

The influence of store atmosphere and service quality on purchase decisions at Muslimah store in Merauke Regency

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Abstract

This study aims to examine the effect of store atmosphere and service quality on purchase decisions at Muslimah store, located in Kampung Harapan Makmur, Merauke Regency. The population in this research consists of end consumers who have made purchases at Muslimah store, with an unlimited and large population size. The sample of the study consists of 96 respondents, determined using Cochran's formula and a purposive sampling technique based on specific criteria, such as having shopped within the last six months and having direct experience with the store atmosphere and staff service. This research applies a quantitative explanatory approach, utilizing both primary and secondary data. Data collection techniques include observation and the distribution of a Likert-scale questionnaire. Data were analyzed using SPSS version 25 through validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that the store atmosphere variable (X_1) has a positive and significant partial effect on purchase decisions (Y). The service quality variable (X_2) also has a positive and significant partial effect on purchase decisions (Y). The F-test shows that both store atmosphere and service quality simultaneously have a significant influence on purchase decisions. Therefore, it can be concluded that both partially and simultaneously, store atmosphere and service quality significantly affect purchase decisions at Muslimah store.

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1. Introduction

The global cosmetic industry continues to grow rapidly, driven by increased awareness of self-care, the rise of natural beauty trends, and innovation in halal cosmetic products (Nawiyah et al., 2023). A report by Grand View Research projects that the global skincare industry will reach a value of USD 189.3 billion by 2025, with an average annual growth rate of 4.4% (Oktavani & Raharjo, 2024). Indonesia, being a Muslim-majority country, plays a crucial role in the dynamics of the global halal market. In 2019, consumer spending in Indonesia on halal products reached USD 144 billion, and this trend has shown consistent growth over the years (Aidina et al., 2023). The halal lifestyle today is not only limited to the food and beverage sector but also extends to fashion, cosmetics, and tourism, reflecting the increasing consumer awareness of halal values in various aspects of life. The development of e-commerce has further transformed consumption patterns, with Shopee and Tokopedia emerging as the primary platforms for cosmetic product marketing (Prabayanti, 2025).

Digital technology has significantly affected consumer behavior in purchasing cosmetic products (Utamanyu & Darmastuti, 2022). In Indonesia, there has been a notable shift in cosmetic shopping behavior from physical stores to e-commerce platforms. The increase in cosmetic transactions through online platforms has led to a decline in visits to offline stores, indicating a transformation in consumer consumption patterns (Cahyani et al., 2025). Consumers are no longer required to spend extra time and effort visiting physical stores, browsing through product shelves, or comparing prices across outlets, as all of these activities can be conveniently carried out online (Hartanto et al., 2021). Based on observation and interviews, a similar condition occurs at Muslimah store, a halal cosmetic retail shop established in 2018 in Kampung Harapan Makmur. Despite offering a variety of beauty and skincare products from several well-known brands such as Make Over, Skintific, Wardah, Azarine, Implora, Glad2Glow, Originote, Hanasui, Viva, Emina, and Kahf, Muslimah store is facing intense competition from other retailers and online shopping platforms, resulting in a decrease in physical store visits. Internal store records show that the average daily visitor count dropped from around 30 visitors per day in 2021 to only 15–20 visitors per day in early 2025. Although the decline fluctuates, this competitive pressure encourages Muslimah store to innovate by providing halal skincare and cosmetic products, along with direct beauty consultation services to maintain customer loyalty.

To remain competitive against online stores, some physical retailers are starting to innovate by enhancing service quality and creating a more attractive store atmosphere. An appealing store atmosphere can provide shopping comfort (Oktaviana, 2021). Consumers who shop directly at physical stores tend to seek experiences that cannot be replicated online, such as trying products before making a purchase, receiving personalized recommendations, and enjoying a pleasant store ambiance (Fantura et al., 2024). Consumers still value direct shopping experiences if the store offers good personalization services (Haryani, 2020). Therefore, many retailers have started implementing strategies such as consultation services, comfortable interior design, and loyalty programs to retain customers. Muslimah store also faces similar dynamics, where the importance of service quality and an engaging store atmosphere is increasingly recognized. In response, the store has gradually made efforts to create a more enjoyable shopping experience for consumers, such as improving interior layout, providing personalized consultation services, and implementing loyalty programs to maintain customer interest and loyalty.

Consumer purchasing behavior is influenced by various psychological, social, cultural, and situational factors. Keller and Kotler define consumer behavior as a decision-making process carried out by an individual or group in purchasing, selecting, and using products to meet their needs and desires (Dewi et al., 2022). In the retail context, consumer decisions to visit physical stores represent an opportunity for businesses to increase competitiveness and customer loyalty. The concept of the retail environment explains that store atmosphere plays a crucial role in shaping the shopping experience, where physical environmental elements can influence emotions, perceptions, and consumer purchasing decisions (Nguyen & Nham, 2021). Moreover, quality service, characterized by intangibility, inseparability, variability, and perishability, is also a key factor in attracting and retaining customers (Zeithaml et al., 2020). Therefore, a combination of a comfortable store atmosphere and excellent service can increase consumer interest in shopping at physical stores.

Based on preliminary observations, the store atmosphere at Muslimah store, particularly in the parking area, is considered adequate. The spacious parking area provides a sense of safety and convenience for consumers arriving by car or motorcycle. In addition, the store signage is clearly visible from the roadside, skincare and cosmetic products are neatly arranged, and the store interior appears clean and comfortable. However, the overall store atmosphere still appears monotonous, especially in terms of exterior and interior design. This is due to the store's interior not being adjusted to specific themes during festive occasions such as Eid or other holidays to attract consumers. On the other hand, based on initial interviews with several consumers, the store has a strength in terms of service quality. The staff are perceived as friendly, responsive, and quick in assisting customer needs, creating a positive shopping experience. This prompt service indicates that the store has applied the basic principles of excellent service, where customer satisfaction and comfort are prioritized. Nevertheless, the service quality at Muslimah store has yet to be fully optimized when assessed from a comprehensive service approach.

Several previous studies have shown that service quality and store atmosphere play a crucial role in influencing consumer purchase decisions. A pleasant and comfortable store atmosphere increases consumers' willingness to make a purchase. The higher the level of comfort perceived by consumers, the greater the likelihood of purchase interaction (Fitrianna, 2022). On the other hand, service quality is a key determinant in purchase decisions. Professional, fast, and responsive service enhances customer satisfaction and encourages purchase decisions (Arianto & Octavia, 2021). Although this study refers to similar indicators as previous studies, there remains a gap that requires further exploration. Most previous studies focused on the food and beverage sector or general retail and were conducted in major urban areas. Meanwhile, research examining the influence of store atmosphere and service quality in halal cosmetic retail in regions with specific characteristics such as South Papua remains limited. Therefore, this study is essential to fill the literature gap within a more specific geographical and business sector context.

This study offers novelty in the context of halal cosmetic retail business competition by examining in-depth the influence of store atmosphere and service quality on purchase decisions. Unlike previous studies, which were mostly conducted in major commercial centers and urban areas, this study focuses on consumer behavior in South Papua Province, which has a unique market character and remains underrepresented in academic research, particularly in the halal cosmetic retail sector. Moreover, while some previous studies employed various additional variables, this study specifically highlights two main variables that directly influence purchase decisions. This focused

approach is expected to generate more precise and applicable findings, providing practical contributions for cosmetic retailers in formulating contextual and targeted marketing strategies.

The objective of this study is to examine the extent to which store atmosphere and service quality influence consumer purchase decisions at Muslimah store. Specifically, this research aims to analyze how elements of store atmosphere such as interior design, lighting, scent, music, and product layout affect the shopping experience and consumers' decisions to purchase. In addition, this study also focuses on the service quality provided by the store, including friendly service, store cleanliness, authenticity of cosmetic products, responsiveness, and understanding of customer needs, in shaping customer satisfaction and loyalty. By understanding the correlation between store atmosphere, service quality, and purchase decisions, this study is expected to provide insights for Muslimah store owners in designing more effective marketing strategies to enhance competitiveness amid the increasingly intense competition in the halal cosmetic retail business.

2. Literature review and hypotheses development

2.1. SOR theory

The stimulus-organism-response (SOR) theory explains that every stimulus or stimulus received by an individual is processed internally before producing a specific response. This theory was introduced by Carl I. Hovland in 1953 and evolved from the field of psychology into communication studies, as both disciplines place humans as the central subject. In communication, humans not only convey and receive messages but also possess emotions, attitudes, opinions, and behavioral tendencies that influence how they respond to a stimulus (Abidin, 2022). According to Efendy (2003), the model consists of three elements: stimulus, referring to external stimuli in the form of information or messages; organism, which represents the recipient who processes the stimuli based on experience and psychological conditions; and response, the final reaction that emerges after the internalization process (Setiawan & Apriliani, 2024). Communication from the SOR perspective is dynamic because it involves an interaction of actions and reactions influenced by symbols, body language, and other nonverbal cues (Janah et al., 2024).

This paradigm emphasizes that individuals do not automatically respond to stimuli but first undergo affective and cognitive evaluations, meaning the effectiveness of a stimulus highly depends on its ability to stimulate the internal elements of the organism (Dinanti & Bharata, 2023). In the context of this study, the stimuli are represented by the store atmosphere and service quality, which shape the shopping experience through components such as general interior, exterior, interior display, and store layout, as well as the five service dimensions: tangible, empathy, responsiveness, reliability, and assurance. The organism represents the consumer's internal condition, which is subjective, while the response is defined as the purchase decision, namely the consumer's action to buy or not buy the offered products.

This study adopts the stimulus–organism–response (SOR) framework to explain how retail environments shape consumer behavior. In SOR, stimuli (S) are external environmental cues that trigger internal evaluations; the organism (O) represents consumers' cognitive and affective states (e.g., perceived value, pleasure–arousal, trust, satisfaction); and the response (R) refers to behavioral outcomes such as approach behavior and purchase-related decisions. In the retail context, store atmosphere has been widely conceptualized as an environmental stimulus that influences approach–avoidance tendencies and purchase behavior through affective reactions, while service quality reflects interpersonal/process stimuli that shape cognitive evaluations and trust. Accordingly, this study positions store atmosphere (X_1) and service quality (X_2) as the core stimuli, which influence consumers' internal organismic states (implicit in their evaluation

during the shopping encounter), culminating in purchase decision (Y) as the response.

2.2. *Store atmosphere*

Store atmosphere refers to the emotional impression created by the physical elements within a store (Curatman et al., 2023). Its main purpose is to generate satisfaction for both the retailer and the consumer. A supportive store atmosphere fosters comfort, influences consumer emotions, and enhances product attractiveness, thereby encouraging purchase decisions (Katarika & Syahputra, 2017). Key components include layout, lighting, color, aroma, sound, and overall physical comfort experienced by shoppers (Wardana et al., 2023). A well-designed store atmosphere can create an immersive shopping experience (Putri & Ridhaningsih, 2025), extend customer visit duration (Ladong et al., 2025), and increase satisfaction with the services provided (Ilham et al., 2024). Overall, the store atmosphere is a strategic element in retail management that shapes consumer emotions, builds store image, enhances product appeal, and encourages purchasing behavior.

Several indicators define an effective store atmosphere (Berman & Evans, 2014; Budiman & Dananjoyo, 2021). Exterior elements, such as the marquee and parking area, reflect the store's identity and provide customer convenience. General interior involves strategic organization of lighting, aroma, music, and air temperature to maximize visual impact and shopping comfort. Store layout focuses on product placement, movement pathways, and aisle spacing to facilitate consumer navigation and encourage purchases. Lastly, interior displays including assortment displays, theme-setting displays, ensemble displays, and posters/signage serve as visual communication tools to inform, guide, and attract customers, ultimately enhancing the overall shopping experience.

2.3. *Service quality*

Service quality refers to the efforts made by sellers to fulfill the needs, desires, and expectations of buyers (Angraini & Budiarti, 2020). High-quality service not only creates customer satisfaction but also strengthens business competitiveness and encourages customers to prioritize the brand. The main goal of service quality is to balance customer expectations with the accuracy and consistency of service delivery, thereby effectively meeting their needs and desires (Adhari, 2021). Kotler (2018) further defines service quality as the overall characteristics and attributes of a product or service that determine its ability to meet consumer needs, whether explicitly expressed or unspoken (Astuti, 2021). The servqual model developed by Parasuraman et al. (1988) provides a diagnostic tool to identify gaps between customer expectations and perceptions, enabling businesses to improve service delivery and create optimal customer experiences (Royani, 2020). In essence, service quality serves as a strategic measure of a business's ability to exceed customer expectations consistently, enhancing satisfaction and competitive advantage.

The indicators of service quality are commonly evaluated through five main dimensions, abbreviated as TERRA: Tangible, Empathy, Responsiveness, Reliability, and Assurance (Arianto & Octavia, 2021; Patmala & Fatihah, 2021; Tjiptono, 2014). Tangible refers to the physical condition of the store, including facilities, cleanliness, and environmental comfort. Empathy denotes the staff's ability to understand and genuinely attend to customer needs and desires. Responsiveness reflects the readiness and speed of staff in assisting customers and handling transactions efficiently. Reliability emphasizes consistent and accurate service delivery according to promises or expectations. Assurance relates to staff competence, knowledge, and behavior that foster customer trust and security. Collectively, these dimensions shape the customer's perception of service quality and play a critical role in driving satisfaction, loyalty, and positive purchase decisions.

2.4. Purchase decision

Purchase decision represents a critical phase in consumer behavior, occurring after the evaluation of various product or service alternatives. At this stage, consumers take action to select products based on prior considerations and assessments of available options (Anwar & Mujito, 2021; Arfah, 2022; Tjiptono, 2019). This process is influenced by both internal and external factors, including consumer habits, past experiences, and psychological drivers, which guide them in making informed choices (Aprilliani & Meryati, 2021). According to Kanuk and Schiffman (2009) and Sari (2020), a purchase decision is only made when multiple alternatives exist, reflecting a deliberate selection process. Kotler & Armstrong (2014) and Hastuti & Anasrulloh (2020) further emphasize that purchase decisions are part of broader consumer behavior, encompassing individual or group actions to determine, acquire, and utilize products to satisfy needs and desires.

The indicators of purchase decision include several strategic stages in responding to consumer needs and desires, from identifying requirements, gathering relevant information, evaluating options, to making final purchasing choices and post-purchase actions (Patmala & Fatihah, 2021). Specifically, six key indicators are commonly recognized: product selection (choosing whether or what to buy), brand selection (preferring familiar or reputable brands), selection of distribution channels (deciding where to purchase), time of purchase (deciding when to buy), purchase quantity (deciding how many units to buy), and payment method (choosing cash, credit, or digital payment) (Arianto & Octavia, 2021; Kotler & Armstrong, 2018; Kotler & Keller, 2016). Collectively, these indicators provide a structured framework to understand and analyze consumer decision-making in the purchasing process.

2.5. Hypotheses development

The store atmosphere, which includes elements such as lighting, color, layout, aroma, music, and physical comfort, has been proven to influence consumer perceptions and emotions during shopping (Meldarianda et al., 2010). A well-designed store environment can create a pleasant shopping experience, enhance mood, extend the duration of customer visits, and encourage consumers to make purchases (Purnomo, 2017). In line with these findings, several studies indicate that store atmosphere has a significant impact on purchase decisions, whether in the context of smartphone products (Solihin & Setiawan, 2021), Starbucks Coffee (Fitrianna, 2022), or cafés targeting Generation Z (Budiman & Dananjoyo, 2021). In the setting of Muslimah store in Kampung Harapan Makmur, the store atmosphere becomes particularly important as its target consumers prioritize comfort and alignment with Muslim religious values. Therefore, a clean interior design, soft lighting, neat product arrangement, and calming background music are believed to create a positive shopping experience that drives purchase decisions. Based on this, the first hypothesis in this study is:

Hypothesis 1

- Ha: It is hypothesized that store atmosphere has an effect on consumer purchase decisions at Muslimah store Kampung Harapan Makmur.
- Ho: It is hypothesized store atmosphere has no effect on consumer purchase decisions at Muslimah store Kampung Harapan Makmur.

Service quality reflects the extent to which service performance meets or exceeds customer expectations (Zeithaml & Parasuraman, 2004). In retail services, quality cues such as tangibles, reliability, responsiveness, assurance, and empathy can reduce perceived risk and strengthen trust and satisfaction, thereby increasing the likelihood of purchase and post-purchase behaviors such as repurchase and recommendation (Grewal et al., 2007; Kumar et al., 2025; Nguyen et al., 2023). Based on this rationale, the second hypothesis is formulated as follows:

Hypothesis 2

- Ha: It is hypothesized service quality has an effect on consumer purchase decisions at Muslimah store Kampung Harapan Makmur.
- Ho: It is hypothesized service quality does not have an effect on consumer purchase decisions at Muslimah store Kampung Harapan Makmur.

When a comfortable store atmosphere is combined with good service quality, the consumer shopping experience becomes more optimal and encourages purchasing decisions (Lestari & Sinambela, 2022). This aligns with the stimulus-organism-response (SOR) theory, which explains that stimuli in the form of store atmosphere and service influence the internal response of consumers before finally resulting in a purchasing decision as the final response (Mertaningrum et al., 2023). The study by Solihin, Ahyani, and Setiawan (2021) showed that store atmosphere and brand image have a significant influence on purchase decisions, while Fatihah and Patmala (2021) proved that service quality dimensions such as responsiveness, empathy, and physical evidence also drive purchase behavior, reinforcing that the combination of both factors is crucial in consumer purchase decisions.

Hypothesis 3

- Ha: It is presumed that store atmosphere and service quality have an effect on purchase decisions at Muslimah store Kampung Harapan Makmur.
- Ho: It is presumed that store atmosphere and service quality do not have an effect on purchase decisions at Muslimah store Kampung Harapan Makmur.

3. Research methods

This study employs a quantitative approach with an explanatory survey method aimed at examining the causal relationships between variables. The research population consists of all consumers who have made purchases at Muslimah store (with a large/unlimited population size). The sample was determined to be 96 respondents, calculated using Cochran's formula (assumption $p = 0.5$; $z = 1.96$; $d = 0.10$) and selected using a non-probability purposive sampling technique based on the following criteria: having made a purchase within the last six months and having experience interacting with the store atmosphere and staff service.

The data used in this study include primary data (5-point Likert scale questionnaires and field observations) and secondary data sourced from store documents and relevant literature. The instrument measuring the store atmosphere variable (exterior, general interior, store layout, interior display) refers to Berman & Evans (2014), while service quality (tangible, empathy, responsiveness, reliability, assurance) follows Tjiptono (2014), and purchase decision (product selection, brand selection, channel selection, timing, quantity, and payment method) refers to Kotler & Keller (2016).

Data collection was conducted offline by directly distributing questionnaires at the Muslimah store location during the data collection period. Data processing and analysis were performed using SPSS version 25, which included validity testing (Pearson), reliability testing (Cronbach's alpha), classical assumption testing (normality, multicollinearity, and heteroscedasticity), descriptive analysis, and multiple linear regression to examine partial effects (t-test) and simultaneous effects (F-test) among variables. The test results are reported along with supporting statistics such as t-values, F-values, and the coefficient of determination (R^2).

4. Results and discussion

4.1. Descriptive analysis

Descriptive analysis was conducted to measure respondents' perceptions of the

store atmosphere (X_1), service quality (X_2), and purchase decision (Y) variables based on mean scores. The processed data from 96 respondents show that:

- Store atmosphere (X_1) obtained a mean score of 36.84 with a percentage of 90.76%, which falls into the very good category.
- Service quality (X_2) recorded a mean score of 46.61 with a percentage of 91.53%, also categorized as very good.
- Purchase decision (Y) achieved a mean score of 52.98 with a percentage of 85.38%, which is classified as good.

These findings indicate that, in general, respondents hold a very positive perception of the store atmosphere and service quality. Both variables evidently contribute to shaping consumer purchase decisions, which are positioned in the good and relatively high category.

4.2. Multiple linear regression analysis

Table 1. Results of multiple linear regression analysis

Relationship between variables			Reg test		
Independent variable	Dependent variable	Std. Error	B	t-value	Sig.
(Constant)		5.043	6.988	1.386	0.169
Store atmosphere (X_1)	Purchase decision (Y)	0.121	0.396	3.272	0.002
Service quality (X_2)		0.109	0.674	6.163	0.000

Based on the regression results presented in Table 1, both store atmosphere (X_1) and service quality (X_2) have a positive and statistically significant effect on purchase decision (Y). Store atmosphere (X_1) shows a t-value of 3.272 with a significance level of 0.002 (< 0.05), indicating a significant positive influence. Similarly, service quality (X_2) records a t-value of 6.163 with a significance level of 0.000 (< 0.05), demonstrating a stronger and highly significant effect on purchase decision. Meanwhile, the constant value shows a significance level greater than 0.05, indicating that without the contribution of the independent variables, the model does not significantly predict purchase decision.

4.3. Hypothesis testing

Table 2. T-test results

Variable	T	Sig.
(Constant)	1.386	0.169
Store atmosphere (X_1)	3.272	0.002
Service quality (X_2)	6.163	0.000

H_1 — The calculated t-value for the store atmosphere (X_1) variable is 3.272, which is greater than the t-table value of 1.98580 with a degree of freedom ($df = 93$) at a 5% significance level. Based on the alignment between the decision-making criteria and the data analysis results, H_1 is accepted. This indicates that store atmosphere has a positive and significant effect on purchase decision (Y).

H_2 — The calculated t-value for the service quality (X_2) variable is 6.163, which exceeds the t-table value of 1.98580, obtained with $df = 93$ at a 5% significance level. Thus, H_2 is accepted, demonstrating that service quality has a positive and significant effect on purchase decision (Y).

Table 3. ANOVA (F-test) results

Relationship between variables		ANOVA	
Independent variables	Dependent variable	F-value	Sig.
Store atmosphere (X ₁) Service quality (X ₂)	Purchase decision (Y)	42.047	0.000

H₃ — The calculated F-value of 42.047 is higher than the F-table value of 3.10, obtained with $df = (2, 93)$ at a 5% significance level. Based on the alignment between the decision-making criteria and the analysis results, H₃ is accepted. This confirms that store atmosphere and service quality simultaneously have a positive and significant effect on purchase decision (Y).

Table 4. Results of R² test

Model summary (coefficient of determination)			
R	R square	Adjusted R square	Std. error of the estimate
0.689	0.475	0.464	3.19606

In the coefficient of determination analysis for a multiple regression model, both R Square and Adjusted R Square are reported. The results show that $R = 0.689$ with $R\text{ Square} = 0.475$, meaning that store atmosphere (X₁) and service quality (X₂) jointly explain 47.5% of the variance in purchase decision (Y). Because the model includes more than one predictor, the adjusted R square (0.464) is used as a more conservative estimate, indicating that 46.4% of the variation in purchase decision is explained by the two independent variables. The remaining 53.6% may be influenced by other factors not included in this study, such as price perception, promotion, brand image, product assortment fit, and individual preferences.

4.4. The influence of store atmosphere on purchase decisions at Muslimah store

Based on the results of statistical analysis through the t-test, it was found that the t-value for the store atmosphere variable (X₁) is higher than the t-table value at a 5% significance level. The regression coefficient of 0.396, which is positive, confirms that the first hypothesis is accepted. This indicates that store atmosphere has a positive and significant influence on consumers' purchase decisions at Muslimah store. Thus, the better the consumers' perception of the store atmosphere, the higher their tendency to make a purchase.

This finding is consistent with field observations and questionnaire responses, where the majority of respondents, dominated by young female consumers (students) with a relatively high frequency of store visits provided positive evaluations of the store's atmosphere. Consumers stated that the store environment feels comfortable, safe, and supportive of a pleasant shopping experience. Elements such as interior cleanliness, adequate lighting, neat product arrangement, and well-organized visual aesthetics create an appealing impression and encourage consumers to spend more time inside the store. Although there is still room for improvement to create a more dynamic atmosphere, in general, consumers have expressed satisfaction with the atmosphere offered by Muslimah store.

These results are in line with the findings of Solihin et al (2021), who emphasized that store atmosphere has a positive effect on consumer purchase decisions, although their study was conducted in the context of electronic products. Similarly, Fitrianna (2022) found that price perception, product variety, and store atmosphere significantly

contribute to purchase decisions at Starbucks Coffee. Despite differences in research context and object, these findings strengthen the argument that store atmosphere is a strategic factor in shaping consumer purchase decisions.

Theoretically, this result supports the perspective in retail management literature which states that store atmosphere does not merely function as an aesthetic element but plays a crucial role in shaping consumer mood, emotions, and perceptions toward products and services (Meldarianda et al., 2010; Wardana et al., 2023). A pleasant store atmosphere encourages consumers to stay longer in the store, which in turn increases the likelihood of purchasing, including unplanned or impulse buying, as discussed by Putri & Ridhaningsih (2025) and Ladong et al. (2025).

These results are consistent with environmental psychology and landscape service research that positions atmosphere as impacting behavior, not just aesthetic attributes. Under the SOR logic, store atmosphere functions as a stimulus that shapes consumers' organismal states, particularly affective reactions such as comfort, pleasure, and arousal, before being translated into behavioral responses (purchase decisions). This mechanism aligns with classical PAD-based environmental psychology explanations and empirical retail evidence showing that atmospheric cues can encourage approach tendencies, longer time spent in the store, and stronger purchase tendencies through affective and cognitive appraisals (Elmashhara & Soares, 2022; Lazaris et al., 2022; Vilnai-Yavetz et al., 2021).

This relationship can be further analyzed through the stimulus-organism-response (SOR) framework, which explains that external stimuli (S) in this case, store atmosphere affect consumers' internal states (O) such as emotions and perceptions, which eventually generate a response (R) in the form of a purchase decision. Muslimah store, sensory and physical stimuli such as layout, lighting, scent, and visual merchandising successfully create a pleasant shopping experience, which is then translated by consumers into a purchase decision.

These findings imply that Muslimah store should treat store atmosphere as a long-term experiential and trust-building strategy in halal retail rather than a purely aesthetic investment. Consistent with SOR, atmospheric cues (layout clarity, lighting, cleanliness, comfort, and sensory coherence) should be deliberately designed to evoke positive organismic states (comfort, pleasure, perceived quality, and perceived halal ambience) that translate into purchase decisions and loyalty over time. Strategically, this calls for standardizing atmospherics to signal modesty, order, and perceived integrity across customer touchpoints. Future research should extend this implication by testing mediators (e.g., affect, perceived value, perceived halal ambience, trust) and moderators (e.g., religiosity, visit frequency, crowding sensitivity) to identify which atmospheric elements most effectively sustain loyalty and advocacy in halal-oriented retail settings.

4.5. The influence of service quality on purchase decisions at Muslimah store

Based on the results of statistical analysis using the t-test, it was found that the t-value for the service quality variable (X_2) is greater than the t-table value at a degree of freedom (df) of 93 and a 5% significance level. The regression coefficient of 0.674, which is positive, reinforces that the second hypothesis is accepted. Thus, it can be concluded that service quality has a positive and significant influence on consumers' purchase decisions at Muslimah store. This implies that the higher the consumers' perception of the service quality provided, the greater their likelihood of making a purchase, either in the form of repeat purchases or recommendations to others.

The distribution of questionnaire responses shows that the majority of respondents mostly young female consumers with a background as students gave highly positive evaluations toward service aspects. The average score indicates that consumers feel satisfied with the friendliness, responsiveness, and professionalism of the staff during the shopping process. Direct interaction between staff and consumers, both during product selection, consultation of needs, and transaction processes, creates a sense of comfort and enhances consumer trust in the store. Field observations also support this finding, showing that Muslimah store staff are perceived as responsive, communicative, and demonstrating good service ethics. However, there remains room for improvement, particularly in the aspect of service personalization and more proactive handling of complaints.

This finding is consistent with the study conducted by Patmala & Fatihah (2021), which examined the influence of service quality on purchase decisions at UKM Mart Kartika Widya Utama. Similarly, the research by Arianto & Octavia (2021) strengthens this conclusion by asserting that service quality is one of the main determinants of consumer behavior in the retail sector. Therefore, the results of this study affirm that service quality does not merely function as an operational activity but plays a strategic role in strengthening customer relationships and creating long-term retention.

Conceptually, this finding can be explained through the stimulus-organism-response (SOR) theoretical framework. In this context, service quality acts as an external stimulus (S), encompassing dimensions such as tangibility, empathy, responsiveness, reliability, and assurance. This stimulus influences the organism (O), referring to consumers' psychological responses such as feelings of satisfaction, security, and being valued, which ultimately generate a response (R) in the form of a purchase decision. At Muslimah store, friendly, fast, and professional service shapes a positive impression that increases consumers' trust and comfort, which in turn encourages repeat purchase intentions and word-of-mouth marketing.

Beyond statistical significance, the magnitude of the relationship indicates that service quality plays a substantive role in shaping purchase decisions. With an unstandardized coefficient of $B = 0.674$ and a standardized coefficient of $\beta = 0.519$, the effect of service quality is not only positive but also relatively stronger compared to other predictors in the model, implying a larger incremental contribution to purchase decision when controlling for store atmosphere. At the model level, the explanatory power (R^2 and adjusted R^2) should be emphasized to show that the predictors collectively account for a meaningful proportion of variance in purchase decisions rather than serving as merely statistically significant correlates. This interpretation aligns with service quality theory, where reliability, responsiveness, assurance, empathy, and tangibles reduce perceived uncertainty and strengthen consumers' evaluative judgments, which are closely tied to behavioral intentions such as repurchase and recommendation.

A deeper interpretation concerns mechanism and boundary conditions. Service quality may exert a stronger influence because it more directly builds trust, perceived value, and satisfaction, which are proximal drivers of repurchase and recommendation. This dominance may also reflect a threshold effect in the physical setting: when the store environment is already perceived as acceptable, consumers rely more on interpersonal and process cues to judge whether the store is "worth returning to." Nevertheless, alternative explanations remain plausible, including omitted determinants such as price fairness, product–need fit, and brand image, as well as limitations inherent in cross-sectional self-report designs (Kuo et al., 2009; Senali et al., 2024; Weidig et al., 2024).

The results suggest that service quality should be positioned as the store's long-term trust infrastructure, a strategic capability in halal retail, because interpersonal and process cues (assurance, empathy, responsiveness, reliability) can directly strengthen consumers' confidence and relational attachment, thereby driving repurchase and recommendation. In practice, Muslimah store should institutionalize service consistency through SOPs, routine training, complaint recovery protocols, and personalization that remains culturally appropriate, ensuring the service encounter continuously reinforces perceived credibility and comfort. Future research can strengthen the theory–practice bridge by testing explanatory mechanisms (service quality, trust/satisfaction/perceived assurance, purchase decision), isolating the most diagnostic SERVQUAL dimensions in halal retail, and adopting longitudinal or experimental designs (e.g., training interventions) to validate sustained strategic impact rather than short-term effects.

4.6. The simultaneous influence of store atmosphere and service quality on purchase decisions at Muslimah store

Based on the results of the statistical analysis using the F-test, it was found that the variables store atmosphere (X_1) and service quality (X_2) simultaneously have a significant influence on purchase decisions (Y), as indicated by the F-value, which is greater than the F-table value at a degree of freedom (df) of 93 and a 5% significance level. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This finding confirms that the combination of a conducive store atmosphere and high service quality exerts a strong influence on the increase in consumer purchase decisions at Muslimah store.

Empirical evidence derived from the distribution of questionnaires to 96 respondents further reinforces the results of the statistical test. For the store atmosphere variable (X_1), the average score shows that consumers perceive the store environment as comfortable, well-organized, and visually appealing. Meanwhile, for the service quality variable (X_2), respondents assessed that the staff at Muslimah store demonstrated friendliness, responsiveness, and professionalism in assisting the shopping process. The combination of these two aspects creates a positive shopping experience and encourages consumers to make more confident purchase decisions.

This research finding is consistent with several previous studies that confirmed the simultaneous influence of store atmosphere and service quality on purchase decisions. The study conducted by Solihin, Ahyani & Setiawan (2021) found that store atmosphere and brand image collectively influence purchase decisions for Samsung smartphone products. Similarly, Patmala & Fatimah (2021) emphasized that service quality has a strong relationship with purchase decision-making. In addition, Budiman & Dananjoyo (2021) discovered that elements such as exterior, interior, store layout, and product display within a café atmosphere positively contribute to the purchase decisions of Generation Z consumers in Indonesia. Although the contexts differ, these findings strengthen the validity of the argument that store atmosphere and service quality are core factors in enhancing consumer purchase attraction.

Theoretically, this finding aligns with the conceptual framework of the stimulus-organism-response (SOR) model, in which the combination of external stimuli store atmosphere and service quality triggers emotional responses and positive perceptions within consumers (organism), which in turn lead to a final response in the form of a purchase decision. Muslimah store, the integration between the comfort of the physical store environment and responsive service interactions creates a favorable psychological condition, such as feelings of satisfaction, security, and trust toward the store. This

condition ultimately leads to an increase in purchase decision-making, including direct purchases, repeat purchases, and recommendations to other potential consumers.

Beyond statistical significance, the simultaneous effect of store atmosphere and service quality should be interpreted in terms of effect magnitude and explanatory power. The model shows strong overall fit ($F = 42.047$, $p < 0.001$, $df = 2; 93$) and explains a substantial proportion of variance in purchase decisions ($R^2 = 0.475$, Adjusted $R^2 = 0.464$). This indicates that the joint configuration of environmental cues and service encounter quality is not merely statistically significant but also substantively meaningful in accounting for purchase decision formation. Moreover, standardized coefficients suggest an asymmetry in contribution ($\beta_{X_1} = 0.276$; $\beta_{X_2} = 0.519$), implying that while both predictors matter service-quality cues carry greater diagnostic weight when consumers translate evaluations into purchase decisions.

From a mechanism-based view consistent with environmental psychology and servicescape research, store atmosphere primarily shapes affective responses (e.g., comfort, pleasure, arousal) that increase approach behavior and willingness to remain in the store, whereas service quality more directly reinforces cognitive appraisals such as trust and perceived reliability during the service encounter both pathways converging into a purchase decision. This implies a complementary mechanism: atmosphere facilitates a favorable experiential state, while service quality converts that state into purchase commitment through reassurance and reduced perceived risk (Donovan et al., 1994; Spies et al., 1997; Uzir et al., 2021).

The simultaneous effect indicates that Muslimah store should implement an integrated halal customer experience strategy in which store atmosphere and service quality operate as complementary levers, atmosphere shaping approach and comfort, while service quality converts positive experience into purchase commitment and loyalty. Therefore, management should align servicescape standards with service-delivery standards, monitor both via experience KPIs (e.g., comfort, trust, satisfaction, repeat purchase, WOM), and continuously refine the “experience system” as a sustainable competitive advantage in halal retail. Future research should develop this implication by examining interaction effects (whether atmosphere amplifies service quality), configuration-based models (which combination of cues yields the highest loyalty), and customer journey/omnichannel moderators to explain how integrated experience design translates into long-term strategic outcomes for halal retail markets.

5. Conclusions and suggestion

Based on the analysis conducted on all primary and secondary data, it can be concluded that store atmosphere (X_1) has a positive and significant influence on consumer purchase decisions at Muslimah store. This indicates that a comfortable, well-organized, and visually appealing store environment increases consumers’ tendency to make purchases. A positive perception of the store atmosphere creates a pleasant shopping experience, which in turn encourages purchasing actions.

In addition, service quality (X_2) is also proven to have a positive and significant effect on purchase decisions. This finding confirms that staff friendliness, responsiveness in service, and the ability to understand consumer needs contribute to building trust and satisfaction, which ultimately leads consumers to decide to purchase.

Simultaneously, store atmosphere and service quality act as a combined determinant that jointly influences purchase decisions. The integration between a supportive store atmosphere and professional service forms a holistic shopping experience, thereby increasing the probability of purchase decisions more strongly compared to when these

variables operate independently.

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