Product Quality, WOM, and Store Image on Consumer Purchase Decisions: Evidence from Mbarshopp Store Bali

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Abstract: Purchasing decisions are crucial for businesses to thrive, especially given the high competition in the business world. This study investigates the influence of product quality, word of mouth, and store image on purchasing decisions at the Mbarshopp Store in Bali. Specifically, it aims to determine both the partial and simultaneous effects of these variables on purchasing decisions. A sample of 100 respondents was selected using purposive random sampling method. Data were analyzed through validity and reliability tests, classical assumption tests, multiple linear regression analysis, determination analysis, t-tests, and F-test. The findings indicate both product quality and store image individually have a positive and significant impact on purchasing decisions. Conversely, word of mouth has an insignificant effect on purchasing decisions. However, when considered together, product quality, word of mouth, and store image have a significant and positive effect on purchasing decisions. This study provides valuable insights for retailers aiming to enhance their marketing strategies and improve customer purchase decisions through focused improvements in product quality and store image. The research contributes to the field of marketing management by offering empirical evidence on the relative importance of product quality, word of mouth, and store image in influencing consumer behavior.

INTRODUCTION

The fashion industry in Indonesia has experienced rapid growth, paralleling the advancements in technology. Fashion serves as a mirror, reflecting individuals' attitudes and emotions (Tyaswara et al., 2017). One reason for fashion's popularity is the visibility of stylish clothing, accessories, and other fashion items. The fast-paced development of the business world

has led to intense competition among companies in the fashion sector (Purwati et al., 2019).

Purchase decisions are critical for businesses to sustain and grow. Consumers' purchasing intentions must be understood and comprehended to enhance the company's earnings effectively (Suryawan et al., 2024). A purchase decision is defined as the decision made by a consumer to buy a product or service after considering various factors. According to Suryawan, Sumerta, et al. (2023), consumers' purchase decision-making might be adversely affected by any barriers or challenges in the transaction process. Kotler & Keller (2017) further elaborate that purchase decisions are influenced by cultural, social, personal, and psychological factors. These decisions arise from needs influenced by others' attitudes and situational factors, with consumers weighing information about the product or service they intend to purchase.

Consumers make purchase decisions based on various factors, with product quality being a primary criterion. Lupiyoadi (2001) defines product quality as the degree to which a product meets established specifications. This encompasses aspects such as reliability, durability, and performance, all of which influence both the physical and perceived attributes of a product. High product quality is crucial as it can lead to increased customer satisfaction and loyalty (Puspita et al., 2016). Amron (2018) emphasizes that higher product quality enhances consumers' willingness to purchase. Supporting this, studies by Patmala (2022) and Rosanti & Salam (2021) found that product quality has a positive and significant impact on purchase decisions. Conversely, Marantika & Sarsono (2020) reported a negative and insignificant effect, suggesting that other variables might also play a crucial role in consumer decision-making processes.

Word of mouth (WOM) communication is another vital factor that significantly influences consumer behavior. WOM is primarily effective due to the trust and authenticity associated with personal experiences (Basri et al., 2016). Enhanced WOM can drive consumer purchase behavior by leveraging the credibility of peer recommendations (Hasyim et al., 2017). Sumardi et al. (2011) define WOM as the exchange of information among consumers, highlighting its informal and trust-based nature. Research by Unedo et al. (2023) and Wiratama et al. (2022) indicates that WOM positively and significantly affects purchase decisions. However, other studies, such as those by Patmala (2022) and Ena et al. (2019), found the impact of WOM on purchase decisions to be insignificant, suggesting that the effectiveness of WOM may vary depending on context and other mediating factors.

Store image also plays a critical role in influencing purchase decisions. The image of a store reflects its overall personality as perceived by consumers (Sopiah & Syihabudhin, 2008). A positive store image can enhance consumer satisfaction, encourage repeat purchases, and generate positive referrals, thereby providing a competitive advantage (Amrita, Suryawan, et al., 2024). Research conducted by Purwati et al. (2019) demonstrates that store image positively and significantly influences purchase decisions. This finding is supported by the notion that a well-maintained and attractive store environment can significantly enhance the shopping experience. However, contrasting findings by Putri & Ferdinand (2016), who found a negative and insignificant effect of store image on purchase decisions, suggest that the impact of store image may also depend on other factors such as consumer expectations and market dynamics.

Mbarshopp Store, located at Jl Batuyang No 99, Gianyar, Bali, is a fashion retail business established by Ni Luh Widia Dwi Aryati in 2015. The store offers unique fashion products, including clothing, bags, sandals, and accessories, following current fashion trends. Despite the business's initial struggles with attracting customers and facing intense competition, observations and interviews have revealed ongoing challenges in purchase decisions, as detailed in Table 1.

Table 1. Mbarshopp Store Product Sales Data for 2021 – 2022

Month	Sales in 2021	Sales in 2022
January	Rp. 170,231,000	Rp. 150,890,000
February	Rp. 210,322,000	Rp. 150,030,000
March	Rp. 154,020,000	Rp. 148,870,000
April	Rp. 134,020,000	Rp. 142,910,000
May	Rp. 182,304,000	Rp. 143,203,000
June	Rp. 159,102,000	Rp. 142,230,000
July	Rp. 152,230,000	Rp. 142,120,000
August	Rp. 147,403,000	Rp. 145,200,000
September	Rp. 125,050,000	Rp. 140,234,000
October	Rp. 130,200,000	Rp. 139,234,000
November	Rp. 155,203,000	Rp. 137,110,000
December	Rp. 250,230,000	Rp. 145,350,000
Total	**Rp. 1,970,315,000**	**Rp. 1,727,381,000**

Souce: Mbarshopp Store 2023

Based on the data in Table 1, it is evident that the sales of fashion products at Mbarshopp Store fluctuated between 2021 and 2022. In 2021, the sales amounted to IDR 1,970,315,000, which then decreased to IDR 1,727,381,000 in 2022. The highest sales were recorded in December 2021, with IDR 250,230,000, whereas sales dropped to IDR 145,350,000 in December 2022. This trend is likely due to the emergence of new fashion trends and the presence of competitors offering superior product quality compared to Mbarshopp Store.

Further analysis, based on a preliminary survey on 30 respondents who had purchased fashion products at Mbarshopp Store, supports these findings. This pre-survey data, presented in Table 2, highlights the various factors influencing purchase decisions within this study.

Table 2. Pre-Survey of Mbarshopp Store Consumers

No.	Questionnaire statement	Respondent's Response			
		YES	%	NO	%
1	I shop at Mbarshopp because the fashion products offered are diverse and complete.	12	40%	18	60%
2	Mbarshopp has a strategic location.	8	26,6%	22	73,3%
3	I purchase more than one fashion product when shopping at Mbarshopp.	11	36,6%	19	63,3%
4	The fashion products at Mbarshopp are made from high-quality materials and are durable.	12	40%	18	60%
5	Mbarshopp always offers fashion products with attractive designs that follow the latest trends.	7	23,3%	23	76,6%
6	I have received information that the fashion products sold at Mbarshopp are of good quality.	10	23,3%	20	66,6%
7	The availability of sizes and color variations of fashion products at Mbarshopp is complete.	8	26,6%	22	73,3%
8	The employees at Mbarshopp are friendly and quick in serving customers.	9	30%	21	70%
	TOTAL	**77**	**9,62%**	**163**	**20,3%**

Source: 2023 Pre-Survey Questionnaire Results

The preliminary survey results, as shown in Table 2, reveal notable concerns regarding the product quality at Mbarshopp Store. For the statement, "The fashion products at Mbarshopp are made from high-quality materials and are durable", approximately 40% of respondents agreed,

while 60% disagreed. Specifically, 18 out of 30 respondents indicated that the materials used were of poor quality and the products did not last long. Additionally, for the statement, "Mbarshopp always offers fashion products with attractive designs that follow the latest trends", only 23.3% agreed, while 76.6% disagreed. Twenty-three respondents stated that the fashion designs at Mbarshopp Store were too common and similar to other stores. These findings suggest that the product quality at Mbarshopp Store needs significant improvement.

In addition, word of mouth also plays a crucial role in influencing purchase decisions. According to the preliminary survey results in Table 2, for the statement, "I have received information that the fashion products sold at Mbarshopp are of good quality", 23.3% of respondents agreed, while 66.6% disagreed. Out of 30 respondents, 20 reported hearing from others that the products at Mbarshopp Store were of poor quality, while only 10 heard that the products were of good quality and comfortable to wear. This indicates that negative word of mouth is prevalent and could be adversely affecting Mbarshopp Store's reputation.

The final factor affecting purchase decisions is the store image. The preliminary survey results indicate that the store image of Mbarshopp Store is suboptimal. For the statement, "The availability of sizes and color variations of fashion products at Mbarshopp is complete", only 26.6% of respondents agreed, while 73.3% disagreed. Twenty-two respondents noted that the size and color options were insufficient. Furthermore, for the statement, "The employees at Mbarshopp are friendly and quick in serving customers", 30% of respondents agreed, while 70% disagreed. Twenty-one respondents stated that the employees were not friendly and were slow to respond to inquiries about product availability. These results suggest that Mbarshopp Store needs to enhance its store image to build better relationships with customers and improve service quality, which is crucial for increasing purchase intentions (Prihartono, 2023). The identified issues highlight the importance of addressing product quality, word of mouth, and store image to improve purchasing decisions at Mbarshopp Store.

LITERATURE REVIEW
Product Quality towards Purchase Decisions
Ambarwati & Rumah (2020) defines product quality as the awareness of a product that holds superior value compared to competing products. This value is perceived through various attributes that set the product apart, making it more desirable to consumers. When a company meets the product quality specifications that align with consumer desires, it positively impacts the company's reputation and consumer satisfaction (Fruchter & Wiszniewska-Matyszkiel, 2024). High-quality products that are durable and perform well foster consumer trust and loyalty (Suryawan, Meryawan, et al., 2023). Satisfaction arises when products meet or exceed consumer expectations, highlighting the importance of quality as a competitive advantage in the marketplace. Several indicators are used to measure product quality, including performance, durability, conformance, features, and reliability (Purwati et al., 2019).

Amron (2018) highlights that improved product quality increases consumers' propensity to buy. Similarly, research conducted by Patmala (2022) and Rosanti & Salam (2021) indicates that product quality positively and significantly influences purchasing decisions. Referring to the theory and supported by previous research, the following hypothesis can be formulated:

H1:   Product quality has a positive and significant partial effect on purchase decisions at Mbarshopp Store Bali.

Word of Mouth towards Purchase Decisions

Sumardi et al. (2011) defines Word of Mouth (WOM) as the act of one consumer providing information to another. WOM is considered an effective alternative promotional strategy for raising awareness among potential consumers. This method relies heavily on the trust and credibility of the source of information. Consumers are more likely to believe and act upon product information received from trusted individuals, such as family members or experienced buyers, compared to advertisements directly from the store (Nugroho et al., 2018). This trustworthiness makes WOM a powerful tool for influencing purchase decisions and building brand reputation. Several indicators are used to measure the effectiveness of WOM, according to Kusumawati et al. (2016). These indicators include discussing the comfort of the product, recommending the product to others, being willing to help others choose the product, and encouraging or motivating others to make a purchase. By leveraging positive WOM, companies can enhance their marketing efforts, improve customer satisfaction, and drive higher sales through trusted endorsements (Sallam, 2015).

In addition, studies conducted by Unedo et al. (2023) and Wiratama et al. (2022) demonstrate that WOM has a positive and significant impact on consumer purchase decisions, highlighting its crucial role in influencing buying behavior through shared experiences and recommendations. Based on the theoretical framework and supported by previous studies, the following hypothesis can be proposed:

H2: Word of mouth has a positive and significant partial effect on purchase decisions at Mbarshopp Store Bali.

Store Image towards Purchase Decisions

Store image is the personality of a store, and buyers tend to shop at stores that align with their self-image (Sopiah and Syihabudhin, 2008). Creating a positive store image is crucial for consumer satisfaction. A well-crafted store image can lead to increased purchases, repeat business, and positive word-of-mouth recommendations. Satisfied customers are likely to return and bring new customers, thereby enhancing the store's competitive position (Ene & Özkaya, 2014). This positive cycle can significantly impact a store's market standing and long-term success. Several indicators contribute to the perception of store image, according to Purwati et al. (2019). These indicators include the store's reputation among consumers, the perceived quality of service, the completeness of product offerings, and the presence of well-maintained physical facilities. A reputable store name builds trust and attracts customers. High-quality service ensures customer satisfaction and loyalty. A wide range of products meets diverse consumer needs, enhancing the store's attractiveness. Well-maintained physical facilities create a pleasant shopping environment, reinforcing the positive image (Kohijoki & Koistinen, 2018).

Research conducted by Purwati et al. (2019) demonstrates that store image exerts a positive and significant influence on consumer purchase decisions. This finding underscores the importance of a favorable store image in attracting and retaining customers, as a well-perceived store image can enhance customer satisfaction and loyalty, ultimately driving more frequent and substantial purchase decisions. Subsequently, drawing from the theoretical framework and corroborated by prior research, the following hypothesis can be suggested:

H3: Store image has a positive and significant partial effect on purchase decisions at Mbarshopp Store Bali.

Product Quality, Word of Mouth, and Store Image toward Purchase Decisions

Purchase decision is defined as the action taken by consumers to either buy or not buy a product, influenced by how, where, when, and why consumers purchase their products (Sbakhi et al., 2018). Furthermore, Suryawan, Sumerta, et al. (2022) describe purchasing decisions as consumer attitudes that drive actions related to purchasing across different stages before deciding on a specific product or service. It represents the culmination of consumer behavior aimed at selecting a product that satisfies their needs and desires (Arifa & Aguilika, 2023).

Purchase decisions are influenced by various factors, including product quality, word of mouth (WOM), and store image. According to Kotler & Armstrong (2016), these factors encompass product selection, brand choice, the choice of place (where to buy), timing of purchase, and quantity purchased. Each of these plays a crucial role in shaping consumer behavior and influencing the final purchase decision. High product quality, as noted by Amron (2018), significantly enhances consumers' willingness to purchase. Similarly, effective WOM communication, rooted in trust and personal experience, can drive consumer purchases, as highlighted by Basri et al. (2016). Moreover, a positive store image, representing the store's personality as perceived by consumers, can satisfy customers and encourage repeat purchases (Sopiah & Syihabudhin, 2008). Therefore, understanding the influence of product quality, WOM, and store image on purchase decisions is essential for businesses aiming to meet consumer needs and enhance their competitive edge.

Research conducted by Charles & Saputra (2024) revealed that brand image, product quality, and word of mouth collectively have a significant positive impact on the decision to purchase Andalas cement in Batam City. Likewise, Purwati et al. (2022) discovered that both product quality and store image significantly and directly influence purchasing decisions. Based on this theoretical foundation and supported by previous studies, the following hypothesis can be proposed:

H4: Product quality, word of mouth, and store image has a positive and significant partial effect on purchase decisions at Mbarshopp Store Bali.

RESEARCH METHOD

This study adopts an associative-causal research design aimed at investigating the causal relationships among variables. Conducted at Mbarshopp Store located at Jl Batuyang No 99, Gianyar Regency, the research focuses on examining how Product Quality, Word of Mouth, and Store Image influence Purchase Decisions.

The sample size of 100 respondents was determined using Hair et al.'s (2014) formula, employing purposive random sampling to ensure representation of customers aged 17 years and above who have previously purchased and used products from Mbarshopp Store.

Data were collected through a combination of observation, interviews, structured questionnaires, and document analysis. The study rigorously tested the validity and reliability of measurement instruments, conducted classical assumption tests to ensure data suitability for regression analysis, and employed multiple linear regression to explore the relationships among variables. Hypotheses were tested using both partial (t-test) and simultaneous (F-test) analyses, with the coefficient of determination (R^2) used to assess the proportion of variance explained by the independent variables.

By employing these methodological approaches, this research aims to provide valuable insights into the factors influencing consumer behavior in retail fashion contexts. The findings

are expected to contribute to theoretical advancements in marketing research and offer practical implications for retail management strategies aimed at enhancing customer satisfaction and loyalty.

RESULTS AND DISCUSSION

Result

Validity testing is employed to ascertain the credibility of each instrument used in the study. An instrument is deemed valid if it achieves a Pearson Correlation coefficient (r) of ≥ 0.30 (Sugiyono, 2018:189). In this research, each instrument has demonstrated validity by meeting the established standards. The detailed data elaboration is as follows:

Table 3. Validity Test Results

Variable	Item Statement	Correlation Coefficient	R value	Status
Purchase Decision (Y)	Y1	0,843	0,30	Valid
	Y2	0,729	0,30	Valid
	Y3	0,855	0,30	Valid
	Y4	0,828	0,30	Valid
	Y5	0,733	0,30	Valid
Product Quality (X1)	X1.1	0,794	0,30	Valid
	X1.2	0,891	0,30	Valid
	X1.3	0,893	0,30	Valid
	X1.4	0,874	0,30	Valid
	X1.5	0,784	0,30	Valid
	X1.6	0,871	0,30	Valid
	X1.7	0,891	0,30	Valid
Word of Mouth (X2)	X2.1	0,814	0,30	Valid
	X2.2	0,934	0,30	Valid
	X2.3	0,905	0,30	Valid
	X2.4	0.918	0,30	Valid
Store Image (X3)	X3.1	0,888	0,30	Valid
	X3.2	0,925	0,30	Valid
	X3.3	0,897	0,30	Valid
	X3.4	0,790	0,30	Valid

Source: Processed data (2024)

Reliability testing employed Cronbach's alpha coefficient (α), with values greater than 0.60 considered reliable (Ramadhayanti, 2019). Each instrument in this study has demonstrated reliability by meeting the established standards. The detailed data elaboration is as follows:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Status
Purchase Decision (Y)	0,940	0,60	Reliable
Produc Quality (X1)	0,915	0,60	Reliable
Word of Mouth (X2)	0,899	0,60	Reliable
Store Image (X3)	0,868	0,60	Reliable

Source: Processed data (2024)

The next step is conducting Classical Assumption Tests, which consist of three stages: Normality Test, Multicollinearity Test, and Heteroskedasticity Test. Normality testing in this study employs the Kolmogorov-Smirnov test. Data are considered normally distributed if the Asymp.Sig (2-tailed) value of the residual variable is above 0.05 or 5% (Ghozali, 2018:111). The following are the results of the Normality Test in this research:

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	2.18434884
Most Extreme Differences	Absolute	.060
	Positive	.052
	Negative	-.060
Kolmogorov-Smirnov Z		.597
Asymp. Sig. (2-tailed)		.868

Source: Processed data (2024)

Based on the output, the Sig.(2-tailed) value is 0.868, which is greater than 0.05. This indicates that the standardized residuals are normally distributed.

Table 6. Multicollinearity Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.197	.960		2.290	.024		
X1	.130	.046	.202	2.848	.005	.561	1.782
X2	-.004	.071	-.003	-.050	.960	.591	1.691
X3	.856	.081	.723	10.579	.000	.604	1.654

Source: Processed data (2024)

Multicollinearity testing is assessed using the Variance Inflation Factor (VIF). A VIF value less than 10.00 and tolerance value greater than 0.10 indicate the absence of multicollinearity symptoms (Ghozali, 2018:105). Based on these standards, it can be confirmed that there is no multicollinearity issue in this study.

Table 7. Heteroskedasticity Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.916	.576		3.325	.001
X1	-.020	.027	-.098	-.726	.470
X2	-.013	.043	-.039	-.294	.769
X3	.031	.049	.082	.628	.531

Source: Processed data (2024)

Heteroskedasticity testing is conducted using the Glejser test, where if the significance level of each independent variable is greater than 0.05, it can be concluded that there is no heteroskedasticity (Ghozali, 2018:111). Based on the output, it is evident that there is no heteroskedasticity in the regression model.

Table 8. Multiple Linear Regression Analysis

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.197	.960		2.290	.024
	X1	.130	.046	.202	2.848	.005
	X2	-.004	.071	-.003	-.050	.960
	X3	.856	.081	.723	10.579	.000

Source: Processed data (2024)

Based on the output, the multiple linear regression equation can be formulated as follows: $Y = 2{,}197\ (\alpha) + 0{,}130X_1 - 0{,}004X_2 + 0{,}856X_3$. These results indicate that the Quality of Product variable (X1) and Store Image variable (X3) have a positive influence on Purchase Decision (Y). However, the Word-of-Mouth variable (X2) shows a negative influence on Purchase Decision (Y). This suggests that enhancing product quality and cultivating a favourable store image could potentially increase purchase intentions, whereas managing word of mouth perceptions may require strategies to mitigate negative impacts on consumer decisions.

Table 9. Determination Analysis

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854ª	.729	.720	2.218

Source: Processed data (2024)

Referring to the generated output, the coefficient of determination (R^2) is calculated as 0.729 x 100% = 72.9%. Therefore, it can be stated that the variables Quality of Product, Word of Mouth, and Store Image collectively explain 72.9% of the variance in Purchase Decision at Mbarshopp Store. The remaining 27.1% is attributed to other factors not included in this analysis, such as promotional activities, lifestyle trends, and price perceptions.

Next, to test the research hypotheses, partial significance testing and simultaneous significance testing are employed. For partial significance testing, the critical t-value (t-table) is determined as follows: n-k-1 = 100-3-1 = 96, resulting in $t_{tabel} = (0{,}05;\ 96)$, where the value from the t-distribution table is 1.660.

Table 10. Partial Significance Test (t-test) Results

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.197	.960		2.290	.024
	X1	.130	.046	.202	2.848	.005
	X2	-.004	.071	-.003	-.050	.960
	X3	.856	.081	.723	10.579	.000

Source: Processed data (2024)

Based on the output, the calculated t-values are as follows: t1 = 2.848, t2 = −0.050, and t3=10.579. Comparing these values to the critical t-value (1.660) at α = 0.05 with df (degree of freedom) = 96:

1. t1 = 2.848 > 1.660 and p = 0.005 ≤ 0.05: This indicates a positive and significant partial effect of product quality on purchase decisions at Mbarshopp Store.
2. t2 = −0.050 < 1.660 and p = 0.960 > 0.05: This suggests a negative and non-significant partial effect of word of mouth on purchase decisions at Mbarshopp Store.
3. t3 = 10.579 > 1.660 and p = 0.000 < 0.05: This reveals a positive and significant partial effect of store image on purchase decisions at Mbarshopp Store.

Based on the statistical analysis, the study reveals that product quality and store image significantly influence purchase decisions at Mbarshopp Store, whereas word of mouth shows a non-significant impact.

Subsequently, the simultaneous significance test was conducted using a significance level of 0.05 with degrees of freedom for the numerator and denominator as 96, resulting in an F-table value of 2.70. The following are the processed data outcomes.

Table 11. Simultaneous Significance Test (F-test) Results

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1269.023	3	423.008	85.969	.000ᵇ
	Residual	472.367	96	4.920		
	Total	1741.390	99			

Source: Processed data (2024)

Based on the output, the calculated F-value of 85.969 is greater than the critical F-table value of 2.70, indicating a positive and significant simultaneous influence of product quality, Word of Mouth, and Store Image on Purchase Decision at Mbarshopp Store.

Discussion

Based on the output, the t1-value of 2.848 > 1.660 with a significance value of 0.005 ≤ 0.05 indicates a positive and significant partial influence of product quality on purchase decisions at Mbarshopp Store. Mbarshopp Store consistently strives to offer high-quality fashion products in terms of materials, design, and alignment with current trends. This finding aligns with prior research by Yulia et al. (2023), which similarly highlights the significant positive impact of product quality on purchase decisions.

Conversely, the t2-value of -0.050 < 1.660 with a significance value of 0.960 > 0.05 suggests a non-significant negative partial influence of word of mouth on purchase decisions at Mbarshopp Store. This negative influence implies that despite recommendations or discussions about Mbarshopp Store, potential buyers may consider other factors before making fashion purchases there. This finding corroborates studies by Larasati & Chasanah (2022) and Cahyani et al. (2022), which also indicate a non-significant negative impact of word of mouth on purchase decisions.

Furthermore, the t3-value of 10.579 > 1.660 with a significance value of 0.000 < 0.05 indicates a significant positive partial influence of store image on purchase decisions at Mbarshopp Store. This result underscores that a positive store image attracts prospective

consumers, thereby enhancing their likelihood of purchasing fashion products from Mbarshopp Store. This finding is consistent with previous research by Purwati et al. (2019), which demonstrates the significant positive impact of store image on purchase decisions.

The hypothesis testing through the F-test reveals a significant positive simultaneous influence of product quality, word of mouth, and store image on purchase decisions at Mbarshopp Store, supported by F-value (85.969) > F-table (2.70) and significance value of 0.000 < 0.05. This study reinforces earlier findings by Rembon et al. (2017), Nuriyah & Surianto (2022), and Bujung et al. (2020), indicating the simultaneous positive and significant impact of product quality, word of mouth, and store image on purchase decisions.

CONCLUSION

The study underscores the dynamic landscape of the fashion industry in Indonesia, characterized by intense competition and evolving consumer preferences. In this context, understanding the factors that influence purchase decisions becomes crucial for businesses like Mbarshopp Store. This research has identified product quality and store image as pivotal determinants affecting consumer choices significantly. The findings reveal that consumers at Mbarshopp Store are particularly swayed by the quality of fashion products offered and the positive perception of the store's image, emphasizing the importance of maintaining high standards in both product offerings and branding strategies.

Moreover, the study contributes empirical evidence that aligns with existing literature on consumer behavior in retail environments. Consistent with prior research, the positive and significant impact of product quality on purchase decisions underscores its role as a fundamental driver of consumer satisfaction and loyalty. Similarly, the substantial influence of store image highlights its capacity to attract and retain customers, thereby enhancing overall business performance in competitive markets.

In contrast, while word of mouth was found to have a negligible impact on purchase decisions at Mbarshopp Store, this finding suggests that despite its potential as a promotional tool, consumer recommendations alone may not suffice to sway purchasing behaviors significantly. This nuanced understanding of consumer behavior provides valuable insights for fashion retailers seeking to optimize their marketing strategies and enhance customer engagement.

LIMITATIONS AND FUTURE RECOMMENDATIONS

Despite the insightful findings, this study acknowledges several limitations. Firstly, the research was conducted within a specific geographic area and among a limited sample size, which may limit the generalizability of the findings to broader consumer populations. Secondly, the study focused exclusively on three factors, namely product quality, store image, and word of mouth, omitting other potentially influential variables such as pricing strategies or online presence. Future research could address these limitations by expanding the scope to include a more diverse consumer base and incorporating additional variables to provide a comprehensive understanding of consumer behavior in the fashion retail sector.

To further enrich understanding in this field, future research endeavors could explore the interplay between pricing strategies and consumer purchase decisions, considering the growing significance of online retail platforms. Additionally, investigating the impact of sustainability practices and ethical considerations on consumer preferences could provide valuable insights into evolving consumer trends in the fashion industry. Moreover, longitudinal studies could track

consumer behavior over time to capture shifting trends and preferences, offering deeper insights into the dynamics of consumer decision-making processes in retail environments. By addressing these avenues, future research can contribute to advancing theoretical frameworks and informing practical strategies for fashion retailers aiming to thrive in competitive markets.

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