3.** Reliability Test Results

Variable	Cronbach Alpha Value	Cronbach Alpha	Results
Service Quality	0,861	0,6	Reliable
Store Atmosphere	0,866	0,6	Reliable
Product Variety	0,801	0,6	Reliable
Purchase Decision	0,792	0,6	Reliable

According to the data in Table 3, the Cronbach's Alpha values for each variable are higher than 0.6, suggesting that the instruments used are reliable. As a result, it can be inferred that the instruments utilized in the study are reliable, allowing the research to move forward to the next phase of testing.

#### Multicollinearity Test

The analysis tested for multicollinearity by calculating Variance Inflation Factor (VIF) and Tolerance values. In line with Ghazali's (2018) criterion, multicollinearity is not a concern if the VIF is under 10 and the Tolerance is above 0.10.

**Table 4.** Multicollinearity Test Results

Model	Coefficients <sup>a</sup>				Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
1 (Constant)	2.827	1.062		2.662	.008	
Service Quality	.097	.072	.103	1.350	.179	.323
Store Atmosphere	.062	.069	.072	.898	.370	.295
Product Variety	.708	.058	.682	12.253	.000	.602

a. Dependent Variable: Purchase Decision

According to the information presented in table 4, it is evident that Tolerance values exceeding 0.1 and VIF under 10. As a result, this dataset is not affected by multicollinearity.

#### Heteroscedasticity Test

Regression models are declared not experiencing heteroscedasticity if significance values between independent variables and absolute residuals are greater than 0.05 (Ghozali, 2018).

**Table 5.** Heteroscedasticity Test Results

Table 1. Hierarchical Regression Test Results					
Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2.827	1.062		2.662	.008
Service Quality	.097	.072	.103	1.350	.179
Store Atmosphere	.062	.069	.072	.898	.370
Product Variety	.708	.058	.682	12.253	.000

a. Dependent Variable: Purchase Decision

Table 5 concludes that for social media variable (0.291), for Product Quality variable (0.016) heteroscedasticity does not occur. While for price variable (0.001) heteroscedasticity occurs because it is smaller than 0.05.

### Normality Test

Following Ghozali (2018), the assumption of normality is met if the significance value is above 0.05. A value below this threshold suggests the residuals are not normally distributed. Table 6 presents the results of the normality test.

**Table 6.** Normality Test Results  
**One-Sample Kolmogorov-Smirnov Test**

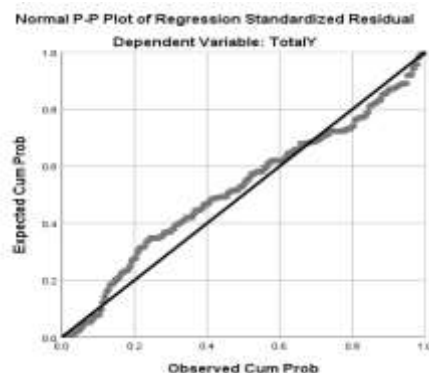
		Unstandardized Residual
N		200
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.72550236
Most Extreme Differences	Absolute	.107
	Positive	.064
	Negative	-.107
Test Statistic		.107
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.	.000 <sup>d</sup>
	99% Confidence Interval	Lower Bound .000
		Upper Bound .000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.



**Figure 2.** P-P Plot of Regression Standardized Residual

As depicted in Figure 2, although the Kolmogorov-Smirnov test yields significance values below 0.05, the Normal P-P Plot illustrates that the residuals are distributed around and follow the diagonal line. Combined with the large sample size ( $N = 200$ ), which satisfies the Central Limit Theorem, the residuals can be considered normally distributed. Therefore, the assumption of normality is fulfilled.

### t-Test

This study tests the partial influence of  $X_1$ ,  $X_2$ , and  $X_3$  on  $Y$ . The null hypothesis ( $H_0$ ) claims no such partial effect exists, while the alternative hypothesis ( $H_a$ ) claims there is an effect. A significance level of  $\alpha=0.05$  is used, whereby  $H_0$  is retained if  $p > 0.05$  and rejected in favor of  $H_a$  if  $p < 0.05$  (Nugrahani & Imron, 2023).

**Table 7. t-Test Results**

Model	Coefficients <sup>a</sup>		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta	
1 (Constant)	2.827	1.062		
Service Quality	.097	.072	.103	1.350
Store Atmosphere	.062	.069	.072	.898
Product Variety	.708	.058	.682	12.253

a. Dependent Variable: Purchase Decision

To test the individual influence of each independent variable on Purchase Decisions, a t-test was performed using the t-values and significance (Sig.) from the Coefficients table. The findings are summarized as follows:

The service quality variable shows a significance of 0.179 ( $>0.05$ ) and a t-value of 1.350 ( $<1.966$ ), leading to the retention of the null hypothesis. This result suggests that service quality is not a significant determinant of purchase decisions.

The store atmosphere variable shows a p-value of 0.370 ( $>0.05$ ) and a t-value of 0.898 ( $<1.966$ ), resulting in the acceptance of the null hypothesis. Therefore, store atmosphere is not a significant predictor of purchase decisions.

Product variety exhibits a highly significant impact, with a p-value of 0.000 and a t-statistic of 12.253 (exceeding the critical value of 1.966). This strong evidence supports rejecting the null hypothesis, affirming that product variety is a significant partial determinant of purchase decisions.

### F-Test

Null hypothesis ( $H_0$ ) states that variables  $X_1$ ,  $X_2$ , and  $X_3$  together do not influence variable  $Y$ , while alternative hypothesis ( $H_a$ ) states that independent variables simultaneously influence dependent variables. The process of making decisions relies on the importance of values, with  $H_0$  being approved if the values of importance exceed 0.05, and  $H_0$  being declined if the values of importance fall below 0.05 (Nugrahani & Imron, 2023).

**Table 8. F-Test Results**

Model	ANOVA <sup>a</sup>				
	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	11.735	3	3.912	2.915	.035 <sup>b</sup>
Residual	263.051	196	1.342		
Total	274.786	199			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Service Quality, Store Atmosphere, Product Variety

The F-test outputs ( $F = 2.915$ ,  $p = 0.035$ ) presented in Table 8 lead to the rejection of  $H_0$ . This validates that the combined influence of service quality, product quality, and price plays a crucial role in influencing purchase decisions, clarifying a portion of the variability that has been noticed.

### Coefficient of Determination R

The coefficient of determination in a regression model reveals how much of the change in the outcome variable can be attributed to the independent variables, with the remaining fluctuation being impacted by external variables not accounted for in the model (Pramesti, 2018).

**Table 9.** Coefficient of Determination r Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.207 <sup>a</sup>	.043	.028	1.15849

a. Predictors: (Constant), Service Quality, Store Atmosphere, and Product Variety

The analysis yields an  $R^2$  of 0.043 (Adjusted  $R^2 = 0.028$ ), meaning the three independent variables collectively explain just 4.3% of the variation in purchase decisions (Table 9). Consequently, 95.7% of the variance is influenced by other factors. This indicates that although the overall model is significant, the impact of the specified variables is relatively low.

### Discussion

#### Influence of Service Quality on Purchase Decision

Analysis shows the effect of service quality is not statistically significant ( $p = 0.179$ , exceeding the 0.05 threshold), indicating it does not substantially impact consumer purchase decisions. These results suggest that service quality, when considered independently, has not become a key determinant of purchase decisions. Accordingly,  $H_0$  is accepted and  $H_a$  is rejected, implying that perceived variations in service quality do not directly influence purchasing decisions at Toko Sembako Bu Sriyu.

This research result indicates that consumers tend to prioritize basic needs fulfillment compared to service aspects, such as friendliness, speed, and service comfort. In the grocery retail context, consumers generally have service expectations that are standard in nature, so service quality is perceived as normal and not as the main differentiator in purchase decision making. Kouwagam et al. (2022) found that service quality may not have a significant impact on purchase decisions in the basic necessities retail sector because consumers are more focused on functionality.

#### Influence of Store Atmosphere on Purchase Decision

Store atmosphere was found to have an insignificant effect on purchase decisions ( $p = 0.370 > 0.05$ ), leading to the acceptance of the null hypothesis. These findings indicate that partially store atmosphere has not been able to become a determining factor in encouraging consumers to make purchase decisions. This condition reflects the characteristics of Toko Sembako Bu Sriyu consumers who tend to prioritize functional aspects such as convenience, practicality, and speed in shopping compared to visual comfort, aesthetics, or store layout.

In the grocery store context, consumer behavior is generally routine in nature and oriented toward daily basic needs fulfillment, so store atmosphere factors such as lighting, decoration, and spatial arrangement are not main considerations in the purchase decision-making process. These research results are in line with findings by Vannesse et al. (2024) which states that store atmosphere influence on purchase decisions tends to be more dominant in modern retail or lifestyle products, while in daily necessities stores this influence is relatively weak because consumers focus more on product availability and shopping efficiency.

#### Influence of Product Variety on Purchase Decision

Product variety demonstrates a highly significant positive effect on purchase decisions ( $p = 0.000$ ), as the  $t$ -value surpasses the critical threshold. This result confirms that greater product diversity at the store is associated with



a higher likelihood of consumer purchases. Product variety provides convenience for consumers in meeting various needs in one place, which ultimately increases time efficiency, shopping comfort, and perceived value received by consumers. This condition encourages the formation of stronger purchase decisions because consumers feel available choices match their preferences and needs. The research outcomes align with the conclusions drawn by Maharani (2024), indicating that a diverse range of products positively impacts purchasing decisions by enhancing consumer satisfaction. Moreover, findings from Miftahudin et al. (2024) further support the idea that a broad selection of products can heighten consumer interest in making purchases by offering options that cater to individual preferences and abilities.

### **Simultaneously positive influence between service quality, store atmosphere, and product variety on consumer purchase decisions**

The F-test confirms a significant joint effect of service quality, store atmosphere, and product variety on purchase decisions at the studied store. This suggests that purchase decisions are not solely determined by one factor, but rather emerge from the interaction of different retail marketing elements. Although in partial testing there are variables that do not show significant influence individually, collectively these three variables are still able to explain consumer purchasing behavior. This is in line with the view that consumers in retail contexts consider the shopping experience as a whole, including service quality received, store atmosphere comfort, and completeness and product variety offered (Badarudin et al., 2021; Nazaruddin et al., 2024; Yulianti & Baehaqi, 2023).

Nevertheless, the model's capacity to explain variation in purchasing decisions is limited, evidenced by a low  $R^2$  value. This means there are other factors outside service quality, store atmosphere, and product variety that also influence consumer purchase decisions, such as price, location, promotion, consumer trust, and social and psychological factors. This condition strengthens previous research results which state that purchase decisions are complex constructs and are influenced by various variables, both internal and external to consumers (Badarudin, 2021; Yulianti & Baehaqi, 2023). Thus, this research provides implications that store managers not only need to focus on improving these three aspects, but also consider other relevant factors to increase consumer purchase decisions more optimally.

## **CONCLUSION**

The analysis reveals a distinct pattern of influence on purchase decisions at Toko Sembako Bu Sriyu in Kediri City. Individually, neither service quality nor store atmosphere exerts a significant impact, suggesting they are not primary drivers in this context. In contrast, product variety demonstrates a significant positive effect, establishing it as a key consideration for consumers when selecting a grocery store for daily necessities. Simultaneously, the combined effect of all three variables is statistically significant. However, the model's overall explanatory power remains limited, with an  $R^2$  of 0.043. This indicates that while the studied factors are relevant, a substantial portion of the variance in purchase decisions is attributable to factors outside this research model.

Based on the research findings, it is recommended that the management of Toko Sembako Bu Sriyu prioritize the consistent enhancement and maintenance of product variety. This should encompass the diversity of product types, available brands, and stock availability, as this variable has been empirically shown to significantly influence consumer purchase decisions. In addition, although service quality and store atmosphere have not shown significant influence partially, improvement efforts on cleanliness, comfort, and service friendliness aspects still need to be done as added value to increase consumer satisfaction and loyalty. Meanwhile, it is suggested for future researchers to incorporate additional factors like price, location, promotions, consumer behaviors, and social relationships in order to enhance the predictive power of the model on purchase behavior. Future research can also use larger sample sizes or apply different analysis methods to obtain more comprehensive and in-depth results.

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