

Factors Influence on Customer Purchase Decisions through Customer Engagement

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Abstract:

The research aims to analyze the influence of location, store atmosphere and product variety on customer purchase decisions through customer engagement. Focus on restaurant selection in XYZ Mall. Primary data was obtained from a questionnaire of 150 respondents by accidental sampling by considering factors such as having visited the mall 1-2 times and more than 3 times in one month and making purchases at restaurants inside XYZ Mall. The data was analyzed using Structural Equation Model (SEM) with Smart PLS tools. The results of this study show that there is a direct influence between the restaurant atmosphere, product variety on customer engagement, location and customer engagement on customer purchase decisions and the indirect influence of restaurant atmosphere, product variety on customer purchase decisions through customer engagement. The hypothesis that is not accepted is the influence of location, on customer engagement, restaurant atmosphere and product variety on customer purchase decisions and location on customer purchase decisions through customer engagement. The implications of this research can contribute understanding the specific relationship between location, restaurant atmosphere, product variety, customer engagement and customer purchase decisions in the context of choosing a restaurant in XYZ Mall.

Keywords: location, store atmosphere, product variety, customer engagement, customer purchase decision.

1. Introduction

The growth of mall in Indonesia is currently quite rapid, currently reported total there are 649 malls in Indonesia (Kusnadar, 2021), Jakarta become the city of province with the highest number of malls in Indonesia, based on the record of the Indonesian Shopping Center Entrepreneurs Association there are 96 malls spread across 5 administration cities (Sandi, 2023). The average of malls occupancy rate in Jakarta reached 68.9% reported in the fourth quarter of 2022, and from 68.9% malls occupancy in Jakarta 40% occupancy dominated by the restaurants (Colliers, 2022). Restoran dominated occupancy absorption also occur in XYZ Mall, the numbers of restaurants causes increase the restaurant competitiveness, in this fierce competition, restaurants in XYZ Mall must have innovation and good strategies to compete and be accepted by mall customers, restaurants must be observant in forming mall customer purchase decision and be the choice of mall customers.

Customers use three different categories of ascribes during their purchase process as stated by Azevedo (2017) number one search ascribes, product features that customers can immediately evaluate before purchasing which reduce the perception of purchase risk. The restaurant location, the picture and notoriety social media, the unmistakable viewpoint among others are extraordinary highlighted for restaurant. Number two experience ascribes, item execution that buyers can assess during administration conveyance, in restaurant it is addressed by service, food and drink. Number three trust or believability ascribes, item attributes that buyer will most likely be unable to assess even after buy and utilization. They are connected the reliability or believability of the organization or brand. The restaurant is defected in the dish preparation process, supplier dependability, storage condition and other aspects. Azevedo (2017) identified features considered for selecting restaurants from their level of importance in the decision-making process. The resulting dimensions are: service, beauty, comfort, nearby location, convenient location, choice, children, convenience, offerings, perceived value, entertainment, and queuing. Restaurants that have the dimensions that mentioned above will have the possibility of becoming a restaurant preference for customers.

Preference is the extent to which consumers like or dislike a product, service, or brand compared to another, preferences can be influenced by various factors such as product attributes, price, availability, social influence, and personal values (Kotler & Keller, 2016). In the economic concept, consumer preferences are defined as individual tastes and measured by the usefulness of various goods (Abiola et al., 2014). Customer preferences and desires determine the success of consumer behavior (Bahety et al., 2022). According to explanation above consumer preferences can be influenced by a strong relationship between consumers and restaurants, and to build that strong relationship, restaurants need to prioritize customer engagement.

Customer engagement is actually a process that is interconnected with customer preference (Brodie et al., 2013). It is a process or a phase that is sequential over time, which is able to describe the relationship that arises between cognitive, emotional, and behavioral aspects of consumers and the object itself. In addition to these definitions, customer engagement is also defined as the connection between buyers and sellers (Grewal et al., 2017) or can be interpreted as active customer interactions with sellers, whether they are transactional or non-transactional (Kumar et al., 2010). Customer engagement, referring to the level of connection with an offer or business activity, focuses on the consumer's interactive experience, this interactive consumer experience is the result of the emergence of the marketing environment (Zheng et al., 2022). In the other words, increasing customer engagement will result in a positive customer experience.

Experience reflects a customer's overall assessment of value in relation to expectations, these perceptual attributes reflect the customer's high-level goals that lead to purchasing behavior (Maklan & Klaus, 2011). Restaurant attributes consist of service quality, value, food quality, atmosphere, decoration, hygiene, price, ambience, cleanliness, and location (Wiastuti & Pratiwi, 2019). From the description above, it can be said that the location of the restaurant, the atmosphere of the restaurant and the variety of products in the restaurant are attributes that are assessed and influence customer's decision.

According to Kasmir (2016) location is where organizations work in exercises to produce a monetary advantage for services and products sold, an essential location is characterized as an area that can be reached by shoppers and gives different comforts to purchasers. Price, food, variety, reputation, promotion, location, and information are the factors that influence restaurant customer choice, according to a review of previous research on restaurant management (Chua et al., 2020). In addition to the location factor, restaurants in the mall also must pay attention to the attractive atmosphere that can be the attraction of the restaurant.

Kotler and Keller (2016) characterizing store atmosphere is that each store has an actual design that makes it simple or challenging to pivot around in it. A few actual elements including store atmosphere are color, lighting, music, neatness, store format and product, design, fragrance, and temperature (Ndengane et al., 2021). Atmospheric variables such as lighting, cleanliness, aroma, and appearance/layout have a positive influence on customer purchase intention (Hussain & Ali, 2015). In addition, creating an attractive store atmosphere, restaurants in the mall must also need to pay attention to the variety of products sold.

The number of restaurants in the mall can provide choices to customers to determine where to eat and drink, customer tend to choose restaurants that offer varied and complete products, each customers has the hope that the restaurant he visits can provide satisfaction such as the availability of a variety of products offered. Kotler and Keller (2016) said that product fulfillment is the accessibility of a wide range of items proposed to be possessed, utilized, or consumed by shoppers delivered by a maker. Tjiptono (1996) said that purchasing decisions actually begin with a process when customers recognize needs and wants, seek information, evaluate alternatives then choose certain products and services. Meaning restaurant that offer or provide more product can accommodate customer wants and needs. Based on previous research by Heitmann (2007) stated that product variations show a positive influence on the probability of purchase.

The previous research mention that location is factor that driving customer choice decision (Chua et al., 2020). Beside location, restaurant atmospheric variables such as lighting, cleanliness, aroma, and appearance/layout have a positive influence on customer purchase intention (Hussain & Ali, 2015). In line with location and restaurant atmosphere product variety also have positive influence on the probability of purchase (Heitmann et al., 2007).

Customer engagement, referring to the level of connection with an offer or business activity, focuses on the customer's interactive experience (Zheng et al., 2022). In the other words, increasing customer engagement will result in a positive customer experience. Experience reflects a customer's overall assessment of value in relation to expectations (Maklan & Klaus, 2011). Restaurant attributes that can be assessed by the customer consist of service quality, value, food quality, atmosphere, decoration, hygiene, price, ambience, cleanliness, and location (Wiastuti & Pratiwi, 2019). From the description above, it can be

said that the location of the restaurant, the atmosphere of the restaurant and the variety of products in the restaurant effect to customer purchase decisions toward customer engagement. However, there are previous research that mention location, store atmosphere and product variety no effect on customer decision. Cynthia (2022) stated that there is no effect of location on purchasing decisions. Rahayu (2019) stated that store atmosphere has negative effect on customer purchase decision. According to Ulfami (2020) product variety has no effect on customer purchase decision.

This concentrate likewise plans to decide the role of customer engagement as mediation variable on the relationship between location, store atmosphere, product variations and customer decisions in choosing restaurants in XYZ Mall. From the explanation above the purpose of this research is to know the effect of location, store atmosphere and product variety on customer purchase decision toward customer engagement in related with choosing restaurant in XYZ mall.

2. Research Method

The population in this study is mall visitors with total sample 150 respondent, selected by accidentally in the restaurants inside XYZ Mall such us: Sate Khas Senayan, Din Tai Fung, Imperial Kitchen, Ducking, Sushi Hiro, Seirock Ya, Ramen one, Hai Di Lao, Popolamama, Monsior Spoon, A&W, Hoka – Hoka Bento and So Hot Stone. The respondents in this study were mall visitor who had purchased or eat at restaurants inside XYZ Mall. Accidental sampling is a sampling method based on accident, that is, anyone who coincidentally meets the researcher can be used as a sample, if it is considered that the person who meets the researcher is suitable as a data source (Rahim & Paelori, 2020).

This study measures each indicators using a Likert scale. The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena that has been specifically defined by researchers, hereinafter referred to as research variables. With a Likert scale, the variables to be measured are translated into variable indicators (Sugiyono, 2016). In this context, respondents were asked to express their views by selecting values in the range from 1 to 7. The use of a seven-point scale provides more variety of choices that increase the potential to reflect the objective reality of individuals (Joshi et al., 2015). These indicators are used as a starting point for compiling instruments that can be in the form of questions or statements. For the purposes of quantitative analysis, this study uses a Likert scale of 1 – 7 as below:

Table 1. Likert Scale Score

No.	Answer	Score
1	Strongly Disagree	1
2	Disagree	2
3	Somewhat Disagree	3
4	Neutral	4
5	Somewhat Agree	5
6	Agree	6
7	Strongly Agree	7

(Source: research of the authors)

There are three statement indicators used for variable location, visibility, accessibility (Tjiptono, 1996) and internet (Kartajaya, 2013). Five statements about store atmosphere, layout, colors, furnishing, lighting and design factor (Kotler & Keller, 2016). Three statements about product variety, country, particular specialty and product design (Lillicrap & Cousins, 2010). Three for customer engagement, customer experience, price comparison and co-creation (Brodie et al., 2013) and four for customer decision, information search, purchase action, post purchase action and recommendation/advocate (Kotler & Keller, 2016).

In data analysis, the researchers used structural equation modelling (SEM) by using Smart PLS, a quantitative analysis approach. PLS can explain whether there is a relationship between latent variables or not. In accordance with the hypothesis that has been formulated, PLS used for analyze inferential statistical

data, inductive statistics or probability statistics, is a statistical technique used to analyze sample data and the results are applied to the population (Sugiyono, 2016). Then measured using Smart PLS (Partial Least Square) software starting from hypothesis testing, inspection instrument validity and reliability (confirmatory factor analysis), model testing relationship between variables (path analysis), and get a suitable model for prediction (structural model and regression analysis).

3. Data Analysis & Finding

Table 2. Description of Respondents

Variable Demographics	Frequency	Percentage
Gender		
Female	106	71,3%
Male	44	28.7%
Age		
< 21 age	11	7%
22-30 age	28	18,05%
31-40 age	55	36,09%
41-54 age	54	36,03%
>55 age	2	1,03%
Frequency Visit		
1-2 times in a month	95	63,01%
3 or more in a month	55	36,09%
Total	150	100%

(Source: research of the authors)

The demographics of the respondents show that 71.3 % of respondents are female and 28.7% are male, related with age 7% below 21 age range, 18.5% are in the 22 – 30 age range, 36.9% are in 31 – 40 age range, 36.3% are in 41 – 54 age range and 1.3% are above 55 age. Lastly from frequency visit in a month show that 63.1% 1 -2 times and 36.9% are more than 3 times.

3.1. Measures

This study is a correlation research that explores various variables including location, store atmosphere, product variety, customer engagement, and customer purchase decision. The evaluation of the measurement instrument involved reliability and validity tests aimed at determining the level of consistency and accuracy of the tool employed. To ensure reliability, loading factor values were required to be above 0.6, and for validity, the average variance extracted (AVE) had to exceed 0.5. According to Table 2, both the AVE value and the loading factor values surpassed the specified thresholds. Therefore, it can be concluded that the measurement instrument demonstrates a high level of consistency and accuracy in assessing its construct.

Table 3. Measuring Model

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Location (X1)	1. Accessibility	X1.1	0,731	0,859	0,667
	2. Visibility	X1.2	0,839		
	3. Traffic				

	4. Ample parking lot				
	5. Expansion				
	6. Environment				
	7. Competitor locations				
	8. Internet	X1.3	0,873		
	(Kartajaya, 2013; Tjiptono, 1996)				
Store Atmosphere (X2)	1. Layout	X2.1	0,833	0,904	0,654
	2. Colours	X2.2	0,839		
	3. Furnishing	X2.3	0,841		
	4. Lighting	X2.4	0,789		
	5. Design factor	X2.5	0,737		
	(Kotler & Keller, 2016)				
Product Variety (X3)	1. Country	X3.1	0,75	0,830	0,619
	2. Particular specialty	X3.2	0,791		
	3. Product designs	X3.4	0,818		
	(Lillicrap & Cousins, 2010)				
Customer Engagement (Y1)	1. Customer Experience	Y1.2	0,824	0,825	0,612
	2. Price comparison	Y1.3	0,749		
	3. Co-creative	Y1.5	0,772		
	(Brodie et al., 2013)				
Customer Purchase Decision (Y2)	1. Information Search	Y2.1	0,805	0,885	0,658
	2. Purchase Action	Y2.2	0,808		
	3. Post Purchase Action	Y2.3	0,815		
	4. Recommendation (Advocate)	Y2.4	0,816		
	(Kotler & Keller, 2016)				

(Source: research of the authors)

3.2. Discriminant Validity

Discriminant validity is stated to be valid if it can demonstrate that each variable has a loading factor value that is higher in the latent construct examined than in the other latent constructs. Thus, it is possible to argue that the discriminant validity is true (Fornell, C., & Larcker, 1981). Table 3 stated that customer engagement variable scored the highest (0,782) followed by store atmosphere (0,579), customer Decision (0,577), product variety (0,538), and location (0,481).

Table 4. Discriminant Validity – Fornell Larcker

Factors	Customer Engagement	Product Variety	Location	Customer Decision	Store Atmosphere
Customer Engagement	0,782				
Product Variety	0,538	0,758			
Location	0,481	0,415	0,816		
Customer Purchase Decision	0,577	0,426	0,480	0,811	
Store Atmosphere	0,579	0,522	0,717	0,456	0,809

(Source: research of the authors)

3.3. Hypothesis Test

The critical number that acts as the benchmark is the t value of 1.96 and P value of 0.005, the hypothesis is accepted if the t-statistic value is greater than 1.96, and the p-value is less than 0.05, the hypothesis is rejected if t value less than 1.96 and p value larger than 0.005

Table 5. Path Coefficient

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values	Result
Location -> Customer Engagement	0,109	0,114	0,074	1,483	0,139	Not Accepted
Store Atmosphere -> Customer Engagement	0,335	0,330	0,099	3,379	0,001	Accepted
Product variety -> Customer Engagement	0,318	0,318	0,069	4,626	0,000	Accepted
Location -> Customer Purchase Decision	0,251	0,257	0,083	3,025	0,003	Accepted
Store Atmosphere -> Customer Purchase Decision	-0,018	-0,034	0,103	0,180	0,857	Not Accepted
Product Variety -> Customer Purchase Decision	0,113	0,122	0,091	1,244	0,214	Not Accepted
Customer Engagement -> Customer Purchase Decision	0,406	0,396	0,120	3,382	0,001	Accepted
Location -> Customer Engagement -> Customer Purchase Decision	0,044	0,046	0,034	1,314	0,189	Not Accepted
Store Atmosphere -> Customer Engagement -> Customer Purchase Decision	0,136	0,135	0,067	2,036	0,042	Accepted
Product Variety -> Customer Engagement -> Customer Purchase Decision	0,129	0,125	0,046	2,793	0,005	Accepted

(Source: research of the authors)

The explanation in table 5 above is the result of the hypothesis. There are 6 hypotheses were accepted. First store atmosphere has significant effect on customer engagement, second product variety on customer engagement, third location on customer purchase decision, fourth customer engagement on customer purchase decisions, fifth store atmosphere on customer purchase decision through customer engagement, and sixth product variety on customer purchase decision through customer engagement. However, there are 4 hypotheses are not accepted. First location on customer engagement, second store atmosphere on customer purchase decision, third product variety on customer engagement and the last is location on customer purchase decision through customer engagement.

4. Discussion

Based on the results of the study, the influence of location on customer engagement is not accepted meaning that location does not affect customer engagement. Location is a place of business that can affect to the desire of a consumer to come and shop (Tjiptono, 1996). XYZ Mall is a modern mall that was designed to provide easy access to all their stores and restaurants. Customers can easily walk around and explore different dining choices without being heavily influenced by the precise location of each eatery. Mall customers more focused on exploring different cuisines and trying new experiences rather than being influenced by the exact location of a single restaurant. The discussion above can be concluded that the location of the restaurant in XYZ Mall does not form the customer engagement of mall visitors,

The effect of store atmosphere on customer engagement is accepted. Store atmosphere positively has significant effect on customer engagement. This conclusion is in accordance with the results of research

from Utriainen (2017) which states that to increase customer satisfaction, customer engagement and purchase intent, the retailers must focus on improving their web stores with the appropriate atmosphere. Based on the explanation above, it can be concluded that store atmosphere is one of the factors that affect customer engagement. Visitors of XYZ Mall feel engage in a restaurant with an interesting atmosphere.

The effect of product variety on customer engagement based on research results can be declared acceptable. Titin Hargyatni (2022) stated that customer engagement is based on a strong emotional attachment between customers to products (goods/services) so as to form opportunities for companies to take advantage of momentum until customers provide feedback to the company about products/services so that they can be used for the development and renewal of existing products/services. Therefore, it can be concluded that the emotional involvement of customers towards the variety of products offered by restaurants in XYZ Mall will bring customer contributions in providing feedback for the creation of new products.

The Influence of location on customer purchase decisions is acceptable, the conclusion of this hypothesis is in accordance with study by Lempas (2021) which states that location partially has a positive and significant effect on purchasing decisions. Another study that reveals similar conclusions is research from Rizqi & Masniadi (2022) states that location has a positive and significant effect on purchasing decisions. In their research, Rizqi & Masniadi (2022) stated that the easier it is to reach the location where a product is purchased, it will increase purchasing decisions for the goods or products. Azim (2014) in their research also concluded that restaurant location has been identified as one of the factors that influence customer decisions about restaurant selection. From the empirical evidence above, it can be concluded that the location of the restaurant in XYZ Mall is significantly able to influence visitors in making decisions about choosing a restaurant, besides that it can also be used as a consideration for restaurant owners in determining the location of their restaurant or XYZ Mall as a manager in grouping store locations.

The influence of store atmosphere on customer purchase decisions is not accepted. Indicators of store atmosphere variables in this study are layout, color, furniture, lighting, and decoration/design that has a certain theme, the hypothetical conclusion is in accordance with the conclusion of the study Krisito (2020) which states that store atmosphere in general interior dimensions and store layout does not have a significant effect on choosing decisions. It can be concluded that the store atmosphere in XYZ Mall is only a supporting factor for visitors in making decisions and not the main factor that influences decisions.

Products are essential to the success and prosperity of a restaurant. Technological developments, increased global competition, and market needs and desires require companies to carry out continuous product development (Vitaloka et al., 2021). The conclusion of this hypothesis is in accordance with the conclusions of research from those conducted by Fahriana (2023) which states that product diversity does not significantly affect customer decisions in purchasing. The results of f square analysis explain that the influence of product diversity on purchasing decisions only has a value of 0.014 which means it shows a small effect. From the explanation above, it can be concluded that customers of XYZ Mall in making decisions to buy are not influenced by product variations or diversity. Restaurants within XYZ Mall must carefully consider their product diversity strategies, monitor customer feedback and purchasing behavior to ensure that product diversity aligns with customer expectations that will be able to form customer engagement and make a positive contribution to decision making.

The influence of customer engagement on customer purchase decisions is accepted. The conclusion of this hypothesis is in accordance with the conclusion of research conducted by Ningrum & Arif (2022), that customer engagement can increase purchase intention, the higher customer engagement, the higher the consumer decision to make a purchase. Based on the empirical evidence above, it can be concluded that restaurants in XYZ Mall must be able to implement strategies that involve customers such as: maintaining the quality of service and food, interactive dining experiences and special discount offers. Restaurants that can make customers engage will be able to influence their customers, in this case the visitors of XYZ Mall in deciding to choose a restaurant that will be their place to eat and drink.

The indirect influence of location on the customer purchase decision through customer engagement is not accepted. The results of this study are related to the conclusion of Stevany's research (2021) which states that location does not have significant results on customer satisfaction. When location has no influence on customer satisfaction, there is no engagement between the customer and the restaurant to be a factor that determines the choice decision. This is thought because the restaurant that was the object of the study was inside the mall / shopping center. In other words, the location of the mall / shopping center is the main

factor of consideration, not the location of the restaurant in the mall. Thus, it can be concluded that the location of the restaurant in XYZ Mall does not show an indirect influence on customer purchase decisions through customer engagement.

The indirect influence of store atmosphere on customer purchase decisions toward customer engagement is accepted. Meldarianda (2010) states store atmosphere affects the customer's emotional state which then causes or influences purchases. This emotional state will create two dominant feelings, namely feelings of pleasure and arousing desire, positive emotional states can cause purchases to occur. Thus, it can be concluded that the store atmosphere of the restaurant in XYZ Mall is able to influence customer purchase decisions, this is seen from the customer engagement side, where customer emotions are influenced to arouse desire in making purchase decisions.

The indirect influence of product variety on customer purchase decisions through customer engagement is acceptable, Rachmawati & Patrikha (2021) stated that a wide range of product choices positively impacts purchasing decisions, as it allows consumers to select items that align with their specific preferences and tastes. Suprayitno (2015) stated that purchasing decisions seen from a psychological perspective are influenced by the characteristics of recognition of one's feelings in this case are motivation, perception, knowledge, beliefs, and attitudes. Brodie (2013) The concept suggests that customer engagement is a state of motivation that arises from interactive and creative experiences between customers and entities such as specific brands or agents/objects. From the explanation above can be conclude that the motivation of XYZ Mall customer to visit a restaurant is influenced by the many choices of food menus, thus attracting consumers to make purchases.

5. Conclusion

his study found the aspects that influence customer purchasing decisions through customer engagement in selecting restaurant inside XYZ Mall are: Location, this shows that visitors to XYZ Mall tend to visit restaurants that have easy access, the location is visible and easily accessible via the internet.

Customer Engagement, this result explains that customer engagement can improve the decision of visitors to XYZ Mall in the perspective of purchasing decisions, the higher the customer engagement, the higher the decision of visitors to XYZ Mall to make purchases, customer engagement in restaurants can be formed from indicators customer focus, customer experience, price comparison, interactive, co-creative. This means that both mall and restaurant management must be able to understand the importance of customer engagement in order to design marketing and customer service strategies that aim to build and maintain strong relationships with their customers, which will improve purchasing decisions and overall business success.

Store Atmosphere, this aspect of store atmosphere can improve customer purchasing decisions because it is able to form customer engagement for visitors to XYZ Mall. In this case, mall and restaurant management must be able to design or create a store atmosphere that suits the target market and brand in order to create a better shopping experience and build stronger customer engagement, this can be a key element in marketing strategies to influence customer purchase decisions.

Product variety, this aspect is able to improve customer purchasing decisions because the many choices of food menus can affect the psychology of customer feelings which has an impact on customer engagement of XYZ Mall customers, therefore, it is important to understand the customer profile in order to ensure that the products offered are relevant to customer needs, thus, restaurants are able to take advantage of product variety to increase customer engagement and purchase decisions.

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