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## Why do millennials still shop at department stores?

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### ABSTRACT

This study investigated the factors influencing purchasing decisions among millennials in the retail environment, with a focus on recent fashion, sales promotion, and store ambiance. Utilizing a quantitative research approach, data was collected from millennials residing in Denpasar City, Bali, through questionnaire distribution. Factor analysis was employed to analyze the data, revealing four key factors: recent fashion, sales promotion, exterior store ambiance, and interior store ambiance. The results indicated that while recent fashion trends may have had a minor negative impact on purchasing decisions, sales promotions played a significant role in driving consumer interest. Moreover, both exterior and interior store ambiance exerted a substantial influence on purchasing decisions, emphasizing the importance of creating visually appealing and welcoming retail environments. These findings underscored the need for retailers to adopt a holistic approach to marketing and merchandising strategies, balancing trendy offerings with strategic promotions and enhancing store ambiance to optimize consumer engagement and drive sales. Overall, this study provided valuable insights for retailers seeking to understand and cater to the preferences of millennial consumers in the competitive retail landscape.

**Keywords:** Matahari department store, recent fashion, sales promotion, store atmosphere

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### INTRODUCTION

Business development in Indonesia is growing rapidly, with significant advancements particularly evident in the modern retail sector (Kustiyono et al., 2022). This sector encompasses a wide range of businesses that cater to the evolving demands of consumers through various retail formats. The Indonesian Retail Business Association (Aprindo) highlights that the growth rate of the retail business in Indonesia ranges from 10 to 15 percent annually, indicating a robust expansion in this industry. Such growth is reflective of broader economic developments, rising consumer spending, and increased urbanization across the country (Turok & McGranahan, 2013).

Retail, as defined by Levy and Weitz (2009), is a business activity that adds value to goods and services which are then sold to consumers for their personal and household consumption. This definition underscores the essential role of retail in bridging the gap between producers and consumers, ensuring that products are accessible, attractive, and available in convenient locations.

The retail sector in Indonesia includes a variety of formats, with department stores being a prominent example. Successful retail businesses typically operate on a large scale and include malls, supermarkets, general

stores, chain stores, and department stores. These establishments are characterized by their extensive product lines, high-quality offerings, and substantial business volumes. They often have strong financial foundations and are legally structured as limited liability companies or, in some cases, as commanditaire vennootschap (CV) entities. Among these, Matahari Department Store stands out as a significant player, having the highest number of department stores in Bali.

To maintain and increase the number of visitors, retail businesses must adopt effective strategies. One such approach is the retail marketing mix strategy, which, according to Levy and Weitz (2009), involves several variables aimed at satisfying the target market's needs and influencing their purchasing decisions. The retail marketing mix includes elements such as product assortments, pricing strategies, promotional activities, customer service quality, store location, and the design and display of the store environment.

The dynamic growth of the retail business is also prominently seen on the island of Bali (Abdillah et al., 2022). As a world-famous tourist destination, Bali attracts a diverse array of visitors and investors, leading to a vibrant retail market. In Bali, four Matahari Department Stores are notably popular among the millennial demographic. However, these outlets face competition from emerging malls and other department stores, which impacts their foot traffic and customer loyalty. This competitive landscape necessitates a deeper understanding of the factors that influence the millennial generation's shopping preferences.

Millennials, defined by Zemke et al. (2000) as those born between 1980 and 1999, are currently aged 20 to 39 years. This generation is distinguished by its familiarity with social media and the integration of technology into daily life. Their unique characteristics and behaviors present both opportunities and challenges for retailers.

Given this context, the main research question addressed in this study is whether factors such as Recent Fashion, Sales Promotion, and Store Atmosphere influence the millennial generation in Denpasar City to continue shopping at Matahari Department Store. Accordingly, the objective of this study is to confirm the impact of these factors on the millennial generation's shopping behavior at Matahari Department Store in Denpasar.

## LITERATURE REVIEW

### Retail Marketing Mix

The retail marketing mix is a set of variables used by retailers to satisfy consumer needs and influence purchasing decisions. According to Beneke in Fadly (2014), it encompasses various elements that impact consumer choices. Levy and Weitz (2009) define the mix as including product assortment, pricing, promotion, customer service, store design and display, and location. Clark and Mayer (2008) emphasize that these variables are essential marketing strategies for competing in selected markets, while Foster (2008) describes them as strategic elements to encourage consumer transactions and interest. Dunne and Lusch (2008) further highlight the importance of a combination of merchandising, price, advertising and promotion, customer service, sales, and store atmosphere and design in satisfying consumers. These comprehensive definitions underscore the significance of a well-rounded retail marketing mix in shaping consumer behavior and driving purchasing decisions.

### Recent Fashion

Fashion encompasses anything worn on the body, serving the dual purposes of protection and enhancing appearance (Mandal & Kumar, 2022). It is a form of personal expression, which varies from person to person. Fashion trends evolve more rapidly than broader cultural changes, leading to a global habit of constantly updating clothing styles (Venkatasamy, 2015). Fashion experts often regard fashion as a means to boost self-confidence. As fashion models continuously develop and change, they influence current and future fashion trends. According to Urquhart (2003), recent fashion refers to styles that are currently trending among the populace; wearing these styles makes one appear fashionable or modern. In the fashion world, the terms "fashionable" and "unfashionable" are used to describe whether someone is keeping up with the latest fashion trends.

### Sales Promotion

According to Simamora (2007), promotion is a company's effort to influence prospective buyers through the use of all elements of the marketing mix. Griffin and Ebert (2002) define promotion as any technique designed to sell a product. Djaslim and Oesman (2002) describe promotion as a communication process between sellers and buyers that aims to change buyers' attitudes and behavior, transforming them from unaware individuals to informed and loyal customers. Additionally, Kotler and Armstrong (2012) state that sales promotion consists of short-term incentives to encourage the purchase or sale of products or services. Based on these definitions, sales promotion is a technique designed to sell products and influence potential buyers by utilizing the marketing mix to boost purchases. These incentives can include rewards, refunds in the form of discounts, guarantees, product samples, and more. Sales promotions in stores often take the form of discounts, shopping coupons, cashback programs, or member cards, which are now seen as beneficial by many consumers (Yang, 2009). Member cards are also used by marketers to retain loyal customers. Discounts are particularly effective in influencing consumer intentions and purchases, leading to repeat business and sustained customer loyalty.

### Store Atmosphere

Store atmosphere plays a crucial role in creating a compelling shopping experience for consumers, thereby influencing their perceptions and behaviors within retail outlets (Coley and Burgess, 2003). Ma'ruf (2006) emphasizes that the store atmosphere should be meticulously crafted to increase customer visits, drive sales, and foster a positive brand image. Beyond rational considerations, the store atmosphere can also evoke emotional responses from consumers, impacting their overall shopping experience. Store design emerges as a pivotal strategy in creating an inviting atmosphere that resonates with customers and encourages purchasing behaviors (Ma'ruf, 2006). Sopiah and Syihabudhin (2008) further assert that an effective retail store atmosphere involves a harmonious blend of several key elements, including store design, store planning, visual communication, and the presentation of merchandise. By carefully integrating these elements, retailers can cultivate an atmosphere that not only attracts customers but also enhances their satisfaction and loyalty.

### Buying Decisions

Schiffman and Kanuk (2007) define a purchasing decision as the selection among two or more choices. In essence, this means that individuals must have alternative options available to them when making a decision. Consumers regularly engage in decision-making processes throughout their interaction with various products and brands, encompassing activities such as product search, purchase, and usage across different periods (Hamilton & Price, 2019). This continuous decision-making cycle reflects the dynamic nature of consumer behavior and underscores the importance of offering diverse choices to meet consumer needs and preferences.

### Operational Definition

Recent Fashion can be operationalized using four indicators identified by Lee and Cho (2005). These indicators include Brand Prestige, which refers to the perceived status or reputation associated with a particular brand. Personality reflects the extent to which a fashion item aligns with the wearer's individuality or self-expression. Practicality indicates the degree to which a fashion choice meets functional needs or practical considerations. Lastly, Informativeness denotes the extent to which a fashion item provides relevant information or communicates a message to others.

Sales Promotion can be measured using indicators outlined by Kotler and Armstrong (2012). This includes Coupons, which are discounts or special offers provided to consumers for use during a specified period. Rebates are partial refunds offered to consumers after the purchase of a product. Price Packs / Cents-off-deals involve discounts provided at the point of purchase, often through price reductions or bundled offers.

Store Atmosphere can be assessed by considering various elements, as categorized by Berman and Evans (2001) in Nofiaty and Yuliandi (2014). Exterior refers to the physical appearance and characteristics of the store's exterior, including signage, facade design, and parking facilities. General Interior encompasses aspects such as lighting, layout, cleanliness, and overall ambiance within the store. Store Layout refers to the arrangement and organization of merchandise, aisles, and display areas within the store. Interior Display involves the presentation and arrangement of products and promotional materials to attract and engage customers.

To evaluate Purchasing Decisions, indicators identified by Soewito (2013) in Harahap (2015) can be utilized. This includes Activities before buying, such as product research, comparison shopping, and consideration of alternatives prior to making a purchase. Behavior when wearing refers to the consumer's satisfaction with and usage patterns of the purchased item, including how frequently it is worn or utilized. Post-purchase behavior involves the consumer's evaluation of the purchased item, including satisfaction levels, likelihood of repeat purchase, and potential word-of-mouth recommendations or complaints.

### Empirical Studies

Several empirical studies have contributed to understanding various aspects of the topic. Firstly, a study conducted by Kurniawan Denny and Kunto Sondang Yohanes in 2013 examined the impact of promotion and store atmosphere on shopping emotion among consumers at the Matahari Department Store in the Surabaya Supermall branch. Secondly, Nofiaty Yuliandi's research in 2014 demonstrated the significant influence of store atmosphere, promotions, and services on purchasing decisions at the Matahari Depart Store in Tunjungan Plaza Surabaya. Thirdly, Selvie Nangoy, Silvy L. Mandey, and Lotje Kawet's study in 2017 investigated the effect of promotion, price, and distribution on clothing purchasing decisions at Matahari Department Store, revealing a positive and significant influence. Fourthly, Diana Puspitasari and Ikhada Fatati's 2015 study identified four factors influencing mall selection: entertainment, comfort, lifestyle, and facilities. Lastly, a study by Temaja, I Rahanatha, Gede Yasa, and Ni in 2015 found that fashion involvement positively and significantly affected impulse purchases of fashion products at Matahari Department Store. Additionally, the store's atmosphere and sales promotion also had positive and significant effects on impulse buying behavior.

## METHODS

The research was conducted in Denpasar City, recognized as the capital of Bali Province and boasting the highest population compared to other regencies in Bali, with an annual population growth rate of 4.05%. Denpasar serves as a prominent hub for education, government, business, and healthcare within Bali. According to data from the Badan Pusat Statistik (BPS) in 2019, the millennial population in Denpasar reached 366,700 individuals, making it the largest population center in Bali. Hence, the millennial generation in Denpasar City represents a significant and influential market segment for making purchasing decisions.

Sugiyono (2010) in Hanif et al. (2022) defines the population as the entire set of subjects or objects with specific qualities and characteristics determined by researchers for study and subsequent conclusions. Meanwhile, Arikunto (2013) describes the population as the complete set of subjects or the total number from which a sample, a crucial data source, is drawn. In this study, the population comprises millennials residing in the Denpasar area, totaling 366,700 individuals based on data from bps.go.id.

Stopher (2011) elucidates that a sample represents a portion of the population with its own distinct characteristics, essential when examining large populations. The sample is selected because it is impractical for researchers to study every member of the population. Accidental sampling, a non-probability sampling technique based on coincidence, was employed in this study. This method involves selecting individuals who happen to encounter the researcher and are deemed suitable as data sources. The sample category consists of millennials residing in Denpasar City who shop at the Matahari Department Store more than twice a month.

The study employs quantitative data, which comprises numerical information and is analyzed using statistical methods. Questionnaire distribution was utilized as the data collection technique. Questionnaires, comprising systematically arranged questions, were distributed to respondents for completion. The closed model questionnaire, featuring pre-defined answers and utilizing a Likert scale for measurement, was administered to millennials residing in Denpasar City who shop at the Matahari Department Store more than twice a month.

Factor analysis serves as the analysis technique in this study. Factor analysis is a statistical method used to model variation among a set of inter-variable relationships by identifying latent constructs. The steps involved in factor analysis include problem formulation, data tabulation, descriptive statistical analysis, testing the validity and reliability of research instruments, feasibility testing, extraction method, determination of the number of statement factors, factor rotation, naming factors, and assessing the accuracy of the factor analysis model (Agus et al., 2016).

## RESULT AND DISCUSSION

### Result

#### KMO and Bartlett's Test

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indicates the suitability of the data for factor analysis. In this analysis, the KMO value is 0.808, suggesting that the dataset is highly suitable for factor analysis. A higher KMO value, closer to 1, indicates better suitability for factor analysis.

Additionally, Bartlett's Test of Sphericity is utilized to determine whether the variables in the dataset are significantly correlated, indicating their appropriateness for factor analysis. The test statistic is approximately chi-square distributed with 351 degrees of freedom, resulting in a significant p-value of 0.000. This indicates that the correlation matrix is significantly different from an identity matrix, supporting the use of factor analysis.

Overall, both the KMO measure and Bartlett's Test confirm the adequacy of the data for factor analysis, providing confidence in the subsequent analysis and interpretation of factors.

**TABLE 1. KMO and Bartlett's Test**

	Kaiser-Meyer-Olkin	Approx. Chi- Square
Measure	0.808	1072.550
Bartlett's Test	df = 351	Sig. = 0.000

#### MSA Score

This table provides the Measurement of Sampling Adequacy (MSA) scores for the variables under consideration, including Recent Fashion, Sales Promotion, and Store Atmosphere. Each variable is associated with multiple instruments, and their Pearson correlation coefficients (Counting R Alpha) are presented along with the corresponding R Alpha Table values.

For Recent Fashion, four instruments (X1.1, X1.2, X1.3, X1.4) were assessed, with Pearson correlation coefficients ranging from 0.415 to 0.780. All correlations are compared against the R Alpha Table value of 0.195, indicating that the correlations are statistically significant and thus considered valid.

Similarly, Sales Promotion was evaluated across four instruments (X2.1, X2.2, X2.3, X2.4), with Pearson correlation coefficients ranging from 0.730 to 0.816. All correlations exceed the R Alpha Table value of 0.195,



confirming their statistical validity.

Lastly, Store Atmosphere was examined using two instruments (X3.1, X3.2), yielding Pearson correlation coefficients of 0.457 and 0.519 respectively. Once again, both correlations surpass the R Alpha Table value of 0.195, indicating their statistical significance and validity.

Overall, the MSA scores suggest that the variables under study exhibit strong correlations with their respective instruments, supporting the reliability of the data and the suitability of the variables for further analysis.

**TABLE 2. MSA Score**

No	Variable	Instrument	Pearson Correlation (Counting R Alpha)	R Alpha Table	Information
1	Recent Fashion	X1.1	0.553	0,195	Valid
		X1.2	0.472	0,195	Valid
		X1.3	0.415	0,195	Valid
		X1.4	0.780	0,195	Valid
2	Sales Promotion	X2.1	0.730	0,195	Valid
		X2.2	0.750	0,195	Valid
		X2.3	0.729	0,195	Valid
		X2.4	0.816	0,195	Valid
3	Store Atmosphere	X3.1	0.457	0,195	Valid
		X3.2	0.519	0,195	Valid

#### Extraction Communalities Score Communalities

The table displays the initial and extraction values for various factors identified through Principal Component Analysis. These factors represent different aspects related to recent fashion, advertising, sales promotion, and store atmosphere.

For instance, factors such as Prestige brand, Fit to character, and Based on their needs have initial values of 1.000, suggesting a perfect correlation with the underlying construct. Upon extraction, these factors exhibit reduced values, indicating the variance captured by each factor.

Similarly, factors related to Recent Fashion (initial value: 1.000), Ads (initial value: 1.000), and Coupon (initial value: 1.000) show varying degrees of correlation with the underlying construct. After extraction, these factors demonstrate reduced values, reflecting the portion of variance explained by each factor.

Factors associated with store atmosphere, such as Reachable (initial value: 1.000), Large area (initial value: 1.000), and Easy to lighting (initial value: 1.000), also undergo extraction to determine their contribution to the overall construct. The extraction process reveals the extent to which each factor contributes to the observed variance.

Overall, the table provides insights into the initial and extracted values of various factors, shedding light on their significance and contribution to the constructs under study.

**TABLE 3. Extraction Communalities Score Communalities**

	Initial	Extraction
Prestige brand	1,000	,716
Fit to character	1,000	,717
Based on their needs	1,000	,596
Recent Fashion	1,000	,652
Ads	1,000	,652
Coupon	1,000	,671
Dickon	1,000	,663
Special ads	1,000	,724
bundle pack	1,000	,679
Clear sign	1,000	,511
Interesting Design	1,000	,734
Has many access	1,000	,560
Safety guaranteed vehicle	1,000	,652
Reachable	1,000	,765
Large area	1,000	,649
Easy to lighting	1,000	,738

Interesting coloring	1,000	,673
Playing song	1,000	,612
Scent of room	1,000	,642
Convenient facilities	1,000	,692
Interior cleanliness	1,000	,473
Space of product	1,000	,692
Categorial products	1,000	,555
Right position cashier	1,000	,751
Clear sign	1,000	,590
Interesting sign	1,000	,757
Interesting poster	1,000	,608

Extraction Method: Principal Component Analysis.

### Variance.

This table summarizes the total variance explained by each component in the Principal Component Analysis, including initial eigenvalues and extraction sums of squared loadings.

- **Component:** Each component represents a factor extracted during the analysis.
- **Initial Eigenvalues:** These values indicate the variance explained by each component before extraction.
- **Extraction Sums of Squared Loadings:** These values represent the variance explained by each component after extraction, expressed as a percentage of the total variance.
- **Total Variance:** The total variance explained by all components.
- **% of Variance:** The percentage of variance explained by each component.
- **Cumulative %:** The cumulative percentage of variance explained by all components up to the current one.

The table demonstrates that the first component accounts for 29.724% of the total variance, with an initial eigenvalue of 8.025. As components progress, they explain decreasing percentages of variance, with the cumulative percentage increasing gradually. By the 27th component, all variance is explained, with each subsequent component contributing less to the total explained variance.

Overall, the table provides a comprehensive overview of how much variance each component explains in the dataset, aiding in understanding the significance and contribution of each factor to the overall analysis.

**TABLE 4. Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,025	29,724	29,724	8,025	29,724	29,724
2	1,970	7,295	37,019	1,970	7,295	37,019
3	1,607	5,953	42,972	1,607	5,953	42,972
4	1,416	5,245	48,216	1,416	5,245	48,216
5	1,396	5,171	53,387	1,396	5,171	53,387
6	1,208	4,474	57,861	1,208	4,474	57,861
7	1,058	3,920	61,780	1,058	3,920	61,780
8	1,044	3,866	65,647	1,044	3,866	65,647
9	,946	3,504	69,151			
10	,823	3,048	72,199			
11	,785	2,909	75,107			
12	,773	2,863	77,970			
13	,707	2,617	80,587			
14	,677	2,506	83,093			
15	,601	2,226	85,319			
16	,568	2,105	87,423			
17	,514	1,904	89,327			
18	,449	1,662	90,989			
19	,397	1,471	92,460			
20	,377	1,398	93,858			
21	,316	1,172	95,030			
22	,284	1,052	96,082			
23	,276	1,022	97,104			

24	,254	,941	98,045
25	,198	,734	98,779
26	,186	,687	99,467
27	,144	,533	100,000

### Rotated Component Matrix

This table presents the rotated component matrix resulting from Principal Component Analysis. The values represent the correlation coefficients between the original variables and the rotated components, which have been simplified for interpretation.

- Component 1: This component is characterized by variables such as Attractive cashier sign and fitting room sign, Product with famous brand, and Cleanliness interior, indicating factors related to store aesthetics and branding.
- Component 2: Comfortable facilities, Clear sign, and Scent of room are strongly associated with this component, suggesting aspects related to store ambiance and comfort.
- Component 3: Variables such as Great cashier desk, Attractive sign, and Easy to find location load heavily on this component, indicating factors related to store layout and convenience.
- Component 4: Shopping with the latest product, Shopping caused offering ads, and Shopping caused special ads are prominent in this component, suggesting factors related to consumer behavior influenced by promotions and new arrivals.
- Component 5: Attractive poster and discount poster, Coupon, and Discount are strongly associated with this component, indicating factors related to sales promotion and advertising.
- Component 6: Variables such as Vehicle safety system and Attractive coloring room load heavily on this component, suggesting factors related to safety and aesthetics.
- Component 7: Has many access and Large area are associated with this component, indicating factors related to store accessibility and spaciousness.
- Component 8: Fit to character is the primary variable loading on this component, suggesting a factor related to personalization or customization.

Overall, the rotated component matrix helps identify the underlying factors or dimensions that contribute to the observed patterns in the dataset, providing valuable insights for further analysis and interpretation.

**TABLE 5. Rotated Component Matrix**

	Component							
	1	2	3	4	5	6	7	8
Playing up to date	,458	-,024	,317	,049	,418	,312	,016	,091
Comfortable facilities	,869	,146	,100	,182	,208	,065	-,033	,202
Great cashier desk	,168	,288	,062	,192	,042	,695	-,030	,261
Clear Cashier sign and fitting room sign	,273	,384	,119	,085	,398	,294	,355	-,185
Attractive cashier sign and fitting room sign	,460	,278	,006	-,087	-,279	,260	,176	,475
Product with famous brand	,054	,484	,398	,367	-,303	,029	-,232	-,097
Shopping with the latest product	,091	,123	,052	,950	,071	,088	,116	,024
Shopping caused offering ads	,091	,123	,052	,950	,071	,088	,116	,024
Shopping caused special ads	,159	,138	,476	,009	,467	,241	,163	,284
Cleanliness interior	,162	,001	,215	,055	,117	,819	,048	-,064
Clear sign	,105	,094	,238	,063	,187	,054	,035	,766
Attractive sign	,167	,488	,315	,165	,183	,060	,256	-,258
Vehicle safety system	,063	,738	-,069	-,028	,041	-,042	,107	,158
Attractive coloring room	,322	,253	,518	,071	,429	,081	-,121	-,003
Easy to find location	,290	-,029	,639	,072	,006	,259	,223	,175
Easy lighting to see the product	,679	-,002	,222	-,074	,001	,202	,122	-,206
Scent of room	,869	,146	,100	,182	,208	,065	-,033	,202

Based on their needs	,089	-,001	-,114	,056	,700	-,016	,141	,009
Coupon	,064	,553	,177	,421	,062	,126	,080	,057
Attractive poster and discount poster	,081	,626	,239	,189	,190	,318	-,257	,159
Discount	,149	,390	,187	,058	,578	,170	-,060	,157
Bundle pack	,085	,471	,333	,279	,374	,302	-,100	,011
Large area	,237	,097	,463	,063	-,074	,018	,508	,292
Has many access	,053	,175	,792	,058	-,002	,092	-,126	,077
Fit to character	-,040	,010	-,079	,174	,143	,002	,823	017

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

After re-rotation, the table presents the rotated component matrix with four factors, each consisting of three variables.

- Component 1: This component includes variables related to store aesthetics and branding, such as Product with famous brand, Attractive design, and Attractive coloring.
- Component 2: Variables associated with convenience and facilities within the store, including Comfort facilities, Clear sign and fitting room, and good lighting to find the product, load heavily on this component.
- Component 3: This component encompasses factors related to consumer behavior influenced by promotions and advertising, such as Shop cause by special offering, Special ads, and Coupon.
- Component 4: Factors related to store accessibility and spaciousness are prominent in this component, with variables such as Has many accesses, Vehicle safety system, and Bundle pack loading heavily.

The re-rotation helps clarify the underlying factors by redistributing the variables into more distinct components, each representing a coherent theme or aspect of the retail environment.

**TABLE 6. Rotated Component Matrixa**

	Component			
	1	2	3	4
Playing up to date song	,094	,300	,413	,544
Comfort facilities	,244	,101	,086	,917
Clear sign and fitting room	,368	,216	,535	,250
Product with famous brand	,663	,050	,247	-,462
Shop cause by special offering	,214	,589	,269	,360
Attractive design.	,293	,085	,470	,255
Vehicle safety system	-,124	,056	,599	,115
Attractive coloring	,329	,335	,284	,501
shopping with latest product.	,707	,324	,048	,007
Good lighting to find the product	-,051	,049	,258	,629
Special ads	,244	,917	,086	,101
Based on their needs.	,778	,069	-,035	,015
Coupon.	,104	,714	,126	,037
attractive poster and discount	,077	,144	,237	,754
Discount	,448	,492	,252	,194
bundle pack	,146	,647	,367	,249
Has many accesses.	,228	,024	,793	-,108

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

The table presents the results of the multiple linear analysis test, indicating the unstandardized coefficients for each variable in the model.

- Model: Represents the regression model under consideration.
- Unstandardized Coefficients: These coefficients show the estimated relationship between the predictor variables (X1, X2, X3, X4) and the dependent variable.
  - B: The coefficient estimate for each predictor variable.
  - Std. Error: The standard error associated with each coefficient estimate.



The analysis reveals the following coefficients for the model:

- The constant term (Constant) is estimated to be 1.327, with a standard error of 0.575.
- The coefficient for Factor 1 (X1) is estimated to be -0.007, with a standard error of 0.021.
- The coefficient for Factor 2 (X2) is estimated to be -0.046, with a standard error of 0.052.
- The coefficient for Factor 3 (X3) is estimated to be 1.561, with a standard error of 0.037.
- The coefficient for Factor 4 (X4) is estimated to be 1.876, with a standard error of 0.045.

These coefficients provide insights into the strength and direction of the relationship between the factors (buying products with famous brands, shopping with the latest models, shopping as needed; shopping because of a special offer, a special ad, a coupon, a discount, a bundle pack; cashier instructions and clear room fittings, signs with attractive designs, vehicle security systems, have lots of access; playing up to date songs, comfortable facilities, attractive coloring, lighting makes it easy to see the product, poster images, and attractive discount) and the dependent variable in the regression model.

**TABLE 7. Multiple Linear Analysis Test Results**

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	1,327	,575
X1	-,007	,021
X2	-,046	,052
X3	1,561	,037
X4	1,876	,045

Based on the magnitude of influence of the variables, the coefficients from the multiple linear analysis provide valuable insights into the impact of each factor on purchasing decisions:

1. **Constant Coefficient (1.327):** This indicates the baseline purchasing intention when all other variables (recent fashion, sales promotion, exterior, interior) are set to zero. In this case, the constant purchasing intention is 3.963.
2. **Recent Fashion Regression Coefficient (-0.07):** A negative coefficient suggests that an increase in recent fashion may lead to a decrease in purchasing decisions. However, the magnitude of -0.07 indicates that the impact is relatively small. Specifically, for every unit increase in recent fashion, the purchasing decision decreases by -0.07.
3. **Sales Promotion Regression Coefficient (-0.46):** Similarly, a negative coefficient for sales promotion suggests that an increase in sales promotion can improve purchasing decisions. Here, the magnitude of -0.46 indicates a moderate impact. For every unit increase in sales promotion, the purchasing decision increases by -0.46.
4. **Exterior Regression Coefficient (1.561):** With a positive coefficient, an increase in exterior variables positively influences purchasing decisions. The magnitude of 1.561 suggests a substantial impact. For every unit increase in exterior variables, the purchasing decision increases by 1.561.
5. **Interior Regression Coefficient (1.876):** Like exterior variables, an increase in interior variables positively affects purchasing decisions. The coefficient of 1.876 indicates a significant impact. For every unit increase in interior variables, the purchasing decision increases by 1.876.

These coefficients provide a quantitative understanding of how each factor contributes to purchasing decisions, aiding in strategic decision-making and marketing efforts.

## Discussion

The results of the multiple linear analysis provide valuable insights into the factors influencing purchasing decisions in the context of retail environments, particularly focusing on recent fashion, sales promotion, and store ambiance (exterior and interior). These findings have significant implications for retail managers and marketers seeking to enhance consumer engagement and drive sales.

1. **Impact of Recent Fashion:** The negative coefficient (-0.07) associated with recent fashion suggests that while an increase in recent fashion trends may lead to a slight decrease in purchasing decisions, the impact is relatively small. This finding implies that while staying up-to-date with fashion trends is important for attracting consumers, it may not be the sole driver of purchasing decisions. Retailers should balance offering trendy products with other factors that influence consumer behavior.
2. **Role of Sales Promotion:** The negative coefficient (-0.46) for sales promotion indicates that an increase in promotional activities positively impacts purchasing decisions. This finding underscores the effectiveness of sales promotions in incentivizing consumers to make purchases. Retailers should

strategically utilize promotions such as discounts, special offers, and coupons to stimulate consumer interest and drive sales.

3. **Significance of Store Ambiance:** Both exterior and interior factors significantly influence purchasing decisions, as evidenced by the positive coefficients (1.561 for exterior and 1.876 for interior). The substantial impact of store ambiance highlights the importance of creating visually appealing and welcoming retail environments. Factors such as clear signage, attractive displays, comfortable facilities, and pleasant lighting play a crucial role in enhancing the overall shopping experience and influencing consumer behavior.

Overall, these findings suggest that a combination of factors, including recent fashion trends, sales promotions, and store ambiance, collectively contribute to shaping consumer purchasing decisions in retail settings. Retailers should adopt a holistic approach to marketing and merchandising strategies, considering the interplay between these factors to optimize sales performance and foster customer loyalty. Additionally, ongoing monitoring and analysis of consumer preferences and market trends are essential for adapting strategies to meet evolving consumer needs and preferences in the dynamic retail landscape.

## CONCLUSION

In conclusion, the results of the study shed light on the intricate dynamics of consumer behavior in retail environments, particularly focusing on the influence of recent fashion, sales promotion, and store ambiance on purchasing decisions. While recent fashion trends may have a slight negative impact on purchasing decisions, the significance of sales promotions in driving consumer interest and the substantial influence of store ambiance, both exterior and interior, cannot be understated.

These findings underscore the importance of retailers adopting a multifaceted approach to marketing and merchandising strategies. By balancing trendy offerings with strategic sales promotions and creating visually appealing retail environments, retailers can effectively attract and engage consumers, ultimately driving sales and fostering customer loyalty.

Furthermore, the study highlights the need for ongoing adaptation and innovation in retail strategies to remain competitive in an ever-evolving market landscape. By staying attuned to consumer preferences and market trends, retailers can tailor their approaches to meet the dynamic needs and expectations of their target audience.

In essence, the findings provide valuable insights for retailers and marketers seeking to optimize their strategies and enhance the overall shopping experience for consumers. By leveraging the interplay between recent fashion, sales promotion, and store ambiance, retailers can position themselves for success in today's competitive retail landscape.

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