

The Influence of Store Atmosphere and Product Completeness on Purchasing Decisions at Pangjay Fishing Shop in Central Jakarta

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Article History:

Received : 11-08-2026

Revised : 16-08-2026

Accepted : 10-10-2026

Keywords: *Purchasing Decision; Product Assortment; Store Atmosphere*

Abstract: *This study examines the relationship of store atmosphere and product completeness with purchasing decisions at Pangjay Fishing Shop in Central Jakarta. Using a quantitative associative approach, data were collected through questionnaires from 100 respondents selected using purposive sampling. Data were analyzed using simple and multiple linear regression, the coefficient of determination, t-tests, and an F-test with SPSS. The results indicate that store atmosphere is positively and significantly associated with purchasing decisions ($t = 4.972$, $p < 0.001$), while product completeness also shows a positive and significant association ($t = 10.517$, $p < 0.001$). Simultaneously, both variables are significantly associated with purchasing decisions ($F = 60.003$, $p < 0.001$), with a coefficient of determination (R^2) of 55.3%. These findings indicate that store atmosphere and product completeness jointly explain 55.3% of the variation in purchasing decisions, while the remaining 44.7% is attributable to other factors not examined in this study.*

How to Cite: Andhika Nuzula, Putri Nilam Kencana.(2026). The Influence of Store Atmosphere and Product Completeness on Purchasing Decisions at Pangjay Fishing Shop in Central Jakarta . 4(01). pp.169-180. <https://doi.org/10.61536/escalate.v4i01.677>



<https://doi.org/10.61536/escalate.v4i01.677>

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Introduction

The development of the retail sector in Indonesia shows increasingly fierce competition, particularly in urban areas. This situation demands that businesses not only provide products needed by consumers but also create a comfortable and engaging shopping experience. In consumer behavior, purchasing decisions are influenced not only by functional needs but also by environmental and psychological factors. One such factor is store atmosphere, as store layout, comfort, lighting, cleanliness, and product layout can shape consumer perceptions and influence purchasing decisions.(Johan & Atmaja, 2025);(Nathasya, 2024);(Tiufany & Lina, 2024). In addition, product completeness is also an important consideration because product diversity and availability allow consumers to fulfill their needs in one place.(Mutia et al., 2024);(Wati & Hardiansyah, 2024)Thus, store atmosphere and

product availability are strategic aspects that need to be considered in improving consumer purchasing decisions.

This phenomenon is relevant to the study of Pangjay Fishing Shop, established in 2023 and located in Central Jakarta. As a shop catering to the needs of consumers with specific characteristics, Pangjay Fishing Shop is expected to provide a diverse range of products while creating a comfortable shopping environment. However, initial observations indicate that there are still challenges in both aspects. The relatively small and cramped store environment results in limited space, while product availability in some categories does not fully meet consumer needs. These actual conditions indicate a discrepancy between the situation in the field and the ideal situation, which includes a more comfortable store space and a more complete selection of equipment and bait.

Store atmosphere issues became increasingly apparent based on pre-survey results. Most respondents stated that the shopping area was insufficient, customers could not move freely, and the air circulation in the store was uncomfortable. Regarding product availability, most respondents also assessed that product diversity, availability of sought-after products, bait variety, and the store's ability to provide all fishing needs in one location were still suboptimal. These findings were reinforced by consumer reviews highlighting limited product variety and a perception that business growth was relatively stagnant. This is crucial because when consumers have many alternatives in physical stores and online platforms, limited convenience and product availability can drive them to competitors that offer better choices and a better shopping experience.

The research gap in this context is evident in the difference between the ideal concept and the actual conditions of Pangjay Fishing Shop. Theoretically, a good store atmosphere and product availability can be factors that support consumer purchasing decisions.(Fauzi, 2021);(Tiufany & Lina, 2024); (Wati & Hardiansyah, 2024), but the research object still found limitations in space, comfort, variety, and product availability. This gap is also reflected in sales performance that has not reached the target during 2023–2025, with achievements of 58%, 63%, and 61% respectively, and experienced a decline in 2025. This condition indicates that the problem of store atmosphere and product completeness needs to be studied further in relation to consumer purchasing decisions. Therefore, research on the influence of store atmosphere and product completeness on purchasing decisions at the Pangjay Fishing Shop in Central Jakarta is important to obtain empirical evidence regarding the extent to which these two variables influence purchasing decisions and provide input for increasing business competitiveness.

Research Methods

This study uses an associative research type with a quantitative approach, which aims to determine the effect of store atmosphere and product completeness on purchasing decisions. The study was conducted at the Pangjay Fishing Shop, Jl. Pisang Batu No. 4, RT/RW 007/010, South Mangga Dua, Sawah Besar District, Central Jakarta, DKI Jakarta, 10730, for four months, namely April–July 2026. The study population is people who live in Central Jakarta and have shopped at the Pangjay Fishing Shop at least once. Because the



population size is not known with certainty, sampling was carried out using a non-probability sampling technique through purposive sampling, with the criteria for respondents living in Central Jakarta and having had at least one shopping experience at the Pangjay Fishing Shop. Based on calculations using the Lemeshow formula with a 95% confidence level, a 50% proportion, and a 10% error limit, a minimum requirement of 96 respondents was obtained which was then rounded up to 100 respondents.

Data collection was conducted using primary and secondary data. Primary data were obtained through the distribution of questionnaires to respondents using a five-level Likert scale, ranging from strongly disagree to strongly agree, as well as documentation of the store atmosphere conditions of Toko Pancing Pangjay. Secondary data were obtained from photos of store conditions, sales data, consumer reviews, books, and relevant journals. The collected data were then analyzed quantitatively using SPSS, including classical assumption tests consisting of normality, heteroscedasticity, and multicollinearity tests, then continued with simple linear regression analysis and multiple linear regression, correlation coefficient analysis, and coefficient of determination. Hypothesis testing was carried out through the t test to determine the effect of each variable partially and the F test to determine the effect of store atmosphere and product completeness simultaneously on purchasing decisions.

Results and Discussion

Classical Assumption Test

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	5.67970441
Most Extreme Differences	Absolute	.044
	Positive	.044
	Negative	-.043
Test Statistics		.044
Asymp. Sig. (2-tailed) ^c		.200 ^d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed by SPSS 27, 2026

Table 1 shows the results of the One Sample Kolmogorov-Smirnov normality test, which shows a score of $0.200 > 0.05$. Therefore, it can be assumed that the data is normally distributed.

2. Heteroscedasticity Test

Table 2. Glejser Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.077	1,634		.047	.963
	Store Atmosphere	.063	.062	.107	1,011	.314
	Product Completeness	.091	.048	.203	1,917	.058

a. Dependent Variable: Residual.

Source: Data processed by SPSS 27, 2026

Table 2 shows a significant value for the Store Atmosphere variable of 0.314 and the Product Completeness variable of 0.058. Both variables have a significant value > 0.05 , so it can be said that the data does not experience symptoms of heteroscedasticity.

3. Multicollinearity Test

Table 3. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	2,970	2,740		1,084	.281		
	Store Atmosphere	.250	.113	.167	2,224	.028	.816	1,226
	Product Completeness	.674	.077	.656	8,734	.000	.816	1,226

a. Dependent Variable: Y

Source: Data processed by SPSS 27, 2026

The multicollinearity test shows that Store Atmosphere and Product Completeness have VIF values of 1.226 and tolerance values of 0.816, indicating no multicollinearity.

Simple Linear Regression Analysis

Table 4. Simple Linear Regression Test Results for Store Atmosphere Variable (X1)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	11,151	3,425		3,256	.002
	Store Atmosphere	.673	.135	.449	4,972	.000

a. Dependent Variable: Purchasing Decision

Source: Data processed by SPSS 27, 2026

Table 4 above shows the test results with a constant score of the Store Atmosphere variable of 11.151 with a coefficient result of the Store Atmosphere variable of 0.673. Thus, the regression equation $Y = 11.151 + 0.673 (X1)$ is obtained.

1. The constant value of 11.151 indicates that, without any contribution from the Store Atmosphere factor, the Purchase Decision is already at a baseline level of 11.151 points. This can be interpreted as an existing initial purchase tendency among consumers, regardless of specific Store Atmosphere aspects.
2. Store Atmosphere Regression Coefficient of 0.673, this positive coefficient indicates a direct and meaningful relationship between Store Atmosphere and Purchase Decision. Specifically, each one-unit increase in Store Atmosphere quality or optimality ($X1$) is estimated to increase Purchase Decision (Y) by 0.673 points, assuming other variables remain unchanged.

Table 5. Results of Simple Linear Regression Test for Product Completeness Variable ($X2$)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	7,119	2,047		3,478	.001
	Product Completeness	.747	.071	.728	10,517	.000

a. Dependent Variable: Purchasing Decision

Source: Data obtained from SPSS 27, 2026

Table 5 above shows the test results with a constant score of the Product Completeness variable of 7.119 with a coefficient result of the Product Completeness variable of 0.747. Thus, the regression equation $Y = 7.119 + 0.747 (X2)$ is obtained.

- a. The constant value of 7.119 indicates that, without any contribution from the Product Completeness factor, the Purchase Decision is already at a baseline level of 7.119 points. This can be interpreted as an existing initial purchase tendency among consumers, regardless of the specific Product Completeness aspect.
- b. Product Completeness Regression Coefficient 0.747 This positive coefficient indicates a direct relationship between Product Completeness and Purchasing Decisions. More specifically, each one-unit increase in the quality or optimality of Product Completeness ($X2$) is estimated to increase Purchasing Decisions (Y) by 0.747 points, assuming other variables remain unchanged.

Multiple Linear Regression Analysis**Table 6. Results of Linear Regression Test of Variables *Store Atmosphere (X1)* and *Product Completeness (X2)* on *Purchasing Decisions (Y)***

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	2,970	2,740		1,084	.281
	<i>Store Atmosphere</i>	.250	.113	.167	2,224	.028
	<i>Product Completeness</i>	.674	.077	.656	8,734	.000

a. Dependent Variable: Purchasing Decision

Source: Data processed by SPSS 27, 2026

Based on table 7, the similarity of multiple linear regression can be seen as follows: $Y = 2.970 + 0.250X_1 + 0.674X_2$ From the multiple linear regression equation above, it can be interpreted as below:

1. The Constant Value is 2.970, this means that if the Store Atmosphere (X1) and Product Completeness (X2) variables are not taken into account (or their value is zero), then the Purchase Decision (Y) will have a base value of 2.970 points.
2. The value for Store Atmosphere (X1) is 0.250 (positive sign) this means that if the constant remains constant and there is no change in the Product Completeness variable (X2), then every one unit change in the Store Atmosphere variable (X1) can cause a change in the Purchase Decision (Y) of 0.250 points.

The value for Product Completeness (X2) is 0.674 (positive). This means that if the constant remains constant and there is no change in the Store Atmosphere variable (X1), then every one-unit change in the Product Completeness variable (X2) can cause a change in the Purchase Decision (Y) of 0.674 points.

Table 8. Results of the Variable Correlation Coefficient Test *Store Atmosphere (X1)*

		Correlations	
		<i>Store Atmosphere</i>	<i>Buying decision</i>
<i>Store Atmosphere</i>	Pearson Correlation	1	.449**
	Sig. (2-tailed)		.000
	N	100	100
<i>Buying decision</i>	Pearson Correlation	.449**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by SPSS 27, 2026

Based on table 8, the test results obtained a correlation coefficient value of 0.449 where this value lies in the interval 0.400-0.599, which means that the two variables have a moderate relationship.



Table 9. Results of the Correlation Coefficient Test for the Product Completeness Variable (X2)

		Correlations	
		Product Completeness	Buying decision
Product Completeness	Pearson Correlation	1	.728**
	Sig. (2-tailed)		.000
	N	100	100
Buying decision	Pearson Correlation	.728**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by SPSS 27, 2026

Based on table 9 above, the test results obtained a coefficient value of 0.728 where this value lies in the interval 0.600-0.799, which means that the two variables have a strong relationship.

Table 10. Results of Simultaneous Correlation Coefficient Test of Variable *Store Atmosphere (X1) and Product Completeness (X2) on Purchasing Decisions (Y)*

Model Summary									
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F	df1	df2	
1	.744a	.553	.544	5,738	.553	60,003	2	97	.000

a. Predictors: (Constant), Product Completeness, Store Atmosphere

Source: Data processed by SPSS 27, 2026

Based on table 10 above, the test results obtained a correlation coefficient value of 0.744 where this value is located in the interval 0.600-0.799, which means that the Store Atmosphere and Product Completeness variables have a strong relationship with Purchasing Decisions.

Analysis of the Coefficient of Determination

Table 11. Results of the Variable Determination Coefficient TestStore Atmosphere (X1)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.449a	.201	.193	7,630

a. Predictors: (Constant), Store Atmosphere

Source: Data processed by SPSS 27, 2026

Based on table 11, the coefficient of determination is obtained with a value of 0.201, which means that the Store Atmosphere variable (X1) influences the Purchasing Decision (Y)

by 20.1%, while the remainder (100% - 20.1%) = 79.9% is influenced by other variables not studied.

Table 12. Results of the Determination Coefficient Test for the Product Completeness Variable (X2)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.728a	.530	.525	5,852

a. Predictors: (Constant), Product Completeness

Source: Data processed by SPSS 27, 2026

Based on table 12 above, the results of the coefficient of determination are obtained with a value of 0.530, which means that the Product Completeness variable (X2) influences the Purchasing Decision (Y) by 53.0%, while the remainder (100% - 53.0%) = 47% is influenced by other variables that were not studied.

Table 13. Results of the Determination Coefficient Test Store Atmosphere (X1) and Product Completeness (X2) on Purchasing Decisions

Model Summary							
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.744a	.553	.544	5,738	.553	60,003	.000

a. Predictors: (Constant), Product Completeness, Store Atmosphere

Source: Data processed by SPSS 27, 2026

Based on table 13, the results of the coefficient of determination are obtained with a value of 0.553, which means that the variables Store Atmosphere (X1) and Product Completeness (X2) influence the Purchasing Decision (Y) by 55.3%, while the remainder (100% - 55.3%) = 44.7% is influenced by other variables that were not studied.

Hypothesis Testing

1. Partial (t-test)

Table 14. t-Test Results for Store Atmosphere Variable (X1)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	11,151	3,425		3,256	.002
	Store Atmosphere	.673	.135	.449	4,972	.000

a. Dependent Variable: Purchasing Decision

Source: Data processed by SPSS 27, 2026

Based on table 14, the results of t count > t table (4.972 > 1.984) and a significant value of 0.000 < 0.05. Therefore, H₀ is rejected and H_a is accepted, this indicates that there is a partial significant impact between Store Atmosphere (X1) on Purchasing Decisions (Y).



Table 15. Results of the t-test for the Product Completeness Variable (X2)

Coefficients ^a					
	Model	Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7,119	2,047		.001
	Product Completeness	.747	.071	.728	.000

a. Dependent Variable: Purchasing Decision

Source: Data processed by SPSS 27, 2026

Based on table 15, the results of t count > t table (10.517 > 1.984) and a significant value of 0.000 < 0.05. Therefore, H₀ is rejected and H_a is accepted, this indicates that there is a partial significant impact between Product Completeness (X2) on Purchasing Decisions (Y).

2. Simultaneous Significance Test (F Test)

Table 16. Results of the F-Test of Variables Store Atmosphere (X1) and Product Completeness (X2) on Purchasing Decisions

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3951.105	2	1975,552	60,003	.000b
	Residual	3193.645	97	32,924		
	Total	7144.750	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Product Completeness, Store Atmosphere

Source: Data processed by SPSS 27, 2026

Based on table 15, the results of f count > f table (60.003 > 2.700) and a significant value of 0.000 < 0.05. Therefore, H₀ is rejected and H_a is accepted, this indicates that there is a simultaneous significant impact between Store Atmosphere (X1) and Product Completeness (X2) on Purchasing Decisions (Y).

The Influence of Store Atmosphere (X1) on Purchasing Decisions (Y)

Based on the analysis results, the regression equation $Y = 11.151 + 0.673 (X1)$ was obtained, the correlation coefficient was 0.449 which means the two variables have a moderate relationship. The determination or magnitude of influence is 20.1% and the remaining 79.9% is influenced by other variables not studied. The results of the hypothesis test obtained t count > t table (4.972 > 1.984) and a significant value of 0.000 < 0.05. Then H₀ is rejected and H_a is accepted, meaning that Store Atmosphere has a positive and significant effect on Purchasing Decisions. This shows that there is a very significant partial impact between Store Atmosphere (X1) on Purchasing Decisions at the Pangjay Fishing Shop.

This research is in line with previous research conducted by (Wahyuningsih et al., 2024). The results of this study indicate that Store Atmosphere has a positive and significant effect. This is evidenced by the calculated t-value of $2.277 > 1.66071$, the t-table value of $0.028 < 0.05$, and the sign level of $0.028 < 0.05$. This means that Hypothesis 1 in this study is accepted. This means that the store atmosphere variable has a positive and significant impact on consumer purchasing decisions. However, the results of this study differ from the research conducted by (Bulu et al., 2024). The results of the study indicate that Store Atmosphere has a positive but insignificant influence. This is evidenced by a significance value of $0.872 > 0.05$, so it can be concluded that Store Atmosphere (X1) has a positive but insignificant influence on Purchasing Decisions (Y).

The Influence of Product Completeness (X2) on Purchasing Decisions (Y)

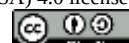
Based on the results of the analysis above, the regression equation $Y = 7.119 + 0.747(X2)$ was obtained, the correlation coefficient was 0.728 which means that the two variables have a strong relationship. The determination or magnitude of the influence is 53.0%, while the remaining 47% is influenced by other variables not studied. The results of the hypothesis test obtained t count $>$ t table ($10.517 > 1.984$) and a significant value of $0.000 < 0.05$. Then H_0 is rejected and H_a is accepted, meaning that Product Completeness (X2) has a positive and significant effect on Purchasing Decisions (Y) at the Pangjay Fishing Shop.

This result is in line with previous research conducted by (Sujarwo & Pamungkas, 2022). "The Influence of Store Atmosphere, Product Completeness and Location on Makmur Purchasing Decisions" where the results of this study indicate that Product Completeness has a positive effect. This is evidenced by t count $>$ t table or $19.181 > 1.984$ with a significance value of $0.000 < 0.05$ which means H_0 is rejected and H_2 is accepted. So it can be concluded that Product Completeness has a positive and significant effect on Purchasing Decisions.

The Influence of Store Atmosphere (X1) and Product Completeness (X2) on Purchasing Decisions (Y)

Based on the results of the analysis above, the equation $Y = 2.970 + 0.250X1 + 0.674X2$ is obtained, the correlation coefficient is obtained at 0.744 which means that the two variables have a strong relationship. The results of the determination test obtained a contribution level of influence of 55.3% while the remaining 44.7% is influenced by other variables not studied. The results of the hypothesis test show that the results of the calculated $f >$ f table ($60.003 > 2.700$) and a significant value of $0.000 < 0.05$. Then H_0 is rejected and H_a is accepted, this shows that there is a significant impact simultaneously between Store Atmosphere (X1) and Product Completeness (X2) on Purchasing Decisions (Y).

The results of this study are in line with previous research conducted by (Suryawan et al., 2023) where Store Atmosphere and Product Completeness have a positive effect. This is evidenced by the calculated f value = 141.970 which is greater than the f table = 3.09 and a significance value of $0.000 > 0.05$ so it can be concluded that Store Atmosphere and Product Completeness simultaneously have a positive and significant effect on Purchasing Decisions.



Conclusion and Recommendation

Based on the research results, it can be concluded that store atmosphere and product completeness have a positive and significant effect on purchasing decisions at the Pangjay Fishing Shop in Central Jakarta, both partially and simultaneously. Therefore, the Pangjay Fishing Shop is advised to improve the comfort and neatness of the store layout, expand the variety and availability of fishing equipment, improve service, and create more competitive pricing and promotional strategies to improve the shopping experience and increase consumer purchasing decisions. Future research is expected to consider other variables, expand the number and scope of respondents, and use data collection methods such as interviews and observations to obtain more comprehensive results.

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