

The Influence of Location, Store Atmosphere, Price, and CRM on Consumer Purchase Decision at The Milk Bar Bandung

ANNISA LISDAYANTI

Business and Management Faculty, Widyatama University, Indonesia

Abstract

The level of milk consumption in Indonesia is only 11.48 kg/capita per year, this is still very much lower compared to other countries in Asia. The amount of milk consumption of Indonesia is less than Malaysia, Indian, Singapore, Thailand, Vietnam, and Philippines. Bandung is an area rich in culinary. One of the culinary places in Bandung is The Milk Bar. To improve the consumer purchase decision, so the strategy of location, store atmosphere implementation, CRM implementation, and price implementation need to be considered well by the company. This research is descriptive and verificative, with sample of 115 consumers of The Milk Bar obtained by 3 times iteration calculations. The results showed that from the four independent variables studied, the results obtained that the location has a greater influence in improving purchase decision. And together obtained a value of 77.4% and the remaining 22.6% influenced by other variables not examined in this study.

Keywords

Location; Store Atmosphere; Pricing; Customer Relationship Management; Purchase Decision

INTRODUCTION

The lifestyle of modern society is increasingly changing. This change is due to the economic and cultural globalization that ultimately affects homogeneous culture imaging which leads to uniformity of taste, consumption, lifestyle, value, identity, and individual interest. The culture of drinking milk was indirectly introduced during the Dutch colonial period to Indonesia. However, at that time we were as a colonized nation, only the colonial nation enjoyed the milk. In the early

1950s, Prof. Poorwo Sudarmo (Indonesian Nutrition Father) spawned *empat sehat lima sempurna* (four health five health) by placing milk in the last order. Because there is word "perfect", then it seems as if milk is the perfect food of Indonesian society every day.

In 2011, the consumption of milk in the world reached 558,983,380 tons per year. If averaged, it means about 108 kg per person per year. Here are the data of five (5) countries that are the largest milk consumers in each year.

Table 1. Data of Milk Consumption per Year (Survey in 2011)

Country	Total Consumption
Finland	361,19 kg/Capita per Year
Sweden	355,86 kg/Capita per Year
Netherlands	320,15 kg/Capita per Year
Switzerland	315,78 kg/Capita per Year
Montenegro	305,87 kg/Capita per Year

Source: <http://nationalgeographic.co.id>

While in Indonesia, the level of milk consumption is only 11.48 kg/capita per year. It is still very much lower than other countries in Asia. The amount of milk

consumption of Indonesia is less than Malaysia, India, Singapore, Thailand, Vietnam, and the Philippines. Although far outweighed by Thailand and India, milk and

milky product consumption in Indonesia is increasing rapidly. Indonesia is one of two countries in Asia that has increased milk consumption by 5 to 7 percent per year.

Bandung city is a city that presents many places with a variety of foods and beverages, ranging from traditional and modern foods and drinks. Bandung city is also one of the areas that have great potential in the development of restaurant and cafe industries, the following is the data of the potency of restaurants in Bandung from 2010 to 2014.

Table 2. Data of the Potential of Authorized Restaurant and Cafe in Bandung (2010-2014)

Year	Number of Restaurant and Cafe
2010	458
2011	561
2012	572
2013	591
2014	627

Source: Department of Culture and Tourism of Bandung City

Based on the data above, can be seen that Bandung city is a region that is rich in culinary. From that number, it can be seen that from year to year the number of restaurants registered in Department of Tourism of Bandung city is increasing, estimated for the following years will continue to increase, this is caused by the tourism of Bandung city that is getting better, so that it can make a lot of tourists either foreign and domestic tourists who come to Bandung, which makes this industry has a very good potential. Tourism supporting facilities cannot be separated from the business of food and beverage or known as restaurant and/or bar business, restaurant and/or bar is one of the driving force of tourism to develop, as has been known that Bandung city other than known as shopping city also known as culinary tour city. Food and beverage business cannot be separated with tourism because in addition to being a tourist attraction, food and beverage business can also provide a huge advantage for the business people. The many competitors in the culinary field make the owners of restaurants and/or bars to further enhance the strength that exist in the company by providing something new and different from other competitors in

order to attract the attention of consumers. The number of entrepreneurs who open new restaurants and/or bars makes the competition more intense.

The Milk Bar formerly located in Sultan Agung street with the concept of the shop and is currently located in Sultan Tirtayasa street no. 27. This location change was done at the beginning of 2017 and changed the concept of the shop into a cafe. Strategic location selection can determine the viability of the business. People are more likely to choose to make a purchase in a place that has a strategic location and easy to reach. According to Kotler and Keller (2015: 31), decisions regarding the location of services to be used involve consideration of how the delivery of services to customers and where it will take place. Location is also important as the environment in which and how services will be delivered, part of the value, and benefits of the services.

In addition to the strategic location, The Milk Bar seeks to provide a change of atmosphere in place with good service to its customers, such as ease of service, speed in service, friendliness and courtesy of employees to customers, and well-groomed employees. The Milk Bar has also tried to provide an attractive store atmosphere with a strategic store location, good lighting, fragrant aroma of the room, a neat arrangement of goods, music that is pleasant to hear, and maintained cleanliness. According Utami (2010: 279), store atmosphere is the design of the environment through visual communication, lighting, color, music, and perfume to design the emotional response and customer perception and to influence customer in buying goods.

In running its business, in addition to the location and store atmosphere, other things that can affect consumers in buying is pricing policy provided by the company to customers. The price should be reviewed continuously in each period adjusted to people's purchasing power. According to Kotler (2009: 519), pricing is a decision on the prices to be followed by a certain time period (regarding market development). Other things to note such as the relationship between management and consumer, therefore customer relationship management also participate in influencing consumer purchase decision. The Milk Bar needs to make a strategy to be able to

compete, not only based on the three things that have been discussed before, but also efforts in establishing relationship between consumer and company, strategy that is considered appropriate to compete is by providing a good experience coupled with a good relationship between consumer and company. According to Lovelock and Writz (2012: 386), customer relationship management signifies the whole process of what relationship that is maintained with customers that must be seen as a pioneer to build customer loyalty.

The Milk Bar that was experiencing a strategic location change, implements a better store atmosphere, pricing, and customer relationship management in such a way as to have the goal of achieving its sales value target and attempting to influence consumer purchase decision to buy their products. However, although The Milk Bar Bandung has set prices that are considered competitive, but the thing that happened was a decline in sales in three months.

Table 3. Data of The Milk Bar Sales (January - March 2017)

Month	Sales
January	Rp 25,720,000
February	Rp 26,128,000
March	Rp 19,328,000

Source: The Milk Bar (2017)

Based on the above table, the results of sales data from February to March 2011 period experienced a substantial decrease in income. This can happen due to declining consumer purchase decision. According to Kotler and Keller (2016: 240), purchase decision is the consumer's decision regarding preferences on the brands in the set of choices. In making purchase decision, there are many factors that can affect consumers. But in this research there are two factors that will be analyzed about its influence on purchasing decision that are store atmosphere and pricing policy.

On the basis of the above, then the researcher was interested to conduct research with title "**The Influence of Location, Store Atmosphere, Price, and CRM on Consumer Purchase Decision at The Milk Bar Bandung**".

Problem Formulation

Based on the background of the research, furthermore can be identified problem of research that is location, store atmosphere, quality of product, and pricing is supporting factor to improve consumer purchase decision. It aims to see how consumer's purchase decision on The Milk Bar Bandung. Therefore, this problem is viewed in terms of location, store atmosphere, customer relationship management, and pricing and its influence on purchase decision.

Based on the above identification, the author tried to identify the problem as follows:

1. How is the consumer's response regarding location, store atmosphere, pricing, customer relationship management, and consumer purchase decision to The Milk Bar Bandung?
2. How much influence of location, store atmosphere, pricing, and customer relationship management on consumer purchase decision at The Milk Bar Bandung either partially or simultaneously?
3. Which variable influences consumer purchase decision the most at The Milk Bar Bandung?

Research Objective

Based on the formulation of problems that have been disclosed before, the purpose of this research is:

1. To find out how consumers respond to the location, store atmosphere, pricing, customer relationship management, and consumer purchase decision at The Milk Bar Bandung.
2. To find out how much the influence of location, store atmosphere, pricing, and customer relationship management on consumer purchase decision at The Milk Bar Bandung either partially or simultaneously.
3. To find out which variable influences consumer purchase decision the most at The Milk Bar Bandung.

Research Function

Academic Function

This research is expected to add insight and knowledge as well as comparative and

developmental materials in the study of marketing management especially in relation to location, store atmosphere, customer relationship management, and pricing and its effect on purchase decision.

Practical Function

The results of this study are expected to provide input and ideas to the management of The Milk Bar Bandung in developing and refining in improving consumer purchase decision, especially in the development of location, store atmosphere, customer relationship management, and pricing.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Location

Location is one factor that can influence consumer purchase decision. Suwarman (2011: 280) suggested “location is a place of business that greatly affects the desire of a consumer to come and shop”. While,

Alma (2013: 105) stated that choosing the right business location will determine the success and failure of business in the future.

Based on the above, it can be concluded that location is where to operate a business to produce goods or services in which the selection of business location will determine the success of the business.

Location is considered by many things, some characteristics that can affect the sale of a store or cafe by Levy (2007: 213) are:

1. Traffic flow that is passing through the location and accessibility of that location.
2. Characteristic of the location.
3. Cost related to the location selection.

These three characteristics have certain indicators that can describe the condition that can affect the sale of a store or cafe. Indicators of the location characteristic can be seen in the table below:

Table 4. Location Characteristic

Traffic flow and accessibility	Prohibition/Regulation
<ul style="list-style-type: none"> - Road traffic - Ease of vehicular acces - Access to main road - Street congestion - Pedestrian path - Availability of public transport 	<ul style="list-style-type: none"> - Zoning - Signage - Restriction on tenant mix - Savety code restrictions
Location Characteristic	Costs
<ul style="list-style-type: none"> - Parking area - Access to enter and exit the shop or cafe - Visibility of store/cafe from the street - Access for delivery - Size of the store form - Condition of the building - Adjacent retailers 	<ul style="list-style-type: none"> - Rent cost - Maintenance cost - Tax - Advertising and promotion cost - Length of lease

Source: Levy (2007:213)

Not all of the above characteristics can be applied to The Milk Bar research, this is due to the different characteristics in the industry. So, based on the above characteristics, can be made indicators as follows:

1. Traffic flow and accessibility with indicator of strategic location/location accessibility and availability of public transport to reach the location.
2. Location characteristic with indicator of parking area availability, access to and out of

café, and visibility of cafe from street.

Store Atmosphere

Store atmosphere definition by Kotler (2016: 65) is the atmosphere of each store has a physical layout that makes it easy or difficult to go around in it. Each store has a different appearance whether it is dirty, attractive, majestic, and gloomy. A store must establish a planned atmosphere that is in accordance with its target market and can attract consumers to buy in the store.

From the above definition, it can be concluded that store atmosphere is a physical characteristic that is important for every business, it serves as the creation of a comfortable atmosphere for consumers and make consumers want to linger within the company and indirectly stimulate consumers to make purchase.

Store atmosphere has elements that all affect the store atmosphere to be created, so as to create a comfortable shop atmosphere to stop by for long. According to Berman and Evan (2009: 545), elements of store atmosphere consist of exterior, general exterior, store layout, and interior display.

Price

Price is a flexible marketing mix element that can change at any time and place. Price is not just the nominal value listed on the label, but price has many forms and functions such as rent, fee, wage, interest, tariff, storage fee, and salary. All are price to get goods and services.

According to Kotler and Keller (2014: 67), price is one element of marketing mix that generates revenue, other elements generate costs. Price is the easiest element in marketing program to be customize, product feature, channel, and even communication take a lot of time. According to Stanton (Rosvita, 2010: 24), there are four indicators that characterize the price, namely: (1) Affordability of price, (2) Price compliance with product quality, (3) Price competitiveness, (4) Price compliance with benefits.

Price will be important enough consideration for consumers in deciding the purchase. Consumers will compare the price of the product of their choice and then evaluate the suitability of the price with the value of the product or service as well as the amount of money to be incurred.

Customer Relationship Management

CRM is an effort to manage relationship between company and customer to increase loyalty in the consumption of products produced by the company. According to Lovelock and Writz (2012: 386), customer relationship management signifies the whole process of what relationship that is maintained with customers that must be seen as a pioneer to build customer loyalty. Lovelock and Writz (2012: 386) stated that customer

relationship management signifies the whole process of what relationship that is maintained with customers that must be seen as a pioneer to build repurchase intention so as to achieve customer loyalty to the company's products.

Lukas (2001: 116) divided customer relationship management (CRM) into 3 (three) main components, namely: (1) Human, in this case is the employee as CRM implementer. In human dimension, the key factors to be considered are organizational structure, role, and responsibility, corporate culture, and change management procedure and program as a whole. Companies should not at all underestimate the importance of front-line staff involvement in building and running CRM program. (2) Process, system and procedure that help people to better recognize and maintain close customer relationship. (3) Technology, introduced to further accelerate and optimize human factor and process in everyday CRM activities. Nevertheless, we still have to first look at the business structure, consumer behavior, employees, and work culture, because the technology cannot solve the problem just like that. Be aware that technology is a support tool in completing CRM added value.

Purchase Decision

According to Kotler and Keller (2016: 243), purchase decision is as follows: "Purchase decision is the consumer's decision regarding preference on the brand within the set of choices". From the definition, it can be concluded that purchase decision is a process done by consumers to buy a product after having information and compare with other brand products.

According to Kotler (Adriansyah, 2012: 36), the indicators of purchase decision are: (1) purpose of buying a product, (2) information processing to arrive at brand selection, (3) stability in a product, (4) giving recommendation to others, (5) repurchase.

Relationship between Location and Purchase Decision

Purchase decision made by consumers can be caused due to the location factor. The growing people's live pattern, the more factors in the consumer purchase decision. The existence of relationship between location and consumer purchase decision is

expressed by Suwarman (2011: 280): "Location is a place of business that greatly affects the desire of a consumer to come and shop".

Based on the above definition, can be seen that there is a relationship between location and consumer purchase decision, which a good location selection will improve consumer purchase decision.

Relationship between Store Atmosphere and Purchase Decision

Consumers who shop for being driven by emotions, they have a mood that plays an important role in decision making. It affects when consumers are shopping and where they shop. Their emotions also affect how they respond to the actual shopping environment.

Some retailers strive to create good emotions for consumers, even starting as consumers enter their stores. According to Schiffman and Kanuk (2007: 441):

"Research, suggest that a store's image or atmosphere can effect shopper's moods in turn, shoppers moods can influence how long they stay in (he store, as well as other behavior that retailer wish to encourage."

When consumers visit a store, layout of display shelves in the store will affect the behavior of visitors, making the alley or road will facilitate the flow of visitor traffic. Placement of product items will also affect consumer behavior.

Relationship between Pricing and Purchase Decision

Price is a flexible marketing mix element that can change at any time and place. Price is the only element of the marketing mix that provides income for the company, while the other three elements cause costs. In order to succeed in marketing a good or service, every company must set its price appropriately. Because, price is an important consideration for consumers who are making purchase decision. Price is the value of an item declared by money (Alma, 2013). This means the price is the amount of money spent by consumers to get the goods or services.

Relationship between Customer Relationship Management and Purchase Decision

The purpose of marketing is to influence consumers to buy goods or services offered by the company when they need it.

According to Swastha and Handoko (2000: 11), there are factors influencing purchase decision, namely: (1) strategic location, (2) good service, (3) salesperson ability, (4) price level, (5) advertisement and promotion, and (6) classification of goods.

Strategic location will be chosen by consumers because it can reduce a lot of time, energy, and cost for consumers who make purchase.

Research Hypothesis

Based on theoretical framework that has been proposed, it can be formulated research hypothesis as follows:

Hypothesis 1: Location, store atmosphere, price, and CRM have been considered good by consumers of The Milk Bar Bandung.

Hypothesis 2: There is influence of location, store atmosphere, price, and CRM on consumer purchase decision of The Milk Bar Bandung either partially or simultaneously.

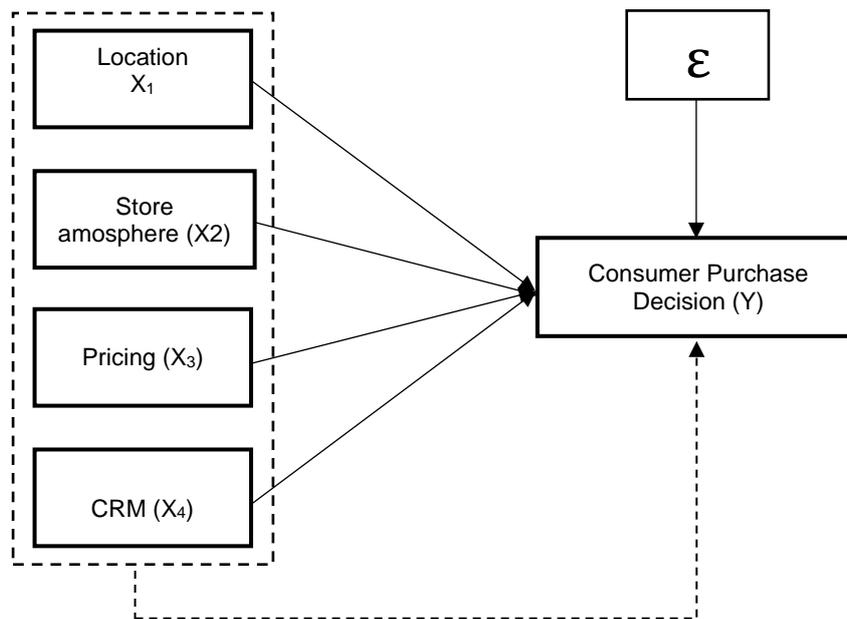
RESEARCH METHODS

Data analysis method used in this research is descriptive and verificative. Descriptive research is a research whose main purpose is to describe something and usually characteristics or functions. Researcher used descriptive research to achieve the first research objective until the third research objective that is to know how consumer responses regarding location, store atmosphere, price, CRM, and consumer purchase decision on The Milk Bar Bandung. While, verificative research is used to examine the relationship or influence of independent variables and dependent variable that is to know how much the influence of location (X1), store atmosphere (X2), price (X3), and CRM (X4) in improving consumer purchase decision (Y) on The Milk Bar Bandung, either simultaneously or partially.

To reinforce the above qualitative analysis, a quantitative/inferential analysis is needed, that is an analysis to test the hypothesis or know how much the influence of store atmosphere and price implementation in creating consumer purchase decision of The Milk Bar Bandung. The research model used is regression with multiple linear regression formula is as follows:

$$Y = a \pm \beta x_1 \pm \beta x_2 \pm \beta x_3 \pm \beta x_4 \pm \beta x_5$$

Figure 1. Research Paradigm



While, in the determination of sample size that will be used for this research is calculated using iteration method. According to Sitepu (1994: 108-110), the use of iteration method is in accordance with the analytical tool used in hypothesis testing, that is multiple regression analysis basically calculated from the correlation coefficient between variables. Calculation used three times iteration calculations so that the minimum sample used in this research is 115 respondents. The sampling method used in this research is non-probability sampling, in which each object in a homogeneous population has equal opportunity to be used as research sample. The sampling technique used is purposive sampling. As the name implies, the sample was taken with a specific purpose. Someone or something was taken as a sample because the researcher assumed that the person had the necessary information in the research. The criteria specified for sampling in this study were consumers of The Milk Bar Bandung.

DISCUSSION

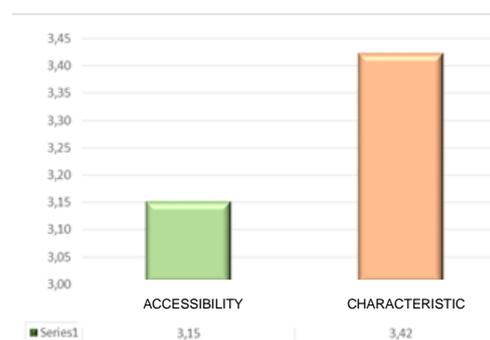
In this section, the author will describe the results of research that have been obtained. The research data was collected by distributing questionnaires with statements regarding location, store atmosphere, pricing, customer relationship management, and purchase decision

distributed to 115 consumers of The Milk Bar Bandung.

Respondents' Response on Location

Location variable consists of 2 indicators that are traffic flow and accessibility as well as location characteristic. Based on the results of data processing, then obtained the results of recapitulation for each variable as follows:

Figure 2. Recapitulation of Respondents' Response on Location (X1)



Source: Processed primary data (2017)

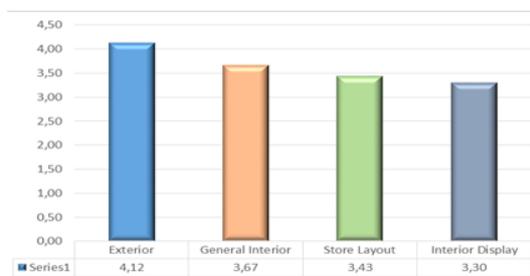
Based on the graph above, it can be seen that from 2 (two) sub variables about location, which is considered to have the highest by consumers is location characteristic. This is related to the availability of parking space, access in and out of the cafe, and the visibility of the cafe to the street. While, the lowest value is

traffic flow and accessibility, indicators for this sub variable is the ease of location coverage and availability to reach the location. Ease and availability to reach the location become one of the important factors in the effort to attract consumers to visit, so it is necessary to pay close attention.

Respondents' Response on Store Atmosphere

Store atmosphere variable consists of 4 (four) indicators that are exterior, general interior, store layout, and interior display. Based on the results of data processing, then obtained the results of recapitulation for each variable as follows:

Figure 3. Recapitulation of Respondents' Response on Store Atmosphere (X₂)



Source: Processed primary data (2017)

Based on the graph above, can be seen that from four (4) sub variables about store atmosphere, which considered to have the highest by the consumers is exterior in store atmosphere. This is related to the location that is considered strategic and easy to reach, the signage that looks clear and easy to see by consumers, the vehicle security parked around the location, and the entrance that eases the in and out of consumers. While, the lowest value from store atmosphere is sub variable of interior display that includes image that is in accordance with the theme, toilet sign, and cashier that is clear and attracts attention. This assessment becomes a record for the future for The Milk Bar to be able to make the interior design more attractive so that this can make consumers more lingering and repeat order.

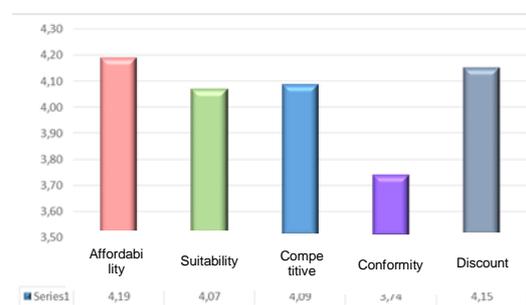
While, the highest value is exterior design that must be maintained and improved because the nature that occurs in the consumers basically is changing as the times change and with this then The Milk

Bar will be able to answer challenges in the future.

Respondents' Response on Pricing

Location variable consists of 5 (five) indicators that are price affordability, price appropriateness with image, price competitiveness, price conformity with benefits, and discounts. Based on the results of data processing, then obtained the results of recapitulation for each variable as follows:

Figure 4. Recapitulation of Respondents' Response on Price (X₃)



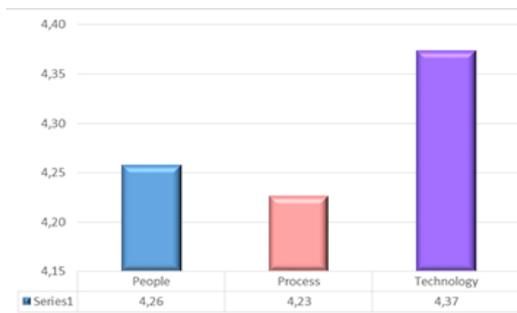
Source: Processed primary data (2017)

From the above data, it can be seen the average value of the five sub-variables of pricing made by The Milk Bar, it can be seen that the greatest value is in the price affordability. Consumers have assumption that the price provided by The Milk Bar is affordable and the price is in line with the brand image of The Milk Bar itself. While, the lowest value of the price variable is price conformity with benefits. According to Kotler and Armstrong (2014: 345), price is the amount of money charged on a product or service or the sum of the value exchanged for the benefits of owning or using the product or service. These results indicate that consumers assume the price offered is still not in accordance with the benefits they felt.

Respondents' Response on Customer Relationship Management

Customer relationship management variable consists of 3 (three) indicators that are people, process, and technology. Based on the results of data processing, then obtained the results of recapitulation for each variable as follows:

Figure 5. Recapitulation of Respondents' Response on CRM (X₄)



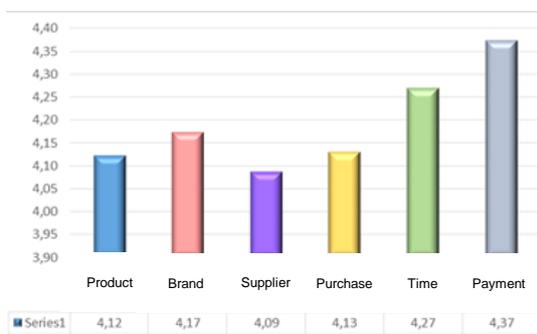
Source: Processed primary data (2017)

Based on the graph above, can be seen that from three (3) indicators of customer relationship management, it can be seen that the indicators about technology has the highest value. The use of internet technology such as social media becomes one of the benefits for The Milk Bar Bandung, utilizing technology as a promotion media that became one of the trends among young people today. However, the indicator of process has the lowest value, this is one of the things that should be considered by the management of The Milk Bar in the future.

Respondents' Response on Purchase Decision

Purchase decision variable consists of 6 (six) indicators that are product selection, brand selection, dealer selection, purchase amount, timing of visit, and payment method. Based on the results of data processing, then obtained the results of recapitulation for each variable as follows:

Figure 6. Recapitulation of Respondents' Response on Keputusan Pembelian (Y)



Source: Processed primary data (2017)

Based on the above graph, it can be seen that the lowest value of the consumer

purchase decision variable is in dealer selection, in this case, is the convenience of consumers in getting The Milk Bar products. This is because the product of The Milk Bar is still difficult to obtain by consumers because The Milk Bar itself still has no branch and also still do not have inter messaging service. While, the highest value is in the sub variable of payment method, this is because payments made by consumers can use the system of cash or debit.

Based on the results of data processing, the following is the explanation of the influence of each relationship in this study.

Table 5. Correlations between Variables

	X ₁	X ₂	X ₃	X ₄	Y
X ₁		0,546	0,658	0,759	0,809
X ₂			0,676	0,657	0,588
X ₃					0,768
X ₄					0,759

Source: Processed primary data (2017)

Location on Consumer Purchase Decision

The result of this research stated that location (X₁) has positive and significant effect on purchase decision (Y). With a relationship value of 0.809 then the interpretation of the amount of the relationship of both is quite strong. Based on the value of the relationship, the value of the influence between location and purchase decision is 65.45%.

Store Atmosphere on Consumer Purchase Decision

The result of this research stated that store atmosphere (X₂) has positive and significant effect on purchase decision (Y). With a relationship value of 0.588 then the interpretation of the amount of the relationship of both is quite strong. Based on the value of the relationship, the value of the influence between store atmosphere and purchase decision is 34.57%.

Price Implementation on Consumer Purchase Decision

The result of this research stated that pricing (X₃) has positive and significant effect on purchase decision (Y). With a relationship value of 0.768 then the interpretation of the amount of the relationship of both is quite strong. Based

on the value of the relationship, the value of the influence between price and purchase

decision is 58.98%.

Customer Relationship Management on Consumer Purchase Decision

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.880 ^a	.774	.766	.29784	.774	94.403	4	110	.000

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y

Source: Processed primary data (2017)

Based on the result of data processing, can be known also the simultaneous influence between store atmosphere and price on consumer purchase decision of 0,774 with interpretation of strong

relationship and influence between variables of 59.9%. By using the method of regression data processing, then obtained the following results:

Table 7. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	.440	.312		1.411	.016			
1 X1	.410	.067	.425	6.156	.000	.809	.506	.279
X2	.078	.119	.043	.654	.015	.588	.062	.030
X3	.336	.068	.354	4.973	.000	.768	.428	.225
X4	.212	.065	.243	3.250	.002	.759	.296	.147

a. Dependent Variable: Y

Source: Processed primary data (2017)

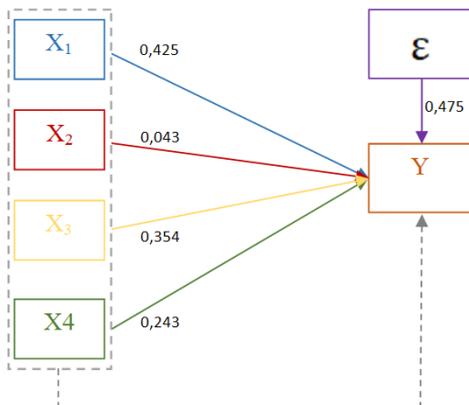
Based on the above table, it can be formulated the following structural equation:

$$Y = 0,440+0,410X_1+0,078X_2+0,336X_3+0,212X_4$$

That is, if the location, store atmosphere, customer relationship management, and pricing are considered constant or in other words that if all independent variables are considered zero, then the consumer purchase decision will have a value of 0.440 times. And consumer purchase

decision can be increased by the free value of one or all of the location, store atmosphere, customer relationship management, and pricing policies experienced an increase assessed by consumers. While, the path diagram in the study can be explained as follows:

Figure 7. Research Sub-Structural



Based on the sub-structural above, can be seen that from the 4 (four) independent variables studied, the first independent variable that is the location becomes the largest variable that can influence consumer purchase decision at The Milk Bar Bandung.

CONCLUSION

Based on the results of research conducted on The Milk Bar Bandung regarding store atmosphere and pricing policy, then obtained the following conclusions:

1. Based on the assessment of the location, store atmosphere, pricing, and customer relationship management as well as purchase decision, it can be concluded as follows:
 - In the location variable, which is considered to have the highest by the consumers is the characteristic of the location, such as parking area availability, access to and out of the café, and the visibility of the cafe to the street. And the lowest value is traffic and accessibility, the indicator for this sub variable is the ease of location to reach and availability to reach the location.
 - In the store atmosphere variable that is considered to have the highest by the consumers is the exterior design related to the location that is considered strategic and easy to reach, the signage that is clearly visible and easily

seen by consumers, the security of vehicles parked around the location, and the entrance that eases the out and enter of the consumer. While, the lowest value of the store atmosphere is sub variable of interior display that includes image that is in accordance with the theme, toilet sign, and cashier that is clear and attracts attention.

- In the customer relationship management variable, indicator of technology has the highest value, but the indicator of process has the lowest value, this becomes one of the things that must be considered well by the management of The Milk Bar in the future.
 - From the previous data, it can be seen the average value of the five sub- variables of pricing made by The Milk Bar, it can be seen that the greatest value is in the price affordability. Consumers have assumption that the price provided by The Milk Bar is affordable and the price is in line with the brand image of The Milk Bar itself. While, the lowest value of the price variable is the price conformity with the benefits.
 - Based on the graph in the previous, can be seen that the lowest value of the consumer purchase decision variable is in the dealer selection, in this case, is the convenience of consumers in getting The Milk Bar products. While, the highest value is in the sub variable of payment method, this is because payments made by consumers can use the system of cash or debit.
2. To find out how big the influence of the variable of location, store atmosphere, price implementation. and customer relationship management on purchase decisions at The Milk Bar bandung either partially or simultaneously, based on research results show that:

- Location variable influences purchase decision with influence value of 65,45%, result of research stated that store atmosphere has influence of 34,57%. Pricing influences purchase decision with a value of 58.98%. And the result of research stated that customer relationship management on purchase decision with value of 57,61%.
 - The results showed that the four independent variables give a high simultaneous influence of 77.4%.
3. To see which effect is the biggest in improving consumer purchase decision, it can be concluded that location has greater influence compared with other independent variables. The location intended is traffic flow and accessibility as well as location characteristic.

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