

*Research/Review Article*

## Shaping Consumer Choices: How Lifestyle, Quality, and Store Ambience Drive Purchasing Decisions

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Received: 03-08-2025; Accepted: 24-08-2025

### Abstract

This study aims to determine the influence of lifestyle, product quality, service quality, and store atmosphere on purchasing decisions. This study was designed as explanatory research. The study population was Zara Indonesia consumers with a sample of 80 respondents. Data was collected using a questionnaire instrument. The results showed that lifestyle had a positive and significant effect on purchasing decisions. Product quality had an insignificant effect on purchasing decisions. Service quality had a positive and significant effect on purchasing decisions. The store atmosphere had an insignificant effect on purchasing decisions. Simultaneously, lifestyle, product quality, service quality, and store atmosphere had a positive and significant effect on purchasing decisions. The  $R^2$  value of 0.64 indicates that variations in the independent variables used in this study contributed to variations in the dependent variable by 64%. Managerial Implications The results of this study indicate that lifestyle and service quality have a significant effect on purchasing decisions. Therefore, Zara Indonesia management is advised to focus more on developing marketing strategies that are relevant to the lifestyles of target consumers, as well as continuing to improve service quality through employee training and a responsive service system.

Keywords: Lifestyle, Product Quality, Service Quality, Store Atmosphere, Purchasing Decision

JEL Classification: M28, M31, D12

How to cite: Amelz, N. T., Simon, Z. Z., (2025). Shaping Consumer Choices: How Lifestyle, Quality, and Store Ambience Drive Purchasing Decisions, *Marketing and Consumer Behavior (MCB)* 1(1), 1-10

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## 1. Introduction

In recent years, the fashion industry in Indonesia has shown significant growth, driven by increasing consumer awareness of lifestyle and personal image. According to the Jakarta Fashion Week (2020), this trend is reflected in initiatives like *Indonesia Fashion Forward*, which aim to position Indonesian fashion as a global industry. As competition intensifies, companies must understand consumer behavior to maintain competitiveness, particularly in the fast-fashion segment dominated by global brands such as Zara. Understanding consumer purchasing decisions is crucial in developing effective marketing strategies (Kotler & Keller, 2016).

Zara Indonesia, under the umbrella of PT Mitra Adiperkasa Tbk, has been a key player in meeting the dynamic fashion needs of urban consumers. Zara's success is attributed not only to up-to-date product offerings but also to a consistent store atmosphere, responsive service, and a lifestyle-oriented branding strategy. However, data from the Top Brand Index (Topbrand-award.com, 2020) shows a fluctuating trend in brand strength over the years, indicating the need for companies like Zara to adapt to consumer expectations continuously. This study is motivated by the need to analyze the internal factors that influence purchasing decisions in fashion retail, particularly in a highly competitive market.

The decision to purchase is not only a functional process but also a psychological and emotional one. Lifestyle plays a key role in shaping consumer preferences and behavior. As suggested by Solomon et al. (2019), lifestyle reflects a person's pattern of living as expressed in activities, interests, and opinions. Consumers increasingly seek brands that resonate with their self-image, which makes lifestyle a significant determinant of purchase decisions in fashion (Apriyandani et al., 2017). In the context of Zara, understanding how lifestyle affects consumer choices provides valuable insight for branding and positioning strategies.

Moreover, product quality remains a fundamental attribute influencing buying behavior. According to Kotler and Armstrong (2018), product quality is defined by a product's ability to fulfill its functions, including durability, reliability, and performance. Several studies confirm that high product quality has a significant positive impact on consumer purchasing decisions (Kurnianingsih & Sugiyanto, 2019; Mutiara et al., 2020). In Zara's case, the ability to consistently deliver quality in line with consumer expectations is key to sustaining loyalty and competitiveness. Service quality also significantly affects consumer satisfaction and decision-making. As Parasuraman, Zeithaml, and Berry (1988) explain, service quality is the discrepancy between customer expectations and their perception of service performance. In the fashion industry, where face-to-face interaction is essential, prompt and courteous service can enhance customer experience and increase repeat purchases (Julian, 2019; Rumengan et al., 2020). Thus, analyzing the role of service quality in Zara's retail environment is crucial.

Another factor is store atmosphere, which influences customers' emotional responses and buying behavior. According to Mowen and Minor (2014), atmospheric elements such as lighting, layout, sound, and scent can create a stimulating environment that enhances shopping satisfaction. This is supported by Gilbert (in Foster, 2008), who suggests that a well-designed retail space triggers positive emotions that lead to increased purchase intention. Prior studies (e.g., Marsella, 2020; Murtaghib, 2020) confirm the significant effect of store ambiance on buying decisions, particularly in fashion retail.

**Research Gap** Although many studies have discussed the individual effects of lifestyle, product quality, service quality, and store atmosphere on purchasing decisions, few have analyzed them simultaneously within a fast-fashion retail context in Indonesia, mainly. Thus, this research fills a critical gap by offering a multidimensional and integrative approach.

**Objective and Significance** This study aims to analyze the influence of lifestyle, product quality, service quality, and store atmosphere on purchasing decisions at Zara Indonesia. The findings are expected to contribute to academic literature and offer practical insights for marketing managers in the fashion retail industry.

## 2. Literature Review and Hypothesis

### Literature Review

#### Purchase Decision

Purchase decision is a process in which consumers evaluate different alternatives and select the best option based on preferences, product attributes, and perceived value. According to Kotler and Keller (2016), purchasing decisions include several stages: problem recognition, information

search, evaluation of alternatives, purchase decision, and post-purchase behavior. Winardi (in Mokoagouw, 2016) emphasized that purchasing decisions reflect the culmination of consumer evaluation influenced by both rational and emotional factors.

Consumers' purchasing decisions are influenced by internal (e.g., motivation, attitude, lifestyle) and external (e.g., product quality, service, store atmosphere) factors (Schiffman & Wisenblit, 2015). The final decision is often a result of complex psychological and environmental influences that marketers must understand to attract and retain customers.

### **Lifestyle**

Lifestyle is a pattern of behavior reflecting a person's values, attitudes, and interests. Kotler and Keller (2016) define lifestyle as a person's pattern of living as expressed in their activities, interests, and opinions (AIO). According to Mowen and Minor (2002), lifestyle also includes how individuals spend their time, what they consider important in their surroundings, and how they view themselves and the world.

Lifestyle significantly influences consumer preferences and behavior. Pride and Ferrell (2014) argue that a person's lifestyle influences their purchasing habits, and this relationship becomes more apparent in industries like fashion and retail. Studies by Fitriana et al. (2019), Calistya & Nurtjahjani (2020), Pratiwi (2019), and Al-Dmour et al. (2017) confirm that lifestyle has a strong and positive impact on consumer decision-making, particularly in sectors where identity expression through products is prominent.

### **Product Quality**

Product quality refers to a product's ability to meet or exceed customer expectations. Kotler and Armstrong (2018) define product quality as the characteristics of a product that bear on its ability to satisfy stated or implied customer needs. Tjiptono (2012) further explains that product quality includes durability, performance, reliability, features, and aesthetics.

Quality is one of the most critical factors influencing consumer satisfaction and loyalty. Previous studies by Amilia (2017), Supriyadi et al. (2017), Brata et al. (2017), and Johansyah & Kaniawati (2020) support the assertion that high product quality increases consumers' trust, leading to higher purchase intention. However, some studies, such as Wahyuni et al. (2017), found non-significant or even adverse effects, indicating that the perception of quality can be context dependent.

### **Service Quality**

Service quality is defined as the overall assessment of a service by the customer based on their expectations and experiences. According to Parasuraman et al. (1988), service quality consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Tjiptono (2017) states that service quality is a critical determinant of customer satisfaction, especially in service-oriented and retail sectors.

Several studies highlight the significant role of service quality in shaping consumer behavior. Faiza & Basuki (2018) and Adi et al. (2018) found that responsive and reliable services directly contribute to increased purchase decisions. Irawan (2018) and Djaharuddin (2021) also emphasized that customers are more likely to return and make future purchases when service standards are consistently high. These findings are relevant for fashion retail, where in-store experience is an essential part of the value offering.

### **Store Atmosphere**

Store atmosphere is the physical and psychological environment created by a retailer to influence customer emotions and behaviors. Kotler (2002) described store atmosphere as the design of buying environments to produce specific emotional effects in the buyer that increase purchase probability. According to Berman and Evans (2007), store atmosphere includes store layout, lighting, color, scent, and visual merchandising.

A well-crafted store atmosphere can stimulate positive emotions and enhance the shopping experience, leading to higher purchase likelihood. Halim & Syamsuri (2016), Agustina (2017), Marsella (2020), and Ritonga et al. (2020) found that a pleasant in-store environment significantly impacts consumer decisions. While some studies, like Hidayah (2017), reported weak effects, the majority agree that ambiance contributes to consumer behavior, especially in experiential shopping contexts like fashion retail.

## **Hypothesis**

### **Lifestyle and Purchase Decisions**

Lifestyle represents how individuals allocate their time, resources, and priorities in daily life. According to Kotler and Keller (2016), lifestyle reflects an individual's pattern of living as expressed in activities, interests, and opinions (AIO). Consumers with specific lifestyles tend to make purchasing decisions that align with their identity. Pride and Ferrell (2014) argue that consumer lifestyle plays a pivotal role in influencing product needs and preferences.

Empirical research has demonstrated the significant influence of lifestyle on purchasing behavior. Calistya and Nurtjahjani (2020) found that lifestyle significantly influences purchase decisions for Chatime products. Similarly, Fitriana et al. (2019) concluded that consumers with modern and active lifestyles are more likely to make repeat purchases. A study by Pratiwi (2019) also validated this relationship in the context of café consumers. Furthermore, Al-Dmour et al. (2017) confirmed the positive effect of lifestyle on e-ticket service purchases in Jordan.

**H1: Lifestyle has a positive and significant effect on purchase decisions.**

### **Product Quality and Purchase Decisions**

Product quality refers to a product's ability to perform its intended functions, encompassing durability, reliability, and consistency (Kotler & Armstrong, 2018). High product quality builds consumer trust and satisfaction, leading to higher purchase intention. Tjiptono (2012) emphasizes that product quality is a dynamic condition linked to consumer expectations and product attributes such as aesthetics and conformance to specifications.

Numerous studies confirm that product quality drives purchasing decisions. Amilia (2017) found a positive impact of product quality on smartphone purchases. Supriyadi et al. (2017) showed that shoe product quality affected student purchasing behavior. Johansyah and Kaniawati (2020) found similar results in the children's apparel industry. However, Wahyuni and Ginting (2017) discovered a non-significant impact of product quality, indicating contextual variability in outcomes.

Product quality has a positive and significant effect on purchase decisions.

**H2: Product quality has a positive and significant effect on purchase decisions.**

### **Service Quality and Purchase Decisions**

Service quality is the extent to which a service meets or exceeds customer expectations. According to Parasuraman, Zeithaml, and Berry (1988), service quality is assessed based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Tjiptono (2017) affirms that exceptional service quality enhances customer satisfaction and loyalty, which ultimately impacts purchase decisions.

Empirical studies strongly support the importance of service quality. Faiza and Basuki (2018) found that service quality significantly influences purchasing decisions at House of Pet Malang. Irawan (2018) also verified this relationship in the context of online transactions. Adi et al. (2018) observed similar effects in the retail hardware industry. On the contrary, Polla et al. (2018) reported a non-significant relationship in their study on convenience stores.

**H3: Service quality has a positive and significant effect on purchase decisions.**

### **Store Atmosphere and Purchase Decisions**

Store atmosphere refers to the physical and emotional environment that influences customer perceptions and behaviors. Kotler (2002) asserts that an effective store atmosphere evokes favorable

emotional responses that encourage purchase. Berman and Evans (2007) classify the atmosphere into four components: store exterior, general interior, store layout, and interior displays.

Several studies demonstrate a strong link between store atmosphere and purchasing behavior. Halim and Syamsuri (2016) found that atmosphere significantly influenced book purchases. Agustina (2017) reached a similar conclusion in a department store setting. Marsella (2020) and Ritonga et al. (2020) further validated these findings in retail stores. However, Hidayah (2017) reported only a weak and non-significant effect, suggesting variations across contexts.

**H4: Store atmosphere has a positive and significant effect on purchase decisions.**

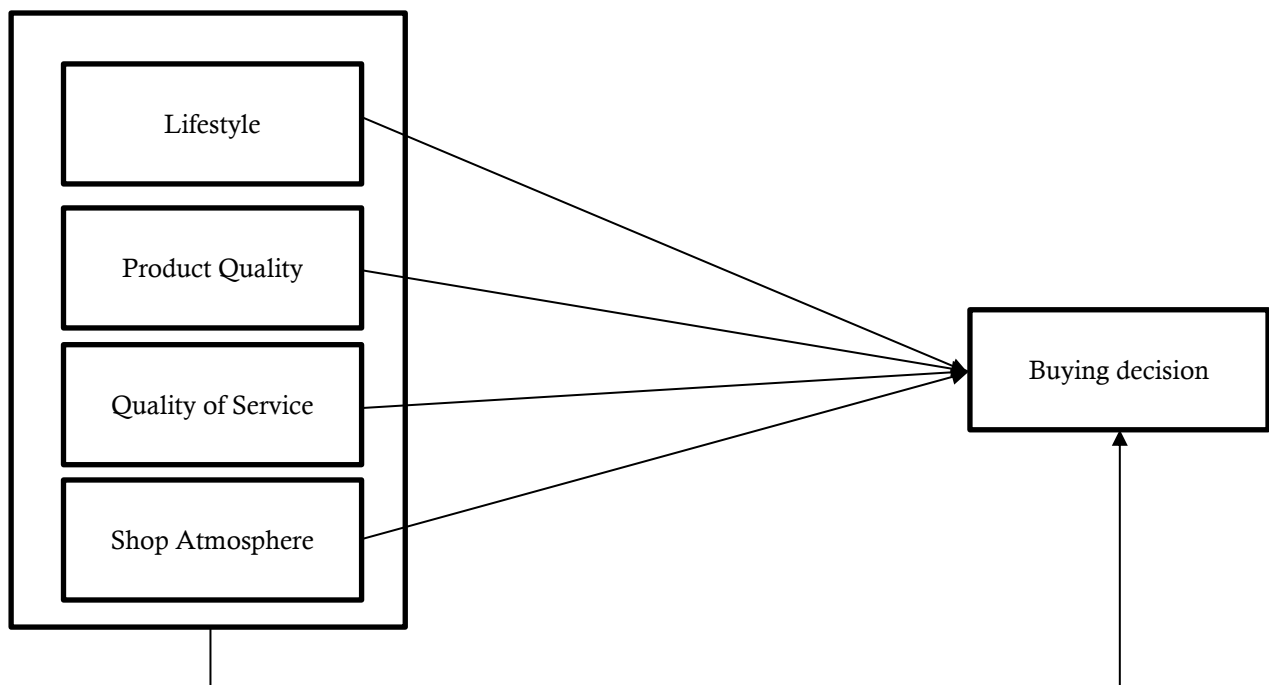
#### **Simultaneous Effect of Lifestyle, Product Quality, Service Quality, and Store Atmosphere**

While each factor individually influences consumer decision-making, their combined effect offers a more comprehensive explanation. Suryani et al. (2021) found that lifestyle, product quality, and brand equity collectively influence smartphone purchasing. Nuryanti and Istiyanto (2020) confirmed the simultaneous impact of these factors on Oppo smartphone purchases. Aqsony et al. (2020) highlighted the importance of store atmosphere and brand image in influencing buyer decisions. Djaharuddin (2021) also emphasized service quality and promotions as key drivers in online consumer behavior.

**H5: Lifestyle, product quality, service quality, and store atmosphere simultaneously have a positive and significant effect on purchase decisions.**

#### **Research Conceptual Framework**

This conceptual framework is intended to explain the relationship between the concepts of the research problem. To determine the relationship between the dependent and independent variables, a conceptual framework can be created with the following variables: Lifestyle, Product Quality, Service Quality, and Store Atmosphere. The framework model is as follows:



**Figure 1. Conceptual Framework**



### 3. Data and Method

#### Research Type

In this study, the author used a quantitative research method, which is a research method used to examine a specific population or sample. Data collection utilizes research instruments and quantitative or statistical data analysis to test the established hypotheses (Sugiyono, 2014).

#### Data Collection

##### Data Type and Data Source

The data used in this study is primary data. This data was obtained directly from respondents in the field. This research was conducted with Zara customers, including Management students from the Faculty of Economics and Business, YARSI University, class of 2017, as the direct subjects. The primary data obtained in this study came from a research questionnaire distributed to these students.

##### Data Collection Techniques

Data collection in this study used a questionnaire instrument administered directly to Zara customers, including Management students from the Faculty of Economics and Business, Yarsi University, Class of 2017. The research questionnaire consisted of five sections: respondent identity data, lifestyle variables, product quality variables, service quality variables, and purchasing decision variables.

#### Population and Sample

##### Population

According to Sugiyono (2015), "A population is a generalized area consisting of objects/subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn." In this study, the population was 358 students from the Faculty of Economics and Business, Yarsi University, Class of 2017.

##### Sample

According to Sugiyono (2015), "a sample is a subset of the total characteristics possessed by a larger population." Samples drawn from the population must be truly representative. Due to the author's limited capacity to study the entire population, the author used the Slovin formula with a 10% error rate. The sampling technique used was non-probability sampling using purposive sampling, which involves selecting members of the population.

#### Data Analysis Method

Analysis is the process of utilizing data to determine whether a hypothesis is true or false. The purpose of this data analysis method is to interpret and draw conclusions from the data collected. The analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method and WarpPLS 7.0 to examine the relationships between variables. PLS is a path analysis approach used to analyze causal relationships between variables to determine the direct and indirect effects of independent variables on dependent variables, according to Latan and Ghozali (2017).

### 4. Results

#### Structural Model Evaluation

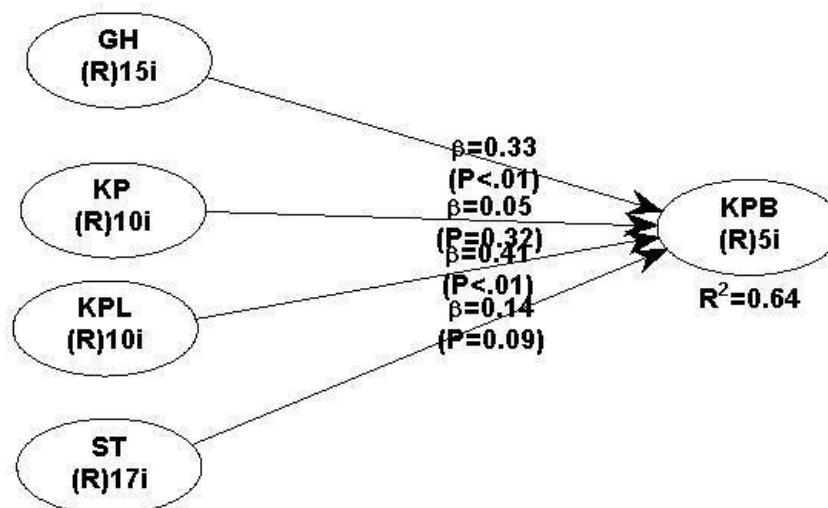
This study also conducted a structural model evaluation to determine the appropriate model to examine the influence of lifestyle, product quality, service quality, and store atmosphere on purchasing decisions. The results of the structural model evaluation using specific criteria are shown in Table 1.

**Table 1. Structural Model Evaluation Results**

Evaluation Measures	Criteria	Model Test Results
R <sup>2</sup> (Lifestyle, Product Quality, Service Quality, and Store Atmosphere on Purchasing Decisions)	≤ 0.25 is weak, 0.26-0.45 is moderate, 0.46-0.70 is strong, ≥ 0.70 is very strong	R <sup>2</sup> = 0,64
Q <sup>2</sup> Predictive Relevance	Q <sup>2</sup> < 0 = model lacks predictive relevance	Q <sup>2</sup> = 0,605
Tenenhaus Goodness of FIT (GoF)	Small if ≥ 0.1, medium if ≥ 0.25, large if ≥ 0.36	0,679

Source: Processed based on research results (2021)

Based on Figure 1, the R<sup>2</sup> value is 0.64, indicating a strong influence of lifestyle, product quality, service quality, and store atmosphere on purchasing decisions, as it falls within the 0.46-0.70 range. Furthermore, the Q<sup>2</sup> value is 0.605, indicating the model has predictive relevance because it is greater than 0. The Tenenhaus Goodness of FIT (GOF) value is 0.679, indicating a high level of suitability because it falls within the ≥ 0.36 range. The results of the structural model test can be seen in Figure 2.

**Figure 2. Path Diagram Between Variables**

Based on the results of the structural model test shown in Figure 2, we can see how one variable influences another. A direct effect is seen between lifestyle and purchasing decisions (p-value <0.01). A direct effect is also seen between product quality and purchasing decisions (p-value = 0.32). Similarly, a direct effect is seen between service quality and purchasing decisions (p-value <0.01). A direct effect is also seen between the store atmosphere and purchasing decisions (p-value 0.09).

### Hypothesis Testing

To test the proposed research hypotheses, the processed data are presented in Table 2.

**Table 2. Results of Research Hypothesis Testing**

Relationship Between Variables	Koefisien	P-Value	Description
Lifestyle, Purchase Decision	0,332	<0,001	Significant
Product Quality, Purchase Decision	0,051	0,321	Not Significant
Service Quality, Purchase Decision	0,407	<0,001	Significant
Store Atmosphere, Purchase Decision	0,144	0,092	Not Significant

Source: Processed based on research results (2021)

Based on the results of the hypothesis testing presented in Table 2, it is known that lifestyle and service quality variables have a positive and significant influence on purchasing decisions. This indicates that consumers with a particular lifestyle tend to consider personal and social values in their purchasing process and prioritize a good service experience. In contrast, product quality and store atmosphere variables showed no significant influence on purchasing decisions. This finding indicates that although product quality and store atmosphere remain important in creating a pleasant shopping experience, they are not the main factors that directly encourage consumers, especially students, to make purchasing decisions for Zara products.

## **5. Discussion**

### **The Influence of Lifestyle on Purchasing Decisions**

Research results indicate that lifestyle plays a significant role in influencing purchasing decisions. This suggests that consumers consider their lifestyle when selecting products, including fashion products from Zara. The greater the connection between a consumer's self-image and a product, the greater the likelihood of purchasing that product. In the context of college students, this reflects that Zara products are chosen not only for their functionality but also because they represent their social identity.

This finding aligns with research by Calistya et al. (2020) and Fitriana et al. (2019), which states that lifestyle significantly influences consumer purchasing decisions, particularly in the fashion product category. Both concluded that lifestyle elements such as interests, activities, and opinions significantly influence brand preferences. However, this contrasts with the findings of Rahmadani (2021), who stated that lifestyle only indirectly influences consumption behavior through perceived value and satisfaction.

### **The Influence of Product Quality on Purchasing Decisions**

The results indicate that product quality does not significantly influence purchasing decisions in the context of this study. This could mean that, in the case of students as consumers, their decisions are not solely determined by the physical or technical quality of Zara products, but rather by other aspects such as brand image, trends, or other emotional and social factors.

This finding is inconsistent with studies conducted by Amilia (2017), Supriyadi (2017), and Brata (2017), which revealed that product quality has a significant influence on purchasing decisions. They emphasized that consumer perceptions of product reliability and durability significantly determine the final purchase decision. On the other hand, the results of this study align with those of Ababil et al. (2019), who concluded that product quality is not always the determining factor in purchasing decisions, especially if consumers are more influenced by lifestyle aspects or brand popularity.

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

This study shows that service quality has a positive and significant influence on purchasing decisions. This confirms that the service provided by Zara employees, whether in terms of speed, friendliness, or professionalism, can enhance a pleasant shopping experience for consumers. When customers feel well-treated, they are more likely to return and even recommend the brand to others.

These results are consistent with research by Faiza et al. (2018) and Adi & Irawan (2018), which showed that service quality is a significant factor in shaping consumer loyalty and driving purchasing decisions. However, these results contradict the findings of Polla et al. (2018), who stated that service quality does not significantly influence purchasing decisions in the context of certain brands with strong reputations, so service factors are considered added value, not mandatory.



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

The results indicate that the store atmosphere does not significantly influence the purchasing decisions of student respondents. This suggests that while a comfortable and attractive store atmosphere is important, it is not a primary factor in their decision to purchase Zara products. Store comfort may be merely a complement or support to the shopping experience, not a primary motivator in decision-making.

These findings differ from Agustina's (2017) study, which showed that store atmosphere has a significant direct influence on purchasing decisions, particularly among the middle-to-upper-class consumer segment. However, these results align with Hidayah (2017), who indicated that store atmosphere only has an indirect positive influence on purchasing decisions. This means that a comfortable atmosphere is not always sufficient to motivate purchase without the support of other factors such as price or promotions.

### **The Simultaneous Influence of Lifestyle, Product Quality, Service Quality, and Store Atmosphere on Purchasing Decisions**

Simultaneously, these four variables were shown to have a significant influence on purchasing decisions. This means that although some variables, such as product quality and store atmosphere, are not significant individually, when considered together, they make a substantial contribution to shaping purchasing decisions. This demonstrates the importance of a holistic approach to understanding consumer behavior, where various elements complement and reinforce each other.

This research supports the findings of Maulana (2019) and Rini & Nugroho (2020), which showed that a combination of psychological and functional consumer variables significantly influences purchasing decisions. In other words, a comprehensive understanding of consumers cannot rely solely on a single variable; instead, a multidimensional approach is needed that considers various aspects of the decision-making process.

## **6. Conclusion**

Based on the analysis and discussion, lifestyle and service quality have a positive and significant influence on students' purchasing decisions. This means that specific lifestyle improvements and satisfactory service can improve purchasing decisions. However, product quality and store atmosphere did not significantly influence purchasing decisions. This indicates that students tend not to consider product quality or store atmosphere as primary factors in purchasing decisions. Simultaneously, all four variables—lifestyle, product quality, service quality, and store atmosphere—significantly influenced purchasing decisions.

**Managerial Implications:** These findings offer important implications for businesses and retail managers, particularly those targeting the student segment. Marketing strategies should focus on improving friendly, responsive, and professional service quality, as well as tailoring product offerings to student lifestyle trends. Although product quality and store atmosphere were not directly significant, they still need to be maintained to support the overall customer experience. Investment in staff training, service innovation, and relevant lifestyle communication strategies could be key to increasing loyalty and purchasing decisions for young consumers.

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