The Effect of Consumer Attitude and Physical Environment on Buying Decisions by Brand Equity at Gramedia Book Store Matos Malang

Agus Subroto

Master of Management postgraduate Wisnuwardhana University Malang

Abstract*: This study aims to prove and analyze the effect of consumer attitudes and physical environment on purchasing decisions mediated by brand equity. The number of samples in this study were 133 respondents, to answer the problem formulation in this study path analysis was used and assisted by the SPSS version 17 statistical program. The results of this study indicate that consumer attitudes and the physical environment partially affect brand equity. Consumer attitudes and brand equity partially affect purchasing decisions, while the physical environment partially has no effect on purchasing decisions Brand equity mediates the physical environment, but brand equity does not mediate consumer attitudes towards purchasing decisions*

Keywords*: Consumer Attitude, Physical environment, Brand equity, Purchasing decision.*

I.   Introduction

Changes in the global economy and technological leaps affect the attitude of human life in consuming products produced by companies. The influence of attitudes on consumer behavior is very clear, for example useful products will be liked by consumers, as well as quality products will have many enthusiasts in changing buying decisions. The influence of consumer attitudes towards the product should be directed to the behavior of liking. Attitudes are formed as a result of direct contact, even attitudes are formed without actual experience with an object. Therefore as entrepreneurs must create a good image for consumers to change the decision to buy or consume the preferred product.

Creating an image can change decisions, for example, an impulse buyer is an unplanned or unplanned buyer. Specifically in the context of consumer behavior, according to Schiffman and Kanuk (Mulyadi, 2013) attitude is a condition in a person to behave like or dislike when faced with a situation. the influence of consumer attitudes towards the product, quality must be directed to the behavior of liking. This condition is something normal and easily accepted by common sense. *Physical surroundings* or the physical environment is a feature of a situation that is most easily seen or eye catching, these features include ambient factors, social factors and design factors. According to Park and Lennon in siti yuliana and Ken Sudarti (2018), it shows that the quantity of interaction between customers and shop assistants in the store affects impulse buying buyers. People or customers will be attracted to the crowd, according to human nature who wants to know everything. Social factors are also very influential in changing buying decisions, because social factors involve the presence of other people in individual or interpersonal interactions and the influence of others in the consumption process. Brand equity has intangible values, beliefs, expectations and emotional values as well as historical value for the company. The most important factor that must be prioritized is satisfaction. However, to be more optimal if the company can measure customer satisfaction regularly (Sanita Ellen *et al*,2020). The value of brand equity is seen as a brand strength that can strengthen consumer confidence and confidence in making purchasing decisions.

The influence of consumer lifestyles will shift the company's simple mindset into an extraordinary business trend center. In order to create consumer convenience, it is very important, both private companies and government companies, especially SOEs. Changing the physical environment into something that is still very attractive to both the customer and the consumer. The physical environment will directly affect the company's image and will form an impression for consumers about the company. Even though today the level of technology dominates with the emergence of online shops, for the next 10 years modern shops will still be the choice of consumers, even the function of modern stores is not only a place for business transactions, but also becomes entertainment through sigh seeing or window dressing for most consumers.

To win the competition, companies must offer different appeals to enhance brand image. A good brand image will cause a positive response for consumers, so that it will provide survival for the company. Brand is

goodwill obtained from buyer satisfaction and the desire for the brand can generate brand equity, the added value of existing brands in goods or services beyond the benefits provided.

II.   Literature Review

Consumer Attitude

Is a concept in behavioral studies, by influencing attitudes, then marketers can influence consumer behavior. In this study, the concept according to Schiffman and Kanuk in Ujang, S.(2004) becomes the theoretical basis. Schiffman and Kanuk divide attitudes into three components, namely cognitive, affective and conative. a. Cognitive is the knowledge and perception of consumers, which is obtained through experience with an attitude object and information from various sources. This knowledge and perception is usually in the form of trust, where consumers believe that the product has a number of attributes. Cognitive is often referred to as consumer knowledge and belief; b. Affective describes the emotions and feelings of consumers whether the product is liked or not liked; c. Conative shows a person's actions or behavioral tendencies towards an object.

Physical Environment

The physical environment according to Dunne and Lusch in Siti Yuliana and Ken Sudarti (2018) states the store environment as a description of the store atmosphere which is composed of various elements such as music, lighting, store form, instructions that direct visitors and elements of human resources. The physical environment in this study uses the concept of Bitner (1992) which divides the fictional environment into three indicators, namely a. Ambient condition, which includes environmental background characteristics such as temperature, lighting, music noise and aroma. b. Spatial layout shows how machines, furniture equipment are arranged and the size of these shapes. While spatially related, functionality shows the ability to facilitate performance and achievement of goals; c.

Brand Equity

Efforts to be known by consumers, the company must manage the brand properly. Brands create a difference with competitors and create unique value compared to competitors. Brand equity is the main form of value in the overall relationship between consumers, distributors and even competitors.

A number of models of brand equity have different perspectives, one of the well-known models is consumer-based brand equity. In this study, the concept proposed by Kotler and Keller (2009) became the basis of the research. There are six stages, namely a. Brand salience is essentially that marketers must know the difference and uniqueness compared to other products. Companies must create advantages that can make a difference. Excellence in the brand is a measure of consumer awareness of the brand. When consumers think about product categories such as bookstores, it is important that consumers are able to translate a brand (Gramedia bookstore). This advantage is measured by how the Gramedia bookstore creates consumer awareness to recognize the character of the Gramedia bookstore; b. brand performance, The performance of a brand can be explained through the fulfillment of consumer needs and desires. How well the quality of the brand can be judged by consumers. Brand performance should be able to exceed the elements and features contained in the brand; c. Brand imagery, the brand depends on the way the brand to meet the psychological state of consumers and consumer social needs.

Perception of the brand is more about how consumers think abstractly about the brand. Because brand perception leads to intangible aspects of the brand. Consumers can imagine the relationship between their personal experiences directly or indirectly through communication media. In this case, the consumer's perception is related to the store atmosphere and the store environment (Gramedia bookstore); d. brand judgments, is a personal opinion and consumer evaluation of the brand, by placing the overall value of brand performance differentiation. Consumers can conduct research based on quality, credibility and consideration of the brand. In this study, can the physical environment create trust in the Gramedia bookstore brand?; e. Brand feeling, the feeling towards the brand is related to the emotional response and reaction to the brand. Feelings can also be related to the social environment evoked by the brand. Feelings that arise as a result of communication activities with marketing, can affect consumer feelings and their relationship with the physical environment (Gramedia bookstore); f. Brand resonance, explains the basis and relationship when consumers feel a connection with a brand. Resonance is defined as a characteristic of the psychological strength or depth felt by consumers towards a brand, equivalent to the level of activity that generates loyalty as a result of the purchase. Loyal behavior is needed, but not enough to cause resonance.

Buying Decision

A person's purchase decision is influenced by economic ability, personality in this case including age, gender and occupation. A person's consumer behavior will affect buying decisions. The buying decision process. In this study, the indicators used are in accordance with the opinion of Kotler and Keller (2009) the stages are as

follows: Introduction to problems in the buying process stage begins when the buyer a. Recognizing the problem or need; b. Information search; c. Alternative evaluation d. Purchase decision; e. Behavior after purchase. These needs can be triggered by stimuli due to the difference between the actual needs and the desired needs of consumers. The stimulus can be from within (the buyer's personal) or from outside the buyer. Examples of self-buyers, for example hungry. or external stimuli,

Information search, stimulation of the need, then there is an urge to seek more information. In this case the stimulation of needs can be classified into two levels, the lighter information search is called attention reinforcement (just more sensitive) the second level or then consumers begin to actively seek information for example looking for information through reading materials, calling friends or visiting shops to learn. certain product. Evaluation of Alternatives, information obtained by prospective buyers is used to obtain a clearer picture of the alternatives to be selected. The picture is for example the attractiveness of each alternative. Producers must try to understand how consumers recognize the information obtained and arrive at a certain attitude about the product which then leads to consumers making decisions to buy goods or services from marketers.

Buying decisions, producers must understand that consumers have their own way of handling the information they get. In the evaluation stage, consumers can form preferences for brands in the choice set. Consumers can form an intention to buy the most preferred brand. In some cases, consumers may decide not to formally evaluate each brand. Meanwhile, in other cases, there are interventions that can influence buying decisions. Behavior after buying if the goods purchased do not give satisfaction, the buyer will change his attitude towards the brand of goods to be negative, maybe even refuse from the list of choices. Conversely, if consumers get satisfaction from the goods purchased, there is a consumer desire to repurchase.

III. Method

This research method is also called explanatory research because the purpose of this research is to explain the causal relationship between four variables through hypothesis testing.The data collection technique in this study was carried out using a questionnaire, namely the method of collecting data by submitting a list of questions which were then submitted to respondents who had purchased or had purchased at the Gramedia Matos Bookstore in Malang. The population in this study are people who shop for products, both books and stationery and offices at the Gramedia Matos Malang bookstore. Because the size or number of the population in this study is not known with certainty. According to Ferdinand, A (2002) The minimum sample for research purposes is 15-20 times the number of independent variables. There are 3 (three) independent variables in this study, so that the number of samples of 133 samples is considered sufficient or feasible. All variable measurements were carried out using a Likert scale score of 1 to 5 with a detailed score of 5: means strongly agree (SS); score 4 means agree; score 3 means neutral (N); score 2: means disagree (TS); and a score of 1 means strongly disagree (STS)

Test the validity and reliability of research instruments
The questionnaire used as a tool to collect data in this study must be measured for expertise or validity and reliability (reliability). The steps in processing the data are testing the reliability and validity of the questionnaire instrument, which is very important to do to get valid and reliable research results. An instrument is said to be reliable if it has a positive Cronbach's alpha r > r-table and is said to be valid if r results > r-table). It turns out that the print out (data source processed the results in all (26 items) Cronbach's Alpha r value shows positive 0.906 > 0.60 and validity shows > 0.50 so it is valid

This data processing technique is carried out using path analysis used to answer the problem formulation in this study, it will be used to analyze more complex models that cannot be carried out by multiple linear regression. The use of path analysis is assisted by the SPSS version 17 statistical program. According to Sarwono (2013), this analysis model consists of two structural equations. Where X1 and X2 are exogenous variables and Y1 and Y2 are endogenous variables. The first stage of the structural equation is to determine the path diagram model based on the paradigm of the relationship between variables as can be seen in the stages

The path diagram consists of 2 structural equations. where X1 and X2 are exogenous variables to Y1 (exogenous), X1, X2 and Y1 are endogenous variables. Y2 exogenous The structural equation is as follows:
Structural equation (1) ………… Y.1 = PY1 X1 + PY1 X2 + €1
Structure equation (2) …….. ……Y2 = PY2 X1 + PY2 X2 + PY2 Y1+ €2
The t test is used to test the effect of each independent variable partially or individually on the dependent variable. Testing through test (t) with a significance level of 0.05, the criteria are as follows: if the research sig <0.05 then H0 is rejected and Hi is accepted and if the research sig is > 0.05 then H0 is accepted and Hi is rejected.

IV.   Results And Discussion

This test was carried out by t-test, to determine the effect of each variable on consumer attitudes and the physical environment (Table 1) showed a significance value of consumer attitudes 0.00 < 0.05, and the physical environment variable a significance value of 0.019 < 0.05. It can be stated that the attitude and physical environment variables partially or individually have a significant effect on brand equity.

Y.1 = PY1 X1 + PY1 X2 + €1 →   **Y1 = 0,688 X1 + 0,148 X2 + €1**

Table1. Influence of attitude and physical environment on brand equity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.797	1.880		1.488	.139
	sikap	.485	.044	.688	11.063	.000
	Lingfis	.155	.065	.148	2.381	.019

Table 2. Influence of attitude, physical environment and brand equity on purchasing decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.509	1.674		3.888	.000
	SIKAP	.137	.054	.293	2.536	.012
	LINGFIS	.003	.059	.005	.054	.957
	Ek.Merek	.161	.077	.243	2.075	.040

To answer the structural equation 2. Tests were carried out: by looking for the significance value of consumer attitudes, physical environment and brand equity as independent variables and purchasing decisions as the dependent variable was carried out by t test, to determine the effect of consumer attitudes variables and can be seen in Table 2. Consumer attitudes shows a significance value of 0.012 <0.05 and shows a partial influence on purchasing decisions of 0.293 which is considered a significant effect. Meanwhile, the physical environment variable has a significance value of 0.957> 0.05. And the magnitude of the influence on purchasing decisions 0.005 is considered no effect. It shows that the consumer attitude variable has a partial effect on purchasing decisions, and the physical environment has no significant effect on purchasing decisions.

Table 3. Coefficient Correlations Variables

Model			Ek.Brand	LINGFIS	ATTITUDE
1	Correlations	Ek.Brand	1,000	-.204	-.696
		LINGFIS	-.204	1,000	-140
		ATTITUDE	-.696	-140	1,000
	Covariances	Ek.Brand	.006	.000	-.003
		LINGFIS	.000	.003	.000
		ATTITUDE	-.003	.000	.003

variables is -0.204. To estimate the number, the following criteria were used: 0 - 0.25 very weak correlation; 0.25 – 0.5 : enough correlation
: 0.5 – 0.75 strong correlation; > 0.75 – 1 : very strong correlation
The correlation of -0.204 means that the relationship between brand equity variables and the physical environment is very weak, and negative. The correlation between brand equity and attitude is -0.696 strong and negative correlation. This shows that there is no multicollinear problem in the regression model above
a.Direct Effect).
The direct effect of consumer attitude variables on brand equity.
X1 ➔ Y1 = 0.688
The direct influence of the physical environment on brand equity
 X2 ➔ Y1 = 0.148
The direct influence of attitudes on buying decisions
X1 ➔ Y2 = 0.293..
influence direct physical environment on buying decisions
 X2 ➔ Y2 = 0.005
direct influence of brand equity on purchasing decisions
 Y1 ➔Y2 = 0.243

b. Indirect Effect
The influence of the attitude variable on purchasing decisions through brand equity
X1 ➔ Y1 ➔ Y2 = (0.688 X 0.243) = 0.1671
The influence of physical environmental variables on purchasing decisions through equity
X2 ➔ Y1 ➔ Y2 = (0.148 X 0.243) = 0.0359
c. Total effect
The influence of the Attitude variable on purchasing decisions through brand equity
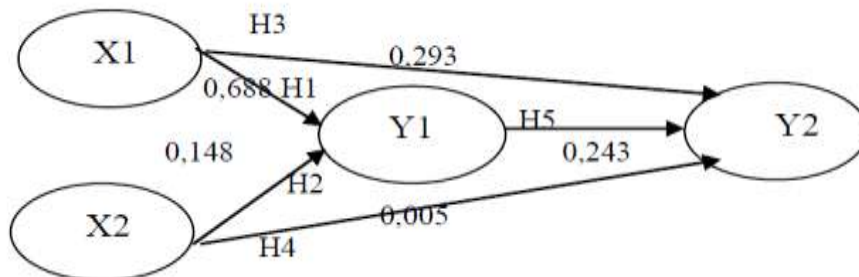X1 ➔ Y1 ➔ Y2 = (0,688 + 0.243) = 0.931

Figure 1. Research Results Model

X1 = consumer attitude
X2 = Physical environment
Y1 = Brand Equity
Y2 = Purchase decision

H1. The influence of consumer attitudes on brand equity
Based on the analysis of the results of the t test (Table. 2) shows the results of the significance level for consumer attitudes with a significance value of 0.00 < 0.05 this means that consumer attitudes towards brand equity have a significant effect. Consumer attitudes towards brands represent the influence of consumers on a brand that can lead to concrete actions such as the choice of a brand, that the more interested someone is in a brand, the stronger the desire to own and choose the brand, Kurniawati (2009). Meanwhile, according to Kotller and Ketter (2009) and Rizky, A and Pantawis, S. (2011), the intensity of competition is becoming increasingly fierce with the presence of various brands so that brands influence a person's attitude to make decisions. Certain brands are also said to have positive customer-based brand equity when consumers react more favorably to certain products. Reacting pleasantly can affect consumer attitudes in behavior and decisions to buy. Nugroho (2008) said the same thing with consumer attitudes, namely studying consumer tendencies to evaluate brands whether they are liked or disliked consistently. Hamidah (2004) consumer attitudes cognitively will affect decision making, consumer attitudes are generally related to brand choice,

H2. Effect of Physical Environment on Brand Equity

The physical environment partially has a significant effect on brand equity, meaning that the physical environment partially has a significant effect on brand equity (Table 1). This is evidenced by brand equity having a significance value of $0.019 < 0.05$. Partially, the physical environment has a significant effect on equity. It is no secret that the strategic environment encourages the emergence of elite housing with all the luxury including brands in this case is a symbol of luxury housing. Shopping centers occupy locations or neighborhoods in expensive locations.

H3. The Influence of Consumer Attitudes on Buying Decisions

Data processing is shown in Table 2which produces an attitude variable towards purchasing decisions with a significance of $0.012 < 0.05$. This result states that consumer attitudes partially affect buying decisions. This statement is corroborated by Vivi Maisyarah and Liasta Ginting (2016), which is one component of affective attitude or feelings that have a positive and significant effect on consumers buying a product. Sangadji and Sopiah (in Ramadhan FA and Pangestuti, E. 2018) suggest that brand trust, brand evaluation, and intention to buy are three components of attitude. Brand trust is a cognitive component of attitude; brand evaluation is an affective or feeling component; intention to buy is a conative component or belief Action, and the most dominant influence on purchasing decisions, while the opinion of Kotler and Keller (2017) is the most dominant cognitive attitude in buying expensive products. The cognitive component indicator/brand trust itself shows that brand trust includes consumer knowledge of symbols on environmentally friendly product packaging. Companies must be committed to an attitude of consumer trust and must keep brand equity embedded in the minds of consumers and result in what they learn, feel, see and hear about a particular brand every time.

H4. Effect of Physical Environment on Buying Decision

The results of data processing with the t-test in Table 2 show partially that the physical environment has no effect on purchasing decisions. The results of the t test show the t arithmetic value of 0.054 with a significance value of 0.957, the significance value of $0.957 > 0.05$. From the results of the t test that the physical environment has no effect on purchasing decisions. This is in accordance with Mahrabian Russell's statement which states that the physical environment affects one's feelings both consciously and unconsciously. This shows that environmental factors are also influenced by one's feelings or atmosphere at that time. When consumers enjoy or are looking for or reading what will be purchased in bookstores. Visitors or consumers show their seriousness in choosing books so that a crowded environment is not liked, seems to interfere with the enjoyment of reading. They want to choose the books they read before buying or just reading,
However, it is different, with the opinion of Pasaribu et al (2019) that the physical environment has the most influence partially or simultaneously when people shop at Hypermart Sun Plaza Medan. Happy with the atmosphere of going to the mall enjoying the atmosphere of enjoying the atmosphere with family or friends. The same thing was also conveyed by Widada SH (2017) that the physical environment facilitates the appearance or communication of services in interacting with friends or colleagues.

H5. The Influence of Brand Equity on Buying Decisions

t-test in Table 2 shows that the brand equity variable partially has a significant influence on purchasing decisions, with a significance value of $0.04 < 0.05$. with a nesar effect of 0.243. So it can be explained that brand equity has a significant effect on purchasing decisions. The same thing was conveyed by Sudono, St. (2013) The point is a strong commitment from customers to the brand, can create strong customer confidence when making purchasing decisions and Miati (2020)) a brand is a product or service whose dimensions differentiate the brand in several ways from other products or services and the brand is very influential. significant to the decision to buy the product

H6. Influence of Attitude and Physical Environment on Brand Equity mediated buying decisions

The indirect influence of the physical environment is greater than the direct influence. The results of the calculation or print out show that the influence of the physical environment on purchasing decisions mediated by brand equity is greater $(0.148 \times 0.243) = 0.0359 >$ than the direct effect of 0.005. This means that brand equity mediates the relationship between the physical environment and purchasing decisions. Indirect calculation results $(0.688 \times 0.243) = 0.1671 < 0.293$ (direct effect) Brand equity does not mediate the direct influence of consumer attitudes on purchasing decisions because the direct influence is greater in value

V.   Conclusion

Partially, consumer attitudes have a significant effect on brand equity at the Gramedia Matos Malang bookstore. The physical environment partially has a significant effect on brand equity at the Gramedia Matos

Malang bookstore. Consumer attitudes partially influence buying decisions at the Gramedia Matos Malang bookstore. The physical environment partially has no effect on purchasing decisions at Gramedia Matos Malang bookstores. Brand equity partially influences purchasing decisions at Gramedia Matos Malang bookstores. Brand equity does not mediate consumer attitudes towards buying decisions, but brand equity mediates the physical environment at Gramedia Matos Malang bookstore. Because the physical environment does not significantly influence buying decisions, management needs to (a) Fixing ambient factors, especially AC facilities for customer convenience (b) Tidy up the design factor Book arrangement to make it easier for customers to find the books or products they need

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