

Paper 67 – Business and Governance

**THE EFFECT OF STORE ATMOSPHERE ON THE STUDENTS' PURCHASE INTENTION
UNIVERSITAS KLABAT**

Moody Wahongan
Universitas Klabat

ABSTRACT

This study focused on the effect of store atmosphere (i.e. lighting, color, music, and scent) on the purchase intention of the Principles of Management students at Universitas Klabat and which of the four independent variables was significant and had the strongest effect on the students' purchase intention. This study was descriptive-correlative and used quantitative data. The number of respondents was 251 consisting of 96 male students and 155 female students. The sampling technique used was convenience sampling, and to collect the data, the researcher used a questionnaire. Based on the techniques of linear regression and multiple regression, the results showed that, simultaneously, lighting, color, music, and scent affected the purchase intention of the students; however, only music and scent had significant effect on the students' purchase intention. The result also showed that scent had the strongest effect on the students' purchase intention. Based on the results, it can be concluded that the increase and decrease of the students' purchase intention do not depend on lighting and color; instead, they depend on music and especially on scent.

Keywords: Color, Lighting, Music, Purchase Intention, Scent, Store Atmosphere

