



Analysis of Factors Influencing Consumer Purchasing Decisions in the Jakarta Metropolitan Area: A Study on Clothing Retail in Jabodetabek

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Abstract The retail fashion industry in Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, Bekasi) is highly competitive, necessitating an understanding of the factors influencing consumer purchasing decisions. This research examines the impact of store design and atmosphere on these decisions, with a particular focus on window display, mannequin display, visual merchandising, music, light and color, and signage. The study aims to analyze the direct influence of store design and atmosphere, their mediating roles, the moderating effect of perceived service quality, and the direct impact of product, price, and promotion on purchasing decisions. Utilizing a quantitative, descriptive approach, data were collected and analyzed using Structural Equation Modeling (SEM) and model fit evaluation with SPSS 26 and SmartPLS 3.0. The results indicate that store design and atmosphere significantly impact consumer purchasing decisions, with window display, mannequin display, visual merchandising, music, light and color, and signage serving as mediators. Additionally, perceived service quality moderates this relationship, while product, price, and promotion have a direct impact on purchasing decisions. The study concludes that fashion retailers in metropolitan Jakarta should prioritize store design, atmosphere, and service quality to enhance purchasing decisions and develop effective consumer strategies.

Keywords: department store, store design and atmosphere, shoppers' purchase decisions, perceived service quality, specialty store

INTRODUCTION

The fashion industry is a major driver of online transactions in Indonesia, the largest e-commerce market in Southeast Asia (Suzianti et al., 2023). In 2023, the growth of Indonesia's e-commerce industry is particularly notable in the fashion and clothing segments, which are the most popular categories on platforms like Tokopedia, Shopee, and Lazada (Mondor Market, 2024, 2024; Yusra, 2023).

However, this digital shift poses challenges for physical retail stores, which remain crucial for providing a tangible shopping experience despite the rise of e-commerce (Mudjahidin et al., 2021). However, in this competitive retail industry, the ability to respond quickly and understand consumer behavior is one of the significant factors influencing a retail business's success. This fierce competition requires companies to continue to follow trends and anticipate consumer needs efficiently. (Fink et al., 2021; Hidayah, 2022; Joewono et al., 2020)

Factors influencing consumer purchasing decisions in retail include store design, interior and exterior features, and atmospheric elements like color, music, and lighting. These elements impact store perception and consumer choice. Retailers are increasingly focusing on creating an attractive store atmosphere through storefront arrangement, music selection, visual merchandising, and other appealing elements (Khan et al., 2023; Lopienski, 2023).

Store atmosphere, encompassing exterior, general interior, layout, and interior display, can significantly enhance consumer interest and purchasing enjoyment. Effective store design and atmosphere management can influence purchasing decisions and encourage consumer loyalty.

While existing research highlights the influence of store atmosphere on consumer behavior, there is a gap in understanding the urgency of rapid response and deep insight into shopper behavior in the competitive retail landscape. This study aims to address this gap by emphasizing the importance of store design and atmosphere management in achieving competitive advantage and meeting customer preferences (Khan et al., 2023).

The retail mix, which includes products, prices, promotions, services, locations, and store atmosphere, is a strategic tool for influencing consumer purchasing decisions (Joewono et al., 2020; Kilay et al., 2022; Syuhada & Gambett, 2013; Warburton, 2020). Management can use this mix to assess and enhance their marketing strategies, aligning them with consumer preferences. In urban areas, shopping centers are pivotal, with department stores offering diverse product categories and specialty stores focusing on specific product lines (Prihananto et al., 2024).

The increasing existence of retail markets in urban areas depends on shopping centers, where the largest retail space is generally owned by department stores, namely, a retail area with various types of product categories. On the other hand, shopping centers are filled by other forms of retail that focus on selling limited product categories, referred to as specialty stores.

Specialty stores like Zara, Bershka, The Executive, and 3Second cater to market preferences and needs. Store design and atmosphere elements such as window displays, mannequins, visual merchandising, music, light and color, and signage are crucial in influencing consumer purchasing decisions. This study seeks to explore additional variables that might affect the impact of store design and atmosphere on purchasing decisions (Khan et al., 2023; Monoarfa et al., 2023).

Indoor environmental quality (IEQ) and store design and atmosphere (SDA) are interrelated concepts, with IEQ focusing on indoor air quality, thermal comfort, and lighting, and SDA focusing on visual and atmospheric elements. Both concepts aim to enhance shopping experiences and influence purchasing decisions. Moderation variables like perceived service quality (PSQ) can further elucidate the relationship between store design, atmosphere, and shopper purchase decisions (Dang et al., 2021).

This research examines and analyzes the direct influence of store design and atmosphere on shoppers' purchase decisions in retail fashion in the Greater Jakarta area (Jabodetabek). Additionally, the study aims to investigate the mediating role of store design and atmosphere in the relationship between window display, mannequin display, visual merchandising, music, light and color, and signage with shoppers' purchase decisions. Furthermore, the research seeks to evaluate the moderating effect of perceived service quality on the relationship between store design and atmosphere and shoppers' purchase decisions. Moreover, the study aims to assess the direct impact of products on shoppers' purchase decisions, analyze the direct influence of price on shoppers' purchase decisions, and determine the direct effect of promotion on shoppers' purchase decisions in retail fashion in Jabodetabek.

RESEARCH METHODS

This research uses quantitative methods with a descriptive approach. This method was chosen to explore the relationship between design factors and store atmosphere with consumer purchasing decisions in fashion retail stores. The object of this research is a fashion retail store that applies various design elements and store atmospheres such as window display, mannequin display, visual merchandising, music, light and color, and signage.

The source of data in this study is primary data obtained through direct surveys to consumers who shop at fashion retail stores. Secondary data were obtained from literature studies related to store design, atmosphere, and consumer purchasing decisions. The population in this study is all consumers who have shopped at fashion retail stores in the study area. The study sample was

determined using purposive sampling techniques, namely selecting respondents who have experience shopping in stores that apply the design elements and atmosphere studied.

The data collection technique used is a survey using questionnaires as a research tool. The questionnaire contains questions designed to measure consumers' perceptions of store design and atmosphere and their influence on purchasing decisions. The collected data were analyzed using descriptive and inferential statistical analysis techniques. Descriptive analysis is used to describe the characteristics of respondents and the distribution of their answers. Inferential analysis, such as multiple linear regression, is used to examine the relationship between the independent variable (window display, mannequin display, visual merchandising, music, light and color, signage) and the dependent variable (consumer purchase decision). This study also looks at the role of moderators of perceived service quality in the relationship between store design and atmosphere and consumer purchasing decisions to gain a more comprehensive understanding of the factors that influence purchasing decisions.

RESULTS AND DISCUSSION

Pilot Test

Validity Test

Table 1. Validity Test Results

Variable	Code	SME	Anti-Image Matrix	Correlation	Component Matrix	Information
Window display	WD01	0,736	0,763		0,874	Valid
	WD02		0,757		0,881	Valid
	WD03		0,691		0,860	Valid
	WD04		0,737		0,732	Valid
Mannequin display	MD01	0,808	0,851		0,789	Valid
	MD02		0,839		0,805	Valid
	MD03		0,771		0,860	Valid
	MD04		0,789		0,839	Valid
Visual merchandising	MV01	0,762	0,797		0,858	Valid
	MV02		0,826		0,757	Valid
	MV03		0,751		0,879	Valid
	MV04		0,710		0,889	Valid
Music	MS01	0,722	0,839		0,547	Valid
	MS02		0,684		0,827	Valid
	MS03		0,811		0,754	Valid
	MS04		0,675		0,855	Valid
Light and color	LC01	0,81	0,797		0,837	Valid
	LC02		0,797		0,837	Valid
	LC03		0,828		0,810	Valid
	LC04		0,821		0,821	Valid
Signage	SG01	0,818	0,852		0,807	Valid
	SG02		0,848		0,807	Valid
	SG03		0,780		0,868	Valid
	SG04		0,804		0,844	Valid
Product	PD01	0,827	0,816		0,870	Valid
	PD02		0,834		0,840	Valid
	PD03		0,837		0,837	Valid
	PD04		0,825		0,863	Valid
Price	PR01	0,739	0,717		0,883	Valid
	PR02		0,750		0,730	Valid
	PR03		0,794		0,846	Valid
	PR04		0,705		0,806	Valid
Promotion	PM01	0,88	0,873		0,851	Valid

			PM02	0,882	0,885	Valid
			PM03	0,856	0,909	Valid
			PM04	0,921	0,864	Valid
			PM05	0,873	0,862	Valid
Shoppers' decisions	purchase	0,789	SPD01	0,773	0,833	Valid
			SPD02	0,738	0,833	Valid
			SPD03	0,808	0,840	Valid
			SPD04	0,866	0,838	Valid
			SPD05	0,812	0,892	Valid
Store design and atmosphere		0,881	SDA01	0,916	0,878	Valid
			SDA02	0,828	0,774	Valid
			SDA03	0,86	0,845	Valid
			SDA04	0,875	0,813	Valid
			SDA05	0,874	0,861	Valid
			SDA06	0,818	0,738	Valid
			SDA07	0,883	0,825	Valid
			SDA08	0,825	0,780	Valid
			SDA09	0,888	0,794	Valid
			SDA10	0,938	0,746	Valid
			SDA11	0,915	0,755	Valid
			SDA12	0,922	0,761	Valid
			SDA13	0,89	0,695	Valid
			SDA14	0,925	0,796	Valid
Perceived service quality		0,835	PSQ01	0,87	0,734	Valid
			PSQ02	0,814	0,778	Valid
			PSQ03	0,928	0,798	Valid
			QSP04	0,814	0,768	Valid
			PSQ05	0,81	0,815	Valid
			QSP06	0,726	0,766	Valid
			QSP07	0,901	0,856	Valid

The validity test results against the pilot test involving 164 respondents showed that all indicators showed a strong correlation. This is shown by the KMO, Anti-Image Correlation, and component matrix values > 0.5 . Then all variables pass the validity test and are able to describe the independent variable well.

Reliability Test

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Limitation	Information
1	Window display	0,859	0,600	Reliable
2	Mannequin display	0,836	0,600	Reliable
3	Visual merchandising	0,867	0,600	Reliable
4	Music	0,722	0,600	Reliable
5	Light and color	0,844	0,600	Reliable
6	Signage	0,845	0,600	Reliable
7	Product	0,873	0,600	Reliable
8	Price	0,829	0,600	Reliable
9	Promotion	0,923	0,600	Reliable
10	Shoppers' purchase decisions	0,901	0,600	Reliable
11	Store design & atmosphere	0,952	0,600	Reliable
12	Perceived service quality	0,898	0,600	Reliable

Based on the results of reliability tests conducted on pilot tests with 164 respondent data, the table above each variable has a Cronbach's Alpha value of > 0.600 , then all variables show

consistent results (Cronbach's Alpha value > 0.600) and are considered to pass the validity test and are able to measure the dependent variable well.

Main Test

Validity Test

Table 3. Validity Test Results

Variable	Code	SME	Anti-Image Correlation Matrix	Component Matrix	Information
Window display	WD01	0,745	0,727	0,843	Valid
	WD02		0,776	0,688	Valid
	WD03		0,726	0,848	Valid
	WD04		0,774	0,733	Valid
Mannequin display	MD01	0,743	0,757	0,746	Valid
	MD02		0,772	0,702	Valid
	MD03		0,800	0,739	Valid
	MD04		0,686	0,855	Valid
Visual merchandising	MV01	0,757	0,753	0,765	Valid
	MV02		0,792	0,680	Valid
	MV03		0,742	0,788	Valid
	MV04		0,753	0,758	Valid
Music	MS01	0,767	0,794	0,747	Valid
	MS02		0,719	0,834	Valid
	MS03		0,808	0,730	Valid
	MS04		0,772	0,754	Valid
Light and color	LC01	0,752	0,767	0,754	Valid
	LC02		0,796	0,836	Valid
	LC03		0,748	0,724	Valid
	LC04		0,711	0,887	Valid
Signage	SG01	0,77	0,719	0,857	Valid
	SG02		0,858	0,694	Valid
	SG03		0,830	0,768	Valid
	SG04		0,739	0,828	Valid
Product	PD01	0,781	0,749	0,829	Valid
	PD02		0,833	0,717	Valid
	PD03		0,764	0,802	Valid
	PD04		0,798	0,795	Valid
Price	PR01	0,779	0,852	0,707	Valid
	PR02		0,816	0,769	Valid
	PR03		0,770	0,825	Valid
	PR04		0,727	0,865	Valid
Promotion	PM01	0,845	0,840	0,779	Valid
	PM02		0,837	0,791	Valid
	PM03		0,856	0,763	Valid
	PM04		0,839	0,763	Valid
	PM05		0,857	0,723	Valid
Shoppers' purchase decisions	SPD01	0,852	0,865	0,745	Valid
	SPD02		0,869	0,805	Valid
	SPD03		0,838	0,801	Valid
	SPD04		0,876	0,773	Valid
	SPD05		0,822	0,837	Valid
Store design and atmosphere	SDA01	0,952	0,969	0,729	Valid
	SDA02		0,968	0,801	Valid
	SDA03		0,957	0,754	Valid
	SDA04		0,927	0,801	Valid
	SDA05		0,934	0,802	Valid

	SDA06		0,954	0,804	Valid
	SDA07		0,968	0,781	Valid
	SDA08		0,968	0,820	Valid
	SDA09		0,948	0,812	Valid
	SDA10		0,941	0,768	Valid
	SDA11		0,962	0,846	Valid
	SDA12		0,949	0,815	Valid
	SDA13		0,947	0,825	Valid
	SDA14		0,945	0,792	Valid
Perceived service quality	PSQ01	0,901	0,919	0,762	Valid
	PSQ02		0,932	0,705	Valid
	PSQ03		0,867	0,814	Valid
	QSP04		0,910	0,744	Valid
	PSQ05		0,926	0,724	Valid
	QSP06		0,866	0,776	Valid
	QSP07		0,906	0,724	Valid

Based on the validity test, each indicator has a KMO, Anti-Image Correlation, and Component Matrix value of > 0.5 . Then, all variables pass the validity test and can describe independent variables well.

Reliability Test

Table 4. Reliability Test Results

No	Variable	Cronbach's Alpha	Limitation	Information
1	Window display	0,782	0,600	Reliable
2	Mannequin display	0,750	0,600	Reliable
3	Visual merchandising	0,738	0,600	Reliable
4	Music	0,763	0,600	Reliable
5	Light and color	0,804	0,600	Reliable
6	Signage	0,791	0,600	Reliable
7	Product	0,795	0,600	Reliable
8	Price	0,790	0,600	Reliable
9	Promotion	0,819	0,600	Reliable
10	Shoppers' purchase decisions	0,851	0,600	Reliable
11	Store design and atmosphere	0,955	0,600	Reliable
12	Perceived service quality	0,870	0,600	Reliable

Based on the reliability test, each variable has a Cronbach's Alpha value of >0.600 , then all variables pass the reliability test and are able to measure the dependent variable well.

Analysis SEM-PLS

Outer Model

This model aims to measure construct validity, the extent to which latent variables represented by measurement indicators are observed. The outer model serves to evaluate the quality of measurement of variables that cannot be observed directly by utilizing observational variables that can be measured directly. The significance of this function in SEM analysis is very important because it favors the understanding and validation of the constructs of latent variables, which are an important aspect of research. Outer model analysis in SmartPLS involves three main aspects, namely outer loading, construct validity and reliability, and discriminant variables. Here is the development of the outer model in this study (Hair et al., 2018, 2019).

Outer Loading

Table 5. Outer Loading Value, Average and Standard Revision of Each Indicator

Variable	Code	Rata-rata	Standard Deviation	Outer Loading	Information
Window display	WD01	4.312	0.839	0.796	Valid
	WD02	4.130	0.891	0.729	Valid
	WD03	4.098	0.843	0.835	Valid
	WD04	4.301	0.853	0.750	Valid
Mannequin display	MD01	4.153	0.860	0.734	Valid
	MD02	4.035	0.892	0.742	Valid
	MD03	4.183	0.812	0.743	Valid
	MD04	3.996	0.730	0.822	Valid
Visual merchandising	MV01	4.167	0.947	0.770	Valid
	MV02	4.039	0.880	0.727	Valid
	MV03	4.094	0.898	0.784	Valid
	MV04	4.118	0.879	0.704	Valid
Music	MS01	4.075	0.914	0.783	Valid
	MS02	4.253	0.803	0.801	Valid
	MS03	4.124	0.893	0.764	Valid
	MS04	4.090	0.822	0.707	Valid
Light and color	LC01	4.47	0.708	0.745	Valid
	LC02	4.566	0.639	0.840	Valid
	LC03	4.279	0.785	0.740	Valid
	LC04	4.511	0.633	0.875	Valid
Signage	SG01	4.248	0.779	0.854	Valid
	SG02	4.035	0.903	0.723	Valid
	SG03	4.161	0.792	0.772	Valid
	SG04	4.029	0.837	0.797	Valid
Product	PD01	4.301	0.710	0.828	Valid
	PD02	4.348	0.598	0.733	Valid
	PD03	4.332	0.668	0.787	Valid
	PD04	4.318	0.655	0.795	Valid
Price	PR01	4.297	0.723	0.749	Valid
	PR02	4.548	0.548	0.738	Valid
	PR03	4.501	0.565	0.823	Valid
	PR04	4.538	0.549	0.852	Valid
Promotion	PM01	4.371	0.688	0.793	Valid
	PM02	4.389	0.673	0.788	Valid
	PM03	4.232	0.768	0.758	Valid
	PM04	4.375	0.671	0.743	Valid
	PM05	4.316	0.790	0.735	Valid
Shoppers' decisions	SPD01	4.432	0.636	0.748	Valid
	SPD02	4.305	0.578	0.817	Valid
	SPD03	4.434	0.610	0.797	Valid
	SPD04	4.248	0.653	0.767	Valid
	SPD05	4.308	0.652	0.832	Valid
Store design and atmosphere	SDA01	4.338	0.612	0.730	Valid
	SDA02	4.238	0.718	0.800	Valid
	SDA03	4.44	0.765	0.754	Valid
	SDA04	4.483	0.840	0.799	Valid
	SDA05	4.422	0.863	0.800	Valid
	SDA06	4.251	0.837	0.804	Valid
	SDA07	4.016	0.951	0.782	Valid
	SDA08	4.183	0.924	0.820	Valid
	SDA09	3.998	0.836	0.811	Valid
	SDA10	3.914	0.938	0.768	Valid
	SDA11	4.108	0.954	0.846	Valid
	SDA12	4.12	0.914	0.815	Valid

	SDA13	4.141	0.948	0.826	Valid
	SDA14	4.136	0.877	0.793	Valid
Perceived service quality	PSQ01	4.615	0.503	0.749	Valid
	PSQ02	4.560	0.520	0.732	Valid
	PSQ03	4.391	0.554	0.809	Valid
	QSP04	4.391	0.551	0.741	Valid
	PSQ05	4.428	0.546	0.722	Valid
	QSP06	4.432	0.550	0.774	Valid
	QSP07	4.485	0.543	0.719	Valid

In this study, each variable has indicators with varying average and outer loading values. In the variable window display (WD), the WD03 indicator shows the highest outer loading value of 0.835, while the highest average is held by WD01 with a value of 4.312. Meanwhile, in the variable mannequin display (MD), the MD04 indicator has the highest outer loading value of 0.822, while the highest average is held by MD01 with a value of 4.153. This difference shows that each variable has the strongest aspect in influencing the measured factor and has the highest respondent perception. For example, in the store design and atmosphere (SDA) variable, the SDA11 indicator has the highest outer loading value of 0.846, while the highest average is held by SDA03 with a value of 4.440. Based on the table also shows that the outer loading value of each indicator has an outer loading value of >0.7. Therefore, all indicators can be used in research and do not need to be excluded.

Construct Validity and Reliability Cronbach's Alpha

Table 6. Cronbach's Alpha Value of Each Variable

Variable	Cronbach's Alpha	Information
Shoppers' purchase decisions	0.852	Reliable
Store design & atmosphere	0.956	Reliable
Light and color	0.813	Reliable
Mannequin display	0.758	Reliable
Music	0.766	Reliable
Perceived service quality	0.870	Reliable
Price	0.802	Reliable
Product	0.794	Reliable
Promotion	0.822	Reliable
Signage	0.795	Reliable
Visual merchandising	0.738	Reliable
Window display	0.784	Reliable

Cronbach's alpha is used to measure the internal consistency of a data set or questionnaire, with higher values close to 1 indicating a better level of consistency. In this analysis, the store design and atmosphere variables dominated with the highest value, reaching 0.956, indicating very high consistency in store design and atmosphere measurements. In contrast, the visual merchandising variable has a relatively lower value, 0.738, indicating a fairly good level of consistency in measuring the effect of visual appearance on the shopping experience. Meanwhile, other variables, such as perceived service quality with a value of 0.870 and shoppers' purchase decisions with a value of 0.852, showed high reliability in measuring the variables used in this study. Furthermore, all variables listed have values above 0.7. Therefore, all variables used in this study showed high reliability in each measurement. Thus, all of these variables are worthy of use in this study, are considered reliable, and have consistent values.

Composite Reliability

Table 7. Composite Reliability Value of Each Variable

Variable	Composite Reliability	Information
Shoppers' purchase decisions	0.894	Reliable
Store design & atmosphere	0.961	Reliable
Light and color	0.878	Reliable
Mannequin display	0.846	Reliable
Music	0.849	Reliable
Perceived service quality	0.900	Reliable
Price	0.870	Reliable
Product	0.866	Reliable
Promotion	0.875	Reliable
Signage	0.867	Reliable
Visual merchandising	0.834	Reliable
Window display	0.860	Reliable

Based on the composite reliability value of all variables above 0.700, the store design and atmosphere variables showed the highest value of 0.961, indicating the highest level of construct reliability in measurement. This suggests that store design and atmosphere factors tend to provide high consistency. On the other hand, the second highest value was found in the shoppers' purchase decisions variable with a value of 0.894, emphasizing strong reliability in measuring factors related to customer purchase decisions. However, the lowest value in this analysis was on the visual merchandising variable, with a value of 0.834, which indicates that there is slightly more variation in measurement consistency related to the visual appearance of products in stores. The overall average composite reliability for all variables was 0.879, indicating that the constructs observed in this study had an adequate degree of reliability in measurements. This shows that each variable used in this study meets the composite reliability standard of > 0.700 . Therefore, all variables can be used in research.

Average Variance Extracted (AVE)

Table 8. Average Variance Extracted test results

Variable	Average Variance Extracted (AVE)
Shoppers' purchase decisions	0.628
Store design and atmosphere	0.635
Light and color	0.644
Mannequin display	0.579
Music	0.585
Perceived service quality	0.563
Price	0.628
Product	0.619
Promotion	0.584
Signage	0.621
Visual merchandising	0.558
Window display	0.606

The table above shows that each variable has an average variance extracted value that exceeds 0.5. The highest AVE value is for the light and color variable, with an AVE of 0.644, while the lowest value is for the visual merchandising variable, with a value of 0.558. The average AVE value for all variables is about 0.613. This shows that every variable used in this study can be used in the study without needing to be excluded.

Discriminant Validity

Fornell-Larcker Criterion**Table 9. Fornell-Larcker Criterion discriminant validity test results**

Variable	L&C	MD	MS	QSP	PR	PD	PM	SPD	SG	SDA	VM	WD
Light and color	0,802											
Mannequin display	0,375	0,761										
Music	0,357	0,327	0,765									
Perceived service quality	0,290	0,243	0,226	0,750								
Price	0,526	0,427	0,353	0,324	0,792							
Product	0,368	0,365	0,336	0,205	0,505	0,787						
Promotion	0,405	0,324	0,408	0,212	0,245	0,324	0,764					
Shoppers' purchase decisions	0,554	0,495	0,482	0,431	0,541	0,485	0,403	0,793				
Signage	0,377	0,506	0,321	0,247	0,425	0,390	0,312	0,510	0,788			
Store design and atmosphere	0,521	0,490	0,525	0,414	0,526	0,485	0,407	0,673	0,513	0,797		
Visual merchandising	0,406	0,387	0,431	0,219	0,427	0,470	0,378	0,418	0,448	0,524	0,747	
Window display	0,358	0,300	0,229	0,255	0,354	0,282	0,271	0,449	0,264	0,491	0,322	0,778

The data in the table above shows that the correlation value between variables and other variables has a higher value. This implies that testing based on the fornell-larcker criteria has been successfully met.

Heterotrait-Monotrait (HTMT)**Table 10. Heterotrait-Monotrait Discriminant (HTMT) Validity Test Results**

Variable	L&C	MD	MS	QSP	PR	PD	PM	SPD	SG	SDA	VM	WD
Light and color												
Mannequin display	0,469											
Music	0,443	0,416										
Perceived service quality	0,340	0,291	0,273									
Price	0,652	0,538	0,423	0,384								
Product	0,457	0,465	0,413	0,242	0,625							
Promotion	0,490	0,406	0,511	0,241	0,299	0,401						
Shoppers' purchase decisions	0,663	0,613	0,588	0,494	0,647	0,588	0,478					
Signage	0,465	0,639	0,389	0,291	0,524	0,490	0,384	0,614				
Store design and atmosphere	0,590	0,568	0,597	0,448	0,601	0,558	0,458	0,742	0,583			
Visual merchandising	0,516	0,515	0,544	0,262	0,549	0,608	0,476	0,519	0,574	0,612		
Window display	0,440	0,379	0,274	0,298	0,438	0,358	0,324	0,542	0,322	0,553	0,418	

Based on the table above, it can be seen that the HTMT value in each variable is below 0.900. This signifies that each variable meets the initial criteria of HTMT and satisfies the validity of the discriminant.

Cross Loading

Table 11. Cross Loading Value of Each Indicator

Indicator	L&C	MD	MS	QSP	PR	PD	PM	SPD	SG	SDA	VM	WD
LC01	0,745	0,229	0,251	0,186	0,395	0,227	0,272	0,375	0,308	0,384	0,309	0,242
LC02	0,840	0,375	0,311	0,266	0,443	0,327	0,351	0,476	0,308	0,457	0,364	0,334
LC03	0,740	0,276	0,296	0,230	0,380	0,276	0,319	0,433	0,305	0,419	0,272	0,261
LC04	0,875	0,309	0,282	0,242	0,465	0,344	0,351	0,487	0,288	0,405	0,353	0,306
MD01	0,285	0,734	0,225	0,177	0,295	0,280	0,204	0,366	0,329	0,359	0,260	0,187
MD02	0,314	0,742	0,257	0,219	0,357	0,278	0,264	0,420	0,440	0,419	0,295	0,287
MD03	0,258	0,743	0,259	0,188	0,327	0,303	0,255	0,343	0,411	0,374	0,381	0,206
MD04	0,275	0,822	0,249	0,142	0,307	0,239	0,258	0,364	0,336	0,321	0,225	0,218
MS01	0,333	0,287	0,783	0,134	0,357	0,344	0,382	0,379	0,317	0,463	0,496	0,245
MS02	0,237	0,245	0,801	0,137	0,191	0,255	0,325	0,303	0,198	0,350	0,293	0,101
MS03	0,265	0,273	0,764	0,237	0,311	0,260	0,243	0,440	0,280	0,446	0,298	0,185
MS04	0,240	0,172	0,707	0,180	0,171	0,128	0,298	0,332	0,145	0,308	0,173	0,144
MV01	0,366	0,343	0,410	0,178	0,383	0,419	0,336	0,391	0,342	0,419	0,770	0,231
MV02	0,308	0,233	0,273	0,183	0,275	0,331	0,318	0,303	0,366	0,430	0,727	0,257
MV03	0,278	0,272	0,305	0,168	0,333	0,329	0,233	0,285	0,326	0,399	0,784	0,271
MV04	0,245	0,321	0,297	0,108	0,276	0,317	0,225	0,255	0,295	0,291	0,704	0,192
PD01	0,336	0,314	0,293	0,177	0,462	0,828	0,270	0,406	0,331	0,408	0,460	0,230
PD02	0,273	0,267	0,271	0,166	0,366	0,733	0,241	0,377	0,257	0,359	0,296	0,205
PD03	0,334	0,282	0,286	0,184	0,380	0,787	0,273	0,354	0,343	0,432	0,401	0,238
PD04	0,218	0,282	0,208	0,120	0,376	0,795	0,236	0,385	0,297	0,329	0,318	0,216
PM01	0,337	0,274	0,331	0,226	0,238	0,277	0,793	0,349	0,270	0,329	0,317	0,235
PM02	0,320	0,253	0,308	0,128	0,172	0,247	0,788	0,313	0,254	0,285	0,324	0,226
PM03	0,305	0,266	0,266	0,204	0,205	0,201	0,758	0,297	0,269	0,314	0,225	0,212
PM04	0,254	0,216	0,294	0,090	0,161	0,261	0,743	0,259	0,214	0,307	0,296	0,171
PM05	0,322	0,224	0,356	0,145	0,153	0,250	0,735	0,311	0,181	0,318	0,280	0,182
PR01	0,401	0,336	0,289	0,235	0,749	0,513	0,233	0,469	0,401	0,408	0,403	0,262
PR02	0,416	0,303	0,211	0,199	0,738	0,356	0,201	0,350	0,296	0,406	0,349	0,261
PR03	0,431	0,427	0,348	0,287	0,823	0,381	0,203	0,449	0,373	0,473	0,330	0,314
PR04	0,419	0,276	0,253	0,298	0,852	0,332	0,137	0,427	0,261	0,379	0,267	0,282
PSQ01	0,208	0,183	0,171	0,749	0,266	0,122	0,130	0,284	0,182	0,228	0,181	0,097
PSQ02	0,262	0,229	0,221	0,732	0,255	0,214	0,216	0,382	0,222	0,384	0,227	0,241
PSQ03	0,241	0,203	0,161	0,809	0,277	0,171	0,162	0,331	0,213	0,356	0,187	0,249
QSP04	0,165	0,154	0,119	0,741	0,214	0,104	0,108	0,307	0,137	0,284	0,117	0,192
PSQ05	0,221	0,145	0,168	0,722	0,243	0,135	0,148	0,304	0,169	0,315	0,157	0,158
QSP06	0,214	0,186	0,154	0,774	0,239	0,199	0,176	0,334	0,206	0,325	0,158	0,220
QSP07	0,198	0,160	0,180	0,719	0,204	0,108	0,155	0,300	0,153	0,250	0,105	0,151
SDA01	0,421	0,369	0,377	0,318	0,425	0,381	0,283	0,499	0,389	0,730	0,399	0,356
SDA02	0,460	0,363	0,395	0,325	0,407	0,356	0,323	0,536	0,399	0,800	0,391	0,381
SDA03	0,435	0,347	0,396	0,324	0,428	0,394	0,269	0,511	0,371	0,754	0,401	0,393
SDA04	0,382	0,313	0,411	0,329	0,427	0,350	0,279	0,524	0,372	0,799	0,402	0,387
SDA05	0,383	0,323	0,415	0,338	0,424	0,385	0,305	0,534	0,404	0,800	0,392	0,416
SDA06	0,482	0,381	0,384	0,304	0,427	0,412	0,352	0,517	0,419	0,804	0,456	0,392
SDA07	0,422	0,412	0,458	0,351	0,454	0,399	0,300	0,540	0,401	0,782	0,425	0,378
SDA08	0,436	0,394	0,482	0,285	0,436	0,372	0,345	0,549	0,410	0,820	0,431	0,413
SDA09	0,370	0,377	0,417	0,385	0,395	0,374	0,376	0,542	0,445	0,811	0,420	0,374
SDA10	0,408	0,405	0,404	0,353	0,373	0,362	0,320	0,512	0,413	0,768	0,372	0,367

SDA11	0,432	0,389	0,456	0,361	0,429	0,410	0,401	0,567	0,409	0,846	0,444	0,416
SDA12	0,379	0,463	0,411	0,314	0,404	0,364	0,309	0,539	0,433	0,815	0,433	0,406
SDA13	0,427	0,479	0,441	0,310	0,431	0,439	0,350	0,560	0,448	0,826	0,450	0,403
SDA14	0,382	0,441	0,397	0,325	0,413	0,404	0,316	0,573	0,407	0,793	0,424	0,394
SG01	0,356	0,444	0,309	0,229	0,376	0,340	0,250	0,460	0,854	0,449	0,406	0,227
SG02	0,276	0,357	0,248	0,192	0,303	0,263	0,232	0,381	0,723	0,409	0,398	0,202
SG03	0,286	0,414	0,220	0,184	0,338	0,321	0,270	0,387	0,772	0,404	0,288	0,216
SG04	0,257	0,369	0,222	0,164	0,316	0,299	0,230	0,367	0,797	0,339	0,305	0,181
SPD01	0,441	0,332	0,398	0,343	0,449	0,411	0,327	0,748	0,363	0,472	0,345	0,336
SPD02	0,460	0,378	0,381	0,394	0,439	0,391	0,354	0,817	0,438	0,630	0,336	0,350
SPD03	0,404	0,434	0,401	0,284	0,409	0,411	0,307	0,797	0,464	0,538	0,358	0,348
SPD04	0,396	0,434	0,365	0,334	0,375	0,300	0,331	0,767	0,363	0,494	0,277	0,353
SPD05	0,491	0,389	0,369	0,346	0,468	0,406	0,278	0,832	0,385	0,518	0,338	0,395
WD01	0,246	0,210	0,115	0,189	0,243	0,242	0,140	0,307	0,134	0,283	0,267	0,796
WD02	0,257	0,133	0,179	0,140	0,226	0,141	0,248	0,303	0,155	0,411	0,209	0,729
WD03	0,280	0,267	0,182	0,186	0,266	0,198	0,209	0,342	0,238	0,380	0,250	0,835
WD04	0,318	0,313	0,215	0,269	0,349	0,297	0,220	0,425	0,271	0,417	0,277	0,750

From the assessment of the cross-loading value of each indicator applied in this study, all indicators have cross-loading values that exceed 0.700 and have the largest correlation with related latent variables. Therefore, no indicators need to be removed from the analysis.

Collinearity Statistics atau Variance Inflation Factor (VIF)

Table 12. Variance Inflation Factor (VIF) Test Results

Variable	Code	Inner VIF	Outer VIF	Information
Window display	WD01	1,226	1,929	Valid
	WD02		1,395	Valid
	WD03		1,942	Valid
	WD04		1,499	Valid
Mannequin display	MD01	1,491	1,472	Valid
	MD02		1,365	Valid
	MD03		1,408	Valid
	MD04		1,891	Valid
Visual merchandising	MV01	1,532	1,449	Valid
	MV02		1,277	Valid
	MV03		1,505	Valid
	MV04		1,435	Valid
Music	MS01	1,326	1,432	Valid
	MS02		1,764	Valid
	MS03		1,387	Valid
	MS04		1,475	Valid
Light and color	LC01	1,414	1,639	Valid
	LC02		1,899	Valid
	LC03		1,577	Valid
	LC04		2,399	Valid
Signage	SG01	1,537	2,071	Valid
	SG02		1,336	Valid
	SG03		1,521	Valid
	SG04		1,902	Valid
Product	PD01	1,526	1,822	Valid
	PD02		1,384	Valid
	PD03		1,703	Valid
	PD04		1,612	Valid
Price	PR01	1,597	1,377	Valid
	PR02		1,567	Valid
	PR03		1,835	Valid

Analysis of Factors Influencing Consumer Purchasing Decisions in the Jakarta Metropolitan Area:
A Study on Clothing Retail in Jabodetabek

	PR04		2,110	Valid
Promotion	PM01	1,486	1,684	Valid
	PM02		1,731	Valid
	PM03		1,613	Valid
	PM04		1,640	Valid
	PM05		1,498	Valid
Shoppers' purchase decisions	SPD01	-	1,629	Valid
	SPD02		1,860	Valid
	SPD03		1,922	Valid
	SPD04		1,702	Valid
	SPD05		2,153	Valid
Store design and atmosphere	SDA01	1,978	2,064	Valid
	SDA02		2,680	Valid
	SDA03		2,448	Valid
	SDA04		3,567	Valid
	SDA05		3,487	Valid
	SDA06		2,955	Valid
	SDA07		2,552	Valid
	SDA08		2,878	Valid
	SDA09		3,168	Valid
	SDA10		2,775	Valid
	SDA11		3,510	Valid
	SDA12		3,379	Valid
	SDA13		3,598	Valid
	SDA14		3,015	Valid
Perceived service quality	PSQ01	1,337	1,782	Valid
	PSQ02		1,556	Valid
	PSQ03		2,241	Valid
	QSP04		1,721	Valid
	PSQ05		1,633	Valid
	QSP06		2,031	Valid
	QSP07		1,663	Valid

Based on the data listed in the table above, all indicators have a VIF value of less than 5. Therefore, it can be concluded that there is no problem of multicollinearity in all variables in the construct.

Model Fit

Table 13. Fit Model Test Results

	Saturated Model	Estimated Model
SRMR	0,053	0,060
d_ULS	5,712	7,153
d_G	1,662	1,704
Chi-Square	4586,370	4633,874
NFI	0,750	0,747

From the data listed in the table above, it can be seen that the SRMR value in the saturated model is $0.053 < 0.100$, while in the estimated model, it is $0.060 < 0.100$. Based on this comparison, it can be concluded that the model that has been made meets the model feasibility standards and can be said to be fit.

Inner Model

The inner model refers to the part of structural equation modeling analysis that deals with relationships between latent variables or constructs. It includes the relationship between latent variables measured by relevant indicators and how they influence each other in the context of the constructed model. The inner model consists of relationships between latent variables expressed as

paths connecting these constructs. The inner model analysis aims to test hypotheses about relationships between latent variables and understand how those constructs interact in the research model. By testing the inner model, we can identify whether the relationship between variables already has significance in accordance with the hypothesis that has been formulated. In this study, inner model analysis involves using various methods, including R Square testing, T Statistics for hypothesis testing, and Q Square measurement.

R Square (R²)

Table 14. R Square Test Results (R²)

Variable	R Square	R Square Adjusted
Shoppers' purchase decisions	0,560	0,555
Store design and atmosphere	0,566	0,561

Based on the table above, it can be concluded that the dependent variable of shoppers' purchase decisions is influenced by the independent variable of 0.560 or 56%, while the remaining 44% is influenced by other variables that are not included in this study. Furthermore, the store design and atmosphere variables were influenced by the independent variable by 56.6%, while the remaining 43.4% was influenced by other variables that were not included in this study.

F Square (F²)

Table 16. F Square Test Results (F²)

Information	F Square	Information
Light and color → Store design and atmosphere	0,050	Small effects
Mannequin display → Store design and atmosphere	0,025	Small effects
Music → Store design and atmosphere	0,107	Small effects
Perceived service quality → Shoppers' purchase decisions	0,023	Small effects
Price → Shoppers' purchase decisions	0,046	Small effects
Product → Shoppers' purchase decisions	0,019	No Influence
Promotion → Shoppers' purchase decisions	0,050	Small effects
Signage → Shoppers' purchase decisions	0,047	Small effects
Store design and atmosphere → Shoppers' purchase decisions	0,142	Small effects
Visual merchandising → Store design and atmosphere	0,029	Small effects
Window display → Store design and atmosphere	0,110	Small effects

The results of the effect size test show that not all exogenous variables have an influence on endogenous variables when these variables are excluded from the research model. The following is an explanation of the effect size relationship based on the value criterion. (J. F. Hair, Ringle, et al., 2019)

1. Effect size moderate ($0.15 \leq F^2 \leq 0.35$)

No values meet this criterion in the effect size test results table.

2. Effect size weak ($0.02 \leq F^2 \leq 0.15$)

Mannequin display (0.025), music (0.107), signage (0.047), visual merchandising (0.029), price (0.046), promotion (0.050), and perceived service quality (0.023) showed little effect on store design and atmosphere and shoppers' purchase decisions. Despite having a weak effect size, the contribution of these factors still has a measurable impact.

3. Effect size no effect ($F^2 \leq 0.05$)

The variables light and color (0.050), window display (0.110), and store design and atmosphere (0.142) also showed that there was no significant influence on shoppers' purchase decisions, with a value of $F^2 \leq 0.05$. So in this analysis, there was no significant influence of

these variables on shoppers' purchase decisions, while other factors made a smaller but still measurable contribution to influencing customer buying behavior.

Q Square (Q2)

Table 16. Q Square Test Results (Q2)

	SSO	SSE	Q ² (=1-SSE/SSO)
Shoppers' purchase decisions	2455,000	1628,713	0,337
Store design and atmosphere	6874,000	4432,883	0,355

From the table above, it can be seen that the Q square value in the shoppers' purchase decisions variable has a Q square value of $0.337 > 0$, so it can be concluded that the independent variable is able to predict the shoppers' purchase decisions variable well. Furthermore, the value of Q square in the store design and atmosphere variables is $0.355 > 0$, so it can be concluded that the independent variable is able to predict store design and atmosphere variables well.

Analysis of Mediation Effects

Table 18. Results of Mediation Effect Analysis

Construction	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Light and color → Store design and atmosphere → Shoppers' purchase decisions	0,061	3,201	0,001	Significant
Mannequin display → Store design and atmosphere → Shoppers' purchase decisions	0,045	2,819	0,005	Significant
Music → Store design and atmosphere → Shoppers' purchase decisions	0,087	4,467	0,000	Significant
Signage → Store design and atmosphere → Shoppers' purchase decisions	0,062	3,759	0,000	Significant
Visual merchandising → Store design and atmosphere → Shoppers' purchase decisions	0,049	2,967	0,003	Significant
Window display → Store design and atmosphere → Shoppers' purchase decisions	0,085	4,334	0,000	Significant

The results of the mediation effect analysis in Table 4.27 show that store design and atmosphere can mediate the relationship between the six dimensions of light and color, mannequin display, music, signage, visual merchandising, and window display, to shoppers' purchase decisions significantly. This is because these relationships have a t-statistic value greater than 1.645 and a p-value smaller than 0.05.

Discussion

After conducting measurement and structural model analyses, the following will explain the results of hypothesis tests based on significance analysis with SmartPLS 3.0 software carried out through path coefficients, used to determine the magnitude and direction of influence of the independent variable on the dependent variable. Here are the test results of path coefficients:

Table 19. Hypothesis Test Results

Construction	Original Sample (The)	T Statistics (O/STDEV)	P-Values	Hipotesis	Information
Perceived service quality X Store design and atmosphere → Shoppers' purchase decisions	-0,094	2,127	0,034	H1	Accepted
Window display → Store design and atmosphere → Shoppers' purchase decisions	0,085	4,315	0,000	H2	Accepted

Construction	Original Sample (The)	T Statistics (O/STDEV)	P-Values	Hipotesis	Information
Mannequin display → Store design and atmosphere → Shoppers' purchase decisions	0,045	2,675	0,008	H3	Accepted
Visual merchandising → Store design and atmosphere → Shoppers' purchase decisions	0,049	2,977	0,003	H4	Accepted
Music → Store design and atmosphere → Shoppers' purchase decisions	0,087	4,366	0,000	H5	Accepted
Light and color → Store design and atmosphere → Shoppers' purchase decisions	0,061	3,044	0,002	H6	Accepted
Signage → Store design and atmosphere → Shoppers' purchase decisions	0,062	3,664	0,000	H7	Accepted
Product → Shoppers' purchase decisions	0,112	2,638	0,009	H8	Accepted
Price → Shoppers' purchase decisions	0,179	4,560	0,000	H9	Accepted
Promotion → Shoppers' purchase decisions	0,180	3,377	0,001	H10	Accepted
Store design and atmosphere → Shoppers' purchase decisions	0,351	7,805	0,000	H11	Accepted

The results of hypothesis tests for pathways that have direct or indirect relationships and their conclusions are presented in Table 4.28. A clearer explanation of each hypothesis is described as follows:

Hypothesis 1: Perceived service quality weakens the relationship between store design and atmosphere and shoppers' purchase decisions

The original sample (O) value of perceived service quality in the relationship between store design and atmosphere and shoppers' purchase decisions was -0.094, which moderates the negative relationship, which means weakening the relationship between the two variables. With a t-statistics value of $2.127 > 1.96$ and a p-value of $0.034 < 0.05$, it can be concluded that **hypothesis 1 is accepted**. That is, perceived service quality has a significant negative influence that weakens the relationship between store design and atmosphere and shoppers' purchase decisions. Although retail stores have an attractive design and atmosphere, if the quality of service perceived by customers is low, this can affect customers' perception of the store as a whole, thus reducing their chances of making a purchase.

The findings are in line with research conducted, which showed that high-quality service can strengthen consumer perceptions of the store environment and retail brand value. However, in the context of current research, the findings suggest that when high-quality services are not met, this can reduce the positive influence of store design and atmosphere on consumer purchasing decisions. Therefore, it is important for retailers to ensure that the services provided to customers remain of high quality so that the positive influence of store design can be maintained, increasing customer satisfaction and number of purchases. This confirms that good service quality plays an important role in increasing customer satisfaction and shaping positive buying behavior in the retail environment (Dang et al., 2021).

Hypothesis 2: Store design and atmosphere mediate the relationship between window displays and shoppers' purchase decisions

The original sample (O) value of store design and atmosphere of 0.085 mediates the relationship between window display and shoppers' purchase decisions. The results of the analysis showed that the relationship between the two variables had a t-statistics value of $4.315 > 1.96$ with a p-value of $0.000 < 0.05$. It can be concluded that the variables of store design and atmosphere are able to mediate the influence between window displays to have a significant positive effect on shoppers' purchase decisions, and **the hypothesis is accepted**. Window displays strongly influence store design and atmosphere, and that relationship is statistically significant.

The test results show that store design and atmosphere are important in influencing customer buying behavior, with window displays as one of the elements that contribute to shaping the

atmosphere and store design that influences purchasing decisions in retail stores. Window displays that match the consumer's self-image will attract customer attention and increase sales. found that a pleasant store environment and evoked positive emotions led customers to spend more time and money in the store. Research has found that window displays have a significant and positive influence on consumers' purchasing decisions by creating a compelling first impression for consumers and encouraging them to walk into a store and make a purchase (Khan et al., 2023)

Hypothesis 3: Store design and atmosphere mediate the relationship between mannequin displays and shoppers' purchase decisions

The original sample (O) value of store design and atmosphere of 0.045 mediates the relationship between mannequin displays and shoppers' purchase decisions. The results of the analysis showed that the relationship between these variables had a t-statistics value of 2.675 with a p-value of 0.008. It can be concluded that the store design and atmosphere variables mediate the influence between mannequin displays and have a significant positive effect on shoppers' purchase decisions, and **the hypothesis is accepted.**

Hypothesis 4: Store design and atmosphere mediate the relationship between visual merchandising and shoppers' purchase decisions

The original sample (O) value of store design and atmosphere of 0.049 mediates the relationship between visual merchandising and shoppers' purchase decisions. The results of the analysis showed that the relationship between these variables had a t-statistics value of 2.977 with a p-value of 0.003. So it can be concluded that the variables of store design and atmosphere are able to mediate the influence between visual merchandising has a significant positive effect on shoppers' purchase decisions, and **the hypothesis is accepted.**

Hypothesis 5: Store design and atmosphere mediate the relationship between music and shoppers' purchase decisions

The original sample (O) value of store design and atmosphere of 0.087 mediates the relationship between music and shoppers' purchase decisions. The results of the analysis showed that the relationship between these variables had a t-statistics value of 4.366 with a p-value of 0.000. It can be concluded that the variables store design and atmosphere are able to mediate the influence between music has a significant positive effect on shoppers' purchase decisions and **the hypothesis is accepted.**

Hypothesis 6: Store design and atmosphere mediate the relationship between light and color and shoppers' purchase decisions

The original sample (O) value of store design and atmosphere of 0.061 mediates the relationship between light and color and shoppers' purchase decisions. The results of the analysis showed that the relationship between these variables had a t-statistics value of 3.044 with a p-value of 0.002. Then it can be concluded that the **hypothesis is accepted.**

Hypothesis 7: Store design and atmosphere mediate the relationship between signage and shoppers' purchase decisions

The original sample (O) value of store design and atmosphere of 0.062 mediates the relationship between signage and shoppers' purchase decisions. The results of the analysis showed that the relationship between these variables had a t-statistics value of 3.664 with a p-value of 0.000. Then it can be concluded that the **hypothesis is accepted.**

Hypothesis 8: Product has a positive effect on shoppers' purchase decisions

The original sample (O) value in the relationship of the product construct to shoppers' purchase decisions is 0.112, which indicates the direction of the positive relationship, which with increasing products, will cause an increase in shoppers' purchase decisions. With a t-statistics value of 2.638 which is greater than the t-table (1.96), and a p-value of 0.009, which is less than 0.05, it can be concluded that the hypothesis is **accepted.** So the product has a significant influence on shoppers' purchase decisions.

Hypothesis 9: Price has a positive effect on shoppers' purchase decisions

The original sample (O) value of 0.179 in the relation of the price construct to shoppers' purchase decisions indicates the direction of a positive relationship, which indicates that increasing prices will increase shoppers' purchase decisions. With a t-statistics value of 4.560, which is greater than the t-table (1.96), and a p-value of 0.000, which is less than 0.05, it can be concluded that the hypothesis is **accepted**.

Hypothesis 10: Promotion has a positive effect on shoppers' purchase decisions

The original sample (O) value of 0.180 in the relationship of the promotion construct to shoppers' purchase decisions indicates the direction of the positive relationship, which, with increasing promotion, will lead to an increase in shoppers' purchase decisions. With a t-statistics value of 3.377, which is greater than the t-table (1.96), and a p-value of 0.001, which is less than 0.05, it can be concluded that the hypothesis is **accepted**.

Hypothesis 11: Store design and atmosphere have a positive effect on shoppers' purchase decisions

The original sample (O) value in the relationship of store design and atmosphere construct to shoppers' purchase decisions of 0.351 indicates the direction of a positive relationship which with increasing store design and atmosphere will lead to an increase in shoppers' purchase decisions. With a t-statistics value of 7.805 which is greater than the t-table (1.96), and a p-value of 0.000 which is less than 0.05, it can be concluded that the hypothesis is **accepted**. So store design and atmosphere significantly influence shoppers' purchase decisions.

CONCLUSION

This study modified the research model conducted by Monoarfa et al. (2024) and Khan et al. (2023) related to store design and atmosphere. The main data collection method was questionnaires, with respondents consumers of clothing retail stores in Jakarta, Bogor, Depok, Tangerang, and Bekasi. Store design and atmosphere are the main variables examined for their impact on consumer purchasing decisions, with elements such as window displays, mannequin displays, visual merchandising, music, light and color, and signage. The results showed that store design and atmosphere significantly influence consumer purchasing decisions. Attractive store design and a comfortable atmosphere increase the attractiveness of the store and influence consumer behavior. Perceived service quality was found to weaken the relationship between store design and atmosphere and consumer purchasing decisions. Store design and atmosphere also mediate the relationship between store design elements and purchasing decisions. Other factors such as product, price, and promotion also positively influence consumer purchasing decisions. The results of the hypothesis test showed that all hypotheses were accepted with good significance, although one hypothesis showed a negative influence in the moderation relationship between perceived service quality on consumer purchasing decisions. This research provides an in-depth understanding of consumer behavior in the Indonesian clothing retail market, provides relevant context for Indonesia as a developing country, and complements previous research. The results of this study also provide practical implications for clothing retail marketers in understanding consumer buying patterns and creating strategies to retain consumers amid competition. However, this study was limited to the Jakarta metropolitan area, so it is less representative of consumers in other big cities. Further research is suggested to cover other major cities in Indonesia and expand the types of retail studied.

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