

ABSTRACT

Ersa Kartini Putri, 2026. The Influence of Store Atmosphere, Price, and Location on Shopping Interest in the Pancasila Traditional Market in Tasikmalaya City from an Islamic Business Perspective

Shopping interest is a tendency or desire of a person to purchase a product or service after going through a process of consideration, such as needs, interests, perceptions, and previous experiences. Shopping interest does not arise spontaneously but is influenced by various factors that can encourage consumers to make purchases. Some of these factors, such as store atmosphere, price, and location, can influence shopping interest. The current condition of the Pancasila market is experiencing a decline in consumers shopping, considering that the Pancasila market has undergone revitalization, which should have attracted consumers to shop, but this has not been realized. Therefore, this study aims to determine the influence of store atmosphere, price, and location on shopping interest in the Pancasila Traditional Market in Tasikmalaya City from an Islamic business perspective.

The research method used in this study was a quantitative approach. The data analysis technique in this study used Structural Equation Modeling (SEM) through SmartPLS 4.0. The data collection technique used questionnaires/surveys with a nonprobability sampling technique. The sample criteria used in this study were consumers who had shopped at Pancasila Market in Tasikmalaya City. The sample consisted of 206 consumer respondents from Pancasila Market in Tasikmalaya City. The data obtained was then processed using SmartPLS 4.0.

The results of this study show that the store atmosphere variable (X1) has a positive and significant effect on shopping interest, the price variable (X2) has no effect and is not significant on shopping interest, and the location variable has a positive and significant effect on shopping interest at the Pancasila Traditional Market in Tasikmalaya City. The R Squad in this study was 69.9%, which means that the strength of this research model is strong. From an Islamic business perspective, an increase in shopping interest can be realized through the application of sharia principles such as maintaining cleanliness, applying fairness, providing convenience, and creating an orderly market environment that does not cause harm. Thus, market management in accordance with Islamic business values can be a strategy to increase the shopping interest of the community.

The results of this study indicate that market managers need to improve the market's atmosphere and location—such as by maintaining cleanliness, comfort, and ease of access—to increase public interest in shopping. In addition, vendors need to focus not only on price but also on the quality of service and customer comfort.

Keywords: Store Atmosphere, Price, Location, Shopping Interest