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**The Influence of Product Trends, Store Atmosphere, and Service Quality on  
Purchasing Decisions at R2 Collection Rantauprapat**

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**Abstract**

This study aims to analyze the influence of product trends, store atmosphere, and service quality on consumer purchasing decisions at R2 Collection Rantauprapat. This study used a quantitative method with an associative approach. The population in this study was all consumers who had made purchases at R2 Collection Rantauprapat. The sampling technique used accidental sampling with a total of 100 respondents. Data collection was conducted through questionnaires using a Likert scale. Data analysis was conducted using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, partial t-tests, simultaneous F-tests, and the coefficient of determination ( $R^2$ ). The results showed that product trends and service quality had a positive and significant influence on consumer purchasing decisions. Meanwhile, store atmosphere did not have a significant influence on consumer purchasing decisions. Simultaneously, product trends, store atmosphere, and service quality had a positive and significant influence on consumer purchasing decisions at R2 Collection Rantauprapat. The coefficient of determination ( $R^2$ ) value of 0.735 indicates that 73.5% of the variation in purchasing decisions can be explained by the three independent variables in this study, while the remaining 26.5% is influenced by factors outside the research model.

**Keywords:** Product Trends, Store Atmosphere, Service Quality, Purchase Decisions, R2 Collection Rantauprapat.

## INTRODUCTION

The fashion industry is one of the business sectors experiencing rapid growth in Indonesia. Changes in people's lifestyles, advances in information technology, and increasing public awareness of appearance have driven the growth of the fashion industry year after year. This situation has led to increasingly fierce competition among fashion businesses, requiring each company to understand consumer needs and desires to maintain its presence in the market.

In the face of increasingly competitive environments, businesses are not only required to provide quality products but also to be able to create added value that can influence consumer purchasing decisions. Purchasing decisions are a crucial factor in determining a business's success because they are directly related to sales levels and the company's sustainability. Therefore, companies need to understand the various factors that can influence consumer purchasing decisions. One factor that can influence purchasing decisions is product trends.

Product trends describe the extent to which a product is able to keep up with fashion trends and market needs. Consumers generally tend to be attracted to products that align with current trends because they are considered more modern, attractive, and relevant to their lifestyles. The better a company's ability to deliver products that align with market trends, the more likely consumers are to make a purchase.

In addition to product trends, store atmosphere is also a factor that can influence consumer purchasing decisions. Store atmosphere is the ambiance created by a store through various elements such as layout, lighting, cleanliness, music, room aroma, and the comfort of the store environment. A comfortable store atmosphere can provide a pleasant shopping experience, encouraging consumers to make purchases. Conversely, an uncomfortable store atmosphere can reduce consumer interest in shopping.

A pleasant shopping experience is not only determined by the products available, but is also greatly influenced by the physical condition and overall atmosphere of the store. Consumers who feel comfortable in a store tend to spend more time browsing the available products, thus increasing the likelihood of a purchase. Another equally important factor is service quality. Service quality is a company's ability to provide service that meets or exceeds customer expectations. Fast, friendly, responsive, and professional service can increase customer satisfaction and create a positive perception of the company. Customers who are satisfied with the service provided are more likely to make purchases and even repeat purchases in the future.

R2 Collection Rantauprapat is a fashion retail business that provides a variety of clothing, accessories, bags, and other fashion products. In running its business, R2 Collection faces stiff competition from other fashion stores offering similar products. Therefore, R2 Collection needs to understand the factors that influence consumer purchasing decisions in order to increase its competitiveness and maintain customer loyalty. Several previous studies have shown that product trends, store atmosphere, and service quality influence consumer purchasing decisions.

Several previous studies have shown that product trends, store atmosphere, and service quality influence consumer purchasing decisions. Setiawan & Lestari (2025) found in

their study that service quality and store atmosphere positively and significantly influence consumer purchasing decisions in the fashion retail business. Similarly, Wibowo & Ramadhan (2025) concluded that product trends, store atmosphere, and service quality collectively contribute significantly to consumer purchasing decisions in the fashion retail sector in Indonesia. However, research results across various business sectors indicate varying levels of influence for each variable; thus, further research is needed on different sectors. Therefore, this study was conducted to analyze the influence of product trends, store atmosphere, and service quality on consumer purchasing decisions at R2 Collection Rantauprapat.

## REVIEW OF LITERATURE

### Purchasing Decision (Y)

According to Kotler et al. (2022), a purchasing decision is the process consumers undertake to evaluate and select a product or service from among various available alternatives to meet their needs and desires. Meanwhile, Schiffman & Wisenblit (2021) define a purchasing decision as a selection process consumers undertake to choose one option from two or more available alternatives, based on rational and emotional considerations that influence consumer shopping behavior. In line with this, Firmansyah (2022) explains that a purchasing decision is a concrete consumer action as the final result of a product evaluation process. Consumer attitudes, motivations, and perceptions formed through experience and information also determine whether consumers will make a purchase or not.

Based on the expert opinions above, it can be concluded that a purchasing decision is the final process of consumer behavior in determining the product or service that best suits their needs and desires after going through a series of evaluation and consideration stages. These decisions are influenced by various factors, both internal and external to the consumer.

According to Kotler et al. (2022), the indicators for purchasing decisions are as follows:

1. Confidence in the product.
2. Product purchasing habits.
3. Willingness to recommend to others.
4. Intention to repurchase.

Based on these three expert opinions, the indicators used in this study refer to those according to Kotler et al. (2022) : confidence in the product, product purchasing habits, willingness to recommend to others, and intention to repurchase. These indicators were chosen because they were considered the most relevant and appropriate to the research context of the R2 Collection fashion retail business in Rantauprapat.

### Product Trends (X1)

According to Nugraha & Kurniawan (2023), product trends are changes in consumer preferences for a product that evolve in line with changes in lifestyle, technology, culture, and market developments. Products that are able to follow current trends have

greater appeal to consumers. Meanwhile, Rahmawati (2023) defines product trends as the tendency of changes in consumer tastes and needs for a product over a certain period of time, influenced by developments in popular culture, technological advances, and continuously changing market dynamics.

In line with this, Sari & Putra (2024) explain that product trends reflect the extent to which a product is able to adapt to developments in fashion and market needs, thus remaining relevant and in demand by consumers over time. Based on the expert opinions above, it can be concluded that product trends are changes in consumer preferences and tastes for a product that are influenced by developments in lifestyle, culture, technology, and market dynamics.

In the fashion industry, product trends are a crucial factor because consumers tend to be attracted to products that align with the latest fashion trends. Businesses that are able to present products that align with emerging trends will find it easier to attract consumers to make purchases.

According to Nugraha & Kurniawan (2023), indicators of product trends are as follows :

1. Product alignment with market trends.
2. Product design that follows fashion trends.
3. Diversity of product offerings.
4. Regular product innovation.

### **Store Atmosphere (X2)**

According to Prasetyo & Wijaya (2023), store atmosphere is the overall atmosphere and physical conditions of a store, designed in a planned manner to create a specific emotional impact on consumers, thereby increasing shopping comfort and the likelihood of a purchase. According to Ilham et al. (2024), store atmosphere is an important part of a well-designed retail marketing strategy that can enhance the customer's shopping experience, increase customer satisfaction, and encourage them to make more purchases because consumers feel comfortable when selecting products.

Meanwhile, Fitriani & Saputra (2024) define store atmosphere as all forms of physical and non-physical characteristics of a store, including layout, lighting, cleanliness, music, and room aroma, which collectively create a shopping atmosphere that can influence consumers' feelings, attitudes, and behaviors while in the store. Based on the expert opinions above, it can be concluded that store atmosphere is the overall ambiance created by a store through various physical and non-physical elements such as layout, lighting, cleanliness, music, and room aroma, which collectively influence consumers' feelings and behaviors while shopping. Store atmosphere serves to create a comfortable and enjoyable shopping experience for consumers. A comfortable store atmosphere can encourage consumers to stay longer in the store, thereby increasing the likelihood of a purchase.

According to Prasetyo & Wijaya (2023), store atmosphere indicators are as follows :

1. Store layout.
2. Store cleanliness.
3. Music and room aroma.

4. Comfortable store atmosphere.

A comfortable store atmosphere can encourage consumers to stay longer in the store, thereby increasing the likelihood of a purchase.

**Service Quality (X3)**

According to Tjiptono & Chandra (2022), service quality is an effort to fulfill customer needs and desires and deliver them accurately to match customer expectations. High-quality service will create customer satisfaction, which has a direct impact on purchasing decisions. Meanwhile, Arianto (2022) defines service quality as the level of service excellence provided by a company to customers, measured by the extent to which the service received meets or even exceeds customer expectations, thereby creating consumer satisfaction and trust in the company.

In line with this, Hidayat & Lubis (2022) explain that service quality is a company's ability to provide services that meet established standards and consistently meet customer needs, thus satisfying customers and encouraging them to make purchases or repeat purchases in the future. Based on the expert opinions above, it can be concluded that service quality is the level of service excellence provided by a company in meeting customer expectations. Good service quality will increase customer satisfaction and encourage purchasing decisions. Good service will create a sense of comfort and consumer trust, thereby increasing the likelihood of a purchase.

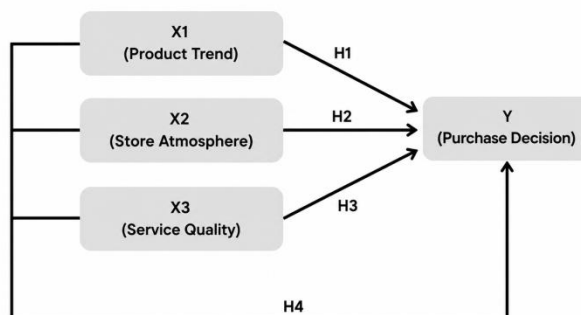
According to Tjiptono & Chandra (2022), service quality variables are evaluated through five main dimensions:

1. Tangibles (Physical Evidence) : The physical facilities, staff appearance, and communication tools.
2. Reliability : The store's capability to provide accurate and consistent service.
3. Responsiveness: The employee's readiness and responsiveness in assisting and serving customers.
4. Assurance : Competence, friendliness, and security aspects that foster consumer confidence.
5. Empathy : The store's personal care and attention to customers.

Good service will create a sense of comfort and consumer trust, thereby increasing the likelihood of a purchase.

**Conceptual Framework**

The relationship between variables in this study can be described as follows :



**Figure 1.**  
**Conceptual Framework**

Research Hypothesis Based on the theory and conceptual framework explained, the research hypotheses are as follows :

H1 : Product Trends have a positive and significant influence on Purchasing Decisions at R2 Collection Rantauprat.

H2 : Store Atmosphere has a positive and significant influence on Purchasing Decisions at R2 Collection Rantauprat.

H3 : Service Quality has a positive and significant influence on Purchasing Decisions at R2 Collection Rantauprat.

H4 : Product Trends, Store Atmosphere, and Service Quality simultaneously have a positive and significant influence on Purchasing Decisions at R2 Collection Rantauprat.

## RESEARCH METHOD

This research used a quantitative method with an associative approach. According to Sugiyono (2022), associative research aims to determine the relationship or influence between two or more variables. A quantitative approach was used because the data obtained is in the form of numbers, which are then analyzed using statistical techniques. This research was conducted at R2 Koleksi Rantauprat, which specializes in selling fashion products, such as clothing, bags, accessories, and various other fashion products.

This research was conducted at R2 Collection Rantauprat, which specializes in selling clothing and other accessories. This location was chosen based on the consideration that R2 Collection is a well-known fashion store in Rantauprat and has a diverse customer base, making it a representative location for the study's variables.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn Sugiyono (2022). The population in this study amounted to 100 people, namely consumers of R2 Collection Rantauprat. Because the total population is 100, the sample was determined using a total sampling technique (census). This method means that all members of the population, namely 100 employees, were selected as research samples. This total sampling approach was chosen to obtain the most comprehensive picture of all employees' perceptions regarding the relationship between Product Trends, Store Atmosphere, Service Quality, and their Purchasing Decisions.



The sampling technique used in this study was accidental sampling. According to Sugiyono (2022), accidental sampling is a sampling technique based on chance. Anyone who happens to meet the researcher can be used as a sample, provided the person they meet is deemed suitable as a data source. This technique was chosen because the exact population size of R2 Collection Rantauprapat consumers cannot be known, therefore, accidental sampling was deemed appropriate for this study. Based on this technique, sampling was conducted by directly meeting consumers who happened to be at R2 Collection Rantauprapat and met the established criteria. The respondents in this study were consumers who had previously made a purchase at R2 Collection Rantauprapat. The sample size for this study was 100 respondents.

**Table 1.**  
**Statistical Scala Likert**

| No | Alternative answers | Code | Score |
|----|---------------------|------|-------|
| 1  | strongly agree      | SS   | 5     |
| 2  | agree               | S    | 4     |
| 3  | disagree            | KS   | 3     |
| 4  | don't agree         | TS   | 2     |
| 5  | strongly disagree   | STS  | 1     |

Multiple linear regression analysis is used to determine the direction and extent of influence of the independent variable on the dependent variable. This analysis is used because the study has more than one independent variable. The regression equation model used is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description :

Y : Purchase Decision

a : Constant

b<sub>1</sub>b<sub>2</sub>b<sub>3</sub>: Variable regression coefficient

X<sub>1</sub> : Product Trend

X<sub>2</sub> : Store Atmosphere

X<sub>3</sub> : Service Quality

e : Standard

### Hypothesis Testing

#### 1. Partial Test (t-Test)

The t-test is used to determine the effect of each independent variable individually on the dependent variable. Decision-making criteria :

- If t-count > t-table or sig < 0.05, then H<sub>0</sub> is rejected → the independent variable has a partial significant effect.
- If t-count < t-table or sig > 0.05, then H<sub>0</sub> is accepted → the independent variable does not have a partial significant effect.

#### 2. Simultaneous Test (F-Test)

The F-test is used to test whether all independent variables jointly influence the dependent variable. Decision-making criteria :

- If  $F\text{-count} > F\text{-table}$  or  $\text{sig} < 0.05$ , then  $H_0$  is rejected  $\rightarrow$  the independent variables simultaneously have a significant effect.
  - If  $F\text{-calculated} < F\text{-table}$  or  $\text{sig} > 0.05$ , then  $H_0$  is accepted  $\rightarrow$  the independent variables do not have a significant effect simultaneously.
3. Coefficient of Determination ( $R^2$ )
- The coefficient of determination ( $R^2$ ) essentially measures the model's ability to explain the variation in the dependent variable. The  $R^2$  value ranges from 0 to 1; the closer it is to 1, the greater the independent variable's ability to explain the variation in the dependent variable.

## RESULTS AND DISCUSSION

This research was conducted on 100 respondents who were R2 Collection Rantaupraptat consumers. Data were obtained by directly distributing questionnaires to consumers who had previously purchased at R2 Collection Rantaupraptat. All distributed questionnaires were successfully collected and deemed suitable for further analysis.

**Table 2**  
**Validity Test**

| Variable                | Statement | R Calculate | R Table | Description |
|-------------------------|-----------|-------------|---------|-------------|
| Tren Product (X1)       | X1.1      | 0,737       | 0,1966  | Valid       |
|                         | X1.2      | 0,646       | 0,1966  | Valid       |
|                         | X1.3      | 0,737       | 0,1966  | Valid       |
|                         | X1.4      | 0,633       | 0,1966  | Valid       |
| Store Atmosphere (X2)   | X2.1      | 0,684       | 0,1966  | Valid       |
|                         | X2.2      | 0,564       | 0,1966  | Valid       |
|                         | X2.3      | 0,719       | 0,1966  | Valid       |
|                         | X2.4      | 0,635       | 0,1966  | Valid       |
| Quality of Service (X3) | X3.1      | 0,736       | 0,1966  | Valid       |
|                         | X3.2      | 0,657       | 0,1966  | Valid       |
|                         | X3.3      | 0,727       | 0,1966  | Valid       |
|                         | X3.4      | 0,733       | 0,1966  | Valid       |
|                         | X3.5      | 0,695       | 0,1966  | Valid       |
| Buying decision (Y)     | Y1        | 0,628       | 0,1966  | Valid       |
|                         | Y2        | 0,665       | 0,1966  | Valid       |
|                         | Y3        | 0,675       | 0,1966  | Valid       |
|                         | Y4        | 0,686       | 0,1966  | Valid       |

Source : Research Results (2026)

Based on Table 2, it is known that all statement items in the variables Product Trends (X1), Store Atmosphere (X2), Service Quality (X3), and Purchase Decision (Y) have calculated r values greater than the table r of 0.1966. Furthermore, all items have significance values below 0.05. These results indicate that all research instruments meet validity criteria, making them suitable for use as data collection tools in this study.



Reliability testing is conducted to determine the level of consistency of respondents' answers to the questionnaire items. A research instrument is considered reliable if its Cronbach's Alpha value is greater than 0.70.

**Table 3**  
**Reliability testing**

| Variables             | Cronbach Alpha | Criteria for Measuring Value | Description |
|-----------------------|----------------|------------------------------|-------------|
| Product Trends (X1)   | 0.811          | 0.70                         | Reliabel    |
| Store Atmosphere (X2) | 0.766          | 0.70                         | Reliabel    |
| Service Quality (X3)  | 0.854          | 0.70                         | Reliabel    |
| Purchase Decision (Y) | 0.779          | 0.70                         | Reliabel    |

Source: Research Results (2026)

Table 3 shows that all research variables have a Cronbach's Alpha value greater than 0.70. The Product Trends variable obtained a Cronbach's Alpha value of 0.811, Store Atmosphere of 0.766, Service Quality of 0.854, and Purchase Decision of 0.779. These results indicate that all research instruments have a good level of consistency, thus being deemed reliable and suitable for use as data collection tools in this research.

#### Normality Test

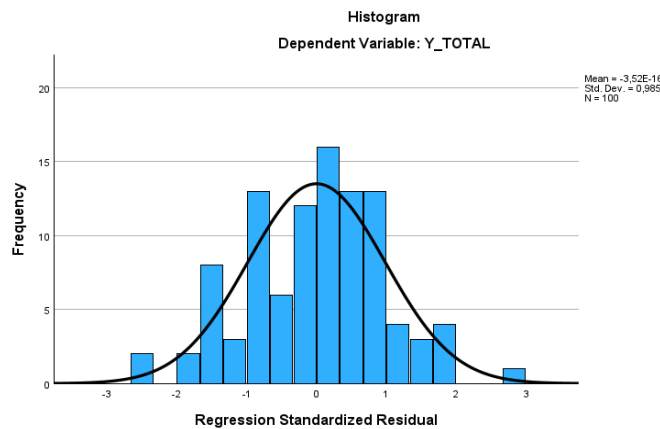
A normality test was conducted to determine whether the residual data in the regression model was normally distributed. The test was conducted using the One-Sample Kolmogorov-Smirnov Test on the residual values. Based on the results of the normality test, the Asymp. Sig. (2-tailed) value was 0.200. This value is greater than the 0.05 significance level ( $0.200 > 0.05$ ). Therefore, it can be concluded that the residual data is normally distributed. Therefore, the regression model in this study meets the assumption of normality and is suitable for further analysis.

**Table 3**  
**Normality Test**  
**One-Sample Kolmogorov-Smirnov Test**

|                                          |                               | Unstandardized Residual |
|------------------------------------------|-------------------------------|-------------------------|
| N                                        |                               | 100                     |
| Normal Parameters <sup>a,b</sup>         | Mean                          | ,0000000                |
|                                          | Std. Deviation                | 1,61524573              |
| Most Extreme Differences                 | Absolute                      | ,051                    |
|                                          | Positive                      | ,044                    |
|                                          | Negative                      | -,051                   |
| Test Statistic                           |                               | ,051                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                               | ,200 <sup>d</sup>       |
| Monte Carlo Sig. (2-tailed) <sup>e</sup> | Sig.                          | ,765                    |
|                                          | 99% Confidence Interval Lower | ,754                    |

|  |       |      |
|--|-------|------|
|  | Bound |      |
|  | Upper |      |
|  | Bound | ,776 |

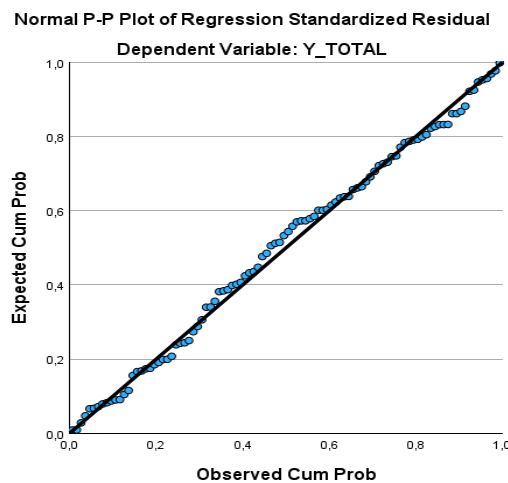
- Test distribution is Normal.
  - Calculated from data.
  - Lilliefors Significance Correction.
  - This is a lower bound of the true significance.
  - Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.
- Source : Research Results (2026)



**Figure 1.**  
**Histogram Normality Test**

Results Source: Research Results (2026)

The residual histogram shows that the data distribution pattern forms a bell-shaped curve, with the data spread around the midpoint (value 0). The residual distribution on the left and right sides is relatively balanced and follows a normal curve pattern. Therefore, it can be concluded that the residual data is normally distributed, thus meeting the normality assumptions of the regression model.



**The Influence of Product Trends, Store Atmosphere...**

From the Normal P-P Plot of Regression Standardized Residuals, it can be seen that the data points are spread around the diagonal line, and the observations follow the direction of the straight line from the bottom left to the top right. There are no extreme deviation patterns from the linear line. Therefore, it can be concluded that the residual data is normally distributed, thus visually meeting the normality assumptions of the regression model.

### Multiple Linear Regression Analysis Results

Multiple linear regression analysis was used to determine the effect of Product Trends (X1), Store Atmosphere (X2), and Service Quality (X3) on Purchasing Decisions (Y)

**Table 4.**

### Multiple Linear Regression Analysis Results

#### Coefficients<sup>a</sup>

| Model            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|                  | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF   |
| 1 (Constant)     | 1,889                       | ,872       |                           | 2,168 | ,033  |                         |       |
| Product Trends   | ,277                        | ,092       | ,288                      | 3,017 | ,003  | ,302                    | 3,306 |
| Store Atmosphere | ,085                        | ,102       | ,083                      | ,834  | ,406  | ,279                    | 3,582 |
| Service Quality  | ,397                        | ,078       | ,534                      | 5,088 | <,001 | ,251                    | 3,992 |

Results Source: Research Results (2026)

Based on Table 4 above, the following regression equation is obtained :

$$Y = 1.889 + 0.277X_1 + 0.085X_2 + 0.397X_3$$

This regression equation can be interpreted as follows :

1. The constant value of 1.889 indicates that if Product Trend, Store Atmosphere, and Service Quality are all equal, then the Purchase Decision will be 1.889.
2. The Product Trend coefficient of 0.277 indicates that every 1-unit increase in Product Trend will increase the Purchase Decision by 0.277 units, assuming other variables remain constant.
3. The Store Atmosphere coefficient of 0.085 indicates that every 1-unit increase in Store Atmosphere will increase the Purchase Decision by 0.085 units, assuming other variables remain constant.
4. The Service Quality coefficient of 0.397 indicates that every 1 unit increase in Service Quality will increase Purchase Decisions by 0.397 units, assuming other variables remain constant.

### Partial Test (t-Test)

The purpose of the Partial Test (t-Test) is to determine the partial impact of several independent variables on the dependent variable. Based on the results of the SPSS Version 32.00 test, the partial test (t-Test) values are as follows :

**Table 5.**  
**Partial Test (T-Test**  
**Coefficients<sup>a</sup>**

| Model            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|                  | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF   |
| 1 (Constant)     | 1,889                       | ,872       |                           | 2,168 | ,033  |                         |       |
| Product Trends   | ,277                        | ,092       | ,288                      | 3,017 | ,003  | ,302                    | 3,306 |
| Store Atmosphere | ,085                        | ,102       | ,083                      | ,834  | ,406  | ,279                    | 3,582 |
| Service Quality  | ,397                        | ,078       | ,534                      | 5,088 | <,001 | ,251                    | 3,992 |

a. Dependent Variable : Purchasing Decisions

Results Source: Research Results (2026)

1. The Influence of Product Trends (X1) on Purchasing Decisions (Y). Based on the results of the partial test (t-test), the Product Trends variable (X1) obtained a calculated t-value of 3.017 with a significance value of 0.003. This significance value is less than 0.05 ( $0.003 < 0.05$ ), so  $H_0$  is rejected and  $H_a$  is accepted. Thus, Product Trends have a positive and significant effect on Purchasing Decisions.
2. The Influence of Store Atmosphere (X2) on Purchasing Decisions (Y). Based on the results of the partial test (t-test), the Store Atmosphere variable (X2) obtained a calculated t-value of 0.834 with a significance value of 0.406. This significance value is greater than 0.05 ( $0.406 > 0.05$ ), so  $H_0$  is accepted and  $H_a$  is rejected. Therefore, Store Atmosphere does not have a significant effect on Purchasing Decisions.
3. The Effect of Service Quality (X3) on Purchasing Decisions (Y) Based on the partial test (t-test), the Service Quality variable (X3) obtained a t-value of 5.088 with a significance value of  $<0.001$ . This significance value is less than 0.05 ( $<0.001 < 0.05$ ), so  $H_2$  is rejected and  $H_a$  is accepted. Therefore, Service Quality has a positive and significant effect on Purchasing Decisions.

The partial test (t-test) shows that the Product Trends and Service Quality variables have a positive and significant effect on Purchasing Decisions. Meanwhile, the Store Atmosphere variable does not have a significant effect on Purchasing Decisions. Therefore, the hypothesis stating that Product Trends and Service Quality influence Purchasing Decisions is accepted, while the hypothesis stating that Store Atmosphere influences Purchasing Decisions is rejected.

#### **Simultaneous Test (F-Test)**

The simultaneous test (F-Test) was used to determine whether the variables Product Trends, Store Atmosphere, and Service Quality simultaneously influence purchasing decisions. According to the results of the simultaneous test (F-Test) using SPSS Version 32.00, the ANOVA values for the simultaneous test (F-Test) are as follows:

**Tabel 6.**  
**ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df | Mean Square | F      | Sig.               |
|--------------|----------------|----|-------------|--------|--------------------|
| 1 Regression | 716,457        | 3  | 238,819     | 88,762 | <,001 <sup>b</sup> |

|          |         |    |       |  |  |
|----------|---------|----|-------|--|--|
| Residual | 258,293 | 96 | 2,691 |  |  |
| Total    | 974,750 | 99 |       |  |  |

a. Dependent Variable : Purchasing Decisions

b. Predictors: (Constant), Product Trends, Store Atmosphere, and Service Quality

Results Source: Research Results (2026)

Based on the test results, the  $F_{\text{value}}$  was 88.762 with a significance level of 0.000. Because the significance value was less than 0.05 ( $0.000 < 0.05$ ),  $H_4$  was accepted. Therefore, it can be concluded that Product Trends, Store Atmosphere, and Service Quality simultaneously have a positive and significant effect on consumer purchasing decisions at R2 Collection Rantauprapat.

#### Coefficient of Determination Test ( $R^2$ )

The coefficient of determination is used to determine the extent to which the Product Trend, Store Atmosphere, and Service Quality variables explain the Purchase Decision variable.

**Tabel 7.**  
**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,857 <sup>a</sup> | ,735     | ,727              | 1,64029                    |

a. Predictors: (Constant), Product Trends, Store Atmosphere, and Service Quality

b. Dependent Variable: Purchasing Decisions

Results Source: Research Results (2026)

Based on the tables above, the R-square value is 0.735, or 73.5%. This indicates that the variables Product Trends, Store Atmosphere, and Service Quality explain 73.5% of the variation in Purchasing Decisions, while the remaining 26.5% is influenced by other factors not examined in this study. Furthermore, the Adjusted R-square value is 0.727, indicating that, after adjusting for the number of independent variables used, the model's ability to explain purchasing decision variables is 72.7%. This coefficient of determination indicates that the research model has a strong ability to explain consumer purchasing decisions at the R2 Collection Rantauprapat.

#### The Influence of Product Trends on Purchasing Decisions

The test results show that the Product Trends variable has a significance value of 0.003. This value is less than 0.05 ( $0.003 < 0.05$ ), so  $H_1$  is accepted. This indicates that Product Trends have a positive and significant influence on consumer purchasing decisions at R2 Collection Rantauprapat. Consumers tend to be interested in purchasing products that follow current fashion and trends. The more the product offered aligns with current trends, the higher the consumer's interest in making a purchase. This research result is also supported by a regression coefficient of 0.277, indicating that each increase in Product Trends will increase consumer purchasing decisions.

#### The Influence of Store Atmosphere on Purchasing Decisions

The test results show that the Store Atmosphere variable has a significance value of 0.406. This value is greater than 0.05 ( $0.406 > 0.05$ ), so  $H_2$  is rejected. This indicates that Store Atmosphere does not have a significant effect on consumer purchasing decisions at

R2 Collection Rantauprapat. This condition indicates that consumers prioritize other factors such as product trends and service quality over store atmosphere when making purchasing decisions. Although Store Atmosphere provides a comfortable shopping experience, this factor is not a primary consideration for consumers when making purchases at R2 Collection Rantauprapat. The regression coefficient of 0.085 indicates a positive relationship, but the effect is not statistically significant.

#### **The Effect of Service Quality on Purchasing Decisions**

The test results show that the Service Quality variable has a significance value of  $<0.001$ . This value is less than 0.05, so H3 is accepted. This indicates that Service Quality has a positive and significant effect on consumer purchasing decisions at R2 Collection Rantauprapat. Friendly, fast, responsive service that meets consumer needs can increase consumer trust and satisfaction. Therefore, the better the service quality provided, the higher the consumer's tendency to make a purchase. Furthermore, the Service Quality variable has the largest regression coefficient value, at 0.397. Therefore, it can be concluded that Service Quality is the most dominant variable influencing Purchasing Decisions at the R2 Collection Rantauprapat.

### **CONCLUSION**

Based on the research results and discussion regarding the influence of Product Trends, Store Atmosphere, and Service Quality on Purchasing Decisions at R2 Collection Rantauprapat, the following conclusions can be drawn:

1. Product Trends have a positive and significant effect on Purchasing Decisions at R2 Collection Rantauprapat. This is evidenced by the t-test results, which show a significance value of 0.003, which is less than 0.05. Therefore, H1 is accepted. The more the product offered aligns with current trends, the higher the consumer's purchase decision.
2. Store Atmosphere does not have a significant effect on Purchasing Decisions at R2 Collection Rantauprapat. This is evidenced by the significance value of 0.406, which is greater than 0.05. Therefore, H2 is rejected. This indicates that store atmosphere is not a primary factor considered by consumers when making purchases.
3. Service Quality has a positive and significant effect on Purchasing Decisions at R2 Collection Rantauprapat. This is evidenced by a significance value of 0.000, which is less than 0.05. Therefore, H3 is accepted. The better the service quality provided, the higher the consumer's purchasing decision.
4. Product Trends, Store Atmosphere, and Service Quality simultaneously have a positive and significant effect on Purchasing Decisions at the Rantauprapat Collection R2. This is evidenced by the F-test results with a significance value of 0.000, which is less than 0.05. Therefore, H4 is accepted.
5. The coefficient of determination ( $R^2$ ) of 0.735 indicates that 73.5% of the variation in purchasing decisions can be explained by the variables Product Trends, Store Atmosphere, and Service Quality, while the remaining 26.5% is influenced by factors outside the study.



### Suggestions

Based on the research results, the researcher offers the following suggestions :

1. For R2 Collection Rantauprapat, R2 Collection needs to continue to follow current fashion trends that are in demand by consumers by providing products that are up-to-date and meet market needs. This is important because product trends have been shown to significantly influence purchasing decisions.
2. Improving Service Quality Management needs to maintain and improve the quality of service provided to consumers through friendly, fast, and responsive service, as well as the ability to provide clear product information. Service quality is the variable with the most dominant influence in this study.
3. Improving Store Atmosphere Although store atmosphere did not have a significant impact in this study, the store still needs to maintain cleanliness, comfort, product layout, lighting, and the store's ambiance to make customers feel more comfortable while shopping.
4. For Future Researchers: Further researchers are advised to add other variables suspected of influencing purchasing decisions, such as price, promotion, product quality, business location, brand image, and customer satisfaction to obtain more comprehensive research results.

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