

The Effect of Visual Communication and Lighting on Uniqlo Customers' Purchasing Intention

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Abstract

The store atmosphere is one aspect that business owners need to pay attention to to attract consumer buying interest and develop their business—creating a pleasant, attractive atmosphere and providing comfort for consumers while in the store is a strategy to encourage them to make purchases. This research aims to determine the influence of store atmosphere, especially visual communication and lighting, on the purchasing intention of Uniqlo customers in Indonesia. The population in this research was men and women aged 15-64 years who had visited Uniqlo outlets in Indonesia. A sample of 100 respondents was determined from this population. This research uses a descriptive qualitative approach. Data was collected by distributing questionnaires, which respondents then filled out. The data that has been collected is then analyzed using SPSS with the multiple linear regression analysis method. This research shows that visual communication and lighting as aspects of store atmosphere positively and significantly affected customer purchasing intention.

Keywords: Atmosphere, Visual, Communication, Lighting, Intention

Abstrak

Suasana toko adalah salah satu aspek yang perlu diperhatikan oleh pemilik bisnis guna menarik minat beli konsumen dan mengembangkan usahanya. Menciptakan suasana yang menyenangkan, menarik, dan memberikan kenyamanan bagi konsumen saat berada di dalam toko merupakan strategi untuk mendorong mereka untuk melakukan pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh suasana toko khususnya komunikasi visual dan pencahayaan terhadap minat beli pelanggan Uniqlo di Indonesia. Adapun populasi yang digunakan pada penelitian ini adalah pria dan wanita berusia 15-64 tahun yang pernah berkunjung ke gerai Uniqlo yang ada di Indonesia. Dari populasi tersebut, ditentukan sampel sebanyak 100 responden. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Pengumpulan data dilakukan dengan menyebarkan kuesioner yang selanjutnya diisi oleh responden. Data yang telah terkumpul kemudian dianalisis menggunakan SPSS dengan metode analisis regresi linear berganda. Dari penelitian ini, diketahui bahwa komunikasi visual dan pencahayaan sebagai aspek dari suasana toko berpengaruh secara positif dan signifikan terhadap minat beli pelanggan.

Kata kunci: Suasana, Komunikasi, Visual, Pencahayaan, Minat Beli

1. Introduction

Population growth, supported by increasing consumer purchasing power, is driving the growth of retail business yearly. Retail refers to purchasing products from other organizations for resale to end customers (Jiputra et al., 2020). Utami (2017) explains that retail business can be understood as all activities involved in selling goods or services directly to end consumers for personal use and not business use.

According to data collected by Bank Indonesia, retail sales performance is estimated to experience positive growth in December 2022. This fact is illustrated by the Real Sales Index (IPR) figures for December 2022 which reached 216.4 and showed a positive increase of 0.04%. Based on monthly report from Bank Indonesia, it is expected that retail sales will grow by 6.3% (mtm) on a monthly basis, increased from the previous rate of 0.4% (mtm) a month prior (Victoria, 2023).

The continuous increase in retail business shows that this sector is an attractive opportunity for investors. Increased growth shows great potential, but also encourages business owners to face tougher competition. In facing this situation, retail business owners need to have the ability to adapt. High demand with a variety of products and choices of raw materials resulting in more intense competition in the retail sector. Therefore, companies need to develop differentiation strategies to attract more consumers (Tanjung et al., 2022).

In business context, differentiation can be achieved through various marketing approaches, including competitive pricing, unique product development, easy-to-reach sales locations, and attractive promotions. The aim of this differentiation strategy is to encourage consumers' purchasing intention (Aldoko & Yuliyanto, 2016). The level of consumers' purchasing intention is closely related to feelings, emotional factors, also satisfaction and pleasure. An increase on these factors can positively impact purchasing intention while a decrease can have a negative impact (Agatha et al., 2019).

The purchasing intention that exists within consumers has very important significance in marketing strategies, because it reflects how consumers behave in making purchasing decisions (Cahya et al., 2021). Intention in this context refers to a condition where individuals feel interested and have the potential to carry out certain actions, which then becomes the basis for their behavior. Consumers' purchasing intention is formed through confidence in the product, a sense of trust, and ultimately encouraging purchasing action.

Levy and Weitz (2012) identified that store atmosphere has five important elements that have a big influence, namely visual communication, lighting, color, music and scent. Apart from that, there are also other elements of the store atmosphere, namely the exterior (outside of the shop), general interior (inside the shop), and shop layout (Berman et al., 2018). The arrangement of these elements aims to create an environment that supports and invites consumers to visit the store and makes the shopping experience more enjoyable. The right design can create an atmosphere that supports purchasing decisions and has a positive impact on consumer interaction with the store.

Uniqlo is one of the companies that is also experiencing the challenges of competition in the retail business sector. For this reason, Uniqlo continues to innovate by designing innovative clothing models to attract consumer interest. Innovation is not only carried out in products, but also in the visual communication aspect. The shop's striking signboard attracts customers' attention, with an orderly and minimalist spatial arrangement both inside and outside the shop, and the use of colors in accordance with the concept being built. The lighting in Uniqlo stores is also specially designed to attract attention, with a combination of lighting and wall colors that present the products attractively. The distinctive scent in the store also provides extra comfort for customers while shopping (Iman et al., 2015).

From literature studies, it is known that consumer purchasing intention is greatly influenced by the atmosphere of the shop. The goal is to make consumers feel comfortable when choosing products in the store and this will ultimately encourage them to make a purchase. The right atmosphere can support purchasing decisions and has a positive impact on consumer interaction with the store (Yacoub, 2015). There are several aspects to the store atmosphere, including visual communication and lighting (Utami, 2017).

Regarding today's consumers, understanding is needed, especially how generation Z can influence purchasing interest by designing a store atmosphere that is more attractive and effective in increasing sales. Furthermore, today's consumer preferences and behavior are very unique, so research is expected to provide a deeper understanding of how to design store atmospheres to influence generation Z purchasing intentions. In this research, the problem formulated is the correlation between store atmosphere and consumer purchasing intention. There are 3 variables that will be studied, namely visual communication and lighting as independent variables and consumer purchasing intention as the dependent variable.

2. Literature Review

2.1 Store Atmosphere

According to Utami (2017) store atmosphere is environmental design through visual communication, lighting, color, music and fragrance to design emotional responses and customer perceptions and influence customers in purchasing goods. In line with this explanation, Yuana & Wahyuati (2018) stated that the condition of the shop or what is called the shop atmosphere gives a psychological impression where visitors feel comfortable and calm.

Tobroni (2022) defines store atmosphere as a combination of the physical characteristics of the store, such as architecture, layout, lighting, displays, color, temperature, music and aroma, which together form an image in consumers' minds. According to Levy and Weitz (2012: 490) store atmosphere refers to environmental design such as visual communication, lighting, music and aroma, which aims to trigger customers' perceptual and emotional responses and ultimately influence their purchasing behavior. Trihudyatmanto (2022) defines store atmosphere as changes in the planning of the purchasing environment that produce special emotional effects, which encourage consumers to take purchasing actions.

According to Kotler and Keller (2016) atmosphere is another element of the shop atmosphere, where each shop has a physical appearance and layout that can make movement in a room difficult or easy. On the other hand, according to Siregar (2020), store atmosphere is defined as all aspects of the interior or space in the store that influence sales, especially including elements such as lighting, coloring, music and aroma.

By considering the views of these experts, it can be concluded that store atmosphere is a concept that involves all physical and psychological elements of the shop environment or retail place. This concept aims to create certain impressions, feelings and experiences for customers, which can ultimately influence their purchasing decisions.

2.2 Purchasing Intention

Intention in this context refers to situations where individuals feel interested and have a basis for action (Tobroni, 2022). Intention in purchasing a product involves confidence in the product, so that a sense of trust arises from consumers which ultimately encourages purchases. Purchasing intention is a driving force or intrinsic motive that motivates someone to give spontaneous, natural, easy and selective attention to a product and ultimately decide to buy it (Julianti et al., 2014). If the perceived benefits of the product exceed the sacrifices to get it, then the urge to make a purchase will be higher.

Purchasing intention is closely related to feelings and emotions, because when individuals feel happy and satisfied, buying interest tends to increase, while dissatisfaction can reduce purchasing intention (Agatha et al., 2019). The purchasing intention that arises in consumers has important significance in the context of marketing activities, because it reflects consumer behavior in making purchasing decisions that they plan (Cahya et al., 2021).

In Anas' (2019) perspective, purchasing intention is the result of combining knowledge to evaluate several alternative behaviors and choose one of them. The result of this process is a choice, which is cognitively internalized as a desire to behave. Furthermore, according to (Wulandari, 2020 ; Rahayu, 2021), consumer purchasing intention reflects the respondent's tendency to act before making a decision to buy an item.

Purchasing intention is an important part of the behavioral component in consumption attitudes. A product is considered to have been consumed by consumers when they have decided to purchase it. The decision to purchase is influenced by the assessment of the product's value. If the perceived benefits are greater than the sacrifices required to obtain the product, then the motivation to purchase will be higher. Conversely, if the perceived benefits are lower than the sacrifices required, consumers tend to refuse to purchase and look for alternative products (Kasmad, 2022 ; Elpanso, et.al, 2022).

In general, consumer purchasing behavior is influenced by many stimuli from outside themselves, including marketing stimuli and the surrounding environment. From the various definitions that have been explained, it can be concluded that purchasing intention is an impulse or desire to buy that arises after consumers feel interested and want to own the product they see. Purchasing intention reflects the plan to purchase a product with a certain brand that is formed in the consumer's mind. Information about purchasing intention is very important for marketers and economists to predict future consumer behavior.

2.3 hypothesis development

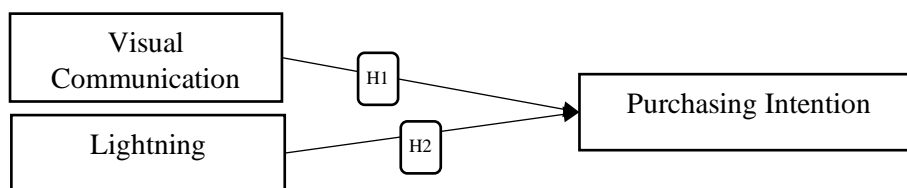
Visual communication through visual indicators provides information related to the store and products being promoted. This visual communication is one strategy that can be used to convey messages that can influence consumer buying interest. With good visual communication, consumers will be more exposed to information related to the products and services offered by the Company. This is in line with Marilyn's (2022) research findings that there is a positive influence of visual communication and purchase intention. Based on this explanation, the researchers suspect:

H1: visual communication has a positive effect on Uniqlo consumers' buying interest.

Lighting refers to the appropriate use of light and illumination to create a desired atmosphere within a retail space. Lighting can have a significant influence on customer purchasing interest by highlighting products, creating an appropriate atmosphere, directing attention, optimizing colors and details, and creating ambiance. With the right lighting settings, stores can create a more attractive shopping experience and influence customers' buying interest more effectively. This is in line with the findings of Tobroni (2022), where lighting was found to have a positive influence on consumer purchasing decisions. Based on this explanation, the researchers suspect:

H2: lighting has a positive effect on buying interest.

Figure 1. Research Framework



Source: Authors (2024)

3. Methodology

This research uses a quantitative approach to observe, collect information, and present analysis of the results. Quantitative research is a causal associative method by answering hypotheses using descriptive and inferential statistical methods (Kasmad, 2022). The data collected is solely descriptive in nature to seek explanations, test hypotheses, make predictions, or study implications. The data is then analysed using multiple regression analysis which aims to observe the cause and effect that occurs if the independent variable influences the dependent variable. The independent variables in this research are visual communication and lighting, while the dependent variable is consumer buying interest.

In this research, the population used is male and female aged 15-64 who have visited Indonesian Uniqlo stores. The sample size is determined by statistical formulas based on unknown population numbers. Sekaran and Bougie (2016) revealed that the number of research samples has to be greater than 30 and smaller than 500. In addition, based on Sugiyono (2016), the number of samples should be at least 10 times the number of variables studied. In this research, there are 1 dependent and 2 independent variables. Based on Sugiyono's theory, the minimum number of samples in this research is 30 respondents. The data collection technique uses the probability sampling method where the collected data is then analyzed using the multiple linear regression method using SPSS.

3.1 Operational Analysis Variables

Table 1. Variable and Indicators

Variable	Definition	Indicator
Visual Communication (X1)	Visual communication is a process that involves using graphic elements and signs to increase sales by providing information about products and directing attention to items or special offers that encourage purchase. (Levy and Weitz, 2012)	<ul style="list-style-type: none"> - Arrangement of product displays - use of signs in the form of writing as a means of promotion or guidance to consumers. -attractive product display
Lighting (X2)	Lighting refers to the appropriate use of light and illumination to create a desired atmosphere within a retail space. (Levy and Weitz, 2012)	<ul style="list-style-type: none"> -Adequate lighting the lighting is pleasing to the eye -lighting color attracts attention -attractive lighting -lighting that allows me to see product details -diverse lighting
Purchasing Intention (Y)	Purchase intention is the result of a decision to combine knowledge to evaluate several alternative behaviors and choose one of them. (Anas, 2019)	<ul style="list-style-type: none"> - Interest in making a purchase. - Interest in shopping longer. - Interest in revisiting the outlet. - Interest in recommending outlets.

Source: Processed data (2024)

3.2 Regression Analysis

Hypothesis testing is a statistical method that is used to make decisions about claims and hypotheses that are being marketed in relation to a population based on data samples that have been collected (Sugiyono, 2016). Hypothesis testing is carried out by applying the multiple linear regression analysis method to identify factors in the Valrialbel algorithm. The following is the regression equation used:

$$PI = a + \beta_1 VC + \beta_2 L + \varepsilon$$

Keterangan:

PI	= Purchase Intention (Y)
a	= Constant
β_1, β_2	= Regression Coefficient
VC	= Visual Communication (X1)
L	= Lightning (X2)
ϵ	= errors

4. Results and Discussion

This research involved 100 respondents who met the requirements and the data was considered valid and reliable. The following table shows the demographic of respondents:

Table 2. Respondents Demographic

	Demographic Profile	Frequency	%
Gender	Male	32	32%
	Female	68	68%
Age	15-25 years	91	91%
	25-35 years	5	5%
	35-45 years	2	2%
	45-55 years	2	2%
	55-64 years	0	0%
Occupation	Student	76	76%
	Private employees	9	9%
	Self-employed	0	0%
	Academics	5	5%
	Government employees	3	3%
Income	<Rp 3.500.000	71	71%
	Rp 3.500.000-Rp 5.500.000	8	8%
	Rp 5.500.001-Rp 7.500.000	9	9%
	Rp 7.500.001-Rp 10.000.000	10	10%
	> Rp 10.000.000	2	2%

Source: primary data, 2024

Based on table 1, the characteristics of the number of respondents can be concluded. Gender-wise, the majority of respondents were female with 68% rate and male at 32%. The largest number of respondents came from the 15-25 year age group of 91%. The lowest percentage are from age group 35-45 years and 45-55 years, with 2% each. The remaining 5% came from respondents aged 25-35 years. As for the occupation, 76% respondents are students, 9% are private employees, 5% are academics, and 3% are government employees. In terms of income, the majority of respondents earned less than IDR 3,500,000, namely 71%. 10% of respondents earned between IDR 7,500,001-10,000,000. 9% of respondents earned between IDR 5,500,001-7,000,000. 8% of respondents earned between IDR 3,500,000-5,500,000. While only 2% earned more than IDR 10,000,000.

4.1 Normality Test

The basis for decision making in this test is that if the sig value is greater than 0.05 then it can be said that the residual values in this study are normally distributed and vice versa. Based on table 2 in the normality test, it shows that the significance value based on the processed data is 0.014. This means that the data in this study meets the assumption of normality because it has a value greater than 0.05.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.54909010
Most Extreme Differences	Absolute	.096
	Positive	.090
	Negative	-.096
Test Statistic		.096
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source : Processed data, 2024

4.2 Multiple Linear Regression Analysis

This data analysis method aims to test the relationship as well as the influence of the independent variable on the dependent variable studied in this research.

Table 4. Multiple Linear Regression Analysis

		Coefficients ^a				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	5.748	1.355		4.242	.000	
	VISUAL	.340	.074	.346	4.599	.000	.691
	COM						
	LIGHTING	.133	.066	.220	2.010	.047	.326

a. Dependent Variable: Purchasing Intention

Source: processed data, 2023

Based on the table, the results of multiple linear regression analysis obtained the regression equation:

$$Y = 5.748 + 0.340X_1 + 0.133X_2$$

Where the linear regression equation can be interpreted as follows:

- a. Constant Value (a)
 The constant value (a) is 5.748. This shows that if all the independent variables used do not change (are constant), then the value of purchasing intention will increase by 5.748 times due to other variables not used in this research.

b. Visual Communication (X1)

The regression coefficient value for visual communication in this research is 0.340. This shows that when there is an increase in visual communication, it will positively influence purchasing intention by 0.340 assuming other variables are constant (*ceteris paribus*).

c. Lighting (X2)

The regression coefficient value for lighting in this study was 0.133. This shows that when there is an increase in lighting, it will positively influence purchasing intention by 0.133 assuming other variables are constant (*ceteris paribus*).

4.3 Hypothesis Testing

The hypothesis is tested using the t test and F test. The t test is used to find out how each independent variable influences the dependent variable. The testing was carried out with a significance level of 0.05. Below we will describe the t test for each independent variable in this research.

Table 5. t Test

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.748	1.355		4.242	.000		
	VISUAL COM	.340	.074	.346	4.599	.000	.691	1.447
	LIGHTING	.133	.066	.220	2.010	.047	.326	3.068

a. Dependent Variable: Purchasing Intention

Source: processed data, 2023

Based on the table, it is known that the significance value of visual communication is 0.000. This value is smaller than the significance level ($0.000 < 0.05$). Visual communication has a tcount of 4.599 with $t_{table} = 1.984$. So $t_{count} > t_{table}$ it can be concluded that visual communication has a significant influence on purchasing intention. Meanwhile, the significance value of lighting is 0.047. This value is smaller than the significance level ($0.047 < 0.05$). Lighting has a tcount of 2,010 with $t_{table} = 1,984$. So $t_{count} > t_{table}$ it can be concluded that lighting has a significant influence on purchasing intention.

4.4 Model Fit Test (F Test)

The F test is a test to see the suitability of the data to the model used in a study. If $F_{count} > F_{table}$ then the independent variable has an influence on the dependent variable.

Table 6. F Test

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	282.466	5	56.493	32.189	.000 ^b
	Residual	164.974	94	1.755		
	Total	447.440	99			

a. Dependent Variable: Purchasing Intention

b. Predictors: (Constant), Visual Com, Lighting

Source : processed data, 2023

The Fcount value is 32,189 while the Ftable is 2.3112702. So the value of Fcount (32,189) > Ftable (2.3112702). This means that visual communication and lighting have a significant influence on purchasing interest.

Based on the results which have been explained through several tests such as multiple linear regression analysis, partial t test, and F test regarding the influence of store atmosphere on purchasing intention, the discussion is as follow:

1. Visual communication and lighting have a positive and significant influence on purchasing intention

Based on the results of data analysis with the F test, the Fcount value is 32,189 while the Ftable is 2.3112702. This is proven by the calculated F value which is higher than the Ftable. Thus, it can be concluded that the visual communication and lighting variables simultaneously have a positive and significant effect on Uniqlo customers' purchasing intention.

This research supports previous research conducted by Hidayat (2018) which proved that visual communication, lighting, colors, music and scent variables have a significant effect on purchasing intention. Therefore, it can be concluded that the better the store atmosphere in the form of visual communication, lighting, colors, music and scent in a store, the more it will increase the purchasing intention of visitors.

2. Visual communication has a positive and significant influence on purchasing intention

The results of the t test which have a positive and significant effect also show that if the visual communication variable is improved by Uniqlo, customer purchasing intention will also increase. Apart from that, the results of the validity test of the visual communication variable which has a calculated r value higher than the r table proves that all the question items used to measure respondents' opinions can be said to be valid. This finding supports previous research conducted by Mondol, et al (2021) which proved that informational signs in stores can increase customers' purchasing intention.

3. Lighting has a positive and significant influence on purchasing intention

The T test results which have a positive and significant effect also show that if the lighting variable is further improved by Uniqlo, the level of customer purchasing intention will also increase. The results of this research confirm previous research conducted by Tobroni (2022). which found that lighting had a positive but not significant effect on customer purchasing intention.

5. Conclusion

Based on the results of the discussion and data analysis through evidence against the hypothesis of the problems raised regarding the influence of store atmosphere on the purchasing intention of Uniqlo customers, it can be concluded that visual communication and lighting variables have a positive and significant effect on the purchasing intention of Uniqlo customers. This finding supports previous research conducted by Mondol, et al (2021) which proved that information signs in stores can increase customer purchasing intention. The results of this study also confirm previous research conducted by Tobroni (2022) which found that lighting has a positive and significant effect on customer purchasing intention.

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