



(MUDIMA)



The Influence of Price, Product Variety, and Atmosphere on Consumer Purchase Decisions at the Night Culinary Area on Jalan Cut Nyak Dien, Pekanbaru

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ABSTRACT

This study aims to examine the influence of price, product variety, and store atmosphere on consumer purchase decisions at the night culinary area of Jalan Cut Nyak Dien, Pekanbaru. Using a quantitative method with 100 respondents and SPSS-based multiple linear regression analysis, the results show that all three variables significantly and positively affect purchasing decisions. Store atmosphere has the strongest influence, followed by price and product variety. The model explains 53.0% of the variation in purchasing decisions ($R^2 = 0.530$). These findings support the Stimulus-Organism-Response (S-O-R) theory, indicating that external factors like environment and pricing shape consumer responses. The study recommends that MSMEs and local authorities improve pricing strategies, product diversity, and environmental quality to enhance consumer experience.

INTRODUCTION

Consumer behavior is one of the key areas of study in marketing management, as purchasing decisions are influenced by various factors such as price, product quality, atmosphere, and lifestyle. This is supported by numerous research findings on these topics. For instance, a study by (Anwar & Andrian, 2021; Hidayat, 2021; Nuryani et al., 2022; Oktavian & Wahyudi, 2022) indicates that product quality and price perception are two primary factors that consumers often consider in the decision-making process.

In the context of social experience, (Nuryani et al., 2022; Setiawan & Ardani, 2022) also found that a supportive atmosphere can enhance purchasing decisions, especially in dining establishments. (Simatupang & Suyuthie, 2021) highlighted the relevance of marketing strategies that emphasize atmosphere and experience, which can drive purchasing decisions in retail sectors such as coffee shops.

In today's modern era, it is evident that consumers are not only focused on the functional aspects of a product, but also on emotional experiences and social interactions that shape their behavior, such as their purchasing decisions toward a product (Nurlaelah et al., 2022; Simatupang & Suyuthie, 2021). While Sheikh et al.'s study suggests mixed results regarding store atmospherics and impulse buying behaviors specifically in a meat retail setting (Sheikh et al., 2023), the overall literature supports the notion that price, product variety, and store atmosphere are key variables that positively influence consumer purchasing decisions.

The application of the Stimulus-Organism-Response (S-O-R) theory in consumer behavior elucidates how external factors such as price, variety, and atmosphere serve as stimuli that shape the internal states of consumers, consequently influencing their purchasing decisions. Various studies have demonstrated the relevance of this framework in understanding consumer responses. For instance, (Sumaji et al., 2024) explored the impact of stimuli like celebrity endorsements on

purchasing intentions and confirmed the applicability of the S-O-R model in fostering consumer engagement. Similarly, (Ming et al., 2021) discussed how social presence in live streaming affects consumers' buying behaviors, highlighting the importance of stimuli in shaping trust and flow states, which directly influence impulsive purchasing behaviors.

Alam and Noor examined the relationship between service quality, corporate image, and customer loyalty by utilizing the S-O-R paradigm to illustrate how these external factors culminate in consumer reactions, showcasing the model's versatility across different marketing contexts (Alam & Noor, 2020). The S-O-R framework is affirmed as a valid basis for guiding practitioners in marketing to enhance customer experiences through targeted pricing strategies, diverse product offerings, and improved shopping environments, thus reinforcing the model's importance for MSME actors and policymakers (Alam & Noor, 2020; Ming et al., 2021; Sumaji et al., 2024).

This phenomenon is clearly observed in the night culinary area of Jalan Cut Nyak Dien, Pekanbaru, which has become a hub for young people and local communities to enjoy evening meals. According to a report by (rri, 2024), this area features more than 400 MSME (Micro, Small, and Medium Enterprises) vendors offering a variety of street foods such as Thai-style satay, durian compote ice, frozen foods, and Milo coffee, with prices starting from IDR 5,000. The relaxed atmosphere, floor-seating arrangements, and well-managed one-way traffic flow serve as additional attractions that shape consumer preferences.

To gain deeper insight into the factors influencing consumer purchasing decisions in this area, a survey was conducted involving 30 respondents. The purpose of the survey was to identify the main reasons why consumers choose to buy from or return to certain vendors. The results indicate that affordable prices, appealing product variety, and a comfortable setting are key considerations in the purchasing decision-making process. These findings are presented in Graph 1.

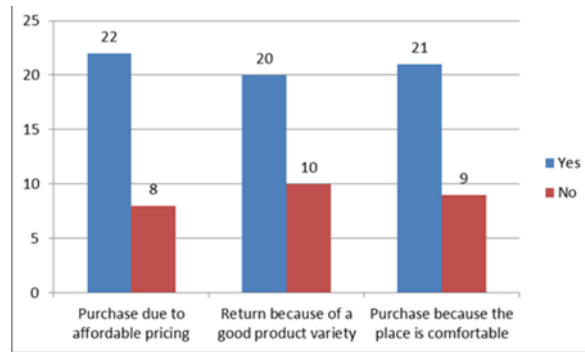


Figure 1. Pre-Survey Data on Purchasing Decisions in the Jalan Cut Nyak Dien Night Culinary Area, Pekanbaru

Source: Pre-Survey, 2025

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Based on the survey results from 30 respondents, it is evident that most consumers choose to make purchases due to affordable prices, with 22 respondents answering "Yes" and only 8 answering "No." In addition, an attractive variety of products is also a strong reason for consumers to return, as indicated by 20 respondents who agreed. Comfort of the place also plays a determining role, with 21 respondents stating that the atmosphere influences their purchasing decisions. This data shows that MSME vendors who can maintain competitive pricing, offer product variety, and create a comfortable environment have a greater chance of attracting and retaining consumers.

The Pekanbaru City Government (Pekanbaru.go.id, 2024), through the Department of Industry and Trade, has also carried out major improvements in this area, including vendor zoning, electricity supply (SPLU), parking areas, and waste management. This reflects that the area has become part of the urban creative economy ecosystem, which is appealing not only in terms of product offerings but also in terms of the overall consumer experience.

Although the area continues to develop, there is still a lack of scientific studies that specifically evaluate the consumer behavior factors influencing purchasing decisions in MSME-based night culinary zones such as the Cut Nyak Dien culinary area in Pekanbaru. This is where the novelty of this research lies—identifying and measuring the influence of price, product variety, and place atmosphere on consumer purchasing decisions in a street food environment recently revitalized by the local government.

Accordingly, this study aims to empirically examine the extent to which price, product variety, and atmospheric factors influence consumer purchasing decisions within the night culinary district of Jalan Cut Nyak Dien, Pekanbaru. The findings are expected to offer practical implications for micro, small, and medium enterprises (MSMEs) as well as local government authorities in developing consumer behavior-oriented marketing strategies tailored to the dynamics of urban street food environments.

METHODS

This study took place in the night culinary area on Jalan Cut Nyak Dien, Pekanbaru. Data was gathered through interviews, observations, and questionnaires, following the methods outlined by (Sugiyono, 2018). The data analysis in this study employed multiple linear regression, using SPSS Version 23 to examine the relationships among the research variables. To assess the influence of variables X_1 and X_2 on variable Y , the regression coefficient of determination was utilized.

The population of this study was visitors who shopped in the culinary night area of Jalan Cut Nyak Dien, Pekanbaru, with a sampling method using the purposive sampling method. The sampling technique was done by determining the sampling through certain criteria (Sugiyono, 2018).

A coefficient of determination approaching one suggests that the independent variables account for nearly all the information required to predict the dependent variable. This coefficient primarily serves to evaluate how effectively a model explains variations in the dependent variable (Ghozali, 2011). The classical assumption tests applied in this study

include the normality test, heteroscedasticity test, multicollinearity test, linearity test, and autocorrelation test.

RESULTS AND DISCUSSION

The data in this study were analyzed using SPSS software. The outcomes of the multiple linear regression analysis are presented in Table 2.

Table 1. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	VIF
	B	Std. Error	Beta			Tolerance	
(Constant)	75.300	7.102		10.600	.000		
1 X1 Price	.510	.082	.472	6.220	.000	.865	1.156
X2 Product Variety	.295	.060	.435	4.917	.000	.865	1.156
X3 Store Atmosphere	.564	.058	.459	7.208	.000	.865	1.156

a. Dependent Variable : Y Consumer Purchase Decisions
Source: Output SPSS, 2025

Based on the data presented in the table, the multiple linear regression equation is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 75.300 + 0.510(X_1) + 0.295(X_2) + 0.564(X_3)$$

Based on the regression equation, it can be concluded that.

- The constant value (a) is 75.300, meaning that if the price (X_1), product variety (X_2) and store atmosphere (X_3) values are assumed to be zero (0), the consumer purchase decisions is 75.300.
- The regression coefficient value for the price variable (X_1) is 0.510, indicating that each addition (due to the positive sign) of 1 unit of price will increase consumer purchase decisions by 0.510 units, assuming product variety (X_2) and store atmosphere (X_3) remains constant.
- The regression coefficient for product variety (X_2) is 0.295, which implies that a one-unit increase in product variety while holding price (X_1) and store atmosphere (X_3) constant will lead to a 0.295 unit increase in consumer purchase decisions.
- The store atmosphere regression value (X_3) is 0.564, indicating that each addition (due to the positive sign) of 1 unit of store atmosphere will increase consumer purchase decisions by 0.564 units, assuming price (X_1) and product variety (X_2) remains constant.

t-test

The *t*-test is used to assess the individual effect of each independent variable on the dependent variable. In this case, the observed *t*-value for the price variable (X_1) is 6.220, which is greater than the critical *t*-value of 1.660. The significance level is 0.000 ($p < 0.05$). This indicates that price has a significant effect on consumer purchasing decisions in the night culinary area of Jalan Cut Nyak Dien, Pekanbaru. The null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This hypothesis has been empirically tested and supported.

The *t*-statistic for product variety (X_2) is 4.917, which is greater than the critical *t*-value of 1.660. The significance level is 0.000 ($p < 0.05$). Based on this analysis, it can be concluded that product variety has a significant effect on consumer purchasing decisions in the night culinary area of Jalan Cut Nyak Dien, Pekanbaru. The null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This hypothesis has been empirically validated.

Regarding the store atmosphere variable (X_3), the *t*-statistic is 7.208, which exceeds the critical *t*-value of 1.660. The significance value is 0.000 ($p < 0.05$), indicating a statistically significant influence of store atmosphere on consumer purchasing decisions in the night culinary area of Jalan Cut Nyak Dien, Pekanbaru. Consequently, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This finding has been empirically supported.

F-test (Simultaneous)

The F-test is conducted to determine whether the independent variables, when considered collectively, can effectively explain the dependent variable or in other words, whether they jointly have a significant impact on the dependent variable. In the ANOVA table, the influence of the independent

variables price, product variety, and store atmosphere on the dependent variable, which is consumer purchase decision, is presented. Based on the analysis using SPSS version 20.0, the output is as follows:

Table 2. Hypothesis Testing Results for F-test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.586	3	7.195	62.173	.000 ^b
1 Residual	11.088	96	0.115		
Total	32.674	99			

a. Dependent Variable: consumer purchasing decisions

b. Predictors: (Constant), Price, Product Variety, and Store Atmosphere

The ANOVA results indicate that the calculated F-value is 62.173 with a significance level of 0.000 ($p < 0.05$). This means that the independent variables price, product variety, and store atmosphere together have a statistically significant effect on consumer purchasing decisions in the night culinary area of Jalan Cut Nyak Dien, Pekanbaru. Since the significance value is less than 0.05, the null hypothesis (H_0), which states that the independent variables have no joint effect, is rejected. The alternative hypothesis (H_a) is accepted. This finding confirms that the regression

model used in the study is valid and that the independent variables collectively contribute to explaining variations in the dependent variable.

Coefficient of Determination Test (R Square)

The coefficient of determination (R^2) represents the proportion of variance in the dependent variable that can be explained by the independent variables. A higher R^2 value indicates a stronger explanatory power of the independent variables on the dependent variable. According to the data analysis results processed using SPSS version 20.0, the findings are presented in the table below.

Table 4. Results of Testing for Coefficient of Determination (R^2) Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.530	.520	0.338

a. Dependent Variable: consumer purchasing decisions

b. Predictors: (Constant), Price, Product Variety, and Store Atmosphere

The Model Summary table shows that the regression model has a strong ability to explain variations in consumer purchasing decisions based on the independent variables Price (X_1), Product Variety (X_2), and Store Atmosphere (X_3). With a correlation coefficient (R) of 0.728, there is a strong positive relationship between the variables. The coefficient of determination (R^2) is 0.530, indicating that 53.0% of the variation in consumer purchasing decisions at the night culinary area of Jalan Cut

Nyak Dien, Pekanbaru, is explained by these three variables. The adjusted R^2 of 0.520 confirms this strength while accounting for the number of predictors, offering a more accurate model fit. The standard error of the estimate is 0.338, suggesting that the model predicts outcomes with relatively low deviation, indicating a good fit.

These findings reinforce the theoretical perspective of consumer behavior, where purchasing decisions are not only driven by functional aspects such as price and product offerings but also by experiential and emotional factors such as atmosphere (Nurlaelah et al., 2022; Sheikh et al., 2023; Simatupang & Suyuthie, 2021). The overall literature supports the notion that price, product variety, and store atmosphere are key variables that positively influence consumer purchasing decisions. The results are also in line with the initial pre-survey conducted in the research, which showed that consumers value affordability, variety, and comfort as key drivers in choosing MSME vendors in the area.

The contribution of these variables aligns with the Stimulus-Organism-Response (S-O-R) theory, which explains that external stimuli such as price, product variety, and store atmosphere, influence the internal psychological state of consumers, ultimately shaping their behavioral responses in the form of purchasing decisions. The application of the S-O-R theory in consumer behavior elucidates how such environmental and marketing cues function as stimuli that activate consumers' cognitive and emotional processing, resulting in specific actions.

In the present study, the significance of price, product variety, and atmosphere as explanatory variables supports this theoretical perspective. These findings not only substantiate the empirical relevance of the S-O-R theory in the context of street food MSMEs but also provide actionable insights for practitioners. Specifically, the model reinforces the importance for MSMEs actors and local policymakers to enhance customer experience through targeted pricing strategies, curated product offerings, and the creation of appealing shopping environments—elements that function as powerful stimuli to drive favorable consumer responses. As supported by the aforementioned studies (Alam & Noor, 2020; Ming et al., 2021; Sumaji et al., 2024), the S-O-R framework offers a versatile and practical foundation for designing effective marketing strategies in experiential retail and service domains, including night culinary environments such as the one in Jalan Cut Nyak Dien, Pekanbaru.

CONCLUSION

The analysis of the results leads to the following conclusions:

1. Price, product variety, and store atmosphere each have a significant and positive influence on consumer purchasing decisions at the night culinary area of Jalan Cut Nyak Dien, Pekanbaru.
2. Among these variables, store atmosphere demonstrated the strongest influence, followed by price and product variety, indicating that both emotional experience and affordability are key drivers of consumer behavior.
3. The regression model explains 53.0% of the variation in consumer purchasing decisions, confirming the relevance of the selected variables and the effectiveness of the Stimulus-Organism-Response (S-O-R) theory in this context.

Given the results of the study, it is recommended that:

1. MSME vendors are encouraged to maintain competitive pricing, offer a diverse range of food products, and continuously improve the comfort and atmosphere of their stalls or booths.
2. Local government authorities should support infrastructure improvements (e.g., seating, lighting, sanitation, and zoning) to enhance the overall consumer experience in urban street food areas.
3. Future research is recommended to include additional variables such as digital marketing, social influence, or service quality, and to expand the study to other culinary districts or cities for broader generalization and comparative analysis.

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