



The Effect of Store Atmosphere Shopping Lifestyle and Fashion Involvement on The Purchase Decision of Uniqlo Products in Mataram

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Abstract: This study aims to determine the effect of Store Atmosphere, Shopping Lifestyle, and Fashion Involvement on Purchase Decisions for Uniqlo Products in Mataram City. This study uses a quantitative approach with a sample size of 96 respondents. Data collection was carried out through a questionnaire using a Likert scale as a measuring tool, and data analysis using multiple regression with the help of SPSS version 30. The results of this study found that: ¹ Store Atmosphere (X1), has a partial effect on purchasing decisions for Uniqlo products in Mataram City. ² Shopping Lifestyle has a partial effect on purchasing decisions for Uniqlo products in Mataram City. Fashion Involvement has a partial effect on purchasing decisions for Uniqlo products in Mataram City. Store Atmosphere, Shopping Lifestyle, and Fashion Involvement have a simultaneous (together) effect on purchasing decisions for Uniqlo products in Mataram City.

Keywords: Store Atmosphere, Shopping Lifestyle, Fashion Involvement, Purchase Decision.

Introduction

Fashion in the modern era of globalization has undergone significant transformation, driven by technological advances, social change, and global interconnectivity. The development of the internet and social media has changed the way fashion trends spread and are adopted around the world. Today, styles and trends can emerge from various corners of the world and quickly become global phenomena. As the economy continues to grow, technology and lifestyle changes have led to a demand for convenience in shopping. Therefore, businesses are required to develop effective strategies to compete and meet the ever-changing needs of consumers. The rapidly growing potential of Indonesia's fashion industry will attract global fashion brands to enter the Indonesian market. One of the world's leading fashion brands originating from Japan is Uniqlo. Uniqlo is a rapidly growing company in the fashion industry. Hitoshi Yanai founded Uniqlo under the name Unique Clothing Warehouse. In 1984, Unique Clothing Warehouse was renamed Uniqlo, adopted by his daughter, Tadashi Yanai.

In Indonesia, UNIQLO opened its first store in 2013 at Lotte Shopping Avenue. As of December 2022, UNIQLO has 56 stores open in 24 cities, including Mataram. UNIQLO Mataram first opened in 2022. The strategy employed by UNIQLO is to sell fashion products under the term "Fast Fashion." The Japanese global retail company, Uniqlo Indonesia, officially opened its first store in Lombok, located on the LG floor of Lombok Epicentrum Mall (LEM) in Mataram. The opening of this store is a form of appreciation from Uniqlo Indonesia, aiming to get closer to its loyal customers. Uniqlo Lombok is the 48th store in Indonesia, with a store area of 2,347 square meters.

Uniqlo's success in attracting consumers is not only dependent on product quality but also on external factors that influence consumer behavior. One such factor is store atmosphere, which encompasses elements such as layout, lighting, scent, and service. A pleasant store atmosphere can create a positive shopping experience, thereby influencing consumers' purchasing decisions. Additionally, shopping lifestyle is another important aspect. Shopping lifestyle refers to consumers' habits, preferences, and values when shopping. In a city like Mataram, which is continuously developing as a hub for economic and tourism activities, the



shopping lifestyle of its residents has undergone significant changes. Consumers no longer simply purchase products to meet their needs but also view shopping as part of their lifestyle. Another factor is fashion involvement, which refers to the level of consumers' engagement with fashion. Consumers with high fashion involvement tend to be more selective and have a strong interest in fashion trends. In this context, Uniqlo is able to offer products that are relevant to the needs of modern consumers, both in terms of design and functionality. Consumers are a crucial factor within a company, as the existence of consumers enables the company to sell, market, and offer its products. Consumer behavior refers to the actions and decisions made during the purchasing process, as well as the use of products and services by individuals.

Uniqlo in Mataram City, specifically at the Epicentrum mall, remains one of the main destinations for high-quality fashion with minimalist and comfortable designs. With its always up-to-date clothing collection, Uniqlo remains a favorite choice for Mataram residents seeking casual and functional styles. Its strategic location in the city's largest mall also ensures the store remains bustling with loyal customers. However, there is little research that specifically examines how these three factors (Store Atmosphere, Shopping Lifestyle, and Fashion Involvement) influence the decision to purchase Uniqlo products, especially in Mataram. By understanding the relationship between these factors, companies can design more effective marketing strategies to attract and retain customers.

Method

The methodology used in this study is a quantitative approach. Quantitative research is a type of research that originates from a theory that explains numerical results in a particular field. The research approach is one of the most important factors in conducting research activities. Quantitative research methods are often referred to as positivistic methods. In this study, the relationship between independent variables (influencing) and dependent variables (influenced) will be examined. The purpose of this study is to determine the influence of store atmosphere, shopping lifestyle, and fashion involvement on purchasing decisions. The population in this study consists of consumers who have purchased Uniqlo products at Epicentrum Mall in Mataram City, both offline and online. The sample size is 96 respondents (calculated using the MOE formula). Data collection techniques include: 1) observation, 2) questionnaires, 3) interviews, and 4) documentation. Data analysis was conducted using the SPSS Statistical Program for Social Sciences 30. In the data analysis, the following tests were used: validity test, reliability test, normality test, multicollinearity test, heteroskedasticity test, multiple regression, T-test, F-test, and determination coefficient.

Result and Discussion

Result

There were 96 respondents in this study, all of whom had purchased Uniqlo products in Mataram City. Based on the data collected, a descriptive analysis was conducted, consisting of a descriptive analysis based on and a descriptive analysis of the distribution of respondents' answers. The following is a description of each of these descriptive analyses:

Jenis Kelamin

Usia Responden

	Laki-laki	perempuan	17-25 tahun	25-35 tahun	35-45 tahun	<45 tahun
responden	42	54	52	37	7	0
persentase	43.8	56.3	54.2	38.5	7.3	0

	Asal		Jumlah pendapatan			
	Kota mataram	Diluar kota mataram	1->3 juta	3->5 juta	5->8 juta	>8 juta
Responden	47	49	50	27	16	3
Persentase	51%	50%	52.1%	28.1%	16.7%	3.1%

Table 2 Respondent Profile

The table above shows that the number of respondents is dominated by females, with 54 respondents or 56.3%, while the number of male respondents is 42 or 43.8%. Looking at the age of the respondents, it is evident that the majority of respondents are in the age group of 17–25 years old, with 52 respondents, accounting for 54.2%. The lowest number of respondents is in the 35–45 age group. This indicates that respondents aged 17–25 are more likely to use or choose Uniqlo products. The respondents were predominantly from the city of Mataram, with 47 respondents or 51%. Meanwhile, respondents from outside the city of Mataram numbered 49 respondents or 50%. The majority of respondents' income was in the range of 1–3 million, with 50 respondents or 52.1%. This indicates that Uniqlo products are more frequently purchased by respondents with an income of 1–3 million, accounting for 62.89%. The majority of respondents' income is dominated by the 1–3 million range. Consumers are primarily students, with 13 respondents (13.5%), university students, with 30 respondents (31.3%), private sector employees, with 23 respondents (24%), civil servants 9 people (9.4%), and others 21 respondents (21.9%).

This indicates that Uniqlo consumers in Mataram City are predominantly university students. The questionnaire responses were analyzed using Microsoft Excel and SPSS. Data calculations and processing were conducted based on the following established tests:

Variabel Penelitian	Item Pertanyaan	R hitung	R tabel	Keterangan
Store Atmosphere	X1.1	0,714	0,200	Valid
	X1.2	0,704	0,200	Valid
	X1.3	0,737	0,200	Valid
	X1.4	0,697	0,200	Valid
	X1.5	0,723	0,200	Valid
	X2.1	0,745	0,200	Valid

Shopping Lifestyle	X2.2	0,75	0,200	Valid
	X2.3	0,787	0,200	Valid
	X2.4	0,734	0,200	Valid
Fashion Involvement	X3.1	0,769	0,200	Valid
	X3.2	0,732	0,200	Valid
	X3.3	0,722	0,200	Valid

Table 3. Results of Research Instrument Validity Test

that the items in the store atmosphere, shopping lifestyle, fashion involvement, and purchasing decision variables have calculated r values greater than the table r values. This indicates that all items in the four variables are valid. Thus, the research instrument has met the validity test requirements.

Variabel Penelitian	Cronbach Alpha	Kriteria	Keputusan
Store Atmosphere	0,760	0,60	Reliabel
Shopping Lifestyle	0,742		Reliabel
Fashion Involvement	0,718		Reliabel
Keputusan Pembelian	0,754		Reliabel

Table 4. Reliability Test Results

The Cronbach Alpha values for the variables of store atmosphere, shopping lifestyle, fashion involvement, and purchasing decisions were greater than the criterion of 0.60 (Cronbach Alpha ≥ 0.6).

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Paramet ers ^{a,b}	Mean	0,0000000
	Std. Deviation	1,84823061
Most Extrem e Differ ences	Absolute	0,057
	Positive	0,030
	Negative	-0,057
Test Statistic		0,057
Asymp. Sig. (2-tailed) ^c		0,200

Table 5. Normality Test Results

Based on the results shown in Table 6, the Asymp. Sig. (2-tailed) value obtained was 0.200. Since this value is greater than the significance level (α) of 0.05, it can be concluded that the data on the variables of store atmosphere, shopping lifestyle, fashion involvement, and purchase decision are normally distributed. Thus, the assumption of normality in this analysis has been fulfilled.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,177	1,152		,154	,878
	Store.Atmosphere	,224	,066	,258	3,414	<,001
	Shopping.Lifestyle	,420	,066	,466	6,381	<,001
	Fashion.Involvement	,270	,076	,269	3,552	<,001

Table 6. Multiple Linear Regression Test Results

$$Y = 0,177 + 0,224X_1 + 0,420X_2 + 0,270X_3 + \varepsilon$$

Based on this equation, the following is an explanation of the research model:

- a. Constant (0.177): If the values of Store Atmosphere, Shopping Lifestyle, and Fashion Involvement are zero, then the base value of Purchase Decision is 0.177 units. b. Coefficient X_1 (0.224): Each one-unit increase in Store Atmosphere, assuming all other variables are constant, will increase Purchase Decision by 0.224. c. Coefficient X_2 (0.420): Each one-unit increase in Shopping Lifestyle, assuming all other variables remain constant, will increase Purchase Decision by 0.420. d. Coefficient X_3 (0.270): Each one-unit increase in Fashion Involvement, assuming other variables remain constant, will increase Purchase Decision by 0.270.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate					
					R Square Change	F Change	df1	df2	Sig. F Change
1	,782 ^a	,612	,599	1,878	,612	48,394	3	92	<0,001

Table 7. Results of the Coefficient of Determination (R²) Test

Based on Table 12 above, it shows that the R Square value is 0.612 or 61.2%, which means that the variables Store Atmosphere (X_1), Shopping Lifestyle (X_2), and Fashion Involvement (X_3) collectively contribute 61.2% to the dependent variable (Y). Meanwhile, the remaining 38.8% is explained by other factors outside the model that were not examined in this study.

Discussion

The Influence of Store Atmosphere on Purchasing Decisions

Based on the partial test results, it shows that store atmosphere has a t-value of 3.414 and a significance value (Sig.) of 0.001, which is smaller than 0.05 ($0.001 \leq 0.05$). Therefore, it can be concluded that store atmosphere has a significant effect on purchasing decisions in a partial manner. The positive value of the store atmosphere variable coefficient indicates that the better the store atmosphere at Uniqlo, the higher the purchasing decision for Uniqlo fashion products. Store atmosphere is one of the strategic elements that plays a significant role in attracting consumers to visit and engage in shopping activities at a shopping center.

The Influence of Shopping Lifestyle on Purchasing Decisions

Based on the results of the partial test, it shows that shopping lifestyle has a t-value of 6.381 and a significance value (Sig.) of 0.001, which is smaller than 0.05 ($0.001 \leq 0.05$). Therefore, it can be concluded that shopping lifestyle has a significant influence on purchasing decisions. The positive coefficient value of the shopping lifestyle variable indicates that the higher the consumer's shopping lifestyle, the higher the purchase decision for Uniqlo fashion products. Shopping lifestyle is a representation of how a person chooses to use their time and financial resources in daily consumption activities.

The Influence of Fashion Involvement on Purchasing Decisions

Based on the results of the partial test or t-test, it was found that fashion involvement had a t-value of 3.552 and a significance value (Sig.) of <0.001 , which is smaller than 0.05 ($0.001 \leq 0.05$). Therefore, it can be concluded that fashion involvement significantly influences purchasing decisions. The positive coefficient value indicates that the higher the fashion involvement, the higher the consumers' purchasing decisions for Uniqlo fashion products. Fashion involvement refers to the level of a person's engagement in the fashion world, reflecting an individual's interest, attention, and active participation in fashion trends and products.

The Simultaneous Effect of Store Atmosphere, Shopping Lifestyle, and Fashion Involvement on Purchasing Decisions

Based on the results of the simultaneous test (F test), a calculated F value of 48.394 was obtained with a significance value of <0.001 , which is much smaller than the significance limit of 0.05 and greater than the F table value of 2.70. This indicates that the regression model used in this study is statistically significant. In other words, simultaneously, the three independent variables—store atmosphere, shopping lifestyle, and fashion involvement—significantly influence the purchase decision of Uniqlo products in Mataram City. Thus, hypothesis H₄, which states that there is a simultaneous influence between these variables on the purchase decision, is accepted.

Conclusion

Based on the results of the study, the conclusions of this study are:

1. Store Atmosphere (X1) has a simultaneous and partial effect on the decision to purchase Uniqlo products in Mataram.
2. Shopping Lifestyle (X2) has a simultaneous and partial effect on the decision to purchase Uniqlo products in Mataram.
3. Fashion Involvement (X3) has a simultaneous and partial influence on the decision to purchase Uniqlo products in Mataram
4. Based on the results of the simultaneous test (F test), the calculated F value is 48.394 with a significance value of <0.001 , which is much smaller than the significance limit of 0.05 and greater than the F table value of 2.70. This indicates that the regression model used in this study is statistically significant. This means that, simultaneously, the three independent variables of Store Atmosphere, Shopping Lifestyle, and Fashion Involvement significantly influence the decision to purchase Uniqlo products in Mataram. Thus, hypothesis H₄, which states that there is a simultaneous influence between these variables on purchasing decisions, is accepted.



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