

The Effect of Store Image, Store Atmosphere, Product Variation and Location on Purchasing Decisions

Indah Firliyani¹, Arini Hidayah^{2*}, Muchammad Agung Miftahuddin³, Ika Yustina Rahmawati⁴

Universitas Muhammadiyah Purwokerto

Corresponding Author: Arini Hidayah arinihidayah77@gmail.com

ARTICLE INFO

Keywords: Store Image, Store Atmosphere, Product Variation, Location, Purchasing Decision

Received : 28, May

Revised : 12, June

Accepted: 16, July

©2025 Firliyani, Hidayah, Miftahuddin, Rahmawati : This is an open access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research seeks to examine the influence of Store Image, Store Atmosphere, Product Variety, and Location on the Purchasing Decisions of consumers at Central Fashion Store Purbalingga. This study uses quantitative methods with data collection through questionnaires. Using simple random sampling involving 120 respondents. The data analysis technique uses SPSS 20. The results showed that store image has a positive but insignificant effect on purchasing decisions. Store atmosphere, product variety, and location have a positive and significant effect on purchasing decisions. The results of this study can help Central Fashion Store Purbalingga to improve its operational strategies, especially in terms of store image, store atmosphere, product variety, and location, in order to maintain consumer purchasing decisions.

INTRODUCTION

Clothing, commonly referred to as fashion, plays a significant role in human life and is inseparable from daily living (Trisnawati, 2016). Consequently, it is unsurprising that fashion attracts growing attention from individuals concerned with their appearance, making it a focal point of trends (Safdar et al., 2019). The fashion industry in Indonesia keeps expanding, as seen in the rise of fashion shopping centers. This growth has made fashion the second-largest contributor to the creative economy subsector's GDP, reaching 224.9 billion rupiah in 2022. Fashion was the leading contributor to exports in the creative economy, generating USD 16.47 billion in 2022 and USD 13.22 billion in 2023. These figures highlight the significant role fashion plays in driving economic growth and meeting lifestyle demands (kemenparekraf.go.id: 2023). This indicates that people recognize the vital role of fashion in their daily lives.

Purbalingga is a city known for its numerous fashion stores, boutiques, and outlets. Among them, Central Fashion Store Purbalingga, situated on Jl. Jend. Sudirman in North Purbalingga, stands out as one of the largest fashion retailers in the area. This store offers a wide range of fashion items, including clothing for adults and children, footwear, bags, and various accessories. However, the store faces challenges due to the emergence of many similar clothing retailers, indicating that Central Fashion Store has a considerable number of competitors. Given this situation, Central Fashion Store must adopt effective strategies and consider the key factors that influence consumer purchasing decisions in order to remain competitive and sustain its business.

Purchasing decisions are essentially about solving a problem for the consumer. While everyone considers a similar set of factors when making choices, these factors are shaped by individual differences such as age, income, lifestyle, and personality (Shaleh, 2017). According to (Yulianti & Sudrajat, 2021), the decisions consumers make to either purchase or decline a product or service are referred to as buying decisions. These decisions are driven by the consumer's needs and desires, which influence their behavior and shape the overall decision-making process involved in acquiring a product or service.

Store image is one strategy and factor that affects customers' purchasing power. It reflects the perception consumers form about a store based on their evaluation of the shopping experience. The store image must be built strongly in order to be positively accepted by the public. Through a positive and strong image, the position and name of a fashion store will be easily remembered and familiar in the form and mind of consumers so that the purchasing power shown is large (Imanulah et al., 2022). Several studies have shown that store image influences consumers' choices to buy, including (Bujung et al., 2020; Jahroni et al., 2021; Marjiana Kusuma & Suasana, 2022; Nuriyah & Suriyanto, 2022). Store Image does not significantly impact purchase choices, according to studies by (Bulele, 2016; Saputri & Suriyanto, 2023; Sundara, 2020).

Customers will form an impression of a shop based on its ambience, which includes its layout, displays, architecture, signs, temperature, lighting, music, colors, and general romanticism according to (Utami, 2017). As a whole, the store's atmosphere is designed to sway customers' emotions and encourage them

to make more purchases. According to prior studies by (Jahroni et al., 2021; Izati & Budiarti, 2021; Akbar & Tjahjaningsih, 2023; Indasari & Bachri, 2021) that show the store atmosphere positively and significantly influences purchasing decisions. Store atmosphere does not significantly affect to purchasing decisions according to studies by (Widiarto & Tuti, 2022; Hidayat & Haryanti, 2023; Angelika & Lego, 2022; Wulandari & Saragih, 2022; Samudra & Budiarti, 2023).

According to (Tobing & Setiawan, 2020) product variation refers to the different kinds and sizes of items that a business offers to cater to customer demands. To cater to the ever-evolving tastes and preferences of their customers, fashion retailers have a wide range of styles and models. Product variety has a significant role in influencing prospective consumers' buying choices (Purwati et al., 2019). There is strong evidence that product variation influences consumers' choices to buy, according to studies undertaken by (Gonie et al., 2022; Sholihatin et al., 2023; Sugiharto & Anggraini, 2022; Suhardi et al., 2022; Tobing & Setiawan, 2020; Eriyanti & Kusmadeni, 2021). But the different opinions studies by (Aunillah & Himawan, 2023; Noniktyasari, 2023; Rumagit et al., 2023; Sunarsih & Ernawati, 2023) found the product variation does not significantly impact consumers' purchase decisions.

Location also plays a role in influencing consumer purchase decisions. Location is a place used for the process of delivering goods and services from producers to consumers (Kelvinia, 2021). Location is one of the factors of excellence in competing (Imanulah et al., 2022). A strategic and easily accessible business location influences consumers to visit a store and make purchasing decisions (Merzelina & Renwarin, 2022). Researchers have shown that location significantly and positively affects purchase choices (Hidayat, 2020; Prasetyo & Santoso, 2023; Andriansyah & Arifiansyah, 2021; Adrianata et al., 2022). Location does not significantly affect purchase choices, according to studies by (Abriansyah & Nurdin, 2020; Cynthia et al., 2022; Badarudin et al., 2021).

This research is development research from research conducted by (Sundara, 2020) stating that store image and store atmosphere have an effect on purchasing decisions. This research contributes to understanding the dynamics of fashion retail business competition in Purbalingga, especially Central Fashion Store Purbalingga helps in understanding consumer behavior in the midst of increasingly fierce competition. By examining factors such as store image, store atmosphere, product variety, and location, this research can identify the elements that are most influential in maintaining and increasing the number of visitors and buyers.

The findings of this study not only provide a deeper understanding of consumer preferences, but also a strategic basis for Central Fashion Store Purbalingga in designing its marketing and business development strategies to maintain business continuity in a competitive local market. By expanding the scope of analysis through retesting the extent to which store image and store atmosphere by adding other factors, namely product variety and location, influence purchasing decisions. The results of this study will be able to assist business actors in designing marketing strategies that are more effective and targeted.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

Ajzen and Fishbein's 1980 Theory of Planned Behavior is used to examine customer behavior. Planned behavior can be used to predict whether or not a person will perform a behavior or decision. Maka Theory of So Theory of Planned Behavior is a conceptual structure that explains individual actions based on three things, namely, attitudes towards behavior, how individuals feel or have a personal assessment of whether they like it or not. Subjective norms, are individual views that can influence an individual's desire to act. Perceived control is the level of ease or difficulty that individuals feel. The easier individuals find it to do something, the more likely they will do it (Mahyarni, 2013).

Consumer Behavior

Buying choices are based on consumer behavior, which is a process strongly tied to the buying process. Customers will look into a service or product thoroughly before making a purchase decision (Indrasari, 2019). Various internal and external variables impact consumer behavior. Culture, society, individuals, and psychology are the four pillars upon which consumer behavior rests (Kotler & Keller, 2020).

Purchasing Decisions

According to (Yulianti and Sudrajat, 2021) a purchasing decision refers to the consumer's choice to either buy or not buy a product or service. It reflects consumer behavior aimed at understanding the process involved in acquiring goods or services, where individuals actively participate in obtaining and utilizing them. Thus, individuals make purchasing decisions based on their personal needs and wants. As stated by (Kotler, 2016), the buying process consists of five key stages: recognizing a need, searching for information, evaluating alternatives, making the purchase decision, and engaging in post-purchase behavior.

Store Image

Store image refers to the perception that consumers and the public have, based on their evaluation of the shopping center (Imanulah et al., 2022). Store image can be seen as something that consumers think about a store, this view can be the process of an individual choosing and deciding to make a purchase at a store. According to (Ananda, 2011) there are 3 indicators of store image, namely: Recognition, Reputation, and Affinity. In research by (Kusuma & Suasana, 2022; Nuriyah, 2022; Bujung et al., 2020; Jahroni et al., 2021) the store image positively and significantly influences consumers purchasing decisions.

Store Atmosphere

Store atmosphere is an important factor for shopping centers to be able to make consumers feel interested in coming to visit and comfortable when shopping (Sudiantini et al., 2023). Store atmosphere is one of the marketing strategies created and influences a store to make consumers feel at home and

comfortable to make purchasing decisions and choose the type of product they will buy (Yuliani et al., 2021). According to (Indasari & Bachri, 2021), there are four elements that define a store's atmosphere: the exterior, the general interior, the store layout, and the interior displays. Research by (Jahroni et al., 2021; Izati & Budiarti, 2021; Akbar & Tjahjaningsih, 2023; Indasari & Bachri, 2021) the store atmosphere has a positive and meaningful impact on customers buying decisions.

Product Variation

Product variety is the completeness of the product including size, type, quality, and product availability (Njoto, 2016). Product variety is one of the strategies implemented by the company by diversifying its products based on type, brand, color with the aim of fulfilling the needs and desires of consumers so that they are interested in making purchases. According to (Hidayat & Sujud, 2019), there are 4 the indicators of product variety include variations in product brand, product completeness, product size, and product quality. Research by (Suhardi et al., 2022; Sugiharto & Anggraini, 2022; Eriyanti & Kusmadeni, 2021; Tobing & Setiawan, 2020; Sholihatin et al., 2023; Gonie et al., 2022) that product variations have a positively and significantly influences consumers purchasing decisions.

Location

Location is a place used for the process of delivering the movement of products and services from manufacturers to end users. To measure and determine the magnitude of the contribution of location in influencing purchasing decisions (Kelvinia, 2021). If a store has a strategic location, consumers will easily make the purchase process. According to (Tjiptono, 2016) there are 4 location indicators, namely: Access, Visibility, Traffic, and Parking Facilities. Research by (Hidayat, 2020; Prasetyo & Santoso, 2023; Andriansyah & Arifiansyah, 2021; Adrianata et al., 2022) the findings indicate that location plays a significant and positive role in shaping consumers' purchasing decisions. The following illustrates the conceptual framework of this research:

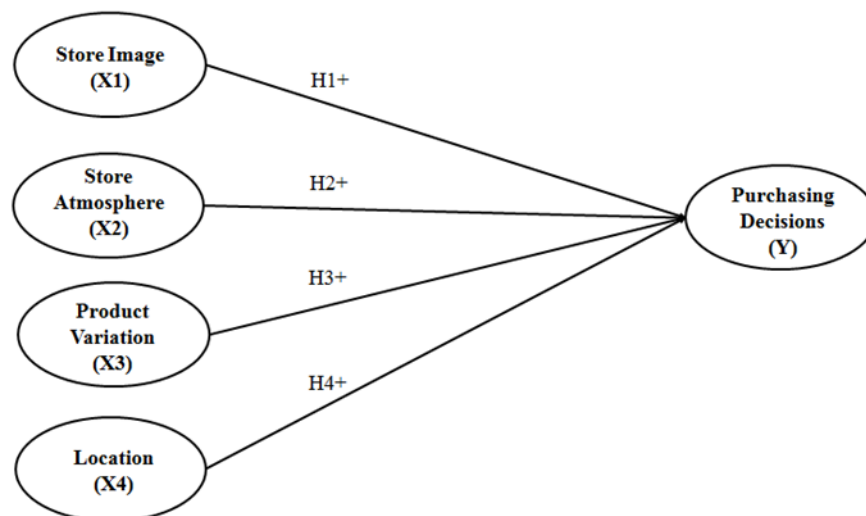


Figure 1. Conceptual Framework

The hypothesis on this study is:

H1: Store Image has a positive and significant effect on consumer purchasing decisions.

H2: Store Atmosphere has a positive and significant effect on consumer purchasing decisions.

H3: Product Variation has a positive and significant effect on consumer purchasing decisions.

H4: Location has a positive and significant effect on consumer purchasing decisions.

METHODOLOGY

This research is a quantitative study that employs a non-probability sampling technique, specifically using accidental sampling. According to (Sugiyono, 2018), accidental sampling is a technique in which samples are selected based on coincidence or chance encounters, anyone who happens and is deemed suitable to meet with researchers can be used as a sample. The sample in this study were visitors who made purchases at Central Fashion Store Purbalingga.

A total of 120 visitors participated as respondents in this study. The primary data was collected by distributing questionnaires, which were completed via Google Forms, the author using questionnaire method conducted online on WhatsApp by visitors of the Central Fashion Store in Purbalingga. The study utilized a 5-point Likert scale, ranging from (1) strongly disagree to (5) strongly agree.

In this work, used SPSS 20 for data collection and analysis. Using the following statistical tests: F-test, reliability, reliability, classical assumption, multiple linear regression, descriptive statistics, and analysis of variance.

RESEARCH RESULT

Response Rate

Table 1. Response Rate

No	Description	Number of Questioner	Percentage(%)
1	Questionnaires that were distributed	120	100
2	Completed questionnaire	120	100
3	Unreturned questionnaire	0	0
4	Questionnaires that are worth analyzing	120	100

Source: processed data

Respondents in this study are people who have made purchases at the Central Fashion Store Purbalingga. The method used in this research is the Non-Probability Sampling method, and the technique chosen is Accidental Sampling, Researchers opened research forms for 3 (three) weeks with a target of 120 respondents. From this time the questionnaire form was answered by 120 respondents. Thus, the response rate of the questionnaire that is suitable for analysis is 120.

Responden Description

Table 2. Responden Description

No.	Description	F	Percentage%	No.	Description	F	Percentage%
1.	Gender			3.	Job		
	Male	31	26		Student	70	58
	Female	89	74		Private	1	1
	Total	120	100	Employee			
2.	Age			Civil Servant	3	2	
	18-25 years old	109	91	Self Employed	14	12	
	26-33 years old	8	7	Etc.	32	27	
	34-41 years old	3	2	Total	120	100	
	>41	0	0				
	Total	120	100				

Source: processed data

Based on the analysis of the respondents' descriptions, the majority are revisiting and making purchases at Central Fashion Store Purbalingga based on gender, age, and occupation, namely 89 people (74%) are female, then 109 people (91%) in the age group 18-25 years, and 70 people (58%) are students.

Descriptive Statistical Analytics

Table 3. Descriptive Statistical Analytics

Variable	Questions Item	Min	Max	Mean	St.Dev	Definition Mean
Store Image	X1.1	3	5	4.68	.485	Agree
	X1.2	3	5	4.66	.510	Agree
	X1.3	3	5	4.62	.537	Agree
	X1.4	3	5	4.60	.492	Agree
	X1.5	3	5	4.23	.618	Agree
	X1.6	3	5	4.22	.651	Agree
Store Atmosphere	X2.1	4	5	4.86	.350	Agree
	X2.2	3	5	4.41	.558	Agree
	X2.3	4	5	4.61	.490	Agree
	X2.4	3	5	4.71	.474	Agree
	X2.5	3	5	4.73	.467	Agree
	X2.6	3	5	4.52	.518	Agree
	X2.7	3	5	4.62	.505	Agree
	X2.8	4	5	4.56	.499	Agree
	X2.9	3	5	4.38	.522	Agree
	X2.10	4	5	4.70	.460	Agree
Product Variation	X3.1	3	5	4.78	.434	Agree
	X3.2	3	5	4.20	.588	Agree
	X3.3	3	5	4.48	.550	Agree
	X3.4	4	5	4.77	.425	Agree
	X3.5	4	5	4.55	.500	Agree
Location	X4.1	4	5	4.89	.312	Agree
	X4.2	3	5	4.58	.528	Agree
	X4.3	3	5	4.78	.439	Agree
	X4.4	3	5	4.67	.488	Agree
	X4.5	3	5	4.58	.528	Agree
Purchasing Decisions	Y.1	3	5	4.72	.471	Agree

Y.2	2	5	4.56	.562	Agree
Y.3	3	5	4.27	.518	Agree
Y.4	3	5	4.42	.544	Agree
Y.5	4	5	4.67	.473	Agree
Y.6	3	5	4.30	.544	Agree
Y.7	3	5	4.37	.517	Agree
Y.8	3	5	4.65	.513	Agree
Y.9	3	5	4.79	.447	Agree
Y.10	4	5	4.55	.435	Agree

Source: Processed data by SPSS 20

According to the data, the following variables had the highest number of responses: store image (average = 4.68, lowest = 4.22), store atmosphere (average = 4.86, lowest = 4.38), product variance (average = 4.78, lowest = 4.20), location (average = 4.89, lowest = 4.58), and purchasing decisions (average = 4.79, lowest = 4.27).

Validity Test

Table 4. Validity Test

Indicator	R count	R table	Descripts	Indicator	R count	R table	Descripts
Store Image				Location			
X1.1	0.488	0.178	Valid	X4.1	0.619	0.178	Valid
X1.2	0.515	0.178	Valid	X4.2	0.764	0.178	Valid
X1.3	0.554	0.178	Valid	X4.3	0.641	0.178	Valid
X1.4	0.490	0.178	Valid	X4.4	0.715	0.178	Valid
X1.5	0.654	0.178	Valid	X4.5	0.773	0.178	Valid
X1.6	0.748	0.178	Valid				
Store Atmosphere				Purchasing Decisions			
X2.1	0.528	0.178	Valid	Y.1	0.595	0.178	Valid
X2.2	0.587	0.178	Valid	Y.2	0.574	0.178	Valid
X2.3	0.524	0.178	Valid	Y.3	0.467	0.178	Valid
X2.4	0.503	0.178	Valid	Y.4	0.651	0.178	Valid
X2.5	0.582	0.178	Valid	Y.5	0.586	0.178	Valid
X2.6	0.578	0.178	Valid	Y.6	0.721	0.178	Valid
X2.7	0.599	0.178	Valid	Y.7	0.683	0.178	Valid
X2.8	0.537	0.178	Valid	Y.8	0.621	0.178	Valid
X2.9	0.652	0.178	Valid	Y.9	0.568	0.178	Valid
X2.10	0.559	0.178	Valid	Y.10	0.594	0.178	Valid
Product Variation							
X3.1	0.573	0.178	Valid				
X3.2	0.779	0.178	Valid				
X3.3	0.764	0.178	Valid				
X3.4	0.402	0.178	Valid				
X3.5	0.748	0.178	Valid				

Source: Processed data by SPSS 20

Based on the validity test results, all question items are deemed valid since the calculated r-values are greater than the r-table value. As a result, the validity criteria are satisfied, allowing for further analysis to be conducted (Ghozali, 2018).

Reliability Test

Table 5. Reliability Test

Variable	Cronbach' Alpha		Information
Store Image	0.610	> 0.6	Reliable
Store Atmosphere	0.761	> 0.6	Reliable
Product Variation	0.683	> 0.6	Reliable
Location	0.742	> 0.6	Reliable
Purchasing Decisions	0.808	> 0.6	Reliable

Source: Processed data by SPSS 20

Since all the variable reliability test results indicate a Cronbach's Alpha value exceeding 0.60, it can be concluded that the reliability criteria for all variables in this study have been met and are considered reliable (Ghozali, 2018).

Normality Test

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	1.85960402
	Absolute	.118
Most Extreme Differences	Positive	.066
	Negative	-.118
Kolmogorov-Smirnov Z		1.294
Asymp. Sig. (2-tailed)		.070

Source: Processed data by SPSS 20

The Kolmogorov-Smirnov test in SPSS showed a significance level of 0.070, indicating that the data from 120 respondents is normally distributed, as this value exceeds the threshold of 0.05 (Ghozali, 2018).

Multicollinearity Test

Table 7. Multicollinearity Test

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients				Tolerance	VIF
	B	Std. Error	Beta					
(Constant)	4.474	3.186			1.404	.163		
1 Store Image	.064	.122	.041		.525	.601	.541	1.850
Store Atmosphere	.293	.103	.263		2.844	.005	.377	2.652
Product Variation	.832	.159	.456		5.233	.000	.426	2.348
Location	.291	.131	.156		2.218	.029	.652	1.534

a. Dependent Variable: Purchasing Decisions

Source: Processed data by SPSS 20

Given that all variables have tolerance values greater than 0.10 and VIF values less than 10, as demonstrated by the SPSS data analysis, this study infers the absence of multicollinearity (Ghozali, 2018).

Heterocedastisity Test

Table 8. Heteroscedasticity Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
(Constant)	.366	2.104		.174	.862
Store Image	.024	.081	.037	.297	.767
Store Atmosphere	.034	.068	.076	.505	.614
Product Variation	-.109	.105	-.148	-1.043	.299
Location	.055	.087	.072	.629	.531

a. Dependent Variable: ABRESID

Source: Processed data by SPSS 20

The lack of heteroscedasticity, indicated by each variable having a p-value greater than 0.05, permits the study to move forward to the subsequent phase. (Ghozali, 2018).

Multiple Regression Analysis Test

Table 9. Multiple Regression Analysis Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
(Constant)	.447	.319		1.404	.163
Store Image	.038	.073	.041	.525	.601
Store Atmosphere	.293	.103	.263	2.844	.005
Product Variation	.416	.079	.456	5.233	.000
Location	.146	.066	.156	2.218	.029

a. Dependent Variable: Purchasing Decisions

Source: Processed data by SPSS 20

$$Y = 0.447 + 0.038X_1 + 0.293X_2 + 0.416X_3 + 0.146X_4$$

The regression equation shown above can be represented as follows:

α = The constant is positive at 0.447 which indicates that if the variables of store image, store atmosphere, product variation, and location, then purchasing decision is worth 0.447.

β_1 = A positive value of 0.038 for the store image variable is shown by the regression coefficient value of 0.038. This indicates that, all else being equal, a 0.038 rise in purchase decision is associated with a 1 unit increase in the shop image variable.

β_2 = With a value of 0.293 for the Store Atmosphere regression coefficient, we can deduce that this variable is positively loaded. Keeping all other factors constant, this indicates that a 0.293 increase in purchase decision occurs for every 1 unit rise in the shop environment variable.

β_3 = A positive value of 0.416 for the product variance variable is shown by the Product Variation regression coefficient. This indicates that, all else being

equal, a 0.416 increase in the purchase decision is associated with a 1 unit rise in the product variation variable.

β_4 = With a result of 0.146 for the Location regression coefficient, we can see that the location variable is positively loaded. Assuming all other factors stay constant, a one-unit increase in the location variable will lead to a 0.146-unit increase in purchase decision.

Coefficient of Determination Test(R²)

Table 10. Coefficient of Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.616	.18917

a. Predictors: (Constant), Location, Store Image, Product Variation, Store Atmosphere

Source: Processed data by SPSS 20

The Adjusted R-Square value of 0.616 indicates that the independent variables (Store Image, Store Atmosphere, Product Variety, and Location) collectively explain 61.6% of the variation in the dependent variable (Purchase Decision), while there remaining 38.4% is influenced by other factors not included in the model. The R-Square value of 0.629 shows that the coefficient of determination is 62.9%. Additionally, the R value of 0.793 signifies a strong correlation of 79.3% between the independent variables and the dependent variable (Ghozali, 2018).

F Test (Goodness of fit)

Table 11. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.965	4	1.741	48.658	.000 ^b
	Residual	4.115	115	.036		
	Total	11.080	119			

a. Dependent Variable: Purchasing Decisions
b. Predictors: (Constant), Location, Store Image, Product Variation, Store Atmosphere

Source: Processed data by SPSS 20

Based on Goodness of Fit testing using the F test which is seen from the analysis of variance (ANOVA) value with the standard if the p-value < significance (sig < 0.05) then the model is said to be feasible. Judging from the ANOVA table above sig 0.000 < 0.05, the F test is declared significant and the model is feasible to study.

T Test (Hypothesis Test)

The T-test in this study is employed to determine whether each hypothesis is supported and to assess the impact of each independent variable (X) on the

dependent variable (Y) (Ghozali, 2018). According to Table 9, the results of the t-test can be interpreted as follows:

A. The Effect of Store Image to Purchasing Decisions (H1)

Based on the results of data analysis, it is known that the coefficient value (β_1) of store images of 0.038 is in the positive direction because ($\beta_1 > 0$). The calculated t value is 0.525, the t table value of 1.658 means $t_{count} < t_{table}$. The significance value of 0.601 means $\alpha > 0.05$. So that the coefficient value (β_1) of store image of 0.038 shows a positive direction then t count of 0.525 < t table value of 1.658 and α value of 0.601 > 0.05. It is concluded that store image has a positive but insignificant effect on purchasing decisions, which means that **H1 is rejected**.

B. The Effect of Store Atmosphere to Purchasing Decisions (H2)

The coefficient value (β_2) for the shop atmosphere is 0.293, indicating a positive relationship since $\beta_2 > 0$. The data analysis shows a t-value of 2.844, which is greater than the critical t-value of 1.658. Additionally, the significance level is 0.005, which is less than the 0.05 threshold. Therefore, with a positive coefficient of 0.293, a t-value of 2.844 exceeding the critical value of 1.658, and a significance level of 0.005 below 0.05, it can be concluded that the shop atmosphere has a positive and significant impact on purchasing decisions, meaning **H2 is accepted**.

C. The Effect of Product Variation to Purchasing Decisions (H3)

Based on the data analysis results, the coefficient value (β_3) for product variation is 0.416, indicating a positive relationship since $\beta_3 > 0$. The calculated t-value is 5.233, which exceeds the critical t-value of 1.658. The significance level is 0.000, which is less than 0.05. Therefore, with a positive coefficient of 0.416, a t-value of 5.233 greater than the critical value of 1.658, and a significance level of 0.000 below 0.05, it can be concluded that product variation has a positive and significant influence on purchasing decisions, meaning that **H3 is accepted**.

D. The Effect of Location to Purchasing Decisions (H4)

Based on the data analysis results, the coefficient value (β_4) for location is 0.146, indicating a positive effect since $\beta_4 > 0$. The calculated t-value is 2.218, which is greater than the critical t-value of 1.658. The significance level is 0.029, which is less than 0.05. Therefore, with a positive coefficient of 0.146, a t-value of 2.218 exceeding the critical value of 1.658, and a significance level of 0.029 below 0.05, it can be concluded that location has a positive and significant impact on purchasing decisions, meaning that **H4 is accepted**.

DISCUSSION

The Effect of Store Image to Purchasing Decisions

Based on the research results, the store image variable has a positive but insignificant effect on consumer purchasing decisions at the Central Fashion Store Purbalingga. This is evidenced by the results of the analysis which shows that the store image variable does not affect consumer purchasing decisions. Although the influence is positive in direction; the significance value exceeds the acceptable threshold. This means that not all consumers prioritize store image in

decision making and even though a store has a good image, this does not necessarily encourage consumers to make purchases. In the context of local market like Purbalingga, other factors may play a more dominant role. This is in accordance with the Theory of Planned Behavior (TPB) that consumer attitudes are not always influenced by store image in making purchasing decisions. But also, by subjective norms and perceived behavior control. If consumers do not have direct experience or sufficient information about the store, the store image does not shape their attitude towards purchasing decisions. Even though Central Fashion Store is one of the big fashion stores in Purbalingga, it does not make consumers immediately remember or make Central Fashion Store their main shopping place. Furthermore, in digital era, consumers have access to a wide range of information sources and shopping alternatives, both online and offline. This makes store image, as an external factor. In other words, an image built passively or based solely on past reputation is no longer sufficient to influence consumer decisions, which are more rational and selective. This research is in line with research (Sundara, 2020; Saputri & Suriyanto, 2023; Bulele, 2016) which explains that store image has a positive but insignificant effect on purchasing decisions.

The Effect of Store Atmosphere to Purchasing Decisions

The study's findings indicate that the store atmosphere positively and significantly influences consumers' purchasing decisions at Central Fashion Store Purbalingga. This is evidenced by the results of the analysis which shows that a comfortable store atmosphere is created to make consumers feel at home in the store because in the process of making purchasing decisions, consumers respond to the environment and atmosphere of the store. This is in accordance with Theory of Planned Behavior (TPB) a comfortable, attractive, and pleasant atmosphere will create a positive experience for consumers. A pleasant store environment can stimulate positive emotions and create the perception that shopping at the store is an enjoyable experience, thus increasing the likelihood of a purchase. Central Fashion Store always appears to recognize the importance of these factors by actively managing atmospheric elements, considers aspects of lighting, product display, layout, and store atmosphere because these affect consumer purchasing decisions. These elements are not merely aesthetic enhancements but are strategic marketing tools that effectively foster customer engagement and build store loyalty. This means that consumer purchasing decisions not only respond to the goods and services offered by the store, but also respond to a pleasant and comfortable purchasing environment for consumers, so that these consumers choose a preferred store and make purchases. This research is in line with research (Izati & Budiarti, 2021; Akbar & Tjahjaningsih, 2023; Indasari & Bachri, 2021) which states that Shop Atmosphere has a positive and significant effect on Buying Decisions.

The Effect of Product Variation to Purchasing Decisions

Based on the analysis of the research, the product variety variable has a positive and significant effect on consumer purchasing decisions at the Central Fashion Store Purbalingga. This is evidenced by the results of the analysis which shows that the variety of products is complete, making consumers have many

choices that are in accordance with their wishes, consumers feel easier and feel satisfied in making purchases. A comprehensive product variety not only broadens consumer choice but also give the impression that the store is responsive to current market trends and consumer demands. As a result, consumers tend to feel more valued and satisfied, and strengthens their purchase intentions and build buying decisions. In the perspective of theory of planned behavior, consumer attitudes in product variations can shape consumer desires to make purchasing decisions. The more product variations available, the greater the consumer finds a product that suits his preferences. If a store offers a complete variety, consumers find it easier and feel satisfied in making purchases. This means that the more product variations provided, the higher the Purchasing Decision. This research is in line with research (Faroh & Junaidi, 2019; Sholihatin et al., 2023; Gonie et al., 2022) which states that Product Variety has a positive and significant effect on Purchasing Decisions.

The Effect of Location to Purchasing Decisions

Based on the results of the research, the location variable has a positive and significant effect on consumer purchasing decisions at the Central Fashion Store Purbalingga. This is evidenced by the results of the analysis which show that a strategic location and easy to reach has a big role in making consumer purchasing decisions. In the perspective of theory of planned behavior, consumer attitudes in considering the location of a shopping place have an influence on purchasing decisions. Consumer tend to evaluate the cost and time required to reach a store as part of the overall value assessment of product. The easier a location is to access, the lower psychological and practical barriers consumer experience in visiting and making purchase. Ease of access and a location that is clearly visible or often passed by many people encourages someone to be interested in visiting a store and making purchasing decisions and this gives a positive perception of a store. If the location is in a crowded area, it can encourage consumers to make purchasing decisions. Consumers tend to choose places that do not require great effort to reach, so location has great appeal. This research is in line with research (Suratmiyati & Anggoro, 2020; Hidayat, 2020; Prasetyo & Santoso, 2023; Andriansyah & Arifiansyah, 2021) which states that location has a positive and significant effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

From the results of the analysis, it can be concluded that the store image variable has a positive but insignificant effect on purchasing decisions. Meanwhile, the variables of store atmosphere, product variety, and location have a positive and significant effect on purchasing decisions. This shows that consumers have a good view of the Central Fashion Store but this influence is not strong enough to influence purchasing decisions. This means that not all consumers prioritize store image in making purchasing decisions. They look more at other factors such as the variety of products available or a good and comfortable store atmosphere. To be able to continue to advance and compete in the market, Central Fashion Store Purbalingga needs to pay attention to the

characteristics of store image, store atmosphere, product variety, and location that can influence purchasing decisions.

ADVANCED RESEARCH

In this study, the data collected in a certain period of time and collected in a short time made the results of this study unable to be generalized for long-term conditions. It is recommended that future research consider incorporating or replacing variables with others such as product quality, discounts, promotions, and similar factors. Further research is expected to increase the sample size in order to yield optimal results and provide a more accurate representation of the actual situation. Also examining objects in other locations in order to generalize broader findings.

ACKNOWLEDGMENT

The researcher extends sincere gratitude to everyone who contributed to the completion of this article. Special thanks are also directed to the supervisors and examiners involved in this study, as well as to the Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto, for their support.

REFERENCES

- Aaker, David A. dalam Aris Ananda, (2011). *Manajemen Ekuitas Merek: Memanfaatkan Nilai Dari Suatu Merek*. Spektrum Mitra Utama. Jakarta.
- Abriansyah, & Nurdin, H. (2020). Pengaruh Lokasi dan Fasilitas Terhadap Keputusan Pembelian Konsumen Pada Kedai Terapung Kecamatan Sape Kabupaten Bima. *Journal of Business and Economics Research*, 1(2), 115–123.
- Akbar, S., & Tjahjaningsih, E. (2023). Influence Of Lifestyle, Price Perception and Store Atmosphere on The Purchase Decision (Study ON Zabo Coffee and Resto Jombang Consumers). *Management Studies and Entrepreneurship Journal*, 4(2), 2192–2202.
- Andrianata, M., Suharsono, J., & Fithrianto, M. N. (2022). Pengaruh Brand Image, Harga, Dan Lokasi Terhadap Keputusan Pembelian Konsumen Pada Rumah Makan Ikan Bakar Gatsu Probolinggo. *Jurnal Ekonomi & Ekonomi Syariah*, 5(2), 2658–2666. <https://doi.org/10.36778/jesy.v5i2.867>
- Andriyansyah, N., & Arifiansyah, R. (2021). Pengaruh Lokasi, Persepsi Harga, Dan Promosi Terhadap Keputusan Pembelian Di Restoran Clovia Hotel Mercure Jakarta Sabang. *Majalah Ilmiah Panorama Nusantara*, 16(2), 69–80.
- Angelika, & Lego, Y. (2022). Pengaruh Kualitas Produk, Kualitas Layanan, dan Suasana Toko terhadap Keputusan Pembelian Produk Minuman Chatime di Mall Ciputra, Jakarta Barat. *Jurnal Manajerial dan Kewirausahaan*, 04(01), 31–39.
- Aunillah, N., & Himawan, A. F. I. (2022). Pengaruh e-Commerce Shopee, Kualitas Produk Dan Variasi Produk Terhadap Keputusan Pembelian Produk Snack. *MASTER: JURNAL MANAJEMEN DAN BISNIS TERAPAN*, 2(2), 108–127.
- Badarudin, N., Tumbuan, W. J. F. A., & Ogi, I. W. J. (2021). Pengaruh Keragaman Produk, Lokasi, Suasana Toko, Dan Promosi Terhadap Keputusan

- Pembelian Konsumen di Paragon Mart Kabupaten Kepulauan Sangihe. *JURNAL EMBA*, 9(3), 313–322.
- Berman, Barry & Evans, Joel R. (2010). *Retail Management* (11th ed.) New Jersey: Prentice Hall
- Bujung, T. K. G., Tumbel, A. L., & Lumantow, R. Y. (2020). Pengaruh Suasana Toko dan Citra Toko Terhadap Keputusan Pembelian Konsumen Pada Toko Tekstil Kawangkoan. *JURNAL EMBA*, 4(2), 1000–1009.
- Bulele, E. Y. (2016). Analisis Pengaruh Citra Toko, Kualitas Pelayanan dan Ketersediaan Produk Terhadap Keputusan Pembelian Di Toko Buku Gramedia Manado. *Jurnal Berkala Ilmiah Efisiensi*, 16, 03.
- Cynthia, D., Hermawan, H., & Izzudin, A. (2022). Pengaruh Lokasi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *PUBLIK: Jurnal Manajemen Sumber Daya Manusia, Adminstrasi dan Pelayanan Publik Universitas Bina Taruna Gorontalo*, 9(1), 104–112.
- Eriyanti, H., & Kusmadeni, D. (2021). Pengaruh Kualitas Pelayanan, Variasi Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian Konsumen Pada Supermarket Di Pangkalpinang. *Jurnal Ekonomi dan Manajemen STIE Pertiba Pangkalpinang*, 7(1), 1–14.
- Faroh, W. N., & Junaidi, D. (2019). Pengaruh Variasi Produk Terhadap Keputusan Pembelian Bahan Bangunan di Portal Netwprk Six Store Cabang Depok 2018. *Jurnal Pemasaran Kompetitif*, 2(3), 111–120.
- Ghozali, I. (2018). *Aplikasianalisis multivariate SPSS 25*. Semarang: Universitas Diponegoro.
- Gonie, L. C. P. F., Tumbel, A., & Mandagie, Y. (2022). Pengaruh Variasi Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Di Rumah Makan Dan Kopi Chamar Kawangkoan. *JURNAL EMBA*, 10(4), 224–232.
- Hidayat, M. W., & Haryanti, I. (2023). Pengaruh Gaya Hidup dan Suasana Toko terhadap Keputusan Pembelian Konsumen di Sans Club Café. *Kompeten: Jurnal Ilmiah Ekonomi dan Bisnis*, 2(3), 578–587.
- Hidayat, R., & Sujud, A. (2019). Pengaruh atmosphere toko, lokasi dan keragaman produk terhadap keputusan pembelian konsumen pada planet ban margondaraya Depok. *Jurnal ilmu manajemen*.
- Hidayat, T. (2020). Analisis Pengaruh Produk, Harga, Promosi Dan Lokasi Terhadap Keputusan Pembelian. *Jurnal Ilmu Manajemen*, 17(2), 95–105.
- Imanulah, R., Andriyani, I., Melvani, N.F. (2022). Pengaruh Citra Toko, Varian Produk Dan Lokasi Terhadap Keputusan Pembelian Produk Pada Restoran Pancious Soma Palembang. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(1). <https://doi.org/10.37676/ekombis.v10i1>
- Indasari, & Bachri, S. (2021). Pengaruh Suasana Toko Terhadap Keputusan Pembelian Konsumen Pada Mr. Dav Coffe Shop Palu. *Jurnal Ilmu Manajemen Universitas Tadulako*, 7(1), 030–038.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. UNITOMO PRESS
- Izati, F. A., & Budiarti, A. (2021). Pengaruh Price, Promosi dan Suasana Toko Terhadap Keputusan Pembelian Pada Customer di Giant Rajawali Surabaya. *Jurnal Ilmu dan Riset Akuntansi*, 10(9).

- Jahroni, Sinambela, E. A., Mardikaningsih, R., & Darmawan, D. (2021). Pengaruh Citra Toko, Suasana Toko dan Harga Terhadap Keputusan Pembelian. *Jurnal Pendidikan Tambusai*, 5, 3.
- Kelvinia. (2021). Pengaruh Lokasi, Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian. *Jurnal Wira Ekonomi Mikroskil*, 11(2).
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Global Edition*.
- Kotler, P., & Keller, K. L. (2020). *Marketing Management, 15th Edition*, New Jersey: Pearson Prentice Hall, Inc.
- Kusuma, I. G. D. M., & Suasana, I. Gst. A. Kt. Gd. (2022). Pengaruh Kualitas Pelayanan Dan Citra Toko Terhadap Keputusan Pembelian Pada Toko Merta Sari Di Kota Denpasar. *E-JURNAL EKONOMI DAN BISNIS UNIVERSITAS UDAYANA*, 11(06), 669-676.
- Mahyarni, M. (2013). Theory Of Reasoned Action dan Theory of Planned Behavior (Sebuah Kajian Historis Tentang Perilaku). *Jurnal El-Riyansah*, 4(1), 13-23
- Njoto, T. K. (2016). Pengaruh Desain Kemasan, Cita Rasa, Dan Variasi Produk Terhadap Keputusan Pembelian Konsumen Bumi Anugerah. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 1(4), 455-463.
- Noniktyasari, F. (2023). Dampak Store Atmosphere, Promosi dan Variasi Produk pada Keputusan Pembelian terhadap Cafe Kopilih di Blitar. *Jurnal Riset Mahasiswa Ekonomi (RITMIK)*, 5(2), 164-171.
- Nuriyah, S. (2022). Pengaruh Citra Toko, Harga, Dan Word of Mouth Terhadap Keputusan Pembelian Pelanggan Pada Toko Bening Bungah. *MASTER: JURNAL MANAJEMEN DAN BISNIS TERAPAN*, 2, 1.
- Prasetyo, A. I., & Santoso, B. H. (2023). Pengaruh Kualitas Pelayanan, Harga, Dan Lokasi Terhadap Keputusan Pembelian Café Kala Seduh. *Jurnal Ilmu dan Riset Manajemen*, 12(4).
- Purwati, A. A., Siahaan, J. J., & Hamzah, Z. (2019). Analisis Pengaruh Iklan, Harga dan Variasi Produk terhadap Keputusan Pembelian di Toko Rumah Pekanbaru. *Jurnal Ekonomi KIAT*, 30(1), 20-28.
- Rumagit, I. A., Lapian, S. L. H. V. J., & Tampenawas, J. L. A. (2023). Pengaruh Digital Marketing, e-Wom, Dan Variasi Produk Terhadap Keputusan Pembelian Konsumen Pada Masa Pandemi Covid-19 (Studi: Konsumen Kopi Kenangan Di Kota Manado). *JURNAL EMBA*, 11(1), 1242-1252.
- Samudra, G. W., & Budiarti, E. (2023). Pengaruh Brand Image, Kualitas Layanan, Dan Suasana Toko Terhadap Keputusan Pembelian Produk Arunda Coffee and Society Di Sidoarjo. *Neraca Manajemen, Ekonomi*, 2(10). <https://doi.org/10.8734/mnmae.v1i2.359>
- Saputri, I. D., & Suriyanto, M. A. (2023). Pengaruh Kualitas Produk, Harga dan Citra Toko Terhadap Keputusan Pembelian. *Journal of Business and Economics Research (JBE)*, 4, 2. <https://doi.org/10.47065/jbe.v4i2.3455>
- Sholihatin, I., Munir, M., & Mahaputra, A. P. (2023). Pengaruh Variasi Produk, Harga Dan Lokasi Terhadap Keputusan Pembelian Di TNA Collection Nganjuk. *PPIMAN: Pusat Publikasi Ilmu Manajemen*, 1(4), 232-246.

- Sudiantini, D., Claudia, G., & Ningrum, I. C. (2023). Pengaruh *Store atmosphere* Terhadap Keputusan Pembelian Konsumen pada Kopi Cinta Bekasi. *Jurnal Multidisiplin West Science*, 2(06), 433-441.
- Sugiharto, A., & Anggraini, D. (2022). Pengaruh Store Atmosphere, Promosi Dan Variasi Produk Terhadap Keputusan Pembelian Pizza Hut Area Jakarta Barat. *Jurnal Ekonomi & Bisnis*, 7(2), 143-162.
- Sugiono. (2018). *Metode Penelitian Bisnis Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D* (3 ed.). Alfabeta Bandung.
- Suhardi, Y., Akhmadi, A., Darmawan, A., & Naili. (2022). Pengaruh Media Sosial, Electronic Word of Mouth, dan Variasi Produk terhadap Keputusan Pembelian (Studi Kasus Produk Makanan Oke Enak Rawamangun). *Abiwarra: Jurnal Vokasi Administrasi Bisnis*, 4(1), 122-137.
- Sunarsih, & Ernawati, S. (2023). Pengaruh Citra Merek, Variasi Produk Dan Hatga Terhadap Keputusan Pembelian Pada Es the Indonesia Cabang Bima. *Jurnal cahaya MANDALIKA*, 177-184.
- Sundara, D. (2020). Pengaruh Citra Toko dan Suasana Toko terhadap Keputusan Pembelia Konsumen di Ramayana Departement Store Depok. *Mediastima*, 26(2), 182-202.
- Suratmiyati, & Anggoro, Y. (2020). Pengaruh harga dan lokasi terhadap keputusan pembelian produk jasa. *Management and Business Review*, 4(1), 52-59. <https://doi.org/10.21067/mbr.v4i1.4629>
- Tjiptono, F. (2016). *Service Marketing: Esensi & Aplikasi*. Cv. Andi.
- Tobing, O. H. L., & Setiawan, B. (2020). Pengaruh Persepsi Harga, Varian, dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Xiaomi. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 95-104.
- Trisnawati, T. Y. (2016). Fashion sebagai Bentuk Ekspresi Diri dalam Komunikasi. *Jurnal The Messenger*, 3(2), 36. <https://doi.org/10.26623/themessenger.v3i2.268>
- Utami, C., W. (2017). *Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia*. Jakarta Selatan: Salemba Empa.
- Widiarto, R. W., & Tuti, M. (2022). Pengaruh Persepsi Harga, Keberagaman Produk dan Suasana Toko Terhadap Keputusan Pembelian. *ESENSI: Jurnal Manajemen Bisnis*, 25(3), 259-267.
- Wulandari, L., & Saragih, D. R. U. (2022). Pengaruh Kualitas Produk, Persepsi Harga, dan Suasana Toko terhadap Keputusan Pembelian Kosmetik Wardah di Watsons dan Guardian Mall Cipinang Indah. *Jurnal Pendidikan Tambusai*, 6(2), 16330-16339.
- Yuliani, N. K. D., Mitariani, N. W. E., & Atmaja, N. P. C. D. (2021). Pengaruh *Store atmosphere*, Kualitas Pelayanan, dan Persepsi Harga Terhadap Keputusan Pembelian Pada Toko Fashion Dewa Ayu Shop Klungkung. *EMAS*, 2(1).