



## Price Discount, Store Atmosphere and Word of Mouth (WOM) on Buying Interest at Lawso

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### ABSTRACT

This study investigates whether Price Discounts, Store Atmosphere, and Word of Mouth (WOM) influence the interest in buying ready-to-eat food and beverages among different age groups at Lawson. The research method used is a quantitative method with a descriptive approach. The population in this study is people in the city of Tangerang, Indonesia. A survey method was conducted with a purposive sampling technique on 100 respondents and an interview with a source person. Based on the data that has been collected and the processing using SPSS, can be concluded that the three X variables, namely Price Discount, Store Atmosphere, and Word of Mouth (WOM), have a significant influence on variable Y, namely the population's Buying Interest. However, the Price Discount variable was found to have a greater influence on the Buying Interest of people of productive age compared to the Store Atmosphere and Word of Mouth (WOM) variables

## **INTRODUCTION**

The development of this retail business can be seen from the emergence of more and more retail businesses, and contributes positively to the economic recovery in Indonesia (Markus, 2022). This development occurred due to the transformation of the retail business to modern retail (convenience stores). Ahead of the political year, a survey from the Indonesian Retailers Association (Aprindo) provided positive anticipation regarding the growth of the retail business in Indonesia, which is estimated to reach 10-15% (Arief, 2024). The increase was influenced by several factors, such as increasing public consumption, the number of voters reaching 193.7 million people, and an increase in the minimum wage by 5% in 2024. The increase that occurred due to digitalization and frequent advertisements about ready-to-eat foods provides knowledge to consumers, which is expected to provide positive support for the ready-to-eat food industry in the coming period. This ready-to-eat food comes with a variety of flavors and attractive appearances to serve to consumers.

With products that have been categorized based on frozen, cold, canned, and shelf food products. Next are categories based on the type of food, such as healthy, vegetarian, non-vegetarian food. And categories by distribution channel, i.e. small retail stores, supermarkets and hypermarkets, online, and others. This is done to provide benefits to consumers as an option that can make it easier for them to determine the products they want to buy according to consumer needs. Here are some of the global ready-to-eat food industries that operate, namely Chao Xiang Yuan Food Co. Ltd., Associated British Foods Plc, Dr. Oetker, Pepsico., Conagra Foods Inc., General Mills, Green Mill Food, Graham Packaging Company, Greencore Group Plc, Kerry Group, Kraft Heinz Foods, Nestle, Premier Foods Plc, Tyson Foods, Inc, Tetra Pak International SA, Unilever, and WestRock Company.

As for retail businesses that offer ready-to-eat meals with a more modern concept than retail stores in general, one example is a small retail store (convenience store). A convenience store is defined as a retail store that applies the concept of fast food, which can be enjoyed in the sitting area provided by the store (Kristianto et al., 2018). Convenience stores are now starting to grow in Indonesia, with the number increasing from 8.6% in 2020 to 9.3% in 2022.

Lawson is one of the retail companies originating from Japan, and has now begun to develop in various countries, and has officially entered the retail market in Indonesia on March 12, 2018. Lawson used the convenience store concept and opened its first outlet in Indonesia in 2011, precisely in Jakarta which provides a variety of unique products that serve Korean street food, including fast food such as onigiri, tteokbokki, ramyeon, bibimbap, odeng, and others. (Widya et al., 2024). Lawson has experienced growth by ranking at the top of the convenience store category according to top brand award data.

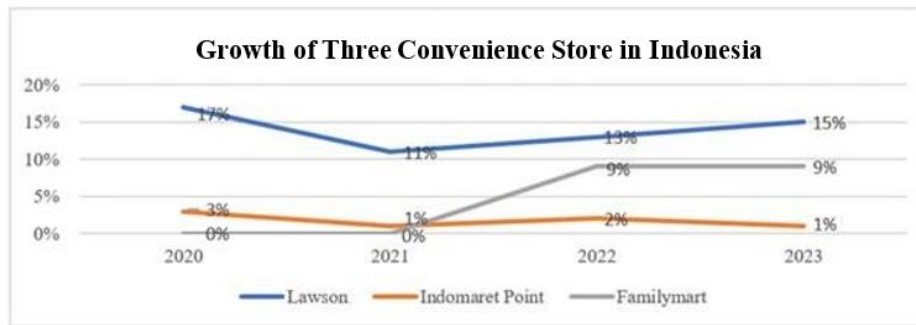


Figure 1. Widya et al., 2024

Based on the figure above is the competition data on Convenience stores from year to year against Lawson, Indomaret Point and Family Mart from 2020-2023. It can be seen that Lawson occupies the highest position at 15% in 2023, and Family Mart at 9% then Indomaret Point 1% 5 (see Figure 1). The promotional activities can be carried out by Lawson, namely making price discounts on each specific product. According to Arifin & Rizaldy (in Wibowo & Bahrnun., 2024), Store Atmosphere refers to a place design that uses elements of visual communication, lighting, color, music touch, and aroma as stimuli for perceptual and emotional responses of customers, which in turn can influence consumers' purchase decision.

The appearance of the Lawson store design which looks attractive and modern, accompanied by musical accompaniment to make consumers interested to visit repeatedly, and this creates comfort for Lawson consumers to stay longer to enjoy the food they bought directly at Lawson outlets. Another marketing strategy that can be done is Word of Mouth (WOM) an interpersonal communication activity that occurs between two or more people and is one of the marketing strategies by communicating with each other either directly or indirectly where consumers act as marketers who can influence and accelerate the spread of marketer messages, this is a form of informal advertising from Word of Mouth (WOM) activities carried out, has the potential to increase sales and provide good prospects in business development effectively and efficiently without having to make advertisements (Maulani, 2020).

Word of Mouth (WOM) has several characteristics, namely (in the study of Mukhlis et al., 2021): (1.) Valence, where Word of Mouth (WOM) is positive or negative, positive Word of Mouth (WOM) appears when consumers feel satisfied, while negative Word of Mouth (WOM) occurs when consumers feel disappointed with the performance of products or services. (2.) Focus, where the company seeks to create Word of Mouth (WOM) through intermediaries, suppliers, employees, and references. (3.) Time, where customers say Word of Mouth (WOM) after the purchase process or after experiencing the consumption of a product or service. (4.) Requests, where Word of Mouth (WOM) can be conveyed either by application or without application Intervention, where the company proactively does.

In this study, there are 3 independent variables, namely: X1 (Price Discount), X2 (Store Atmosphere), X3 (Word of Mouth (WOM)) and one dependent variable Y (Buying Interest). According to Durianto (in Purbohastuti & Hidayah, 2020), it focuses on everything related to an individual's desire to purchase a product in a certain amount or time. Buying Interest is a mental expression of consumers that shows the desire to buy a product. Marketers need to have a deep understanding of consumer Buying Interest in order to correctly predict consumer behavior in the future (Agustin et al., 2022). Therefore, researchers aim to determine whether the Price Discount for Lawson products, the Store Atmosphere at Lawson, and Word of Mouth (WOM) communication from individuals can influence a person's perception of products, fast food, and drinks at Lawson. Based on the above background, the researcher is interested in conducting research with the title "The Effect of Price Discount, Store Atmosphere and Word of Mouth (WOM) on Buying Interest at Lawson".

The objectives of this study were:

1. To determine the effect of Price Discounts on Lawson's food and beverage products on Buying Interest.
2. To determine the effect of Store Atmosphere at Lawson on Buying Interest.
3. To determine the good influence of word-of-mouth communication (WOM) on Buying Interest in Lawson, Tangerang.
4. To determine the effect of Lawson's product Price Discounts, Lawson's Store Atmosphere and Word of Mouth (WOM) communication on Buying Interest.

(x)Several previous studies have partially discussed the influence of Price Discount, Store Atmosphere, and Word of Mouth (WOM) on consumer behavior. For example, Kristianto and Setiawan (2018) only examined the aspect of Store Atmosphere in the context of managerial performance in Lawson's retail business, without linking it to consumers' buying interest directly. Meanwhile, Maulani (2020) emphasizes the role of Word of Mouth as an informal marketing strategy, but the focus is only on the boutique sector and is not directly relevant to the context of ready-to-eat food in convenience stores. Likewise, research by Purbohastuti and Hidayah (2020), which reviewed buying interest but emphasized more on the influence of celebrity endorsers on e-commerce platforms, not the variables used in this study. Therefore, this study aims to fill this gap by simultaneously analyzing the three variables in influencing consumer Buying Interest, as well as focusing the research context on Lawson as one of the leading convenience stores in Indonesia.

(x)While previous studies have examined the effects of Price Discount, Store Atmosphere, and Word of Mouth individually on consumer behavior, limited research has integrated these three variables simultaneously in the context of convenience stores, especially in Indonesia. Moreover, no existing study has specifically analyzed how these factors influence Buying Interest at Lawson, a rapidly growing convenience store brand. This study aims to address this gap by investigating the combined effects of Price Discounts, Store Atmosphere, and Word of Mouth on consumers' Buying Interest in Lawson's food and beverage products.

## LITERATURE REVIEW

The traditional marketing mix theory was proposed by Philip Kotler, namely the 4P Marketing Mix. According to Kotler (2006), this theory is a tool used by marketers to shape the characteristics or nature of services that will be offered to customers. Marketing mix strategy is a policy or regulation used to provide direction regarding product marketing. In the 4P marketing mix theory, there are several concepts introduced by Jerome McCarthy (Kotler, 2006) formulated into 4P (Product, Price, Promotion, and Place) which can increase maximum sales results.

Products are physical forms produced by marketers that are tailored to customer needs and desires. The products offered are not only always in physical form, but can also be in the form of services with the aim of attracting consumer attention and being useful as needed. Price is a value given by marketers according to the quality of the product. Tjiptono stated that prices are related to strategic policies such as price levels, discount structures, payment terms, and grouped price differences (Kotler, 2006). Promotion is a form of marketing strategy by placing advertisements, word of mouth, sales promotions, direct sales and face-to-face sales. Promotion is a method or way that can increase sales to the maximum. Location (Place) is a location/place decision given by the marketer where the company or institution will be established. Usually, the planning of a location must be carefully thought out because there are criteria that should be met, namely strategic or easily accessible, the use of the internet and telephone networks that are smooth when accessed, comfortable to occupy and the beauty/aesthetics of a place.

The purpose of this theory is how the 4P marketing strategy (Product, Price, Promotion, Place) can attract consumer Buying Interest, of course, providing high quality services will increase customer loyalty from the services received. Kotler's 4p theory assumes that this marketing technique focuses on all four elements that can generate sales to the maximum. In this theory, the 4p marketing strategy is needed by the company in order to survive in the midst of fierce competition so that defense is needed by implementing the 4p marketing strategy optimally. In this study, "Price Discount" on Lawson products is one of the 4p marketing strategies, namely (Product, Price, Promotion). Then the "Store Atmosphere" also includes elements (Place), which aims to provide information and generate Buying Interest in other consumers. Therefore, this theory is suitable to be used as a foundation in this study.

## **Concept Definition**

### **Price Discount**

According to Suharno and Sutarso (in Nurdiansah et al., 2022), discounts refer to the concept of reducing a price in certain transactions or purchases during a predetermined period of time. Discounts are one of the promotional strategies in selling a product, while promotional strategies are often used by companies to get closer to consumers (Azwari et al., 2020). Many companies make adjustments to their standard prices as a form of appreciation in certain aspects to consumers, including making early payments, purchasing large amounts, transactions in the low season, and others (Sinaga et al., 2023). According to Sutisna (in research by Sinaga et al., 2023), there are three things that are indicators of Price Discounts, namely: (1) The amount of the discount (2) The discount period (3) The type of product that gives a discount.

### **Store Atmosphere**

According to Utami (in Kurniawan et al., 2023), Store Atmosphere is a combination of the physical characteristics of a store, including layout, architecture, color, lighting, temperature, aroma, displays and music that can create a positive image for consumers. In Trihudyatmanto's research (2022), a changing Store Atmosphere must be designed so as not to feel bored, customers who remain loyal, and overcome competitors. The following characterizes the store atmosphere: (1) Store exterior (2) General interior (general interior) (3) Store layout (store layout).

### **Word of Mouth (WOM)**

According to Kotler and Keller (in Huzangi et al., 2020), Word of Mouth (WOM) marketing is person-to-person oral, written, or electronic communication related to the experience of buyers or users of goods services. In a study by Irawan (2023), there are four indicators of Word of Mouth (WOM), namely: (1) Speaker (2) Topic (3) Tool (4) Participation.

### **Buying Interest**

According to Kotler and Keller (in Az-Zahra et al., 2022), Buying interest is consumer behavior when they want to own a product based on their experience when buying a product they are interested in. According to Freddy (in Agustin et al., 2022), Buying Interest is analyzed from the following indicators: (1) Transactional interest (2) Referential interest (3) Exploratory interest.

## **Hypothesis Development**

### **The Effect of Price Discount on Buying Interest**

H1: There is an influence between Price Discount made by Lawson on Buying Interest.

H0: There is no influence between Price Discount made by Lawson on Buying Interest.

### **The Effect of Store Atmosphere on Buying Interest**

H2: There is an influence between the Store Atmosphere created by Lawson on Buying Interest.

H0: There is no influence between the Store Atmosphere created by Lawson on Buying Interest.

### **The Effect of Word of Mouth (WOM) on Buying Interest**

H3: There is an influence between Word of Mouth (WOM) by individuals on Buying Interest.

H0: There is no influence between Word of Mouth (WOM) by individuals on Buying Interest.

### **The Effect of Price Discount, Store Atmosphere, and Word of Mouth (WOM) on Buying Interest**

H4: There is an influence between Price Discount, Store Atmosphere and Word of Mouth (WOM) on Buying Interest at Lawson, Tangerang.

H0: There is no influence between Price Discount, Store Atmosphere and Word of Mouth (WOM) on Buying Interest at Lawson, Tangerang.

### **Conceptual Framework**

According to Pohan, et al (in Rahima & Cahyadi, 2022), the conceptual framework is a stage for researchers in describing a research design and strategy carried out by researchers.

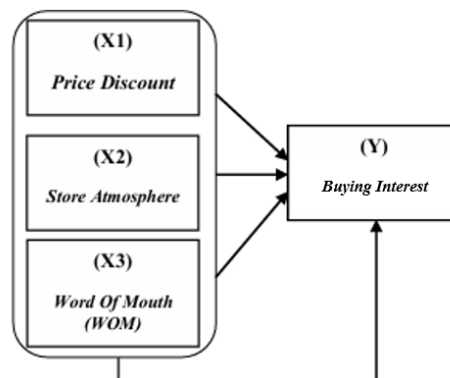


Figure 2. Conceptual Framework

## **METHODOLOGY**

This study uses a quantitative approach to see the influence of Price Discounts, Store Atmosphere and Word of Mouth (WOM) on Buying Interest at Lawson. The method used in this research is a survey method. Data collection in this survey method will be carried out by creating an online questionnaire in the form of a google form to find out the behavior, attitudes, opinions and characteristics of research respondents. The type of research used in this research is descriptive, which is a method used to analyze the formulation of the problem under study.

The population in this study were people in the city of Tangerang, Indonesia, who had a Buying Interest or interest in Lawson. The location of this research was carried out and distributed to people who live or who have an interest in buying at Lawson in the city of Tangerang, Indonesia because the city of Tangerang is one of the capitals with a high population, second only to eight other capitals.

This study uses purposive sampling techniques in determining the sample with considerations that are felt to be suitable and then there is a match with the predetermined sample characteristics (Nilwati & Fati, 2023). The formula to be used in this study is to determine the sample size using the formula from Slovin. The sample found and will be used as many as 100 respondents from the city of Tangerang with the condition that they have an interest in buying Lawson products. Data collection from these respondents was carried out by creating an online questionnaire in the form of a google form to find out the behavior, attitudes, opinions and characteristics of research respondents.

### **Research Paradigm**

This research applies the positivism paradigm, which will later be measured based on one's experience to obtain numerical/quantitative data in the form of numbers. The paradigm of positivism is the paradigm of science that first emerged. The positivism paradigm comes from one of the school figures named August Comte in 1798-1857, according to the epistemology positivism comes from the language of philosophy, namely the word positive, which means an event that occurs and can be felt so that it can be considered as a real thing (Irawati et al., 2021).

This paradigm approach explains that what is true is logical or reasonable, and has measurable empirical evidence, and it can be said terminologically that positivism is an understanding of the 'achievement of truth' based on the source and from an event that actually occurs (Irawati et al, 2021). Basically, positivism is the point of view of philosophers who believe that if knowledge is valid, it means that it comes from experience that has occurred, and can only be obtained from theories that have been formed with strict scientific methods. Positivism explains that truth is rational and assisted based on measurable empirical evidence.

Research that uses a positivism approach allows researchers to estimate and control phenomena, or physical objects and human behavior. The positivism paradigm seeks to inform scientific knowledge that is pleasing to three components, the first is theoretical language, and the second is observational language, and the last is the rules of correspondence that relate the two (Irawati et al, 2021). This study examines how much the influence of Price Discounts, Store Atmosphere and Word of Mouth (WOM) on Buying Interest in Lawson. Therefore, this research is suitable for using the positivism paradigm because this research requires the use of positivism and uses numerical and empirical data as a measure of the influence of Price Discount, Store Atmosphere and Word of Mouth (WOM) on Buying Interest in Lawson, Tangerang.

## RESULT

### Data Collection Technique Primary Data

In this study, researchers used observations and surveys using questionnaires in order to obtain the primary data needed by researchers for further research. In this study, the researcher uses a closed questionnaire type, which means that all questions have answer options that make it easier for respondents to choose when filling out the questionnaire. The questionnaire will be distributed online through Google Form to the people of Tangerang city as the criteria for permanent voters in the sample. The questionnaire will be distributed through various social media platforms such as WhatsApp and Instagram (channel or communication channel: Quision), The questionnaire will be distributed through various media such as Telegram (channel or community channel: Kudata). Kudata is a survey platform that is usually used by Indonesian students. Various kudata services are provided for filling out surveys and offers such as automated incentive guarantees, as well as a wide range of respondents that have been verified.

### Descriptive Statistical Analysis

Descriptive statistics is a discussion of how data collection can be understood, useful, interesting, which then from the data set found can be described (Asari et al., 2023). In this study, researchers used descriptive statistics, which means that the results of each data that has been obtained will be described in order to provide a clear picture for others.

### Data Quality Test Validity Test

The research variable can be said to be valid if the test results obtain the value of  $r_{count} > r_{table}$ . Similar to the pre-test, the formula used to determine the  $r_{table}$  is  $df = n - 2$ .  $N$  is the number of samples taken, in the pre-test validity test the data taken was 100 respondents, meaning  $df = 100 - 2 = 98$ . Then also pay attention to the significance level, in this study the significance level is 5%, so the  $r_{table}$  value obtained is 0.1966. So the results show that all questionnaire statements have a calculated  $r$  value greater than the table, so all questionnaire statements are declared valid.

### Reliability Test

Reliability test can be proven using the Cronbach Alpha technique, the research is said to be reliable if the Cronbach Alpha value is  $> 0.6$ .

### Variable X1 (Price Discount)

Table 1. Reliability Test  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.938	9

From the table above, the reliability test results for variable X1, it can be concluded that the calculated  $r$  value (0.938) exceeds the  $r_{table}$  value (0.6) so that the Price Discount variable is considered reliable.

**Variable X2 (Store Atmosphere)**

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.885	11

From the table above, the reliability test results for variable X2, it can be concluded that the value of r count (0.885) exceeds the value of r table (0.6) so that the Store Atmosphere variable is considered reliable.

**Variable X3 (Word of Mouth (WOM))**

Table 3. Reliability Test

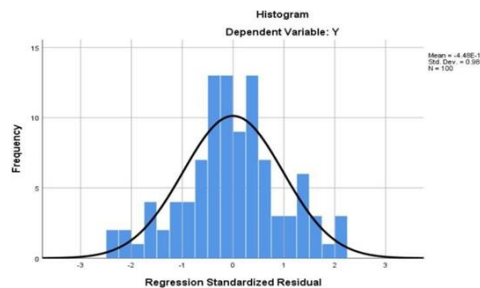
Reliability Statistics	
Cronbach's Alpha	N of Items
.915	7

From the table above, the reliability test results for variable X3, it can be concluded that the calculated r value (0.915) exceeds the r table value (0.6) so that the Word of Mouth (WOM) variable is considered reliable.

**Classical Assumption Test Normality Test**

The normality test can be seen in three ways, namely Histograms, P-Plots, and Kolmogorov Smirnov.

**Histogram**

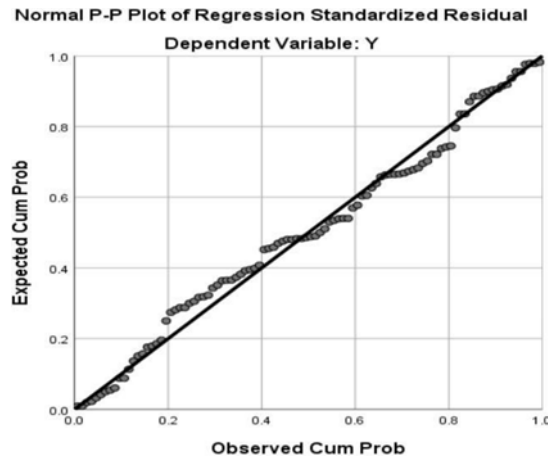


Source: SPSS 26 Data Processing Results (2025)

Figure 3. Histogram

Based on the histogram test results above, that the curve forms a bell-like shape and does not lean to the left or right. So it is concluded that the data is normally distributed.

**P-Plot**



Source: SPSS 26 Data Processing Results (2025)

Figure 4. P-Plot

Based on the p-plot test above, it can be seen that the dots do not deviate far from the diagonal line on the graph. Thus, it can be concluded that the data distribution is normal.

**Kolmogorov Smirnov**

Table 4. Kolmogorov Smirnov  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.93272394
Most Extreme Differences	Absolute	.071
	Positive	.062
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS 26 Data Processing Results (2025)

From the results of the Kolmogorov Smirnov normality test above, the significance value is 0.200, which means it is greater than 0.05. So, it is concluded that the residual value is normal.

**Multicollinearity Test**

Table 5. Multicollinearity Test

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	94.798	4.157		22.806	.000		
	X1	.023	.066	.023	.354	.724	.870	1.150
	X2	-.112	.064	-.112	-1.758	.082	.873	1.146
	X3	-1.309	.102	-.788	-12.855	.000	.950	1.053

a. Dependent Variable: Y

Source: SPSS 26 Data Processing Results (2025)

From the results of the Glejser method heteroscedasticity test, it is found that the significance value for variable X1 (Price Discount) is 0.133 which shows that the number is above 0.05 and the significance value for X2 (Store Atmosphere) is 0.463 which shows a number above 0.05 then the significance value for variable X3 (Word of Mouth (WOM)) is 0.122 which shows a number above 0.05. So it is concluded that the three X variables do not experience heterodasticity.

**Multiple Linear Regression Test**

Table 6. Multiple Linear Regression Test

		Coefficients <sup>a</sup>			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-4.113	1.444		-2.849	.005
	price discount	.936	.065	.886	14.391	.000
	store atmosphere	.022	.066	.021	.334	.739
	word of mouth	.072	.073	.068	.984	.327

a. Dependent Variable: Y

Source: SPSS 26 Data Processing Results (2025)

Based on the results of the multiple linear regression test above, the results obtained are as follows:  $Y = (-4.113) + 0.936 + 0.022 + 0.072 + e$ . The constant is (-4.113). The regression coefficient X1 ( $\beta_1$ ) of 0.936 is positive, meaning that the effect of Price Discount on Buying Interest is positive and not opposite. The regression coefficient X2 ( $\beta_2$ ) of 0.022 is positive, meaning that the effect of Store Atmosphere on Buying Interest is positive and quite strong. The regression coefficient X3 ( $\beta_3$ ) of 0.072 is positive, meaning that the effect of Word of Mouth (WOM) on Buying Interest is positive and quite strong.

**Hypothesis Test  
 T Test (Partial)**

Table 7. T Test of X1 Variables on Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.743	1.402		-2.670	.009
	price discount	1.018	.029	.963	35.438	.000

a. Dependent Variable: Y

Source: SPSS 26 Data Processing Results (2025)

From the T test results that have been presented for variable X1, namely Price Discount, it can be seen that the calculated t value is 35.438 which exceeds the table number 1.98525 and the significance value is 0.000 which is lower than 0.05. So, it can be concluded that H0 is rejected and H1 is accepted, indicating a significant influence between Price Discount and Buying Interest.

Table 8. Variable T Test X2 against Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.510	2.810		1.249	.215
	store atmosphere	.892	.059	.836	15.079	.000

a. Dependent Variable: Y

Source: SPSS 26 Data Processing Results (2025)

From the T test results that have been presented for variable X2, namely Store Atmosphere, it can be seen that the calculated t value is 15.079 which exceeds the t table number 1.98525 and the significance value is 0.000 which is lower than 0.05. Therefore, it can be concluded that H0 is rejected and H2 is accepted, indicating a significant influence between Store Atmosphere and Buying Interest .

Table 9. Variable T Test X3 on Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.215	2.456		1.309	.194
	word of mouth	.919	.053	.869	17.386	.000

a. Dependent Variable: Y

Source: SPSS 26 Data Processing Results (2025)

From the T test results that have been presented for variable X3, namely Word of Mouth (WOM), it can be seen that the calculated t value is 17.386 which exceeds the t table figure of 1.98525 and the significance value is 0.000 which is lower than 0.05. Therefore, it can be concluded that H0 is rejected and H3 is accepted, indicating a significant influence between Word of Mouth (WOM) and Buying Interest.

**F Test (Simultaneous)**

Table 10. F Test Test

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4088.889	3	1362.963	419.278	.000 <sup>b</sup>
	Residual	312.071	96	3.251		
	Total	4400.960	99			

a. Dependent Variable: Y

b. Predictors: (Constant), word of mouth, store atmosphere, price discount

Source: SPSS 26 Data Processing Results (2025)

From the F test results presented, it can be seen that the calculated f value is 419.278 which exceeds the f table value of 3.090 and the significance value is 0.000 which is lower than 0.05. Therefore, it can be concluded that H0 is rejected and H3 is accepted, indicating an influence between Price Discount, Store Atmosphere and Word of Mouth (WOM) with Buying Interest.

**Test Coefficient of Determination**

Table 11. Test Coefficient of Determination

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964 <sup>a</sup>	.929	.927	1.803

a. Predictors: (Constant), word of mouth, store atmosphere, price discount

Source: SPSS 26 Data Processing Results (2025)

Based on the results of the coefficient of determination test above, it can be seen that the R2 value is 0.929. Then the calculation is as follows:  $KD = 0.929 \times 100\% = 92.9\%$ . This indicates that the Price Discount, Store Atmosphere and Word of Mouth (WOM) variables have an influence of 92.9% on Buying Interest.

**Secondary Data**

The researcher used other data to strengthen the research findings obtained through interviews. In this study, the data were analyzed using descriptive analysis, which comprehensively described the data obtained from interviews with Responden 1. Interview data in this study served as a source of corroborating data that served as the basis for data analysis to answer the research questions.

Data analysis began with in-depth interviews with informants. After conducting the interviews, the researcher transcribed the interviews by playing back the recordings and writing down words that corresponded to the recordings.

After transcribing the interview results, the researcher then reduced the data through abstraction, which involved selecting data that was relevant to the research context and discarding unnecessary data.

## **DISCUSSION**

### **The Effect of Price Discount on Buying Interest**

Based on the data that has been collected and processed, the following are the results of tests and interviews that are in accordance with the formulation of the problems created. The first variable X1, namely Price Discount on Lawson products, has a greater influence on variable Y, namely Buying Interest at Lawson, Tangerang. This can be proven from the T test which gets the  $t$  value  $>$   $t$  table, which is 35.438, which means greater than 1.983525 and a significance value  $<0.05$ , which is 0.000 smaller than 0.05. And this data is also supported by the results of interviews that researchers conducted with Responden 1, a worker at Lawson who is a key informant in this study, so it can be concluded that H0 is rejected and H1 is accepted, which means that there is a significant influence between Price Discount and Buying Interest.

### **The Effect of Store Atmosphere on Buying Interest**

Variable X2, namely Store Atmosphere in the Lawson Store Atmosphere, has an influence on variable Y, namely Buying Interest. This can be proven from the T test which gets  $t$  count  $>$   $t$  table, which is 15.079, which means greater than 1.983525 and a significance value  $<0.05$ , which is 0.000 smaller than 0.05. And this data is also supported by the results of interviews that researchers conducted with Responden 1, a worker at Lawson who is a key informant in this study. Therefore, it can be concluded that H0 is rejected and H2 is accepted, which means that there is a significant influence between Store Atmosphere and Buying Interest.

### **The Effect of Word of Mouth (WOM) on Buying Interest**

Variable X3, namely Word of Mouth (WOM) carried out by people around Lawson, Tangerang, has an influence on variable Y, namely Buying Interest. This can be proven from the T test which gets  $t$  count  $>$   $t$  table, which is 17.386, which means greater than 1.983525 and a significance value  $<0.05$ , which is 0.000 smaller than 0.05. This data is also supported by the results of interviews that researchers conducted with Responden 1, a worker at Lawson who is a key informant in this study. Therefore, it can be concluded that H0 is rejected and H2 is accepted, which means that there is a significant influence between Word of Mouth (WOM) and Buying Interest.

### **The Effect of Price Discount, Store Atmosphere, and Word of Mouth (WOM) on Buying Interest**

Variables X1, X2 and X3, namely Price Discount, Store Atmosphere and Word of Mouth (WOM) have an influence on variable Y, namely people's Buying Interest in the city of Tangerang. This can be proven from the F test which gets  $f$  count  $>$   $f$  table, which is 419.278, which means it is smaller than 0.05. And this data

is also supported by the results of interviews that researchers conducted with Responden 1, a worker at Lawson who is a key informant in this study. So it can be concluded that H0 is rejected and H3 is accepted, which means that there is a significant influence between Price Discount, Store Atmosphere and Word of Mouth (WOM) with Buying Interest. Also the coefficient of determination test which shows a value of 92.9%.

## **CONCLUSION AND RECOMMENDATION**

Based on all SPSS tests and interviews that have been conducted, it can be concluded that variable X1, namely Price Discount, has a greater influence on Buying Interest than variables X2 and X3, namely Store Atmosphere and Word of Mouth (WOM). This can be seen from the effect of the Price Discount variable of 35.438, then variable X2 gets a value of 15.079 and variable X3 gets a value of 17.386. Then from the results of interviews that researchers have conducted with sources, namely Responden 1, who stated that these three variables can affect Buying Interest at Lawson.

### **Conclusion**

From the results of data processing that has been carried out in the previous chapter, it can be concluded as follows: (1) Price Discount products have a positive and significant effect on Buying Interest. (2) Store Atmosphere Lawson has a positive and significant effect on Buying Interest. (3) Word of Mouth (WOM) Lawson consumers have a positive and significant effect on Buying Interest.

### **Recommendation**

This study certainly has several shortcomings and limitations, so the researchers can provide recommendations to future researchers to produce better and higher-quality research. The recommendations that can be given are as follows:

1. Future research can focus on other convenience stores besides Lawson, such as K3Mart, Indomaret Point, and others.
2. Future research can use other independent variables besides price discount, store atmosphere, and word of mouth to identify other factors that may influence purchasing interest.

### **Recommendation**

This research certainly has several shortcomings and limitations, so that researchers can provide recommendations to future researchers in order to produce better and higher quality research, the recommendations that can be given are as follows:

1. Future research can focus on other convenience stores besides Lawson such as K3Mart, Indomaret Point and so on.
2. Future research can use other independent variables besides Price Discount, Store Atmosphere and Word of Mouth (WOM) to find out other factors that can influence Buying Interest.

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