



# The Influence Of Store Image And Store Atmosphere On Customer Loyalty Mediated By Purchasing Decisions At Wizzmie Palu

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## ABSTRACT

This study aims to analyze the effect of store image and store atmosphere on customer loyalty, with purchasing decisions as a mediating variable. This research was conducted on Wizzmie customers in Palu City using a quantitative approach. Data were obtained from 120 respondents through questionnaires and analyzed using the Partial Least Squares (PLS) method. The results showed that store image has a significant influence on customer loyalty. Store image has a significant effect on purchasing decisions. Store atmosphere has a significant effect on customer loyalty. Store atmosphere has a significant effect on purchasing decisions. Purchasing decisions have a significant influence on customer loyalty. Store image mediated by purchasing decisions has a significant effect on customer loyalty. Store atmosphere mediated by purchasing decisions has a significant effect on customer loyalty.

## INTRODUCTION

According to Yuliawati, (2017) The culinary business in Indonesia continues to grow dynamically and almost every side of the street has a variety of businesses in this field. Starting from franchise giants that continue to expand their business networks to countless micro, small and medium enterprises (SMEs). According to Bachri, (2021) Culinary businesses are increasingly growing and many are opened in various cities in Indonesia including in Palu City, various types of culinary businesses are available, such as depots, restaurants, restaurants, cafes, and shops.

According to Majid et al., (2024) Wizzmie is a fast food restaurant that specializes in the main menu of noodles, but also offers various other menu variants, This restaurant was founded in early 2022 and worked with Fullstop Indonesia as a brand agency to build a brand identity while promoting Wizzmie through social media. Pramesstya & Rafida, (2024) The selection of Wizzmie as the object of research is based on the growth in popularity of this brand in Palu City

since its establishment in early 2022, despite being a newcomer in the culinary industry, Wizzmie is able to compete with other well-known brands through effective marketing strategies and the creation of a strong store image. Candra et al., (2023)

In addition, a comfortable and attractive store atmosphere is one of the main factors that support customers' purchasing experience, thus potentially influencing their loyalty, taking into account the high purchasing activity at Wizzmie and the relevance of aspects of store image and atmosphere in attracting consumers, this study aims to analyze the effect of these two variables on customer loyalty through shopping decisions as a mediating variable.

According to Santi, (2024) The dynamics of business development today are increasingly rapid, driving increasingly fierce competition, therefore, every business actor needs to implement various strategies to be able to win the competition in the market. Sahabuddin et al., (2023)

In a fairly tight business competition in the food business sector, Wizzmie dares to enter a market segment that requires it to compete with other well-known spicy noodle brands such as Mie Gacoan and Chicken Bim, what is very interesting about the object of this research is the high purchasing activity of Wizzmie Palu restaurants, even though the Wizzmie brand is a relatively new player that was only established in early 2022, but it is already crowded with buyers and well-known among the people of Palu City.

This research is important because Wizzmie, as a new player in Palu's culinary industry, faces stiff competition from national brands. Despite high initial sales, sustainability of performance depends heavily on the ability to build loyalty through a strong store image and atmosphere. Based on observations made at Wizzmie Palu, it appears that many buyers visit there every day, this is evidenced by the statements of restaurant staff, where Wizzmie Palu sells an average of at least 1,300 servings for the entire menu every day.

According to Imanulah, (2022) every business entity seeks to build a good image in the eyes of consumers because consumers' views of a store have an important influence on the success of the store, one of the strategies used to maintain and increase the existence and purchasing power of consumers in the food service business is to implement a store image strategy. Saputri & Suriyanto, (2023)

Store image describes the impression that consumers or the public have of a place, which reflects the evaluation of the related shopping center, store image can be understood as consumers' views of a store, including perceptions and attitudes that are formed based on stimuli received through the five human senses, therefore, store image must be consistently developed so that it is positively accepted by the public.

According to Santi et al., (2020) Some elements of store image that influence consumer purchasing decisions include location, product, price, service, and physical facilities. Location is the place where the store carries out its operational activities. D. A. Candra & Afriyanto, (2024)

A location is considered strategic if it is located in the city center, has a high population density, is easily accessible via public transportation, has a smooth traffic flow, and is not confusing for consumers. Mulyana & Ali, (2024) Convenience for pedestrians is also an important factor in determining location strategy. Products with guaranteed quality and complete availability are one of the aspects that influence consumer purchasing decisions.

According to Sutomo et al., (2018) Store atmosphere is one of the important factors that a store has to attract consumers.

According to Rasyid, (2017) Customer loyalty refers to customer loyalty to a brand or supplier, which is based on their positive experience in long-term purchases, this loyalty can be interpreted as the result of a combination of the level of satisfaction felt by customers and the reluctance to switch to another brand. Meanwhile, according to Rombe & Aliyah fitrisam, (2024) Customer satisfaction arises from the company's various efforts in providing the best service that is able to meet customer needs, by minimizing complaints that arise, the company can encourage the creation of long-term relationships with customers, which ultimately results in

sustainable purchases, increasing the level of customer engagement can foster brand loyalty, generate brand enthusiasm, and help improve the company's operations, products and services, this can create a sustainable competitive advantage for the company.

According to Nurliyanti et al., (2022) Purchasing decision is a process in which consumers recognize products, seek information related to certain products or brands, and evaluate the advantages and disadvantages of these products and their alternatives. The more effective the application of brand image, the higher the tendency of consumers to make purchasing decisions. Martianto et al., (2023). According to Tonda Firmansyah et al., (2024)

Purchasing decisions are usually influenced by various factors, such as the desire to buy, the perception of the value of the product or service, price, availability of goods, promotion, and environmental conditions.

The fast-food culinary industry is currently experiencing significant growth, including in developing cities such as Palu. One of the emerging players in this sector is Wizzmie, a newly established local fast-food restaurant. In this context, it is important for businesses to understand the key factors that influence customer loyalty, such as store image and store atmosphere. According to Nuriyah & Suriyanto (2022), a positive store image can shape favorable consumer perceptions, while a pleasant store atmosphere can enhance the shopping experience Indriany et al., (2022). Given the importance of customer loyalty for the sustainability of new culinary businesses, this study is highly relevant to explore how those two factors play a role in the context of Wizzmie in Palu City.

Previous studies have examined the direct effect of store image and store atmosphere on customer loyalty Kusuma & Susana, (2022); Pratama & Sari, (2021). However, most of these studies have not considered the mediating role of purchase decision in that relationship. In fact, the purchase decision serves as a crucial psychological bridge in the formation of customer loyalty Firmansyah et al., (2024). Therefore, a research gap still exists in understanding how purchase decision mediates the influence of store image and atmosphere on customer loyalty. Furthermore, this study fills a contextual gap, as there has been little to no research specifically analyzing this relationship in local fast-food restaurants such as Wizzmie, particularly in the city of Palu.

## LITERATURE REVIEW

### Shop Image

According to Adam, (2017) An important strategy for retailers or stores to compete and survive in the market is to build and maintain a positive image in the eyes of consumers and the general public. Nuriyah & Suriyanto, (2022) A store image is an overall sketch in the consumer's mind more than the sum of its interacting parts. Marjiana Kusuma & Suasana, (2022) Company image is the customer's perception of the products offered and as an important factor in evaluating the company's overall services. Image is related to attitudes in the form of beliefs and preferences towards a company. According to Indriany et al., (2022)

Store image plays an important role in the strategies designed in the marketing field. Brands are what consumers buy, and a product becomes different from others because of the brand attached to it. Therefore, the brand forms a certain perception or image in the minds of consumers.

### Shop Atmosphere

According to Suardi, (2020) Consumers need to feel comfortable when they first see a store, a comfortable impression can attract consumers to enter the store and increase the chances of purchase. Indrayani, (2022) Store atmosphere refers to the design of environments such as visual communication, lighting, color, music, and aroma to simulate customers' perceptual and emotional responses and ultimately influence their purchasing behavior. Mugni

& Sunjaya, (2022) The ambience of a store environment is a mix of physical elements that have been strategically designed. Each store has a variety of appearances, ranging from clean, attractive, magnificent, to poorly maintained. According to Evrianti et al., (2024) Through the creation of distinctive and memorable experiences, companies have the opportunity to build strong emotional relationships with their consumers.

### Purchase Decision

According to Bachri et al., (2023) Purchasing decisions are an important aspect in maintaining market share and gaining an advantage in competition. According to Sutomo et al., (2018) purchasing decisions are a process in which consumers identify their needs or problems, seek information about specific products or brands, and evaluate various alternatives to determine the best solution, which ultimately results in a decision to buy. According to Rombe et al., (2023) Youth Thrift Market offers a very affordable price, which can have a significant influence on the purchasing decisions of potential customers.

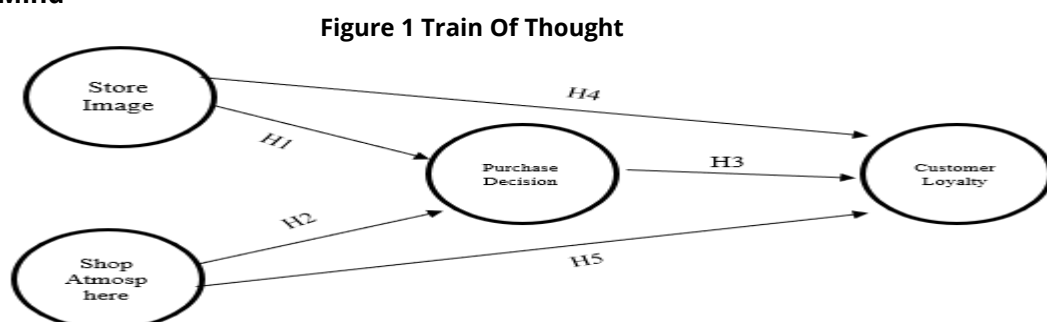
### Customer Loyalty

According to Bachri et al., (2023) A pleasant experience felt by consumers can encourage them to buy the product again. According to Farisi et al., (2020) customers buy products or services from a company and then maintain their loyalty to the products or services provided by the company. According to Muzakir et al., (2021) the higher the level of customer loyalty, the greater the potential profit that the company can get from each consumer. Conversely, losing loyal customers and having to find new ones can cause losses for the company. Research Bujung et al., (2020) explored the influence of store atmosphere and store image on consumer purchasing decisions at Kawangkoan Textile Shop, the results showed that store image has a significant influence on consumer purchasing decisions. According to Ponirin et al., (2024) Customer loyalty can be assessed through several indicators, such as how often customers return (retention), how often they make purchases, and the extent to which they recommend or spread information about the brand to others.

### Empirical Review

Bujung et al., (2020) this study found that store image has a significant influence on consumer purchasing decisions, where stores with a good reputation attract more customers to buy. This finding is supported by Solihin, (2024) which shows that store atmosphere and price simultaneously have a significant effect on consumer purchasing decisions. Partially, the shop atmosphere has a more dominant influence than price on purchasing decisions. Apart from that research Prakoso, (2021) stated that store image and service quality have a significant effect on customer satisfaction, which in turn has implications for customer loyalty. Research Purnama et al., (2022) confirmed that a good store atmosphere not only increases purchasing decisions but also strengthens customer loyalty, especially in the café and restaurant industry. This is in line with Sari's research, (2022) that customers who feel satisfied with their purchasing decisions tend to recommend products or services to others, thus strengthening customer loyalty.

### Frame Of Mind



## METHODS

According to Husnah, (2023) this research uses a quantitative approach with a questionnaire as the main instrument, in this method, the researcher adopts an analytical strategy to obtain and analyze data quantitatively, the questionnaire was conducted to Wizzmie customers in Palu City. According to Yunus Kasim et al., (2022) this research uses purposive sampling techniques and event study-based analysis, so the results can be used as a reference to compare with previous research.

The population in this study were Wizzmie consumers in Palu City who had made online and offline purchase transactions, The sample in this study was taken from the population of consumers who had shopped at Wizzmie in Palu City, because the population size was not known with certainty. The method in this study is probability sampling with purposive sampling technique, this study determines the sample size based on the Roscoe formula, which recommends a minimum number between 30 and 500 respondents. Therefore, the sample used in this study was 120 respondents, obtained from the calculation of  $30 \times 4$ . Data collection was carried out through a Google Forms-based questionnaire, which contained a number of statements that respondents had to answer based on their experience. The measurement in this study uses a Likert Scale. For data analysis, this study applied the Structural Equation Modeling (SEM) method with the help of SmartPLS software.

## RESULTS

### Descriptive Analysis

The characteristics of respondents in this study include gender, age, and frequency of visits to Wizzmie Palu City. Of the 120 respondents who participated in this study:

**Table 1 Respondent characteristics**

Gender	Number of Respondents	Percentage (%)
Male	37	30,8%
Female	83	69,2%
Total	120	100%

Frequency of visit	Number of Respondents	Percentage (%)
1 time per month	16	13,3%
2-3 times per month	46	38,3%
>4 times per month	58	48,3%
Total	120	100%

### Outer Model Test

According to Marlina, (2020) >In general, convergent validity can be assessed through the AVE value, where the AVE value that exceeds 0.5 indicates that on average the construct is able to explain more than 50% of the variance of each of its indicators. Conversely, if the AVE value is below 0.5, then this indicates that measurement error is more dominant than the variance that can be explained by the construct. The validity test is carried out on each question item contained in each variable. This test process involves several stages, including testing convergent validity, discriminant validity, and calculating the average variance extracted (AVE).

**Convergent Validity Test and AVE Value****Table 2. Results of Convergent Validity Test and Ave Value**

Variables	Indicator	Loading factor	Ave	Cronbach's alpha	Composite reliability (rho_a)
<b>SHOP IMAGE</b>	X1	0.908	0.705	0.859	0.877
	X2	0.893			
	X3	0.739			
	X4	0.807			
<b>SHOP ATMOSPHERE</b>	X1	0.869	0.767	0.904	0.905
	X2	0.873			
	X3	0.868			
	X4	0.876			
<b>LOYALTY CUSTOMER</b>	Y1	0.869	0.760	0.857	0.862
	Y2	0.928			
	Y3	0.828			
<b>BUYER'S DECISION</b>	Z1	0.896	0.778	0.848	0.858
	Z2	0.848			
	Z3	0.901			

Source: processed (2025)

Based on table 1, the results show that all indicators have a loading factor value of more than 0.7, which indicates that each indicator has measured its latent construct well. Statistically, the convergent validity test conducted can be declared valid and significant. The loading factor values for each indicator are listed in table 1, where the AVE value of all constructs is also more than 0.5 and significant, thus indicating that the construct has an adequate level of convergence. The reliability test results presented in the figure show the level of precision, consistency, and accuracy of the instrument in measuring constructs.

In using Smart PLS software version 4.1, construct reliability is analyzed using Composite Reliability and Cronbach's Alpha. A construct is declared reliable if the Cronbach's Alpha and Composite Reliability values exceed 0.7.

### Iner Model Test

**Table 3. Direct Hypothesis Test Results**

	Sample Mean (M)	T Statistics ( O/STDEV )	P Values	Hypothesis
Store Image -> Customer Loyalty	0.220	2.406	0.016	Significant
Store Image -> Purchase Decision	0.205	2.187	0.029	Significant
Store Atmosphere -> Customer Loyalty	0.230	1.978	0.048	Significant
Store Atmosphere -> Purchase Decision	0.618	6.642	0.000	Significant
Purchase Decision -> Y1.Customer Loyalty	0.512	5.326	0.000	Significant

Source: processed (2025)

Based on the results of hypothesis testing, store image has a significant effect on customer loyalty at Wizzmie Palu City. the table shows the p-value of store image of 0.016, which means  $<0.05$ , which is significant to customer loyalty. And the store image has a significant effect on purchasing decisions at Wizzmie Palu City. the table shows the p-value of the store image of 0.029 which means  $<0.05$ , which is significant for purchasing decisions. Shop atmosphere has a significant effect on customer loyalty at Wizzmie Palu City. the table shows the p-value of the purchase decision of 0.048 which means  $<0.05$ , which is significant to customer loyalty.

Furthermore, the shop atmosphere has a significant effect on purchasing decisions at Wizzmie Palu City and is the highest t value compared to the influence of other direct variables, because it creates a comfortable and pleasant shopping experience for customers. The table shows the p-value of the shop atmosphere of 0.000, which means  $<0.05$ , which is significant for purchasing decisions. And purchasing decisions have a significant effect on customer loyalty at Wizzmie Palu City. the table shows the p-value of the shop atmosphere of 0.000 which means  $<0.05$ , which is significant to customer loyalty.

### Indirect Hypothesis Test

**Table 4. Indirect Hypothesis Test Results**

	Original sample (O)	T statistics ( O/STDEV )	P values	Hypothesis
Store Image -> Purchase Decision -> Customer Loyalty	0.101	2.270	0.023	Significant
Store Atmosphere -> Purchase Decision -> Customer Loyalty	0.318	3.652	0.000	Significant

Source: compiled (2025)

Purchasing decisions significantly mediate the effect of store image on customer loyalty at Wizzmie Palu City. Based on the hypothesis test table, purchasing decisions mediate the effect of

store image on customer loyalty of 0.023, the results show that the p value is  $<0.05$ , which shows that store image mediated by purchasing decisions has a significant effect on customer loyalty. In addition, purchasing decisions significantly mediate the effect of store atmosphere on customer loyalty at Wizzmie Palu City.

Based on the hypothesis test table, purchasing decisions mediate the effect of store atmosphere on loyalty of 0.000, the results show the P value  $<0.05$  which shows that the store atmosphere mediated by purchasing decisions has a significant effect on customer loyalty.

### Inner Model R-Square Test Analysis

**Table 5. R Square Test Results**

Analysis	R-square
CUSTOMER LOYALTY	0.781
SHOPPING DECISION	0.616

Source: processed (2025)

In table 4, the R-square value for the customer loyalty construct is recorded at 0.781 or 78.1%, which indicates that the effect of store image and store atmosphere on this construct is low. The remaining 29.1% is influenced by other variables not included in this study. Meanwhile, the R-square value for purchasing decisions is 0.616 or 61.6%, illustrating that store image and store atmosphere make a considerable contribution to the construct, with the remaining 38.4% influenced by other variables outside this study. The higher the R-square value, the greater the ability of exogenous variables to explain endogenous variables, so that the quality of the structural equation formed is getting better.

## DISCUSSION

### The influence of store image on purchasing decisions

The results of the analysis show that store image has a significant influence on purchasing decisions. This finding shows that consumers make store image a major factor in determining purchasing decisions. This is in line with previous research on case studies at clear bungah stores, namely store image has a significant influence on purchasing decisions. Azizah & Maskur, (2024).

### Store atmosphere has a significant effect on purchasing decisions

The results of the analysis show that store atmosphere has a significant influence on purchasing decisions. This indicates that elements of store atmosphere, such as lighting, layout, background music, aroma, and overall comfort, are able to create a pleasant purchasing experience for consumers. An attractive store atmosphere can increase consumers' positive emotions, so they feel more comfortable and motivated to make purchases. This finding is in line with previous research, namely the store atmosphere also has a significant influence on purchasing decisions. (Sinambela et al., 2021) In relation to coffee shop stores, therefore, store ambience is one of the important strategies that need to be considered by store management to increase customer attraction and loyalty. Investment in optimal store atmosphere management can be a competitive advantage in the face of increasingly fierce market competition.

### Purchasing decisions significantly mediate the effect of store image on customer loyalty

The results of the analysis show that purchasing decisions significantly mediate the effect of store image on customer loyalty. This means that a positive store image not only has a direct

impact on customer loyalty, but also affects loyalty indirectly through purchasing decisions. A strong store image, such as a good reputation, consistent product quality and reliable service, creates positive perceptions in the minds of consumers. These perceptions encourage consumers to feel confident and comfortable in making purchasing decisions, purchasing decisions based on a positive store image then become the basis for the formation of customer loyalty, where consumers feel satisfied and motivated to continue choosing the store in the future.

This finding is in line with brand equity theory, which emphasizes the importance of a positive image in building long-term relationships with customers. Thus, stores need to maintain and enhance their image through consistent communication, quality shopping experience, and satisfactory service. This strategy not only strengthens customer purchasing decisions, but also creates sustainable loyalty, providing a competitive advantage in the marketplace, these findings are in line with the results of previous studies. (Arif et al., 2024).

### **Store image has a significant effect on customer loyalty**

The results of this analysis show that store image has a significant influence on customer loyalty. This indicates that the store image is able to create a good perception in the eyes of customers, which in turn increases their loyalty to the store. This finding is in line with research Ranto, (2017) about store image has a positive influence on customer loyalty. Which states that a good store image can build an emotional connection between customers and stores so that it encourages them to continue purchasing at the store.

### **Store atmosphere has a significant effect on customer loyalty**

The results of the analysis show that the store atmosphere has a significant effect on customer loyalty, these findings indicate that a comfortable, attractive store atmosphere, and supporting a positive purchasing experience can create an emotional connection between customers and the store, thereby increasing their loyalty, these results are in line with research Krisjayanti & Ds, (2024) The results show that store atmosphere has a significant, strong, and positive influence on customer loyalty and a pleasant store atmosphere contributes to customers' decisions and strengthens their loyalty to the store.

### **Purchasing decisions have a significant effect on customer loyalty**

The results of the analysis show that purchasing decisions have a significant influence on customer loyalty. This finding indicates that positive purchasing decisions, such as decisions on products and services received, can strengthen customer loyalty to the store. This research is in line with the results of the study Diansyah & Putera, (2017) Purchasing decisions have a positive and significant effect on customer loyalty, a satisfying purchase experience will increase the likelihood of customers to remain loyal and make repeat purchases in the future, customer loyalty arises because of consumer satisfaction which is influenced by the quality of service and brand image provided by the company. And reinforced by previous research which states, if consumers make a purchase of a product or service and feel satisfied, they will recommend it to their friends, relatives and will provide this comparison with others. Rombe & Ulandari, (2023).

### **Purchasing decisions significantly mediate the effect of store atmosphere on customer loyalty**

The results of the analysis show that purchasing decisions significantly mediate the effect of store atmosphere on customer loyalty. This means that an attractive store atmosphere not only directly affects customer loyalty, but also has an indirect impact through purchasing decisions. When the store atmosphere is well designed, such as appropriate lighting, pleasant background music, comfortable layout, and supportive aromas, consumers are likely to feel satisfied during purchases. Store atmosphere has a significant effect on purchasing decisions at

Wizzmie Palu City and has the highest t-statistic value, indicating that this factor has a dominant impact on encouraging customers to make purchases. In addition, the direct effect of store atmosphere on purchasing decisions is also in line with the indirect effect, where purchasing decisions act as a mediating variable that connects store atmosphere with customer loyalty. This means that a comfortable store atmosphere not only encourages customers to make purchasing decisions, but also indirectly increases customer loyalty through a positive purchasing experience. In other words, the better the store atmosphere, the higher the customer's purchasing decision, which in turn strengthens their loyalty to Wizzmie. Furthermore, purchasing decisions influenced by store atmosphere contribute to the formation of customer loyalty, where customers feel more emotionally attached and have a tendency to return for future purchases.

These results support the stimulus-organism-response (S-O-R) concept, which states that store ambience (stimulus) influences customer emotions and decisions (organism), ultimately resulting in loyalty (response). Therefore, stores need to prioritize a pleasant atmosphere to not only drive purchase decisions, but also build long-term customer loyalty. This strategy becomes important in creating a memorable and competitive shopping experience in the market, These findings are in line with previous research Prakasa & Purwanto, (2022).

## CONCLUSION

Based on the results of the analysis, this study shows that store atmosphere and store image have a significant influence on customer loyalty, both directly and through the mediation of purchasing decisions. A comfortable and attractive store atmosphere creates a positive purchase experience, which significantly increases customer loyalty. In addition, a positive store image builds good perceptions in the eyes of consumers, encouraging purchase decisions that ultimately strengthen their loyalty. Purchase decisions play an important role as a mediator, clarifying the relationship between these elements and customer loyalty. These results are in line with various previous studies, which emphasize the importance of store ambience elements and store image in building long-term relationships with customers.

## ADVICE

Based on the results of this study, it is recommended that Wizzmie management focus on improving aspects with the lowest respondent response scores in order to maintain and increase customer loyalty. In the aspect of store image, management needs to improve customer perceptions of the brand by improving visual communication strategies and clarifying brand positioning to be stronger than competitors. In addition, the strategy of customer testimonials through social media can be further optimized to increase the attractiveness of the store image. In the aspect of store atmosphere, improvements need to be made to elements related to customer comfort, such as more optimal ventilation and air conditioning arrangements, as well as a more modern interior design to improve the purchasing experience. On customer loyalty, Wizzmie can implement a more attractive loyalty program, such as a point system that can be exchanged for discounts or exclusive promos for regular customers. Meanwhile, in the aspect of purchasing decisions, Wizzmie needs to speed up the service process to make it more efficient, for example by optimizing the digital ordering system or providing more payment methods that make it easier for customers. By improving these aspects that have the lowest ratings, it is hoped that Wizzmie can create a more positive purchasing experience and strengthen customer loyalty.

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