


THE INFLUENCE OF MARKETING MIX, STORE IMAGE, STORE ATMOSPHERE, SHOPPING EXPERIENCE ON BUYING INTEREST OF TRANSMART CARREFOUR INDONESIA CONSUMER

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Article Info	ABSTRACT
<p>Article history: Received May 10, 2024 Revised June 09, 2024 Accepted June 19, 2024</p> <p>Keywords: Marketing Mix, Store Image, Store Atmosphere, Shopping Experience, Purchase Interest, Transmart Carrefour Indonesia</p>	<p>The retail business in Indonesia, especially modern retail, is growing quite rapidly. Transmart Carrefour is now a brand that is widely known and recognized by the public by getting the highest TBI (Top Brand Index) score compared to others. The purpose of this study is to analyze the influence of marketing mix, store image, store atmosphere, shopping experience on consumer purchasing interest at Transmart Carrefour Indonesia. The approach used in this study is a quantitative approach with an online survey method to respondents. The population in this study is people who have made purchases at Transmart Carrefour throughout Indonesia. The number of samples used in research using Partial least squares-SEM analysis is at least 30-100 samples. So the researcher decided to use a sample of 100 consumers. The results of the study show that, 1). There is a significant positive influence of marketing mix on purchase interest. The mean value (average) is 4.345. This result indicates that the marketing mix at Transmart Carrefour has been running very well. 2). There is a significant positive influence of store image on purchase interest. The mean value (average) is 4.159. This result indicates that store image at Transmart Carrefour has been running well 3). There is a significant positive influence of store atmosphere on purchase interest. The mean value (average) is 3.934. This result indicates that the store atmosphere at Transmart Carrefour has been running quite well, 4). This result indicates that the store atmosphere at Transmart Carrefour has been running quite well. 4). There is a significant positive influence of shopping experience on purchase interest. The mean value (average) is 4.075. This result indicates that the shopping experience at Transmart Carrefour has been running well.</p> <p style="text-align: right;">This is an open-access article under the CC-BY 4.0 license.</p> <div style="text-align: right;">  </div>

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INTRODUCTION

Companies operating worldwide, especially in Indonesia, face new challenges and opportunities as a result of globalization. Product markets will grow due to globalization, and the current situation will cause competition to become increasingly fierce. Since competition is the path to the success or failure of an organization, it is expected that each organization can develop an appropriate and integrated methodology. According to (Anggapratama & Irnawati, 2023), business actors must continue to focus on the needs and desires of their customers because of the increasingly strong competition.

Along with the rapid improvement of financial development in the ongoing era of globalization, organizations must continue to strive to develop their business, that globalization is also a major consideration in encouraging interest or increasing interest in labor and retail products. There are various types of retail business designs in Indonesia, especially: Hypermarket, Grocery Store, Small Business Sector. Meanwhile, Transmart Carrefour is remembered with the Hypermarket class where buyers can get a total selection of goods to fill all daily needs through expensive prices where goods are listed reaching more than 40,000 items. Formerly called Carrefour before changing its name to Transmart Carrefour. The Carrefour store was originally opened on June 3, 1957 in Annecy, France. Marcel Fournier and Louis Deforey started this business. Meanwhile, Carrefour first appeared in Indonesia in 1996 and successfully opened a store in Cempaka Putih, October 1998. Then in 2017, Indonesian businessman Chairul Tanjung bought Carrefour and changed the company name to Transmart Carrefour (Syahdiany & Trinanda, 2019).

Transmart Carrefour itself offers a "One-Stop Shopping" concept that offers a choice of places with diverse products, low prices, and also provides the best service to exceed customer expectations. This concept is said to have succeeded in captivating the hearts of the public so that Transmart Carrefour became one of the Top Brands in Indonesia. Transmart Carrefour got the Top Brand figure in the Hypermarket sector in Indonesia with a TBI (Top Brand Index) of 42.4%, and followed by competitors below it, namely Hypermart at 19.1%, Giant 19.0% and Lotte Mart at 7.7%. And it can be concluded that Transmart Carrefour is now a Brand that is widely known and recognized by the public by getting the largest TBI (Top Brand Index) score compared to others.

Nowadays, consumers are not only guided by low prices, good promotions, product quality, but must also be accompanied by a comfortable, clean and safe store atmosphere. This phenomenon proves that consumers are more selective in deciding their purchasing interest. While in the purchasing process, consumer purchasing interest is closely related to the motives they have for using or buying a particular product. Purchasing interest itself can be obtained from a learning process and a thought process that will form a perception (Maghfiroh, Arifin and Sunarti, 2016). On the other hand, consumer purchasing interest can be influenced by several factors, including the marketing mix (Christohn 2018), Store image (Kwang & Jennifer 2015) and shopping experience (KJ Kim & SS Sundar 2014).

The better the store image, the more it will increase the interest in buying in consumers. Toko Ramai also has a good store image and has a good store layout in the eyes of the public which also makes customers feel "at home" and makes customers comfortable when shopping without having to worry (Subagio, 2014). The shopping experience is the impact of persuasive communication and consumer feelings after using the product. People who consume many types of products for the sensation, feeling,

image, and emotion produced by a particular product they choose can also be defined as consumer experience. This consumer shopping experience greatly influences the consumer's desire to shop again, consumers will buy the product again if the consumer is satisfied with the product they bought, then (Susanto, 2016). Previous research on shopping experience and purchasing interest has been carried out by Azhari (2021) showing that shopping experience has a significant influence on purchasing interest. Similar research conducted by KJ Kim and SS Sundar (2014) showed that shopping experience is an important and significant factor in purchasing interest.

According to Daryanto and Hasiholan (2019), purchasing interest is the desire to own a product. This will arise when someone has been influenced by the quality of a product or information about the product. For example, price, how to buy, weaknesses and advantages of the product compared to other brands. Consumer purchasing interest is caused by many things, such as price, culture, packaging design, product reviews in online media, and product quality. Purchase interest is the stage at which a person tends to take action before a purchase is made. According to Daryanto & Hasiholan (2019), buying interest is the desire to own a product. Buying interest will arise when a consumer has been influenced by the quality of a product or information about the product. Buying interest is a basis for someone to consider or make a decision in choosing a product or service. From several interpretations related to buying interest that have been described, it can be concluded that buying interest is someone's interest in a product or service but they will not necessarily buy it, the purchase will be made after information from many sources has been obtained.

Store Atmosphere is an important component of a store and can provide a dominant sensor effect created from a store design, so if the store atmosphere is very attractive it can influence a visitor to make a purchase or interest in buying the product. It can be concluded that a company that is able to build a good store atmosphere will easily be able to build consumer buying interest. Then the results of research from Dayaningtyas (2015) also stated that store atmosphere has a positive and significant influence on buying interest because store atmosphere is a very physical and important characteristic for every business, especially stores, this plays a role in every creation of a comfortable atmosphere for consumers and makes consumers want to linger in the store so that indirectly stimulates consumer buying interest to make purchases. This can be proven by the presence of a store atmosphere, the appeal of a store will be increasingly visible and can cause consumer buying interest to increase, so that the results found that store atmosphere has a significant and positive effect on buying interest.

Price is also a factor that can influence consumer purchasing interest. Price based on research results (Sugiarto & Subagio 2014) shows that "Many consumers use price as an indicator of quality", which means that many consumers use price as an indicator of quality. One of the important factors in determining consumer purchasing interest is price, low or high prices can affect consumer interest in buying a product. Price can affect purchasing interest in a product, this is also in line with research (Hsu and Pham 2015) where consumers tend to observe prices when they are in the store rather than the prices in their minds.

Fluctuating repurchase interest is not without cause. The factors that influence repurchase interest are product quality, service people and reference groups that influence repeat purchases. Product quality is a collection of characteristic features of goods and services that have the ability to meet needs which is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product.

Beauty care products are expected by consumers to make their appearance fresher and more visually attractive, but sometimes there are some of the care products offered by Mery Beauty Studio that do not last long after using them such as nail art accessories that are easy to come off, the requested hair color does not match expectations and hair lasts soft only a few days and blackheads appear more easily on the face after face treatment for some consumers.

METHODS

This type of research is quantitative. In the context of quantitative research, the findings can be a strong basis for developing predictive models that can estimate consumer purchasing interest based on variables such as marketing mix, store image, store atmosphere, and shopping experience. Thus, quantitative research on the influence of marketing mix, store image, store atmosphere, and shopping experience on consumer purchasing interest at Transmart Carrefour Indonesia can provide a strong foundation for strategic and tactical decision making for company management.

The population in this study is the community who have made purchases at Transmart Carrefour throughout Indonesia. The criteria for respondents in this study are consumers who have made purchases in the last 3 months at all Transmart Carrefour Indonesia and do all activities themselves from searching for goods to completing payments. According to Sugiyono (2015) a sample is part of the number and characteristics of the population. In a study, if the population is large, researchers do not need to study all individuals in the population because it will require a lot of money, energy and time.

To determine the sample in this study, the sampling technique used was purposive sampling. The purposive sampling method is a technique for taking samples of data sources with certain considerations (Sugiyono, 2015). The consideration for sampling in this study is that respondents are people who have made purchases during the last 3 months at all Transmart Carrefour Indonesia. The number of samples used in research using Partial least squares-SEM analysis is at least 30-100 samples. So the researcher decided to use a sample of 100 consumers.

The collection of data sources used in this study consists of primary data and secondary data. According to Suharyadi and Purwanto (2013), primary data is data obtained directly from the source or research object. Primary data was obtained from the results of respondents' statements through the distribution of questionnaires online via Google Doc. The questionnaire given to respondents contains structured questions that are made in such a way that respondents are limited in the space for providing answers. Respondents' structured question answers use the Likert scale (Summated Rating Scale). According to Suharyadi and Purwanto (2013) secondary data is data that has been published or used by other parties. The secondary data used by researchers in this study comes from books, journals, and the use of internet media to obtain information, as well as the necessary data.

RESULT AND DISCUSSION

Descriptive statistics are a description of respondents' answers that aim to describe data seen from the average value (mean), standard deviation presented in the table of each variable. In this study, the mean is the average value of all respondents' answers through the research variables, while the standard deviation is the variation of respondents'

answers, namely the number 1 which means strongly disagree to the number 5 which means strongly agree.

Table 1
Descriptive Statistics

Variables	Item	N	Min	Max	Mean	Std. Dev
Marketing Mix	PR1	100	1	5	4,380	0.982
	PR2	100	1	5	4,350	0.999
	PR3	100	1	5	4,350	0.947
	H1	100	1	5	4,350	1,019
	H2	100	1	5	4,370	0.991
	L1	100	1	5	4,400	0.964
	L2	100	1	5	4,210	0.967
	PM1	100	1	5	4,380	0.993
	PM2	100	1	5	4,260	1,021
	PM3	100	1	5	4,350	0.978
	PS1	100	1	5	4,440	0.914
	PS2	100	1	5	4,410	0.954
	PS3	100	1	5	4,330	0.954
	PL1	100	1	5	4,330	0.975
	PL2	100	1	5	4,320	0.942
	PE1	100	1	5	4,350	0.957
PE2	100	1	5	4,340	1,007	
PE3	100	1	5	4,290	1,018	
Average Marketing Mix Score					4,345	0.977
Store Image	RT1	100	1	5	4,210	1,113
	RT2	100	1	5	4,130	1,125
	RT3	100	2	5	4,080	1,125
	KP1	100	1	5	4,220	1,060
	KP2	100	1	5	4,120	1,157
	KR1	100	1	5	4,150	1,123
	PP1	100	1	5	4,130	1,160
	PP2	100	1	5	4,250	1,067
	PP3	100	1	5	4,140	1,172
Average Store Image Score					4,159	1,122
Store Atmosphere	Li1	100	1	5	3,970	1,068
	Li2	100	1	5	3,990	0.916
	C1	100	1	5	4,000	0.964
	C2	100	1	5	3,920	1,079
	M1	100	1	5	3,800	0.910
	M2	100	1	5	3,900	1,000

Variables	Item	N	Min	Max	Mean	Std. Dev
	S1	100	1	5	3,910	0.996
	S2	100	2	5	3,980	0.887
Average Store Atmosphere Score					3,934	0.978
Shopping Experience	SE1	100	1	5	4,080	0.849
	SE2	100	1	5	4,150	0.821
	SE3	100	1	5	4,090	0.793
	SE4	100	1	5	3,980	0.765
Average Shopping Experience Score					4,075	0.807
Purchase Interest	T1	100	1	5	4,090	1,181
	T2	100	1	5	4,240	1,111
	P1	100	1	5	4,190	1,161
	P2	100	1	5	4,090	1,190
	E1	100	1	5	4,140	1,164
	E2	100	1	5	4,090	1,120
Average Score Purchase Interest					4,140	1,155

Source: Processed Data 2024

Based on the table above, the results of descriptive statistics for the five (5) variables above can be concluded that:

1. Marketing mix variables has the lowest value of 1 and the highest value of 5, which means that the respondents' answers range from strongly disagree to strongly agree. The mean value (average) of 4.345 , the value ranges from 4 to 5, which indicates that the average respondent tends to answer towards agreeing and strongly agreeing with all marketing mix indicators . The standard deviation value is 0.977. These results indicate that the marketing mix at Transmart Carrefour it has been running very well.
2. store image variable has the lowest value of 1 and the highest value of 5, which means that the respondents' answers range from strongly disagree to strongly agree. The mean value (average) of 4.159 , the value ranges from 4 to 5, which indicates that the average respondent tends to answer towards agree (good) and very agree (very good) on all store image indicators . The standard deviation value is 1.122. This result indicates that the store image at Transmart Carrefour it has been running well.
3. store atmosphere variable has the lowest value of 1 and the highest value of 5, which means that the respondents' answers range from strongly disagree to strongly agree. The mean value (average) of 3.934 , the value ranges from 3 to 4, which indicates that the average respondent tends to answer in the direction of quite agree (moderate) and agree (good) on all store atmosphere indicators . The standard deviation value is 0.978. This result indicates that the store atmosphere at Transmart Carrefour it has been running quite well.
4. shopping experience variable has the lowest value of 1 and the highest value of 5, which means that the respondents' answers range from strongly disagree to strongly agree. The mean value (average) of 4.075 , the value

ranges from 4 to 5, which indicates that the average respondent tends to answer towards agree (good) and very agree (very good) on all indicators of the shopping experience variable. The standard deviation value is 0.807. These results indicate that the shopping experience at Transmart Carrefour it has been running well.

5. purchase interest variable has the lowest value of 1 and the highest value of 5, which means that the respondents' answers range from strongly disagree to strongly agree. The mean value (average) of 4.140 , the value ranges from 4 to 5, which indicates that the average respondent tends to answer towards agree (good) and strongly agree (very good) on all indicators of purchase interest variables . The standard deviation value is 1.155. These results indicate that purchase interest in Transmart Carrefour has been running well.

In this study, the results of the hypothesis tests conducted by the researcher will be explained.

Table 2
Hypothesis Testing

	Original Sample	T Statistics	P Values	Information
MM -> MB	0.303	3,194	0.001	Significant
SI -> MB	0.354	4,586	0,000	Significant
SA -> MB	0.217	1,996	0.046	Significant
SE -> MB	0.292	3,608	0,000	Significant
MM -> SI	0.350	2,976	0.003	Significant
SA -> SI	0.366	2,798	0.005	Significant

Source: researcher data processing results, 2024 (SmartPLS 4.0.9.6 Output)

1. The Influence of Marketing Mix on Purchase Interest

test results are shown in table 2. shows a path coefficient value of 0.303 , the value obtained is t-statistics of 3, 194 the value is more than the t-table of 1.96, while the p-value is 0.00 1 The value is less than the significance level of 0.05. This result can be concluded that the hypothesis states that there is a significant influence The marketing mix on purchasing interest is acceptable , or in other words, there is a significant positive influence of the marketing mix on purchasing interest .

2. The Influence of Store Image on Purchase Intention

results are shown in table 2. shows a path coefficient value of 0.354 , the value obtained is t-statistics of 4,586 The value is more than the t-table of 1.96, while the p-values of 0.00 0 are less than the significance level of 0.05. These results can be concluded that the hypothesis stating that there is a significant influence Store image on purchasing interest is acceptable , or in other words, there is a significant positive influence of store image on purchasing interest .

3. The Influence of Store Atmosphere on Purchase Intention

test results are shown in table 2. shows a path coefficient value of 0.217 , the value obtained is t-statistics of 1,996 The value is more than the t-table of 1.96, while the p-values of 0.0 46 are less than the significance level of 0.05. These results can be concluded

that the hypothesis stating that there is a significant influence store atmosphere on buying interest is acceptable, or in other words there is a significant positive influence of store atmosphere on buying interest .

4. The Influence of Shopping Experience on Purchase Interest

test results are shown in table 2. shows a path coefficient value of 0.292 , the value obtained is t-statistics of 3,608 The value is more than the t-table of 1.96, while at p-values of 0.0 00 the value is less than the significance level of 0.05. This result can be concluded that the hypothesis stating that there is a significant influence shopping experience on buying interest is acceptable, or in other words there is a significant positive influence of shopping experience on buying interest .

5. The Influence of Marketing Mix on Store Image

The test results are shown in table 2. shows a path coefficient value of 0.350 , the value obtained is t-statistics of 2, 976 The value is more than the t-table of 1.96, while the p-value of 0.0 03 is less than the significance level of 0.05. This result can be concluded that the hypothesis stating that there is a significant influence of the marketing mix towards store image can be accepted, or in other words there is a positive and significant influence from the marketing mix to the store image .

6. The Influence of Store Atmosphere on Store Image

test results are shown in table 2, shows a path coefficient value of 0.366 , the value obtained is t-statistics of 2,798 The value is more than the t-table of 1.96, while at p-values of 0.0 05 the value is less than the significance level of 0.05. This result can be concluded that the hypothesis stating that there is a significant influence store atmosphere on store image is acceptable, or in other words there is a significant positive influence of store atmosphere on store image .

The retail industry continues to change along with changes in technology, developments in the business world, and of course consumer needs. Retail is all business activities related to selling and providing services to consumers for individual or family use. To be successful in a competitive retail market, retailers must be able to offer the right product, at the right price, at the right time and place. Therefore, the retailer's understanding of the characteristics of the target market or consumers to be served is very important. In its operations, retailers carry out several functions including helping consumers in providing various products and services, as well as adding value to products. Overall, managing a retail business requires the implementation of integrated management functions in finance, marketing, human resources, and operations.

Retailing is a set of business activities that add value to products and services to consumers for their personal or household use, while a retailer is a business that sells goods and or services to consumers for their personal or household use. Retailers are a key component in a supply chain that connects producers to consumers (Levy & Weitz, 2014). Retailers have greater efficiency in breaking down activities that add value to products and services for consumers. According to Levy and Weitz (2014), there are four value-creating activities carried out by retailers, namely: 1). Providing a variety of products and services. Offering a variety of products and services allows their consumers to choose a number of products, brands, sizes, and prices in one location. 2). Large quantity meechan This is important for both producers and consumers because it allows producers to efficiently ship in large quantities and then allows consumers to buy products in smaller and more useful quantities. 3). Maintaining inventory. Maintaining inventory allows consumers to buy products when they want them. Consumers can keep small amounts of inventory in their homes, knowing that retailers have what they need when

they need it. This activity is important for consumers with small inventory, such as families living in small apartments. 4). Providing services. Retailers provide services that make it easier for consumers to buy and use products. For example, retailers offer credit that allows consumers to take immediate possession of the product they want and pay for it later or at a later time. Some retailers place workers in their stores or on their websites to answer questions and provide additional information about the products they sell.

Several previous studies on marketing mix and purchasing interest have been conducted by Muthmainnah and Madiawati (2019) which show that marketing mix has a significant influence on purchasing interest. Similar research conducted by (Christohn 2018) shows that marketing mix is an important factor in purchasing interest and is also significant to purchasing interest. Marketing mix is one of the most important factors in purchasing interest because it contains many factors that determine consumer purchasing interest, such as price, promotion, place, product and others.

According to Dewi Ani Safitri in her research, it is also stated that partially the marketing mix at J.CO Donuts & Coffee includes, namely product , Price , Place or Distribution Channel, Promotion, People, Physical Evidence, and Process have a significant influence on purchasing decisions. While simultaneously the marketing mix has a significant influence on purchasing decisions with a value of 29.4%. This shows that the marketing mix is a very important concern for consumers to consume. And the most dominant influence among the marketing mix variables is on the process of 26.1 % . Here consumers pay close attention to the purchasing process (Safitri, 2018). Based on the previous research, the hypothesis to be tested is: H1: the marketing mix has a significant influence on purchasing interest.

Several previous studies on store image and purchase intention have been conducted by Anastasia (2018) showing that store image has a significant influence on purchase intention. Similar research conducted by Kwang and Jennifer (2015) showed that store image is an important factor in purchase intention and is also significant to purchase intention. Store image is one of the determinants of consumer purchase intention because the image of a store can affect how good the store is in the eyes of consumers, the better the image of the consumer's store, the higher the consumer's purchase interest in the store and vice versa. Based on the previous research, the hypothesis to be tested is: H2: store image has a significant effect on purchase intention.

Several previous studies on store atmosphere and purchase intention have been conducted by Arlin (2018) showing that store atmosphere has a significant influence on purchase intention. Store atmosphere is an important factor in purchase intention and is also significant for purchase intention. Unlike store image, store atmosphere focuses more on consumers who are shopping by providing an appropriate atmosphere, it will have an impact on increasing purchase intention and making them feel more at home in the store. Based on the previous research, the hypothesis to be tested is: H3: store atmosphere has a significant effect on purchase intention.

Several previous studies on shopping experience and purchase interest has been conducted by Azhari (2021) showing that shopping experience has a significant influence on purchase interest. Similar research conducted by Kim and Sundar (2014) showed that shopping experience is an important factor in purchase interest and is also significant for purchase interest. Determining how purchase interest Consumers want to get an experience when making transactions or shopping based on the customer's perception of what they will get at a shopping place or from what they get based on a product. Determining what the consumer will get is based on the expectations or standards that are

owned by the consumer. consumers themselves. Based on the previous research, the hypothesis to be tested is: H4: shopping experience has a significant effect on purchasing interest.

Several previous studies on social media marketing mix and store image have been conducted by Luthfiana (2019) showing that marketing mix has a significant influence on store image. Marketing mix is an important factor in store image and is also significant for purchasing interest. Marketing mix and store image communicated to consumers can stimulate product purchases. Store image evokes various product attributes or benefits for consumers which will ultimately provide specific reasons for consumers to find buying interest in certain brands. Based on the previous research, the hypothesis to be tested is: H5: marketing mix has a significant effect on store image.

Several previous studies on store atmosphere and store image have been conducted by Dayaningtyas (2015) showing that store atmosphere has a significant influence on store image. Store atmosphere is an important factor in store image and is also significant to purchase intention. Store atmosphere factors such as aroma that suits the buyer's mood, supportive lighting, music that makes consumers feel at home, a focused viewpoint to see, and large windows can create a better consumer mood and consumer perception of the store image. Based on the previous research, the hypothesis to be tested is: H6: store atmosphere has a significant effect on store image .

So, from the results of the tests that have been carried out, it can be concluded that there is a significant influence of marketing mix on purchasing interest at Transmart Carrefour throughout Indonesia. There is a significant influence of store image on purchasing interest at Transmart Carrefour throughout Indonesia. There is a significant influence of store atmosphere on purchasing interest at Transmart Carrefour throughout Indonesia. There is a significant influence of shopping experience on purchasing interest through customer satisfaction facilities at Transmart Carrefour throughout Indonesia. There is a significant influence of marketing mix on store image at Transmart Carrefour throughout Indonesia and also There is a significant influence of store atmosphere on store image at Transmart Carrefour throughout Indonesia

CONCLUSION

There is a significant influence of variables such as marketing mix , store image , store atmosphere and shopping experience on consumer purchasing interest at Transmart Carrefour Indonesia. More specifically, the results of the study may indicate that: 1). Marketing Mix: Marketing mix components such as products offered, prices, promotions, and distribution have an important influence in attracting consumer purchasing interest. 2). Store Image : A positive store image, such as a good reputation, consumer trust in the brand, and perception of product quality, can increase purchasing interest. 3). Store Atmosphere: A pleasant store atmosphere, including interior layout, lighting, background music, and cleanliness, can create a better shopping experience and increase purchasing interest. 4). Shopping Experience: A positive shopping experience, such as good customer service, ease of transaction process, and pleasant interaction with store staff, can directly influence consumer purchasing interest. This provides valuable insight for Transmart Carrefour Indonesia management in designing marketing strategies and managing store operations to increase their consumer purchasing interest. By understanding and improving these aspects, it can improve the consumer shopping experience and achieve higher satisfaction, which in turn can increase loyalty and sales.

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