

THE INFLUENCE OF DISPLAY VISUAL MERCHANDISING AND STORE ATMOSPHERE ON MANZONE'S BRAND IMAGE

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Abstract. This study aims to analyze the influence of visual display merchandising and store atmosphere on the brand image of Manzone, a local Indonesian men's fashion brand under the auspices of PT Mega Perintis Tbk. The background of this research is based on the increasingly fierce competition in the fashion retail industry in Indonesia, where the visual communication strategy in physical stores is an important factor in shaping consumer perception of brands. The study used a quantitative approach with a survey method through the distribution of questionnaires to 100 respondents who were visitors to Manzone stores in Pondok Indah Mall, Supermall Karawaci, and Gandaria City. The Stimulus-Organism-Response (S-O-R) theory is used as the main conceptual framework, in which the visual display of merchandising and store atmosphere is positioned as a stimulus, consumer perception as an organism, and brand image as a response. The research instrument consists of 45 statements that have been tested for validity and reliability. Data were analyzed using multiple linear regression with the help of SPSS version 26. The results showed that visual display merchandising had a positive and significant effect on brand image (sig. 0.020), store atmosphere had a positive and significant effect on brand image (sig. <0.001), and simultaneously both had a significant effect on brand image Manzone with a calculated F value of 38.071 (sig. <0.001). The Adjusted R Square value of 0.428 indicates that both variables are able to explain 42.8% of brand image variations, while the remaining 57.2% are influenced by other factors outside the study. Store atmosphere proved to be the most dominant variable with a Standardized Beta value of 0.517 compared to display visual merchandising of 0.217.

Keywords: Display Visual Merchandising, Store Atmosphere, Brand Image, SOR Theory

INTRODUCTION

According to Effendy, the effect evoked by the S-O-R theory is a reaction that is specific to a specific stimulus, so that one can expect and agree between the message and the communication reaction. In the context of this study, the (Effendy, 2007:254) visual display of merchandising and store atmosphere is positioned as the Stimulus (S) that consumers receive when they are in the store. Furthermore, the consumer will process the stimulus through perception, emotion, and judgment as an Organism (O). The end result of this process is the formation of a perception of Manzone's brand image as Response (R). The S-O-R theory thus becomes a relevant and powerful conceptual foundation for examining how the elements of the store environment systematically contribute to the formation of a brand image.

The development of the fashion retail industry in Indonesia shows interesting dynamics in line with changes in consumer behavior, technological developments, and global economic challenges. The increasing number of local and international brands present in the Indonesian market causes the competition in the fashion business to become more competitive. Companies no longer only focus on product quality and price, but are also required to create engaging shopping experiences to maintain consumer loyalty. Changes in consumer behavior that are increasingly selective in choosing fashion products make the aspect of the shopping experience in physical stores one of the important factors in influencing purchase decisions and consumer perception of a brand.

In the midst of the rapid development of e-commerce and digital marketplaces, the existence of offline stores still has an important role in providing a direct experience to consumers. Physical stores are able to present real interaction through product arrangement, interior design, lighting, music, room aroma, and overall comfort felt by consumers when visiting. This experience is an added value that cannot be fully provided by online shopping platforms. Therefore, retail companies need to create a differentiation strategy that is able to provide a positive experience for consumers within the store. Companies make various efforts to maintain their survival, and one of them is to create conditions that maintain customer loyalty, so that they do not turn to other companies or products (Miranda et al., 2017) (Sulasmi et al., 2020). (Jatu Hendra Permana and al., 2023)

One of the strategies that is widely applied in the fashion retail industry is visual merchandising displays. Visual merchandising is the company's effort to display products attractively through product layout, the use of mannequins, decorations, window displays, signage, and other visual elements to attract consumer attention. Attractive displays can create a positive first impression, increase consumer interest in entering the store, and encourage consumers to make purchases. In addition, visual merchandising is also a non-verbal communication medium between brands and consumers in conveying brand identity and character.

In addition to visual merchandising, another factor that also affects the consumer experience is the store atmosphere. Store atmosphere is the physical environment condition of the store which includes interior design, lighting, room temperature, music, aroma, cleanliness, spatial layout, and overall store comfort. A cozy store atmosphere can create a pleasant shopping atmosphere so that consumers feel at home in the store for longer. This condition has the potential to increase consumers' positive perception of the brand which ultimately forms a strong brand image. According to the term "store atmosphere" refers to the overall impression that customers will have of a business based on its physical attributes, including its design, layout, lighting, displays, colors, temperature, music, and aroma. One of the store's weapons is the environment it creates. Depending on the physical layout of the store, customers may find it easy or difficult to shop. Each store has a different look Berman than Evan (2018:464) .

Halomoan and mentioning that a brand is a symbol or name that represents an object, develops into an image that reflects consumer perception. Brand image acts as a self-expression, where the chosen brand can increase the wearer's sense of prestige, satisfaction, or unique identity. According to , brand image refers to the perceptions and beliefs that consumers have, which are reflected in certain associations inherent in their memories. In the fashion industry, brand image is often built not only through the products sold, but also through the experience that consumers feel when interacting directly with the brand in a physical store. Nurjanah (2022) Nuryanti and al. (2023) (Inspired by Rafii Priyambodo and al., 2025).

Manzone is one of the local men's fashion brands in Indonesia under the auspices of PT Mega Perintis Tbk (ZONE). As a brand engaged in the men's fashion industry, Manzone faces stiff competition with various local and international brands. To maintain its existence in the market, Manzone needs to build a strong brand image through an effective marketing strategy, one of which is through the management of visual merchandising displays and store atmosphere in each of its stores. The researcher sees that the visual elements of the Manzone store such as product arrangement, mannequin, display concept, lighting, and store atmosphere have great potential in shaping consumer perception of the brand.

Research on visual merchandising and store atmosphere has been done before, but there are still limited studies that specifically discuss the influence of these two variables on brand image in the local men's fashion industry in Indonesia, especially on the Manzone brand. Therefore, this study is relevant to be carried out to find out how much influence visual display

merchandising and store atmosphere have on Manzone's brand image.

This research was conducted at the Manzone store in Jakarta using quantitative research methods and descriptive approaches. The paradigm used is the positivism paradigm because this study aims to measure the relationship between variables objectively, systematically, and based on empirical data. The results of this research are expected to make an academic contribution to the development of marketing communication science and provide practical recommendations for companies in improving brand image through shopping experience strategies in physical stores.

LITERATURE REVIEW

Stimulus Organism Response (SOR) Theory. The Stimulus Organism Response (SOR) theory was developed by Mehrabian and Russell in 1974, stating that external stimuli affect an individual's psychological state which then drives a specific response (Hochreiter et al., 2023). In this case, external environmental factors serve as a stimulus that can elicit a reaction from the user as an organism. The organism itself refers to users whose psychological conditions are formed as a result of exposure to external stimuli, which ultimately affects their behavior (Mkpojiogu et al., 2024). (Dewi & Zakky Fahma Auliya, 2025) Several previous studies have used the S-O-R model to analyze the influence of information quality and site design on user emotions that ultimately influence purchase intent. In addition, this model is also relevant in researching the effect of Fear of Missing Out (FOMO), where stimuli in the form of social content can trigger feelings of anxiety (organisms) and encourage certain behaviors such as impulsive purchases (responses) (Przybylski et al., 2013) (Kamila and al., 2025).

In the context of the Influence of Display, Visual, Merchandising and Store Atmosphere on Brand Image Manzone, the Stimulus-Organism-Response (SOR) theory is used as the main theory and foundation to explain the relationship between variables. In the SOR framework, the visual display of merchandising and store atmosphere is positioned as the stimulus (S) provided by the retail environment to consumers. The stimulus is then processed in the consumer as an organism (O), which includes perception, emotion, and evaluation of the shopping experience. This internal process then produces a response (R) in the form of the formation of a brand image towards Manzone. Thus, the more attractive and consistent the stimulus provided through visual merchandising and store atmosphere, the more positive the consumer response will be in shaping the brand image.

Visual Merchandising. According to Balaji & Shalini visual merchandising can form an impression in the minds of customers indirectly referred to as "silent sales persons" and this can suggestively encourage customers to add items to their shopping carts. The proper implementation of visual merchandising can capture the attention of consumers and motivate consumers to make a purchase that was not planned in advance (2019, in Dewi & Jatra, 2021) (Scott, 2019).

Visual merchandising according to Natalie, (2020) is a combination of art and science, this is because visual merchandising includes visual elements such as lighting, color, and proportions used in making retail displays look beautiful and neat. Basically, visual merchandising aims to create a logical and visually appealing atmosphere so as to get customers' attention and increase sales. Retailers need to make their store environment look unique in order to provide a different and memorable shopping experience for customers. Visual and communication stimuli have long been an important element in a McGoldrick retail store (2002, in Putri & Achyar, 2019).

Store Atmosphere. According to , a store atmosphere is a combination consisting of physical

characteristics, such as architecture, layout, lighting, colors, temperature, music, and aromas aimed at designing the emotional responses and perceptions of customers, as well as influencing customers to purchase goods. Store atmosphere relates to the way managers manipulate the design of the building, interior space, hallway layout, carpet and wall textures, smells, colors, shapes, and sounds experienced by customers all of which are intended to create a certain influence Stuart (2017) (Mowen and Minor, 2020).

According to , the atmosphere of the store has several indicators as follows: Berman and Evans (2017)

1. Store Exterior The exterior of the store plays a role in shaping the image of the store.
2. Store Interior The aspect that needs to be considered here is the look inside the store.
3. Store Layout It is important to design the placement of store locations and facilities well
4. Interior Display The arrangement of displays in stores aims to convey information to consumers.

It can be concluded overall, a good store atmosphere not only creates a pleasant shopping experience, but is also able to encourage purchasing decisions, including impulse purchases. A (Baidowie Abdhie et al., 2026) store environment has an important role in influencing consumer impulse buying behavior. (Santoso, 2016) .

According to the indicators, there are indicators of an influential store atmosphere consisting of: (1) Barry, B and Evans (2018:464) General Generator where the general characteristics of the exterior of a store have a significant impact on the overall image of the store, so the planning must be carried out carefully and carefully. (2) General Interior, The interior design of a store must be planned in such a way that it can optimize the visual merchandising. An effective display is one that is able to attract the attention of visitors, make it easier for them to view, inspect, and select items, and ultimately encourage them to make a purchase. (3)Store Layout, Store management planning should carefully consider store locations and facilities. Store management must also maximize the use of store space to be efficient. (4) Interior Point of Purchase Display, Indoor display placement aims to increase sales while providing convenience shopping for customers. Displays have two main objectives in their arrangement, namely providing information to consumers and adding to the atmosphere of the store.

Brand Image.One of the strategies to make a brand or company compete is to create a good image in the eyes of customers and the public. This is important because imagery can influence the perception of customers and the public, thus influencing how they buy goods or services. According to Kotler, imagery is the way a person or group perceives a phenomenon (Alverina, 2022).

A good brand image in the eyes of the public can reflect the overall perception of consumers towards the brand, this is formed by the information and experiences they experience. According to (Keller, 2020) brand image is the perception of a brand as reflected by the brand associations that exist in the consumer's memory. (Herliza & Eka, 2016)

METHOD

The object of the research is a special attribute that has a variety of values or sizes for each individual or different unit This research uses a survey approach and data collection techniques in the form of questionnaires given to Manzone customers in the form of (Indriantoro and Supomo, 2007:56). google forms which are spread across 3 Manzone stores, namely Manzone Pondok Indah Mall Shop, Manzone Supermall Karawaci Shop and Manzone Gandaria city Shop. The Google Form that was distributed was in the form of a QR Code that was placed in

the 3 stores. And also this research was carried out using quantitative research methods. According to Sugiyono, quantitative research is a research method used to research a specific population, collecting quantitative or statistical data with the aim of testing a hypothesis that has been determined. In (Natalia, 2019) this study, a sample was taken from 100 respondents. The researcher used a questionnaire as a means of data collection by asking respondents to fill in a series of written questions. Researchers can use questionnaires as a data collection tool if they have a thorough understanding of the variables to be assessed and what is expected of respondents. Then use the Statistical Package for the Social Sciences (SPSS) 26 tool for data processing.

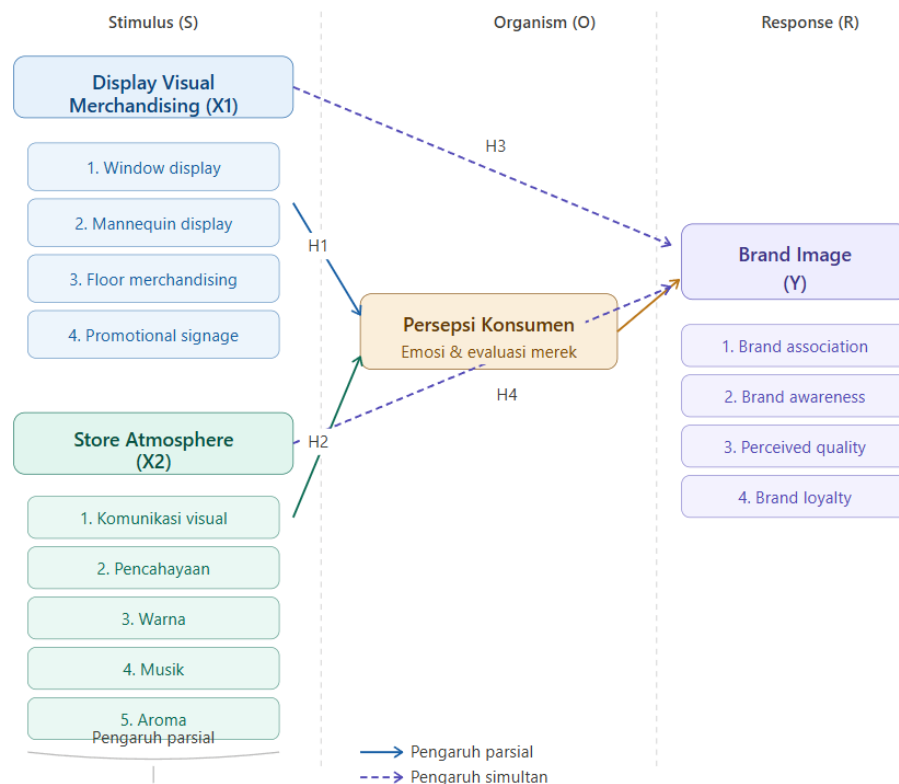


Figure 1. Frame of Mind
Source: Processed Researcher

1. Stimulus (S) — X1 Display Visual Merchandising (4 indicators: window display, mannequin display, floor merchandising, promotional signage) and X2 Store Atmosphere (5 indicators: visual communication, lighting, color, music, aroma)
2. Organism (O) — Consumer perception as an internal process (emotion & brand evaluation)
3. Response (R) — Y Brand Image Manzone (brand association, brand awareness, perceived quality, brand loyalty)

Hypothesis Description:

- H1 = partial influence of X1 on Y
- H2 = partial influence of X2 on Y
- H3 & H4 = the simultaneous influence of X1 and X2 on Y (dotted line).

RESULTS AND DISCUSSION

Research Object Overview. Manzone is a leading men's fashion retail brand in Indonesia under the auspices of PT Mega Perintis Tbk (ZONE) which has been established since 2005. Starting its journey as a one-stop shopping for men concept, it is to provide various men's fashion needs in one place, ranging from formal, casual, to accessories. Manzone has now transformed into a single brand that focuses on providing the needs of modern men's lifestyle as a whole. In response to changing global trends, Manzone has repositioned itself strategically by prioritizing the Essential Collection. This transformation marks a shift from seasonal styles to more timeless, minimalist, and functional collections.

Respondent Characteristics. This study involved 100 respondents with the majority of respondents being female (53%), in the age range of 25–30 years (45%), and working as private employees (66%). Most of the respondents have also purchased Manzone products by 84%, so the data obtained is considered relevant to consumers' experiences of the Manzone brand.

Table 1. Respondent Gender

Yes	Gender	Respondents	Percentage (%)
1	Male	47	47%
2	Women	53	53%
Total		100	100%

More female respondents showed that women also have an important role in the process of choosing and purchasing men's clothing, such as for couples, husbands, families, and as fashion advisors. In addition, women tend to pay more attention to visual aspects, store arrangements, and shopping atmospheres so they are more interested in assessing the visual display of merchandising and store atmosphere in Manzone stores. Therefore, the dominance of female respondents in this study remains relevant because they are also part of potential consumers and decision-makers in purchasing men's fashion products.

Display Visual Merchandising (X1) and Store Atmosphere (X2). Visual merchandising, which is defined as "the presentation of products that communicate product concepts to customers to optimize sales and product profits", continues to evolve. Initially, visual merchandising was only understood as an idea about the presentation and appearance of effective products, but then it developed to include various promotional materials, signage, to the layout of the store floor space, . (Pegler, 2001, p. 13) (Mills and al., 1995; Swanson & Everett, 2000).

Some researchers even define it as the overall design and environment of the store, which is very similar to the definition of (McGoldrick, 1990) store atmosphere or store atmospherics (Berman & Evans, 2001; Sirgy and al., 2000; Zhou & Wong, 2004). Nevertheless, both are equally identified as important tools in building a positive store image with the primary goal of increasing retail sales and customer satisfaction (Laughter) and al., 2022).

The results of the descriptive analysis show that the Display Visual Merchandising variable is in the very high category. The statement with the highest score is found on the window display indicator with a score of 511 including the very high criterion with the statement "Manzone's window display encourages me to enter the store". The high score on this indicator shows that most respondents stated that looking at the window display at the Manzone store made customers interested and eventually entered the Manzone store.. In addition, the neat arrangement of products and making it easier for consumers to compare

models and colors is one of the factors that respondents appreciate the most. The Store Atmosphere variable also obtained a very high category. Respondents assessed that the layout of the Manzone store felt comfortable, not narrow, and had a modern and masculine interior design. The comfort factor of space and movement flow in the store is the most influential aspect in creating a positive shopping experience for consumers. The Space and Traffic Flow indicator with a score of 516 includes a very high criterion with the statement "The layout of the store does not feel cramped or crowded". This value shows that the layout in the store has a great influence on customer shopping convenience and can make customers remember the Manzone brand.

Table 2. Guidelines for the Analysis of Research Scores

Yes	Score Interval	Categories
1	100 – 180	Very Low / Very Bad
2	181 – 260	Low/Poor
3	261 – 340	Moderate/Fairly Good
4	341 – 420	High/Good
5	421 – 500	Very High/Excellent

Brand Image (Y). Brand image encompasses the various attributes, benefits, and values inherent in a particular brand and is an important factor in differentiating it from competitors. A positive brand image contributes to increasing consumer trust, loyalty, and providing a competitive advantage in the market, thus playing a role in influencing purchasing decisions (Kotler & Keller, 2016).

Brand image is one of the factors that has a very important role in the progress of a company, where the trademark image will create a certain type of association that appears in the minds of consumers when they continue to remember the brand. Thus, the consumer's view will continue to be influenced by positive or negative impressions of the brand's image, and the perception formed will tend to persist in the consumer's mind in the long term (Rahmadani, Rosmanely, & Nurliyah, 2022).

The Manzone brand image shows very high results. Respondents assessed that Manzone was able to reflect the style of a modern, professional, and consumer lifestyle. In addition, consumers also easily recognize and remember the Manzone brand compared to other men's fashion brands.

Validity Test Results. Validity test is a measure that shows the levels of validity or validity of an instrument, a valid or valid instrument has high validity, on the other hand, a less valid instrument has low validity. All statement items in the (Arikunto, 2010) Display Visual Merchandising, Store Atmosphere, and Brand Image variables are declared valid because they have a calculated r value greater than the r of the table (0.197). This shows that all research instruments are able to measure research variables well.

Table 3. Instrument Validity Test Results

Variable	Item	Corrected Item-Total Correlation (r count)	r table	Remarks
<i>Visual Merchandising(X1)</i>	VARX1.1	0.485	0.197	Valid
	VARX1.2	0.539	0.197	Valid
	VARX1.3	0.353	0.197	Valid
	VARX1.4	0.547	0.197	Valid
	VARX1.5	0.372	0.197	Valid
	VARX1.6	0.406	0.197	Valid

	VARX1.7	0.377	0.197	Valid
	VARX1.8	0.492	0.197	Valid
	VARX1.9	0.338	0.197	Valid
	VARX1.10	0.414	0.197	Valid
	VARX1.11	0.405	0.197	Valid
	VARX1.12	0.445	0.197	Valid
	VARX1.13	0.530	0.197	Valid
	VARX1.14	0.465	0.197	Valid
	VARX1.15	0.409	0.197	Valid
	VARX1.16	0.510	0.197	Valid
	VARX1.17	0.426	0.197	Valid
	VARX1.18	0.291	0.197	Valid
<i>Atmospheric Blinds</i> (X2)	VARX2.1	0.286	0.197	Valid
	VARX2.2	0.230	0.197	Valid
	VARX2.3	0.466	0.197	Valid
	VARX2.4	0.574	0.197	Valid
	VARX2.5	0.441	0.197	Valid
	VARX2.6	0.506	0.197	Valid
	VARX2.7	0.663	0.197	Valid
	VARX2.8	0.339	0.197	Valid
	VARX2.9	0.544	0.197	Valid
	VARX2.10	0.484	0.197	Valid
	VARX2.11	0.543	0.197	Valid
	VARX2.12	0.507	0.197	Valid
	VARX2.13	0.580	0.197	Valid
	VARX2.14	0.436	0.197	Valid
<i>Brand Image</i> (Y)	VARIETY.1	0.321	0.197	Valid
	VARIETY.2	0.385	0.197	Valid
	VARIETY.3	0.499	0.197	Valid
	VARIETY.4	0.417	0.197	Valid
	VARIETY.5	0.412	0.197	Valid
	VARIETY.6	0.481	0.197	Valid
	VARIETY.7	0.494	0.197	Valid
	VARIETY.8	0.465	0.197	Valid
	VARIETY.9	0.303	0.197	Valid
	VARIETY.10	0.476	0.197	Valid
	VARIETY.11	0.516	0.197	Valid
	VARIETY.12	0.507	0.197	Valid
	VARIETY.13	0.402	0.197	Valid
	VARIETY.14	0.439	0.197	Valid

Processed SPSS output, 2026

In the Visual Merchandising variable (X1), all 18 statement items have a calculated r-value between 0.291 and 0.547 so that all items are declared valid and suitable for use in the research. The Store Atmosphere (X2) variable also shows valid results, where 14 statement items have a calculated r-value between 0.230 to 0.663 which means that all items meet the validity requirements. Furthermore, in the Brand Image (Y) variable, all 14 statement items obtained a calculated r value between 0.303 to 0.516 so that all items were declared valid.

Reliability Test Results. Reliability test is a tool used to measure questionnaires that are indicators of variables or constructs. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable from time to time (Ghozali, 2012). The Alpha Cronbach test was used as a reliability test in this study, because it had a correct answer of more than 1 and was in the form of a questionnaire (Adamson & Prion, 2013 in Yusup, 2018).

The results of the reliability test showed that all variables had a cronbach alpha of more than 0.60 ($\alpha > 0.60$), so it can be concluded that all variables X1, X2, and Y are reliable. Visual Merchandising was 0.840, Store Atmosphere was 0.834, and Brand Image was 0.812. Thus, all research instruments are declared reliable and consistently used in research.

Table 4. Instrument Reliability Test Results

Variable	Reliability Coefficients	Cronbach Alpha	Remarks
X1	18 Items	0.840	Reliable
X2	14 Item	0.834	Reliable
y	14 Item	0.812	Reliable
4	341 – 420	High/Good	
5	421 – 500	Very High/Excellent	

Processed SPSS output, 2026

And if this questionnaire is redistributed to different respondents under similar conditions, the results obtained will remain consistent. Thus, this research instrument is feasible and reliable to collect data accurately.

Normality Test Results. The normality test is performed to ensure that the residual data (the difference between the predicted value and the actual value) in the regression model is normally distributed. This is important because one of the main requirements for using multiple linear regression analysis is that the data must be normally distributed. If this condition is not met, then the results of statistical tests such as t-test and F-test become invalid and the conclusion of the study becomes biased.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.71542129	
Most Extreme Differences	Absolute	.082	
	Positive	.061	
	Negative	-.082	
Test Statistic			.082
Asymp. Sig. (2-tailed) ^c			.095
Monte Carlo Sig. (2-tailed) ^d	Sig.	.098	
	99% Confidence Interval	Lower Bound	.090
		Upper Bound	.106

Processed SPSS output, 2026

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test method on residual values, a sample number of 100 respondents was obtained with a Test Statistical value of 0.082. Asymp value. Sig. (2-tailed) is 0.095 and Monte Carlo Sig. value is 0.098, both values are greater than the significance level of 0.05. These results show that the

research data is normally distributed so that it meets the normality assumptions in the regression model.

Multicollinearity Test Results. The tolerance value was 0.685 (>0.10) and the VIF value was 1.459 (<10) indicating that there was no multicollinearity between independent variables. Thus, the research regression model was declared feasible to use.

Table 6. Multicollinearity Test Results

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.029	4.324		3.013	.003		
	DISPLAY VISUAL MERCHANDISING	.142	.060	.217	2.362	.020	.685	1.459
	STORE ATMOSPHERE	.426	.076	.517	5.628	<.001	.685	1.459

a. Dependent Variable: BRAND IMAGE

Processed SPSS output, 2026

Based on the results of the multicollinearity test, it is known that the tolerance value for the Display Visual Merchandising and Store Atmosphere variables is 0.685 or greater than 0.10, and the VIF value is 1.459 or less than 10. Thus, it can be concluded that in this regression model there is no multicollinearity between independent variables, so the regression model is feasible to use.

Heteroscedasticity Test Results. The results of the heteroscedasticity test showed that the significance value of all variables was greater than 0.05 and that the scatterplot pattern spread randomly. This shows that the regression model does not experience symptoms of heteroscedasticity.

Table 7. Heteroscedasticity Test Results

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.350	2.616		1.281	.203
	DISPLAY VISUAL MERCHANDISING	-.047	.036	-.155	-1.279	.204
	STORE ATMOSPHERE	.058	.046	.155	1.273	.206

a. Dependent Variable: BRAND IMAGE

Processed SPSS output, 2026

Based on the table above, all variables are declared to be heteroscedasticity because the significance value of all variables is more than 0.05.

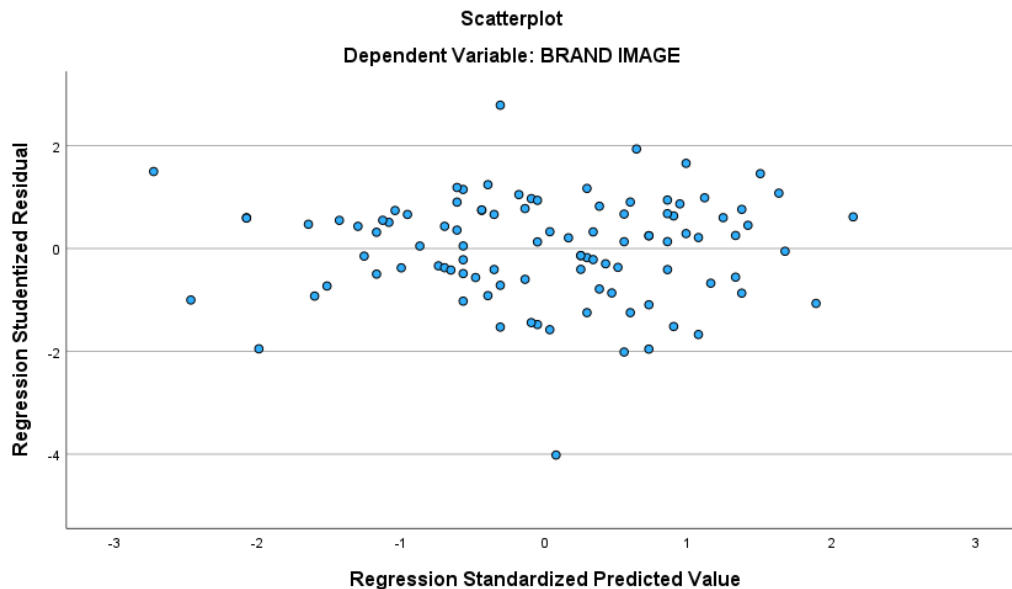


Figure 2. Processed SPSS output, 2026

Based on the scatterplot graph, it shows that the dots do not form a certain pattern and the dots are spread widely above and below the number 0 on the Y axis so that it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Analysis Results. Multiple linear regression analysis was used to determine the influence of Display Visual Merchandising and Store Atmosphere on Brand Image. Based on the results of data processing using SPSS, outputs in the form of summary models, anova, and coefficients were obtained.

Table 8. Heteroscedasticity test results

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.029	4.324		3.013	.003
	DISPLAY VISUAL MERCHANDISING	.142	.060	.217	2.362	.020
	STORE ATMOSPHERE	.426	.076	.517	5.628	<.001

a. Dependent Variable: BRAND IMAGE

Processed SPSS output, 2026

Based on the Coefficients table, a constant value of 13.029 was obtained, the regression coefficient of the Display Visual Merchandising variable was 0.142, and the regression coefficient of the Store Atmosfer variable was 0.426. Thus, the multiple linear regression equation in this study is as follows:

$$Y = 13.029 + 0.142X_1 + 0.426X_2$$

Description: Y = Brand Image

X₁ = Display Visual Merchandising

X₂ = Atmosphere Store

The regression equation shows that the constant value of 13.029 means that if the variables of Display Visual Merchandising and Store Atmosphere are considered constant or have a value of zero, then the value of the Brand Image is 13.029. The regression coefficient of the Display Visual Merchandising variable of 0.142 indicates that every one increase in the Display Visual Merchandising will increase the Brand Image by 0.142, assuming the other variables remain. Furthermore, the regression coefficient of the Store Atmosfer variable of 0.426 indicates that every one unit increase in Store Atmosfer will increase the Brand Image by 0.426, assuming the other variables are fixed.

Based on the value of these coefficients, it can be seen that the two independent variables have a positive influence on the Brand Image. This means that the better the Display Visual Merchandising and Store Atmosphere, the more the Brand Image will also increase. These results show that Display Visual Merchandising and Store Atmosphere have a positive influence on Brand Image. The Store Atmosphere variable has a more dominant influence than Display Visual Merchandising.

Results of the t-test (Partial). Partially, Display Visual Merchandising has a positive and significant effect on Brand Image with a significance value of $0.020 < 0.05$. Store Atmosphere also has a positive and significant effect on Brand Image with a significance value of < 0.001 . This shows that both independent variables have a real influence on the formation of Manzone's brand image.

Table 9. Results of the t-test

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.029	4.324		3.013	.003
	DISPLAY VISUAL MERCHANDISING	.142	.060	.217	2.362	.020
	STORE ATMOSPHERE	.426	.076	.517	5.628	<.001

a. Dependent Variable: BRAND IMAGE

Processed SPSS output, 2026

Based on the Standardized Coefficients Beta value, the Store Atmosphere variable has a beta value of 0.517, while Display Visual Merchandising has a beta value of 0.217. This shows that Store Atmosphere is the most dominant variable influencing Brand Image.

Test F Results (Simultaneous). The results of the simultaneous test showed an F value of 38.071 with a significance of < 0.001 . This means that Display Visual Merchandising and Store Atmosphere together have a significant effect on Brand Image Manzone.

Table 10. Results of the f test

NEW ERA

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1072.759	2	536.379	38.071	<.001b
	Residual	1366.631	97	14.089		
	Total	2439.390	99			

a. Dependent Variable: BRAND IMAGE

b. Predictors: (Constant), STORE ATMOSPHERE, DISPLAY VISUAL MERCHANDISING

Processed SPSS output, 2026

These results show that the regression model used in this study is feasible and able to explain the relationship between independent variables and dependent variables. Thus, the hypothesis that Display Visual Merchandising and Store Atmosphere together affect Brand Image is accepted.

Determination Coefficient Results. The determination coefficient test was carried out to measure how much of the percentage of variation that occurs in the Brand Image can be explained by the variables of Display, Visual Merchandising and Store Atmosphere. The Adjusted R Square value of 0.428 shows that the Display Visual Merchandising and Store Atmosphere variables are able to explain the Brand Image by 42.8%, while the remaining 57.2% is influenced by other factors outside the study.

Table 11. Results of the determination coefficient test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 ^a	.440	.428	3.75353
a. Predictors: (Constant), STORE ATMOSFER, DISPLAY VISUAL MERCHANDISING				
b. Dependent Variable: BRAND IMAGE				

Processed SPSS output, 2026

- The value of $R = 0.663 \rightarrow$ shows a strong correlation between independent and dependent variables
- Adjusted R Square value = 0.428 $\rightarrow$ Display Visual Merchandising and Store Atmosphere were able to explain 42.8% of the variation that occurred in Brand Image Manzone
- The remaining 57.2% were influenced by other factors outside of the study, such as product quality, price, customer service, brand reputation, previous experience, as well as the influence of social media and consumer reviews

Discussion.

The Influence of Display Visual Merchandising on Manzone's Brand Image. The results showed that the display visual merchandising had a positive and significant effect on the brand image of Manzone, which was shown by the t-value of 2.362 with a significance of $0.020 < 0.05$. These findings confirm the first hypothesis (H1) that the better the implementation of display visual merchandising, the stronger the brand image formed in the minds of consumers.

Descriptively, the results of the analysis show that all visual merchandising display indicators are in the very high category. The window display indicator earned the highest score of 511, especially on the statement that Manzone's window display encourages consumers to enter the store. This finding is in line with Sudarsono's (2017) statement that most consumers are attracted to a store when they see the front design of the store and feel excited when they are inside. The attractively designed and eye-catching window display serves as the first visual stimulus that sparks consumer curiosity and interest, while communicating the character and brand identity of Manzone as a modern and trend-following men's fashion brand.

In addition to window displays, product and arrangement also received high appreciation from respondents, where 60% stated that product arrangement made it easier for

them to compare models and colors. This shows that the function of the display is not just aesthetic, but also has a functional dimension that helps consumers in the decision-making process. The use of the right mannequins, informative signage, and product color compatibility also contribute to building a positive brand association that is consistent with Manzone's identity as a world-class local brand.

These findings are in line with the concept of visual merchandising as a "silent salesperson" put forward by Balaji and Shalini (2019), where the right display can suggestively encourage consumers to make even unplanned purchases. Within the framework of S-O-R theory, the elements of visual display merchandising act as a stimulus that triggers the process of consumer perception and evaluation of the brand, which ultimately leads to the formation of a positive brand image.

The Influence of Store Atmosphere on Manzone's Brand Image. The results showed that store atmosphere had a positive and significant effect on Manzone's brand image with a t-value of 5.628 and a significance of < 0.001 , far below the threshold of 0.05. This finding confirms the second hypothesis (H2) and proves that store atmosphere is the most dominant variable in influencing Manzone's brand image, as reflected in the Standardized Beta value of 0.517 which is greater than the display visual merchandising of 0.217.

Descriptively, the Space and Traffic Flow indicator obtained the highest score of 516, especially in the statement that the store's layout does not feel cramped or crowded. These findings indicate that the comfort of consumers' movement space inside the store is the most significant aspect in creating a positive and memorable shopping experience. Consumers who feel comfortable moving around in stores tend to spend more time exploring products, which in turn increases their exposure to various brand elements and reinforces the brand image in their minds.

Modern and masculine interior design indicators also received very high ratings from respondents, despite obtaining the lowest score among other store atmosphere indicators. This shows that the consistency of the interior theme as a representation of the modern men's brand identity still needs more attention from Manzone's management. These findings are in line with Utami's (2017) view that a well-designed store atmosphere is able to influence the emotional response and perception of customers, as well as encourage product purchases.

The dominance of store atmosphere over display visual merchandising in this study can be explained through the framework of the S-O-R theory. The multisensory atmosphere of the store—involving sight, hearing, smell, and feeling—provides a richer and more all-encompassing stimulus than a single visual display. This multisensory stimulus triggers a deeper organismal process, including emotions, comfort, and brand associations that ultimately result in a stronger and long-lasting brand image response in the consumer's mind.

The Simultaneous Influence of Display Visual Merchandising and Store Atmosphere on Manzone's Brand Image. The results of the F test showed an F value of 38.071 with a significance of < 0.001 , which means that the visual display merchandising and the store atmosphere together had a significant effect on the brand image of Manzone. These findings confirm the third hypothesis (H5) and prove that the regression model built in this study is feasible and statistically valid.

The Adjusted R Square value of 0.428 shows that the two variables together are able to explain 42.8% of the variation that occurs in the Manzone brand image. The R correlation value of 0.663 indicates a strong relationship between the two independent variables and the brand image. The regression equation obtained was $Y = 13.029 + 0.142X_1 + 0.426X_2$, which suggests that improvements in both variables will consistently contribute positively to the strengthening of Manzone's brand image.

The remaining 57.2% was explained by other factors outside of the study, such as product quality, pricing, quality of customer service, digital marketing activities, social media influence, consumer reviews, and previous shopping experiences. This indicates that brand image is a very complex and multidimensional construct, so more comprehensive follow-up research is needed to explain other factors that contribute to the formation of Manzone's overall brand image.

Overall, the findings of this study support the relevance of S-O-R theory in the context of fashion retail, where strategically designed store environment stimuli have been proven to trigger consumer perception processes and generate positive and strong brand image responses. Manzone has successfully integrated these two elements as part of a consistent brand communication strategy, as evidenced by respondents' high assessment of Manzone's image as a local brand that is able to appear on par with international brands.

CONCLUSION

Based on the results of data analysis and discussion that have been described, this study produces three main conclusions as follows:

1. Visual display merchandising was proven to have a positive and partially significant effect on Manzone's brand image (sig. $0.020 < 0.05$). Attractive window display elements and neat and functional product arrangement are the main factors that contribute to shaping consumers' positive perception of the brand. This proves that visual displays are not just an aesthetic tool, but an effective non-verbal communication medium in conveying Manzone's brand identity and values to consumers.
2. Store atmosphere was shown to have a positive and partially significant effect on Manzone's brand image (sig. <0.001) and was the most dominant variable with a Standardized Beta value of 0.517. The comfort of the layout, the modern and masculine interior design, and the overall sensory experience in the store are the main determining factors in forming a strong and memorable brand impression in the minds of consumers. These findings confirm that investing in the quality of store atmosphere has a greater impact on brand image than display elements alone.
3. Visual display of merchandising and store atmosphere simultaneously had a significant effect on Manzone's brand image (F count = 38.071, sig. <0.001) with the ability to explain the brand image variation of 42.8% (Adjusted $R^2 = 0.428$). These findings prove that managing both elements in an integrated and consistent manner produces a stronger impact on brand image than managing one element separately. Overall, this study validates the relevance of S-O-R theory in the context of fashion retail, where strategically designed store environment stimuli are proven to be able to trigger consumer perception processes and generate positive brand image responses.

Advice. Based on the results of the research, Manzone is practically advised to continue to optimize the visual display merchandising and store atmosphere strategy to strengthen the brand image. Window displays need to be updated regularly according to certain trends and moments to keep attracting consumers' attention. In addition, the consistency of interior design, lighting, spatial layout, store aroma, and comfortable shopping experience needs to be applied evenly throughout Manzone outlets. Considering that store atmosphere is the most dominant variable in shaping brand image, management is also advised to conduct regular evaluations of the store's display and atmosphere to keep it relevant to consumer preferences.

And for further research, it is recommended to add other variables that can affect brand image such as service quality, customer experience, and digital marketing. In addition, the research can be extended to Manzone outlets in other cities to make the results more

representative. Subsequent researchers can also use quantitative and qualitative mixed methods to gain a deeper understanding of consumer behavior towards visual merchandising and store atmosphere.

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