

Frozen Food Should Be An Alternative At The Pandemic Covid-19

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Abstract: The purpose of this study is to find out how much influence the atmosphere of A-H Jaya Frozen Food Store and the price of A-H Jaya Frozen Food Store products in influencing consumer purchasing decisions at A-H Jaya Frozen Food Subang Store during the Covid-19 Pandemic. This research uses descriptive and verification methods, in addition to that in this study using the counting method with Path Analysis and processed using the LISREL for Students program. The population in this study was unknown and took samples using an iterative technique which resulted in a sample of 115 respondents. In addition, data collection in this study was carried out by distributing questionnaires and interviewing respondents directly. This research is equipped with managerial implications that can be useful for the company / organization studied in this study to solve internal and external problems in the A-H Jaya Frozen Food Store environment. The results of this study indicate that the questionnaire distributed shows valid and reliable results and all processed variables show a significant effect. The value of t is greater than the value of t table, namely the value of the store atmosphere variable is $10.86 > 1.65$ and $6.29 > 1.65$, while simultaneously fcount is also greater than the table value, namely $7.51 > 3.08$. The effect of the store atmosphere shows a greater influence than the product price, which is 37.9%, while the product price variable has an effect of 12.9%. The effect of the two variables shows the effect of 53.4% and is a strong influence to influence consumer purchasing decisions.

1. Introductions

The Covid-19 pandemic, which began to run rampant in early 2020, forced the wheels of people's lives to be limited from all their daily activities. The importance of maintaining nutritional intake in food to maintain health during these activities forces people to be able to consume food that can be served safely, one of which is the choice of frozen food. This frozen food has the reliability that it can be served quickly and practically when it is needed in an urgent situation for people who have busy jobs or busy lives.

One of the stores that sells frozen food in the East Subang area is the A-H Jaya Frozen Food Store, which is located on Jl. Struggle No. 45 Subang. The A-H Jaya Frozen Food store can be seen clearly because the location of the store is located on the side of the road, where the A-H Jaya Frozen Food Store is also located in the Market Area and close to one of the shoe factories in Subang. In offering its products, A-H Jaya Frozen Food Store installs banners that are installed right in front of the store and health protocols are of course applied by the store manager. Employees and A-H Jaya Frozen Food Stores are also equipped with tv displays that can make it easier for consumers to choose products without having to interact directly with employees or products. The store atmosphere is designed with the hope of improving purchasing decisions / potential customers who visit the store. According to Utami (2016: 238), store atmosphere is an environmental design through visual communication, lighting, color, music, and fragrances to design emotional responses and customer perceptions and to influence customers in buying goods.

Researchers have conducted a pre-survey of 30 respondents who visited the store, this is to be able to ascertain the store atmosphere and what store facilities have been felt by consumers. The pre-survey was conducted by conducting a brief conversation with consumers, while the results of the pre-survey can be summarized in the following table;

1st Table. Pre-Survey Results To Consumers Regarding Store Atmosphere

No	Statements	Answers	
		Yes	No
1.	Consumers can clearly see the banner posted in front of the A-H Jaya Frozen Food Store	30	0
2.	Consumers easily recognize A-H Jaya Frozen Food Stores	25	5
3.	A-H Jaya Frozen Food store has implemented health protocols	27	3

No	Statements	Answers	
		Yes	No
4.	The aroma of frozen food packaging can be recognized from outside the A-H Jaya Frozen Food Store	19	11

Source: Researcher Pre-Survey January 2021

In the table above, it can be explained that the A-H Jaya Frozen Food Store has implemented a health protocol, this is because the Covid-19 Pandemic is still ongoing. The A-H Jaya Frozen Food store also has very good lighting, because the many lights provided are able to illuminate the A-H Jaya Frozen Food Store at night and are easy to spot. Consumers can also smell packaged aromas from frozen food that comes from A-H Jaya Frozen Food Store, this can confirm that the store atmosphere presented by A-H Jaya Frozen Food Store can be easily recognized by consumers.

From another point of view, the frozen food offered by the A-H Jaya Frozen Food Store has a lower selling price compared to competitors around the A-H Jaya Frozen Food store. These competitors also sell more or less the same product to trade to consumers, but the price offered is not cheaper than that offered by A-H Jaya Frozen Food Store. The table below can explain one example of a price comparison offered by A-H Jaya Frozen Food Stores with its competitors around A-H Jaya Frozen Food Stores during the Covid-19 Pandemic.

2nd Table. Example of Price Comparison with A-H Jaya Frozen Food Store Competitors

Product	Store Name		
	A-H Jaya Frozen Food	Kesya Frozen Food	Rizky Frozen Food
Sosis Okey 500g	Rp 17.000	Rp 18.000	Rp 17.500
Chikuamini 1 kg	Rp 49.000	Rp 51.000	Rp 50.000
Sosis Harmoni (Hansel)	Rp 25.000	Rp 25.500	Rp 27.000

Source: Research Exploration Results by Researchers, January 2021

The table above can reveal that the A-H Jaya Frozen Food Store has a cheaper price offer compared to its competitors around the A-H Jaya Frozen Food Store even though it was during the Covid-19 Pandemic. According to Soeprihanto (2016: 281) explains that the price is the amount of money (plus some products if possible) needed to get a number of combinations of goods and services. This expression means that the amount of money paid to the seller will get several goods if the goods are obtained at a lower price. The price offered by A-H Jaya Frozen Food Store can show that consumers who buy frozen food will get a lower price compared to its competitors. This problem explains that the AH Jaya Frozen Food Store has a store that complies with health protocol standards and the price is cheaper than stores that sell other frozen food, but the surrounding community has not made frozen food as an alternative option for fast food even though the price is sold at higher prices. cheap at the time of the Covid-19 Pandemic.

2. Literature Study

Store Atmosphere

Utami (2016: 238) defines a store atmosphere as follows, Store atmosphere is an environmental design through visual communication, lighting, color, music, and fragrances to design emotional responses and customer perceptions and to influence customers in buying goods. Meanwhile, Sutisna (2014: 164) suggests the definition of a store atmosphere as follows; The store atmosphere is the overall physical character of a store. Meanwhile, according to Weitz (2016: 576), the definition of a store atmosphere is as follows, the store's space is a design of an environmental design through several things. These are visual communication, lighting, color, music, and smell to stimulate the perceptions and emotions of customers and ultimately influence consumer behavior.

From the explanation above, it can be concluded that the store atmosphere has different types and functions depending on how well the store management regulates the type and function of the store's atmosphere and indirectly influences consumers in making purchases at the store. Of all the variable dimensions described above,

all dimensions have been carried out by A-H Jaya Frozen Food Store. Therefore the store atmosphere dimension variable in this variable is used entirely.

Product Price

Price is the only marketing component that has a direct effect on company profits. Apart from that, price also indirectly affects costs, because the quantity sold has an effect on the costs incurred. Price is often used as an indicator of value when the price is related to the benefits felt for a good or service. Besides that, the price is also flexible which can change at any time according to the time and place.

Kotler and Armstrong (2014: 26) say that price is an amount of money that must be paid by consumers to get a product or service that the consumer needs or wants. This includes basic prices, discounts, payment terms, rebates and credits.

Meanwhile, according to Sumarni and Soeprihanto (2016: 281) price is the amount of money (plus some products if possible) needed to get a number of combinations of goods and services.

From the explanation above, the researchers took several dimensions from Kotler and Keller (2016: 18), namely Discounts include discounts provided by A-H Jaya Frozen Food Stores in order to attract consumer purchasing decisions, in the form of lower prices to get some frozen food products. Meanwhile, another dimension used by researchers is according to Kotler and Keller (2016: 345) regarding the affordability of the products sold by the A-H Jaya Frozen Food Store.

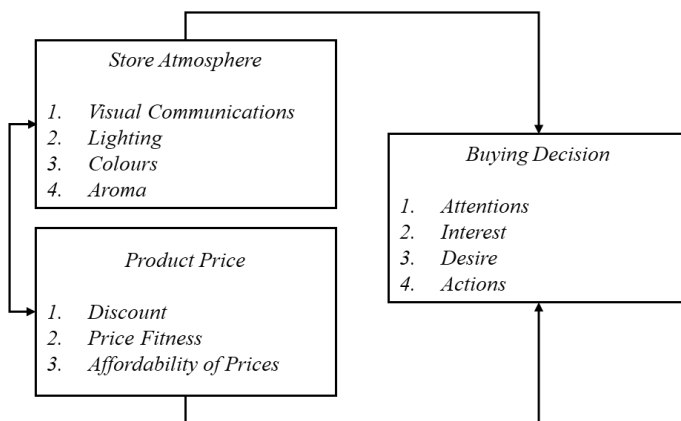
Buying Decision

Kotler and Keller (2014: 137) put forward the definition of a purchase decision as follows "Purchasing decisions are consumer behavior that appears in response to objects that indicate a customer's desire to make a purchase." Meanwhile, Durianto and Liana (2014: 44) suggest that the definition of a purchasing decision is as follows "Something related to the consumer's plan to buy a certain product and how many units of the product are needed in a certain period of time. "Meanwhile, according to Bearman and Evans (2014: 298), the definition of a purchase decision is as follows." A purchase decision is an impulse that arises in a person to buy goods or services in order to fulfill their needs. "

The variable dimensions used in the consumer purchasing decision variables to measure consumer purchasing decisions at A-H Jaya Frozen Food Stores are those expressed by Kotler and Keller (2014: 568) regarding the stage of paying attention, the stage of interest, the stage of desire and the stage of action.

Research Paradigms

The research paradigm can be described as follows;



Research Hypothesis

The hypothesis testing that can be stated in this study can be described as follows.

1. The atmosphere of A-H Jaya Frozen Food Store can influence purchasing decisions.
2. The price of frozen food products at A-H Jaya Frozen Food Store can influence purchasing decisions.
3. Store atmosphere and frozen food product prices at Toko A-H Jaya Frozen Food can influence purchasing decisions.

3. Research Methods

The method used in this research is descriptive and verification methods, by taking the number of respondents unknown and using the iteration method with a sample of 115 respondents. Respondents in this study were consumers who had already purchased the A-H Jaya Frozen Food Toko product, Subang Regency. This study uses validity and reliability tests to test the suitability and reliability of the questionnaires that have been distributed to respondents. This study uses path analysis hypothesis testing and identifies direct and indirect effects with the managerial implication method.

4. Discussions

Profile of Respondents

Respondents in this study were dominated by female gender where the majority of respondents were housewives, because A-H Jaya Frozen Food Stores are located around housing, markets and factory areas. The age classification of respondents is dominated by those aged 31 years to over 35 years, where the age range is dominated by women who are actually married mothers. Respondents in this study were dominated by private employees who could explain that around the A-H Jaya Frozen Food Store there is a factory area. Respondents in this study also had an income range of below Rp. 3,000,000, this is because the minimum wage in Subang Regency is below Rp. 3,000,000.

Descriptive Analyze of Store Atmosphere

In this discussion, we will discuss the Store Atmosphere variable from the results of the questionnaire processing that has been processed using Microsoft Excel in accordance with the ranges and indicators in the level analysis that have been discussed in the previous sub-chapter. The descriptive analysis of the store atmosphere variables is as follows.

3rd Table. Descriptive Analysis of A-H Jaya Frozen Food Store Atmosphere

No	Questions	Score	Categories
1.	Store banners and signboards are clearly visible to consumers	429	Visible
2.	The store layout is very flexible for consumers who choose products	440	Flexible
3.	Room lighting in the store allows consumers to see the products being sold clearly	440	Allowed
4.	Consumers are comfortable with store lighting when visiting the store at night	425	Comfortable
5.	The store has very strict health protocols	469	Strict
6.	In-store facilities are cleaned regularly	462	Cleaned
7.	Consumers can choose products using facilities that comply with health protocols	436	Chooosed
8.	TV displays that play product advertisements are useful for consumers in choosing products in the store	427	Useful
9.	Consumers are aware of the smell of the product when they are around the store	432	Aware
10.	Consumers are comfortable with the rules applied by store managers	428	Comfortable
Average of Scored		439	Great

Source: Questionnaire Results of the January 2021

The results of the descriptive analysis regarding the atmosphere of the A-H Jaya Frozen Food Store are as follows;

1. Consumers can see banners and store signs that are clearly visible from a distance, this is because A-H Jaya Frozen Food Store has a large banner with a very clear name. Besides that, the A-H Jaya Frozen Food Store also displayed some of the products on their banners, as a result consumers could easily find out that the store was an A-H Jaya Frozen Food Store.

2. The A-H Jaya Frozen Food store has a very neatly arranged layout, because several cooling machines are lined up inside the A-H Jaya Frozen Food Store. The glass showcase that is lined up in a very neat and structured

way can make it easier for visiting consumers to choose frozen food products offered by A-H Jaya Frozen Food Store.

3. A-H Jaya Frozen Food store has very good lighting, because it has installed long lights in every corner of the room. This is intended for consumers to be able to select and sort the products offered by A-H Jaya Frozen Food Store very easily. In addition, A-H Jaya Frozen Food Store sorts frozen food products according to the brand and type of a particular refrigeration machine.

4. The lights are installed quite a lot, consumers who visit to buy frozen food products at A-H Jaya Frozen Food Store feel comfortable. This is because the store lighting is very good and the room arrangement makes it easier for consumers to be able to choose and buy frozen food products at night.

5. The A-H Jaya Frozen Food store implements health protocols in accordance with Government regulations regarding the Covid-19 Pandemic emergency. The health protocol enforced by the A-H Jaya Frozen Food Store started from the government's appeal to prevent the transmission of the Covid-19 Virus that is currently happening in the community. The implementation of this health protocol can provide confidence to respondents that the AH Jaya Frozen Food Store is committed to preventing the spread of the Covid-19 Virus in the AH Jaya Frozen Food Store environment, where this can give confidence to consumers who will visit to make transactions at the AH Jaya Frozen Food Store. .

6. During the Covid-19 Pandemic condition, the A-H Jaya Frozen Food Store carried out periodic cleaning of the tools and facilities provided for consumers visiting the A-H Jaya Frozen Food Store. This must be done because the A-H Jaya Frozen Food Store has employees who reuse the facilities provided by the A-H Jaya Frozen Food Store. The manager of the A-H Jaya Frozen Food Store itself shows a commitment to protecting its employees to avoid the spread of the Covid-19 Virus.

7. The implementation of the health protocol by Toko A-H Jaya Frozen Food does not look simple, the application of the protocol is also applied to the products it sells. The products sold by A-H Jaya Frozen Food Stores are packaged products that should have been protected from consumer interactions, but the service methods applied by A-H Jaya Frozen Food Stores to consumers for product selection can be through television displays and other catalogs.

8. A-H Jaya Frozen Food store has a tv display that can play various kinds of advertisements of frozen food products offered to consumers. The purpose of being facilitated with this tv display is to make it easier for consumers to choose frozen food products when they are confused in choosing the products offered by the A-H Jaya Frozen Food Store. Apart from that, this tv display can also be entertainment for consumers when visiting a store and can provide completeness to consumers to offer frozen food products at A-H Jaya Frozen Food Stores.

9. Consumers who walk right in front of the A-H Jaya Frozen Food Store, will immediately notice the aromas of frozen foods that come from inside the A-H Jaya Frozen Food Store. This is because the quantity of products owned by the AH Jaya Frozen Food Store is very large, therefore consumers who will enter the store or are only around the store will recognize the distinctive aromas of frozen food that comes from the AH Store. Jaya Frozen Food.

10. Consumers have a statement that they feel comfortable from the distinctive aroma of frozen food that comes from A-H Jaya Frozen Food Store. The distinctive aromas arising from the packaging of frozen food products do not disturb consumers in staying inside the A-H Jaya Frozen Food Store. These distinctive aromas are preferred by some consumers, because they can distinguish frozen food products from good or bad conditions..

Descriptive Analyze of Product Prices

In the discussion in this sub-chapter, the price of frozen food products will be explained from the results of distributing questionnaires to the respondents in this study, here are the results of the analysis.

4th Table. Descriptive Analysis of Product Prices

No	Questions	Score	Categories
1.	Discounts are in accordance with the quality of the product offered	468	Accordance
2.	Consumers feel enthusiastic when they find products at discounted prices	462	Enthusiastic
3.	Product prices are affordable with the economic level of the surrounding community	464	Affordable
4.	The superior products in the store are in accordance with the price offered	451	Superior
Average of Scored		461	Cheap

Source: Questionnaire Results of the January 2021

In the discussion of the table above, it can explain a descriptive analysis of the product prices offered by A-H Jaya Frozen Food Stores, here are the results of the descriptive analysis;

1. Consumers give a good statement that the price discounts given by A-H Jaya Frozen Food Stores are in accordance with what consumers expect to buy frozen food products at A-H Jaya Frozen Food Stores. This is because many of the consumers whose income range is only the Regency / City Minimum Wage (UMK) which is only under Rp. 3,000,000. This has an impact on consumers who often seek and ask for products that are currently having a discount that are more prioritized for purchase.

2. Consumers of A-H Jaya Frozen Food Store have enthusiasm when they get frozen food products that are being discounted, this is because their need for frozen food is not small. The consumers of A-H Jaya Frozen Food Store are dominated by mothers who are classified as having permanent jobs, besides that frozen food has a practical thing to be served quickly without cooking for a very long time.

3. Consumers of A-H Jaya Frozen Food Store are dominated by consumers who have an income below Rp. 3,000,000 or according to the Regency / City Minimum Wage (UMK) in Subang Regency. This has a significant factor if these consumers want to buy frozen food products, because these consumers have their own considerations from the product price factor.

4. The A-H Jaya Frozen Food store has a wide variety of frozen food products, one of which is the flagship of the A-H Jaya Frozen Food Store. The products that are classified as superior have criteria, one of which is the most sought after or most often purchased by consumers who come to visit the A-H Jaya Frozen Food Store. Giving prices that are appropriate and classified as relatively cheap can make these superior products remain at the A-H Jaya Frozen Food Store.

Descriptive Analyze of Buying Decisions

In this discussion, we will discuss the purchasing decision variables from the results of distributing questionnaires to consumers who visit the A-H Jaya Frozen Food Store who are respondents in this study, here are the results of the descriptive analysis.

5th Table. Descriptive Analysis of Purchasing Decisions

No	Questions	Score	Categories
1.	Consumers pay attention to the store when passing in front of the store	448	Attentions
2.	Consumers pay attention to the products displayed on banners when passing in front of the store	444	Attentions
3.	Consumers are attracted to eye-catching store displays	435	Interested
4.	Consumers are interested in the price of the product offered	428	Interested
5.	Consumers are interested in asking for frozen food products in the store	430	Interested
6.	Consumers need products that are available in the store	472	Needed
7.	Consumers have the purchase decision to buy frozen food products that are sold by the store	443	Good Decisions
8.	Consumers come to buy frozen food products that are sold by stores	468	Visited
Average of Scored		446	Buy

Source: Questionnaire Results of the January 2021

The discussion this time will explain the purchasing decision descriptively from the results of the questionnaire to the respondents in this study, while the results of the analysis are as follows;

1. Consumers can clearly get the attention of the A-H Jaya Frozen Food Store because the front of the A-H Jaya Frozen Food Store has a glass that is large enough, so they can see the contents of the store very clearly. This attention also cannot be separated from the excellent lighting of the store even though it is day and night.

2. Consumers can be clearly distracted when they see the products displayed in the banners installed in front of or inside the A-H Jaya Frozen Food Store. The product pictures displayed on the banners installed in front of the A-H Jaya Frozen Food Store can be clearly seen by consumers, even though they are just passing in front of the A-H Jaya Frozen Food Store. The banners are designed in such a way as to be clearly visible.

3. The A-H Jaya Frozen Food store has a store appearance that is no less attractive than a minimarket or a supermarket, this is because the store design is almost similar to a minimarket or supermarket in general. Therefore,

consumers of A-H Jaya Frozen Food Store are enthusiastic and interested in the appearance of the A-H Jaya Frozen Food Store.

4. The frequent price discounts made by A-H Jaya Frozen Food Stores have become one of the reasons for consumer interest in the products offered by A-H Jaya Frozen Food Stores, plus they are currently in a Covid pandemic condition = 19. The average AH Jaya Frozen Food Store consumer has an income range of only the Regency / City Minimum Wage (UMK) in Subang Regency, therefore price affordability has a considerable influence if consumers want to buy frozen food products offered by the store. AH Jaya Frozen Food.

5. The enthusiasm of consumers in asking about the availability of the products offered by the A-H Jaya Frozen Food Store can be considered when visiting the A-H Jaya Frozen Food Store. Often before choosing the products that are available, these consumers first ask for the products they usually buy every day or even whenever these consumers visit A-H Jaya Frozen Food Stores. This enthusiasm can be an indicator that high purchasing decisions have been shown by consumers to buy products from A-H Jaya Frozen Food Store.

6. The availability of frozen food products provided by A-H Jaya Frozen Food Stores in general is a necessity for consumers who often buy at A-H Jaya Frozen Food Stores. This consideration is due to the fact that frozen food products that have the most availability can actually run out in a short period of time. This is intended to meet the needs and demands of consumers in buying frozen food products available at A-H Jaya Frozen Food Stores during the Covid-19 Pandemic.

7. High purchasing decisions are shown by consumers of A-H Jaya Frozen Food Stores, this is indicated by consumer statements that they have high purchasing decisions to buy frozen food products at A-H Jaya Frozen Food Stores. Frozen food provided and offered by Toko A-H Jaya Frozen Food has good product packaging and does not exceed the predetermined expiration time limit. These can be other indicators that can stimulate consumer purchasing decisions to buy products at A-H Jaya Frozen Food Stores during the Covid-19 Pandemic.

8. Consumers who come to buy frozen food products at A-H Jaya Frozen Food Stores can show their purchasing decisions to buy frozen food products at A-H Jaya Frozen Food Stores. The enthusiasm of these consumers can be shown from the factors that influence the purchase decision, where the store atmosphere and price factors have a contribution to determine the purchase decision.

Verificative Analyze

The analysis of the influence of the store atmosphere and product prices in determining the decision to purchase frozen food products at A-H Jaya Frozen Food Stores was carried out quantitatively and qualitatively, namely analyzing the data using statistical tools and the results were given an explanation. In this section, an analysis of the results of data processing will be carried out using the path analysis method.

As previously stated, to test the truth of the major hypothesis in this study, it can be seen in the calculation of the correlation coefficient between variables. According to Santoso (2014: 29) a correlation figure above 0.5 indicates a fairly strong correlation, on the other hand if it is below 0.5 the correlation is weak. The results obtained can be seen in the following table:

6th Table. Correlations Matrix

Variable	Store Atmosphere	Product Price	Buying Decisions
Store Atmosphere	1,000		
Product Price	0,510	1,000	
Buying Decisions	0,798	0,671	1,000

Source: Questionnaire Results of the January 2021

The table above shows that:

1. The strong relationship between the influence of the store atmosphere and the price of the product is 0.510. This shows that the reciprocal relationship between the two variables reaches the level of 51.0 percent or in other words, the level of relationship between the two variables is strong.

2. The strong relationship between the influence of the store atmosphere and purchasing decisions is 0.798. This shows that the reciprocal relationship between the two variables reaches the level of 79.8 percent or in other words the level of relationship between the two variables is strong.

3. The strong relationship between the effect of product prices and purchasing decisions is 0.671. This shows that the reciprocal relationship between the two variables reaches the level of 67.1 percent or in other words the level of relationship between the two variables is strong.

By using the Lisrel program to calculate path analysis, a structural equation is obtained as the result of the following formula:

buying_decisions = 0.616*store_at + 0.357*product_pr, Errorvar.= 0.269 , R² = 0.731
 Standerr (0.0567) (0.0567) (0.0358)
 Z-values 10.861 6.291 7.517
 P-values 0.000 0.000 0.000

Source: Questionnaire Results of the January 2021

The structural equation above can be explained about hypothesis testing which can be stated in the following table;

7th Tables. Hypothesis Test

1. Simultaneous Test				
Correlations	F _{count}	F _{table}	Conclusions	Explanations
Store atmosphere and product prices have no effect on purchasing decisions	7,51	3,08	F _{hitung} > F _{tabel} H ₀ Rejected	Store atmosphere and product prices influence purchasing decisions
2. Parsial Test				
Correlations	t _{count}	t _{table}	Conclusions	Explanations
Store atmosphere has no effect on purchasing decisions	10,86	1,65	t _{hitung} > t _{tabel} H ₀ Rejected	Store atmosphere has an effect on purchasing decisions
Product prices have no effect on purchasing decisions	6,29	1,65	t _{hitung} > t _{tabel} H ₀ Rejected	Product prices affect purchasing decisions

Source: Questionnaire Results of the January 2021

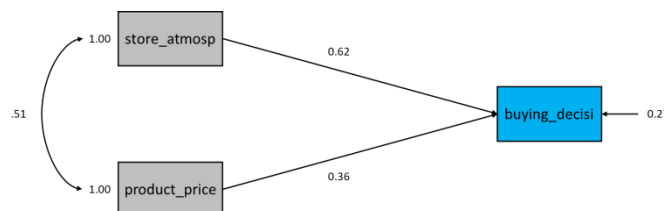
From the above equation, it can be seen the path coefficient for each variable. The number of path coefficients for each variable is shown in the table below:

8th Table. Value of Path Analyze

Partial Impact	PYX ₁ = 0,616
	PYX ₂ = 0,357
Simultaneous Impact	R ² Y (X ₁ X ₂) = 0,731
Residu Impact	PY e = 0,269

Source: Questionnaire Results of the January 2021

By using the equation and the path coefficient table above, the relationship structure between the three variables can be described. The image below is an illustration of the structure of the relationship and the path coefficient of each variable:



1st Picture. Structural Relations Between X₁, X₂ and Y

Source: Questionnaire Results of the January 2021

The tables and diagrams on the path above show that:

1. The store atmosphere variable has an influence of 37.9% on the purchase decision of AH Jaya frozen food Stores, the magnitude of this influence is obtained from the path coefficient value of the store atmosphere of 0.616 strengthened multiplied by 100% meaning 37.9% change in request to buy can be explained or caused by store atmosphere. This can also explain if the atmosphere of the A-H Jaya Frozen Food Store can be designed very well, it can generate increased purchasing decisions as well. Besides, the influence of the store atmosphere in partially

influencing the purchasing decision variable was 37.9%, while the rest could be influenced by other variables not examined in this study by 62.1%. A-H Jaya Frozen Food store has a good store atmosphere, namely by having store equipment and fittings that can give consumers a sense of comfort in buying and choosing products offered by A-H Jaya Frozen Food Stores. However, a good store atmosphere has not been able to increase purchasing decisions strongly, this can provide an opportunity to be able to research with other variables that can increase purchasing decisions at A-H Jaya Frozen Food Stores.

2. The variable price of the product has an influence of 12.9% on the purchase decisions of AH Jaya Frozen Food stores, the value of this influence is obtained from the value of the path coefficient of product prices as large as 0.360 squared multiplied by 100% meaning 12.9% changes in purchasing decisions can be explained or caused by Product Prices. This can also explain if the price of AH Jaya Frozen food Stores products can be designed very well to increase consumer demand for purchase as well. Besides that the AH Jaya Frozen Food Store can increase purchasing decisions for the AH Jaya Frozen Food Store by offering programs that are can improve purchasing decisions at competitive prices with other competitive. However, these programs have not been able to provide and improve the purchase decision of the A-H Jaya Frozen Food Store. The effect of 86.1% is influenced by other variables that cannot be examined in this study, therefore it can provide the opportunity to research with other variables to improve purchasing decisions at A-H Jaya Frozen Food Stores.

3. Store atmosphere variables and product prices have an influence of 53.4% on the purchase decision of AH Jaya Frozen Food Stores, the value of this influence is obtained from the value of the path coefficient of Store Atmosphere and product prices as large as 0.731 squared multiplied by 100% meaning 53.4% change in demand. Purchasing can be influenced by the atmosphere of the store and the price of the AH Jaya Forzen Food store products. With this influence it can explain if the atmosphere of the AH Jaya Frozen Food Store can be designed very well and the product price can be known by the majority of consumers, it can generate purchasing decisions. This shows that if these two variables can be increased, it can affect the purchasing decision of the A-H Jaya Frozen Food Store. The good atmosphere of A-H Jaya Frozen Food Stores and also A-H Jaya Frozen Food Stores have provided low product prices that have not been able to strongly influence purchasing decisions at A-H Jaya Frozen Food Stores. With other influences not examined in this study, 46.6% can explain that there are other variables not examined in this study.

5. Conclusions and Suggestions

Conclusions

Based on the explanation that has been discussed in the previous discussion, the conclusions in this study can be stated as follows;

1. A-H Jaya Frozen Food store has a store atmosphere that can support purchasing decisions, it can be proven from the results of the questionnaire which gets an average score of 439 which is included in the good category. A very well-designed store atmosphere can provide a sense of comfort for consumers and also applies health protocols to prevent the spread of the Covid-19 virus, which supports the incentive to repeatedly buy frozen food products sold at A-H Jaya Frozen Food Stores. The atmosphere of A-H Jaya Frozen Food Store reflects modern supermarkets in general, where this condition can emphasize A-H Jaya Frozen Food Store as a retail store that sells one type of product with a superior store atmosphere. The convenience and flexibility of consumers in choosing frozen food products at A-H Jaya Frozen Food Stores are the main attraction for storeing at these stores.

2. The price of products owned by A-H Jaya Frozen Food Stores gets a score of 461 which falls into the good category. This is because the A-H Jaya Frozen Food Store often provides discounts for products sold by A-H Jaya Frozen Food Stores. In addition to affordable product prices, A-H Jaya Frozen Food Store is able to understand economic conditions, especially at this time where the Covid-19 pandemic has made the opinion of most consumers who have an income only the Regency / City Minimum Wage (UMK). Activities regarding price discounts for frozen food products offered by A-H Jaya Frozen Food Stores to consumers, can be an activity that A-H Jaya Frozen Food Stores promote. This is because the A-H Jaya Frozen Food Store is also a price benchmark for frozen food products around the A-H Jaya Frozen Food Store area. Products that have superior prices are provided in one place so that consumers have the desire to buy frozen food at A-H Jaya Frozen Food Stores.

3. The purchase decision is in the good category with a score of 446. This is because consumers can be distracted so that it can cause interest to visit the A-H Jaya Frozen Food Store. That sense of care and interest arises and is manifested through the desire and action to buy frozen food products sold at A-H Jaya Frozen Food Stores. The owner of A-H Jaya Frozen Food Store can add a type of business that is the choice of consumers to be able to cook frozen food products purchased at A-H Jaya Frozen Food Store to be able to cook on the spot. By having a store that is wide enough and can accommodate seven units of four-wheeled vehicles at the same time, the AH Jaya Frozen Food Store can add several other types of business options to attract the purchase decision of the AH Jaya Frozen Food Store where one of them is cooking frozen food products in a location has been provided.

4. The store atmosphere variable has an influence of 37.9% on the purchase decision of AH Jaya frozen food Stores, the magnitude of this influence is obtained from the path coefficient value of the store atmosphere of 0.616 strengthened multiplied by 100% The influence between these variables can explain if the atmosphere of the AH Jaya Frozen Food Store can be designed very well, can generate increased purchasing decisions as well for AH Jaya Frozen Food Stores. Besides, the influence of the store atmosphere in partially influencing the purchasing decision variable was 37.9%, while the rest could be influenced by other variables not examined in this study by 62.1%. The A-H Jaya Frozen Food store has a good store atmosphere that provides a physical appearance of the store like a supermarket, namely by having store equipment and fittings that can give consumers a sense of comfort in buying and choosing products offered by A-H Jaya Frozen Food Stores. However, a good store atmosphere has not been able to increase purchasing decisions strongly, this can provide an opportunity to be able to research with other variables that can increase purchasing decisions at A-H Jaya Frozen Food Stores.

5. The variable price of the product has an influence of 12.9% on the purchase decision of A-H Jaya Frozen Food store, the value of this influence is obtained from the value of the path coefficient of product price as large as 0.360 squared multiplied by 100%. The influence between these variables shows that the product prices offered by A-H Jaya Frozen Food Stores to consumers fall into the good product price category and can be assumed to be included in the low product price. The product price set by Toko A-H Jaya Frozen Food can only have an effect on being able to increase purchasing decisions by 12.9%. Toko A-H Jaya Frozen Food can increase purchasing decisions at A-H Jaya Frozen Food Stores by offering programs that can improve purchasing decisions at competitive prices with other A-H Jaya Frozen Food Stores and stores that sell other frozen foods. However, these programs have not been able to provide and improve the purchase decision of the A-H Jaya Frozen Food Store. The effect of 86.1% is influenced by other variables that cannot be examined in this study, therefore it can provide the opportunity to research with other variables to improve purchasing decisions at A-H Jaya Frozen Food Stores.

6. Store atmosphere variables and product prices have an effect of 53.4% on the purchasing decisions of A-H Jaya Frozen Food Stores, the value of this influence is obtained from the value of the path coefficient of Store Atmosphere and product prices as large as 0.731 squared multiplied by 100%. The influence between these variables entered into the influence with details of the effect of 53.4%. The store atmosphere and product prices can influence simultaneously by 53.4%, this can indicate that the application of these two variables, if executed very well at the A-H Jaya Frozen Food Store, can be increased can strongly influence the purchasing decision of the A-H Jaya Frozen Food Store. The good atmosphere of A-H Jaya Frozen Food Stores and also A-H Jaya Frozen Food Stores have provided low product prices that have not been able to strongly influence purchasing decisions at A-H Jaya Frozen Food Stores. With other influences not examined in this study, 46.6% can explain that there are other variables not examined in this study.

7. The variable price of the product has an influence of 12.9% on the purchase decision of A-H Jaya Frozen Food store, the value of this influence is obtained from the value of the path coefficient of product price as large as 0.360 squared multiplied by 100%. The influence between these variables shows that the product prices offered by A-H Jaya Frozen Food Stores to consumers fall into the good product price category and can be assumed to be included in the low product price. The product price set by Toko A-H Jaya Frozen Food can only have an effect on being able to increase purchasing decisions by 12.9%. Toko A-H Jaya Frozen Food can increase purchasing decisions at A-H Jaya Frozen Food Stores by offering programs that can improve purchasing decisions at competitive prices with other A-H Jaya Frozen Food Stores and stores that sell other frozen foods. However, these programs have not been able to provide and improve the purchase decision of the A-H Jaya Frozen Food Store. The effect of 86.1% is influenced by other variables that cannot be examined in this study, therefore it can provide the opportunity to research with other variables to improve purchasing decisions at A-H Jaya Frozen Food Stores.

8. Store atmosphere variables and product prices have an effect of 53.4% on the purchasing decisions of A-H Jaya Frozen Food Stores, the value of this influence is obtained from the value of the path coefficient of Store Atmosphere and product prices as large as 0.731 squared multiplied by 100%. The influence between these variables entered into the influence with details of the effect of 53.4%. The store atmosphere and product prices can influence simultaneously by 53.4%, this can indicate that the application of these two variables, if executed very well at the A-H Jaya Frozen Food Store, can be increased can strongly influence the purchasing decision of the A-H Jaya Frozen Food Store. The good atmosphere of A-H Jaya Frozen Food Stores and also A-H Jaya Frozen Food Stores have provided low product prices that have not been able to strongly influence purchasing decisions at A-H Jaya Frozen Food Stores. With other influences not examined in this study, 46.6% can explain that there are other variables not examined in this study.

Suggestions

The suggestions that can be conveyed come from inhibiting factors that are / will be faced by A-H Jaya Frozen Food Stores, here are suggestions that can be expressed from the results of this research to A-H Jaya Frozen Food Stores;

1. A-H Jaya Frozen Food store needs to have a backup of minor store equipment such as backup lights (outside store lights and indoor lights), supporting equipment such as stairs or chairs, other tooling equipment to be able to directly repair equipment needs such as hand sanitizer for prevent the spread of Covid-19. This can make it easier for storekeepers to repair directly if there is damage to certain parts of the facility. In addition, the A-H Jaya Frozen Food Store is deemed necessary to schedule programs or inspections in maintaining and maintaining the equipment and fittings of A-H Jaya Frozen Food Stores on a regular basis. The examination schedule is carried out within 1 week or once a month.

2. Storekeepers A-H Jaya Frozen Food can recheck the temperature of the cooling machine that stores frozen food products with sharp aromas, where frozen food can be much more frozen and its quality can be guaranteed because the temperature is maintained by checking it regularly. Therefore, A-H Jaya Frozen Food Store can be equipped with air freshener that is not contradicting the distinctive aromas that arise from frozen food products and is also included with room cleaners aimed at preventing the spread of the Covid-19 virus. The selection of air fresheners can be sorted and selected by the store owner so that they can blend with the aromas that come from frozen food that has been stored in the refrigerator.

3. A-H Jaya Frozen Food store can check which products are most sought after / asked by consumers and run out the fastest within 1 month, these products that should be able to be provided exceed the availability of goods compared to other products. AH Jaya Frozen Food Store owners need to master information on all types of products they have, because AH Jaya Frozen Food Storekeepers can provide direct solutions if the product that consumers are looking for has run out and can offer similar products with different brands or substitute products from a series of products has been provided. In addition, the keeper of A-H Jaya Frozen Food Store must get information when the products being sold have run out, and ensure when the finished products are available again to consumers who ask about this particular product.

4. Owners and keepers of A-H Jaya Frozen Food Stores can establish sustainable relationships with consumers who are known to have quite a long distance. One of the relationships is being able to notify directly through social media and messages sent from storekeepers to consumers. So, these consumers feel prioritized and will visit the A-H Jaya Frozen Food Store even though they have a long distance.

5. A-H Jaya Frozen Food store can add a type of business with the same innovation that can present frozen food processed products by cooking on the spot. The choice of frozen food products that can be cooked in place comes from the choice of products sold in the A-H Jaya Frozen Food Store, therefore consumers can feel and taste the frozen food products they have bought directly. At the same time, the A-H Jaya Frozen Food Store can carry out promotional activities with high intensity to consumers who are in the area around the A-H Jaya Frozen Food Store. This activity is intended to inform its customers what kind of offering activities will be carried out by the A-H Jaya Frozen Food Store to its consumers.

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