

**Exploration of the Influence of External Factors on Purchase Intention:
The Role of Store Image and Brand Awareness at Sociolla Store
Pakuwon Mall Surabaya**

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ABSTRACT

The rapid growth of the cosmetics and beauty industry in Indonesia has attracted significant attention to the increasing consumer interest. This study, conducted at Sociolla Store in Pakuwon Mall Surabaya, aims to examine the impact of Price Level, Merchandise, Sales Promotion Girl, and Architecture Project on Purchase Intention through Store Image, Perceived Value, and Brand Awareness. A causal research design using a quantitative approach was employed, with data analyzed using SPSS. A questionnaire was distributed to 100 respondents residing in Surabaya who had visited the store at least twice within the last three months. The results of this study indicate that Price Level has a positive but not significant effect on Store Image, whereas Merchandise, Sales Promotion Girl, and Architecture Project have a positive and significant effect on Store Image. Furthermore, Store Image positively and significantly influences Perceived Value and Brand Awareness, while Perceived Value and Brand Awareness have a positive and significant effect on Purchase Intention.

Keywords: Architecture Projec; Store Image; Perceived value; Brand Awareness; Purchase Intention

ABSTRAK

Pesatnya pertumbuhan industri kosmetik dan kecantikan di Indonesia telah menarik perhatian yang signifikan terhadap meningkatnya minat konsumen. Penelitian yang dilakukan di Sociolla Store di Pakuwon Mall Surabaya ini bertujuan untuk mengkaji dampak *Price Level*, *Merchandise*, *Sales Promotion Girl*, dan *Architecture Project* terhadap Niat Pembelian melalui *Store Image*, *Perceived Value*, dan *Brand Awareness*. Desain penelitian kausal menggunakan pendekatan kuantitatif digunakan, dengan data yang dianalisis menggunakan SPSS. Kuesioner dibagikan kepada 100 responden yang berdomisili di Surabaya yang telah mengunjungi toko tersebut setidaknya dua kali dalam tiga bulan terakhir. Hasil penelitian ini menunjukkan bahwa Tingkat Harga memiliki pengaruh positif namun tidak signifikan terhadap Citra Toko, sedangkan *Merchandise*, *Sales Promotion Girl*, dan *Proyek Arsitektur* memiliki pengaruh positif dan signifikan terhadap *Image Toko*. Selain itu, *Gambar Toko* secara positif dan signifikan mempengaruhi *Nilai yang Dirasakan* dan *Kesadaran Merek*, sedangkan *Nilai yang Dirasakan* dan *Kesadaran Merek* memiliki efek positif dan signifikan pada *Niat Pembelian*.

Kata Kunci: Program Arsitektur; Gambar Toko; Nilai yang dirasakan; Kesadaran Merek; Niat Pembelian

INTRODUCTION

The retail industry in Indonesia continues to grow rapidly, especially in big cities like Surabaya. This growth is driven by the increasing purchasing power of consumers, the adoption of technology in shopping experiences, and the expansion of various retail channels both online and offline. One prominent example of this development is the Sociolla Store, located at Pakuwon Mall, Surabaya. The store targets a specific segment of young, tech-savvy consumers by offering a wide range of beauty products that cater to both offline and online shopping preferences. This innovative approach allows Sociolla to remain competitive and relevant in an ever-changing retail environment.

In today's competitive retail landscape, companies must understand the complex external factors that influence consumer purchasing decisions. These factors are not only influenced by internal company strategies but also by the broader retail environment, consumer behavior patterns, and the socio-economic conditions prevailing in a given market. External factors such as price level, merchandise, sales promotions, and store architecture are critical in shaping consumer perceptions and influencing their purchasing behaviors. These factors contribute to the overall store image and brand awareness, which in turn significantly affect purchase intention.

Price level is one of the most direct and immediate factors influencing consumer purchasing decisions. In the retail sector, price sensitivity can vary across different product categories, and beauty products, in particular, are often seen as discretionary purchases, which means consumers might be more price-sensitive when making their purchasing decisions. Consumers are known to evaluate the perceived value of the products offered in relation to their price, especially in a highly competitive market like Surabaya, where a plethora of beauty retailers is available both online and offline. The influence of price on purchasing decisions is thus an essential element of retail strategies, particularly in an era where price comparison tools are easily accessible online.

Merchandise, or the quality and variety of products available, is another crucial factor in driving purchase intention. Beauty retailers like Sociolla rely on offering high-quality, well-curated, and diverse product assortments to attract customers. The perceived quality of the products offered influences consumer perceptions of store value and can directly affect the decision to visit or make a purchase. As the beauty industry increasingly caters to consumers' growing demand for specialized products, the relevance and variety of the merchandise offered can distinguish one retailer from another.

In addition to price and merchandise, sales promotion girls play a vital role in retail environments. They engage with customers directly through promotional activities and in-store demonstrations, significantly influencing the shopping experience. Sales promotion girls often serve as the link between consumers and the brand, helping to enhance the attractiveness of promotional offers and create a

memorable in-store experience. Their role in building consumer trust and brand loyalty cannot be underestimated. By creating a personal connection with customers and enhancing the perceived value of products through engaging sales tactics, they contribute to the overall consumer perception of the store.

Architecture projects, which include the design and layout of the store, also hold substantial influence in shaping the consumer experience. The physical design of the store plays a crucial role in creating an environment that encourages consumers to browse and make purchases. Factors such as lighting, product display arrangements, and the use of space can affect how products are perceived by consumers. A well-designed store creates a positive ambiance, enhancing the emotional connection with the brand and contributing to a satisfying shopping experience. In this context, Sociolla's store design at Pakuwon Mall is intended to reflect the values of the brand while also catering to the aesthetic preferences of its target market.

Given the significance of these factors—price level, merchandise, sales promotion girl, and architecture projects—this research aims to investigate how they influence purchase intention, with a specific focus on the beauty retail sector. In the context of Sociolla Store at Pakuwon Mall, it is critical to understand how these external factors not only affect consumer decisions but also how they interact with store image, perceived value, and brand awareness to shape purchase intentions.

Existing research on purchase intention primarily examines these factors in the context of other product categories, such as clothing, electronics, or food. However, studies focused on beauty products remain relatively scarce, particularly those that explore the influence of external factors in shaping consumer behavior in beauty retail settings. While several international studies have addressed the role of store image, brand awareness, and perceived value in influencing purchase intention, few have specifically examined the beauty retail industry in Indonesia. Most of the existing research is concentrated on large-scale retailers and does not account for the nuanced differences within specific industries, such as beauty.

This research fills a gap in the literature by exploring the combined effect of price level, merchandise, sales promotion girl, and architecture projects on purchase intention in the context of beauty retail in Indonesia. Specifically, it examines how these external factors interact to influence consumer behavior at Sociolla Store in Pakuwon Mall Surabaya. The research also looks at the mediating role of store image, perceived value, and brand awareness, which are believed to be significant in shaping purchase intention.

The novelty of this research lies in its focus on understanding the interplay of these factors in a specific retail context, one that is less explored in existing literature. By examining the beauty sector, which has its own unique dynamics and consumer behavior patterns, this study offers fresh insights into how retailers can optimize their marketing strategies. Additionally, by identifying the mediating factors such as store

image and brand awareness, the study contributes to a deeper understanding of how consumer perceptions are formed and how these perceptions ultimately influence purchase intentions.

The findings of this research are expected to have practical implications for beauty retailers in Indonesia, particularly in terms of enhancing store designs, optimizing pricing strategies, and improving in-store customer engagement. For marketers, understanding the combined influence of these external factors on consumer purchasing decisions can help create more effective marketing campaigns that resonate with the target audience. The study also offers a theoretical contribution to the broader field of retail marketing, by providing empirical evidence on the interaction of external factors in the beauty retail sector.

In conclusion, this research aims to provide valuable insights into the factors that influence purchase intention in the context of beauty retail in Indonesia. By focusing on the Sociolla Store at Pakuwon Mall Surabaya, it examines how price level, merchandise, sales promotion girl, and architecture projects shape consumer behavior and contribute to the overall retail experience. The findings will not only inform marketing strategies but also enrich the academic understanding of consumer behavior in the rapidly growing beauty retail sector.

LITERATURE REVIEW

Price Level

Research conducted by Kurniasih et al., (2022) proves that where the price level or *price level* is one of the determinants of the formation of *Store Image*. Research conducted Graciola et al., (2018) prove that *Price level* can affect the image of store prices where when prices are cheap and expensive they have different views. Research conducted by Marisa & Rowena, (2019) proves that price can determine how a consumer views a brand or store that they will choose.

H1: *Price Level* has a significant effect on *Store Image*

Merchandise

Research conducted by Logkizidou, (2021) states that *merchandise* or *Merchandise* greatly influences a person's view of a store. Meanwhile, research conducted by Logkizidou et al., (2019) proves that the availability of *Merchandise* and also the display of goods greatly affects the store image. Research conducted by Shah, (2019) states that *visual merchandise* is the availability of *merchandise* that determines a store image.

H2: *Merchandise* has a significant effect on *Store Image*

Sales Promotion Girl

Research that has been conducted by Kurniasih et al., (2022) stated that *Sales Promotion Girl* greatly influences *Store Image*. Research conducted by Ali et al., (2021) proves that a service can determine how people view a store or brand. Research conducted by Gaberamos & Pasaribu, (2022) can prove that *Sales Promotion Girl* must provide good service in order to create a positive mind.

H3: *Sales Promotion Girl* has a significant effect on *Store Image*

Architecture Project

Research conducted by Basu et al., (2022) proves that the atmosphere or store building greatly affects the store image. While research conducted by Ganesh et al., (2020) proves that the location of a store determines people's views of the store's image. Research conducted by Balaji & Maheswari, (2021) said that atmosphere is one part of *Store Image*.

H4: *Architecture Project* has a significant effect on *Store Image*

Store Image

Research conducted by Balaji & Maheswari, (2021) proves that *Store Image* has a positive influence on *Perceived Value*. Research conducted by Ananda et al., (2021) proves that *Store Image* has a positive influence on *Perceived Value*. Research conducted by Nurul Shabrinannisa, (2022) stated that there is a significant influence of *Store Image* on *Perceived Value*.

H5: *Store Image* has a significant effect on *Perceived Value*

H6: *Store Image* has a significant effect on *Brand Awareness*

Perceived Value

Research conducted by Rizal et al., (2022) states that *Perceived Value* has a positive influence on *Purchase Intention*. Research conducted by K. Amalia & Nurlinda, (2022) states that the value perceived by consumers will make consumers have a repurchase intention. Research conducted by Tesna Andini & Haeri, (2020) states that perceived value will increase consumer buying interest.

H7: *Perceived Value* has a significant effect on *Purchase Intention*.

Brand Awareness

Research conducted by Juliana & Sihombing, (2019) proves that brand awareness can make consumers have purchase intentions. Meanwhile, research conducted by Prayogo et al., (2023) proves that *Brand Awareness* has an influence on consumer buying interest. Research conducted by Haribowo et al., (2022) states that *Brand Awareness* has a positive impact on consumer buying interest.

H8: *Brand Awareness* has a significant effect on *Purchase Intention*

Purchase Intention

Purchase intention is a condition where a consumer has the intention to repurchase a product in a store that they have visited before. (Haribowo et al., 2022). Purchase intention is the design or consideration of consumers to decide to purchase a product, where the products they have experienced are useful and also how the store they visit has advantages over other stores. (Irvanto & Sujana, 2020).

RESEARCH METHOD

This type of research is causal research where this causal explains the reciprocal relationship and also tests or measures the strength between the independent variable and the dependent variable (Sari et al., 2022). This research also uses quantitative methods that research the relationship between variables and also measure and analyze using statistical procedures to test theories (Noor, 2011). Quantitative methods are distributed through questionnaires to customers and visitors to the Sociolla Store Pakuwon Mall Surabaya, the questionnaire distributed is closed and is a questionnaire with a Likert scale.

The population used in this study were consumers of Sociolla Pakuwon Mall in Surabaya. According to Wiratna Sujarweni (2014), the sample is one part of the population which is a characteristic that can be used in research and is certainly correct or valid to measure something that must be measured. In this study, the sampling is using non-probability sampling which will use a questionnaire in data collection. This method is used to search using a population that has visited Sociolla Pakuwon Mall Surabaya. In addition, this study also used snowball sampling techniques by distributing questionnaires to reach outside respondents and add new insights. recipients of this questionnaire are devoted to people who are in the Surabaya city area and given to visitors to Sociolla Pakuwon Mall Surabaya, so that the selected respondents match the characteristics. The characteristics of the respondents who will be further examined are as follows:

1. Men and women
2. Aged 18-60 years
2. Domiciled in Surabaya
3. Have visited Pakuwon Mall Surabaya at least 2 times in the last 6 months 4.

Sample size guidelines will depend on the number of indicators of all variables. The way to determine the number of samples is that the existing indicators are multiplied by five to 10 with an estimate of 100-200 samples. The indicators of this study amounted to 19, so the number of samples is 95-190. So, the number of samples set is 100.

RESULTS AND DISCUSSION

Results

Respondent Identity

Respondents in this study are visitors and customers of Sociolla Store Pakuwon Mall Surabaya who match the characteristics of the respondents above. Shown in table 1 respondent profiles based on gender in this study:

Table 1. Respondents by Gender

Source: Research Results, 2024

	Frequency	Frequency (%)
Male	19	19%
Female	81	81%
Total	100	100%

Based on table 1 shows that the majority of visitors and customers of Sociolla Store Pakuwon Mall Surabaya are women with a total of 81 people or 81% of respondents, while the rest are men as many as 19 people or 19% of respondents. It can be concluded that the majority of visitors and customers of Sociolla Store Pakuwon Mall Surabaya are women.

Shown in table 2 is the profile of respondents based on age in this study:

Table 2. Age of Respondents

Source: Research Results, 2024

	Frequency	Frequency
18-35 Tahun	71	71%
36-50 Tahun	18	18%
51-60 Tahun	11	11%
Total	100	100%

Based on table 2, it is known that most of the Sociolla Store Pakuwon Mall Surabaya customers are at the age of 18-35 years, namely 71 people or 71% of respondents.

Validity Test

Table 3. Validity Test Results

Source: Research Results, 2024

Variable	Item Code	rcount	rtable	Criteria
Price Level	PL1	0.873	0.196	Valid
	PL2	0.860	0.196	Valid
	PL3	0.830	0.196	Valid
Merchandise	ME1	0.920	0.196	Valid

	ME2	0.939	0.196	Valid
	ME3	0.921	0.196	Valid
	ME4	0.913	0.196	Valid
<i>Sales</i>	SPG1	0.913	0.196	Valid
<i>Promotion</i>	SPG2	0.902	0.196	Valid
	SPG3	0.916	0.196	Valid
	SPG4	0.878	0.196	Valid
Architecture	AP1	0.897	0.196	Valid
Project	AP2	0.900	0.196	Valid
	AP3	0.893	0.196	Valid
<i>Store Image</i>	SI1	0.924	0.196	Valid
	SI2	0.890	0.196	Valid
	SI3	0.880	0.196	Valid
	SI4	0.895	0.196	Valid
<i>Percieved Value</i>	PV1	0.896	0.196	Valid
	PV2	0.903	0.196	Valid
	PV3	0.907	0.196	Valid
<i>Brand Awareness</i>	BA1	0.895	0.196	Valid
	BA2	0.886	0.196	Valid
	BA3	0.906	0.196	Valid
Purchase Intention	PI1	0.885	0.196	Valid
	PI2	0.892	0.196	Valid
	PI3	0.897	0.196	Valid

Reliability Test

Basically, the reliability test (reliability) shows the extent to which a measuring instrument can provide relatively the same results if it is carried out again on the same subject. The results of the reliability test in this study can be seen in the following table:

Table 4. Reliability Test

Source: Research Results, 2024

No.	Variable	Cronbach's Alpha Based on Standardized Items	Critical Number	N of Items	Description
1.	Price Level	0.928	0.6	3	Reliable
2.	Merchandise	0.969	0.6	4	Reliable
3.	Sales Promotion Girl	0.960	0.6	4	Reliable
4.	Architecture Project	0.951	0.6	3	Reliable
5.	Store Image	0.958	0.6	4	Reliable

6.	Perceived Value	0.953	0.6	3	Reliable
7.	Brand Awareness	0.951	0.6	3	Reliable
8.	Purchase Intention	0.948	0.6	3	Reliable

Based on the results of the table above, all variables have Cronbach Alpha greater than 0.60, namely PL of 0.928; 0.969 for ME; 0.960 for SPG; 0.951 for AP; 0.958 for SI; 0.953 for PV; 0.951 for BA; 0.948 for PI. So it can be concluded that all variables in this study are reliable.

Regression Classical Assumption Testing

Normality Test

The following is a normality test based on statistic non parametric Kolmogorov Smirnov (K-S). From the output above, it can be seen in the Kolmogorov-Smirnov Z column that the significant value of all variables is greater than 0.05, so it can be concluded that the sample data for the *Price Level, Merchandise, Sales Promotion Girl, Architecture Project, Store Image, Perceived Value, Brand Awareness, and Purchase Intention* variables are normally distributed.

Table 5. Kolmogorov Smirnov (K-S) Test

Source: Research Results, 2024

No.	Equation	Asymp. Sig. (2-tailed)	Critical Number	Description
1.	PL, ME, SPG, AP * SI	0.200	>0.05	Normally Distributed
2.	SI * PV	0.200	>0.05	Normally Distributed
3.	SI * BA	0.200	>0.05	Normally Distributed
4.	PV, BA * PI	0.200	>0.05	Normally Distributed

Multicollinearity Test

The tolerance and VIF multicollinearity test values can be seen in the following table:

Table 6. Tolerance and VIF Value

Source: Research Results, 2024

Variable	Tolerance	VIF	Information
PL*SI	0.826	1.210	Free of Multicolineartias
ME*SI	0.864	1.158	Free of Multicolineartias
SPG*SI	0.810	1.234	Free of Multicolineartias
AP*SI	0.831	1.203	Free of Multicolineartias
SI*PV	1.00	1.00	Free of Multicolineartias
SI*BA	1.00	1.00	Free of Multicolineartias
PV*PI	0.967	1.034	Free of Multicolineartias
BA*PI	0.967	1.034	Free of Multicolineartias

Heteroscedasticity Test

The results of the heteroscedasticity test analysis can be seen in the graph, where the basis of analysis is if there is no clear pattern, and the points spread above and below the number 0 on the Y axis, it is concluded that there is no heteroscedasticity.

Table 7. Heteroscedasticity Test

No.	Variable	Unstandardized Residual Sig. (2-Tailed)	Critical Number	Information
1.	PL*SI	0.898	0.05	Homogeneous
2.	ME*SI	0.548	0.05	Homogeneous
3.	SPG*SI	0.626	0.05	Homogeneous
4.	AP*SI	0.601	0.05	Homogeneous
5.	SI*PV	0.912	0.05	Homogeneous
6.	SI*BA	0.716	0.05	Homogeneous
7.	PV*PI	0.756	0.05	Homogeneous
8.	BA*PI	0.680	0.05	Homogeneous

Linearity Test

The results of variable data processing can be explained in the following table:

Table 8. Linearity Test Results

Source: Research Results, 2024

Variable	Linearity	Standard	Description
PL*SI	0.866	0.05	Linier
ME*SI	0.272	0.05	Linier
SPG*SI	0.504	0.05	Linier
AP*SI	0.452	0.05	Linier
SI*PV	0.914	0.05	Linier
SI*BA	0.779	0.05	Linier
PV*PI	0.727	0.05	Linier
BA*PI	0.710	0.05	Linier

Statistical Analysis Methods

Regression Analysis

Simple Regression Analysis

Table 9. Simple Regression Test Results (SI*PV)

Source: Research Results, 2024

Variable	Standardized Coefficients
<i>Store Image</i>	0.941

From this data, the following regression equation is produced:

$$PV = b5.SI$$

$$PV = 0.941.SI$$

The coefficient with a positive sign indicates a change in the direction of the independent variable on the dependent variable. In the regression calculation above, it shows that all independent variables have positive coefficients. The regression coefficient for Store Image (SI) is 0.941 and has a positive sign. This shows that when Store Image (SI) increases or decreases by one-unit, Perceived Value (PV) will increase or decrease by 0.941 units. This shows that there is a significant effect of Store Image (SI) which is in the same direction on Perceived Value (PV).

Table 10. Simple Regression Test Results (SI*BA)

Source: Research Results, 2024

Variable	Standardized Coefficients
<i>Store Image</i>	0.949

From this data, the following regression equation is produced:

$$BA = b6.SI$$

$$BA = 0.949.SI$$

The coefficient with a positive sign indicates a change in the direction of the independent variable on the dependent variable. In the regression calculation above, it shows that all independent variables have positive coefficients. The regression coefficient for Store Image (SI) is 0.949 and has a positive sign. This shows that when Store Image (SI) increases or decreases by one unit, Brand Awareness (BA) will increase or decrease by 0.949 units. This shows that there is a significant influence of Store Image (SI) which is in the same direction on Brand Awareness (BA).

Multiple Regression Analysis

Table 11. Multiple Regression Test Results (PL, ME, SPG, AP * SI)

Source: Research Results, 2024

Variable	Standardized Coefficients
<i>Price Level</i>	0.042
<i>Merchandise</i>	0.472
<i>Sales Promotion Girl</i>	0.171
<i>Architecture Project</i>	0.301

From this data, the regression equation is produced as follows:

$$SI = b1PL + b2ME + b3SPG + b4AP$$

$$SI = 0.042.PL + 0.472.ME + 0.171.SPG + 0.301.AP$$

A positive coefficient indicates a unidirectional change between the independent variable and the dependent variable. In the regression calculation above, it shows that all independent variables have positive coefficients.

The multiple regression equation can be explained as follows:

- The regression coefficient for Price Level (PL) is 0.042. and has a positive sign. This shows that when the Price Level (PL) increases or decreases by one unit, the Store Image (SI) will increase or decrease by 0.042 units. This shows that there is a significant effect of Price Level (PL) which is in the same direction on Store Image (SI).
- The regression coefficient for Merchandise (ME) is 0.472. and has a positive sign. This shows that when Merchandise (ME) increases or decreases by one unit, Store Image (SI) will increase or decrease by 0.472 units. This shows that there is a significant effect of Merchandise (ME) which is in the same direction on Store Image (SI).
- The regression coefficient for Sales Promotion Girl (SPG) is 0.171. and has a positive sign. This shows that when the Sales Promotion Girl (SPG) has increased or decreased by one unit, the Store Image (SI) will increase or decrease by 0.171 units. This shows that there is a significant effect of Sales Promotion Girl (SPG) which is search on Store Image (SI).
- The regression coefficient for Architecture Project (AP) is 0.301. and has a positive sign. This shows that when the Architecture Project (AP) increases or decreases by one unit, the Store Image (SI) will increase or decrease by 0.301 units. This shows that there is a significant influence of Architecture Project (AP) which is search on Store Image (SI).

Table 12. Multiple Regression Test Results (PV, BA * PI)

Source: Research Results, 2024

Variable	Standardized Coefficients
<i>Perceived Value</i>	0.344

Brand Awareness

0.622

From this data, the following regression equation is generated:

$$PI = b7PV + b8BA$$

$$PI = 0.344.PV + 0.622.BA$$

A positive coefficient indicates a unidirectional change between the independent variable and the dependent variable. In the regression calculation above, it shows that all independent variables have positive coefficients.

The multiple regression equation can be explained as follows:

- a. The regression coefficient for Perceived Value (PV) is 0.344. and is positive. This shows that when Perceived Value (PV) increases or decreases by one unit, Purchase Intention (PI) will increase or decrease by 0.344 units. This shows that there is a significant effect of Perceived Value (PV) in the same direction on Purchase Intention (PI).
- b. The regression coefficient for Brand Awareness (BA) is 0.622. and has a positive sign. This shows that when Brand Awareness (BA) increases or decreases by one unit, Purchase Intention (PI) will increase or decrease by 0.622 units. This shows that there is a significant influence of Brand Awareness (BA) in the same direction on Purchase Intention (PI).

Hypothesis Testing Method

Simultaneous Significance Test (F-test)

Table 13. F Test Results

Source: Research Results, 2024

Variable	Sig.	Standard	Description
PL, ME. SPG, AP * SI	.000	0.05	Hypothesis accepted
SI * PV	.000	0.05	Hypothesis accepted
SI * BA	.000	0.05	Hypothesis accepted
PV, BA * PI	.000	0.05	Hypothesis accepted

Partial Significance Test (T-test)

The T-test is used to determine whether there is a significant relationship or influence between the independent variable Price Level partially on the dependent variable Store Image in the first test, then between the independent variable Merchandise partially on Store Image in the second test, then between the independent variable Sales promotion Girl partially on the dependent variable Store Image in the third test, then between the independent variable Architecture Project partially on the dependent variable Store Image in the fourth test, then between the independent variable Store Image partially to the dependent variable Perceived Value in the fifth test, then between the independent variable Store Image partially to the

dependent variable Brand Awareness in the sixth test, then between the independent variable Perceived Value partially to the dependent variable Purchase Intention in the seventh test, then between the independent variable Brand Awareness partially to the dependent variable Purchase Intention in the eighth test.

Table 14. T Test Results

Source: Research Results, 2024

Variabel	Sig.	Standar	Keterangan
PL*SI	.571	0.05	Hypothesis rejected
ME*SI	.000	0.05	Hypothesis accepted
SPG*SI	.036	0.05	Hypothesis accepted
AP*SI	.003	0.05	Hypothesis accepted
SI*PV	.000	0.05	Hypothesis accepted
SI*BA	.000	0.05	Hypothesis accepted
PV*PI	.000	0.05	Hypothesis accepted
BA*PI	.000	0.05	Hypothesis accepted

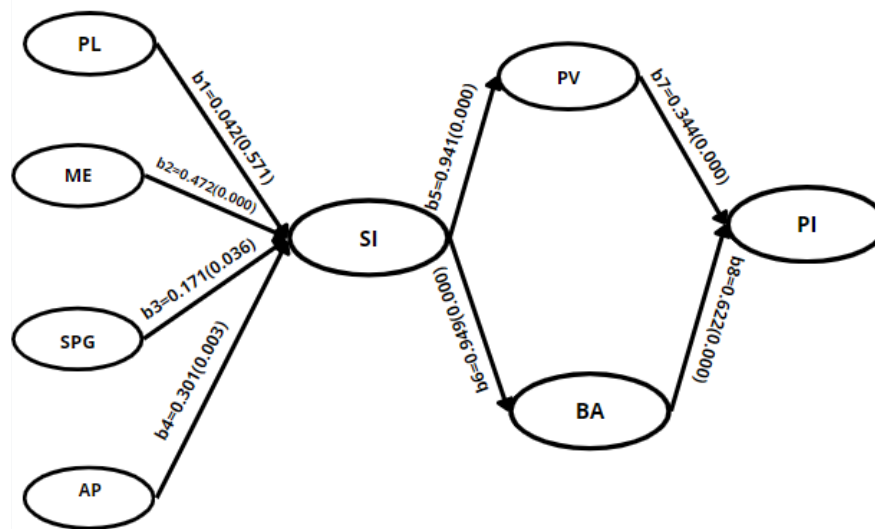


Figure 1. Research Results

Source: Research Results, 2024

Discussion

This research model was developed in order to research Purchase Intention in visitors or customers of Sociolla Store Pakuwon Mall Surabaya. Based on the results of data processing that has been carried out, it has been found that all hypotheses are accepted except Price Level. There is an insignificant relationship between Price Level and Store Image. There is a significant relationship between Merchandise with Store Image, Sales Promotion Girl with Store Image, Architecture Project with Store Image,

Store Image with Perceived Value, Store Image with Brand Awareness, Perceived Value with Purchase Intention, Brand Awareness with *Purchase Intention*.

This study also discusses that Purchase Intention is influenced by Perceived Value and Brand Awareness of customers. Purchase Intention arises due to the influence of Price Level, Merchandise, Sales Promotion Girl, Architecture Project, Store Image, Perceived Value, and Brand Awareness. This is what needs to be maintained by Sociolla Store Pakuwon Mall Surabaya in order to continue to improve the quality of prices, inventory of merchandise and product completeness, improve the quality of SPG services, improve decoration and update store wallpaper, improve store characteristics, product quality and also the added value of store advantages, and improve brand image so that it continues to be remembered about the recognition of Sociolla Store Pakuwon Mall Surabaya. This is also supported by the availability of products and the completeness of various brands, the quality of service of Sociolla Store Pakuwon Mall Surabaya which is able to provide good satisfaction to visitors / customers.

CONCLUSIONS

1. Price Level Has No Significant Effect on Store Image. In this case, it can be seen that price is not the main focus of a person in buying goods at a store, but rather how a person can receive what they want in terms of quality, service provided by employees and comfort.
2. Merchandise has a Significant Effect on Store Image. The manager needs to know the wants and needs of consumers. Merchandise is one thing that is important as the spearhead for a store where the completeness and availability of existing goods will make customers / visitors assess the store.
3. Sales Promotion Girl Significantly Affects Store Image. As a Sales promotion Girl must understand how she works, especially the products they sell. This makes more value for a meek or shop to increase their selling value and also the brand name.
4. Architecture Project Significantly Affects Store Image. Store design becomes very important when the store is made as unique and attractive as possible, to increase the selling value and also increase the value of the store name to be better known by its uniqueness or something different from the store.
5. Store Image has a Significant Effect on Perceived Value. The image of a store will add value to customers who feel that the store can give them what they want.
6. Store Image has a Significant Effect on Brand Awareness. a store will stick in the minds of consumers when the store can provide a good image, for example service, the uniqueness of the store. From this it can be easier to make someone remember the store.
7. Perceived Value has a Significant Effect on Purchase Intention. providing more value for customers is a very big thing, which can make customers come back to visit and shop.

8. Brand Awareness has a Significant Effect on Purchase Intention. Brand recognition is very important in doing business, when the brand is well known and can be accounted for, this makes consumers or customers will have the decision to repurchase the product or visit the brand again.

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