

The Effect of Product Availability, Store Atmosphere, and Shopping Comfort on Purchase Decisions (A Case Study at SRC Rehan Store at Simpang D)

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Abstract: This study aims to examine the effects of product completeness, store atmosphere, and shopping comfort on consumer purchasing decisions at SRC Rehan Store, Simpang D. A quantitative approach was employed with 100 respondents selected using accidental sampling. Data were collected through questionnaires, interviews, and observations and analyzed using multiple linear regression with SPSS version 31.0. The results show that product completeness, store atmosphere, and shopping comfort have positive and significant effects on purchasing decisions, with significance values of <0.001 , 0.020 , and <0.001 , respectively. Simultaneously, the three variables significantly affect purchasing decisions, with an F -value of 145.097 and a significance value of <0.001 . The coefficient of determination (R^2) of 0.819 indicates that the model explains 81.9% of the variation in purchasing decisions. These findings indicate that improving product completeness, store atmosphere, and shopping comfort is associated with stronger consumer purchasing decisions.

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Introduction

The increasingly dynamic business world has driven changes in consumer behavior and increased demands for businesses to adapt their marketing strategies to consumer needs and desires. This is evident in the growing growth of the retail sector in Indonesia, along with the emergence of various modern retail concepts offering convenience, a comprehensive product range, and a more engaging shopping experience. Indonesian retail sales growth was recorded at 4.3% in October 2025, up from 3.7% in September 2025 (CEID, 2025). This development demonstrates the significant potential of the retail sector, but also creates

increasingly fierce competition among businesses. In this environment, businesses need to understand the factors that influence consumer purchasing decisions.

A purchasing decision is the process by which consumers make a choice to purchase a product after considering various factors (Sutrisno & Hafrin, 2025). In the retail business, this decision can be influenced by various factors, including product availability, store atmosphere, and shopping comfort (Romzi, 2024). Product availability relates to the availability of various types of goods that can meet consumer needs in one place, so the more complete the products available, the greater the chance of consumers making a purchase (Kapriani & Kurniaty, 2020). Furthermore, the store atmosphere, including lighting, layout, color, air circulation, music, aroma, and room temperature, can create certain feelings in consumers while in the store (Bujung et al., 2020). Meanwhile, shopping comfort relates to a sense of security, ease of finding products, service, cleanliness, and facilities that support consumer activities while shopping (Romzi, 2024).

This retail competition phenomenon also occurs in Riau Province, including Rokan Hulu Regency. Rokan Hulu Regency's economic growth in 2023 reached 4.62%, while the wholesale and retail trade sector is a key contributor to the region's GRDP. Economic growth and increasing public demand have driven the development of grocery stores and retail chains such as the Sampoerna Retail Community (SRC). However, the increasing number of shopping options has led consumers to become more selective in choosing which stores to visit. Consumers consider not only ease of access but also product availability, store atmosphere, and shopping comfort.

This phenomenon was discovered at the SRC Rehan Store located in Simpang SKPD Village, Rokan Hulu Regency. The store, which was established in 2018, provides various daily necessities for the local community. However, based on initial observations, some consumers who previously shopped at the SRC Rehan Store have started to switch to Alfamart, which is located not far from the store location. The results of the pre-survey indicated several problems, namely inconsistent product availability, some out-of-stock items that were not immediately restocked, the room temperature felt hot due to the lack of air conditioning and less than optimal air circulation, and the product layout was less than neat and lacked instructions for the location of items. The cleanliness of some shelves also still needs to be improved. These findings were reinforced by interviews with consumers who stated that although the store has good lighting and several supporting facilities such as a parking area, chairs, shopping baskets, and restrooms, there are still obstacles in product availability, room temperature, product arrangement, and store cleanliness that can reduce consumer comfort.

These conditions indicate a gap between expectations regarding retail store characteristics that can drive purchasing decisions and the actual conditions found at the SRC Rehan Store. Previous research indicates that product availability has a positive and significant effect on purchasing decisions (Sulastri, 2024). Similarly, (Mendur et al., 2021) and (Sinambela et al., 2021) found that store atmosphere has a positive and significant effect on purchasing decisions, while (Syabillah, 2021) showed that shopping comfort has a positive and significant effect on purchasing decisions. However, conditions at the SRC Rehan Store indicate that product availability is inconsistent, the store atmosphere is still constrained by

room temperature, and consumer comfort is suboptimal due to store layout and cleanliness. This demonstrates a research gap between previous research findings and the empirical conditions of the research object, particularly in small-scale retail.

Based on these conditions, research on the influence of product completeness, store atmosphere, and shopping comfort on purchasing decisions at the SRC Rehan Store is important to conduct. This research has an urgency to provide an empirical overview of the factors that can influence consumer decisions in choosing the SRC Rehan Store amidst increasing retail competition. The results of the study are expected to provide evaluation material for store owners in increasing product availability, improving store atmosphere, and creating shopping comfort so as to increase purchasing decisions and retain consumers. In addition, this study is expected to enrich the results of previous research by testing these three variables simultaneously in the context of small-scale retail stores facing direct competition with modern retail chains.

Research Methods

This study uses a quantitative approach with the aim of determining the influence of product completeness, store atmosphere, and shopping comfort on consumer purchasing decisions. The study was conducted at the SRC Rehan Store in Simpang D Village, Rambah District, Rokan Hulu Regency. The population in this study were all customers who shopped at the SRC Rehan Store. Because the number of consumers was not known for certain due to the transaction recording system being carried out manually, the sampling technique used accidental sampling. Based on the sample size calculation, the number of respondents was 96, which was then rounded up to 100 respondents to facilitate data processing and analysis.

Data collection was conducted through interviews, observations, and questionnaires given directly to consumers of SRC Rehan Store to obtain data on product completeness, store atmosphere, shopping comfort, and purchasing decisions. The collected data were first processed using Microsoft Excel, then analyzed with SPSS version 31.0. Data analysis included classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, then continued with multiple linear regression analysis to determine the effect of independent variables on purchasing decisions. Hypothesis testing was conducted through t-tests to determine partial effects, F-tests to determine simultaneous effects, and coefficients of determination (R^2) to determine the ability of product completeness, store atmosphere, and shopping comfort variables to explain purchasing decisions.

Results and Discussion

Classical Assumptions

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	2.63835487
Most Extreme Differences	Absolute	.087
	Positive	.066
	Negative	-.087
Test Statistics		.087
Asymp. Sig. (2-tailed) ^c		.061
Monte Carlo Sig. (2-tailed) ^d	Sig.	.058
	99% Confidence Interval Lower Bound	.052
	Upper Bound	.064

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.

Based on Table 1, it is known that the Asymp. Sig value is 0.061. This value is greater than 0.05, so it was stated that the regression model in this study met the assumption of normality. This means that the residuals in the regression model are normally distributed and the model is suitable for further analysis.

2. Test Multicollinearity

Table 2. Multicollinearity Test Results

Coefficients ^a							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-1.188	3,236		-.367	.714		
Total X1	.354	.087	.304	4,077	<.001	.338	2,956
Total X2	.316	.134	.235	2,356	.020	.190	5,273
Total X3	.575	.121	.429	4,765	<.001	.232	4,304

a. Dependent Variable: Total Y

Source: Processed Data SPSS 31, 2026

Based on Table 2, the tolerance and VIF values for each variable are obtained. The first variable has a tolerance value of 0.338 with a VIF of 2.956. The second variable shows a tolerance value of 0.190 with a VIF of 5.273. Meanwhile, the third variable has a tolerance value of 0.232 with a VIF of 4.304. All tolerance values are above the minimum limit of 0.10 and all VIF values are still below 10. This indicates that there are no symptoms of multicollinearity between the independent variables. Therefore, looking at the tolerance and VIF values, it can be concluded that the regression model of product completeness, store atmosphere, and shopping convenience on consumer purchasing decisions does not experience multicollinearity.

3. Heteroscedasticity Test

Table 3. Results of Heteroscedasticity Test

Coefficients ^a

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Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	7,144	1,933			3,696	<,001
Total X1	-.081	.052	-.259		-1,555	.123
Total X2	-.078	.080	-.217		-.974	.333
Total X3	.067	.072	.187		.929	.355

a. Dependent Variable: ABS RES

Source: Processed Data SPSS 31, 2026

Based on Table 3, the results of the heteroscedasticity test using the Glejser method, the significance value obtained for the Product Completeness variable is 0.123, the Store Atmosphere variable is 0.333, and the Shopping Convenience variable is 0.355. All of these values are greater than 0.05. This indicates that there are no symptoms of heteroscedasticity in the regression model. Since all significance values (p-values) are above the 0.05 threshold, it can be concluded that the regression model does not show symptoms of heteroscedasticity. This means that the residual variance is constant and the model has met the required assumptions.

Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-1.188	3,236			-.367	.714
Total X1	.354	.087	.304		4,077	<,001
Total X2	.316	.134	.235		2,356	.020
Total X3	.575	.121	.429		4,765	<,001

a. Dependent Variable: Total Y

Source: Processed Data SPSS 31, 2026

Based on table 4 of the test results carried out using SPSS software, the following regression equation was obtained: $Y = -1.188 + 0.354 X1 + 0.316 X2 + 0.575 X3 + e$. Based on the regression equation, it can be concluded that:

1. Based on the results of the regression analysis, the constant value (a) was obtained as -1.188. This figure indicates that if variables X1, X2, and X3 are assumed to be zero or unchanged, then the value of variable Y is -1.188. In other words, without any contribution from these three independent variables, the purchasing decision value is at that figure.
2. The regression coefficient of variable X1 of 0.354 indicates that every one-unit increase in X1 will increase the value of Y by 0.354, assuming other variables remain constant. This means that the better X1 is, the more likely it is that purchasing decisions will increase.
3. Furthermore, the regression coefficient of variable X2 of 0.316 indicates that every one-unit increase in X2 will be followed by a 0.316 increase in Y, assuming other variables are constant. This confirms a positive relationship between X2 and purchasing decisions.

4. The regression coefficient for variable X3 is 0.575, meaning that every one-unit increase in X3 will increase Y by 0.575, assuming the other variables remain unchanged. This value is the largest of the three variables, meaning that X3 has the most dominant contribution in influencing purchasing decisions.

Hypothesis Testing

1. t-test (Periodic Regression Coefficient Test)

Table 5. t-Test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-1.188	3,236		-.367	.714
X1	.354	.087	.304	4,077	<.001
X2	.316	.134	.235	2,356	.020
X3	.575	.121	.429	4,765	<.001

a. Dependent Variable: Y

- a. The influence of product completeness on consumer purchasing decisions
Based on the t-test results, the product completeness variable shows a significance value of 0.001, which is smaller than 0.05 ($0.001 < 0.05$), so H_0 is rejected and H_a is accepted. Thus, it can be concluded that product completeness has a significant effect on consumer purchasing decisions at the SRC Rehan Store. This finding shows that the more complete the products available, the greater the consumer's tendency to make a purchase.
- b. The influence of store atmosphere on consumer purchasing decisions
Based on the test results^t, the store atmosphere variable shows a significance value of 0.020, which is smaller than 0.05 ($0.020 < 0.05$), so H_0 is rejected and H_a is accepted. Thus, it can be concluded that the store atmosphere has a significant effect on consumer purchasing decisions at the SRC Rehan Store. This finding shows that the better and more comfortable the store atmosphere felt by consumers, the greater their tendency to make purchases.
- c. Based on the results of the t-test, the shopping convenience variable shows a significance value of 0.001, which is smaller than 0.05 ($0.001 < 0.05$), so H_0 is rejected and H_a is accepted. Thus, it can be concluded that shopping convenience has a significant effect on consumer purchasing decisions at the SRC Rehan Store.

2. F Test (Simultaneous Regression Coefficient Test)

Table 6. F Test Results

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3124,709	3	1041,570	145,097	<.001b
Residual	689,131	96	7,178		
Total	3813.840	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Processed Data SPSS 31, 2026

Based on the test results in Table 6, a significance value of 0.001 was obtained which was smaller than 0.05 ($0.001 < 0.05$), then the F count value of $145.097 > F$ table value of 2.70. These results indicate that H_0 is rejected and H_a is accepted. Thus, it can be concluded that the variables of product completeness (X1), store atmosphere (X2), and shopping comfort (X3) simultaneously have a positive and significant effect on consumer purchasing decisions at the SRC Rehan Store.

Coefficient of Determination Test (R² or R Square)

Table 7. Results of the Determination Coefficient Test (R² or R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.905a	.819	.814	2,679

a. Predictors: (Constant), X3, X1, X2

Source: Processed Data SPSS 31, 2026

Based on the test results in Table 7, the R Square value obtained was 0.819 or 81.9%. This value indicates that the variables of product completeness, store atmosphere, and shopping convenience simultaneously explain 81.9% of the variation in consumer purchasing decisions at the SRC Rehan Store. With this relatively high percentage, it can be concluded that the research model has strong and relevant explanatory power in describing consumer purchasing decision behavior. Meanwhile, the remaining 18.1% is influenced by other factors not included in this research model.

Discussion

The Effect of Completeness Product (X1) on Consumer Purchasing Decisions (Y)

The first hypothesis proposed in this study showed significant results. Based on the t-test, the calculated t-value was 4.077 for the product completeness variable, with a significance value of 0.001, which is smaller than 0.05 ($0.001 < 0.05$). Thus, H_0 is rejected and H_1 is accepted. These results indicate that product completeness has a positive and significant effect on consumer purchasing decisions at the SRC Rehan Store.

The research results described above show that the completeness of products provided by the SRC Rehan Store influences consumer purchasing decisions. This finding confirms that adequate product availability is an important consideration in the decision-making process. Complete and varied products provide more choices to consumers. When all needs can be found in one place with appropriate choices, consumers feel more practical, confident, and ultimately more encouraged to make a purchase. (Kurniawan & Krismonita, 2020)

This is also supported by previous research by Zainullah et al., (2022) *Student Entrepreneurship Journal* Entitled "The Influence of Product Completeness, Price Perception, and Location on Purchasing Decisions (Case Study at Sopyonyono Muneng

Animal Feed Store, Gumukmas-Jember)".The results of this study indicate that the t-test results show that the calculated t of 2.876 for the product completeness variable has a significance value of $0.005 < 0.05$, so H_0 is rejected and H_1 is accepted. This means that product completeness has a positive and significant effect on purchasing decisions.

Research byKadek & Susanti, (2021)shows that product completeness has a significant effect on Purchasing Decisions at Alfamart Blahkiuh in Badung Regency, with a sig. value of $0.004 < 0.05$. This means that statistically Product Completeness has a significant effect on Purchasing Decisions. This means that if there is an increase in Product Completeness, it will increase Purchasing Decisions. Furthermore, research bySulastri, (2024)found that product completeness significantly influences purchasing decisions at the SRC Tiga Berlian Banyubunih Store, Galis District, with a sig value of $0.000 < 0.05$, which means H_a is accepted and H_0 is rejected. This means that the product completeness variable has a significant effect on purchasing decisions.

The Influence of Store Atmosphere (X2) on Purchasing Decisions (Y)

Shop Atmosphereis one of the important factors influencing consumer decisions in purchasing goods and services. Store atmospheres designed with different concepts will elicit different responses and purchasing decisions from consumers. Furthermore, store atmosphere reflects the overall physical characteristics of the store such as layout, lighting, cleanliness, and product arrangementnas well as the various actions taken by management to create a shopping experience. Through proper atmosphere management, marketers can more easily understand and influence consumer behavior in the decision-making process (Putri, 2022).

The second hypothesis proposed in this study showed significant results. Based on the t-test, it was obtainedthe calculated t value is 2.356on the Store Atmosphere variable, with significance valueof 0.020 which is smaller than 0.05($0.020 < 0.05$), Thus, H_0 is rejected and H_1 is accepted. These results indicate that the store atmosphere has a positive and significant effect on purchasing decisions at the SRC Rehan store. This finding is in line with researchManurung & Yusuf, (2024)shows that the store atmosphere hasThe calculated t value $> t$ table ($4.587 > 1.984$) with a significant value of 0.002 which is smaller than 0.05, thus H_0 is rejected and H_a is accepted, which means that there is a partial significant influence between the Store Atmosphere variable on Purchasing Decisions at Caffé Kebun Latte Ciater, South Tangerang.

Research byIndrayani, (2022)also found that the store atmosphere has valueThe t-test was 3.888 with a significance value of ($0.000 < 0.05$). Based on these results, H_0 was rejected and H_1 was accepted. Thus, the store atmosphere variable has a positive and significant influence on purchasing decisions.

Furthermore, research byPrincess, (2022)shows that the store atmosphere obtained a t-count value of 6.412 which is greater than the t-table of 0.207 with a significant value of $0.000 < 0.05$ Thus, H_0 is rejected and H_a is accepted, which means that there is a significant partial influence between the Store Atmosphere variable on consumer purchasing decisions at the Subur Jaya supermarket, Artificial Village II, Koto Gasib District.

The Influence of Shopping Convenience (X3) on Purchasing Decisions (Y)

Comfort is a feeling of pleasure or satisfaction experienced by consumers while shopping. In the retail business context, this aspect plays a very important role because it is directly related to the customer's shopping experience. Creating a comfortable atmosphere that meets consumer expectations can make them feel at home in the store. When consumers feel relaxed and appreciated, they tend to spend more time browsing products. This condition can indirectly stimulate purchasing decisions (Islam, 2022)

The shopping convenience variable has a positive and significant influence on purchasing decisions at the SRC Rehan Store. This is becauseBased on the t-test, it was obtainedthe calculated t value is 4.765on the Shopping Convenience variable, with significance valueof 0.001 which is smaller than 0.05($0.001 < 0.05$), Thus, H_0 is rejected and H_1 is accepted. These results indicate that shopping convenience has a positive and significant effect on purchasing decisions at the SRC Rehan Store.

This is also supported by previous research by Syabillah, (2021) entitled "The Influence of Product Completeness and Shopping Convenience on Consumer Purchasing Decisions (Case Study of CV. Toko Happy, Sunggal District, Deli Serdang Regency)" the results of this study indicate that Shopping Convenience has a positive and significant effect on consumer purchasing decisions at CV. Toko Happy. This is evidenced by the calculated t value of 4.589 and the t table of 1.661 with a significance level of 0.00 because the calculated $t > t$ table ($4.589 > 1.661$), the significance is more than 0.05 ($0.001 < 0.05$) and the regression coefficient has a positive value of 0.441.

Research by Islam, (2022) shows that shopping convenience has a positive and significant influence on purchasing decisions at the Pelangi Stationary Store, Sidoarjo Branch. This is becauseBased on the t-test, it was obtainedthe calculated t value is 2.859on the Shopping Convenience variable, with significance valueof 0.005 which is smaller than 0.05($0.005 < 0.05$), Thus, H_0 is rejected and H_1 is accepted. These results indicate that shopping convenience has a positive and significant influence on purchasing decisions at the store.Pelangi Stationary Sidoarjo Branch. Furthermore, research byAini, (2021)shows that shopping convenience has a t-value of 2.161greater than the t-table of 1.992 with a significance value of $0.000 < 0.05$ Thus, H_0 is rejected and H_a is accepted, which means that there is a significant partial influence between the shopping convenience variable and consumer purchasing decisions at Matahari Department Store Surabaya.

The influence of product completeness (X1), store atmosphere (X2), and shopping comfort (X3) on consumer purchasing decisions (Y)

Product completeness is an effort to provide goods tailored to the type of business a company operates, whether it is food-based products, household needs, general products, clothing, or a combination of these various categories. Product completeness is one of the important factors that can increase the attractiveness of SRC Rehan Store in the eyes of consumers. The availability of diverse products that suit daily needs will make it easier for consumers to meet their needs in one place. When consumers feel that the available product selection is complete and meets their expectations, they tend to feel satisfied and more

confident in making purchasing decisions. In this study, product completeness was proven to contribute significantly to increasing consumer purchasing decisions.

Furthermore, store atmosphere also plays a crucial role in shaping purchasing decisions. A clean, well-organized, and comfortable store environment, supported by good lighting and air circulation, can create a pleasant shopping experience. Consistently managing the store atmosphere and meeting customer expectations can make them feel at home and increase the likelihood of a purchase. Shopping comfort is also an important factor. A sense of security, friendly service, ease of product discovery, and a smooth transaction process will make consumers feel valued. When consumers feel comfortable while shopping, they are not only encouraged to make a purchase but also have the potential to make repeat purchases. Therefore, optimally managing product availability, store atmosphere, and shopping comfort are key to improving consumer purchasing decisions at SRC Rehan Store.

The results of the research that have been explained above can be concluded that the variables of Product Completeness, Store Atmosphere and Shopping Convenience simultaneously influence consumer purchasing decisions. The results of the F test obtained a significance value of 0.001. Because this value is smaller than 0.05 ($0.001 < 0.05$), then according to the decision-making criteria in the F test, the hypothesis is declared accepted. This means that the three independent variables simultaneously influence consumer purchasing decisions. Furthermore, in this study the results of the Determination Coefficient Test (R^2) through SPSS output show that the results of the variables X1 (Product Completeness), X2 (Store Atmosphere) and X3 (Shopping Convenience) together influence the variable Y (Consumer Purchasing Decision) by 81.9%. This percentage is high, so it can be said that the research model has strong explanatory power. while the remaining 18.1% is influenced by other factors outside the research variables used.

The results of this study are in accordance with research conducted by Romzi, (2024) with the title "The Influence of Product Completeness, Store Atmosphere and Shopping Comfort on Purchasing Decisions at the Sulthan Mart Minimarket". The results obtained are that product completeness (X1), store atmosphere (X2) and shopping comfort (X3) together or simultaneously have an influence on purchasing decisions.

Conclusion and Recommendation

Based on the research results, it can be concluded that product completeness, store atmosphere, and shopping comfort each have a significant influence on consumer purchasing decisions at the SRC Rehan Store. Simultaneously, these three variables also have a significant influence on purchasing decisions, with the ability to explain the variation in purchasing decisions by 81.9%, while the remainder is influenced by other factors outside the research. These results indicate that the better the product completeness, store atmosphere, and comfort provided, the greater the tendency of consumers to make purchases at the SRC Rehan Store. The SRC Rehan Store is advised to continue to improve the completeness and availability of products, maintain store cleanliness and tidiness, improve product layout and create a more comfortable atmosphere and facilities for consumers. Consumers are expected to provide feedback to the store as evaluation material to improve the quality of service and shopping experience. For future researchers, it is recommended to add other variables such as

price, service quality, location, promotions, or customer loyalty to provide a broader picture of the factors that influence purchasing decisions.

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