



The Effect of Product Quality and Store Atmosphere on Purchase Decisions at Otsky Bandar Lampung Distro

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ABSTRACT

Today's society realizes that clothing is more than just clothing needs, but also fashion needs. The shift in clothing style to being a medium to show one's existence in the community has made the clothing business grow rapidly today. Distro is one of the many apparel businesses that have sprung up in Indonesia today, especially in the city of Bandar Lampung. Otsky is a local clothing distribution that is popular with the people of Lampung. Otsky's shop has good product quality and a good store atmosphere. On the other hand, the researchers conducted a survey and found several complaints from consumers about unsatisfactory product quality in terms of materials and product form. Apart from that, there are complaints about the shop atmosphere at Otsky, which has a reasonably dense layout so that it fills the room which affects convenience when shopping. This study aims to determine whether product quality and store atmosphere can influence purchasing decisions at Otsky Stores. The research method used is quantitative, namely a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know. This study using a survey method by distributing questionnaires to Otsky Shop buyers. The population of this study were buyers of Otsky Stores in Bandar Lampung and 100 respondents were taken. The results of this study indicate that product quality (X1) and store atmosphere (X2) influence purchasing decisions (Y). The store atmosphere variable shows a result of 0.490, which is higher than the product quality variable, which has an impact of 0.447 on purchasing decisions.

ARTICLE INFO

Article history:

Received

15 May 2023

Revised

25 June 2023

Accepted

01 August 2023

Key Word

Product Quality, Store Atmosphere, Purchasing Decisions

How to cite

<https://pusdikra-publishing.com/index.php/jecs>

Doi

[10.51178/jecs.v5i2.1463](https://doi.org/10.51178/jecs.v5i2.1463)



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INTRODUCTION

As times change, clothing is required for more than just covering up. Modern society is aware of the need for fashion, which goes beyond simple clothing to include trendy and stylish elements. People can consciously or unconsciously judge a person's personality based on appearance because clothing is a communication tool or means of communication in society (Fuad,

2012). In particular, people can express their identities through their clothing (Minarti & Ginoga, 2022). As a result of the rising demand for clothing products, various businesses related to the apparel industry are becoming more and more viable, including boutiques, convections, tailors, screen printing, distribution, and many others (Hanaysha, 2018; Rahmayanti, 2021).

Distribution is one of Indonesia's many industries in the clothing industry (Jaya & Pratiwi, 2020). Distribution Stores or Distribution Outlets are one of the MSMEs involved in trade, according to Diana (2013), with a business focus on selling apparel and accessories supplied by apparel manufacturers or their production. Because of the readily available clothing options, distros are becoming increasingly popular among young people and adults yearly (Dunan, 2021). Numerous distros have developed over time in several Indonesian provinces, including Lampung. The popular local clothing retailer Otsky is one of the distributors in Lampung. T-shirts, jeans, shorts, jackets, sweaters, accessories, bags, wallets, and shoes are just a few of the clothes that Otsky sells. It has been operational since December 26, 2016.

According to the author's data, the product received a good rating in the Otsky shop review above. The data shows that 95% of customers are happy with the purchase. On the other hand, almost every Otsky product has a rating of 4.8/5 on various e-commerce platforms, indicating that this store has a good reputation. Otsky employs several tactics to grab customers' interest and persuade them to purchase. The actions consumers take before making a purchase are referred to as purchasing decisions (Kotler, 2016). Consumers should consider whether the product is appropriate or not as desired before purchasing. Because so many options are available, consumers frequently need an explanation before deciding (Gunawan et al., 2020).

Consumers go through five stages in the decision-making process when making purchases, according to Kotler and Keller (2016) problem recognition, information search, alternative evaluation, evaluation stage, and post-purchase behaviour. Additionally, four factors affect consumer purchasing behaviour: cultural factors, social factors (including reference groups, families, roles, and status), personal purchasing decisions, and psychological factors (including motivation, perception, learning, beliefs, and attitudes). Having high-quality products is one important factor influencing consumers (Henry, 2018).

Consumers' assessments of product sales show that Otsky has high-quality products. Customers have various product options from Otsky, including clothing, bags, jackets, and more. Otsky products have a modern aesthetic that appeals to a broad audience, including adults and teenagers, who feel satisfied and fit after using them. Additionally, Otsky provides a variety of

ingredients for its goods so that customers can select components that meet their needs. On the other hand, some products still fail to live up to consumers' expectations, which leads to consumer dissatisfaction and is thought to impact purchasing decisions.

According to the data from past reviews, Otsky products have received both positive and negative feedback twice. Numerous positive reviews for Otsky products indicate that customers are pleased with their purchases. On the other hand, they only occasionally satisfy customers. Reviews are written as soon as a product is purchased, but the details of the materials, sizes, and shapes could be better. This subpar product quality is anticipated to affect potential customers' purchasing choices.

According to this study, Anggara and Nobelson's research from 2021, product quality affects consumers' buying decisions. This indicates that Pull&Bear's ability to deliver high-quality goods has successfully influenced the buying decisions of its customers. This aligns with research done by Rini and Ikhsan (2017), who discovered that product quality positively and significantly influences decisions made at MSMEs Wooden Box, Roomstock, and DK Store Medan. The level of purchases of shirt products at UMKM Wooden Box, Roomstock, and DK Store Medan will rise and be even better because MSMEs sell shirt products with excellent quality, so the higher the quality of the products sold by MSMEs to consumers, the better. However, Yulia's (2018) research revealed that the impact of product quality on consumer purchase decisions is either negative or negligible. Researchers have been motivated to investigate the impact of product quality on purchasing decisions further due to the inconsistent findings of earlier studies.

The store's atmosphere is a further factor anticipated to impact purchasing decisions. Hussain and Ali (2015) claim that customers spend more time and make more purchases in certain stores when they are satisfied with the environment there. Instore store atmosphere, which includes room layout, product layout, cleanliness, lighting, music, and employee service levels, is one of two types of store atmosphere, according to Hidayat et al. (2018). Additionally, there is an outscore with a sign, an entrance, and a parking area. Each element is crucial in influencing consumer purchasing decisions and is necessary for piquing their interest (Hartanto & Andreani, 2019). The inside and outside layout of the store can help customers feel more at ease while making purchases (Sustina 2001 in Henry 2018). Kotler & Keller (2016) define a store atmosphere as a planned environment that fits the target market and can entice customers to purchase.

Hussain and Ali (2015) list the following components of a store's ambience: orderliness, music, aroma, temperature, lighting, colour, and display or layout. Levi and Weitz define store atmosphere in terms of its internal layout, sound, smell, texture, interior design, and out-of-store atmosphere; external layout, including exterior facilities' textures; and exterior design (Astuti, 2018). The Otsky shop in-store has shades of white and wood that make an attractive impression and encourages customers to look at products because of their appearance, according to a survey of the Otsky shop conducted by researchers. Otsky is very well kept in terms of cleanliness and aroma, allowing customers to concentrate on picking the product they want to purchase. Otsky has pleasant music playing while you shop and bright lighting. The products, on the other hand, fill the space and make our store narrow because this store has a fairly dense product layout. Both claimed that this made it less comfortable for them to shop at the Otsky Store.

According to Farah's research from 2021, the store atmosphere variable (X1) significantly influences the dependent variable – purchasing decisions at FZ Shoppe Royal Plaza Surabaya – and has a positive relationship with it. This study is consistent with research by Henry (2018), which demonstrates that in the 3 Second Jember distribution, results significantly impact customer satisfaction. The consumer will be happier with the product offered by 3Second Jember distribution, the better the store environment it offers. Sufyan and Jesi's (2017) study showed that the store atmosphere variable on purchasing decisions partially had no significant influence on clothing purchases at the Lumajang Pasirian general market. However, researchers found that this was not the case. Researchers have focused on conducting additional research on the impact of shop atmosphere as the second variable on purchasing decisions due to the inconsistent results of earlier studies. Based on the background information and prior research, this study aims to determine the impact of product quality and store ambience on purchasing decisions at Otsky in Bandar Lampung.

RESEARCH METHOD

Types of research

This research is quantitative. According to Sugiyono (2016), Quantitative research methods can be interpreted as research methods used to examine specific populations or samples, data collection uses research instruments, and data analysis is quantitative/statistical, intending to test established hypotheses.

Method of collecting data

The method in this research is through literature study, observation, and questionnaires. Library Studies are carried out with theoretical studies, references and other scientific literature related to the culture, values and norms that develop in the social situation under study; data collection by observation is used when research is concerned with human behaviour, work processes, and natural phenomena. The questionnaire is a data collection technique that is carried out by giving a set of written questions to the respondent to answer. The answers to the questionnaire are expressed using a scale that measures a person's perceptions, attitudes and opinions towards a phenomenon or symptoms using a Likert scale.

Population and Sample

According to Sugiyono (2016), a population is a generalized area of objects or subjects with specific qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were Otsky Shop consumers and the people of Bandar Lampung City who had bought products in Bandar Lampung, totalling 100 buyers. Sugiyono (2016) argues that the sample is part of the number and characteristics possessed by the population because the population in this study is very large and unlimited (infinite). The sample used is non-probability sampling because the population size is not known. Therefore purposive sampling is the best technique used for determining the sample, in which the purposive sampling technique is taken according to the criteria desired by the researcher, namely the people of Bandar Lampung City, aged at least 17 years and have made purchases and visited the Otsky shop in Bandar Lampung.

Hair et al. (2014) stated that it is preferable in sampling that the sample size should be 100 respondents or larger. The minimum number of samples in a study is at least 5-10 times more than the number of question items to be analyzed by the researcher. In this study, there were 16 question items multiplied by 6, rounded up so that the sample used by researchers was 100 samples, so in this study, the sample to be used was 100 samples; this number was considered sufficient to represent the population to be studied because a good sample was 100 respondents or more significant (Hair et al., 2014).

Table 1.
Operational Definition

Variable	Sub Variable	Operational Definition	Indicator	Scale
Variable (X) Product	Product quality	Kotler and Keller (2016)	1. Provide a wide selection of product	Likert

Variable	Sub Variable	Operational Definition	Indicator	Scale
quality and store atmosphere		Product quality is the totality of features and characteristics of a product or service that has the ability to meet stated or implied needs.	types 2. Provide quality products 3. Provide a wide selection of materials 4. The product has an attractive appearance Source: Euphemia (2010)	
	Store atmosphere	Kotler and Keller (2016) Product quality is the totality of features and characteristics of a product or service that has the ability to meet stated or implied needs.	1. Layout / view 2. Cleanliness 3. Music 4. Aroma 5. Temperature 6. Lighting 7. Color	Likert
Variable (Y) purchase decision	Buying decision	According to Kotler & Armstrong (2014), purchasing decisions are the stages in the buyer's decision-making process where consumers actually buy.	1. Often buy products 2. Feeling happy with the decision to buy the product 3. Recommend to others 4. Satisfied with the items purchased 5. Intend to repurchase Source: Jalal Rajeh (2018)	Likert

Instrument and hypothesis testing

Instrument testing is done by testing the validity and reliability. Test Validity is a test measuring tool in the questionnaire. Researchers in this study used a validity test with the Kaiser Meyer Olkin Measure of Sampling (KMO)

factor analysis. Ghozali (2018) argues that the Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO) factor analysis measures the level of correlation between two variables and whether factor analysis can be carried out. The KMO factor analysis of a variable can be considered valid if the value of Emperor Meyer Oklin (KMO), anti-image and factor loading ≥ 0.5 with a significance of ≤ 0.05 , which means that the variable indicators are feasible to be factored. The reliability test is that data is declared reliable if two or more researchers on the same object produce the same data, or the same researcher at different times produces the same data or a group of data, when broken into two, shows no different data. The reliability test is intended to measure a questionnaire, an indicator of the variable. Reliability was measured by Cronbach'sAlpa statistical test. A variable is said to be reliable if it gives Cronbach's Alpha value > 0.60 .

The analytical tool used in this study is multiple linear regression, with the SPSS program in which this analysis tool was carried out to determine the effect of each research variable on the dependent variable. Hypothesis testing is also used to determine whether the independent variables, product quality (X1) and store atmosphere (X2), affect the dependent variable, namely Purchase Decision (Y). Calculating the coefficient of determination (R^2) is also used to measure the closeness of the model's relationship. The coefficient of determination (R^2) is a number that indicates the magnitude of the variance or dispersion of the independent variable that explains the dependent variable or a number that indicates how much the independent variable can explain the dependent variable.

RESULT AND DISCUSSION

Instrument testing

Based on the calculation of the validity test, the variable indicators in this study have a Kaiser Meyer Olkin Measure of Sampling (KMO) value of more than 0.500. This shows that the variable indicators are declared valid. In addition, the reliability test is intended to measure a questionnaire that indicates the variable. Reliability was measured by Cronbach'sAlpa statistical test. A variable is reliable if it gives a Cronbach's Alpha value > 0.60 . Independent and dependent variables have values > 0.60 . These results indicate that the variable product quality (X1), store atmosphere (X2), and purchasing decisions (Y) are declared reliable.

Characteristics of respondents

Based on the research that has been done, it can be seen that the respondents to the Otsky Shop questionnaire are more male, with a total of 58

people and a percentage level of 58%, because the products offered by Otsky are primarily for men. This is in line with research (Rian & Agus, 2020) because, in general, distros provide more types of products for men than for women. Otsky's consumers are also dominated by the age of 17-25 years, with a total of 90 people with a high percentage rate of 90%. This is because the products from Otsky follow the trend of the times, which makes aged 17-25 interested in Otsky's products. This is in line with research conducted by Taufan (2015). The pattern of adolescent consumption behaviour towards distro products is the lifestyle of a teenager, which is shown in interests and opinions, especially those related to self-image, to reflect their social status.

As many as 60 respondents in this study were students because Otsky has products that keep up with the times, so many students dominate the respondents and have a percentage of 60%. According to Mayasari (2013 in Susilowati et al., 2018), adolescence does not yet have a strong basis or principles for their consumption behaviour, so that it can lead to excessive consumption or consumptive behaviour. From the results that have been obtained, it is known that respondents with an income of less than Rp. 3,000,000, has a total of 64 people with a percentage of 64% which is dominated by student respondents who have income from pocket money. According to Susilowati et al. (2018), a high level of parental income means that there is a tendency for children to be given a large amount of pocket money, and children will use this allowance to consume goods according to their wishes.

Multiple Linear Regression Analysis

Table 2.

Multiple Linear regression result

Variable	Unstandardized B	Standardized Coefficient Beta
Constant	0.46	
Product quality	0.598	0.447
Store ambience	0.354	0.490

The first result shows that product quality has a positive effect on purchasing decisions. The second result shows that the store atmosphere has a positive effect on purchasing decisions.

Hypothesis test

Table 3.

Hypothesis test result

Variable	Nilai p-value	
	T test	F test
Product quality	0.00	0.00
Store ambience	0.00	

Based on the product quality table, a significance value of $0.000 < 0.05$ means that the effect of product quality as the dependent variable shows a significant positive direction on the purchase decision that occurs at Otsky Stores Bandar Lampung, so the hypothesis is accepted with the independent variable, namely product quality (X1) has a positive and significant effect to the dependent variable purchase decision (Y). In the store atmosphere table, a significance value of $0.000 < 0.05$ means that the influence of the store atmosphere as the dependent variable shows a significant positive direction towards the purchase decision that occurs at the Otsky Bandar Lampung Store, so the hypothesis is accepted with the independent variable, namely the store atmosphere (X2) has a positive and significant effect to the dependent variable purchase decision (Y). Based on the ANOVA test (Analysis Of Variance) in the table above, it can be seen that the F count is 233.048 with a significant level of 0.000. At the same time, the F table is known to be 3.090. Based on these results, it can be seen that $F \text{ count} > F \text{ table } 233.048 > 3.090$ means that the hypothesis is accepted. In addition, the coefficient of determination is shown to determine how much the model's ability to explain the dependent variable. From the results of the R Square test, it can be seen that the value is 0.828, which indicates that the product quality and store atmosphere are 82.8% to influence the purchasing decision variable.

Effect of Product Quality on Purchasing Decisions

Product quality is a determining factor for consumers. After purchasing a product, a good or bad experience with the product will affect consumers, so business managers are required to create a product tailored to consumers' needs or tastes (Asnia & Verry, 2022). Based on the results of this study shows a significance value table of $0.000 < 0.05$ and a t-test result of 4.929, meaning that hypothesis 1, which states product quality influences purchasing decisions at Otsky Stores, is acceptable. This is supported by respondents' responses, with the most dominant indicator, Otsky providing quality products. From these responses, it is known that buyers feel that the products purchased at the Otsky Store are of high quality. Research shows that consumers perceive Otsky's products to be of high quality, offering a wide variety of product and material choices, and Otsky's products have an attractive appearance. The effect of product quality as an independent variable shows a significant positive direction on purchasing decisions at Otsky Stores Bandar Lampung. This means that the better the quality of the products sold by Otsky Stores to consumers, the level of purchases of Otsky Shop products will increase and the better because Otsky Stores sell products of excellent quality. This aligns with research conducted by Rini and Ikhsan (2017), who found a positive and

significant influence on product quality on purchasing decisions at Wooden Box, Roomstock and DK Store Medan MSMEs. In research conducted by Anggara and Nobelson (2021), this research explains that product quality influences purchase decisions. This means that the quality of the products provided by Pull&Bear has succeeded in influencing its consumers' purchasing decisions.

The Influence of Store Atmosphere on Purchasing Decisions

Store atmosphere or Store atmosphere is a combination of physical characteristics such as architecture, layout (display), lighting, colour, temperature, music, and aroma that aims to design emotional responses and customer perceptions and to influence customers in buying goods (Utami 2008 in Aulia 2020). Based on the results of this study, it shows a significance value table of $0.000 < 0.05$ and the t-test result of 5.401 means that hypothesis 2 which states that the atmosphere of the shop influences the purchasing decision at the Otsky shop is acceptable. The respondents' responses support this; the most dominant indicator, namely the cleanliness of the Otsky Shop, attracted the visitor to visit again. Research shows that consumers feel the cleanliness, appearance, music, aroma, temperature, lighting, and colour of the Otsky Store make them comfortable when shopping. The influence of the store atmosphere as the dependent variable shows a significant positive direction on the purchasing decisions at Otsky Stores Bandar Lampung. This means that the more comfortable the atmosphere of Otsky when consumers visit it can influence purchasing decisions on Otsky products. This aligns with research conducted by Farah (2021) and Alfin (2017), whose research results show that the store atmosphere variable has a positive relationship and significantly influences the dependent variable, namely purchasing decisions at FZ Shoope Royal Plaza Surabaya.

CONCLUSION

Based on the research results, the variable product quality and store atmosphere influence 82.8% of the purchasing decision variable at the Otsky Store, Bandar Lampung. The better the quality of the products sold by Otsky to consumers and the more comfortable the atmosphere of the store, the higher the level of purchases of Otsky Shop Bandar Lampung products. The study results show that consumers perceive Otsky's products as high quality, offering various product and material choices. Otsky's products have an attractive appearance.

Based on this research, the advice researchers can give is that for Otsky Shop, several things must be considered to achieve maximum results. The store

atmosphere provided by Otsky is good. However, apart from increasing in-store, the store also needs to be given more attention so that consumers can feel comfortable shopping. Because the dominance of Otsky's consumers is teenagers, it is hoped that the genre of music played will be popular music among teenagers. This is because there is a tendency to choose pop music as a preference among teenagers due to several factors, namely the objective value of pop music itself, the ability of pop music to represent the conditions experienced by teenagers and the meaning of the music for teenagers.

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