






The Impact of Serviscape on Purchase Decision

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Abstract. The current digital era shows high business competition coupled with some changes in consumer behavior, including in the photography industry sector, especially Photobox, especially in big cities where the Fotohokkie company is experiencing a decline in consumers. This research aims to analyze the influence of photo box servicescape on purchasing decisions at Fotohokkie The Hallway, Bandung. The research data was obtained by distributing questionnaires to Fotohokkie users online using Google Forms. Determination of the sample based on the theoretical criteria suggested obtaining a sample of 100 respondents. The results of the reliability validity test, the normality test, and the linearity test support continuing this research. The data were processed using the SPSS application using a simple linear regression analysis technique. The results of the study showed that Servicescape had a significant influence on the Purchase Decision of Fotohokkie The Hallway service users in Bandung. This is because of the different advantages in terms of photo layout and environmental comfort.

Keywords: Purchase Decision, Servicescape, Service Marketing.

1 INTRODUCTION

With the growing era of social media, servicescape management in companies that provide services is something that needs attention. Customers can easily share their experiences with the service environment via social media [1]. If customers are satisfied with the servicescape, they can promote their business positively on social media. On the other hand, if a customer is unhappy with the servicescape, they may post a negative review and jeopardize the reputation of the business [2].

The tourism industry in Bandung is experiencing a trend that continues to rise after the pandemic. The increase in tourism visits to Bandung was recorded to have increased by around 5% [3]. Bandung has many tourism objects that make many people enjoy taking pictures. This culture has made many photography businesses in Bandung city developed. Today, the concept of photography is growing with the existence of photo studio and Photobox [4]. In relation to the ease of searching and exchanging information, competition in the photo box industry is getting tougher which requires companies to create innovations to attract consumers to use these services. Fotohokkie is a brand engaged in the field of photography and has a studio box concept. The concept of a studio box or photobooth has become increasingly popular lately, especially among

young people. This studio box usually consists of a box or small room equipped with a wide lens camera, so that it is possible for customers to take full body photos, even if only in a studio box.

In the era of social media, many companies use it as a medium for promotion [5]. Many companies are busy providing something different and attracting consumers to buy the products [5]. Social media is effective for companies to improve their consumer purchasing decisions [6]. That shows that 80% of consumers are more likely to buy products and services based on social media references [7]. Additionally, 80% of consumers make purchase decisions based on their friends' social media posts [8]. One of the important factors in a marketing strategy through social media is the ability to create content that can go viral. The results of the virality of content for marketing will impact purchasing decisions for a product because it will increase consumer curiosity [9]. The purchase decision itself can be interpreted as purchasing decision is an evaluation process in which potential consumers combine their knowledge of two or more alternative products and choose one of them [10]. Thus, companies need to pay attention to things that can influence purchase decisions.

By paying attention to and improving the physical and visual environment of the service, companies can improve customer perceptions of service quality and make them more likely to make a quick purchase decision. Research conducted by [11], showed that there was a relationship between servicescape variables and purchase decisions. The research was conducted on coffee shop objects. Meanwhile, another study conducted by [12] showed that no effect of servicescape on purchase decisions made on the same research object.

This study aims to see how the servicescape can influence purchase decisions in the photo service business. In this research, the object of research is PhotoBox and Fotohokkie services, and the research subjects are the users of these services using an explanatory survey method.

1.1 Servicescape

Referring to [13] the term "servicescape" is used in the context of the physical environment to emphasize that the tangible aspects and overall ambiance of a service establishment can significantly impact customer behavior and shape a positive perception. It underlines how the style and visible attributes of a service company's surroundings influence the customer experience during their interaction at the service delivery locations. The environment encompasses various factors that customers encounter and interact with, collectively contributing to the overall image and impression of the service provider. [14] Servicescape can influence consumer perceptions and change consumer behavior which will have an impact on purchasing decisions. [15]. In other studies, servicescape can affect consumer comfort and safety and impact consumer purchasing decisions. [16]. According to [13], servicescape has several indicators that can be measured such as ambient condition, spatial layout and functionality, sign, symbol, and artifacts.

1.2 Purchase Decision

Referring to [17] purchasing decisions are complex processes that involve selecting alternative products or services, evaluating product quality and value, and making decisions to buy a product or service. According to [18] purchase decision is the process of searching, choosing, buying, using, and evaluating to spend on certain products or services from various available alternatives to meet consumer needs or desires. The consumer's decision to buy or use products and services can be caused by the servicescape, in which there are existing facilities [12]. Referring to [17] purchase decision has dimensions that measure including product choice, brand choice, dealer choice, purchase timing, purchase amount, and payment method.

1.3 Hypothesis

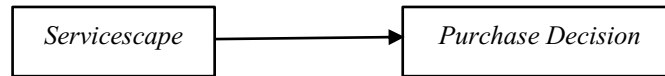


Fig. 1. Research Model 2023.

Figure 1 shows the research model of 2023.

H1: Servicescape has a significant influence on Purchase Decision.

2 METHODS

The method used in this study is the explanatory survey method which is taken based on the type of research, namely verification. The study was conducted by distributing questionnaires to 100 respondents via the Internet. The sampling technique used was non-probability sampling with convenience sampling because the questionnaires were distributed to every customer visiting Fotohokkie the Hallway Bandung. The questionnaire was taken using the Google form using a Likert scale. The research was analyzed using a simple linear method through the SPSS application.

3 RESULTS AND DISCUSSION

3.1 Linearity Test

The results of data calculations with linearity tests on servicescape and purchase decision variables obtained a significance value of 0.407 as shown in Table 1. The criterion for the linearity test is when the Sig. Deviation > 0.05 which can be seen from the results of the linearity test is $0.407 > 0.05$. This means that there is a linear relationship between the servicescape variable and the purchase decision.

Table 1. Linearity Test.

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision	Between Groups	(Combined)	4295.174	26	165.199	11.874	.000
		Linearity	3926.266	1	3926.266	282.211	.000
		Deviation from Linearity	368.908	25	14.756	1.061	.407
	Within Groups		1057.350	76	13.913		
	Total		5352.524	102			

3.2 Hypothesis Test

Table 2. Output Impact Serviscape on Purchase Decision.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.734	.731	3.758

Based on the Table 2, it can be seen that the recount value of the relationship between serviscape and purchase decision is 0.856, this is within the interval limit of the correlation coefficient, namely 0.800-1.000 which can be interpreted as having a strong level of relationship. It is also known that the value of the coefficient of determination (R-square) is 0.734 or 73.4%. This means that the influence between serviscape and purchase decision is 73.4%, while the other 26.6% is influenced by other factors not examined in this study. The results of the coefficients are presented in the Table 3.

Table 3. Output Simple Linear Regression.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.343	2.648		2.395	.018
	Serviscape	.835	.050	.856	16.674	.000

Based on the Table 3, a significance value of 0.000 is obtained. With a significance criterion of <0.05 , it can be concluded that there is an influence between the servicescape and the purchase decision. Based on the t value, it can be seen that the t-count value is $16.674 > t\text{-table } 1.664$ so it can be concluded that the servicescape influences the purchase decision.

$$Y = 6.343 + 0.835X \quad (1)$$

Based on the regression equation (1), it can be concluded that the constant value is 6.343, which indicates that if the independent variable servicescape (X) is constant, then the purchasing decision process (Y) as the dependent variable will occur at 6.343. Meanwhile, servicescape (X) has a regression coefficient of 0.8835, which shows that if there is an increase in the servicescape variable by one unit, it will have an impact on increasing purchasing decisions by 0.835.

Therefore, this can be interpreted as when consumers feel that the servicescape from Fotohokkie is good, it will have a positive impact on their purchase decisions regarding service products from Fotohokkie, and cause purchasing decisions to increase and vice versa.

Based on the results of the data processing that has been presented, it can be concluded that there is a significant influence between the servicescape and the purchase decision. This means that H1 from this study is accepted. This is in accordance with previous research put forward by [11], [12], [15], [16]. Even though there are some differences in research objects with previous research, it did not change the results of this study. Servicescape which is different from other Photobox services is also one of the indicators that cause this result. Fotohokkie provides more services, concepts, and facilities than its competitors. The existing layout for Fotohokkie services is the strongest indicator that influences consumer purchasing decisions.

4 CONCLUSIONS

Based on the results of this study, it is evident that the Servicescape factor had a significant influence on the purchase decision variable at Fotohokkie the Hallway in Bandung. This suggests that the present physical environment and ambiance at Fotohokkie the Hallway are indeed favorable and have the capacity to allure consumers into choosing Fotohokkie's Photobox services. The innovations made by Fotohokkie in creating a different atmosphere and concept have succeeded in making many consumers decide to use this photo service.

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