THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND STORE ATMOSPHERE ON CONSUMER PURCHASING DECISIONS
(Study of Cik-Cik Style Shop in Kartasura)

Daimatul Janah 1, Muslihudin 2, Abid Nurhuda 3, Nurdiyanto 4
1 Universitas Islam Negeri Raden Mas Said Surakarta, Indonesia
2, 3 Universitas Nahdlatul Ulama Surakarta, Indonesia
4 Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia

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ABSTRACT

Technological and industrial developments require every company to be able to compete. In improving the quality of a company, it is necessary to pay attention to product quality, price, and store atmosphere to attract consumers. This research aims to analyze the influence of product quality, price, and store atmosphere on consumer purchasing decisions at the Cik-Cik Style Store in Kartasura. This research uses quantitative research methods. Data were analyzed using multiple linear regression using IBM SPSS Version 26 software. The research results showed that product quality had a positive and significant effect on consumer purchasing decisions. This is proven by the results of the probability significance value of the product quality variable of 0.000<0.05 with a coefficient of 0.628. Furthermore, price has a positive and significant effect on consumer purchasing decisions. This is proven by the results of the significance of price on consumer purchasing decisions of 0.000 < 0.05. Store atmosphere also has a positive and significant effect on consumer purchasing decisions. This is proven by the results of the significant influence of store atmosphere on consumer purchasing decisions of 0.000 < 0.05. Lastly, product quality, price, and store atmosphere simultaneously influence consumer purchasing decisions. This is proven by the results of the F test showing the calculated F value > F table of (93.155 > 2.66).

INTRODUCTION

Technological and industrial developments have an impact on human life, especially the business world. Where business is currently increasingly developing and diverse (Arianto, 2020). In various countries, the fashion clothing business is currently experiencing rapid growth (Marchall et al., 2015). With the development of the fashion business, new competitors have emerged and entered existing market segments, so competitive and dynamic market conditions mean that entrepreneurs must be able to maintain and position their fashion products so that they do not compete with other competitors. Apart from that, entrepreneurs are also required to move faster than other competitors (Noviyanti et al., 2021). Along with the increasing development of the fashion business, competition with other competitors to get customers is also increasing. This requires entrepreneurs to use all their abilities to compete optimally. One way to achieve company goals is to know what consumers need and want and provide satisfaction as expected by consumers more effectively and efficiently compared to competitors (Fuad et al., 2000).

In business competition, product quality is something that must be considered so that companies can survive amidst business competition in the fashion sector. Product quality is the ability of a product to carry out its function, including reliability, durability, accuracy, product repair, and other valuable attributes (Weenas, 2013). Consumers want good quality from the products they buy (Kotler & Keller, 2008). In general, the influence of product quality greatly influences consumer purchasing decisions. Product quality can be a tool to beat competitors. The company's success in attracting consumer buying interest can be seen from the quality of its products. So, only companies that have the best product quality will grow faster than other companies (Worodiyanti & Maspiyah,
Apart from product quality, there is a factor that greatly influences consumer purchasing decisions, namely consideration of price (AA Putri & Nurhuda, 2023). In a business, price is used as a benchmark, because price brings profit to the business being run. Price is a very important element because through price we will get results or profits from the products we market (Iful, 2015). In other words, price is a sacrifice that must be made by consumers to get a certain series of a product. The price determined by a company must be by the situation occurring in the environment. Especially when competitive prices increase while demand is very minimal. Sometimes business actors need to make price changes from other competitors (Aulia & Sudarwanto, 2016).

After considering product quality and price, there is a factor that is no less important, namely store atmosphere. Store atmosphere is an important element of the marketing mix that can influence the consumer purchasing decision process. When making a purchase, consumers not only pay attention to the products being sold but also pay attention to the atmosphere of the shop which provides comfort for consumers. So consumers will feel comfortable and at home when shopping (Cape, 2020). According to Utami (2012), store atmosphere is a combination of store characteristics such as architecture, layout, lighting, color, display, temperature, music, and aroma which can overall create an image in the minds of consumers (Arianto, 2020). The results of research from Turley and Ronald (2000) prove that the atmosphere can influence when consumers are in the room and influence them to make purchases (Octaviani, 2013). If consumers feel bored with the atmosphere of the shop, consumers will likely switch shopping to another shop (Dessyana, 2013).

There are several clothing stores in Kartasura, including Toko Cik-Cik Style, Mika Store, Enbe Store, Gavin Store, Toko Mulia, and many more. In this research, researchers studied the “Cik-Cik Style Store”. The Cik-Cik Style shop is a type of shop that sells various types of clothing models for teenagers to adults, such as tops, trousers, skirts, negligees, robes, kebayas, pajamas, and others. With a variety of products sold and various models, the Cik-Cik Style shop has its advantages in competing with other similar shops. The Cik-Cik Style shop is supported by the facilities that consumers need, such as seating and changing rooms. Apart from that, at the Cik-Cik Style shop, there are mirrors, fans, and various wall decorations to increase comfort, so that customers can spend their time in the shop.

Based on these problems, this research aims to analyze the influence of product quality, price, and store atmosphere on consumer purchasing decisions with a case study at the Cik-Cik Style Store in Kartasura. The variables in this research consist of product quality, price, store atmosphere, and purchasing decisions. Then analyze the test using the Statistical Package for the Social Sciences (SPSS) version 26 and test the hypothesis using the linear regression analysis test. This research also uses library or literature studies, namely journals and books as references.

**LITERATURE REVIEW**

**Product Quality**

Quality can be interpreted as the ability of a product to carry out its function which includes durability, reliability or progress, strength, ease of packaging, product repair, and so on (Kodu, 2013). Kotler and Armstrong (2010) stated that product quality is the ability of a product to carry out its functions including durability, reliability, durability, accuracy, ease of operation, and repair, as well as other valuable attributes (Weenas, 2013). Product quality is something that entrepreneurs or producers must pay attention to. Considering that the quality of a product is closely related to consumer satisfaction, entrepreneurs are required to always maintain the quality of their products so that they are not less competitive with other competitors (Worodiyantri & Masparyah, 2016).

In general, consumers want products that have the characteristics of being faster, cheaper, and better. In this case, three dimensions need to be considered, namely: time dimension, cost dimension, and quality dimension (Gaspersz, 2001). David Gavin (1987) defines eight dimensions that can be used to analyze product quality characteristics, including Product Performance (Performance). Second, Features, Reliability, Conformance, Durability (Saidani & Ariffin, 2012), Serviceability, Aesthetics, Perceived quality (Gaspersz, 2001).

**Price**

According to Kotler and Keller (2016), price is the amount of money charged for a product or service for the benefits of using that product or service (Effendi et al., 2022). According to Basu Swastha, (2010) price is the amount of money needed to get an item and its services (Gunarsih et al., 2021). Meanwhile, according to Saladin (2008), price is a sum of money as a medium of exchange to obtain a product or service or can be said to determine the value of a product (Weenas, 2013). It can be concluded that the price is a statement of the selling value of a product or service.
which is then paid by the buyer in the form of money to obtain a product or service (Afif & Aswati, 2022).

According to Kotler and Armstrong (2008), there are three characteristics of prices, namely: price affordability, price according to ability or price competitiveness, and price suitability to product quality. Price affordability means that consumers can achieve the price set by the company. Second, prices are according to ability or price competitiveness, meaning that consumers often compare the price of one product with the price of another product. In this case, consumers will consider the high and low price of a product when making a purchase. Third, the suitability of price to product quality means that price is often used by consumers as an indicator of quality. Usually, someone chooses a higher price between two products that have different qualities (Pradana et al., 2017).

Price has two important roles in the consumer decision-making process, namely: first, the role of price allocation. The price function is the determination of prices to help consumers determine how to obtain the best-expected profit and utility based on purchasing power (Hasan & Nurhuda, 2023). Therefore, price placement helps consumers in deciding how to allocate purchasing power for various types of products. Second, the role of price information, meaning that the price function targets consumers on product elements such as quality. This is very useful if buyers have difficulty evaluating the elements and benefits of a product objectively (Effendi et al., 2022).

**Store Atmosphere**

According to Berman & Evan (1992), store atmosphere is a physical characteristic that is used to build an impression and to attract customers. Store atmosphere is a combination of store characteristics such as architecture, layout, lighting, color, displays, temperature, music, and aroma which can overall create an image in the minds of consumers. Store atmosphere is important to make it look attractive to potential buyers. Entrepreneurs also need to create a supportive atmosphere so that consumers feel comfortable so that consumers feel at home in that place. A comfortable atmosphere can influence consumers to make purchases (Arianto, 2020).

According to Berman & Evans (2010), store atmosphere elements are divided into 4 elements, namely:

a. **Exterior** (Outer part of the shop), namely a shop, has a strong influence on the shop and must be designed carefully.

b. **General Interior** (General Interior), which includes interior, among others: Type of floor, color, lighting, aroma and music, wall design, air temperature, width of space, changing rooms, vertical means of transportation (stairs or lifts), shop cleanliness.

c. **Store Layout** (Store Layout), which includes Store Layout, including the location of the room floor, a grouping of products on display, and traffic flow patterns.

d. **Interiors** (Point-of-Purchase) Display (Information Sign Display), which includes Interior (Point-of-Purchase) Display, namely, among others: room decoration, and special themes (Tansala et al., 2019).

**Buying decision**

According to Sofuwan Kotler and Armstrong (2012), purchasing decisions are a decision-making process in deciding what to buy or not to buy (Zusrony, 2021). According to Suharno (2010), the purchasing decision is the stage where the buyer has chosen to purchase the product and then consume it (Hadiansyah et al., 2019). Meanwhile, according to Swastha (2005), purchasing decisions are a problem-solving approach to human activities in purchasing a product or service to fulfill desires and needs which consists of identifying needs and desires, searching for information, evaluating purchasing alternatives, purchasing decisions, and post-purchase behavior (Agatha, 2018). Based on this understanding, it can be concluded that purchasing decisions are the activities of someone who is directly involved in making decisions to purchase the products offered.

Kotler (2005) suggests that several individuals play a role in purchasing decisions, namely, among others:

a. The initiator is the first person to suggest or propose the idea of purchasing a particular product or service.

b. Influencers are people whose targets influence purchasing decisions.

c. The decision maker (Decider) is the person who ultimately makes the purchasing decision or part of it whether to buy, what to buy, how to buy, and where to buy.

d. Buyers are people involved in getting products from the market.

e. Users are people who use the product or consume the product (Zusrony, 2021).
Hypothesis

a. The influence of product quality on consumer purchasing decisions
In developing a product, marketers must choose a quality level that will support the product's position. The better the product quality, the higher the consumer's decision to make a purchase. Aprilia Research (2021), Irawan (2020), Kodu (2013), and Permana (2013) show that product quality influences consumer purchasing decisions. Based on this, the hypothesis proposed in this research is:
H1: There is a positive and significant influence of product quality on consumer purchasing decisions

b. The influence of price on consumer purchasing decisions
Price is an element of the marketing mix that provides revenue and income for the company. The desired price is an affordable competitive price, so the better the price offered, the higher the purchasing decision. Research by Sugianto & Ginting (2020), Kasanti (2019), Gunarsih (2021), Yusra & Nanda (2019), and Kelvinia (2021) shows that price has a significant influence on consumer purchasing decisions. Based on this, the hypothesis proposed in this research is:
H2: There is a positive and significant influence of price on consumer purchasing decisions

c. The influence of store atmosphere on consumer purchasing decisions
Research by Amir & Prijadi (2015), Arianto (2020), Rayuwati (2022), and Yuana (2018) shows that store atmosphere has a significant influence on consumer purchasing decisions. Based on the description above, the hypothesis proposed in this research is:
H3: There is a positive and significant influence of store atmosphere on consumer purchasing decisions.

RESEARCH METHOD

The type of research used in this research is quantitative research (Sugiyono, 2016). The method used in this research is the survey method (Mundir, 2013). The place where this research was conducted was the Cik-Cik Style Kartasura Shop, Sukoharjo, Central Java. In this research, the population used was consumers who had purchased products at the Cik-Cik Style Store in the Kartasura area. The minimum sample size is calculated based on the Hair (2010) formula, so the number of samples to be used in the research is 165 respondents. The sampling techniques that will be used in this research are nonprobability sampling and accidental sampling techniques (Sugiyono, 2016). In carrying out validity testing, a measuring tool is used in the form of a computer program, namely SPSS (Statistical Package for the Social Science).

The data normality test in this study used the Kolmogorof-Smirnov test for each variable (Ghozali, 2013). The multicollinearity test can be measured from the tolerance value and Variant Inflation Factor (VIF). If the tolerance value is > 0.10 and VIF < 10, it can be concluded that there is no multicollinearity between the independent variables in the regression model. However, if the tolerance value < 0.10 and VIF > 10, it can be concluded that there is multicollinearity between the independent variables in the regression model (Kasanti et al., 2019). The formula used for multiple linear regression analysis is as follows:

\[ Y = a + b1X1 + b2X2 + b3X3 + e \]

Information:
Y = The dependent variable is the purchasing decision
a = Constant
b1 = Product quality variable regression coefficient (X1)
b2 = Price variable regression coefficient (X2)
b3 = Variable regression coefficient store atmosphere(X3)
X1 = Independent variable, namely product quality (X1)
X2 = Independent variable, namely price (X2)
X3 = Independent variable store atmosphere(X3)
e = error(K. Perdana, 2016).

RESULTS AND DISCUSSIONS

This research was conducted on 141 respondents to be used as a research sample. Data collection was carried out with the help of a Google form which was distributed to respondents who are active undergraduate students at UIN Raden Mas Said Surakarta. The data that has been obtained from the 141 respondents will be analyzed using paired sample t-test analysis and
explained in the hypothesis testing and data analysis sections as well as a discussion of the results of data analysis.

Analysis of Respondent Descriptions

Table 1. Description of Respondents Based on Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woman</td>
<td>152</td>
<td>92.1%</td>
</tr>
<tr>
<td>Man</td>
<td>13</td>
<td>7.9%</td>
</tr>
<tr>
<td>Total</td>
<td>165</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary Data, processed 2023

From the data above, it is stated that the respondents who took part in filling out the questionnaire in the research were 152 female respondents with a percentage of 92.1%, and 13 male respondents with a percentage of 7.9%. The gender category in this study is dominated by women.

Table 2. Description of Respondents Based on Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 years</td>
<td>31</td>
<td>18.8%</td>
</tr>
<tr>
<td>20 years</td>
<td>31</td>
<td>18.8%</td>
</tr>
<tr>
<td>21 years</td>
<td>51</td>
<td>30.9%</td>
</tr>
<tr>
<td>22 years</td>
<td>52</td>
<td>31.5%</td>
</tr>
<tr>
<td>Total</td>
<td>165</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Primary Data, processed 2023

In the age group, the majority of respondents were 22 years old with 52 respondents with a percentage of 31.5%, 21-year-old respondents were 51 with a percentage of 30.9%, 20-year-old respondents were 31 with a percentage of 18.8%, and respondents 19-year-olds were 31 with a percentage of 18.8%.

Testing and Data Analysis Results

Classic Assumption Test Results

Normality test

In this study, the data normality test was carried out using the Kolmogorov-Smirnov test with the criterion that if the significant value is > 0.05 then the data is normally distributed. Conversely, if the significant value is < 0.05 then the data is not normally distributed.

Table 3. Normality Test Results

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>165</td>
</tr>
<tr>
<td>Normal Parameters, b</td>
<td>Mean</td>
</tr>
<tr>
<td></td>
<td>.0000000</td>
</tr>
<tr>
<td></td>
<td>Std. Deviation</td>
</tr>
<tr>
<td></td>
<td>1.80178217</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>Absolute</td>
</tr>
<tr>
<td></td>
<td>.051</td>
</tr>
<tr>
<td></td>
<td>Positive</td>
</tr>
<tr>
<td></td>
<td>.051</td>
</tr>
<tr>
<td></td>
<td>Negative</td>
</tr>
<tr>
<td></td>
<td>-.049</td>
</tr>
<tr>
<td>Statistical Tests</td>
<td></td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.051</td>
</tr>
</tbody>
</table>

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Primary Data, processed 2023
From the table above, the results of the one-sample Kolmogorov-Smirnov test show the Asymp value. Sig 0.20 > 0.05. It can be concluded that the data is normally distributed.

**Multicollinearity test**

The multicollinearity test is carried out to determine whether or not there is a correlation between independent variables. The multicollinearity test can be done by looking at the Tolerance and VIF (Variance Inflation Factor) values. If the Tolerance value is > 0.1 and the VIF value is < 10 then it can be said that there is no multicollinearity between the independent variables, whereas if the Tolerance value is < 0.1 and the VIF value is > 10 then it can be said that there is multicollinearity between the independent variables.

**Table 4. Multicollinearity Test Results**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Tolerance</th>
<th>VIF</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality</td>
<td>0.496</td>
<td>2.014</td>
<td>There is no multicollinearity</td>
</tr>
<tr>
<td>Price</td>
<td>0.589</td>
<td>1.697</td>
<td>There is no multicollinearity</td>
</tr>
<tr>
<td>Store Atmosphere</td>
<td>0.500</td>
<td>2.000</td>
<td>There is no multicollinearity</td>
</tr>
</tbody>
</table>

Source: Primary Data processed by the author 2023

Based on the test results, it is known that the tolerance value for the product quality variable has a value of 0.496, which indicates more than 0.1 (0.496 > 0.1), while product quality has a VIF of 2.014, which indicates less than 10 (2.014 < 10). The price variable has a tolerance value of 0.589 which indicates more than 0.1 (0.589 > 0.1), while the price has a VIF of 1.697 which indicates less than 10 (1.697 < 10). The store atmosphere variable has a tolerance value of 0.500 which indicates more than 0.1 (0.500 > 0.1), while the store atmosphere has a VIF of 2.000 which indicates less than 10 (2.000 < 10). The conclusion that can be drawn from the test results above is that there is no multicollinearity between independent variables.

**Heteroscedasticity test**

In this study, the heteroscedasticity test was carried out using the Glejser test. If the significance value is > 0.05 then it is stated that heteroscedasticity does not occur and conversely, if the significance value is < 0.05 then heteroscedasticity occurs.

**Table 5. Heteroscedasticity Test Results**

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>2.861</td>
<td>.958</td>
<td>2.985</td>
<td>.003</td>
</tr>
<tr>
<td>Product Quality</td>
<td>-.066</td>
<td>.037</td>
<td>-.198</td>
<td>-.074</td>
</tr>
<tr>
<td>Price</td>
<td>.006</td>
<td>.084</td>
<td>.007</td>
<td>.945</td>
</tr>
<tr>
<td>Store Atmosphere</td>
<td>.011</td>
<td>.018</td>
<td>.066</td>
<td>.550</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Abs_Res

Source: Primary Data processed 2023

In the table above are the results of the heteroscedasticity test carried out using the Glejser test. The results of data processing in the heteroscedasticity test above overall show a significance value of > 0.05. The product quality variable shows a result of 0.074 > 0.05. The price variable shows a result of 0.945 > 0.05. The store atmosphere variable shows results of 0.550 > 0.05. It can be concluded that the variables in this study do not experience heteroscedasticity.

1. **Model Determination Test Results**

   a. **Coefficient of determination test (r2)**

   **Table 6. Coefficient of Determination Test Results (R2)**

<p>| Model Summary b |</p>
<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.797a</td>
<td>.634</td>
<td>.628</td>
<td>1.81849</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Store Atmosphere, Price, Product Quality
b. Dependent Variable: Consumer Purchasing Decisions

Source: Primary Data, processed 2023
The test results above show that the Adjusted R Square value is 0.628 or 62.8%. It can be concluded that the variables product quality (X1), price (X2), and store atmosphere (X3) influence the consumer purchasing decision variable (Y) by 62.8%. Meanwhile, the remaining 37.2% is influenced by other variables not included in the research model.

**Simultaneous test (f test)**

The F test is carried out to determine the simultaneous influence between variable X and variable Y. The F test is also carried out to see the suitability of the regression model that has been created. Based on decision making, F count > F table, it can be said that there is a simultaneous influence between variable X and variable Y.

### Table 7. F Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>924.169</td>
<td>3</td>
<td>308,056</td>
<td>93.155</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>532,413</td>
<td>161</td>
<td>3,307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1456.582</td>
<td>164</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Purchasing Decisions  
b. Predictors: (Constant), Store Atmosphere, Price, Product Quality  
Source: Primary Data, processed 2023

From the test results, it can be seen that the significance value is 0.000 < 0.05 and the calculated F value > F table (93.155 > 2.66) so H0 is rejected and Ha is accepted. This means that there is a positive influence between the variables product quality (X1), price (X2), and store atmosphere (X3) on consumer purchasing decisions (Y). This proves that there is a simultaneous influence between variable X and variable Y and it can be concluded that the research model created is correct.

### Multiple Linear Regression Test Results

A hypothesis is a temporary answer based on a problem that has been formulated by the theories that have been studied. Hypothesis testing in this research uses multiple linear analysis.

### Table 8. Multiple Linear Regression Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3.989</td>
<td>1.536</td>
<td>2.597</td>
<td>.010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Quality</td>
<td>.266</td>
<td>.059</td>
<td>.304</td>
<td>4.491</td>
<td>.000</td>
<td>2.014</td>
</tr>
<tr>
<td>Price</td>
<td>.546</td>
<td>.135</td>
<td>.251</td>
<td>4.048</td>
<td>.000</td>
<td>1.697</td>
</tr>
<tr>
<td>Store Atmosphere</td>
<td>.157</td>
<td>.029</td>
<td>.366</td>
<td>5.434</td>
<td>.000</td>
<td>2.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Purchasing Decisions  
Source: Primary Data, processed 2023

Based on the table of multiple linear regression test results above, it is known that the constant coefficient value is 3.989 the regression coefficient for the product quality variable (X1) is 0.266, the price variable (X2) is 0.546 and the store atmosphere variable (X3) is 0.157. So the following regression equation is obtained:

\[ Y = 3.989 + 0.266X1 + 0.546X2 + 0.157X3 \]

From this equation, it can be explained that:

The value of 3.989 is a constant or condition when the consumer purchasing decision variable has not been influenced by other variables, namely product quality (X1), price (X2), and store atmosphere (X3). If the independent variable does not exist then the consumer purchasing decision variable does not change.

The regression coefficient for the product quality variable (X1) is 0.266, meaning that if the value of other independent variables is constant and the product quality increases by 1 unit, then consumer purchasing decisions will increase by 0.266. A positive coefficient means that there is a positive relationship between product quality and consumer purchasing decisions.
The regression coefficient for the price variable (X2) is 0.546, meaning that the value of the other independent variables is constant and the price has increased by 1 unit, so consumer purchasing decisions have increased by 0.546. A positive coefficient means that there is a positive relationship between price and consumer purchasing decisions in purchasing. The more affordable the price, the more consumer purchasing decisions will increase.

The regression coefficient for the store atmosphere variable (X3) is 0.157, meaning that the value of the other independent variables is constant and the store atmosphere has increased by 1 unit, so consumer purchasing decisions have increased by 0.157. A positive coefficient means that there is a positive relationship between store atmosphere and consumer purchasing decisions. The more the value of the store atmosphere increases, the more consumer decisions in purchasing will increase.

Hypothesis Test Results (t-Test)

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>3,989</td>
<td>1,536</td>
<td>-0.628</td>
<td>0.010</td>
</tr>
<tr>
<td>Product Quality</td>
<td>0.266</td>
<td>0.059</td>
<td>0.304</td>
<td>4.491</td>
</tr>
<tr>
<td>Price</td>
<td>0.546</td>
<td>0.135</td>
<td>0.251</td>
<td>4.048</td>
</tr>
<tr>
<td>Store Atmosphere</td>
<td>0.157</td>
<td>0.029</td>
<td>0.366</td>
<td>5.434</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Purchasing Decisions

The test results above, test results were obtained which showed that the significance value of the influence of product quality on consumer purchasing decisions was 0.000 < 0.05 and the calculated t value was 4.491 greater than t table = t(α;nK) = (0.05; 161) = 1.654 or 4.491 > 1.654. Thus, H1 is accepted, and it can be concluded that product quality has a positive and significant effect on consumer purchasing decisions. The significance value of the influence of price on consumer purchasing decisions is 0.000 < 0.05 and the calculated t value is 4.048 which is greater than t table = t(α;nK) = (0.05;161) = 1.654 or 4.048 > 1.654. Thus, H2 is accepted, and it can be concluded that price has a positive and significant effect on consumer purchasing decisions for products at the Cik-Cik Style Kartasura Store. The significance value of the influence of store atmosphere on consumer purchasing decisions is 0.000 < 0.05 and the calculated t value is 5.434 which is greater than t table = t(α; nK) = (0.05;161) = 1.654 or 5.434 > 1.654. Thus, H3 is accepted, and it can be concluded that the store atmosphere has a positive and significant effect on consumer purchasing decisions at the Cik-Cik Style Kartasura Store.

Discussion of Data Analysis Results

The influence of product quality on consumer purchasing decisions

In this research, the multiple linear regression test looks at the product quality variable (X1) in unstandardized coefficients B with a value of 0.266, which is a positive number that means there is a positive influence of product quality on consumer purchasing decisions, and the t-count value (4.491) > t-table (1,654). The significance probability value for the product quality variable is 0.000 below 0.05 or (0.000 < 0.05) with a coefficient value of 0.628 or 62.8% so it can be concluded that H1 is accepted which means that the product quality variable has a positive and significant effect on purchasing decisions. consumers at the Cik-Cik Style Shop in Kartasura.

Based on the explanation above, it can be concluded that the respondents chose to make purchases at the Cik-Cik Style Store because the products sold at the Cik-Cik Style Store have been updated according to current trends in the market. This can be seen from the highest average score of 4.28 for the statement given to respondents about the products sold at the Cik-Cik Style Kartasura Shop being updated according to trends.

Meanwhile, respondents stated that the service provided by Toko Cik-Cik Style to customers was very satisfying. However, in this research, many stated that the services provided by Toko Cik-Cik Style had no effect on consumer purchasing decisions with an average score of 3.98. Even though the service provided to customers is one of the motivations for consumers to make purchases, the average score is the lowest.

The results of this research are in line with research conducted by Kasanti (2019; Sugianto & Ginting, 2020) which shows that there is a positive and significant influence between product quality and consumer purchasing decisions. However, the results of this research are not in line with research conducted by Nico (2019) which shows the results that there is no positive and significant influence between product quality and consumer purchasing decisions.
The Cik-Cik Style shop in Kartasura proves that product quality has an influence on purchasing decisions, seen from the products sold which are updated according to trends, have various models and colors, and have good designs. Therefore, the Cik-Cik Style Shop in Kartasura is more popular and liked by consumers.

**The influence of price on consumer purchasing decisions**

In this research, the multiple linear regression test looks at the price variable (X2) in unstandardized coefficients B with a value of 0.546, which is a positive number that means there is a positive influence of price on consumer purchasing decisions, and the value of t-count (4.048) > t-table (1.654). The significance probability value for the price variable is 0.000 below 0.05 or (0.00 < 0.05) with a coefficient value of 0.628 or 62.8% so it can be concluded that H2 is accepted which means that the price variable has a positive and significant effect on consumer purchasing decisions in Cik-Cik Style Shop in Kartasura.

Based on the results of the explanation above, it can be concluded that the respondents chose to make purchases at the Cik-Cik Style Kartasura Store because the products at the Cik-Cik Style Kartasura Store were sold at affordable prices. This can be seen from the highest average score for the statements given to respondents, namely 4.27 regarding the prices of the products sold at the Cik-cik style Kartasura Shop, which are affordable.

Meanwhile, respondents stated that the prices provided by the Cik-Cik Style Kartasura Shop were competitive with other shops. However, in this research, many stated that the prices provided by Toko Cik-Cik Style were competitive with other stores and had no effect on consumer purchasing decisions with an average score of 4.12. Even though competitive prices are an influence on consumers in making purchases, the average score is the lowest. It is hoped that the company will be able to compete well with other companies so that the company can continue to maintain its business.

This result is in line with Noviyanti’s statement, (2021; Aprilia, 2021; Syahidin & Admin, 2019) which shows that price has a positive and significant influence on consumer purchasing decisions. However, the results of this research are not in line with research conducted by Nur Laili (2022) which shows that there is no positive and significant influence between price and consumer purchasing decisions.

This is supported by the theory according to Kotler (2005) that price is an element of the marketing mix that provides income or revenue for the company. If buyers have the opportunity to purchase the same product or service at a lower price, they will do so. According to consumers, the prices of products sold at the Cik-Cik Style Kartasura Shop are relatively more affordable than in other places, so consumers decide to make purchases at the Cik-Cik Style Kartasura Shop. (Nurhuda & Aini, 2021).

**The influence of store atmosphere on consumer purchasing decisions**

In this research, the multiple linear regression test looks at the store atmosphere variable (X3) in unstandardized coefficients B with a value of 0.157, which is a positive number that means there is a positive influence of store atmosphere on consumer purchasing decisions, and the value of t-count (5.434) > t-table (1.654). The significance probability value for the price variable is 0.000 below 0.05 or (0.00 < 0.05) with a coefficient value of 0.628 or 62.8% so it can be concluded that H3 is accepted, which means that the store atmosphere variable has a positive and significant effect on consumer purchasing decisions at the Cik-Cik Style Shop in Kartasura.

Based on the results of the explanation above, it can be concluded that respondents prefer to make purchases at the Cik-Cik Style Kartasura Store because the product placement at the Cik-Cik Style Kartasura Store is arranged according to their categories. This can be seen from the highest average score for the statements given to respondents, namely 4.25 regarding the products sold at the Cik-Cik Style Store arranged according to their categories.

Meanwhile, respondents stated that the room air temperature at Toko Cik-Cik Style Kartasura was comfortable. However, in this research, many stated that the room air temperature at the Cik-Cik Style Kartasura Store was comfortable and had no effect on consumer purchasing decisions with an average score of 4.12. Even though the air temperature of a shop is one of the important things for consumers when making purchases, the average score is the lowest. It is hoped that the company will be able to improve the store room temperature, because if the room temperature in a store is comfortable then customers will also feel comfortable.

This research is in line with research conducted by Tanjung, (2020; Arianto, 2020; Diawan, 2016; Amir & Prijati, 2015) which shows the results that store atmosphere has a positive and significant effect on consumer purchasing decisions. Store atmosphere has an important role for consumers in purchasing products.
Understand that the store atmosphere is a combination of emotional things. Tests at the Cik-Cik Style Kartasura Store show that the store atmosphere influences the consumer purchasing decision process. This is because the Cik-Cik Style Store has an attractive room design, the music that plays, the fragrant aroma of the room, and the comfortable room lighting colors make customers interested and feel at home shopping at the Cik-Cik Style Kartasura Store.

CONCLUSION

Based on the research results above, it can be concluded that the results of the significance of the influence of product quality on consumer purchasing decisions are $0.000 < 0.05$. Based on these results, H1 is accepted, meaning that product quality has a significant effect on consumer purchasing decisions. Furthermore, the results of the significance of the influence of price on consumer purchasing decisions are $0.000 < 0.05$. Based on these results, H2 is accepted, meaning that price has a significant effect on consumer purchasing decisions. Then, the results of the significance of the influence of store atmosphere on consumer purchasing decisions are $0.000 < 0.05$. Based on these results, H3 is accepted, meaning that store atmosphere has a significant effect on consumer purchasing decisions. Finally, the results of the F test show that the calculated F value $> F$ table is $(93.155 > 2.66)$. Based on these results, Ho is rejected and Ha is accepted. This means that product quality, price, and store atmosphere influence simultaneously or together on consumer purchasing decisions at the Cik-Cik Style Store in Kartasura.

REFERENCES


