THE INFLUENCE OF PRODUCT INNOVATION, CUSTOMER EXPERIENCE AND STORE ATMOSPHERE ON BUYING INTEREST WITH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN FOUR BRANCHES OF LANCAR JAYA GOLD JEWELRY STORE IN LAMONGAN REGENCY

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ABSTRACT: The general purpose that has been stated, then the specific purpose of this study is to test and analyze the Influence of Product Innovation, Customer Experience and Store Atmosphere on Buying Interest With Consumer Satisfaction as An Intervening Variable In Four Branches of Lancar Jaya Gold Jewelry Store in Lamongan Regency. The population in this study was all consumers of Lancar Jaya Gold Jewelry Store numbering 13,703 people so that by using accidental sampling sampling techniques using slovin, the sample amounted to 99 consumers. The results of the study mentioned that the variables of Product Innovation, and Store Atmosphere on Consumer Satisfaction and Buying Interest had a significant effect while the influence of Customer Experience on Buying Interest was not significant.

Keywords: Product Innovation, Customer Experience, Store Atmosphere, Buying Interest, Consumer Satisfaction

I. INTRODUCTION

The diversity of gold jewelry products that exist today encourages consumers to identify the type and type of gold jewelry products that are desired so that consumers can be interested in buying interests. This forces the company to pay more attention to market developments and consumer behavior, so that the company knows what kind of marketing and how it should be applied. According to Sunyoto (2014:18), marketing is the spearhead of the company in a world of increasingly fierce competition, companies are required to survive and thrive. Therefore, a marketer is required to understand the basic content in his field and strategize in order to achieve the company's goals. Every company will strive to always improve its marketing in order to achieve the goals set by the company.

This phenomenon can be seen from the current competitive conditions that occur in gold jewelry products. Currently, gold has become a serious discussion among investors as an alternative to saving their wealth. Here, gold not only appears in the form of bars, but also appears in very beautiful and beautiful shapes such as necklaces, rings, bracelets, pendants and others as its main advantage to beautify the appearance. Gold jewelry that always displays a beautiful and beautiful impression is certainly the expectation of consumers in doing buying interest. According to Kotler and Keller (2009: 15), buying interest is a behavior that arises in response to an object that indicates the consumer's desire to make a purchase. According to Durianto and Liana (2004: 44), buying interest is something related to the consumer's plan to buy a particular product and how many units of products are needed in a certain period.

The company in marketing a product aims so that consumers have an interest in buying the products they sell. Therefore, several factors that can affect buying interest can be seen from product innovation, customer experience, store atmosphere and consumer satisfaction. UD. Lancar Jaya is a gold jewelry store with four store branches in Lamongan. In the gold jewelry store Lancar Jaya has a complete and unique problem so it is interested in researching. This is due to The Lancar Jaya store that is less than optimal in marketing unique consumer behavior. From the results of observations of unique consumer behavior, consumers tend to use product innovation, customer or consumer experience, store atmosphere and satisfaction as a reference in making buying interests in Lancar Jaya gold jewelry stores so that it can be said that marketing in Lancar Jaya gold jewelry stores there are still many weaknesses in influencing buying interest by consumers. So that it experienced fluctuations or fluctuations or ups and downs in gold jewelry purchases and did not show a large increase in the purchase of products by consumers at the Lancar Jaya gold jewelry store. Here is sales data at four branches of Lancar Jaya gold jewelry store in Lamongan, namely:

Table 1. Shop Lancar Jaya Pasar Sekaran

2019, QUARTER I					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Januari	83	87	72	97	339
Februari	74	96	103	89	362
Maret	62	91	76	70	299
QUARTER II					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
April	98	80	56	74	308
Mei	76	48	101	60	285
juni	45	67	87	83	282
QUARTER III					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Juli	203	150	167	233	753
Agustus	100	180	250	267	797
September	114	110	110	245	579
QUARTER IV					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Oktober	87	98	87	99	371
November	46	55	43	33	177
Desember	54	33	32	30	149
2020, QUARTER I					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Januari	22	23	24	26	95
Februari	25	22	16	18	81
Maret	18	34	22	16	90

Tabel2. TokoLancar Jaya Pasar Belimbing

2019, QUARTERI					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Januari	53	67	66	43	229
Februari	67	44	52	54	217
Maret	40	44	60	68	212
QUARTER II					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
April	56	46	51	34	187
Mei	56	44	45	67	212
juni	85	35	42	30	192
QUARTERIII					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Juli	50	87	94	100	331
Agustus	102	133	147	87	469
September	89	136	166	145	536
QUARTERIV					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Oktober	90	98	93	97	378
November	19	18	16	12	65
Desember	16	14	18	20	68

2020, QUARTERI					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Januari	33	43	51	33	160
Februari	30	36	45	43	154
Maret	34	45	31	29	139

Tabel3. TokoLancar Jaya Pasar Jugo

2019, QUARTER I					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Januari	56	57	55	33	201
Februari	53	60	43	44	200
Maret	34	33	60	47	174
QUARTERII					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
April	34	29	23	25	111
Mei	36	45	44	23	148
juni	76	81	67	50	274
QUARTER III					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Juli	76	77	75	71	299
Agustus	30	45	51	32	158
September	68	45	29	30	172
QUARTER IV					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Oktober	44	32	20	34	130
November	56	43	21	30	150
Desember	33	34	23	37	127
2020, QUARTERI					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Januari	34	33	23	21	111
Februari	19	33	23	20	95
Maret	16	15	29	23	83

Tabel4. TokoLancar Jaya Pasar Pangean

2019, QUARTERI					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Januari	89	99	65	76	329
Februari	56	45	32	43	176
Maret	21	22	34	43	120
QUARTER II					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
April	76	86	83	65	310
Mei	65	83	87	45	280
juni	41	69	87	88	285
QUARTERIII					
MONTH OF SALES	NUMBER OF SALES				TOTAL SALES
	Week-1	Week-2	Week-3	Week-4	
Juli	34	33	87	85	239
Agustus	46	44	54	53	197

September	33	24	65	34	156
QUARTER IV					
MONTH OF SALES	**NUMBER OF SALES**				**TOTAL SALES**
	Week-1	Week-2	Week-3	Week-4	
Oktober	45	34	23	43	145
November	33	32	26	43	134
Desember	32	44	34	21	131
2020, QUARTER I					
MONTH OF SALES	**NUMBER OF SALES**				**TOTAL SALES**
	Week-1	Week-2	Week-3	Week-4	
Januari	27	23	24	22	96
Februari	21	19	19	18	77
Maret	18	22	20	19	79

Sumber :TokoLancar Jaya, Lamongan

Based on the data above the gold jewelry store Lancar Jaya has been less consistent in developing product innovation, of course, this is a problem for companies that will have an impact on buying interest and consumer satisfaction because consumers will not be free in determining buying interests because the product has no changes or innovations that can be attracted by consumers. According to Hubeis (2012:67) defines innovation as a change or big idea in a set of information related to input and external. From the definition obtained two things, namely product innovation and process innovation which in an economic sense is called innovation if the product or process is improved, then it can be the beginning of the sales process in the market. According to Tjiptono (2008:438) defines innovation as the practical implementation of an idea into a new product or process.

On the other hand, buying interest and consumer satisfaction can be influenced by the experience of customers who have visited and even once bought products at Lancar Jaya jewelry stores. A consumer once complained that having a bad experience when visiting a Lancar Jaya jewelry store, namely consumers or customers feel saturated with the atmosphere of a boring Lancar Jaya store. Because every consumer or customer who comes only finds the store the same as yesterday, there is no renewal and dominated by old products. According to Nasermoadeli (2012:129) customer experience is when a customer gets sensation or knowledge generated from some level of interaction with various elements created by service events. The sensation or knowledge gained will be automatically stored in the customer's memory. According to Frow and Payne in Dagustani (2011:3), customer experience can be interpreted as a consumer's interpretation of the total interaction of that consumer with a brand. And the ultimate goal of implementing this concept is to create good relationships with consumers and build loyalty with consumers.

Store atmosphere is an important part in influencing buying interest and consumer satisfaction at the Lancar Jaya gold jewelry store. In gold jewelry store Lancar Jaya has weaknesses in the arrangement of its products, because the arrangement of products is not neatly organized. This causes consumers confusion in choosing products and gives a less good impression to consumers in making buying interests. According to Gilbert (2013: 129) explained that store atmosphere is a combination of physical messages that have been planned. The atmosphere of a store can be described as a change to the planning of the purchasing environment that produces special emotional effects that can cause consumers to take the act of purchasing. According to Kotler and Keller translated by Bob Sabran (2013:69), a store atmosphere is a planned atmosphere that suits its target market and that can attract customers to buy. Meanwhile, according to Berman and Evan (2012:36), defining a store atmosphere is a physical characteristic of a store that can show the image (impression) of the store and attract consumers.

Consumer satisfaction is also an important part in influencing buying interest in gold jewelry store Lancar Jaya. To create consumer satisfaction, of course, the gold jewelry store Lancar Jaya must fix the weaknesses caused by three facilities, namely product innovation, customer experience, store atmosphere. According to Philip Kotler and Kevin Lane Keller (2014:177) consumer satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the estimated service to the expected performance. BasuSwastha (2012:121) is an encouragement of individual desires directed towards the goal of gaining satisfaction. In this case we need to know that a desire must be created or encouraged before fulfilling the motive. The source that encourages the creation of a desire can be different from the person himself or in his environment.

Based on the background of the above problems, the purpose in the study is to analyze and interpret the Influence of Product Innovation, Customer Experience and Store Atmosphere on Interest in Buying Gold Jewelry and Consumer Satisfaction in Four Branches of Lancar Jaya Gold Jewelry Store in Lamongan Regency.

II.   REVIEW LIBRARY

Raising

      Kotler and Armstrong (2014:27) state the process by which companies create value for customer and build strong customer relationship in order to capture value from customers in return. Marketing is the process by which a company creates value for customers and builds strong relationships with customers, with the aim of capturing value from customers in return.

Marketing Mix

      Philip Kotler (2012: 101) states that the marketing mix is a marketing tool that companies use to continuously achieve their marketing goals in their target market. From some of these definitions, it can be concluded that the marketing mix is a marketing tool used by companies to achieve the success of their companies.

Consumer Behavior

      Definition according to Hasan (2013: 161) consumer behavior is the study of the processes involved when individuals or groups choose, buy, use, or organize products, services, ideas or experiences to satisfy consumer needs and desires.

Product Innovation

      The definition according to Myers and Marquis in Kotler (2016: 454) states that product innovation is a combination of various processes that affect each other so product innovation is not a new idea, a new invention or not a development of a new market, but innovation is a picture of all these processes.

Customer Experience

      According to Nasermoadeli (2012: 129) customer experience is when a customer gets sensation or knowledge generated from some level of interaction with various elements created by service events. The sensation or knowledge gained will be automatically stored in the customer's memory.

Store Atmosphere

      According to Kotler and Keller (2013: 63) defines as a store atmosphere is a planned atmosphere that suits its target market and that can attract customers to buy.

Buy interests

      According to Davidson (2015; 140) consumer buying interest can be interpreted as follows Buying interest reflects the desire and desire of consumers to buy a product.

Consumer Satisfaction

      According to Daryanto and Setyobudi (2014: 43) said consumer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met.

III.   RESEARCH METHODS

Population

Based on the data in the background, the population is consumers who visit four branches of Lancar Jaya gold jewelry store in Lamongan. The population during the quarter of 2019-2020 of each store is as follows:

Tabel5. Data Penjualan

Store Branch	Number per quarter 2019-2020
Lancar Jaya Ps. Sekaran	4.967
Lancar Jaya Ps. Belimbing	3.549
Lancar Jaya Ps. Jugo	2.433
Lancar Jaya Ps. Pangean	2.754
Total	**13.703**

Sumber: TokoLancar Jaya, Lamongan

Sample

      Sampling techniques in this study using non probability sampling are sampling techniques that do not provide the same opportunity or opportunity for each element or member of the population to be selected into a sample. The type of non probability sampling used is accidental sampling, which is that researchers choose who members of the population who coincidentally meet with researchers are considered to be able to provide the necessary information. The kirteria used are all samples that have visited Lancar Jaya Gold Jewelry Store, Lamongan. To calculate the determination of the number of samples from a particular population, the Slovin formula is used as follows:

$$n = \frac{N}{1 + Ne^2}$$

Note:

n   = Sample size

N   = Population
e   = Real Status or Fault Limit

In determining the number of samples to be selected, the authors used an error rate of 10%, because in each study it was impossible for the results to be 100% perfect, the greater the error rate the less the sample size. The number of populations as the basis of the calculation used is 13,703 people, with the following calculations:

$$n = \frac{13.703}{1 + (13.703 \text{ x } (0,1)^2)}$$

$$n = \frac{13.703}{1 + (13.703 \text{ x } (0,01)}$$

$$n = \frac{13.703}{1 + 137,03}$$

$$n = \frac{13.703}{138,03} = 99.27$$

Based on the results of the calculations above obtained a good sample number from a population of at least 99 respondents. But to facilitate calculations, there is a rounding element that later the number of samples used is 100 respondents.

Questionnaire Research and Design Instruments

In this study the research instrument used was a questionnaire. According to Sugiyono (2013:137) Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents for answers, in this study the research instrument was conducted by direct observation. The research instruments and design questionnaires in this study are arranged as follows:

Table 6. Questionnaire Research and Design Instruments

No	Variable	Research Instruments	Statement
1.	Product Innovation (X1)	A new product for the world	Gold jewelry stores are always releasing new products that are diverse.
		New product line	Products provided by gold jewelry stores smoothly have a new look
		Additions to existing product lines	Gold jewelry store lancarjaya always make modifications to its old products
		Improvements and revisions to existing products	Gold jewelry stores always improve the quality and attractive design of their products.
		Re-determination	Gold jewelry stores are currently trying to develop new markets in the world of gold jewelry in order to increase sales volume.
		Cost reduction	Gold jewelry stores are currently trying to reduce costs to produce products that have price competitiveness.
2.	Customer Experience (X2)	Sensory experience	I felt a comfortable atmosphere when visiting a gold jewelry store smoothly jaya
		Emotional experience	I got a friendly service at the gold jewelry store lancarjaya
		Social experience	Gold jewelry stores smoothly maintain good relations with their consumers
3.	Store Atmosphere (X3)	Exterior	The nameplate of the gold jewelry store is smoothly visible from the outside
		General interior	Produktokoperhiasanemaslancarjayaditatadenganrapi dan elegan
		Store layout	The room is widely available and comfortable to visit
		Interior display	The instructions on the product code are clearly visible
4.	Consumer Satisfaction (Z)	Performance	In gold jewelry stores smooth jaya has good product quality
		Feature	Gold jewelry stores have many variations with a

			good product design.
		Service ability	Gold jewelry store lancarjaya has good service
		Aeshetics	In a gold jewelry store lancarjaya has products with a beautiful and attractive appearance
5.	Buying Interest (Y)	Transactional interests	I am interested in buying gold jewelry at a gold jewelry store as there are many variations of products.
		Referential interests	I am willing to recommend gold jewelry in the store smoothly jaya to others
		Preferential interests	I chose a gold jewelry store smoothly jaya in meeting my need for gold jewelry
		Explorative interest	I asked the gold jewelry store product information smoothly jaya to people who have used it

Data Analysis Techniques

The study used partial regression analysis (Partial Least Square/PLS) to test the hypotheses proposed in the study. Each hypothesis will be analyzed using Smart PLS 2.0 software to test the relationships between variables.

IV.   RESULTS AND DISCUSSIONS

Data Analysis and Interpretation

Evaluation of Measurement (Outer) Model

In the outer model, there is an analysis of the validity and reliability of indicators of the PLS. The validity of the indicator consists of convergent validity and dicriminant validity, while reliability can be seen from composite reliability.

Convergent validity

Convergent validity by looking at the outer loadings table. Loading factor limit of 0.5. If the loading factor value > 0.5 then convergent validity is met, if the loading factor value < 0.5 then the construct must be dropped from the analysis (Ghozali, 2006).

The loading factor value in the initial model has not met convergen validity because there are some indicators that have a loading factor value below 0.5. Modification of the model is done as much as three times the processing of data by removing indicators whose value is less than 0.5. Here is convergen validity output using SmartPLS software version 2.0.m3:
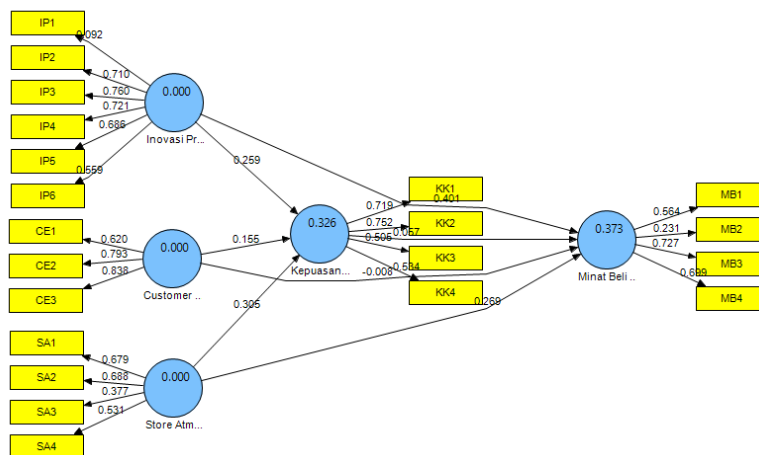
Source: Respondent Data processed SmartPLS version 2.0.m3, 2020
Figure 1. Outer Loadings (Measurement Model) Image of Early Models
Table 7. Outer Loadings (Measurement Model)

Variable	Indicator	Early Model	First Modification	Second Modification
Product Innovation (X1)	**IP1**	**0.092113**	*Dropp*	*Dropping*
	IP2	0.710476	0.713579	0.711292
	IP3	0.759917	0.762662	0.769662

Variable	Indicator	Early Model	First Modification	Second Modification
	IP4	0.720568	0.716613	0.706044
	IP5	0.686334	0.688381	0.695912
	IP6	0.558694	0.553508	0.551295
Customer Experience (X2)	CE1	0.619772	0.626814	0.610414
	CE2	0.792897	0.794483	0.809426
	CE3	0.838126	0.833480	0.827867
Store Atmosphere (X3)	SA1	0.679336	0.645758	0.604153
	SA2	0.687512	0.722325	0.715095
	SA3	**0.376736**	-	-
	SA4	0.530985	0.672964	0.714357
Consumer Satisfaction (Z)	KK1	0.718965	0.743655	0.821719
	KK2	0.751762	0.748977	0.764558
	KK3	0.505381	**0.465927**	
	KK4	0.533845	0.547588	0.560523
Buying Interest (Y)	MB1	0.564106	0.580449	0.587708
	MB2	**0.230999**	-	-
	MB3	0.727232	0.723345	0.727318
	MB4	0.698952	0.695295	0.684400

Sumber : Data RespondendiolahSmartPLSversi 2.0.m3, 2020

Discriminant Validity
Discriminant validity is done to ensure that each concept of each latent variable is different from the other variable according to Ghozali (2006).
Table 8.*Discriminant Validity (Cross Loading)*

Indikator	Customer Experience (X2)	Product Innovation (X1)	Consumer Satisfaction (Z)	Buying Interest (Y)	Store Atmosphere (X3)
CE1	**0.610414**	0.182486	0.164174	0.061541	0.145319
CE2	**0.809426**	0.221320	0.258366	0.223485	0.359769
CE3	**0.827867**	0.208100	0.277806	0.248530	0.312194
IP2	0.219469	**0.711292**	0.318963	0.399883	0.280570
IP3	0.077223	**0.769662**	0.255389	0.465657	0.268653
IP4	0.185422	**0.706044**	0.224122	0.377046	0.198938
IP5	0.221003	**0.695912**	0.250723	0.328974	0.269601
IP6	0.271179	**0.551295**	0.127766	0.303446	0.106724
KK1	0.269481	0.249918	**0.821719**	0.223208	0.456836
KK2	0.255277	0.302931	**0.764558**	0.336971	0.356390
KK4	0.152077	0.197119	**0.560523**	0.277551	0.204066
MB1	0.218258	0.305580	0.287323	**0.587708**	0.305878
MB3	0.059183	0.390685	0.317674	**0.727318**	0.305473

Indikator	Customer Experience (X2)	Product Innovation (X1)	Consumer Satisfaction (Z)	Buying Interest (Y)	Store Atmosphere (X3)
MB4	0.259208	0.402899	0.160463	**0.684400**	0.248879
SA1	0.455132	0.352522	0.202482	0.345256	**0.604153**
SA2	0.282703	0.197210	0.361867	0.233381	**0.715095**
SA4	0.096538	0.161411	0.398424	0.302260	**0.714357**

Source: Respondent Data processed SmartPLS version 2.0.m3, 2020

The cross loading value for each indicator of each latent variable is greater than the cross loading value if associated with other latent variables This means that each latent variable already has a good discriminant validity where some latent variables have a meter that is highly correlated with other constructs.

Reliability Test

The criteria for validity and reliability can also be seen from the reliability value of a construct (Ghozali, 2006). Composite reability that measures a construct can be evaluated by the internal consistency measure (Ghozali, 2006).

Reliability tests are designed to measure the stability and consistency of an instrument in measuring a concept or variable. In this study, reliability can be measured by looking at the value of composite reliability. Salisbury et al in Jogiyanto (2011) mention that composite reliability measures the true value of the reliability of a construct:

**Table 9.** Nilai Composite Reliability

Variable	Composite Reliability
Customer Experience (X2)	0.796995
Product Innovation (X1)	0.818515
Consumer Satisfaction (Z)	0.763696
Buying Interest (Y)	0.706944
Store Atmosphere (X3)	0.719366

Source: Respondent Data processed SmartPLS version 2.0.m3, 2020

According to Ghozali (2009) the construct is declared reliable if the composite reliability value is above 0.7. Therefore it can be concluded that the entire research variable is declared to meet reliability or reliability.

Structural Model Testing (Inner Model)

Internal testing of the model or structural model is performed to see the relationship between the construct, significance value and R-square of the research model.
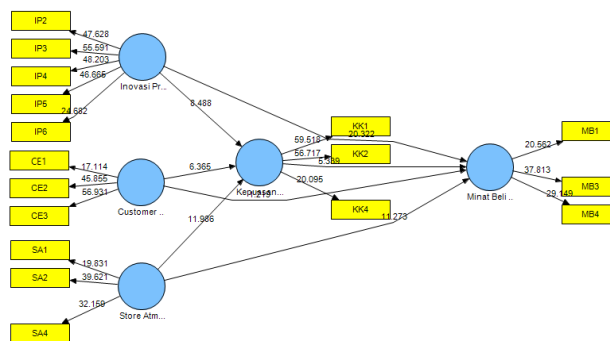
Source: Respondent Data processed SmartPLS version 2.0.m3, 2020
Figure 2. Inner Model Images

R-Square

R-square value to be used to look at relationships between variables, which is a test of the model's goodness-fit (Ghozali, 2009). Changes in R-square values can be used to assess the effect of certain independent latent variables on whether latent variables have substantive influences. For endogenous latent variables in structural models that have an R2 yield of 0.75 indicate that the model is "strong", R2 of 0.50 indicates that the model is "moderet", R2 by 0.25 indicates that the model is "weak" (Ghozali, 2016). The output of PLS as described below:

Table 10. R-Square

Variable	R Square
Product Innovation (X1)	-
Customer Experience (X2)	-
Store Atmosphere (X3)	-
Consumer Satisfaction (Z)	0.285921
Buying Interest (Y)	0.381027

Respondent Data processed SmartPLS version 2.0.m3, 2020
It can be concluded that:

1. The Buy Interest Variable (Y) is influenced by Product Innovation (X1), Customer Experience (X2), Store Atmosphere (X3) and Consumer Satisfaction by 0.381027 or by 38.1% (moderet). While the rest affected by others are not studied further.
2. Consumer Satisfaction Variable (Z) is influenced by Product Innovation (X1), Customer Experience (X2) and Store Atmosphere (X3) of 0.285921 or by 28.5% (moderet). While the rest affected by others are not studied further.

Hypothesis Testing

To prove a hypothesis is to look at the signification of influences between variables by looking at parameter coefficients and t-statistical significance values. In the SmartPLS statistics tool version 2.0.m3 this is done by looking at the Algorithm Boostrapping report. According to Ghozali (2009), the significant hypothesis is seen from the Path Coefficients table the magnitude of the value t calculated < t table 1.96. Here are the results:

Table 11. Path Coefficients

Relationships Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
Product Innovation (X1)->Consumer Satisfaction (Z)	0.192295	0.197662	0.022656	0.022656	8.487557
Customer Experience (X2)->Consumer Satisfaction (Z)	0.125828	0.130479	0.019768	0.019768	6.365379
Store Atmosphere (X3)->Consumer Satisfaction (Z)	0.369828	0.363370	0.030854	0.030854	11.986302
Product Innovation (X1)->Buying Interest (Y)	0.428415	0.422224	0.021081	0.021081	20.322185
Customer Experience (X2)->Buying Interest (Y)	0.024890	0.028200	0.020411	0.020411	1.219437
Store Atmosphere (X3)->Buying Interest (Y)	0.217312	0.217632	0.019277	0.019277	11.273068
Consumer Satisfaction (Z)->Buying Interest (Y)	0.119870	0.123795	0.022452	0.022452	5.338980

Source: Respondent Data processed SmartPLS version 2.0.m3, 2020

Results by hypothesis testing data show how much the direction of the relationship and the effect of one indepenent variable on the dependent variable considers the other independent variable to be constant. Testing partially or individually variables, the t test is used to look at the relationship between variable X individually to variable Y. Here is the result of proof and interpretation of the data process:

1. **Product innovation has a significant effect on consumer satisfaction in the four branches of Lancar Jaya gold jewelry store in Lamongan Regency.**

Test results showed that the effect of product innovation on consumer satisfaction showed significant value. The T-Statistics score of 8.487557 is greater than 1.96. The original sample value is positive at 0.192295. This result indicates that hypothesis 1 is accepted with the support of the direction of a positive relationship.

The direction of positive relationships can be interpreted that if product innovation is raised by 0.192295 it will have an increased impact on consumer satisfaction with the same amount of value of 0.192295.

2. *Customer experience has a significant effect on consumer satisfaction in the four branches of Lancar Jaya gold jewelry store in Lamongan Regency.*

Test results showed that the influence of customer experience on consumer satisfaction showed significant value. The T-Statistics score of 6.365379 is greater than 1.96. The original sample value is positive at 0.125828. These results indicate that hypothesis 2 is accepted with the support of the direction of a positive relationship.

The direction of positive relationships can be interpreted that if the customer experience is raised by 0.125828 it will have an increased impact on consumer satisfaction with the same amount of value of 0.125828

3. *Store atmosphere has a significant effect on consumer satisfaction in the four branches of Lancar Jaya gold jewelry store in Lamongan Regency.*

Test results showed that the influence of store atmosphere on consumer satisfaction showed significant value. The T-Statistics score of 1.986302 is greater than 1.96. The original sample value is positive at 0.369828. These results indicate that hypothesis 3 is accepted with the support of the direction of a positive relationship.

The direction of the positive relationship can be interpreted that if the store atmosphere is raised by 0.369828 it will have an increased impact on consumer satisfaction with the same amount of value of 0.369828.

4. **Product innovation has a significant effect on buying interest in the four branches of Lancar Jaya gold jewelry store in KabuaptenLamongan.**

Test results showed that the influence of product innovation on buying interest showed significant value. The T-Statistics score of 20.322185 is greater than 1.96. The original sample value is positive at 0.428415. This result indicates that hypothesis 4 is accepted with the support of the direction of a positive relationship.

The direction of positive relationships can be interpreted that if product innovation is raised by 0.428415 it will have an increased impact on buying interest with the same amount of value, which is 0.428415.

5. *Customer experience has a significant effect on buying interest in four branches of Lancar Jaya gold jewelry store in Lamongan Regency.*

Test results showed that the influence of customer experience on buying interest showed significant value. The T-Statistics score of 1.219437 is smaller than 1.96. The original sample value is positive at 0.024890. These results suggest that hypothesis 5 is not accepted with no support for the direction of a positive relationship.

The direction of a positive relationship can be meaningless because the relationship between variables is not significant so that the direction of this relationship does not have a meaningful impact.

6. *Store atmosphere has a significant effect on buying interest in four branches of Lancar Jaya gold jewelry store in Lamongan Regency.*

Test results showed that the influence of store atmosphere on buying interest showed significant value. The T-Statistics score of 11.273068 is greater than 1.96. The original sample value is positive at 0.217312. These results indicate that hypothesis 3 is accepted with the support of the direction of a positive relationship.

The direction of the positive relationship can be interpreted that if the store atmosphere is raised by 0.217312, it will have an increased impact on buying interest with the same amount of value, which is 0.217312.

7. **Consumer satisfaction has a significant effect on buying interest in the four branches of Lancar Jaya gold jewelry store in Lamongan Regency.**

Test results showed that the effect of consumer satisfaction on buying interest showed significant value. The T-Statistics score of 5.338980 is greater than 1.96. The original sample value is positive at 0.217312. These results indicate that hypothesis 7 is accepted with the support of the direction of a positive relationship.

The direction of the positive relationship can be interpreted that if consumer satisfaction is raised by 0.119870 it will have an increased impact on buying interest with the same amount of value of 0.119870.

V. CONCLUSION

Based on the results and refraction in the study, the conclusions in this study are as follows:

1. The effect of product innovation on consumer satisfaction shows significant value with the support of positive relationship direction.
2. The influence of customer experience on consumer satisfaction shows significant value with support for positive relationship direction.
3. The influence of store atmosphere on consumer satisfaction shows significant value with support for positive relationship direction.
4. The influence of product innovation on buying interest shows significant value with the support of positive relationship direction.
5. The influence of customer experience on buying interest shows insignificant value with no support for positive relationship direction.
6. The influence of store atmosphere on buying interest shows significant value with the support of positive relationship direction.
7. The effect of consumer satisfaction on buying interest shows significant value with the support of positive relationship direction.

Suggestion

Based on the results of the analysis and discussion conducted, researchers provide some suggestions that can contribute to the next researcher so that it can be an additional reverence as empirical evidence especially on variables that have similarities.

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