



THE INFLUENCE OF STORE ATMOSPHERE, PRODUCT KNOWLEDGE AND BRAND IMAGE TOWARD PURCHASE DECISION THROUGH WORD OF MOUTH

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Abstract

Word of mouth has an important role in improving purchase decision that supported with unique and interesting store atmosphere, good product knowledge and positive brand image. However, some previous studies showed a different result that by unique and interesting store atmosphere, good product knowledge and positive brand image by word of mouth and purchase decision for the company. The purpose of this study is to examine the direct influence of store atmosphere, product knowledge, and brand image, on Purchasing Decision and its indirect influence through word of mouth. The sample in this study is 115 consumers in the city of Semarang with sampling incidental sampling technique. The analysis technique used path analysis with SPSS program version 21. The result showed that store atmosphere, product knowledge, and brand image had a positive effect and significant on purchase decision with significance < 0.05 . While the test of intervening obtained by the total value of the indirect $>$ direct effect, that store atmosphere of $0.1519 > 0.142$, product knowledge of $0.427 > 0.327$ and brand image of $0.5185 > 0.513$. The conclusions of this study proved that store atmosphere, product knowledge and brand image had a positive effect and significant purchase decision by direct effect and indirectly through word of mouth.

Abstrak

Word of mouth memiliki peran penting dalam meningkatkan purchase decision yang didukung dengan store atmosphere yang unik dan menarik, product knowledge yang baik, dan brand image yang positif. Namun, beberapa penelitian menunjukkan hasil yang berbeda, bahwa dengan adanya store atmosphere yang unik menarik, product knowledge yang baik, dan brand image yang positif tidak dapat meningkatkan word of mouth dan purchase decision terhadap perusahaan. Tujuan penelitian ini adalah untuk menguji pengaruh langsung store atmosphere, product knowledge, dan brand image, terhadap purchase decision serta pengaruh tidak langsungnya melalui word of mouth. Penelitian ini mengambil sampel sebanyak 115 konsumen di Kota Semarang dengan teknik pengambilan sampel incidental sampling. Teknik analisis menggunakan analisis jalur dengan program SPSS versi 21. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang positif dan signifikan variabel store atmosphere, product knowledge, dan brand image, terhadap purchase decision dengan nilai signifikansi $< 0,05$. Sedangkan untuk pengujian intervening diperoleh nilai total pengaruh tidak langsung $>$ pengaruh langsung, yaitu store atmosphere sebesar $0,1519 > 0,142$, product knowledge sebesar $0,427 > 0,327$ dan brand image sebesar $0,5185 > 0,513$. Simpulan dari penelitian ini terbukti bahwa terdapat pengaruh yang positif dan signifikan variabel store atmosphere, product knowledge dan brand image terhadap purchase decision secara langsung dan tidak langsung melalui word of mouth.

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INTRODUCTION

The current rapidly modernization brought many changes in society. One kind of modernization that currently happening is the increasing of the number of cafes or stores that have sprung up. Today many cafes are racing to provide a variety of facilities that indulge the visitors. These facilities are also expected to attract the visitors to come to the store and make purchasing decisions. In making purchasing decisions, consumer undoubtedly influenced by various things, one of which is by searching for information and one of the primary sources of information is commercial in various forms (Kotler & Keller, 2009).

According to Mowen and Minor (2002) store atmosphere is considered able to affect the mood of visitors to make purchasing decisions. This is because the physical environment of a store affects consumers' perceptions through the mechanisms of sight, auditory, olfactory and even touch sensors. The statement is supported by Waloejan (2016) which explains that the store atmosphere significantly affects consumer purchasing decisions. While in another study by Pan et al. (2008) were the results of the study showed that the store atmosphere has no significant effect on the purchase decision. The results of Kurniati (2013) also stated that the store atmosphere has no significant effect on the purchasing decision.

Another factor determining the purchase decision in addition to store atmosphere is product knowledge. Product knowledge has a vital role in influencing the buying behavior of a product. Product knowledge is the complete, accurate information stored in the consumer's memory, which later the information can help as a consideration material in determining the next action (Sumarwan, 2004). Consumers need to know the characteristics of a product. If consumers do not understand the information about the characteristics of a product, consumers can make a wrong decision in buying something (Nittissusastro, 2013). Research on the influence of product knowledge toward the purchase decision is supported by Lin and Chen (2006) in which the results of this study indicate that product knowledge has a positive and significant effect on consumer's purchase decision. However, this is contrary to research done by Ekawandini (2012) which states that product knowledge has no significant effect on purchasing decisions.

In addition to store atmosphere and product knowledge, consumers also pay attention to the image of a brand (brand image). Through a right brand image or positive can create more va-

lue for consumers, which will add the value when making a purchase or use a particular brand. If a brand has a bad image for the consumer, most likely consumers are not interested in buying or using the brand (Permadi et al., 2014). Nulufi and Murwatiningsih (2015) have the results that the brand image significantly affects the purchase decision. However, Nurhayati's research (2017) has different results, that the results of the study show the brand image has no significant effect on purchasing decisions.

The purchase decision is not only influenced by the store atmosphere, product knowledge and brand image. In this research, the purchase decision is also influenced by word of mouth as a mediation variable. Word of mouth helps the consumer to better know the information about the production of goods or services from the experience of other consumers who first use it. Word of mouth plays a vital role in influencing potential customers, so word of mouth allows forming the consumer attitudes effectively (Naufal & Maftukhah, 2017). If the service given to the customer is excellent and satisfactory, then it will affect the positive word of mouth (Leigh et al., 1988; Cheung, 2007). The formation of word of mouth in this research is influenced by store atmosphere, product knowledge and brand image; it is based on the difference of opinion about previous research result done by Indrawijaya (2012) where his research concludes that word of mouth, in general, have a positive influence against the purchase decision. While Pamungkas and Zuhroh (2016) concluded that word of mouth has no effect on purchasing decisions.

Based on the research which has differences with the previous research, concluded that there is a research gap from several research variables that include store atmosphere, product knowledge and brand image toward purchase decision through word of mouth.

Currently, there are various cafes that offer various innovations ranging from the design of the cafe to the unique menu. Cafes are usually identical to coffee. However, there is one cafe that sells variants menu of milk as its primary product, as offered by one of the cafes in Semarang City called Its Milk. Increased competition in the cafe business in Semarang gives impact to Its Milk sales that can be said is still fluctuating. Its turnover amount of Semarang Milk from 2016 to 2017 is relatively fluctuating and unstable. Below are the realization data of Its Milk Semarang sales year 2016-2017.

Sales turnover increased rapidly in March 2017 which amounted to 44.39% with total sales

Table 1. Sales Realization of Its Milk Puspanjolo Semarang Year 2016-2017

No.	Month	Turnover Amount	
		The year 2016	The year 2017
1.	January	Rp 40.963.000	Rp 37.485.000
2.	February	Rp 30.550.000	Rp 33.693.000
3.	March	Rp 38.911.000	Rp 48.614.000
4.	April	Rp 43.638.000	Rp 38.828.000
5.	May	Rp 41.988.000	Rp 42.859.000
6.	June	Rp 42.789.000	Rp 39.656.000
7.	July	Rp 30.750.000	Rp 40.210.000
8.	August	Rp 32.244.000	Rp 36.530.000
9.	September	Rp 28.166.000	Rp 32.173.000
10.	October	Rp 39.259.000	Rp 34.770.900
11.	November	Rp 40.190.000	Rp 26.626.000
12.	December	Rp 40.921.000	Rp 35.721.000
Amount		Rp 450.369.000	Rp 447.165.900
Difference per year		-	-Rp 3.203.100
Decline (%)		-	0.7%
Average		Rp 37.530.750	Rp 37.263.825

amounting to Rp 48,614,000. Meanwhile, sales decreased significantly by 28.14% in July with a total decrease of Rp 12,039,000. Because of healthy business competition, caused Its Milk should be able to strengthen the strategy to be able to compete in reaching the hearts of consumers.

Purchase Decision

According to Peter and Olson (2013) purchase decision is a process of integrity that is done to combine knowledge to evaluate two or more alternatives and choose one of them, so that purchasing decisions can be interpreted as a consumers' determination toward two or more alternative options to fulfill his needs. Kotler (2002) defines purchasing decisions as a consumer action to establish references among brands in select groups and to buy the most preferred product. According to Berkowitz et al. (1997) decision is an option used by two or more alternatives. All consumers make many decisions every day. The stage in which the customer makes a choice between the product or service is known as the consumer's decision-making process.

Word of Mouth

According to Kotler and Keller (2008) word of mouth is a conversation between one person to another, using letter or direct communication or communication using electronic media

about the superiority or experience when purchasing or using a product or service. According to Sakitri et al. (2017) communication strategy is the concerted effort of two people to understand the meaning in situations where the required structure of meaning is not communicated directly. Reveal word of mouth communication refers to the exchange of comments, thoughts or ideas between two or more consumers. Direct word of mouth information from someone else who personally describes his or her own experience will provide more precise information to the consumer than the information contained in an advertisement (Mowen & Minor, 2002). Muhammad and Artanti (2016) states that WOM is measured by saying positive things related to products and services, advising others, recommending products and services to others and persuading others to buy or using a product. Thus, mouth to mouth communication can stimulate the consumers in making purchases.

Store Atmosphere

According to Berman and Evan (1992) quoted "atmosphere refers to the store's physical characteristics are used to develop an image and to draw customers", means that the atmosphere of a cafe is a physical characteristic used to build an impression to attract the customers. According to Cox and Brittan (2004) "atmosphere this is major component of store image and can be defined

as the dominant sensory effect created by the store design, physical characteristics and merchandising activities” it means that the atmosphere is an essential component of a store or cafe and can provide the dominant sensory effects created from a shop or cafe design, then a cafe must establish a planned atmosphere in accordance with its target market and can attract consumers to buy in the store.

According to Levy and Weitz (2001) “atmospherics refers to the design of an environment via visual communication, lighting, colors, music and scents to stimulate customers perceptual and emotional responses and ultimately to affect their purchase behavior”, which means the atmosphere of the cafe through visual, arrangement, lightning, music and aroma which can create a comfortable purchasing environment that can affect consumer perceptions and emotions to do purchases.

Product Knowledge

Product knowledge is a collection of various kinds of information about a product Sumarwan (2004). According to Lin and Lin (2007) “product knowledge is a perception consumer have towards a certain product, including previous experience of using the product” means product knowledge is the consumer has a perception of a particular product, including the previous experience using the product. Meanwhile, according to Beatty and Smith cited in Lin and Lin (2007) defines product knowledge as consumers have perceptions of specific products, including previous experience using the product.

Brand Image

The image according to Sutisna (2001) is the total perception of an object formed by processing information from various sources every time. According to Aaker (1992) states that a company brand provides information that the company distributes and supports brand products or services. Brand management is a significant area of marketing management (Hartono, 2015). A right brand image will result in a product or service purchase decision.

Hypothesis Development

Correlation Between Store Atmosphere and Purchase Decision

Utami (2006) defines that the atmosphere is a combination of physical characteristics that aims to respond to the customer’s emotional and perceptions to influence customer decisions in buying goods. It also supports the theory of Levy

and Weitz (2001) argues that “customer behavior is also influenced by the store atmosphere,” which means that consumer buying behavior is also influenced by the atmosphere of the store. The previous research from Waloejan (2016) which states that the store atmosphere has a significant influence on purchasing decisions.

H1: Store atmosphere has a positive and significant effect on the purchase decision.

Correlation Between Product Knowledge and Purchase Decision

Product knowledge according to Sumarwan (2004) is a collection of various kinds of information about the product. This knowledge includes product categories, brands, product terminology, product attributes or features, product prices and product beliefs. Lin and Lin (2007) state that consumers typically adopt various methods to evaluate the product. Consumers with higher product knowledge tend not to use pre-conceived ideas to assess product quality as they are aware of the importance of product information. Consumers with high product knowledge will evaluate products based on their quality as they believe in their product knowledge. Thus, the consumer is likely to realize the value of the product and consequently continue the purchase intention. Studies conducted by Sumarno et al. (2016) on the variable product knowledge and purchase decisions indicate that product knowledge proved to have a significant positive effect on purchasing decisions.

H2: Product knowledge has a positive and significant impact on the purchase decision.

Correlation Between Brand Image and Purchase Decision

Image toward a brand has a vital role in influencing consumers to make a purchase. Consumers who have a positive image of a brand or a product of the brand tend to choose that brand (Tjiptono, 2005). According to Lin and Lin (2007) the better of brand image, the more consumers give recognition to the quality of the product. Consumers usually make small purchase decisions when there are several similar brands that offer the same benefits. So the brand image is often used as one of the factors to determine the purchase decision of a product. According (Sutisna, 2003) that the better image of a brand, the higher level of consumer purchases and the more significant opportunity of the product is purchased by consumers. This is reinforced by (Buchari, 2007) which states that consumers who have a positive image of a brand will be more

likely to do purchasing. Research conducted by Suciningtyas (2012) brand image dan media communication terhadap keputusan pembelian sepeda motor Yamaha Mio Sporty (Studi Kasus pada Konsumen Yamaha Mio Sporty Yamaha Agung Motor Brebes also shows that brand image has a positive effect on the purchasing decision.

H3: Brand image has a positive and significant effect on purchasing decision.

Correlation Between Store Atmosphere and Purchase Decision Through Word of Mouth

According to Febiana et al. (2014) the community is more likely to go to the cafes which have a friendly atmosphere to relax and gather with friends or community and provided a complete menu of cuisine and beverages with a unique name, with live music and facilities provided such as free wifi, watching together, some discounts that can be embedded in the minds of consumers so it can cause word of mouth. Word of mouth marketing will be cheaper than other marketing media. This is supported by Kurniati's statement (2013) that using word of mouth; marketers can reduce the cost of promotion and also more trusted because the source of communication derived from friends or family who have positively not received any rewards from the company. Communication delivered by these consumers can be a negative or positive image. A positive image can trigger a consumer buying interest and a negative image can lead consumers to be reluctant to make a purchase. Research conducted by Lubis (2016) shows that the variable store atmosphere has a significant influence on the word of mouth customers.

H4: Store atmosphere has a positive and significant effect on purchase decision through word of mouth.

Correlation Between Product Knowledge Toward Purchase Decision Through Word of Mouth

Consumers tend to search and choose products that match with their actual knowledge (Packard & Wooten, 2013). According to Go-yette et al. (2010) the consumer basic knowledge can motivate them to share product information to a lot of people and will have a positive impact on purchasing volume. Research conducted by Packard and Wooten (2013) proves that product knowledge is able to influence word of mouth, so the higher the product knowledge, the better word of mouth.

H5: Product knowledge has a positive and significant effect on purchase decision through word of mouth.

Correlation Between Brand Image and Purchase Decision Through Word of Mouth

A consumer if already have a feeling with a brand, then consumers have a desire to have the brand. Consumer's sense of love affects consumers in recommending their beloved brands to other consumers (Shakeri & Alavi, 2016). WOM is a way for consumers to provide information about products, brands and services to each other (Shakeri & Alavi, 2016). Who claim that the establishment of a right image through the consumer experience will communicate a brand (Ismail, 2012). Research conducted by (Naufal & Maftukhah, 2017) shows that brand image has a positive effect on word of mouth.

H6: Brand image has a positive and significant effect on purchase decision through word of mouth.

METHOD

The population used in this research is all Its Milk consumer in Puspanjolo, Semarang. Because the number of population is not known certainty than to determine the number of research samples the researcher used iteration formula. Based on the calculation using the iteration formula, the respondent obtained as many as 115 respondents. Sampling technique in this research using technique Non Probability Sampling especially Incidental Sampling.

According to Sugiyono (2016), incidental sampling is a technique of determining samples by chance, anyone who accidentally or incidentally met with the researcher can be used as a sample, whomever the person who meets with the researcher is suitable as a data source. Variables in this study include store atmosphere, product knowledge, brand image, word of mouth and purchase decision. Data collection methods used in this study is documentation and questionnaires. The analysis uses in this research is path analysis.

Hypothesis testing

Partial Test (t-test)

Based on Table 2, the following results are obtained:

Statistical test results of store atmosphere variable (X_1) obtained sig value $0.008 < 0.05$. This means H_1 which states store atmosphere has a positive and significant effect toward purchase decision is accepted. Statistical test results of product knowledge variables (X_2) obtained sig value $0.000 > 0.05$. This means that H_2 which states product knowledge has a positive and significant effect toward purchase decision is accepted. Sta-

Table 2. Test Result t with Purchase Variable Decision

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-4.495	2.358		-1.907	.059
Store Atmosphere	.118	.044	.142	2.712	.008
Product Knowledge	.327	.080	.327	4.068	.000
Brand Image	.370	.058	.513	6.410	.000
Word of Mouth	.039	.049	.046	.793	.430

Tabel 3. R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.519a	.269	.250	4.984

a. Predictors: (Constant), Brand Image, Store Atmosphere, Product Knowledge

b. Dependent Variable: Word of Mouth

Table 4. Model 1 The Influence of Store Atmosphere, Product knowledge, and Brand Image toward Purchase Decision

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
(Constant)	-.0705	4.526		-.156	.877
Store Atmosphere	.209	.081	.216	2.574	.011
Product Knowledge	.399	.150	.342	2.667	.009
Brand Image	.100	.110	.119	.905	.367

Dependent Variable: Word of Mouth

tistical test results of brand image variables (X_3) obtained sig value $0.000 < 0.05$. This means that H_3 which states brand image has a positive and significant effect toward purchase decision is accepted.

Path Analysis

The Influence of Store Atmosphere, Product Knowledge and Brand Image toward Purchase Decision (Model 1)

Based on tables 2 and 3, we can compile the equation of regression structure of model 1 as follows:

$$Y_1 = 0.216X_1 + 0.342X_2 + 0.119X_3 + e_1$$

From the regression equation model, 1 can be explained that:

In the regression equation means that if store atmosphere, product knowledge and brand image have a positive relationship to the word of mouth consumer that shows that the better store atmosphere, product knowledge and brand image will create a word of mouth that impact on decisions consumer purchases.

To know the residual (error) of regression equation 1, used formula $e_1 = \sqrt{1 - 2}$ then $e_1 = \sqrt{1 - 0.269} = 0.855$ which explains that value of consumer variance satisfaction which can not be explained by store atmosphere variable, product knowledge and brand image.

The Influence of Store Atmosphere, Product Knowledge, Brand Image, toward Purchase Decision (Model 2)

Based on tables 7 and 8, we can compile the equation of regression structure of model 2 as follows:

$$Y_2 = 0.142X_1 + 0.327X_2 + 0.513X_3 + 0.046Y_1 + e_2$$

From the regression equation model, 2 can be explained that:

From the regression equation means that if store atmosphere, product knowledge, brand image and word of mouth have a positive relationship to purchase decision that shows that the better store atmosphere, product knowledge, brand image and word of mouth will create decision of consumer purchases.

To find out the residual (error) of regression equation 2, used formula $e_2 = \sqrt{1 - 2}$ then $e_2 = \sqrt{1 - 0.733} = 0.517$, indicating that loyalty variance value which can not be explained by store atmosphere, product knowledge, brand image and word of mouth.

Based on calculation equation of second regresi, can be concluded regresi from research is as follows:

$$Y_1 = 0.216X_1 + 0.342X_2 + 0.119X_3 + 0.855e_1$$

$$Y_2 = 0.142X_1 + 0.327X_2 + 0.513X_3 + 0.046Y_1 + 0.517e_2$$

The Indirect Effect of X_1 (Store Atmosphere) to Y_2 (Purchase Decision) Mediated by Y_1 (Word of Mouth)

Can be seen from the output calculation of SPSS, influence store atmosphere to word of mouth represented by β_1 which is 0.216. The influence of store atmosphere toward purchase decision is represented by β_4 that is equal to 0.142.

The influence of indirect variable store atmosphere toward purchase decision through word of mouth can be known by multiplying line coefficient from store atmosphere (β_1) dan purchase decision (β_4) which is $0.216 \times 0.046 = 0.0099$.

The total effect of path coefficient is by summing the direct influence of store atmosphere and indirect influence that is $\beta_4 + (\beta_1 \times \beta_4) = 0.142 + 0.0099 = 0.1519$.

It can be seen that the total influence of storefront coefficient line to purchase decision through word of mouth equal to 0.1519, with value influence of store atmosphere influence to purchase decision equal to 0.142. On the ba-

Tabel 5. R Square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.856 ^a	.733	.723	.596

a. Predictors: (Constant), Word_of_Mouth, Store Atmosphere, Brand_Image, Product_Knowledge

Dependent Variable: Purchase_Decision

Tabel 6. Model 2 The Influence of Store Atmosphere, Product Knowledge, Brand Image, toward Purchase Decision

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-4.495	2.358		-1.907	.059
Store Atmosphere	.118	.044	.142	2.712	.008
Product Knowledge	.327	.080	.327	4.068	.000
Brand Image	.370	.058	.513	6.410	.000
Word of Mouth	.039	.049	.046	.793	.430

Dependent Variabel: *Purchase Decision*

sis of total indirect path coefficient > direct path coefficient. So it can be concluded that H_4 which states that “Store Atmosphere has positive and significant Influence toward Purchase Decision through Word of Mouth” is received.

The Indirect Influence of X_2 (Product Knowledge) to Y_2 (Purchase Decision) is Mediated by Y_1 (Word of Mouth) can be seen from the output calculation of SPSS, the effect of product knowledge toward word of mouth represented by β_2 that is equal to 0.342. The effect of product knowledge toward the purchase decision is represented by β_5 which is that is 0.327. The indirect effect of product knowledge variable toward purchase decision through word of mouth can be known by multiplying the path coefficient of product knowledge (β_2) and purchase decision (β_7) that is $0.342 \times 0.046 = 0.0157$. The total effect of path coefficient is by summing the direct effect of product knowledge and indirect influence is $\beta_5 + (\beta_2 \times \beta_7) = 0.327 + 0.0157 = 0.3427$.

It can be seen that the total influence of product knowledge coefficient path to purchase decision toward word of mouth of 0.3427, with the value of the direct influence of product knowledge on the purchase decision of 0.327. On the basis of total indirect path coefficient > direct path coefficient. So it can be concluded that H_5 which states that “Product Knowledge has a

positive and significant effect toward Purchase Decision through Word of Mouth” is accepted.

The Indirect Effect of X_3 (Brand Image) to Y_2 (Purchase Decision) mediated Y_1 (Word of Mouth)

Can be seen from the output calculation of SPSS, the effect of brand image on word of mouth represented by β_3 that is equal to 0.119. The effect of brand image on purchase decision is represented by β_6 that is 0.513. The indirect effect of brand image variable toward purchase decision through word of mouth can be known by multiplying the path coefficient of brand image (β_3) and purchase decision (β_7) that is $0.119 \times 0.046 = 0.0055$. The total effect of path coefficient is by summing the direct influence of brand image and indirect influence is $\beta_6 + (\beta_3 \times \beta_7) = 0.513 + 0.0055 = 0.5185$.

It can be seen that the total influence of brand image path coefficient toward brand image through word of mouth of 0.5185, with a value of direct influence of brand image to purchase decision equal to 0.513. On the basis of total indirect path coefficient > direct path coefficient. So it can be concluded H_6 which states that “Brand Image has positive and significant influence toward Purchase Decision through Word of Mouth” is received.

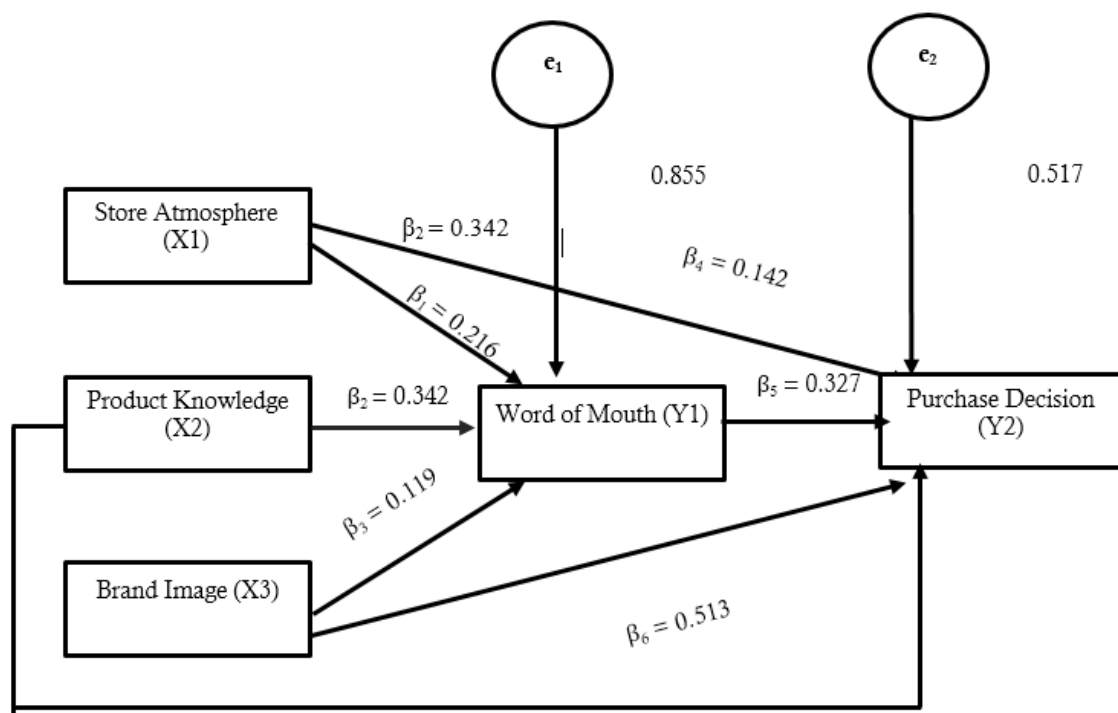


Figure 1. Full Path Analysis Model

Table 7. Direct, Indirect and Total Indirect Effects

No.	Variable	Influence	Word of Mouth	Purchase Decision	Description
1.	Store Atmosphere (X_1)	Direct	.216	.1420	Mediation
		Indirect		.0099	
		Total	.216	.1519	
2.	Product Knowledge (X_2)	Direct	.342	.3270	Mediation
		Indirect		.0157	
		Total	.342	.3427	
3.	Brand Image (X_3)	Direct	.119	.5130	Mediation
		Indirect		.0055	
		Total	.119	.5185	

Based on the calculations that have been done, then the full model of structural image path analysis in Figure 1.

RESULT AND DISCUSSION

The Influence of Store Atmosphere towards Purchase Decision

Store Atmosphere on has a positive influence and significant to purchase decision. Partial test results (t-test) shows that the price variable. Based on data analysis in having sig value $0.008 < 0.05$, then H_1 accepted. This research can be known that the store atmosphere has positive and influence significantly to purchase decision. This means the better Its Milk store atmosphere, the higher the level of the consumer purchase decision. The results of this study supported previous research conducted by Putri et al. (2014) on Monopoly Cafe and Resto Soekarno Hatta, Malang. The same result is also shown by research conducted by Waloejan (2016) that store atmosphere has significant influence to purchase decision of Mega Mas Manado Restaurants.

The Influence of Product Knowledge towards Purchase Decision

Based on data analysis in this study, it can be seen that product knowledge has a significant positive effect toward customer loyalty purchase decision. The result of the t-test indicates that product knowledge variable has sig value $0.000 < 0.05$, then H_2 accepted. This means that product knowledge has a positive and significant effect toward a purchase decision. This means the better the product knowledge owned by consumers, the higher the level of consumer purchasing decision in Its Milk. The results of this study supported

previous research conducted by Satria and Oetomo (2016) on consumers MJV audio garage and car variations. The same results are also shown by the research conducted Septifani et al. (2014) that product knowledge significantly influence to the consumers' purchase decision of tea packaging RGB.

The Influence of Brand Image towards Purchase Decision

Based on data analysis in this study can be seen that brand image has a positive and significant effect toward a purchase decision. The result of t-test indicates that brand image variable has sig value $0.000 < 0.05$, then accepted. This means that brand image has a positive and significant effect on customer loyalty. This means that brand image has a positive and significant effect toward a purchase decision. This means that the better the brand image of Its Milk, the higher the level of consumer purchase decision in Its Milk. The results of this study supported previous research conducted by Ramadhan and Wahyono (2017) on Nissan customers in Semarang city. The same results are also shown in research conducted by Suciningtyas (2012) brand image dan media communication terhadap keputusan pembelian sepeda motor Yamaha Mio Sporty (Studi Kasus pada Konsumen Yamaha Mio Sporty Yamaha Agung Motor Brebes that brand image has a significant effect on the decision of purchasing Yamaha Mio Sporty motorcycle at Yamaha Agung Motor Brebes.

The influence of Store Atmosphere towards Purchase Decision through Word of Mouth

Based on the research results, found that store atmosphere has a positive and significant

effect toward purchase decision through word of mouth. The result of this research is proved from the coefficient value of the direct influence of the store atmosphere to the purchase decision of 0.142, while the total indirect effect is 0.1519. This means total indirect coefficient > direct path coefficient, then H_4 is accepted. This means that the effect of store atmosphere toward purchase decision is stronger if mediated by word of mouth. So that word of mouth is able to mediate the effect of store atmosphere toward a purchase decision. The results of this study supported by previous research conducted by Lubis (2016) states that word of mouth mediates the effect of store atmosphere toward consumer purchasing decisions in Lusso Resto.

The Influence of Product Knowledge towards Purchase Decision through Word of Mouth

Based on the results of research, found that product knowledge has a positive and significant effect toward purchase decision through word of mouth. The result of this research is proved from the coefficient value of the direct effect of product knowledge on the purchase decision of 0.327, while the total indirect effect is 0.3427. This means total indirect coefficient > direct path coefficient, then H_5 is accepted. This means that the effect of product knowledge toward purchase decision is stronger if mediated by word of mouth. So word of mouth is able to mediate the effect of product knowledge toward a purchase decision. The results of this study supported by previous research conducted by Packard and Wooten (2013) states that word of mouth mediates product knowledge toward a purchase decision.

The Influence of Brand Image towards Purchase Decision through Word of Mouth

Based on the results of research, found that brand image has a positive and significant effect toward purchase decision through word of mouth. The results of this study proved from the coefficient value of the direct influence of the brand image toward the purchase decision of 0.513, while the total indirect effect of 0.5185. This shows that the total coefficient of indirect coefficient > direct path coefficient, then H_6 is accepted. This means that the effect of the brand image toward purchase decision is stronger when mediated by word of mouth. So word of mouth is able to mediate the effect of the brand image toward a purchase decision. The results of this study supported by the previous research conducted by Naufal and Maftukhah (2017) which

states that word of mouth mediates brand image toward a purchase decision.

CONCLUSION AND RECOMMENDATION

Based on the results of research and discussion, then the conclusion is as follows: (1) Store atmosphere has a positive and significant effect toward consumer's purchase decision in Its Milk. It means that the better Its Milk's atmosphere will be higher the consumer's purchasing decisions; (2) Product knowledge has a positive and significant effect toward a purchase decision. It means that the better product knowledge owned by Its Milk's consumers will be higher the consumer's purchasing decisions; (3) Brand image has a positive and significant effect toward a purchase decision. Means that the better brand image owned by Its Milk will be higher the consumer's purchasing decisions; (4) Store atmosphere has a positive and significant effect toward purchase decision through word of mouth. Means word of mouth can mediate the effect between store atmosphere and product knowledge. A good store atmosphere in Its Milk will create a word of mouth that will ultimately give impact to Its Milk's consumer purchase decision; (5) Product knowledge has a positive and significant effect toward purchase decision through word of mouth. Means that word of mouth can mediate the effect of product knowledge toward a purchase decision. The definite product knowledge in Its Milk creates word of mouth and then give impacts to the purchasing decisions; (6) Brand image has a positive and significant effect toward purchase decision through word of mouth. It means that word of mouth can mediate the effect of the brand image toward a purchase decision. The positive brand image in Its Milk will create word of mouth and then give impact toward a purchase decision.

This research can give a clear description about the level of purchasing decision of consumer towards the product or service. In this research, store atmosphere, product knowledge and brand image of the company will have a stronger influence on purchase decision if through word of mouth. The research has produced a description that store atmosphere, product knowledge and brand image will give recommending effect from (word of mouth) so that it will affect purchasing decisions. This research can be a consideration in determining the strategy policy that will be taken by the management in the future. Company's management can improve store atmosphere, product knowledge and brand image of the company by redesigning the store atmosphere regularly as

well as maintaining a right brand image of the company so that it can improve consumer purchasing decisions.

The limitations of this research that is the researchers only conducted research on Its Milk consumers in Puspajolo Street, whereas there are three branches of Its Milk in Semarang, so it less represents the research data on Its Milk consumer in Semarang City. The researcher suggests to the next researcher to find the scope of different object and broader and also increase the sample of respondents to be more convinced the research data. In addition, the researcher recommends that the next researcher consider other variables that can influence consumer purchase decision, such as celebrity endorser, sponsorship, price and service quality.

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