

The Influence of Store Atmosphere and Social Media Marketing on Purchase Decisions through Prices at the Unnathi Pakubuwono Beauty Clinic Jakarta

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Abstract

The study's purpose is to investigate the impact of Store's Atmosphere and Social Media Marketing (SMM) to Purchase Decision through Price at The Unnathi Pakubuwono Jakarta beauty clinic. Survey was done by sharing online questionnaires. The target population were all the customers of the beauty clinic that use their service/bought any product at least once in the last 3 months. There were 30 samples used for pre-test and 310 samples for the final test. Questionnaires' results then analysed using PLS-SEM method with SmartPLS 3.0 software. Results shows that Store Atmosphere positively impacts Purchase Decision, Store Atmosphere also positively impacts Price. Store Atmosphere and SMM both positively impact Price. Price positively impacts Purchase Decision. Price is has positive mediating effect in both how Store Atmosphere affect Purchase Decision and how SMM affect Purchase Decision with the former being stronger. Based on that result, it is expected that The Unnathi Pakubuwono Jakarta as a beauty clinic will invest in making a better store atmosphere, better SMM and adjust the price accordingly so that purchase decision will be increased.

Keywords

store atmosphere; social media marketing; price; purchase decision; beauty clinic; beauty industry



I. Introduction

Along with the development of the Indonesian economy, there has also been a change in the focus of public consumption from primary to tertiary needs. Data from reports "World Bank Country Classifications by Income Level: 2021-2022" stated that Indonesia's income per capita was US\$4,050 in 2019. Based on the World Bank category, the amount of income was included in the Upper Middle-Income Country (UMIC). One of the industries that developed from the birth of this phenomenon is the beauty industry. In addition, the number of beauty target markets, namely the female population aged 15-64 years in Indonesia is quite large, namely 33.23% in 2019 (Central Statistics Agency [BPS], 2020).

The beauty business industry in Indonesia has also increased following this phenomenon (Indonesian Ministry of Industry [Kemenperin], 2018). Alfons, CEO of Erha Clinic Indonesia, said that the development of the Indonesian beauty care industry reached 15 % per year 2018. This figure is higher than Malaysia and Singapore which grew below 10 %.

Generally the garbage transported is not thorough, but can only transport about 70-80% only. Garbage that is not carried will usually be burned, buried or dumped in sewers or in rivers, causing the flow of water to be not smooth which as a result of fatality can cause flooding.

The beauty clinic industry business competition is becoming increasingly competitive in fighting over potential customers and retaining existing customers (Lokadata, 2020). However, beauty clinics are something new and not much researched around the world, including in Indonesia. This lack of research causes the strategy to win over potential customers and retain existing customers into a new realm to explore. Beauty clinic, as a business that provides tertiary needs, offers luxury. In contrast to primary clinics, which provide basic health services and are needed by people from all walks of life, the store atmosphere tends to be simple and serious (Mukarramah, 2019),

One of the clinics in Jakarta is The Unnathi Pakubuwono Jakarta. The clinic has made a lot of efforts to increase revenue, but in fact the clinic's growth from the opening before the pandemic until now is very stagnant. The revenues provided to investors are decreasing, patients are becoming quieter, and many old customers are no longer returning. There were only 10 walk-in patients for 2 years after The Unnathi officially became a beauty clinic.

Based on interviews by researchers with several Production House owners in Jakarta, the price of billboard advertising has decreased drastically because fewer people are passing by to see it. Therefore, beauty brands are now doing more digital marketing, approximately 50-70% of the budget for marketing is transferred to social media marketing compared to offline marketing (Bansal & Garg, 2020). The Unnathi Clinic itself has been doing social media marketing through Instagram and it has been proven effective but has not been continued.

Just like the store atmosphere variable, in social media marketing, price has the potential to be a mediator variable. First, the budget made on social marketing will automatically affect the price per treatment. In addition, the online persona, which is a component of social media marketing, determines whether a brand is expensive or cheap (The New York Times, 2020). A customer survey shows 83% of potential customers always ask for prices first after learning about The Unnathi from Instagram. After knowing at least the treatment price range, then the prospective customer decides to come or not. Numerous studies have demonstrated that social media marketing has a positive effect on pricing. Research by Anglia Ruskin University (2021) said that social media marketing can control price perceptions, a brand can look cheap or expensive based on social media marketing that is done either from Instagram, Youtube, Tiktok or LinkedIn. Luxury brands that do social media marketing well tend to be less sensitive to price and are more willing to spend a lot of money than competitors who don't do social media marketing. According to a study by Kim and Ko (2011), social media marketing has a positive impact on the price of goods. On the other side, there are other beauty clinics that spend far more than The Unnathi yet offer social media marketing and are crowded.

In addition, many potential customers of The Unnathi who have asked the price for the same treatment have ended up choosing to go to the POISE clinic. One of the informants, a beautician who used to work at POISE but now works at The Unnathi said that the social media marketing and POISE clinic assets are more convincing than The Unnathi. This phenomenon directly raises the question of whether price is a mediator variable between social media marketing and purchasing decisions.

Therefore, "this study aims to review the conceptual and theoretical foundations, as well as the empirical literature, relating to store atmosphere variables, social media marketing, price and purchasing decisions which aims to see the influence of Store Atmosphere and Social Media Marketing (SMM) on Purchase Decisions through Prices at The Unnathi Pakubuwono beauty clinic in Jakarta."

II. Review of Literature

2.1 Purchasing Decision

The purchasing decision process is the decision-making process used by consumers regarding the transaction of a product/service before, during, and after the purchase of an item or service, in other words, the purchase decision is the result of a cost-benefit analysis with several alternatives (Yusuf & Sunarsi, 2020).

Kotler and Armstrong (2018) describe purchasing decisions as the buyer decision-making stage where an individual decides to actually buy the product/service that is being purchased. Furthermore, Kotler and Armstrong (2014) also explain that purchasing decisions are decisions about a brand to be purchased

2.2 Store Atmosphere

Store atmosphere is an atmosphere or store environment that can stimulate the five senses of consumers and affect consumers' perceptions and emotions of the store (Levy & Weitz, 2012). A planned store atmosphere can attract consumers to buy (Kotler & Armstrong, 2018). The store atmosphere affects beliefs about the products and services offered by a retail store (Dian et al., 2016). Therefore, store atmosphere is an important aspect that must be considered when managing business goals and consumer expectations (Ghifari & Saefulloh, 2018). Store atmosphere is one of the elements of the retail marketing mix related to creating a shopping atmosphere.

2.3 Social Media Marketing

Online marketing is marketing done through an interactive online computer system that connects consumers and sellers electronically (Tumanggor, 2020). In the context of marketing, social media is considered as a platform where people network and share information and/or sentiments (Kaplan & Haenlein, 2010). Social media marketing use various functions of social media websites to promote brands, ideas, events, organizations, or even political entities (Khan & Jan, 2015). Social media marketing is done through various social networking sites that connect various users who have the same background and interests. One of the social media marketing can be done through Instagram.

2.4 Price

Kotler and Armstrong (2018) define price as the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of having or using the product or service. When viewed from the customer's perspective, the price of a product/service is a sacrifice that must be taken to get a product/service. Therefore, the net profit derived from a product/service for a customer is the benefit of the product minus the price (Kotler & Armstrong, 2018). An increase in input prices will cause production costs to increase, this increased production cost will cause a decrease in the level of production produced (Akbar, 2021).

2.5 Research Hypothesis

a. Relationship between Store Atmosphere and Purchasing Decisions

Based on research by Diawan et al. (2016), the store atmosphere is the factor that has the most positive influence on purchasing decisions compared to business ethics or product quality. The industry under study is mini-market. The mini-market industry does not require high involvement in the buying decision process. Customers do not do much consideration before buying, the buying process is fast but the intensity is frequent (Diawan et al., 2016; Kurnia & Rifani, 2020).

The study also said that store atmosphere, including store interior design, music and aroma, had an effect on purchasing decisions. Putra, Aprilia and Aulia (2019) conducted the same research as Pratiwi and Yasa (2019) and had consistent results, namely that the store atmosphere had a positive effect on purchasing decisions in a cafe business. Moreover, Chieh-Yi and Chien-Ping (2016) showed that in the cosmetic outlet business, the store atmosphere is one of the important things that supports the purchase decision. Based on this description, the first hypothesis is:

H1 : Store atmosphere has a positive effect on purchasing decisions

b. Relationship of Store Atmosphere and Price

There is no descriptive quantitative research that examines the direct effect of store atmosphere on prices, but many qualitative studies support the effect of store atmosphere on prices. In addition, there are many articles on luxury retail strategies that are dedicated to feeling that luxury goods/services are purchased according to the price (Phibbs, 2015). In addition, the store atmosphere is an efficient way to carry out non-verbal marketing as well as build a brand image that affects price perceptions (Jiang et al., 2014). The store atmosphere creates a store price image that affects price perceptions (Bondos, 2021). Therefore, the second hypothesis is:

H2: The store atmosphere has a positive effect on prices

c. Relationship of Social Media Marketing and Purchasing Decisions

Agnes (2020) also mentions that Instagram marketing is the right marketing tool for the fashion industry that is very visual, according to the orientation of the Instagram platform. Kurnia & Rifani (2020) showed the results of the positive influence of social media marketing on purchasing decisions in the insurance sales business. Other similar studies are by Bansal and Garg (2020), Angelyn and Kodrat (2021) and Aji, Nadila and Sanny (2021). Therefore, the next hypothesis is:

H3: Social Media Marketing has a positive effect on purchasing decisions

d. Relationship of Social Media Marketing and Price

A case study on Tesco in England conducted by Anglia Ruskin University (2021) analyzed the influence of social media marketing on consumer perceptions, from which it was found that social media marketing can influence consumer price perceptions. Therefore, the fourth hypothesis is:

H4: Social Media Marketing has a positive effect on prices

e. Relationship of Price and Purchasing Decisions

Kotler and Armstrong (2018) define that price as the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of having or using the product or service. Kotler and Armstrong (2018) describe purchasing decisions as the buyer decision-making stage where an individual decides to actually buy the product/service that is being purchased. There is no research on the effect of price on purchasing decisions in the beauty clinic industry. However, beauty clinics offer tertiary needs services that are closer to the luxury business than the supermarket business, the hypothesis in this study is:

H5: Price has a positive effect on purchasing decisions

f. Price Relationship as a Mediator Variable in the Influence of Store Atmosphere on Purchasing Decisions

There is no research that uses price as a mediator variable between the atmosphere of the outlet and the purchase decision although the influence of the store atmosphere to the purchase decision is very strong (Diawan, Kusmawati & Mawardi, 2016; Ghifari & Saefulloh, 2018; Pratiwi & Yasa, 2019; Son & Aprilla, 2019; Wu & Chung, 2016), the atmosphere of stores has a positive effect on prices (El-Murat et al., 2012; Arnould et al., 2012; Jiang et al., 2014; Bondos, 2021) and also price influences the purchase decision (Imalia & Aprileny, 2020; Suharso, 2020; Yusuf & Sunarsi, 2020; Cahyani et al., 2017; Husic & Greguree, 2017). This leads to the question of whether an excellent store atmosphere can make consumers buy something regardless of price and by conducting quantitative research it will be seen whether prices mediate the influence of the store atmosphere on purchasing decisions. Therefore, the next hypothesis is

H6: Price mediates the effect of store atmosphere on purchasing decisions

g. Price Relationship as a Mediator Variable in the Influence of Social Media Marketing on Purchasing Decisions

There is no research that uses price as a mediator variable between social media marketing and purchasing decisions, although the relationship between the three variables has been widely studied and shows a relationship between the three variables. Social media marketing influences purchasing decisions (Agnes, 2020; Aji et al., 2021; Al-Azzam & Al-Mizeed, 2021; Angelyn & Kodrat, 2021; Bansal & Garg, 2020; Kurnia & Rifani, 2020; Pratiwi & Yasa, 2019), social media marketing affects prices (Anglia Ruskin University, 2021; Kim & Ko, 2011; Stoy, 2021; Harianti, 2020; Zhang, 2015), prices affect purchasing decisions (Imalia & Aprileny, 2020; Suharso, 2020; Yusuf & Sunarsi, 2020; Cahyani et al., 2017; Husic & Greguree, 2017). This raises the question of whether excellent social media marketing can beat the price factor in the buying decision process. Therefore, the next hypothesis is:

H7: Price mediates the influence of social media marketing on purchasing decisions

III. Research Methods

This research is a descriptive research. The method used is a quantitative approach. The data collection method used in this study is an electric questionnaire (structured questionnaire) using google sheets given to respondents, namely consumers of The Unnathi Pakubuwono clinic. The sampling technique used is non-probability sampling. The sampling technique used is the convenience sampling technique.

Data analyzed by using Structural Equation Modeling (SEM) approach based on Partial Least Square using SmartPLS 3.0 software. SEM. This study uses CR on the reliability test, therefore the hypothesis test used is P value and path coefficient.

This research is a combination of several previous research models that relate variables. The first research is a study that connects store atmosphere and purchasing decisions as well as social media marketing and purchasing decisions by Pratiwi and Yasa (2019). Furthermore, the influence of price on purchasing decisions is taken from research conducted by Muliasari (2019). The effect of store atmosphere on prices is taken from various supporting studies (El-Murat et al., 2012; Arnould et al., 2012; Jiang et al., 2014; Bondos, 2021).

The research model also links social media marketing to price based on research and supporting theory (Anglia Ruskin University, 2021; Kim & Ko, 2011; Stoy, 2021; Harianti, 2020; Zhang, 2015). The position of price as a mediator variable in this research model is something new which is based on a strong relationship between variables, although previously there has been no research that has made a research model with price as a mediator variable.

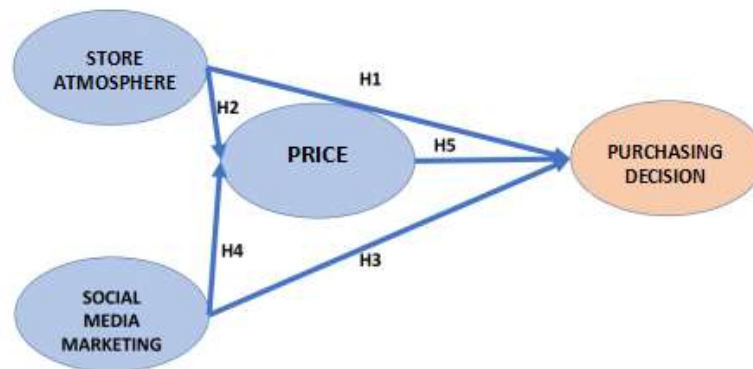


Figure 1. Conceptual Framework

Source: Modifications from Pratiwi and Yasa (2019); Muliasari, 2019; El-Murat et al., 2012; Arnould et al., 2012; Jiang et al., 2014; Bondos, 2021; Anglia Ruskin University, 2021; Kim & Ko, 2011; Stoy, 2021; Harianti, 2020; Zhang, 2015)

IV. Discussion

4.1 Respondent Profile

The total respondents in this study were 310 people who were customers of The Unnathi Pakubuwono beauty clinic. The following are the characteristics of respondents in this research:

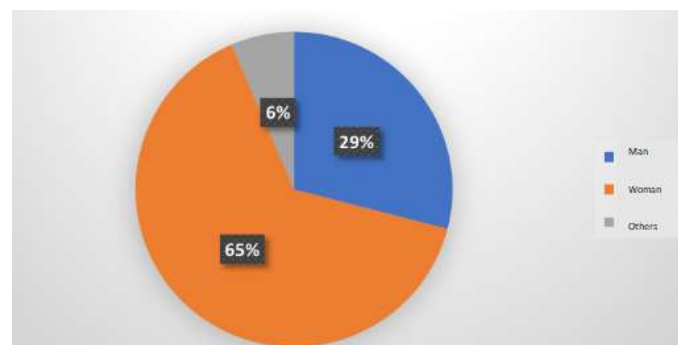


Figure 2. Respondents by Gender

Based on gender, 65% of The Unnathi Pakubuwono's customers at the time of sampling were female, 29% were male, 6% filled in Others. Others at The Unnathi Pakubuwono beauty clinic are those who are queer, non-binary or trans-sexual/trans-gender.

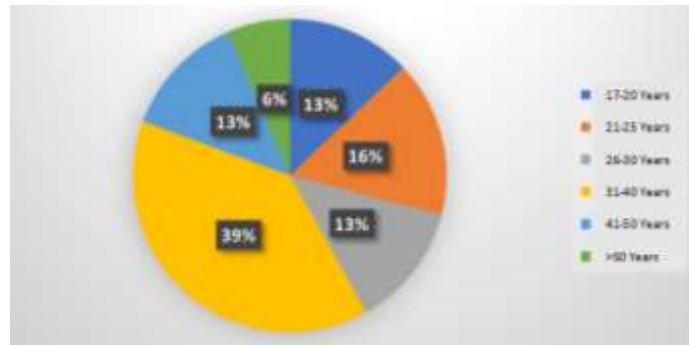


Figure 3. Respondents by Age

Based on the age of the respondent in figure 3, explains the distribution of respondents by age, 17-20 years as much as 13%, 21-25 years as much as 16%, 26-30 years as much as 13%, 31-40 the most dominant years are 39%, 41-50 years 13% and over 50 years 6%.

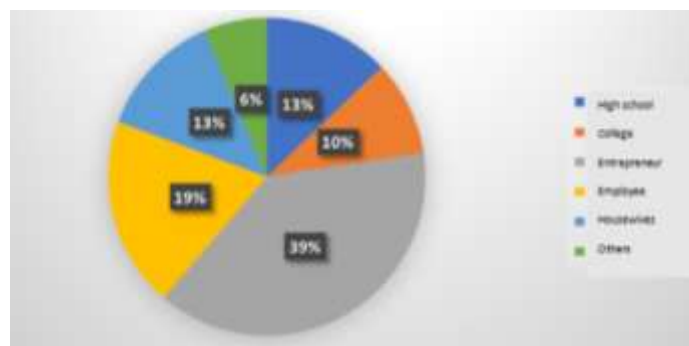


Figure 4. Respondents by Type of Job

Based on the type of work of the respondent in Figure 4, explains the distribution of respondents based on occupation, high school students are 13%, college students are 10%, entrepreneurs are 39%, employees are 19%, housewives are 13% and others are 6%.

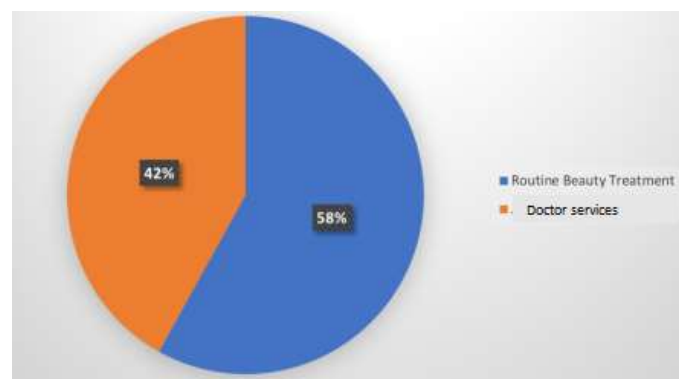


Figure 5. Respondents by type of service purchased

Based on the services provided, routine beauty treatment is 42%, doctor services are 58%.

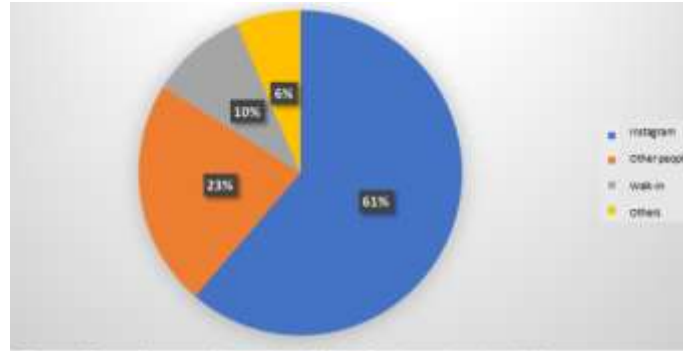


Figure 6. Respondents According to Where Did They First Know About the Clinic

Based on the first question of knowing The Unnathi Pakubuwono beauty clinic, 61% of respondents received information from Instagram, another 23% know by other people, 10% walk-in, 6% others.



Figure 7. Respondents by domicile

Based on the domicile of customers of The Unnathi Pakubuwono beauty clinic, 84% came from Jakarta, and 16% from outside Jakarta.

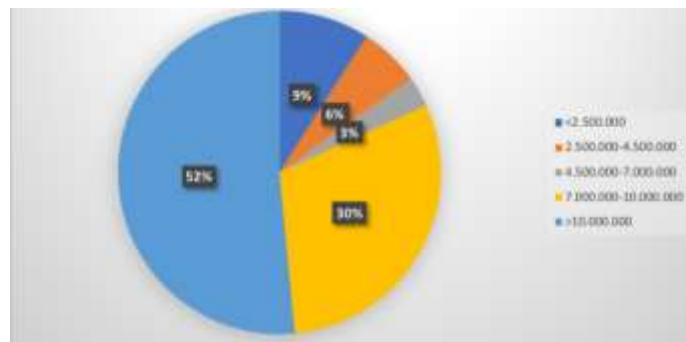


Figure 8. Respondents by Monthly Income

Based on the monthly income of The Unnathi Pakubuwono beauty clinic customers, 9% <2,5 million, 2,5-4,5 million 6%, 4,5-7 million as much as 3%, 7 million – 10 million as much as 30%, and more than 10 million as much as 52%.

4.2 Data Analysis

a. Outer Model (Measurement Model)

To test convergent validity, it is used by looking at the magnitude of the loading factor value. This value shows the level of correlation between the variables and their indicators. If

the value of loading factor ≥ 0.5 , then it is said to be sufficient, whereas if the value of the loading factor ≥ 0.7 , then it is said to be high (Ghozali, 2014). Another criterion is to look at the value of Average Variance Extracted (AVE), if the value of AVE ≥ 0.5 , then it is reliable and can be analyzed further (Hair et al., 2017). The number of samples in this study amounted to 310 respondents. The results of the outer model in this study can be described as shown in the following figure:

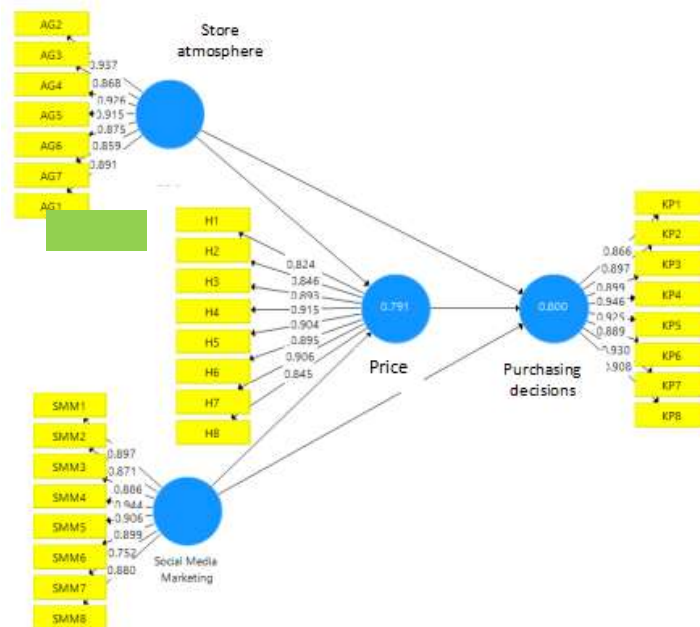


Figure 9. Measurement Model (Outer Model)

The following is the value of the outer loading of each indicator on the research variable:

Table 1. Validity & Reliability

Variable	Indicator	Loading (>0.7)	AVE (>0.5)
Store Atmosphere	AG1	0.891	0.803
	AG2	0.937	
	AG3	0.868	
	AG4	0.926	
	AG5	0.915	
	AG6	0.875	
	AG7	0.859	
Social Media Marketing	SMM1	0.897	0.776
	SMM2	0.871	
	SMM3	0.886	

	SMM4	0.944	
	SMM5	0.906	
	SMM6	0.899	
	SMM7	0.752	
	SMM8	0.880	
Price	H1	0.836	0.769
	H2	0.843	
	H3	0.893	
	H4	0.913	
	H5	0.903	
	H6	0.891	
	H7	0.901	
	H8	0855	

Based on the data presented in the table above, it is known that the indicators in each dimension have an outer loading value > 0.7 , so that all indicators are declared eligible or valid for research use and can be analyzed further. Another criterion is to look at the value of *Average Variance Extracted* (AVE) where all variables have met the criteria because the AVE value > 0.7 and can be analyzed further.

b. Inner Model (Structural Model)

In this study, evaluations that must be carried out at the structural model stage are collinearity testing, coefficient determination (R-Square) and hypothesis testing.

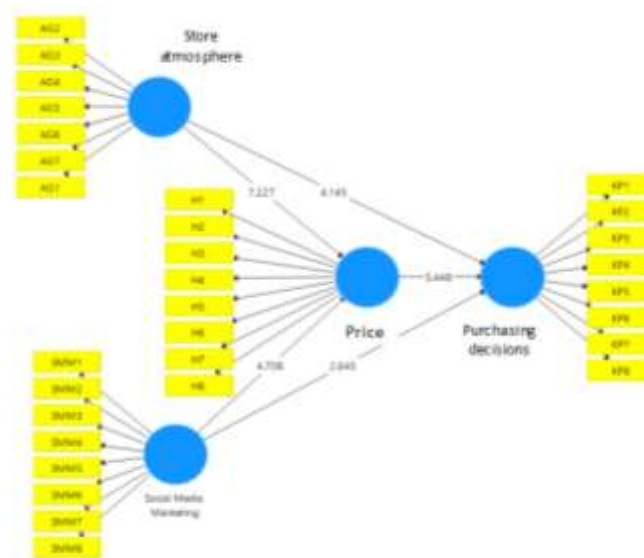


Figure 10. Inner Model

c. Collinearity

To find out whether the formative indicators have multicollinearity by knowing the value of the variance inflation factor (VIF). The VIF value between 5-10 can be said that the indicator has multicollinearity.

Table 2. Collinearity Test Results

Predictor	Price	Purchasing decision
Construct	VIF	VIF
Store Atmosphere	2.887	4.343
Social Media Marketing	2.887	3.584
Price		4.782

The table above shows that there is no independent variable that has a VIF value > 5, so it can be concluded that the model is free from collinearity problems.

d. Coefficient Determination (R-Square)

Mark of coefficient determination (R-square) is never negative and ranges from 0 to 1 ($0 \leq R^2 \leq 1$), the better if the R-square value is closer to the value of one (1) (Ghozali, 2014). The R-Square value is used to measure how much the endogenous variable or the dependent variable is influenced by the independent variable. R squared is a number that indicates the magnitude of the combination of independent variables together – the same affects the value of the dependent variable. The closer to number one, the model issued by the regression will be better (Sugiyono, 2017). Based on the data processing that has been done using the smartPLS 3.0 program, the R-Square values are obtained as follows.

Table 3. Coefficient of Determination

Indicator	R-square
Price	0.790
Purchasing decision	0.798

Based on the data presented in the table above, it can be seen that the R-Square value for the price variable is 0.790. The acquisition of this value explains that the percentage of the price can be explained by Store Atmosphere and *Social Media Marketing* by 79%. Then for the R-Square value obtained by the purchase decision variable of 0.798. This value explains that purchasing decisions can be explained by Store Atmosphere, *Social Media Marketing* and price by 79.8%.

4.3 Hypothesis Testing

Hypothesis testing is done to see whether a hypothesis can be accepted or rejected. The way to do this is by paying attention to the significance values between constructs, T-statistics, and P-values with the help of SmartPLS (Partial Least Square) software. These values can be seen from the bootstrapping results. The rule of thumb used in this study is t-statistic > 1.96 or p-value < 0.05 (5%) so it can be concluded that there is a significant effect between the independent and dependent variables. The value of testing this research hypothesis can be shown in the following table.

Table 4. Size and Significance of Path Coefficient (Direct)

Hypothesis	Path Coefficients	T Statistics	P Values	Conclusion
H1 : Store atmosphere has a positive effect on purchasing decisions	0.283	4.145	0.000	Supported
H2 : The store atmosphere has a positive effect on prices	0.552	7.227	0.000	Supported
H3: Social Media Marketing has a positive effect on purchasing decisions	0.218	2,645	0.008	Supported
H4: Social Media Marketing has a positive effect on prices	0.382	4.708	0.000	Supported
H5: Price has a positive effect on purchasing decisions	0.477	5.927	0.000	Supported

Table 5. Size and Significance of Path Coefficient (Indirect)

Hypothesis	Path Coefficients	T Statistics	P Values	Conclusion
H6 : The store atmosphere has a positive effect on purchasing decisions through prices at the beauty clinic The Unnathi Pakubuwono	0.245	5.571	0.000	Supported
H7: Social Media Marketing has a positive effect on purchasing decisions through prices at The Unnathi Pakubuwono beauty clinic	0.169	2,816	0.005	Supported

Based on the results on respondent profile, the most respondents by gender are women with 65% followed by men as much as 29% and there are 6% by 'other' which includes queer, non-binary or trans-sexual/trans-gender. The most age group who become clinic customers are 31-40 years old, followed by 26-30 years old with 16%, 17-20 years old with 13% and more than 50 years old with only 6%. Respondents according to occupation are mostly self-employed, namely 39% followed by employees as much as 19%. Students and housewives have the same figure, namely 13%. The least is the category "Other" provided for freelancers, unemployed or other jobs that are not among the available options. The questionnaire shows that more consumers come to do routine beauty treatment, which is 58% compared to 42% for doctor's services.

Respondents according to where they first knew the clinic show that the most was knowing from Instagram, which was 61%, followed by knowing from other people (word of mouth) as much as 23%, then the least was coming straight away because they saw the clinic (walk-in) as much as 10%. There are 6% voted "Other". Based on domicile, the majority of respondents came from Jakarta, namely 84%, while only 16% from outside the city.

The results of testing hypothesis 1 (H1) indicate that the store atmosphere has a positive effect on purchasing decisions. That is, the better the store atmosphere, the better the purchasing decisions. This is in accordance with research by Diawan et al., 2016, Ghifari and Saefulloh (2018), Pratiwi and Yasa (2019), Putra, Aprilla and Aulia (2019), Chieh-Yi and Chien-Ping (2016), all of which are descriptive quantitative studies. with the results that the store atmosphere has a positive effect on purchasing decisions.

The results of testing hypothesis 2 (H2) indicate that the store atmosphere has a positive effect on prices. That is, the better the store atmosphere, the higher the price. Previously, there had been no quantitative research examining the effect of the store atmosphere on prices, but there were many phenomena and studies that showed that the store atmosphere had an influence on prices. Research by El-Murad, Olahut and Plaias (2012) says that the design of a store affects the perceived price of a brand and also a good store design will increase the amount of money that tends to be spent at the store. In addition, the store atmosphere is something that is very concerned about *luxury industries* (Arnould & Dion, 2011), this can be seen from the budget spent by luxury brands such as Louis Vuitton, Dior, etc. for their stores. Research by Nagasawa and Watada (2014) conducted on Tod's Japan also shows that the design of the store determines the perception of price. Bondos (2021) says that the store atmosphere creates a store price image that affects price perceptions.

The results of testing hypothesis 3 (H3) show that *social media marketing* has a positive effect on purchasing decisions. That is, the better social media marketing, the better the purchase decision. This is in accordance with research by Agnes (2020), Aji et al. (2021), Al-Azzam and Al-Mizeed (2021), Angelyn and Kodrat (2021), Bansal and Garg (2020), Kurnia & Rifani (2020), Pratiwi and Yasa (2019).

The results of testing hypothesis 4 (H4) show that *social media marketing* has an effect on the price. That is, the better social media marketing, the better the price. This is in accordance with research conducted by Anglia Ruskin University (2021), Kim and Ko (2011), Stoy (2021), Harianti (2020), Zhang (2015).

The results of testing hypothesis 5 (H5) indicate that the price has a positive effect on purchasing decisions. That is, the better the price, the better the purchase decision. This is not in accordance with most theories, namely when compared with previous research conducted by Imalia and Aprileny (2020), Muliasari (2019), and Suharso (2019). However, research in the luxury industry actually supports research by Cahyani, Lapian and Tumiwa (2017) and Hustic & Greguree (2017).

The results of testing hypothesis 6 (H6) indicate that the store atmosphere has a positive effect on purchasing decisions through price. That is, price is a factor that influences when the store atmosphere influences purchasing decisions. Based on the results of *path coefficient* can be compared the direct effect of store atmosphere on purchasing decisions and the effect of store atmosphere on purchasing decisions with price mediation. The direct effect is 0.259 while the influence with price mediation is greater at 0.268, so from here it can be said that price has a significant influence on the effect of the store atmosphere on purchasing decisions. Previously, there had been no quantitative research that examined price as a mediator variable between store atmosphere and purchasing decisions, so it was difficult to compare, but these results are in accordance with the researcher's hypothesis and the phenomenon where prospective customers still ask for prices and can cancel transactions after knowing the price even though they already know the store atmosphere.

The results of testing hypothesis 7 (H7) show that *Social Media Marketing (SMM)* has a positive effect on purchasing decisions through prices at The Unnathi Pakubuwono beauty clinic. That is, price is a factor that influences when social media marketing influences purchasing decisions. The direct influence of SMM on purchasing decisions seen from the path coefficient of 0.218 while the influence of SMM on purchasing decisions through price

is 0.169 which is a lower value. Based on these results, it can be said that the direct influence of SMM on purchasing decisions is greater than the effect of SMM on purchasing decisions through price, so it can be said that with excellent SMM, then price is not a very big factor. There has been no previous research that examined prices as a mediator variable between SMM and purchasing decisions although in everyday practice almost all customers must ask the price before the transaction.

V. Conclusion

Factors causing problems in the implementation of waste management in Lamongan Regency are caused by: 1) Inadequate fleet of facilities and infrastructure, 2) Limited budget funds, 3) Inadequate janitors and 4) The level of public awareness of waste care is still low. In making selections of policy alternatives, Bardach criteria are used consisting of several criteria, namely: Technical Feasibility; Economic and Financial Possibilities; Political Feasibility; and Administrative Feasibility.

Based on the results of the analysis of the data obtained and the discussion, it can be concluded:

- 1 The store atmosphere has a positive effect on purchasing decisions at the beauty clinic The Unnathi Pakubuwono. This means that the better the store atmosphere, the better the purchasing decisions.
- 2 The store atmosphere has a positive effect on prices at The Unnathi Pakubuwono beauty clinic. This means that the better the store atmosphere, the better the prices.
- 3 Social media marketing has a positive effect on purchasing decisions at The Unnathi Pakubuwono beauty clinic. This means that the better social media marketing, the better the purchase decision.
- 4 Social media marketing has a positive effect on prices at The Unnathi Pakubuwono beauty clinic. This means that the better social media marketing, the better the price.
- 5 Price has a positive effect on purchasing decisions at The Unnathi Pakubuwono beauty clinic. This means that the better the price, the better the purchase decision.
- 6 Price mediates the effect of store atmosphere on purchasing decisions at The Unnathi Pakubuwono beauty clinic. This means that the better the price, the better the influence of the store atmosphere on purchasing decisions.
- 7 Price mediates the influence of social media marketing on purchasing decisions at The Unnathi Pakubuwono beauty clinic. This means that the better the price, the better the influence of social media marketing on purchasing decisions.

Based on the results of this study, it can be concluded that the store atmosphere, social media marketing, and price play an important role in purchasing decisions at The Unnathi Pakubuwono beauty clinic. This is consistent with previous studies in other industries such as supermarkets.

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