

**FINAL PAPER**

**THE EFFECT OF STORE ATMOSPHERE TOWARD  
CUSTOMERS' VISITATION BEHAVIOR AT FOOD FESTIVAL  
AND G-WALK, SURABAYA**

Submitted as a final requirement to obtain the degree of

*Sarjana Ekonomi Strata Satu*

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FAKULTAS EKONOMI  
UNIVERSITAS PELITA HARAPAN  
SURABAYA  
2014**



**UNIVERSITAS PELITA HARAPAN SURABAYA**  
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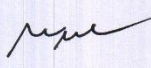

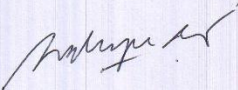
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## TABLE OF CONTENTS

Page	
	<b>COVER ..... i</b>
	<b>STATEMENT OF ORIGINALITY OF FINAL PAPER..... ii</b>
	<b>AGREEMENT OF MENTORING GUIDANCE FOR FINAL PAPER ..... iii</b>
	<b>FINAL PAPER EXAMINATION COMMITTEE ..... iv</b>
	<b>ABSTRACT ..... v</b>
	<b>ACKNOWLEDGEMENT..... vi</b>
	<b>TABLE OF CONTENTS ..... viii</b>
	<b>LIST OF TABLES ..... xii</b>
	<b>LIST OF FIGURES ..... xiv</b>
	<b>LIST OF APPENDICES ..... xv</b>
<b>CHAPTER I INTRODUCTION</b>	
1.1	Background of the study ..... 1
1.2	Research problems ..... 6
1.3	Research objectives ..... 6
1.4	Research contribution..... 7
1.5	Research limitations ..... 7
1.6	Research outline ..... 8
<b>CHAPTER II REVIEW OF RELATED LITERATURE</b>	
2.1	Customer visitation behavior..... 9
2.2	Store atmosphere variable ..... 10
2.3	External variable ..... 12
2.4	General interior variable ..... 14
2.5	Layout and design variable ..... 15
2.6	Human variable ..... 17
2.6.1	Employees ..... 17
2.6.2	Crowding..... 18

2.7	Point of purchase variable .....	18
2.8	Previous Study.....	20
2.9	The effect of store atmosphere on customer visitation behavior .....	22
2.10	The effect of store external on customer visitation behavior .....	22
2.11	The effect of store general interior on costumer visitation behavior .....	23
2.12	The effect of store design and layout on customer visitation behavior.....	23
2.13	The effect of human variable on customer visitation behavior .....	23
2.14	The effect of point of purchase on customer visitation behavior .....	24
2.15	Theoretical framework .....	24
2.16	Operational framework .....	25

### **CHAPTER III RESEARCH METODOLOGY**

3.1	Research design.....	27
3.2	Research variable .....	27
	3.2.1 Operational definition .....	27
	3.2.2 Variables to be tested .....	29
	3.2.3 Level of measurement and scaling techniques.....	29
3.3	Method of data collection.....	29
	3.3.1 Source of data.....	29
	3.3.2 Sample and sampling plan .....	30
	3.3.3 Research instrument .....	30
3.4	Method of data analysis.....	31
	3.4.1 Descriptive statistic .....	31
	3.4.2 Validity analysis.....	32
	3.4.3 Reliability analysis .....	32
	3.4.4 Classical assumption test .....	32
	3.4.5 Multiple linear regression analysis.....	33
	3.4.6 Coefficient of Correlation and Coefficient of determination.....	33
	3.4.6.1 Coefficient of Correlation .....	33
	3.4.6.2 Coefficient of Determination .....	34
	3.4.7 Hypothesis testing .....	35
	3.4.7.1 t-test.....	35



3.4.7.2	f-test .....	36
3.4.7.3	The t-mean Comparison.....	36

## CHAPTER IV RESULT AND DISCUSSION

4.1	Company Profile .....	37
4.1.1	Food Festival.....	37
4.1.2	G-Walk.....	37
4.2	Description of the Survey Respondents .....	38
4.2.1	Gender of the respondents.....	38
4.3	Mean and Standard Deviation of Each Indicator of.....	42
	External Environment, General Interior, Design & Layout, Human Characteristics, Point of Purchase, and Customers' Behavior	
4.3.1	Mean and Standard Deviation of Rating on Indicators of .....	43
	External Environment	
4.3.2	Mean and Standard Deviation of Rating on Indicators of .....	45
	General Interior	
4.3.3	Mean and Standard Deviation of Rating on Indicators of.....	47
	Design and Layout	
4.3.4	Mean and Standard Deviation of Rating on Indicators of .....	49
	Human Characteristics	
4.3.5	Mean and Standard Deviation of Rating on Indicators of.....	51
	Point of Purchase	
4.3.6	Mean and Standard Deviation of Rating on Indicators of.....	53
	Customers Visitation Behavior	
4.4	Validity Analysis.....	54
4.4.1	Food Festival .....	55
4.4.2	G-Walk .....	58
4.5	Reliability Analysis .....	60
4.5.1	Food Festival .....	61
4.5.2	G-Walk .....	61
4.6	Classical Assumption Test .....	62
4.6.1	Normality Test.....	62
4.6.2	Homoscendasticity Test.....	63
4.6.3	Linearity Test.....	65
4.6.4	Multicollinearity Test .....	66
4.7	Hyppohesis Testing .....	67
4.7.1	The Effect of Store Atmosphere towards .....	70
	Customers Visitation Behavior in Food Festival and G-Walk	
4.7.2	The Effect of External environment towards .....	70
	Customers Visitation Behavior in Food Festival and G-Walk	

4.7.3	The Effect of General Interior towards Customers Visitation Behavior in Food Festival and G-Walk	70
4.7.4	The Effect of Design and Layout towards Customers Visitation Behavior in Food Festival and G-Walk	71
4.7.5	The Effect of Human Characteristics towards Customers Visitation Behavior in Food Festival and G-Walk	72
4.7.6	The Effect of Point of Purchase towards Customers Visitation Behavior in Food Festival and G-Walk	72
4.7.7	T-mean Comparison of Food Festival and G-Walk customers	73
4.8	Discussion	73
4.8.1	H <sub>1</sub> : The Effect of Store Atmosphere towards the Costumers' Visitation Behavior in Food Festival and G-Walk	74
4.8.2	H <sub>2</sub> : The Effect of External Environment towards the Costumers' Visitation Behavior in Food Festival and G-Walk	75
4.8.3	H <sub>3</sub> : The Effect of General Interior towards the Costumers' Visitation Behavior in Food Festival and G-Walk	77
4.8.4	H <sub>4</sub> : The Effect of Design and Layout towards the Costumers' Visitation Behavior in Food Festival and G-Walk	79
4.8.5	H <sub>2</sub> : The Effect of Human Characteristics towards the Costumers' Visitation Behavior in Food Festival and G-Walk	81
4.8.6	H <sub>2</sub> : The Effect of Point of Purchase towards the Costumers' Visitation Behavior in Food Festival and G-Walk	82
4.8.7	T-mean Comparison of Food Festival and G-Walk customers	84

## **CHAPTER V SUMMARY, CONCLUSION, AND RECCOMENDATION**

5.1	Summary	85
5.2	Conclusion	86
5.3	Recommendation	87
5.3.1	Food Festival and G-Walk	87
5.3.2	Future Research	90

## **REFERENCES**

## **APPENDICES**

## LIST OF TABLES

Table 1	Operational Definition.....	28
Table 2	Likert Point Representation .....	29
Table 3	The Value of $r$ .....	34
Table 4	Interpretation of $r$ value .....	34
Table 5	Gender of Respondents.....	39
Table 6	Age of Respondents.....	39
Table 7	Job of Respondents.....	39
Table 8	Age and Job of Respondents .....	40
Table 9	Gender and age of Respondents .....	41
Table 10	Gender and Job of Respondents .....	42
Table 11	Categories of Respondents perception .....	43
Table 12	Mean and Standard Deviation of Rating on Indicators of .....	43
	External Environment	
Table 13	Mean and Standard Deviation of Rating on Indicators of .....	45
	General Interior	
Table 14	Mean and Standard Deviation of Rating on Indicators of .....	47
	Design and Layout	
Table 15	Mean and Standard Deviation of Rating on Indicators of .....	49
	Human Characteristics	
Table 16	Mean and Standard Deviation of Rating on Indicators of .....	51
	Point of Purchase	
Table 17	Mean Rating and Standard Deviation of Rating .....	53
	on Indicators of Customer Visitation Behavior	
Table 18	Validity Analysis of External Environment Variable .....	55
Table 19	Validity Analysis of General Interior Variable .....	55
Table 20	Validity Analysis of Design and Layout Variable .....	56
Table 21	Validity Analysis of Human Characteristics Variable .....	56
Table 22	Validity Analysis of Point of Purchase Variable.....	57
Table 23	Validity Analysis of Customers' Visitation Behavior Variable .....	55
Table 24	Validity Analysis of External Environment Variable G-Walk.....	58
Table 25	Validity Analysis of General Interior Variable G-Walk .....	58
Table 26	Validity Analysis of Design and layout Variable G-Walk.....	59
Table 27	Validity Analysis of Human Characteristics Variable G-Walk .....	59
Table 28	Validity Analysis of Point of Purchase Variable G-Walk.....	60
Table 29	Validity Analysis of Customers Behavior Variable G-Walk .....	60
Table 30	Reliability Analysis Food Festival .....	61
Table 31	Reliability Analysis G-Walk .....	61
Table 32	Multicolinerarity for variable used at Test Food Festival .....	62

Table 33	Multicolinerarity Test for variables used at G-Walk.....	62
Table 34	Linearity Test Food Festival.....	63
Table 35	Linearity Test G-Walk.....	63
Table 36	Kolmogorov-Smirnov Food Festival and G-Walk.....	64
Table 37	Spearman Test Food Festival and G-Walk.....	66
Table 38	Result of Hypothesis Testing (Multiple Regression) I.....	68
Table 39	Result of Hypothesis Testing (Multiple Regression) II.....	69
Table 40	T-Mean comparison of Food Festival and G-Walk.....	72

## LIST OF FIGURES

Figure 1	Food Festival, Pakuwon City Surabaya.....	2
Figure 2	G-Walk Citraland Surabaya .....	3
Figure 3	Research Model: The Effect of Store Atmosphere Attributes on Store .....	20
	Loyalty Intention of Hypermarket/ Supermarket Customers	
Figure 4	Research Model: Atmospheric Effects on Shopping Behavior:.....	22
	A Review of the Experimental Evidence	
Figure 5	Theoretical framework .....	25
Figure 6	Operational framework.....	26
Figure 7	Normal Probability Plot of store atmosphere variable .....	64
	towards customers' visitation behavior, Food Festival	
Figure 8	Normal Probability Plot of store atmosphere variable, .....	65
	towards Customers' Visitation Behavior, G-Walk	
Figure 9	Scatterplot of store atmosphere variable, Food Festival .....	65
Figure 10	Scatterplot of store atmosphere variable, G-Walk.....	66

## LIST OF APPENDICES

Appendix A .....	A-1
Appendix B .....	B-1
Appendix C .....	C-1
Appendix D .....	D-1
Appendix E .....	E-1