Research Horizon

The Influence of Price Bundling, Physical Evidence, and Store Atmosphere on Consumer Buying Decisions

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Abstract

This study aims to analyze the influence of Price Bundling, Physical Evidence, and Store Atmosphere on Consumer Purchasing Decisions. A quantitative approach was employed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis technique. Each independent variable Price Bundling, Physical Evidence, and Store Atmosphere were measured using specific indicators. Data was collected through questionnaires using a five-point Likert scale. The sampling technique used was non-probability sampling with a total of 100 respondents. The findings reveal that Price Bundling has a positive but insignificant effect on consumer purchasing decisions. In contrast, Physical Evidence and Store Atmosphere both have a positive and significant effect on purchasing decisions. These results suggest that although price bundling strategies provide a positive perception, they are not strong enough to significantly influence consumer decisions. On the other hand, visual elements and the store's atmosphere are more effective in encouraging consumers to make purchases. This highlights the importance of creating an appealing environment and enhancing tangible elements to attract and retain buyers.

Keywords

Buying Decision, Consumers, Physical Evidence, Price Bundling, Store Atmosphere.

1. Introduction

Business competition is currently getting tighter, and this creates many opportunities and challenges for food companies in Indonesia. This causes companies to have various ways to maintain their business, one of which is by keeping consumers visiting their restaurants. Many things influence consumers to visit and buy at restaurants, including price, the physical form of the restaurant and the atmosphere in the restaurant can influence consumer decisions in making purchases (Chua et al., 2020). The rapid growth of the food service industry has triggered the growth of fast-food restaurants. The more fast-food restaurants there are, the more competition will arise between companies with similar businesses. In Indonesia itself, especially in Bandar Lampung, many fast-food restaurants have emerged, both local and foreign products.

In the highly competitive fast-food market, restaurants must attract and retain customers. Price bundling, offering multiple products at a reduced combined price, is a key strategy. KFC Pringsewu's success exemplifies this; they sell 180-295 products daily, with bundled items consistently outselling individual ones. This demonstrates that consumers prefer bundles, which can boost sales of products they might not otherwise purchase, provided the overall price is appealing. Previous research by Witarsana et al. (2022) packaging food and beverage products at one price is an alternative to increasing the number of product sales. Several studies have found that price bundling does not significantly influence the consumer's decision-making process when purchasing (Assyifa, 2022).

A purchasing decision refers to the consumer's action to either proceed with or refrain from buying a product. In making this choice, consumers typically evaluate and use the information they have gathered about the product as a basis for their decision (Hidayat, 2017). Companies must develop competitive marketing strategies to stand out in the market. Businesses with established brands need to demonstrate added value and align their offerings with customer expectations to remain relevant and appealing. Generally, this can be a decision-making factor for consumers. Many things influence consumers to visit and buy at restaurants, including the physical form of the restaurant and the atmosphere in the restaurant can influence consumer decisions in making purchases. Physical evidence or what is commonly called physical evidence can be one of the influences on consumer purchasing decisions (Nadeak & Sukarno, 2024). Physical evidence is evidence owned by an outlet that is intended for consumers as a review of consumer added value (Santoso & Martini 2020). According to Widya and Wijaya (2024), their research findings revealed a positive and significant correlation between physical evidence and purchasing decisions. Nevertheless, other studies offer contrasting perspectives, with earlier research indicating that Physical Evidence does not impact purchasing decisions (Ariesca & Saputro, 2025). The appearance of the store atmosphere or Store Atmosphere can also influence consumer purchasing decisions. A positive fast food restaurant atmosphere will affect emotions and purchasing behavior. The longer and more consumers are in a restaurant, the more it will encourage consumers to make large purchases. This opportunity can be created if the restaurant can provide a pleasant atmosphere so that visitors to the outlet feel at home for a long time and will create further purchases. Studies conducted by Erianto and Mashariono (2018) as well as Khan (2022) found that the Store Atmosphere variable does not significantly influence consumer purchasing decisions. In contrast, research by Annisa and Nuvriasari (2024) shows differing results, indicating that Store Atmosphere has a significant impact on consumers' decisions to purchase.

Numerous prior studies have investigated the factors affecting consumer purchasing decisions. For instance, Witarsana (2022) and Assyif (2022) analyzed the influence of Price Bundling on buying behavior. In contrast, Widya and Wijaya

(2024), along with Ariesca and Saputro (2025), focused on the effect of Physical Evidence on consumer actions. Additionally, the influence of Store Atmosphere on purchase decisions was explored by Erianto and Mashariono (2018) as well as Khan et al. (2022). However, the findings from these studies remain varied and sometimes contradictory. Hence, this research aims to further examine the relationship among these variables, specifically within the setting of fast-food restaurants in Indonesia.

2. Literature Review and Hypothesis Development

2.1. Price Bundling and Buying Decision

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), explains that a consumer's purchase intention drives their purchasing behavior (Lee et al, 2021). A person's intent to act is influenced by their feelings about the action, how social pressure impacts them, and their belief in their ability to perform the action. Aspects of a product, such as its cost and how good it is, are also factor in this framework. A popular sales tactic is product bundling, where companies sell several different items as a single package for less than buying them separately. These bundled products remain fully functional on their own (non-integrated). The effectiveness of bundling, and its optimal pricing, depends on the specific product mix and competitive offerings. Examples range from restaurant meal deals to retail multi-item discounts.

Kotler and Armstrong (2003) explain that a purchase decision represents the phase in the consumer decision-making process during which the buyer chooses to proceed with the actual purchase of a product or service. This decision is a part of consumer behavior. Strategies for combining products to maximize profit in competitive markets have become a popular research topic in economics (Babar & Habib, 2021; Ogasawara & Sato, 2023). The study conducted by Risaldi (2021) revealed that price bundling significantly influences purchasing decisions at the Ayam Geprek Mas Bro restaurant. However, this contrasts with the findings of. This, however, stands in contrast to Assyifa's (2022) findings, which suggest price bundling doesn't significantly influence consumer purchasing decisions. Conversely, research by Bosnjak et al. (2020) and Gauri et al. (2021) indicates that consumers are more likely to buy bundled products when they view the price bundling, physical evidence, and atmosphere positively, feel social encouragement to purchase, and believe they have the capability to make the purchase.

H1: Price bundling has a significant effect on buying decisions.

2.2. Physical Evidence and Buying Decisions

Physical evidence is one component in the marketing mix. It includes all tangible aspects of a business such as facility design, parking, equipment, and other physical attributes. This aspect can be a determining factor for consumers when choosing to buy a product (Ningsih & Putri, 2024). Physical evidence plays a real role in influencing consumer decisions to buy, and use the products or services offered. From this definition, physical evidence can be interpreted as all real elements shown by the company to attract consumer interest, including physical conditions, parking facilities, equipment, technology, and others (Sujarweni, 2014; Ruki, 2011; Paraira et al., 2024). While the buying decision represents the consumer's process in deciding what to buy or whether to make a purchase at all (Harahap et al., 2018; Ningsih & Putri, 2024). Several factors influence buying intentions, including physical evidence. Research by Widya and Wijaya (2024) shows that physical evidence simultaneously has a significant impact on buying decisions. However, other studies, such as those conducted by Anabila and Susila (2024) and Rizki and Santosa (2024), found that physical evidence did not significantly influence buying decisions.

H2: Physical evidence has a significant effect on consumer buying decisions.

2.3. Store atmosphere and Buying Decisions

The store atmosphere is all about how the physical environment of a store is designed. Thinking about the visual displays, lighting, colors, music, and even the smells, the goal is to create a specific mood or feeling that influences customers' emotions and how they perceive the store (Sunyoto, 2015; Florea et al., 2025). The main goal is to influence consumers' decisions on where to shop. A well-designed store atmosphere provides comfort, attracts attention, and encourages consumers to make purchases. A clean and aesthetically pleasing physical layout also plays a key role in creating a pleasant shopping experience. Therefore, effective management of store atmosphere is a critical strategy to increase purchase intention, customer loyalty, and gain competitive advantage in a highly competitive market. Store atmosphere also contributes to building brand image in consumers' minds. Several studies, such as those by Lin et al. (2022), Anindia et al. (2023), and Tantowi and Pratomo (2024), found that store atmosphere has a positive and significant effect on buying decisions. However, some other studies show the opposite indicating that store atmosphere may not always have a significant effect depending on context and consumer or store characteristics. Erianto and Mashariono (2018) and Khan (2022) stated that the Store Atmosphere variable does not have a significant effect on consumer buying decisions

H3: Store atmosphere has a positive and significant effect on consumer buying decisions.
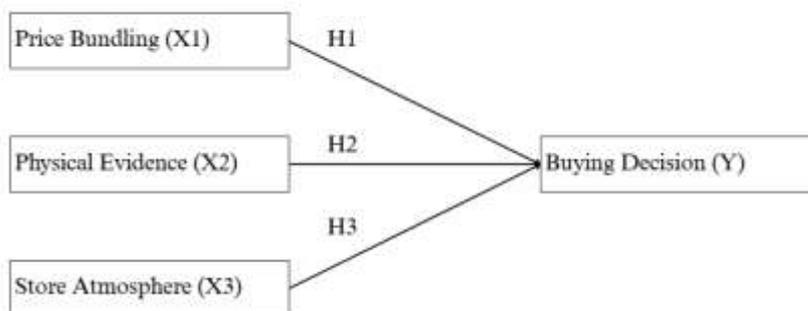

Figure 1. Research Framework

Figure 1 showed a conceptual model of the study that describes the relationship between three independent variables with one dependent variable. The independent variables consist of Price Bundling (X1), Physical Evidence (X2), and Store Atmosphere (X3). The dependent variable in this model is Buying Decision (Y). There are three hypotheses proposed in this model, namely H1, H2, and H3. Hypothesis H1 states that Price Bundling influences Buying Decision. Hypothesis H2 states that Physical Evidence influences Buying Decision. Meanwhile, H3 states that Store Atmosphere also influences Buying Decision. This model aims to analyze the extent to which these marketing factors influence consumer decisions in making purchases.

3. Methods

This research employs a quantitative method with a survey approach, selected for its effectiveness in explaining the relationship among variables through objective and numerical data. A structured questionnaire was used as the main data collection instrument, designed by referring to relevant indicators for each variable studied

(Balaka, 2022). The population of this study consists of customers of KFC Pringsewu who have made purchases at least once, either for dine-in or take-away. These consumers were chosen because they have direct experience interacting with the product and service environment of KFC, making their perceptions relevant for assessing the impact of the examined variables.

The sampling technique applied is non-probability sampling, which means the selection of respondents was not based on equal opportunity for each population member. This technique was deemed appropriate due to the accessibility and availability of the targeted consumers. A total of 100 respondents were chosen based on a combination of criteria, including gender, occupation, and domicile, to ensure that the sample reflected a diverse and representative consumer group within the Pringsewu region.

To measure the research variables, the questionnaire utilized a five-point Likert scale ranging from "strongly disagree" to "strongly agree." This scale enabled the researcher to evaluate the level of agreement or perception that respondents had regarding statements linked to the constructions under study. Before data analysis, the validity of each indicator was tested using outer loading to determine the extent to which an item accurately represents the variable construct. Subsequently, a reliability test was performed using Cronbach's Alpha to assess the consistency and internal reliability of the data for each indicator.

The study focuses on three independent variables: Price Bundling (X1), Physical Evidence (X2), and Store Atmosphere (X3). The Price Bundling variable includes indicators such as price affordability, the suitability of the price with the perceived value of the product, and price differentiation. The Physical Evidence variable encompasses aspects like the physical environment of the restaurant, interior layout, availability of supporting facilities, and the implementation of promotional or marketing materials. Lastly, the Store Atmosphere variable is represented by exterior design, general interior arrangement, store layout, and visual aesthetics within the restaurant space. These three variables were analyzed using statistical techniques to determine their respective influences on consumer purchasing decisions, specifically in the context of fast-food consumption at KFC Pringsewu.

4. Results

This section presents the research findings based on the results of data analysis that has been carried out. The findings cover the main results that are directly related to the research objectives. It also includes the interpretation of the data collected during the study. Each result is described systematically and in detail to provide a clear understanding of the relationships among the variables examined. The analysis aims to reveal patterns, trends, or significant effects that answer the research questions. The structured presentation of results ensures clarity and coherence in explaining the outcomes of the research to the readers.

Table 1. Respondent characteristics

Profile		Amount	Presentation
Gender	Man	25	25%
	Women	75	75%
	Students	75	75%
Job	Employee	20	20%
	Self-employed	5	5%
Domicile	Pringsewu	87	87%
	Outside Pringsewu	13	13%

Table 1 show respondents were dominated by female respondents, he respondent demographics for this study reveal a notable gender imbalance, with female respondents making up the vast majority at 75 individuals (75%), compared to 25 male respondents (25%). Occupationally, students dominated the sample, accounting for 75 respondents (75%), followed by employees at 20 people (20%), and a smaller contingent of 5 self-employed individuals (5%). Geographically, the study primarily focused on residents of Pringsewu Regency, with 87 respondents (87%) residing there, while only 13 respondents (13%) were from outside the regency. This demographic profile suggests the study's findings are heavily influenced by the perspectives of young, predominantly female students located within Pringsewu Regency.

Table 2. Validity and Reliability Test

Variable	Item	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Price Bundling	X1	0.794	0.836	0.884	0.605
	X2	0.779			
	X3	0.823			
	X4	0.717			
	X5	0.772			
Physical Evidence	X1	0.740	0.837	0.885	0.608
	X2	0.709			
	X3	0.874			
	X4	0.798			
	X5	0.767			
Store Atmosphere	X1	0.768	0.879	0.908	0.622
	X2	0.793			
	X3	0.800			
	X4	0.809			
	X5	0.809			
	X6	0.750			
Buying Decision	Y1	0.793	0.852	0.890	0.575
	Y2	0.724			
	Y3	0.737			
	Y4	0.798			
	Y5	0.702			
	Y6	0.791			

The comprehensive validity test presented in Table 2 rigorously assesses the suitability of the chosen indicators for the variables: Price Bundling (X1), Physical Evidence (X2), Store Atmosphere (X3), and Buying Decision (Y). A crucial finding from this analysis is that all indicators within the table unequivocally meet the established validity standard of greater than 0.6. This robust outcome confirms the individual validity of each indicator, rendering them suitable and reliable for subsequent deeper analyses, including reliability testing and hypothesis testing. Furthermore, Table 2 also meticulously details the results of both reliability and construct validity testing, employing three critical metrics: Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE).

The consistently high Cronbach's Alpha values, all exceeding 0.8, are particularly noteworthy, signifying the instrument's excellent internal consistency and demonstrating that its items reliably measure the same underlying construct. Complementing this, the Composite Reliability figures, all comfortably above 0.85, further underscore the high degree of construct reliability, indicating that the latent

variables are consistently and dependably measured by their respective indicators. Lastly, the AVE values, ranging from 0.575 to 0.622, all surpass the minimum acceptable threshold of 0.5. This significant result confirms that each latent variable can explain more than 50% of the variance in its associated indicators, affirming their strong convergent validity. Collectively, these compelling results from the validity and reliability tests confidently establish that the instruments utilized in this study are both statistically valid and highly reliable, providing a strong foundation for the research's conclusions.

Table 3. Hypothesis Test Results

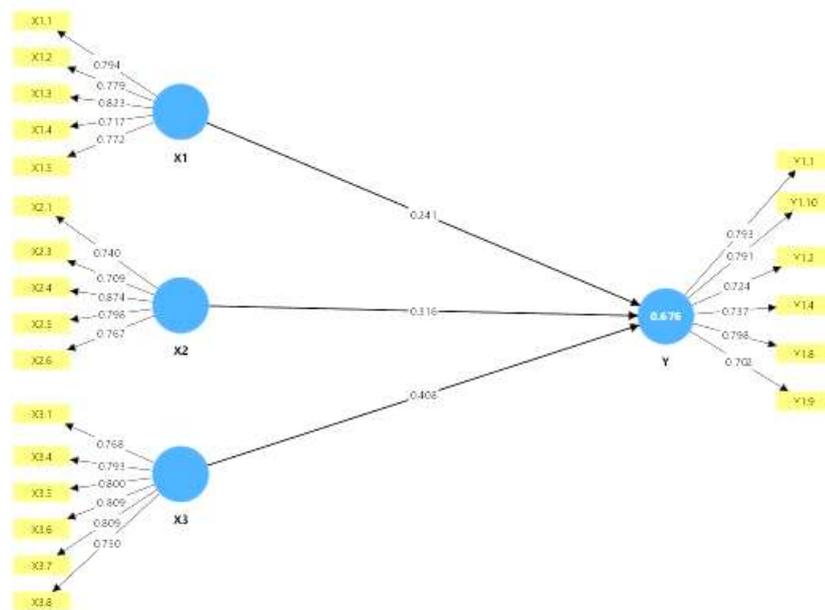| Hypothesis	Std. Deviation	T Statistic	P Values	R Square
Price Bundling - > Buying Decision	0.192	1.256	0.209	
Physical Evidence - > Buying Decision	0.151	2.096	0.036	
Store Atmosphere - > Buying Decision	0.144	2.839	0.005	
Buying Decision				0.676

Figure 2. Data processing results from PLS-SEM

Table 3 and Figure 2 collectively present the crucial findings of the hypothesis testing, primarily focusing on the t-statistic and probability (p-value) to determine the significance of each independent variable's effect on Purchasing Decisions. For this study, with an alpha level set at 5% (0.05), the critical t-statistic value is 1.984. Consequently, the criterion for accepting a hypothesis is a t-statistic greater than 1.984 *and* a p-value less than 0.05. Beginning with Hypothesis 1 (H1), which posits an effect of Price Bundling on Purchasing Decisions, the results show a t-statistic of 1.256. Since 1.256 is less than the critical value of 1.984, and its corresponding p-value is 0.209 (which is greater than 0.05), we conclude that Price Bundling has a positive but not statistically significant effect on Purchasing Decisions. Therefore, H1 is rejected. This indicates that while price bundling may conceptually influence consumer choices, its impact in this specific context was not strong enough to be considered statistically meaningful.

Next, for Hypothesis 2 (H2), concerning the influence of Physical Evidence on Purchasing Decisions, the analysis yields a t-statistic of 2.096. This value comfortably exceeds the critical t-statistic of 1.984, and its p-value of 0.036 is below the 0.05 threshold. These results unequivocally demonstrate that Physical Evidence has a positive and statistically significant effect on Purchasing Decisions. Thus, H2 is accepted, suggesting that the tangible aspects of a restaurant, such as its cleanliness, layout, and appearance, significantly sway consumer buying behavior. Finally, examining Hypothesis 3 (H3), which explores the impact of Store Atmosphere on Purchasing Decisions, the findings are equally compelling. The t-statistic is 2.839, which is considerably higher than 1.984, and its p-value is 0.005, far below the 0.05 significance level. This strong evidence confirms that Store Atmosphere has a positive and statistically significant influence on Purchasing Decisions. Consequently, H3 is also accepted, indicating that the overall ambiance, music, lighting, and general feel of the store play a vital role in influencing consumers to make a purchase.

Beyond individual hypothesis testing, Table 3 also presents the coefficient of determination (R-squared), which provides insights into the overall explanatory power of the model. The R-squared value for Buying Decision is 0.676. This indicates that the independent variables Price Bundling, Physical Evidence, and Store Atmosphere together can explain 67.6% of the variance in the Buying Decision variable. The remaining 32.4% of the variance in Purchasing Decisions is attributable to other factors not included or examined within the scope of this study, highlighting the presence of additional variables that could influence consumer buying behavior.

5. Discussion

The findings of this research reveal that while price bundling has a positive influence on buying decisions, the effect is not statistically significant, as indicated by an original sample value of 0.241. Based on these findings, it can be concluded that Price Bundling exerts a positive yet insignificant impact on Buying Decisions, as reflected by a t-statistic of 1.256, which is below the critical value of 1.984, and a P-value of 0.209, which exceeds the 0.05 significance level. Consequently, the hypothesis (H1) proposing a significant influence of Price Bundling on Buying Decisions is not supported. This suggests that the high index scores of Price Bundling indicators namely price affordability, price appropriateness, and price variation have not been effective in motivating consumers to purchase KFC products. The results of this study are in accordance with the research conducted by Assyifa (2022) stated that Bundling prices did not have a significant effect on the purchasing decision process partially. Research by Risaldi (2021) found that price bundling has a significant effect on purchasing decisions at Ayam Geprek Mas Bro restaurant

The results of this study indicate that Physical Evidence has a positive and significant effect on Buying Decision with an Original Sample value of 0.316. From these results, it can be concluded that Physical Evidence has a positive effect on Buying Decision with a t-statistic of 2.096> 1.984 and a P Value of 0.036 <0.05. So that the hypothesis (H2) which states that there is an effect of Physical Evidence on Buying Decision is accepted. The high index value on the Physical Evidence indicator is evidence of the acceptance of H2. The indicators in question are the surrounding environment, restaurant layout, additional restaurant facilities, and restaurant promotional marketing. This means that the more complete the facilities and physical evidence of the restaurant, the more it will increase the purchasing decision of consumers. The results of this study are in accordance with research conducted by Kodrat et al. (2011) and Widya and Wijaya (2024) which states that Physical Evidence has a positive and significant effect on Consumer Buying Decision. However, other studies by Anabila and Susila (2024) and Rizki and

Santosa (2024) found that physical evidence does not significantly influence purchasing decisions.

The test results on Store Atmosphere show that the original sample value is 0.408. From these results it can be concluded that Store Atmosphere has a positive and significant effect with a t-statistic value of 2.839> 1.984 and a P Value of 0.005 <0.05. So that the hypothesis (H3) which states that there is an influence of store atmosphere on buying decision is accepted. This shows that the high value of the indicator index of Store Atmosphere is evidence of the acceptance of H3. The indicators in question are the exterior (outside of the restaurant), general interior (inside of the restaurant), store layout, and interior display (notice board). This means that the more comfortable the atmosphere around the restaurant is, the more consumer purchasing decisions will increase, and restaurants must always maintain the comfort of the environment in order to retain their consumers. The results of this study are in accordance with research conducted by Lin et al. (2022), Anindia et al. (2023), and Tantowi and Pratomo (2024) state that store atmosphere has a positive and significant effect on consumer buying decisions. Erianto and Mashariono (2018) and Khan (2022) stated that the store atmosphere variable does not have a significant effect on consumer purchasing decisions.

6. Conclusion

This study found that while price bundling at KFC Pringsewu didn't significantly impact consumer purchasing decisions, both physical evidence and store atmosphere had a positive and significant effect. This suggests that a well-maintained physical environment and a comfortable, clean store are crucial for influencing consumer behavior and encouraging purchases. These findings support the Theory of Planned Behavior (TPB), highlighting the importance of environmental factors like physical evidence and store atmosphere in shaping consumer purchase intentions and decisions within the fast-food retail context.

From a managerial perspective, KFC and similar fast-food outlets should prioritize improving tangible aspects of their services, such as cleanliness of facilities, layout, and marketing materials. In addition, maintaining a pleasant and attractive store atmosphere can help increase customer satisfaction and encourage repeat purchases. Although price bundling did not show a significant effect in this study, businesses should consider exploring different bundling combinations or more aggressive pricing strategies that are more in line with consumer expectations. This study is limited by its sample size, which only focuses on consumers of one KFC outlet in Pringsewu. The non-probability sampling method and limited geographic coverage limit the generalizability of the findings to a wider population. Furthermore, this study only investigated three variables, potentially overlooking other influential factors such as service quality, brand image, or consumer trust. Recommendations for future research include expanding the scope of the study by including multiple outlets or different brands in different regions to increase generalizability. Researchers may also consider integrating additional variables such as customer satisfaction, brand loyalty, and perceived value. In addition, comparative studies using experimental or longitudinal methods may provide deeper insights into the long-term effects of bundling strategies and store environments on consumer decision making.

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Conflict of Interest Statement

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.