



BEYOND PROMOTIONS AND STORE ATMOSPHERE: BRAND IMAGE DRIVES PURCHASES AT WARUNG MADURA

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Abstract

Introduction: Warung Madura is a community-based convenience retail format operated predominantly by Madurese entrepreneurs and characterized by extended operating hours, accessible neighborhood locations, fast service, and the availability of daily necessities. Despite its rapid growth in urban retail markets, limited empirical evidence explains which marketing factors shape consumers' purchase decisions in this informal retail format. This study examines the effects of promotion, store atmosphere, and brand image on purchase decisions at Warung Madura in East Semarang.

Methods: A quantitative explanatory design was employed using a structured questionnaire distributed to 100 consumers who had purchased products from Warung Madura within the previous week. Data were analyzed using IBM SPSS Statistics 27 through validity and reliability testing, classical assumption tests, and multiple linear regression.

Results: Promotion and store atmosphere show positive but insignificant effects on purchase decisions, whereas brand image has a positive and significant effect and emerges as the dominant predictor. The model explains 55.9% of the variance in purchase decisions.

Discussion: The findings indicate that purchase decisions in Warung Madura are driven more by trust, familiarity, reliability, and collective brand perception than by formal promotion or physical store ambience. This study extends retail marketing literature by highlighting brand image as a key strategic asset in community-based convenience retail.

Keywords: Promotion; Store Atmosphere; Brand Image; Purchase Decision; Warung Madura.

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A. INTRODUCTION

Purchase decisions at Warung Madura in East Semarang represent an increasingly relevant issue in Indonesian retail studies because this community-based retail format continues to expand amid intensifying competition between traditional stores, minimarkets, and modern convenience retailers. The growth of Warung Madura reflects a distinctive transformation in neighborhood retail, where small-scale businesses are able to maintain competitiveness through extended operating hours, product availability, flexible service, and close proximity to residential communities. Unlike conventional small shops that generally operate within limited hours, Warung Madura are commonly recognized for their 24-hour operations, rapid service, and ability to provide essential daily goods at accessible locations. These characteristics allow them to become practical shopping alternatives for urban consumers whose purchasing behavior is increasingly shaped by convenience, accessibility, and trust.

The emergence of Warung Madura in urban areas indicates that traditional retail is not necessarily displaced by modern retail expansion. Instead, several traditional retail formats are adapting by offering practical advantages that correspond to consumers' daily needs. East Semarang provides a relevant empirical setting for examining this phenomenon because the area has experienced increasing retail competition involving neighborhood shops, minimarkets, and Warung Madura. In such a competitive environment, consumer purchase decisions cannot be understood merely as spontaneous transactions. They are shaped by the interaction of marketing communication, store environment, and brand-related perceptions that influence how consumers evaluate a retail outlet before making a purchase.

From a consumer behavior perspective, purchase decision refers to the process through which consumers recognize needs, evaluate alternatives, select products, determine where and when to buy, and finally complete a transaction. Kotler et al. (2018) explain that purchase decisions include several dimensions, such as product choice, brand choice, distributor choice, purchase timing, purchase quantity, and payment method. This concept is particularly relevant in retail studies because consumers often choose not only what products to buy but also where to buy them. In the case of Warung Madura, the decision to purchase may be influenced by functional considerations, such as product availability and accessibility, but also by symbolic and experiential factors, including store atmosphere and brand image.

Promotion is one of the marketing variables commonly assumed to influence consumer purchase decisions. As a communication strategy, promotion functions to inform, persuade, and remind consumers about products, services, and business offerings. Promotional activities may take the form of advertising, sales promotion, events and experiences, public relations, publicity, and digital or social media marketing (Kotler et al., 2018). In retail settings, promotion is expected to attract consumer attention, stimulate purchase interest, and encourage repeat transactions. However, the role of promotion in Warung Madura may differ from that in modern retail businesses. Many Warung Madura still rely on relatively simple and informal promotional practices, such as small discounts, word-of-mouth communication, service consistency, and visible product availability, rather than structured promotional campaigns. This raises an important question regarding whether promotion remains a decisive factor in shaping consumer purchase decisions within this community-based retail format.

Store atmosphere is another important determinant in retail consumer behavior. It refers to the physical and sensory characteristics of a store environment that may

influence consumers' shopping experiences. Store design, product layout, sound, texture, aroma, lighting, cleanliness, and spatial arrangement can affect consumers' comfort and their willingness to spend time in a store. In modern retail management, store atmosphere is often used strategically to create positive emotional responses and strengthen consumer engagement. Nevertheless, Warung Madura generally adopt a practical and function-oriented store concept, where consumers may prioritize speed, availability, and convenience over aesthetic elements. Therefore, the effect of store atmosphere on purchase decisions in this context requires empirical examination, particularly because consumers' expectations toward Warung Madura may differ from their expectations toward cafés, supermarkets, or lifestyle-oriented retail outlets.

Brand image also plays a critical role in influencing purchase decisions. Brand image refers to the set of associations, impressions, and perceptions embedded in consumers' minds regarding a brand. Kotler et al. (2018) describe brand image through the strength, favorability, and uniqueness of brand associations. In the context of Warung Madura, brand image does not necessarily refer to a formally registered brand or standardized corporate identity. Instead, it is formed through repeated consumer experiences, collective perceptions, and socially shared impressions about Warung Madura as accessible, practical, affordable, and reliable places to buy daily necessities. This makes brand image particularly important because Warung Madura operate in a market where many stores share similar product offerings. A positive brand image may help consumers distinguish Warung Madura from other neighborhood retail alternatives and strengthen their willingness to purchase.

Previous studies have examined the effects of promotion, store atmosphere, and brand image on purchase decisions; however, the findings remain inconsistent. Several studies found that promotion has a significant effect on purchase decisions, including Pransiska et al. (2024), Ibrahim et al. (2025), and Dwi Jayanti et al. (2017). In contrast, Yahya and Sukandi (2022) reported that promotion does not significantly influence purchase decisions. Similar inconsistencies also appear in studies on store atmosphere. Auriva et al. (2025), Fahruriza and Akbari (2022), and Kumalasari and Masreviastuti (2022) found that store atmosphere significantly affects purchase decisions, whereas Susiyanti et al. (2024) found no significant effect. In relation to brand image, Jusuf (2024), Fahrezi and Sukaesih (2023), and Yaqin et al. (2023) demonstrated that brand image significantly influences purchase decisions, while Yakin and Hutaeruk (2023) and Ah'sani and Purnomo (2022) reported insignificant findings.

These inconsistent results indicate that the influence of promotion, store atmosphere, and brand image on purchase decisions is context-dependent. The effect of these variables may vary according to business characteristics, consumer expectations, retail format, product type, and local market conditions. Most previous studies have focused on modern retail stores, cafés, restaurants, marketplaces, coffee shops, or branded products, while relatively limited empirical attention has been given to Warung Madura as a distinctive community-based retail format. This limitation is important because Warung Madura possess unique operational characteristics that may alter the relative importance of marketing variables. Their competitive strength often lies in accessibility, availability, operating hours, and consumer familiarity rather than formal promotion or carefully designed store ambience. Consequently, empirical findings from modern retail contexts cannot be directly generalized to Warung Madura.

Beyond empirical inconsistency, there is also a contextual research gap. East Semarang has become a relevant site for studying neighborhood retail competition

because Warung Madura increasingly coexist with minimarkets, traditional shops, and other small retailers. Consumers in this area are exposed to various retail alternatives, making their purchase decisions more complex. However, little is known about whether consumers choose Warung Madura because of promotional exposure, store atmosphere, or the broader brand image associated with this retail format. Addressing this gap is necessary to understand how small community-based retailers can maintain their competitiveness in a changing urban retail landscape.

Accordingly, this study aims to analyze the effects of promotion, store atmosphere, and brand image on purchase decisions at Warung Madura in East Semarang. By focusing on a local retail format that remains underexplored in consumer behavior literature, this study contributes to the development of retail marketing knowledge in three ways. First, it provides empirical evidence regarding the determinants of purchase decisions in a community-based retail context. Second, it clarifies whether conventional marketing variables such as promotion and store atmosphere remain influential in a practical, convenience-oriented retail setting. Third, it highlights the role of brand image as a possible differentiating factor for Warung Madura amid increasing competition from modern and traditional retailers. The findings are expected to offer practical insights for Warung Madura owners in strengthening consumer trust, improving retail competitiveness, and designing marketing strategies that are more consistent with consumer behavior in local urban markets.

B. LITERATURE REVIEW

2.1 Purchase Decision

Purchase decision is a central construct in consumer behavior because it reflects the process through which consumers convert needs, preferences, perceptions, and evaluations into actual buying actions. Nasti et al. (2024) define purchase decision as consumer behavior in selecting a product or service based on needs and expectations. This definition indicates that purchasing is not an isolated or spontaneous action, but the result of a sequence of cognitive and psychological processes. Consumers generally recognize their needs, search for information, evaluate available alternatives, and determine which product, brand, store, or service provider is considered most capable of satisfying their expectations.

Kotler et al. (2018) explain that purchase decision consists of several dimensions, including product choice, brand choice, distributor choice, purchase timing, purchase quantity, and payment method. These dimensions are relevant in retail studies because consumers do not merely decide what product to purchase, but also where, when, how much, and through which method the transaction should be completed. In this sense, purchase decision is a multidimensional behavioral outcome shaped by both internal factors, such as consumer perception and preference, and external factors, such as marketing communication, store environment, and brand-related associations.

In the context of Warung Madura, purchase decision has distinctive characteristics. Consumers generally visit these stores to fulfill daily needs, such as groceries, beverages, snacks, cigarettes, toiletries, and other convenience products. The purchasing process tends to be practical, fast, and repetitive. Unlike consumers in lifestyle-oriented retail stores, customers of Warung Madura may not conduct extensive evaluation before purchasing. They may decide to buy because the store is open, accessible, familiar, and perceived as reliable. However, as competition among Warung Madura, minimarkets, and traditional neighborhood shops increases in East Semarang, purchase decisions may

increasingly be influenced not only by convenience but also by promotion, store atmosphere, and brand image.

Therefore, purchase decision in this study is conceptualized as consumers' decision to purchase products from Warung Madura after evaluating several marketing and experiential factors. This construct is positioned as the dependent variable because it represents the behavioral outcome of consumers' responses to promotion, store atmosphere, and brand image. By examining purchase decisions in the context of Warung Madura, this study extends retail marketing analysis beyond modern retail outlets, cafés, restaurants, marketplaces, and formally branded stores. The original article also identifies purchase decision as the main dependent variable influenced by promotion, store atmosphere, and brand image in East Semarang.

2.2 Promotion and Purchase Decision

Promotion is one of the core elements of marketing communication because it allows firms to communicate value, attract consumer attention, and influence purchase behavior. Warnadi and Aris Triyono (2019) define promotion as a marketing activity aimed at disseminating information to target consumers while influencing, persuading, and reminding them about a company and its products. Through promotion, businesses attempt to create awareness, develop positive perceptions, stimulate trial, and encourage repeat purchases. Thus, promotion should not be understood merely as discounts or price reductions, but as a broader communication mechanism that connects business offerings with consumer expectations.

Kotler et al. (2018) identify several components of promotion, including advertising, sales promotion, events and experiences, public relations and publicity, as well as online and social media marketing. These components indicate that promotion can be delivered through various channels, both conventional and digital. In modern retail businesses, promotion is often designed systematically through banners, sales discounts, loyalty programs, online campaigns, social media content, and collaborations with other business actors. These activities are expected to increase product visibility and strengthen consumers' willingness to purchase.

From a consumer behavior perspective, promotion may influence purchase decisions by increasing perceived value and reducing perceived sacrifice. Consumers are more likely to purchase when they perceive that promotional offers provide additional benefits, such as discounts, bonuses, attractive product information, or more favorable transaction conditions. Promotion also functions as a reminder mechanism in competitive markets where consumers have many retail alternatives. When a retailer successfully communicates its value proposition, consumers may become more aware of the store, develop a favorable impression, and consider it as a preferred shopping destination.

However, the influence of promotion may vary depending on the type of retail business and consumer motivation. In the case of Warung Madura, promotional activities are generally less formal and less structured than those found in minimarkets or modern retail chains. Warung Madura often rely on practical advantages, such as extended operating hours, product availability, responsive service, and proximity to residential areas. Promotional practices may appear in the form of small discounts, informal price communication, visible product displays, or direct interpersonal interaction with customers. Consequently, promotion may not always become the dominant factor in purchase decisions, particularly when consumers visit Warung Madura for urgent or routine daily needs.

Previous studies show inconsistent findings regarding the relationship between promotion and purchase decision. Pransiska et al. (2024), Ibrahim et al. (2025), and Dwi Jayanti et al. (2017) found that promotion significantly influences purchase decisions. These findings indicate that promotional activities can increase consumer awareness, product attractiveness, and willingness to purchase. In contrast, Yahya and Sukandi (2022) found that promotion does not significantly affect purchase decisions. This inconsistency suggests that promotional effectiveness is context-dependent and may vary according to promotional intensity, consumer characteristics, business format, and the relevance of promotional messages to consumer needs. The same inconsistency is also recorded in the uploaded article as one of the reasons for examining promotion in the context of Warung Madura in East Semarang.

In Warung Madura, promotion remains theoretically relevant because it can help business owners attract consumer attention and compete with minimarkets, traditional shops, and other neighborhood retailers. Although consumers may prioritize accessibility and product availability, promotion can still strengthen store visibility and reinforce consumer preference. Based on the theoretical arguments and previous empirical findings, the following hypothesis is proposed:

H₁: Promotion has a positive effect on purchase decisions.

2.3 Store Atmosphere and Purchase Decision

Store atmosphere refers to the physical, spatial, and sensory characteristics of a retail environment that shape consumers' shopping experiences. Based on Agustin Tanjung's concept cited in Nawawi and Solihin (2024), store atmosphere is an important physical element in retail businesses because it helps create an environment that satisfies customer needs, encourages consumers to stay longer, and indirectly stimulates purchase decisions. Store atmosphere is therefore not merely a decorative aspect of retail management, but an experiential factor that can influence consumer perceptions, emotions, and behavior during the shopping process.

Jhon C. Minor (2002), as cited in Fahruriza and Akbari (2022), explains that store atmosphere consists of five main dimensions: store interior design, layout, noise, texture, and scent. These dimensions show that consumers respond not only to products and prices, but also to the environment in which transactions occur. A well-organized layout can help consumers find products more easily. Appropriate lighting, cleanliness, air circulation, and spatial arrangement may create a sense of comfort and trust. Sound, texture, and aroma may also affect sensory responses and influence how consumers evaluate the store. In this regard, store atmosphere functions as a silent marketing instrument that communicates the quality and credibility of a retail outlet.

In contemporary retail studies, store atmosphere is often associated with experiential marketing. Retailers design physical environments to influence consumer mood, increase shopping duration, encourage product exploration, and strengthen emotional attachment. This is particularly visible in cafés, fashion stores, supermarkets, and lifestyle-oriented retail businesses, where consumers often spend more time evaluating products and experiencing the store environment. In such settings, store atmosphere can become an important determinant of purchase decisions because the shopping experience extends beyond functional buying.

However, the role of store atmosphere may differ in Warung Madura. These stores generally adopt a practical and function-oriented format. Product arrangement is often dense, the store area is relatively limited, and consumers usually shop quickly to obtain

daily necessities. Customers may not expect an aesthetically designed retail environment similar to cafés, supermarkets, or modern convenience stores. Instead, they may value accessibility, product completeness, extended operating hours, and fast service. This condition raises an important theoretical question: whether store atmosphere still influences purchase decisions when consumers primarily seek practicality and convenience.

Theoretically, store atmosphere can influence purchase decisions through both cognitive and affective mechanisms. Cognitively, a neat and accessible layout can simplify product search and reduce shopping effort. Affectively, a clean and comfortable environment can create positive feelings that increase consumers' willingness to purchase or revisit the store. Conversely, an uncomfortable or poorly maintained store atmosphere may reduce consumer trust and discourage repeat purchases. Therefore, even in practical retail formats such as Warung Madura, store atmosphere may still contribute to consumer evaluation, although its effect may be weaker than in experiential retail contexts.

Empirical findings on store atmosphere remain mixed. Auriva et al. (2025), Fahruriza and Akbari (2022), and Kumalasari and Masreviastuti (2022) found that store atmosphere significantly affects purchase decisions. These studies support the argument that a positive retail environment can enhance shopping experience and stimulate purchasing behavior. Conversely, Susiyanti et al. (2024) found that store atmosphere does not significantly influence purchase decisions. This inconsistency indicates that the effect of store atmosphere depends on retail format, shopping motivation, product type, and consumer expectations. The uploaded article also identifies this inconsistency as one of the empirical bases for testing store atmosphere in Warung Madura.

In East Semarang, where Warung Madura compete with minimarkets and neighborhood shops, store atmosphere may still play a role as part of the overall shopping experience. However, its effect must be understood in relation to the practical character of Warung Madura as convenience-oriented community retailers. Based on the theoretical reasoning and empirical evidence discussed above, the following hypothesis is proposed: *H₂: Store atmosphere has a positive effect on purchase decisions.*

2.4 Brand Image and Purchase Decision

Brand image is an important intangible asset because it shapes how consumers perceive, evaluate, and differentiate a product, service, or business. Yahya and Sukandi (2022) state that brand perceptions and representations are formed in consumers' minds through direct experiences, repeated interactions, and relationships between customers and the brand. Brand image therefore includes both functional and psychological elements that influence how consumers understand and position a brand in their daily lives. It is not limited to a name, logo, or visual identity, but also includes trust, reputation, familiarity, and accumulated consumer experience.

Kotler et al. (2018) explain that brand image consists of three dimensions: the strength of brand associations, the favorability of brand associations, and the uniqueness of brand associations. The strength of brand associations refers to the extent to which consumers can easily recognize and remember a brand. Favorability refers to positive consumer evaluations and beliefs associated with the brand. Uniqueness reflects the ability of a brand to differentiate itself from competitors. These dimensions are highly relevant to Warung Madura because many stores sell similar products, serve similar consumer needs, and operate in similar residential locations. Under such conditions, brand image may become an important differentiating factor.

Brand image in Warung Madura has a distinctive character. Unlike corporate retail brands, most Warung Madura do not necessarily operate under a standardized name, logo, store design, or formal branding system. Nevertheless, consumers may still construct a collective image of Warung Madura as practical, affordable, accessible, responsive, and open for long hours. This collective perception functions similarly to brand image because it creates expectations about what consumers will experience when shopping at a Warung Madura. Consumers may associate Warung Madura with product completeness, quick service, availability of daily necessities, and reliability for urgent purchases. These associations can strengthen consumer preference even when the store does not use formal branding activities.

From a consumer behavior perspective, brand image influences purchase decisions by reducing uncertainty and increasing trust. Consumers are more likely to purchase from a retailer when they believe the store is reliable, familiar, and capable of meeting their needs. A positive brand image can also simplify decision-making because consumers do not need to repeatedly evaluate every available alternative. When consumers already associate Warung Madura with convenience and reliability, they may directly choose these stores over other retail alternatives. In this sense, brand image operates as a cognitive shortcut that supports purchase decisions.

Brand image may be especially important in community-based retail because consumer trust is built through repeated interactions and shared social perceptions. Customers may continue purchasing from Warung Madura not only because of product availability, but also because they already have a favorable impression of the store format. Such impressions may include perceptions that Warung Madura are always open, responsive, practical, and able to provide daily needs quickly. This makes brand image a potentially stronger determinant than formal promotion or store atmosphere, particularly when consumers make routine and convenience-driven purchases.

Previous studies generally show that brand image can influence purchase decisions, although the results are not entirely consistent. Jusuf (2024), Fahrezi and Sukaesih (2023), and Yaqin et al. (2023) demonstrate that brand image has a significant effect on purchase decisions. These findings indicate that positive brand perception can strengthen consumer confidence and encourage buying behavior. However, Yakin and Hutauruk (2023) and Ah'sani and Purnomo (2022) found that brand image does not significantly affect purchase decisions. These differences suggest that the influence of brand image depends on product category, consumer involvement, competitive intensity, and the extent to which consumers perceive the brand as meaningful. The original manuscript also reports brand image as one of the key variables examined because of these inconsistent empirical findings.

In the context of Warung Madura in East Semarang, brand image is expected to play an important role because these stores compete not only through product availability but also through reputation, familiarity, and consumer trust. A strong brand image can help Warung Madura remain competitive despite the presence of minimarkets and other retail alternatives. Based on the theoretical arguments and empirical findings discussed above, the following hypothesis is proposed:

H₃: Brand image has a positive effect on purchase decisions.

C. RESEARCH METHOD

This study employed a quantitative explanatory research design to examine the effect of promotion, store atmosphere, and brand image on purchase decisions at Warung

Madura in East Semarang. A quantitative approach was considered appropriate because the study aimed to test the hypothesized relationships among measurable variables using statistical procedures. The explanatory design was used to determine the extent to which each independent variable contributed to variations in consumer purchase decisions. This approach is consistent with the objective of the study, which focuses not only on describing consumer perceptions but also on empirically evaluating the predictive role of promotion, store atmosphere, and brand image in a community-based retail context.

The research was conducted among consumers who had purchased products from Warung Madura in East Semarang. This location was selected because Warung Madura in the area operates within a competitive neighborhood retail environment, where it coexists with minimarkets, traditional shops, and other small retail outlets. The population of this study consisted of consumers who had shopping experience at Warung Madura in East Semarang. Since the exact number of consumers could not be determined, this study applied a non-probability sampling technique with a purposive sampling approach. Respondents were selected based on a specific criterion, namely having made at least one purchase at Warung Madura within the previous week. This criterion was applied to ensure that respondents had recent shopping experience and were able to evaluate promotional activities, store atmosphere, brand image, and purchase decision more accurately.

The sample size consisted of 100 respondents. The determination of sample size followed the guideline proposed by Hair et al. (2019), which recommends a minimum sample size of at least five times the number of observed indicators in multivariate analysis. The research instrument consisted of 19 indicators representing four variables: promotion, store atmosphere, brand image, and purchase decision. Therefore, the minimum required sample size was 95 respondents. The final sample of 100 respondents exceeded this minimum requirement and was considered adequate for multiple linear regression analysis. Although a larger sample would provide broader statistical power, the sample size used in this study was sufficient for the analytical technique and the scope of the research.

Primary data were collected using a structured questionnaire developed from established measurement indicators in the marketing and consumer behavior literature. All items were measured using a five-point Likert scale, ranging from 1, indicating strongly disagree, to 5, indicating strongly agree. This scale was used to capture respondents' perceptions of the variables examined in the study. The questionnaire consisted of four constructs. First, promotion was defined as marketing communication activities aimed at informing, persuading, and reminding consumers about the value offered by Warung Madura. This construct was adapted from Kotler et al. (2018) and measured through advertising, sales promotion, events and experiences, public relations and publicity, and online or social media marketing. Second, store atmosphere referred to consumers' perceptions of the physical and sensory environment of Warung Madura. This construct was adapted from Jhon C. Minor (2002), as cited in Fahruriza and Akbari (2022), and measured through store design, layout, sound, texture, and aroma. Third, brand image was defined as consumers' perceptions, associations, and impressions regarding Warung Madura as a retail format. This construct was adapted from Kotler et al. (2018) and measured through the strength, favorability, and uniqueness of brand associations. Fourth, purchase decision was conceptualized as consumers' decision to buy products from Warung Madura after evaluating available alternatives. This construct was

adapted from Kotler et al. (2018) and measured through product choice, brand choice, distributor choice, purchase timing, purchase quantity, and payment method.

Data analysis was conducted using IBM SPSS Statistics version 27. Before hypothesis testing, the research instrument was assessed through validity and reliability tests. Validity was examined using item-total correlation by comparing the calculated correlation coefficient with the critical r-table value. An item was considered valid when the calculated r-value exceeded the r-table value at the 5% significance level. Reliability was evaluated using Cronbach's alpha to determine the internal consistency of the measurement items. A construct was considered reliable when its Cronbach's alpha value exceeded the minimum acceptable threshold.

After confirming the adequacy of the instrument, classical assumption tests were conducted to ensure that the regression model met the statistical requirements for multiple linear regression analysis. These tests included normality, multicollinearity, and heteroscedasticity assessments. Normality was examined using the Kolmogorov–Smirnov test and supported by graphical inspection through a histogram and Normal P–P Plot. Multicollinearity was assessed using tolerance and Variance Inflation Factor values, while heteroscedasticity was evaluated through the distribution pattern of residuals in the scatterplot.

The hypotheses were tested using multiple linear regression analysis. The t-test was used to examine the partial effect of promotion, store atmosphere, and brand image on purchase decision. Meanwhile, the F-test was used to evaluate the simultaneous effect of all independent variables on purchase decision. The coefficient of determination was also examined to determine the proportion of variance in purchase decision explained by the proposed model. Statistical significance was determined at $p < 0.05$. Through this analytical procedure, the study assessed whether promotion, store atmosphere, and brand image significantly influenced consumers' purchase decisions at Warung Madura in East Semarang.

D. RESULTS AND DISCUSSION

4.1 Measurement Model Assessment

Before conducting hypothesis testing, the quality of the research instrument was evaluated through validity and reliability testing. This step was necessary to ensure that the questionnaire items adequately represented the constructs of promotion, store atmosphere, brand image, and purchase decision. The validity test was conducted using the item-total correlation approach by comparing each calculated correlation coefficient with the critical r-table value. With 100 respondents and a 5% significance level, the critical r-table value was 0.196. The results indicate that all measurement items exceeded the minimum threshold, suggesting that the indicators were statistically valid and could be retained for subsequent analysis.

Rather than presenting each item separately, the measurement results are summarized in Table 1 to provide a more concise and publication-oriented presentation. This format is more appropriate for journal articles because it highlights the adequacy of the measurement model without overloading the results section with item-by-item technical details.

Table 1. Measurement Quality Summary

Construct	Number of indicators	Corrected item-total correlation range	Cronbach's alpha	Decision
Promotion	5	0.208–0.892	0.825	Valid and reliable
Store Atmosphere	5	0.793–0.879	0.891	Valid and reliable
Brand Image	3	0.809–0.875	0.782	Valid and reliable
Purchase Decision	6	0.613–0.817	0.780	Valid and reliable

Source: Authors' calculation based on IBM SPSS Statistics 27 output.

Notes: The critical *r*-table value was 0.196 at $\alpha = 0.05$. Cronbach's alpha was used to assess internal consistency. All constructs exceeded the minimum reliability threshold and were retained for further analysis.

As shown in Table 1, all constructs met the validity and reliability requirements. Store atmosphere had the highest Cronbach's alpha value of 0.891, indicating strong internal consistency among its indicators. Promotion also demonstrated satisfactory reliability, with a Cronbach's alpha of 0.825. Brand image and purchase decision produced Cronbach's alpha values of 0.782 and 0.780, respectively, indicating acceptable construct consistency.

One important detail should be noted in the promotion construct. Indicator X1.4 had the lowest validity coefficient, with a correlation value of 0.208. Although this value remained slightly above the critical *r*-table value of 0.196, it was substantially lower than the other promotion indicators. This suggests that X1.4 was statistically valid but relatively weak in representing the promotion construct. Nevertheless, the construct-level reliability remained acceptable, as indicated by the Cronbach's alpha value of 0.825. Therefore, the indicator was retained, while its weaker association should be considered when interpreting the role of promotion in the regression model.

Overall, the measurement assessment confirms that the instrument used in this study was adequate for testing the proposed relationships. The retained indicators provided sufficient empirical representation of promotion, store atmosphere, brand image, and purchase decision. Therefore, the data were considered appropriate for classical assumption testing and multiple linear regression analysis.

4.2 Classical Assumption Tests

Prior to multiple linear regression analysis, the classical assumptions were evaluated to determine whether the regression model satisfied the statistical requirements for unbiased estimation. The assessment included normality, multicollinearity, and heteroscedasticity tests. The results are summarized in Table 2.

Table 2. Summary of Classical Assumption Tests

Test	Result	Interpretation
Normality	Kolmogorov–Smirnov Sig. = 0.200; histogram and Normal P–P Plot indicated an approximately normal residual distribution	Normality assumption fulfilled
Multicollinearity	Tolerance = 0.353–0.941; VIF = 1.063–2.831	No multicollinearity detected
Heteroscedasticity	Scatterplot showed randomly distributed residuals around the zero line	No heteroscedasticity detected

Source: Authors' calculation based on IBM SPSS Statistics 27 output.

Notes: Normality was assessed using the Kolmogorov–Smirnov test and graphical inspection. Multicollinearity was evaluated using tolerance and Variance Inflation Factor values. Heteroscedasticity was assessed through the scatterplot of standardized residuals.

The normality test produced a Kolmogorov–Smirnov significance value of 0.200, which exceeded the 0.05 threshold. This indicates that the residuals were normally distributed. The graphical inspection further supported this result, as the Normal P–P Plot showed residual points distributed close to the diagonal line, while the histogram formed an approximately bell-shaped pattern. These findings indicate that the normality assumption was fulfilled and that the regression model could be estimated using parametric procedures.

The multicollinearity test showed that all tolerance values were above 0.10 and all VIF values were below 10. Specifically, promotion had a tolerance value of 0.941 and a VIF of 1.063, store atmosphere had a tolerance value of 0.359 and a VIF of 2.788, while brand image had a tolerance value of 0.353 and a VIF of 2.831. These values indicate that the independent variables were not excessively correlated with one another. Therefore, the regression coefficients could be interpreted without serious multicollinearity concerns.

The heteroscedasticity test was assessed through the scatterplot of residuals. The residual points appeared randomly distributed around the zero line and did not form a clear pattern. This result indicates that the variance of the residuals was relatively constant across predicted values. Therefore, the model satisfied the homoscedasticity assumption. Taken together, the classical assumption tests demonstrate that the dataset was suitable for multiple linear regression analysis.

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of promotion, store atmosphere, and brand image on purchase decisions at Warung Madura in East Semarang. The regression model was specified as follows:

$$Y = 8.825 + 0.049X_1 + 0.208X_2 + 0.867X_3$$

where Y represents purchase decision, X_1 represents promotion, X_2 represents store atmosphere, and X_3 represents brand image. The constant value of 8.825 indicates the estimated baseline level of purchase decision when all independent variables are held constant. The positive coefficients for promotion, store atmosphere, and brand image indicate that all three variables move in a positive direction with purchase decision. However, statistical significance must be determined based on the p-value.

Table 3. Multiple Linear Regression and Hypothesis Testing Results

Hypothesis	Path	B	p-value	Decision
H1	Promotion → Purchase Decision	0.049	0.441	Not supported
H2	Store Atmosphere → Purchase Decision	0.208	0.063	Not supported
H3	Brand Image → Purchase Decision	0.867	0.001	Supported

Source: Authors' calculation based on IBM SPSS Statistics 27 regression output.

Notes: B denotes the unstandardized regression coefficient. Hypotheses were evaluated at $p < 0.05$. Positive coefficients indicate the direction of the relationship, whereas statistical support was determined based on the p-value.

The regression results show that promotion has a positive but statistically insignificant effect on purchase decision. The coefficient value is 0.049, with a p-value of 0.441. Since the p-value is greater than 0.05, H1 is not supported. This result indicates that variations in promotion do not explain a statistically significant change in consumers'

purchase decisions at Warung Madura in East Semarang. Although the coefficient is positive, its effect is not strong enough to be interpreted as empirically meaningful within the model.

Store atmosphere also has a positive but statistically insignificant effect on purchase decision. The coefficient value is 0.208, with a p-value of 0.063. Although this p-value is closer to the significance threshold than promotion, it remains above 0.05. Therefore, H2 is not supported. This finding indicates that store atmosphere does not have a statistically significant partial effect on purchase decision. The positive coefficient suggests a possible favorable tendency, but the relationship is not sufficiently robust to establish statistical significance.

In contrast, brand image has a positive and significant effect on purchase decision. The coefficient value is 0.867, with a p-value of 0.001. Since the p-value is below 0.05, H3 is supported. This result indicates that stronger consumer perceptions of Warung Madura's brand image are associated with higher purchase decisions. Among the three predictors, brand image has the largest coefficient and is the only variable that significantly explains purchase decision at the partial level. This finding suggests that consumers' decision to purchase at Warung Madura is more strongly shaped by trust, reputation, familiarity, and positive associations than by formal promotion or store atmosphere.

4.4 Simultaneous Model Test and Explanatory Power

In addition to partial hypothesis testing, the simultaneous effect of promotion, store atmosphere, and brand image on purchase decision was examined using the F-test. The ANOVA result produced an F-value of 40.500 with a significance value of 0.001. Since the significance value was below 0.05, the regression model was statistically significant. This means that promotion, store atmosphere, and brand image collectively explain variations in purchase decision at Warung Madura in East Semarang.

The coefficient of determination was also examined to assess the explanatory power of the model. The R-square value was 0.559, indicating that 55.9% of the variance in purchase decision could be explained by promotion, store atmosphere, and brand image. The remaining 44.1% was explained by other factors outside the model, such as price, service quality, product availability, location, customer relationship, perceived value, satisfaction, and consumer trust.

The model-level results are important because they show that the three predictors collectively provide meaningful explanatory power. However, the partial results clarify that brand image is the only statistically significant individual predictor. This distinction is essential for interpreting the findings. The simultaneous significance of the model does not mean that every independent variable has a significant partial effect. Rather, it indicates that the combination of promotion, store atmosphere, and brand image contributes to explaining purchase decision, while brand image provides the strongest and most reliable individual contribution.

Overall, the empirical results reveal a clear pattern. Promotion and store atmosphere show positive but insignificant effects, whereas brand image has a positive and significant effect on purchase decision. The findings indicate that consumers' purchase decisions at Warung Madura in East Semarang are primarily shaped by the perceived image of Warung Madura as a familiar, reliable, accessible, and practical retail format. This result provides an important basis for the subsequent discussion, particularly in explaining why

brand image becomes more influential than promotional activities and physical store atmosphere in a convenience-oriented neighborhood retail context.

4.5 Discussion

4.5.1 Promotion and Purchase Decision

The findings show that promotion has a positive but insignificant effect on purchase decisions at Warung Madura in East Semarang. Although the regression coefficient is positive, the p-value of 0.441 indicates that promotion does not significantly explain consumers' purchase decisions in this retail context. Therefore, H1 is not supported. This result suggests that promotional activities, although theoretically relevant in stimulating consumer awareness and purchase interest, do not function as the primary determinant of consumer decisions at Warung Madura.

This finding can be explained by the distinctive nature of Warung Madura as a community-based convenience retail format. Consumers generally visit Warung Madura to fulfill immediate and routine daily needs, such as buying groceries, beverages, snacks, cigarettes, toiletries, and household necessities. In such transactions, purchasing decisions are often driven by practicality, availability, proximity, and operating hours rather than by formal promotional exposure. Unlike consumers in supermarkets, marketplaces, or modern retail chains who may actively compare promotional offers, consumers of Warung Madura tend to make quick and need-based decisions. Therefore, promotion may become less influential when the urgency and convenience of the purchase dominate the decision-making process.

The insignificant effect of promotion also reflects the relatively informal nature of promotional practices at Warung Madura. Many Warung Madura owners do not rely on structured marketing campaigns, digital advertising, loyalty programs, or systematic sales promotion. Promotion is often limited to small discounts, price communication, visible product displays, or interpersonal interaction with customers. Such promotional practices may not be sufficiently strong or differentiated to influence consumers' purchase decisions statistically. In other words, promotion may exist, but it is not yet perceived by consumers as a decisive factor that differentiates one Warung Madura from another or from other neighborhood retail alternatives.

This result is consistent with Yahya and Sukandi (2022), who found that promotion does not significantly influence purchase decisions. However, it differs from Pransiska et al. (2024), Ibrahim et al. (2025), and Dwi Jayanti et al. (2017), who reported a significant effect of promotion on purchase decisions. The difference may be caused by variation in business format and consumer motivation. Promotional activities may be more effective in highly competitive product categories, online marketplaces, or modern retail settings where consumers actively search for discounts and compare alternatives. In contrast, in practical neighborhood retail such as Warung Madura, consumers may prioritize convenience and trust over promotional attractiveness. The finding therefore reinforces the argument that promotional effectiveness is context-dependent and cannot be generalized across all retail formats.

4.5.2 Store Atmosphere and Purchase Decision

The results indicate that store atmosphere has a positive but insignificant effect on purchase decisions. The p-value of 0.063 is above the 0.05 significance threshold, although it is relatively close to being significant. Thus, H2 is not supported. This result suggests that store atmosphere has a favorable direction of influence, but its effect is not

strong enough to become a statistically significant determinant of purchase decisions at Warung Madura in East Semarang.

This finding is important because store atmosphere is commonly regarded as a key factor in retail marketing. In many modern retail settings, elements such as lighting, layout, aroma, sound, cleanliness, product arrangement, and spatial comfort can shape consumer emotions and influence purchase behavior. However, Warung Madura operates within a different retail logic. It is generally designed as a functional and convenience-oriented store rather than an experiential retail space. Consumers do not necessarily expect sophisticated interior design, curated ambience, or aesthetic shopping experiences when visiting Warung Madura. Their main concern is whether the store is open, whether the products are available, and whether the transaction can be completed quickly.

The insignificant effect of store atmosphere may also be related to consumers' shopping duration. In cafés, fashion stores, supermarkets, or lifestyle-oriented retail outlets, consumers may spend more time inside the store, allowing the physical environment to influence mood and purchase decisions. By contrast, transactions at Warung Madura are often brief and task-oriented. Consumers enter the store, ask for or select the needed product, pay, and leave. This short interaction reduces the opportunity for atmospheric elements to substantially influence purchase decisions. Therefore, store atmosphere may contribute to general comfort, but it may not become a decisive factor in the final purchasing choice.

Nevertheless, the positive coefficient and near-threshold p-value indicate that store atmosphere should not be dismissed entirely. Although it is not statistically significant in this study, a better store atmosphere may still contribute to consumer comfort and store credibility. Cleanliness, product arrangement, adequate lighting, and ease of movement may strengthen consumers' perception that the store is well-managed. These elements may not directly determine purchase decisions, but they can support a more favorable shopping experience. In practical terms, store atmosphere may operate as a supporting factor rather than a dominant predictor.

This finding is consistent with Susiyanti et al. (2024), who found that store atmosphere does not significantly affect purchase decisions. However, it differs from Auriva et al. (2025), Fahruriza and Akbari (2022), and Kumalasari and Masreviastuti (2022), who reported that store atmosphere significantly influences purchase decisions. The inconsistency confirms that the role of store atmosphere depends strongly on retail format, product category, shopping motivation, and consumer expectations. In Warung Madura, where practicality and accessibility are central, store atmosphere may be less influential than brand image, familiarity, and perceived reliability.

4.5.3 Brand Image and Purchase Decision

The most important finding of this study is that brand image has a positive and significant effect on purchase decisions at Warung Madura in East Semarang. The regression coefficient of 0.867 and p-value of 0.001 indicate that brand image is the only independent variable with a significant partial effect. Therefore, H3 is supported. This result demonstrates that consumers' purchase decisions are strongly influenced by their perceptions, associations, and impressions of Warung Madura as a retail format.

This finding is theoretically meaningful because brand image in the context of Warung Madura differs from brand image in corporate retail chains. Warung Madura may not always have standardized logos, uniform store designs, formal brand communication, or centralized management. However, consumers still develop a collective brand image

based on repeated experience and shared perceptions. Warung Madura is widely associated with 24-hour operations, product availability, practical service, fast transactions, and accessibility within residential areas. These associations form a strong image that helps consumers recognize and trust Warung Madura as a reliable place to purchase daily necessities.

The significance of brand image indicates that consumers do not merely evaluate Warung Madura based on immediate transactional benefits. Instead, they rely on accumulated perceptions and trust when deciding where to shop. A positive brand image reduces uncertainty because consumers already have expectations about the store's reliability, responsiveness, and product completeness. When consumers perceive Warung Madura as practical, familiar, and dependable, they are more likely to choose it over competing retail alternatives. Thus, brand image functions as a cognitive shortcut that simplifies purchase decisions in a competitive neighborhood retail environment.

This result also explains why promotion and store atmosphere are not significant when brand image is included in the model. Consumers may not require strong promotional incentives or sophisticated store ambience when they already hold a favorable image of Warung Madura. Brand image becomes a more stable determinant because it is built through repeated consumer experience and collective reputation, rather than temporary marketing stimuli. In convenience-oriented retail, trust and familiarity may be more powerful than short-term discounts or physical ambience. This pattern is especially relevant in East Semarang, where consumers are exposed to many retail alternatives but may still choose Warung Madura because of its recognizable identity and practical value.

The finding is consistent with Jusuf (2024), Fahrezi and Sukaesih (2023), and Yaqin et al. (2023), who found that brand image significantly influences purchase decisions. It also aligns with Yaqin et al. (2023) in *Eksis: Jurnal Riset Ekonomi dan Bisnis*, which emphasizes the role of brand image in strengthening purchase decisions through consumer perception and evaluation. However, this finding differs from Yakin and Hutauruk (2023) and Ah'sani and Purnomo (2022), who reported that brand image does not significantly affect purchase decisions. This difference suggests that brand image becomes more influential when consumers perceive the brand or retail format as meaningful, familiar, and relevant to their daily needs.

5.4 Integrated Interpretation of the Model

The simultaneous test shows that promotion, store atmosphere, and brand image collectively influence purchase decisions, with an F-value of 40.500 and a significance value of 0.001. The R-square value of 0.559 indicates that the three variables explain 55.9% of the variance in purchase decisions, while the remaining 44.1% is explained by other factors outside the model. These results confirm that the proposed model has a moderate-to-strong explanatory capacity in explaining consumer purchase decisions at Warung Madura in East Semarang.

However, the partial test provides a more nuanced interpretation. Although the model is significant simultaneously, only brand image significantly influences purchase decisions individually. This means that promotion, store atmosphere, and brand image jointly contribute to the model, but brand image is the primary driver of consumer decision-making. Such a finding is important because it prevents an overgeneralized interpretation that all marketing variables have equal importance. Instead, it shows that

consumer purchase decisions in this setting are mainly shaped by the symbolic, reputational, and trust-based value of Warung Madura.

This pattern reflects the specific characteristics of community-based retail. In modern retail environments, promotional strategies and store atmosphere may operate as strong differentiators because consumers often compare brands, prices, services, and store experiences. In Warung Madura, however, differentiation is more strongly embedded in consumer perception of reliability. The store's reputation as a practical, accessible, and consistently available retail outlet creates a form of brand equity, even without formal branding practices. Therefore, the findings suggest that the competitive advantage of Warung Madura lies not merely in marketing activities or physical environment, but in the strength of consumer trust and collective recognition.

The remaining unexplained variance also indicates that purchase decisions at Warung Madura may be influenced by additional variables not included in this study. Factors such as price, location, product completeness, service quality, operating hours, customer relationship, perceived value, payment convenience, and consumer habit may further explain why consumers choose Warung Madura. This suggests that future research should develop a more comprehensive model that integrates functional, relational, economic, and experiential determinants of purchase decisions in community-based retail.

5.5 Research Limitations

This study has several limitations. First, the research was conducted only in East Semarang, which may limit the generalizability of the findings to other regions. Consumer behavior toward Warung Madura may differ across cities depending on local retail competition, consumer lifestyle, income level, and the density of modern retail alternatives. Second, the study used 100 respondents, which was adequate based on the minimum indicator-based sampling guideline, but a larger sample would improve statistical power and external validity. Third, the study examined only three independent variables: promotion, store atmosphere, and brand image. Other potentially important determinants, such as price, product availability, location, service quality, customer relationship, payment convenience, satisfaction, and loyalty, were not included in the model.

Fourth, the study relied on self-reported questionnaire data, which may be affected by respondents' subjective perceptions and recall bias. Although the inclusion criterion required respondents to have purchased within the previous week, their responses still reflect perceived rather than directly observed behavior. Fifth, the study used a cross-sectional design, meaning that the relationships among variables were measured at one point in time. Future research could use longitudinal or mixed-method designs to examine how consumer perceptions of Warung Madura evolve over time and how qualitative experiences shape purchase decisions.

5.6 Theoretical and Managerial Implications

Theoretically, this study contributes to retail marketing literature by demonstrating that conventional marketing variables do not always have the same explanatory power across different retail formats. Promotion and store atmosphere, which are often significant in modern retail, cafés, restaurants, and lifestyle-oriented stores, do not significantly influence purchase decisions in this study. Instead, brand image emerges as the dominant determinant. This finding suggests that consumer decision-making in

community-based convenience retail is strongly shaped by trust, familiarity, and collective reputation. The study therefore extends purchase decision literature by showing that brand image can function as a key driver even in informal or semi-formal retail formats that do not rely on standardized corporate branding.

Managerially, Warung Madura owners should prioritize the strengthening of brand image as a strategic asset. This can be achieved by maintaining consistent service quality, ensuring product availability, preserving the reliability of 24-hour operations, improving responsiveness, and building customer trust through fair and transparent transactions. Although promotion is not significant, owners should not abandon promotional activities entirely. Instead, promotion should be simple, relevant, and aligned with consumer needs, such as price bundles for daily necessities or visible communication of affordable products. Similarly, although store atmosphere is insignificant, cleanliness, product arrangement, lighting, and ease of access should still be improved because these elements support consumer comfort and reinforce the positive image of the store.

For small retail practitioners, the results indicate that competitiveness does not always require complex marketing campaigns. In the context of Warung Madura, a strong and consistent reputation may be more valuable than temporary promotional activities. Therefore, business owners should view every customer interaction as part of brand-building. Fast service, product completeness, friendly communication, and operational consistency collectively shape the image that consumers remember. In the long term, these practices can strengthen consumer preference and help Warung Madura maintain competitiveness amid the expansion of minimarkets and modern retail outlets.

E. CONCLUSION AND RECOMMENDATION

This study investigated the effects of promotion, store atmosphere, and brand image on consumers' purchase decisions at Warung Madura in East Semarang. The results indicate that these three variables jointly have a significant effect on purchase decisions, explaining 55.9% of the variance, while the remaining 44.1% is influenced by other factors such as price, product availability, location, service quality, customer relationships, operating hours, perceived value, and consumer habits. Individually, promotion has a positive but insignificant effect, suggesting that consumers purchase from Warung Madura primarily to fulfill routine and practical needs rather than because of promotional activities. Existing promotional efforts remain relatively informal and insufficiently distinctive to influence purchasing behavior. Similarly, store atmosphere shows a positive but insignificant effect. Consumers appear to prioritize convenience, accessibility, product availability, fast service, and extended operating hours over physical ambience or aesthetic aspects, reflecting the functional role of Warung Madura as a neighborhood convenience store.

In contrast, brand image has a positive and significant effect and represents the strongest determinant of purchase decisions. Consumers' trust and favorable perceptions of Warung Madura as a reliable, accessible, practical, and familiar retail format strengthen their purchasing preferences. These findings highlight brand image as a strategic asset in community-based retail, demonstrating that consumer trust and collective reputation exert greater influence than conventional marketing variables such as promotion and store atmosphere.

Accordingly, Warung Madura owners should prioritize strengthening brand image by maintaining consistent service quality, ensuring product availability, preserving extended operating hours, delivering responsive service, and fostering trustworthy

customer relationships. Although promotion is not a significant predictor, simple and relevant promotional strategies, including bundled pricing, small discounts, clear price displays, and direct communication with regular customers, may improve consumer awareness. Likewise, improvements in store atmosphere should emphasize functional comfort through better cleanliness, product organization, lighting, and visibility to reinforce customer satisfaction and support a stronger brand image.

Future research should employ larger samples and broader geographical coverage to enhance generalizability. Additional variables, including price, location, service quality, customer satisfaction, loyalty, operating hours, and customer relationships, should also be incorporated. Comparative studies involving Warung Madura, minimarkets, and traditional retail outlets, as well as mixed-method or qualitative approaches, would provide deeper insights into how trust, familiarity, cultural identity, and shopping experiences shape brand image and purchase decisions in community-based retail.

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