

Role of Product Quality and Store Atmosphere on Purchase Decision of Clothing Product Vintage Vibes

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ABSTRACT:

The objectives of this study is to examine role of product quality and store atmosphere on purchase decision of clothing product of Vintage Vibes. This research uses quantitative research. This study aims to analyze the influence of product quality and store atmosphere on purchasing decisions at Vintage Vibes. In this study, there are two kinds of variables, namely the independent variable and the dependent variable. The independent variables in this study are product quality and the atmosphere in the store, while the dependent variable is purchasing decisions. The unit of analysis in this study is "vintage vibes," with the criteria being namely those who have purchased fashion products at Vintage Vibes. The result of this study show that product quality has a positive effect on purchase decisions. Store atmosphere has an influence on purchase decision. Product quality and store atmosphere have a joint effect on purchase decision.

Keywords: product quality, store atmosphere, purchase decision, clothing product

JEL Classification: L15; L2; P4.

INTRODUCTION

In the digital era, not only is technology always developing, but the conventional fashion industry is also always

interesting to follow. Fashion is a combination of styles and designs that tend to be chosen, accepted, favored, and used by the majority of people who will provide comfort and make it better at a certain time. Fashion can also be interpreted as a culture of dress. In other words, fashion can be likened to a social shell in which it carries a message or lifestyle of a particular society, even if it is a part of social life (Fakhrunnisa, 2016, p. 3). Fashion or clothing styles have existed since time immemorial and have evolved over time.

At the beginning of the 20th century, women began to explore and liberate their clothing styles (Heriyati & Kurniatun, 2019, p. 11). In 1930, the clothing worn by members of the British Empire became more precise at the shoulders and waist. This fashion style is said to have been inspired by several French designers, such as Elisa Schiaparelli and Coco Chanel. Queen Elizabeth II, who came to power in the 1950s, had quite a lot of influence on fashion. She started wearing long dresses with A-line pieces, midi dresses or calf-length skirt suits, and fitted jackets, or what is now known as a blazer.

Until now, a lot of fashion has emerged and managed to produce quite phenomenal clothing trends, such as clothing brands from New York, Milan, Paris, Tokyo, and London. Those big cities are fashion cities, which we often call the fashion capitals. They were born in this world. Fashion trends and seasons are largely driven by fashion designers who create and produce clothing articles (Heriyati & Kurniatun, 2019, p. 12). Fashion designers are competing to create the latest and best trend innovations so that the fashion world can grow and serve the needs of society in general. The world of fashion is currently moving forward by leaps and bounds. As a result, fashion enthusiasts must keep up with fashion trends in order to avoid looking out of date.

Fashion trends that exist in Indonesia reflect a reflection of social and economic status, which is usually identified as popularity. Fashion has recently become a profitable industry in Indonesia, as its growth is always increasing. This is supported by various aspects, from local designers who have more potential, improving economic levels to the retail sector, which is developing very rapidly (Heriyati & Kurniatun, 2019, p. 14). Based on data from CNBC Indonesia (2019), the development of the fashion industry is able to contribute around 18.01%, or IDR 116 trillion. The Creative Economy Agency (BEKRAF) also continues to make efforts to strengthen the ecosystem and encourage growth in this sub-sector. Fashion is not only a primary need but has become an artistic need so that it can encourage the growth of this industry more rapidly.

As a result of the operational and management processes of the fashion industry, which have an impact on the environment, business actors are required to use environmentally friendly raw materials and manage waste so it does not cause pollution. But the costs incurred for these operations are relatively expensive. With the risky production of the fast fashion industry, it has opened a new perception for the public about the consumption of fast fashion products (Prabaswari, Punia, & Aditya, 2020, p. 2). One alternative to tackling fast fashion is choosing thrift shopping, which will significantly reduce waste, because fewer clothes need to be produced. Thrift shops are a good way to minimize used clothing waste.

Thrift shopping Vintage Vibes Alam Sutera, Tangerang, has been around since September 9, 2018. This store has a department store concept, where all the branded used goods offered are neatly arranged in every corner of the shop. Thrift shop Vintage Vibes is referred to as a center for used goods labeled by well-known brands. The used goods themselves are almost 100% trusted goods from the original sellers. Vintage Vibes also offers items that trigger nostalgia, according to the theme "bring the past into the present." The used goods sold at Vintage Vibes are very diverse, namely clothes, suits, shoes, jackets, bags, sweaters, and others. Even visitors can also get electronic products, furniture, kitchen equipment, and baby equipment. Nearly 70% of its products are in the fashion category.

The existence of Vintage Vibes, apart from being a thrift shop center, also offers a new style of shopping. Vintage Vibes was born with an old style and a new enthusiasm to attract people's interest, namely by using used goods and getting used to activities that do not lead to excessive consumerism. The process of economic activity at Vintage Vibes is also quite different. Vintage Vibes doesn't only provide used goods for the general public to buy. But more than that, Vintage Vibes invites community involvement in the thrift shop rotation process in South Tangerang. Vintage Vibes provides services for people who want to sell their used goods. Anything that still has functional value can be trusted for sale at Vintage Vibes with established regulatory rules.

Product quality is a technical composition based on the technical specifications of a product. Product quality is how the product has a value that can satisfy consumers both physically and psychologically, which shows the attributes or characteristics contained in an item or result (Kotler & Armstrong, 2015, p. 224). Product quality is the combination

of factors contained in an item or result that causes the item or result to be in accordance with the purpose for which the item or product is intended (Assauri, 2015, p. 90).

Store atmosphere is a physical component of a store that can influence consumers both emotionally and in their perceptions of the image of a store, which in turn can stimulate consumer buying interest. Atmosphere refers to the physical characteristics of a store that are used to build an impression and attract customers. Store atmosphere has elements that can indicate what atmosphere a store wants to create (Berman & Evan, 2018, p. 464). Store atmosphere has four elements, namely exterior, general interior, store layout, and interior display (Berman & Evan, 2018, p. 464).

LITERATURE REVIEW

The "creative industry" is an industry that relies on the creativity of a person or group of people to produce innovative work. The creative economy is a process of creation, production, and distribution of goods and services, which in the process requires creativity and intellectual abilities (Siagian, 2020, p. 5). Susyanti and Askandar (2017) define creative economy as an economic concept that prioritizes information and creativity by relying on ideas and stock of knowledge from Human Resources (HR) in its economic activities.

Bekraf has 16 creative industry sub-sectors, namely application and game developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, as well as television and radio (Bekraf, 2015, p. 1).

The creative industry plays an important role in the national and global economy because it contributes to aspects of life both economically and non-economically. In line with Indonesia's improving economic performance, economic development cannot be separated from the contribution of each existing economic sector. One of these economic sectors is the creative economy (Firdausy, 2017, p. 18). The development of the creative economy in Indonesia cannot be separated from the contribution of the creative economy sub-sector. Based on data from the Central Statistics Agency (BPS), the creative economy in Indonesia is dominated by three sub-sectors. The three sub-sectors are the culinary, fashion, and craft sub-sectors. The results of creative economy products based on production sources in Indonesia mostly come from Java. (Firdausy, 2017, p. 23).

Marketing management is an analysis of the planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers to achieve organizational goals or company goals (Ahmad, 2019, p. 2). Marketing management is the art as well as the science of determining target markets and getting, keeping, and growing consumers through making, delivering, and communicating product benefits to consumers (Kotler & Keller, 2016, p. 27).

Product Quality

Companies or producers must pay attention to the quality of a product because product quality is related to consumer satisfaction issues, which are the company's expectations. The level of quality of a product in each company can help businesses maintain the position of a product in its target market.

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Product quality has four objectives: trying to make production results from manufacturers meet predetermined standards; trying to make inspection funds as small as possible; trying to make design funds for a production as small as possible; and trying to make production costs as low as possible.

The dimensions that will be used in this study are style, durability, and conformance quality, based on the results of a pre-survey that has been distributed, saying that the drawbacks of Vintage Vibes are that the products sold often have minuses (product defects) such as tears, holes, faded colors, loose rubber on the pants, rejected seams, and the incompatibility of the item received with the product photo uploaded by Vintage Vibes.

Store Atmosphere

Store atmosphere is the overall emotional effect created by the physical attributes of the store and is expected to satisfy both the retailer and the customer. A pleasant store atmosphere should be seen in the attributes that appeal to the five human senses, namely sight, hearing, smell, touch, and taste. Store atmosphere is the atmosphere in each store. Each store has a physical layout that makes it easy or difficult to go around in it (Kotler, 2016, p. 65).

Store atmosphere has a specific purpose, namely the retail appearance of the store helps determine the image of the store and position the retail store in the minds of consumers, and an effective layout not only guarantees comfort and convenience but also has a major influence on customer traffic patterns and shopping behavior (Sopiah & Sangaji, 2016, p. 326).

Store atmosphere has influential elements consisting of the exterior, general interior, store layout, and interior displays (Berman & Evan, 2014, p. 545). The four elements will be explained in more detail as follows: store the exterior (storefront) is the part of the store that reflects the stability and robustness of the company spirit and the nature of the activities conducted there, which can create trust and goodwill with consumers. Store exteriors function as identification marks, so they often state the symbol. General interior (the inside of the store) this section should be designed to maximize visual merchandising. As is known, advertising can attract buyers to come to the store, but the most important thing that can make sales after a purchase is made in the store is display. A good display is one that can attract the attention of consumers and help them to easily observe, examine, and select goods and finally make purchases when they enter the store. Store layout is a plan to determine a certain location and arrangement of streets or alleys in a store that is wide enough to make it easier for consumers to walk around in it. Store layout will either invite consumers in or cause them to stay away from the store when they see the inside of it through the storefront window or entrance. A good layout will be able to invite consumers to stay around longer and spend more money. A notification board (interior display) is a sign used to provide information to customers and influence the atmosphere of the store environment, which includes interior displays.

Based on the distribution of the pre-survey, it was found that the image of the Vintage Vibes store stated that only 10 percent of the items were Instagramable. This prompted researchers to examine store atmospheres with the four elements of store atmosphere.

Consumer Behavior

Consumer behavior is an activity or consumer activity that is shown when assessing, searching for, exchanging, or using an item or service that can satisfy their needs. Consumer behavior also shows how consumers will use their resources, such as money, time, and energy, to exchange the goods or services they need. Consumer behavior is the action involved in planning, purchasing, and determining products or services that consumers expect to be able to meet their needs and desires (Widya, 2017, p. 54).

Consumer behavior describes how consumers make decisions to purchase goods and services. The study of consumer behavior also involves analyzing the factors that influence the purchase and use of products. Broadly speaking, understanding consumer behavior in business can help companies use the right marketing strategy so as to influence the purchasing decisions of consumers. Thus, after being able to understand consumer behavior, they can carry out business evaluations and design marketing strategies for segmented consumers.

Purchase Decision

Consumer purchasing decisions are actions, processes, and social relations carried out by individuals, groups, and organizations in obtaining, using, or evaluating a product or other as a result of their experience with products, services, and other sources. Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires (Kotler & Armstrong, 2016, p. 177).

Purchase decisions arise because of emotional encouragement from within and outside influences. The buying decision process is a basic psychological process that plays an important role in understanding how consumers actually make their buying decisions. There are five models that influence the purchasing decision process: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler & Armstrong, 2016, p. 176).

Based on the purchasing decision process for Vintage Vibes through a pre-survey conducted by researchers, the main source for seeking information about Vintage Vibes is online advertising (61.10 percent). Vintage Vibes' purchasing decision is based on the reasons consumers, broadly based on the results of a pre-distributed survey, choose to buy second-hand fashion items because they are affordable and enjoy vintage style.

RESEARCH METHOD

This research uses quantitative research. This study aims to analyze the influence of product quality and store atmosphere on purchasing decisions at Vintage Vibes. In this study, there are two kinds of variables, namely the independent variable and the dependent variable. The independent variables in this study are product quality and the atmosphere in the store, while the dependent variable is purchasing decisions. The unit of analysis in this study is "vintage vibes," with the criteria being namely those who have purchased fashion products at Vintage Vibes. These criteria are needed in order to obtain more accurate results in this study because respondents can provide answers according to what they know. Sample measurement is a step to determine the size of the sample taken in conducting research. In this study, using the Heirs formula, namely: Number of Respondents = Number of Indicators x 5, the sample size of this study means 26×5 , namely 130 respondents. The sample criteria in this study were people who had purchased Vintage Vibes products by coming directly to the store.

RESULT AND DISCUSSION

Respondents whose data were managed by the researchers were respondents who met the criteria set by the researchers, namely, respondents who had purchased Vintage Vibes fashion products by coming directly to the store. The researchers polled $26 \times 5 = 130$ people. The number of respondents is appropriate because it is between 30 and 500 (Sugiyono, 2018, p. 164).

Based on the age characteristics of the respondents, with a total of 130, it shows that the Vintage Vibes respondents are aged 13 to 32 years. At the age of 17–20 years, they are in the highest position, namely 63.85% with a total of 83 respondents. The lowest position in the age of the respondent is at the age of 29–32 years with a percentage of 3.08%, which has a total of 4 respondents. Based on the age characteristics of the respondents, the average age is 17–20 years, and it can be concluded that the consumers of Vintage Vibes Alam Sutera are dominated by respondents who are aged 17–20 years.

Based on gender, with a total of 130 respondents, it showed that 77.69% of 101 respondents were female and 22.31% of 29 respondents were male. It can be concluded that Vintage Vibes consumers are dominated by female consumers.

Based on domicile, it shows that the majority of Vintage Vibes respondents' domiciles are in Tangerang, which is in the highest position, namely 16.15% with a total of 21 respondents, while the lowest domicile of respondents is respondents who are domiciled outside Greater Jakarta with a total of 8 people and a percentage of 6.15%. Thus, it can be concluded that Vintage Vibes consumers are dominated by respondents who live in the Tangerang area.

Based on the characteristics of the respondent's domicile, it shows that the respondent's profession is dominated by respondents who work as students, who are in the highest position, namely as many as 83 people with a percentage of 63.85%. The lowest position of the respondent's profession is as a civil servant, as much as 1 person, with a percentage of 0.77%. This shows that most of the respondents who buy Vintage Vibes fashion products are students.

According to the characteristics of respondents, 48.46% or 63 respondents spent Rp. 200,000 to Rp. 500,000 on fashion shopping in a month. The respondent in the lowest position has more than Rp 1,000,000 in expenses, with a total of 9 respondents. The characteristics of the respondents who participated in this study were based on fashion

spending in a month that was dominated by respondents who spent Rp. 200,000 up to Rp. 500,000, for a percentage of 48.46% of 130 respondents. This happened because most of the respondents were students whose income still depended on their parents.

Based on the results of the highest mean analysis on the product quality variable, the style indicator in statement 6 is "fashion products displayed according to the store theme, namely vintage," with a score of 4.58. This proves that Vintage Vibes has managed to match the store's theme and the products offered. This is also supported by the profession of the respondents, who are dominated by students. This is because most of the student professions like to explore anything, including fashion. Therefore, most of them have judged that the products offered by Vintage Vibes are in accordance with the store's theme, which, according to their experience, is vintage.

Based on the analysis of the second highest mean on the product quality variable, namely the vintage fashion products offered, they still match the current trend of 4.57. This proves that Vintage Vibes has succeeded in keeping up with current trends with the vintage products it offers. This is supported by the fact that the majority are women. This is because women are considered to be more active in observing and evaluating things in this context, namely the fashion that is developing in Indonesia. The social media that is used by the majority of women, who can also be called "celebgrams" or "fashion observers," also promotes vintage fashion, as was shared by Ardina Rasti, a celebgram, who said that she likes vintage fashion and says that Vintage Vibes is a shop that can fulfill her fashion trends.

Based on the highest mean analysis of the store atmosphere variable, namely the general interior indicator, lighting supports a vintage atmosphere of 4.36. This proves that Vintage Vibes succeeded in arranging light, which is useful to form and support an atmosphere like the store's theme, namely vintage. This is also supported by the gender of the respondents, who are dominated by women. Women are considered to be more careful when observing something; in this context, women evaluate the lighting in the Vintage Vibes store.

Based on the analysis of the second highest mean on the store atmosphere variable, namely the product arrangement that makes it easier for consumers to find products, it is 4.35. This proves that Vintage Vibes is successful in organizing products to make it easier for consumers to find products. This is supported by the age of the majority of respondents, who are dominated by the age range of 17–20 years. The millennial generation, which ranges in age from 17 to 20, is known for its desire for things to be quick, simple, and instant. With a good product arrangement, it can speed up the time spent searching for the desired product.

Based on the highest mean analysis of the purchase decision variable, namely the brand choice indicator, the uniqueness of the Vintage Vibes store appearance makes me want to shop at 4.58. This proves that Vintage Vibes succeeded in making customers who came directly to the store want to shop because of the unique appearance of the store. This is also supported by the majority of respondents, who are students who always keep up with the times because most of them are sensitive to uniqueness and then share it with online media, creating a feeling of not wanting to be left behind. With its uniqueness and virality, it makes them feel like they own the product. The uniqueness of the Vintage Vibes store makes customers who come directly to the store want to shop.

Based on the analysis of the second highest mean on the purchasing decision variable, namely the store atmosphere according to the vintage theme of 4.00, This proves that Vintage Vibes has succeeded in adapting the store's atmosphere to a vintage theme. This is supported by the majority of female respondents. Women are considered to be sensitive and thorough in assessing things, plus they have a higher ability to find and capture moments in an atmosphere that, according to them, is good. Customers will want to shop and capture moments that will indirectly market Vintage Vibes stores if they upload them to their social media accounts if the store atmosphere is considered in accordance with the store's theme.

CONCLUSION

This study aims to determine the effect of product quality and store atmosphere on purchasing decisions for Vintage Vibes. Researchers have carried out the process of collecting and processing data so as to obtain the following conclusions product quality influences purchasing decisions. Store atmosphere influences purchasing decisions. Product quality and store atmosphere have a joint effect on purchase decision.

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