International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)

International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS Journal) | ISSN (e): 2808-4713
Volumes 6 No. 5 (2026)

THE INFLUENCE OF SERVICE QUALITY, PRODUCT AVAILABILITY AND PRODUCT QUALITY ON PURCHASE DECISIONS AT HAWLA FASHION STORE

Natasya Viona Amelia [1]*, Aisyah Azhar Adam [2]
[1,2] Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia
E-mail: Natasyavionaameliaa@gmail.com[1]*, azharadamaisyah@mail.com[2]

Received: 04//08/2026 | **Revised:** 15/08/2026 | **Accepted:** 02/09/2026 | **Published:**05/11/2026

Abstract

This study aims to determine and analyze the effect of service quality, product availability, and product quality on purchasing decisions at Hawla Fashion Store. This study employed a quantitative approach with a sample of 125 respondents. The sampling technique used was purposive sampling. Data were collected through questionnaires distributed to consumers of Hawla Fashion Store who met the research criteria. The data were analyzed using multiple linear regression with the assistance of SPSS, along with hypothesis testing using the t-test, F-test, and coefficient of determination (R^2). The results show that, partially, service quality has a positive and significant effect on purchasing decisions, while product availability has no significant effect on purchasing decisions. Furthermore, product quality has a positive and significant effect on purchasing decisions. Simultaneously, service quality, product availability, and product quality have a significant effect on purchasing decisions. The F-test results show an F-count of 41.897 with a significance level of 0.000 < 0.05. The correlation coefficient (R) is 0.714, while the R Square value is 0.497, indicating that service quality, product availability, and product quality explain 49.7% of the variation in purchasing decisions, while the remaining 50.3% is explained by other factors outside the research model.

Keywords: Service Quality, Product Availability, Product Quality, Purchasing Decision.

INTRODUCTION

The retail industry in Indonesia is currently experiencing rapid growth, driven by evolving consumer needs and consumption patterns. Amidst increasingly fierce business competition, enterprises must understand consumer needs and behaviors to survive and thrive in the market. In the realm of marketing, the purchase decision is a critical factor determining business success. It represents the stage in the consumer decision-making process where a consumer decides to purchase a product or service following problem recognition, information search, and the evaluation of alternatives (Kotler et al., 2022). A purchase decision is the stage in the consumer buying process where a consumer decides to purchase a product or service after going through problem recognition, information search, and the evaluation of alternatives. Therefore, it is important for businesses to understand the factors that influence consumer purchase decisions. One such factor is service quality.

Service quality reflects a business's ability to provide satisfying service to consumers—such as service that is friendly, fast, and responsive. Consumers who are satisfied with the service provided tend to make purchases or even repeat purchases. Service quality is defined as an organization's ability to deliver services that meet customers' needs, wants, and expectations, thereby creating customer satisfaction (Tjiptono & Chandra, 2022). Research conducted by Agara & Mulyaningsih (2022) indicates that service quality has a significant influence on purchasing decisions. In addition to service quality, product availability is also a key factor influencing purchasing decisions. According to Berman et al. (2022), product availability refers to a retailer's ability to ensure that products are available in adequate quantities and appropriate varieties, and can be obtained by consumers when needed, thereby satisfying customer demand.

Research by Sari and Wijaya (2022) indicates that product availability has a positive effect on purchasing decisions, with consumers preferring stores that maintain adequate product stock. The next factor influencing purchasing decisions is product quality. According to Tjiptono (2022), product quality refers to a product's ability to perform its functions and exhibit characteristics that meet consumer needs, wants, and expectations through various attributes—such as performance, reliability, durability, and ease of use. Today's consumers are increasingly selective when choosing products, considering not only price but also the quality offered. According to research conducted by

Mardiayanti & Andriana (2022), product quality has a significant influence on purchasing decisions. This is reinforced by the study of Rahma et al. (2025), which states that higher product quality increases the likelihood of consumers making a purchase. It also serves as a consideration for business owners in enhancing their marketing strategies.

The fashion industry in Indonesia continues to experience rapid growth alongside the rising public demand for fashion products. Intense competition among fashion retailers compels businesses to provide high-quality products, maintain stock availability, and deliver excellent customer service. One such business is Hawla Fashion Store, which offers a range of Muslim fashion products, including hijabs and other women's apparel. Amidst increasingly fierce business competition, the store must consider various factors that influence consumer purchasing decisions. The products offered include not only hijabs but also various complementary clothing items that can be mixed and matched to create a stylish and elegant look. Preliminary observations of customer reviews for Hawla Fashion Store revealed several issues, such as service delays and shipping processes that were not always punctual. This indicates that the service provided is not yet optimal and could impact consumer satisfaction levels.

In addition to service quality, issues were also identified regarding product availability. Some customers complained that desired products were not always available or sold out quickly, and that information regarding product availability lacked clarity. This situation can create uncertainty for consumers when making purchases. Issues regarding service quality and product availability ultimately impact consumer purchasing decisions. Some customers have shown hesitation, delayed their purchases, or even cancelled them due to unsatisfactory experiences. These negative reviews demonstrate that an unsatisfactory purchasing experience can influence consumer buying decisions, affecting both the likelihood of repeat purchases and product ratings. Furthermore, limited stock for certain items and complaints regarding product quality falling short of expectations reinforce the existence of factors that shape purchasing decisions. Consumers tend to consider their past experiences before deciding whether to make a repeat purchase.

Data on Hawla Fashion Store's revenue over the past three years reveals fluctuations or instability in sales. Revenue stood at Rp210,450,000 in 2023, then declined to Rp198,300,000 in 2024. Although revenue rose again to Rp205,200,000 in 2025, this increase did not surpass the 2023 figure. This situation indicates inconsistent consumer purchasing decisions, resulting in the store's fluctuating revenue. These fluctuations point to the influence of various factors on consumer purchasing behavior. Based on the pre-survey results regarding the purchase decision variable, the most significant issues were observed in the "purchase timing" indicator, where 73% of respondents stated they had not yet made a purchase based on promotions or discounts. Additionally, regarding the "brand choice" indicator, 70% of respondents indicated that the brand was not a primary consideration when making a purchase. Meanwhile, indicators concerning the choice of purchase channel, purchase quantity, product selection, and payment method also showed higher percentages of "no" responses compared to "yes," indicating that consumer purchase decisions at Hawla Fashion Store remain suboptimal.

High-quality service can enhance satisfaction, build consumer trust, and encourage purchasing behavior. Conversely, service that fails to meet consumer expectations risks diminishing purchase intent. Therefore, the researcher conducted a pre-survey to assess the service quality perceived by customers of Hawla Fashion Store. The results regarding the service quality variable revealed that, for most indicators, the percentage of "no" responses exceeded that of "yes" responses, indicating that the service quality at Hawla Fashion Store does not yet fully meet consumer expectations. This trend was most pronounced in the "empathy" indicator, with 67% of respondents stating that the store did not provide personalized service. These findings suggest that some customers feel the service provided does not fully address their needs, offer individual attention, or demonstrate an understanding of the issues they encounter during the purchasing process. Issues were also evident regarding the responsiveness indicator, with 63% of respondents stating that store administrators failed to provide prompt responses to consumer inquiries or messages. This situation indicates that communication between the store and consumers is not yet functioning optimally, forcing consumers to wait longer to obtain information regarding products, stock availability, or the ordering process.

Pre-survey results regarding the product availability variable indicate that product availability remains an issue for Hawla Fashion Store. This is evident from the fact that the majority of respondents answered "no" across all indicators of product availability. These findings suggest that the store's ability to provide the products required by consumers does not yet fully meet customer expectations. Based on this phenomenon, it is evident that product availability issues at Hawla Fashion Store primarily concern the continuity of supply, the adequacy of product quantities, and stock availability. This situation indicates that the store faces challenges in maintaining consistent product availability, thereby failing to optimally meet consumer needs. If this situation persists, consumers may delay their purchases or switch to other stores capable of providing products that meet their requirements. Consequently,

product availability is believed to be a factor influencing consumer purchasing decisions at Hawla Fashion Store. In addition to service quality and product availability, product quality is also believed to be a factor influencing consumer purchasing decisions.

Based on this phenomenon, it is evident that some consumers do not yet consider the product quality at Hawla Fashion Shop to fully meet their expectations—particularly regarding the product's ability to deliver the anticipated benefits, its durability and reliability, and its adherence to the offered specifications. This situation indicates that certain aspects of product quality require attention to better satisfy consumer expectations. If this situation persists, consumers may consider alternative products that better align with their needs and expectations. Therefore, product quality is believed to be a factor influencing consumer purchasing decisions at Hawla Fashion Shop. Previous research findings regarding the influence of service quality on purchasing decisions remain inconsistent. A study by Cynthia et al. (2022) found that service quality did not have a significant effect on purchasing decisions. Conversely, research by Djafar et al. (2023) demonstrated that service quality had a positive and significant impact on purchasing decisions. These conflicting results indicate a research gap, which serves as a basis for further study to examine the influence of service quality on purchasing decisions at Hawla Fashion Store.

Previous research findings regarding the impact of product availability on purchasing decisions remain inconsistent. Research by Apriliansyah and Anah (2025) indicates that product availability has a significant effect on purchasing decisions. Conversely, a study by Roring et al. (2024) states that product availability does not significantly influence purchasing decisions. These conflicting results highlight a research gap, which serves as one of the bases for conducting further research to examine the impact of product availability on purchasing decisions at Hawla Fashion Store. Previous research findings regarding the influence of product quality on purchasing decisions remain inconsistent. A study by Noviyanti et al. (2024) indicates that product quality does not have a significant effect on purchasing decisions. Conversely, research by Martini et al. (2021) demonstrates that product quality has a positive and significant impact on purchasing decisions. These divergent results reveal a research gap, serving as a basis for further study to re-examine the influence of product quality on purchasing decisions.

Based on the research background outlined above, the following issues have been identified:

1. Sales turnover at Hawla Fashion Store during the 2023–2025 period has been unstable, indicating that consumer purchasing decisions require further attention.
2. Service quality at Hawla Fashion Store is not yet optimal—particularly regarding empathy, responsiveness, and delivery timeliness—according to pre-survey results.
3. Product availability at Hawla Fashion Store has not been consistently maintained, specifically regarding stock continuity, causing consumers difficulty in obtaining desired products.
4. Product quality at Hawla Fashion Store does not yet meet the expectations of some consumers, particularly regarding product durability.
5. Previous research findings regarding the impact of service quality, product availability, and product quality on purchasing decisions remain inconsistent (a research gap), necessitating further study.

LITERATURE REVIEW

Purchase Decision

According to Kotler et al. (2022), a purchase decision is the stage in the consumer decision-making process where the consumer decides to buy a product or service after going through problem recognition, information search, and alternative evaluation. According to Schiffman and Kanuk (2020), a purchase decision is defined as a choice between two or more alternatives. A purchase decision involves a consumer's understanding of their desires and needs regarding a product—assessing available sources, establishing purchasing goals, and identifying alternatives—to ultimately make the decision to purchase. A purchase decision occurs when a customer buys something; the customer must make this decision after considering various options and ultimately deciding what to purchase (Pulungan et al., 2024).

Service Quality

According to Tjiptono and Chandra (2022), service quality is an organization's ability to provide services that meet customers' needs, wants, and expectations, thereby creating customer satisfaction. Aligning with this view, Syafaat and Sumitra (2025) state that service quality refers to activities or performance delivered by one party to another, aimed at providing value and meeting customer expectations in accordance with established service standards. Consequently, service quality is a crucial factor that determines customer satisfaction and fosters long-term relationships between the company and its customers. High-quality service fosters a positive customer experience, thereby enhancing satisfaction, trust, and the likelihood of repeat purchases. This is supported by research

OPEN ACCESS

from Sihura et al. (2023), which indicates that customers who receive quality service tend to experience higher levels of satisfaction and demonstrate a willingness to make repeat purchases.

Product Availability

According to Kotler and Armstrong (2021), product availability is part of the distribution strategy (place) within the marketing mix, referring to a company's ability to ensure that products desired by consumers are always available in the right quantities, at the right locations, and at the right time when needed. According to Hasna et al. (2022), product availability refers to the inventory of goods held by stores and markets; it also encompasses the range of subcategories within each item category and their respective variants. According to Ndruru et al. (2025), product availability refers to a company's ability to maintain product inventory when there is an increase in demand for a specific brand. Product availability also enhances the seller's value regarding the completeness of the merchandise assortment.

Quality of Product

According to Kotler and Armstrong (2021), product quality is a primary tool for determining a product's market positioning. Product quality is defined as the characteristics or capability of a product (whether a good or a service) to meet consumer needs, match their expectations, and provide satisfaction through the product's performance during use. Tjiptono (2022) posits that product quality refers to the expected level of excellence and the control over that level of excellence to satisfy customer desires. According to Budi and Yasa (2023), product quality represents a company's effort to meet or even exceed customer expectations by providing superior products and services. Companies or goods providers are required to consistently maintain the physical performance of their products to ensure they retain competitive value in the eyes of consumers.

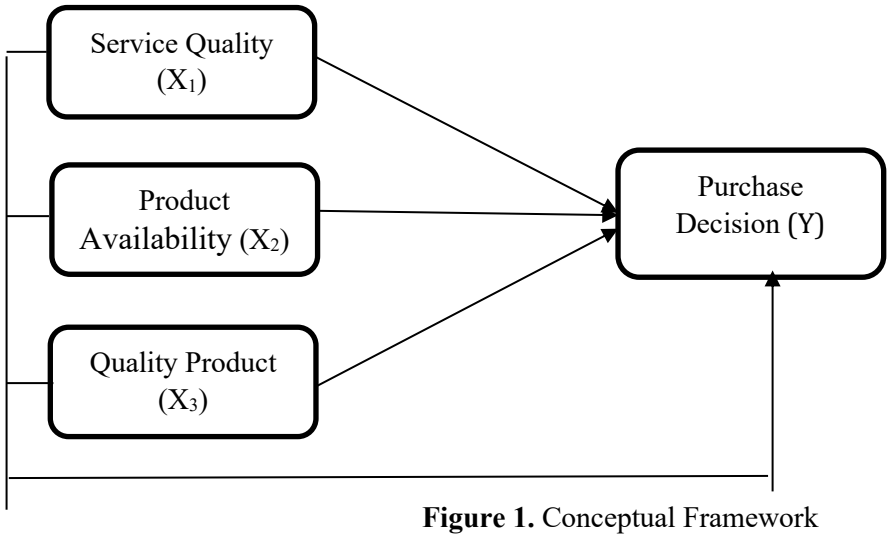

Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:
H1: Service quality has a positive and significant effect on purchasing decisions at Hawla Fashion Store.
H2: Product availability has a positive and significant effect on purchasing decisions at Hawla Fashion Store.
H3: Product quality has a positive and significant effect on purchasing decisions at Hawla Fashion Store.
H4: Service quality, product availability, and product quality have a positive and significant effect on purchasing decisions at Hawla Fashion Store.

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted at Hawla Fashion Shop, located at Jl. Haji Adam Malik, Gg. Peringatan, Silalas, Medan Barat, Medan City, North Sumatra 20114. The study was conducted from February 2026 to August 2026. The analysis tool used SPSS version 25 software. The population in this study consists of all consumers who have made a purchase at Hawla Fashion Store. This population encompasses all consumers—without restrictions regarding demographics such as gender, age, or other backgrounds—provided they meet the criterion of having made a purchase. Given that the total

number of Hawla Fashion Store consumers cannot be determined precisely and fluctuates dynamically over time, the population in this study is categorized as an infinite population.

Given that the population size in this study is unknown (an infinite population), a non-probability sampling technique—specifically purposive sampling—was employed. This technique was selected to ensure that the sample is truly relevant to the phenomenon under investigation. The specific criteria established by the researcher for the study's respondents are as follows:

1. Customers of Hawla Fashion Store aged at least 17 years old.
2. Customers who have purchased products from Hawla Fashion Store more than twice.
3. Customers who made their most recent purchase at Hawla Fashion Store within the last six months.

To determine the sample size, the researcher utilized the Lemeshow formula approach. This approach was chosen because the total consumer population of Hawla Fashion Store is unknown. The sample size was calculated using a 95% confidence level and a 10% margin of error. Based on the calculation results, the minimum sample size was determined to be 96.04 respondents. Since the number of respondents must be a whole number, and to ensure the sample size met the minimum requirement, the figure was rounded up to 97 respondents. In this study, the researcher utilized a total of 125 respondents. This figure exceeds the minimum sample size calculated using the Lemeshow formula. The use of 125 respondents was intended to ensure the data obtained was more robust and provided a more representative picture of Hawla Fashion Store consumers.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Purchase Decision, Service Quality, Product Availibility, Quality Product

Statement Items	r-count	r-table	Description
PD1	0,912	0,361	Valid
PD2	0,904	0,361	Valid
PD3	0,912	0,361	Valid
PD4	0,930	0,361	Valid
PD5	0,914	0,361	Valid
PD6	0,902	0,361	Valid
PD7	0,909	0,361	Valid
PD8	0,891	0,361	Valid
PD9	0,918	0,361	Valid
PD10	0,950	0,361	Valid
PD11	0,912	0,361	Valid
PD12	0,916	0,361	Valid
SQ1	0,938	0,361	Valid
SQ2	0,861	0,361	Valid
SQ3	0,862	0,361	Valid
SQ4	0,866	0,361	Valid
SQ5	0,874	0,361	Valid
SQ6	0,879	0,361	Valid
SQ7	0,832	0,361	Valid
SQ8	0, 886	0,361	Valid
SQ9	0,890	0,361	Valid
SQ10	0,911	0,361	Valid
PA1	0,936	0,361	Valid
PA2	0,918	0,361	Valid
PA3	0,930	0,361	Valid
PA4	0,925	0,361	Valid
PA5	0,946	0,361	Valid

OPEN ACCESS

Statement Items	r-count	r-table	Description
PA6	0,938	0,361	Valid
PA7	0,903	0,361	Valid
PA8	0,907	0,361	Valid
PA9	0,944	0,361	Valid
PA10	0,946	0,361	Valid
PQ1	0,903	0,361	Valid
PQ2	0,912	0,361	Valid
PQ3	0,829	0,361	Valid
PQ4	0,919	0,361	Valid
PQ5	0,906	0,361	Valid
PQ6	0,882	0,361	Valid
PQ7	0,885	0,361	Valid
PQ8	0,848	0,361	Valid
PQ9	0,905	0,361	Valid
PQ10	0,916	0,361	Valid
PQ11	0,841	0,361	Valid
PQ12	0,894	0,361	Valid
PQ13	0,880	0,361	Valid
PQ14	0,930	0,361	Valid
PQ15	0,843	0,361	Valid
PQ16	0,889	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1 the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Purchase Decision, Service Quality, Product Availibility, Quality Product

Variabel	Cronbach Alpha	Provision	Description
Service Quality	0,967	0,60	Reliable
Menu Availibility	0,982	0,60	Reliable
Quality Product	0,982	0,60	Reliable
Purchase Decision	0,982	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of service quality, menu availibility, quality product and purchase decision is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	125
Mean	.0000000
Std. Deviation	414.880.451
Absolute	.040
Positive	.039
Negative	-.040
Test Statistic	.040
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Standard Tolarance	Standard VIF	Description
Service Quality (X1)	0,827	1.209	> 0,10	<10	Acceptable*
Menu Availibility (X2)	0,747	1.338	> 0,10	<10	Acceptable*
Product Quality (X3)	0,747	1.338	> 0,10	<10	Acceptable*

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the service quality, menu availibility, product quality variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 5. Glejster Test Results

Variabel	t-count	Sig.	Standar Sig.	Description
Service Quality (X1)	0,655	0,513	> 0,05	Heteroskedasticity is not present.
Menu Availibility (X2)	-0.491	0,624	> 0,05	Heteroskedasticity is not present.
Product Quality (X3)	-1,062	0,290	> 0,05	Heteroskedasticity is not present.

Sources: SPSS versi 25 (2026)

Based on the heteroscedasticity test results using the Glejser method shown in Table 4.17, the Service Quality variable (X1) yielded a calculated t-value of 0.655 with a significance value of 0.513. The Product Availability variable (X2) yielded a calculated t-value of -0.491 with a significance value of 0.624, while the Product Quality variable (X3) yielded a calculated t-value of -1.062 with a significance value of 0.290. The test results indicate that the significance values for all independent variables are greater than 0.05. According to the Glejser test criteria, if the significance value exceeds 0.05, then no heteroscedasticity is present.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.
(Constant)	0,285	4,258		0,067	0,947
Service Quality (X1)	0,319	0,088	0,255	3,637	0,000
Menu Availibility (X2)	0,153	0,095	0,119	1,612	0,109
Product Quality (X3))	0,453	0,065	0,511	6,938	0,000

Sources: SPSS versi 25 (2025)

The multiple linear regression equation used in the study is as follows:
Y = 0.285 + 0.319X1 + 0.153X2 + 0.453X3 + e

Based on the multiple linear regression test results in Table 4.18, the equation obtained is Y = 0.285 + 0.319X1 + 0.153X2 + 0.453X3 + e. If service quality (X1), product availability (X2), and product quality (X3) are zero, the predicted value (Y) is 0.28.

1. The regression coefficient for service quality (X1) of 0.319 indicates a positive relationship with the purchasing decision. This means that every one-unit increase in service quality is estimated to increase the purchasing decision by 0.319 units, assuming the other independent variables remain constant.
2. The regression coefficient for product availability (X2) of 0.153 indicates a positive relationship with the purchasing decision. This means that every one-unit increase in product availability is estimated to increase

the purchasing decision by 0.153 units, assuming the other independent variables remain constant. The regression coefficient for product quality (X3) of 0.453 indicates a positive relationship with the purchasing decision. This means that every one-unit increase in product quality is estimated to increase the purchasing decision by 0.453 units, assuming the other independent variables remain constant.

3. Based on the regression coefficient values, all independent variables show a positive relationship with the purchasing decision. The product quality variable (X3) has the largest regression coefficient (0.453), followed by service quality (X1) at 0.319 and product availability (X2) at 0.153. However, the magnitude of the regression coefficient is not used as the basis for determining the significance of the partial effect. Testing regarding the significance of each variable is subsequently conducted using the t-test.

Table 7. Partial Test Results (t-Test)

Variable	B	t-value	t-table	Sig.	Standar Sig.	Description
Service Quality (X1)	0,319	3,637	1.980	0.000	< 0,05	H0 Rejected / H1 Accepted
Menu Availibility (X2)	0,153	1,612	1.980	0.109	> 0,05	H0 Accepted / H2 Rejected
Quality Product (X3)	0,453	6,938	1.980	0.000	< 0,05	H0 Rejected / H3 Accepted

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The effect of service quality (X1) on purchase decision (Y), The service quality variable (X1) obtained a calculated t-value of 3.637 with a significance value (Sig.) of 0.000 < 0.05. This indicates that service quality significantly influence purchase decision. Therefore, the hypothesis stating that service quality influences purchase decision is accepted.
2. The effect of menu availibility (X2) on purchase decision (Y), The menu availibility variable (X2) obtained a calculated t-value of 1.612 with a significance value (Sig.) of 0.109 > 0.05. This indicates that menu availibility has not significantly influence purchase decision. Therefore, the hypothesis stating that menu availibility not influences purchase decision is rejected.
3. The effect of product quality (X3) on purchase decision (Y), The quality product variable (X1) obtained a calculated t-value of 6.938 with a significance value (Sig.) of 0.000 < 0.05. This indicates that quality product significantly influence purchase decision. Therefore, the hypothesis stating that quality product influences purchase decision is accepted.

Table 8. Simultaneous Test Results (F Test)

Variable	df	F-count	F-table	Sig.	Standard Sig.	Decription
Dependent dan Independent	3	41,897	2,68	0.000	< 0,05	H0 Rejected/H4 Accepted

Sources: SPSS versi 25 (2025)

Based on Table 4.20, the calculated F-value is 41.897 and the F-table value is 2.68. The calculated F-value exceeds the F-table value (41.897 > 2.68), and the significance value is 0.000 (< 0.05). Consequently, H_0 is rejected and H_4 is accepted. These results indicate that service quality (X1), product availability (X2), and product quality (X3) (X3) simultaneously exert a significant influence on purchasing decisions (Y) at Hawla Fashion Store. This means that the three independent variables collectively contribute to explaining variations in consumer purchasing decisions. Although product availability (X2) did not show a significant influence on purchasing decisions when analyzed individually (partially), the F-test results demonstrate that when service quality, product availability, and product quality are considered together, they significantly affect purchasing decisions. Therefore, the regression model in this study can be used to analyze the influence of these three independent variables on purchasing decisions.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	0,714	0,510	0,497	4,19992

Sources: SPSS versi 25 (2025)

Based on the results of the coefficient of determination test shown in Table 9, the Adjusted R Square value was 0.497. This value indicates that the independent variables consisting of service quality, product availability, and product quality were able to explain the variation of the dependent variable, namely purchase decision, by 49,7%.

Discussion

The Influence of Service Quality on Purchase Decision

Based on the research results, the service quality variable (X1) yielded a calculated t-value of 3.637, while the t-table value was 1.980. Since the calculated t-value exceeds the t-table value (3.637 > 1.980) and the significance level is 0.000 (which is less than 0.05), H_0 is rejected and H_1 is accepted. Thus, it can be concluded that service quality has a positive and significant effect on purchasing decisions at Hawla Fashion Store. These results indicate that the better the service quality received by consumers, the higher their propensity to make a purchase decision. In the context of Hawla Fashion Store, service that is fast, friendly, and responsive—and capable of providing the information consumers need—can create a superior shopping experience. Such conditions enhance consumer comfort and trust, thereby encouraging consumers to make purchasing decisions. These findings align with the research conducted by Sari and Sanusi (2025), which examined the impact of service quality, product availability, and product variety on consumer purchasing decisions at Kamilah Pharmacy in Palas District.

Their study demonstrated that service quality positively influences consumer purchasing decisions. These findings reinforce the current study's conclusion that service quality is a key factor driving consumer purchasing decisions (Sari & Sanusi, 2025). The results also align with the study by Apriliansyah and Anah (2025) at Pulosari Pharmacy in Surabaya, which showed that service quality has a positive and significant effect on purchasing decisions. Their findings indicate that the better the service provided to consumers, the greater the likelihood of them making a purchase (Apriliansyah & Anah, 2025). Consequently, these results reinforce previous research indicating that service quality plays a significant role in purchasing decisions. For Hawla Fashion Store, efforts to maintain and improve service quality can serve as a strategy to provide a positive shopping experience and encourage consumer purchasing decisions.

The Influence of Menu Availibility on Purchase Decision

Based on the research findings, the product availability variable (X2) yielded a calculated t-value of 1.612, while the t-table value was 1.980. Since the calculated t-value is less than the t-table value (1.612 < 1.980) and the significance value is 0.109 (which is greater than 0.05), H_0 is accepted and H_2 is rejected. Thus, it can be concluded that product availability does not significantly influence purchasing decisions at Hawla Fashion Store. These results indicate that product availability is not yet a factor that significantly influences consumer purchasing decisions at Hawla Fashion Store. Although product availability is an aspect that facilitates consumers in obtaining desired products, the research findings show that changes in product availability levels are not strong enough to significantly impact purchasing decisions. This situation may arise because consumers at Hawla Fashion Store consider factors beyond mere product availability before making a purchase; they also weigh aspects such as product quality, design, suitability to needs and preferences, service quality, price, and previous shopping experiences. Consequently, the mere availability of a product does not necessarily prompt an immediate purchasing decision.

These findings differ from the study by Sari and Sanusi (2025), which found that product availability influenced consumer purchasing decisions at Kamilah Pharmacy in Palas District. This discrepancy suggests that the impact of product availability can vary depending on the characteristics of the research subject and the consumers being studied (Sari & Sanusi, 2025). Different results were also observed by Apriliansyah and Anah (2025) in their study of Pulosari Pharmacy in Surabaya, which demonstrated an influence of product availability on purchasing decisions. Such differences may stem from variations in business characteristics, product types, consumer needs, purchasing patterns, and consumer considerations specific to each research subject (Apriliansyah & Anah, 2025).

The Influence of Product Quality on Purchase Decision

Based on the research results, the product quality variable (X3) yielded a calculated t-value of 6.938, while the t-table value was 1.980. Since the calculated t-value exceeds the t-table value (6.938 > 1.980) and the significance

OPEN ACCESS

level is 0.000 (< 0.05), H_0 is rejected and H_3 is accepted. Thus, it can be concluded that product quality has a positive and significant effect on purchasing decisions at Hawla Fashion Store. These results indicate that the better the product quality offered to and perceived by consumers, the higher the likelihood of consumers making a purchase decision. Consumers tend to consider product quality before making a purchasing choice. Products that meet consumer expectations can instill confidence that the chosen item is worth buying and aligns with their needs and preferences. In the context of Hawla Fashion Store, product quality relates to factors such as product functionality, design, durability, sizing accuracy, and alignment with consumer expectations. When consumers perceive a product as having good quality, this perception boosts their confidence in making a purchase decision. These findings align with the study by Alvis, Sutarno, and Anggraini (2024) regarding the impact of product quality and service quality on consumer purchasing decisions at PT Tirtasari Sumber Murni. That study demonstrated that product quality has a positive and significant partial effect on purchasing decisions. These results reinforce the current study's findings that product quality is a factor capable of driving consumer purchasing decisions (Alvis et al., 2024).

The results are also supported by the study conducted by Azizi, Hildayanti, and Kurniawan (2024) at Banda Baru Palembang Store, which showed that product quality and service quality are relevant factors in explaining consumer purchasing decisions (Azizi et al., 2024). Furthermore, research by Jenifer and Nainggolan (2024) at PT Sri Indah Mandiri also indicates that product quality influences purchasing decisions. These results indicate that product quality is a factorconsumers consider when making purchasing decisions (Jenifer & Nainggolan, 2024). Thus, this study reinforces previous findings that product quality is a key factor in purchasing decisions. The more favorably consumers rate the quality of the products offered, the greater their likelihood of making a purchase at Hawla Fashion Store.

The Influence of Service Quality, Menu Availibility and Product Quality on Purchase Decision

Based on the research conducted, it is evident that service quality (X1), product availability (X2), and product quality (X3) collectively—or simultaneously—have a significant influence on purchasing decisions (Y) at Hawla Fashion Store. This is demonstrated by the F-test results, which show a calculated F-value of 41.897 and a significance value of 0.000. Since the calculated F-value exceeds the F-table value (41.897 > 2.68) and the significance value is less than 0.05 (0.000 < 0.05), the null hypothesis (H_0) is rejected and the hypothesis (H_4) is accepted. Thus, it can be concluded that service quality, product availability, and product quality simultaneously exert a significant influence on purchasing decisions at Hawla Fashion Store. These results indicate that consumer purchasing decisions are not linked to a single aspect but can be influenced by a combination of factors. Service quality fosters comfort and trust during the purchasing process; product availability offers convenience for consumers in obtaining desired products; and product quality instills confidence in the product being purchased. Together, these three aspects shape the considerations consumers use to make purchasing decisions.

The results of this study align with research by Cicillia and Handoyo (2025) regarding the impact of product innovation, service quality, and product quality on purchasing decisions for online fashion products from MSMEs in West Jakarta. That study demonstrated that service quality and product quality have a positive and significant effect on fashion product purchasing decisions. These findings reinforce the results of the study at Hawla Fashion Store, confirming that service quality and product quality are crucial factors in driving consumer purchasing decisions within the fashion business (Cicillia & Handoyo, 2025).

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Service qualitu has a positive and significant effect on purchasing decisions at Hawla Fashion Store.
2. Menu availibility has not a positive and significant effect on purchasing decisions at Hawla Fashion Store.
3. Product quality has a significant effect on purchasing decisions at Hawla Fashion Store.
4. Service quality, product availability, and product quality simultaneously have a significant effect on purchasing decisions at Hawla Fashion Store.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Hawla Fashion Store is advised to prioritize improving product quality, as this variable exerts the strongest influence on purchasing decisions. The store needs to maintain and enhance product quality through quality control measures prior to shipment, paying particular attention to material durability, sizing accuracy, color, specifications, design, and overall product condition to ensure they meet consumer expectations.
2. Hawla Fashion Store is advised to improve service quality, specifically regarding responsiveness, reliability, the accuracy of information provided, and the speed at which consumer inquiries and needs are addressed.

OPEN ACCESS

This recommendation is based on research findings indicating that service quality has a positive and significant impact on purchasing decisions.

3. Although product availability was not found to have a significant partial effect on purchasing decisions, Hawla Fashion Store should still pay attention to stock availability as part of its operational management. The store can implement periodic stock monitoring, utilize an inventory management system, and establish reorder points to minimize the risk of stockouts and ensure the smooth fulfillment of consumer orders.
4. Future researchers are advised to incorporate additional variables not examined in this study that may influence purchasing decisions—such as price, promotions, brand image, online customer reviews, consumer trust, or other relevant factors. Future researchers might also consider using different research subjects and respondent profiles to obtain broader research findings.

REFERENCES

Agustina, D., Pulungan, D. R. A., Syahfitri, D., Sitepu, D. S. B., & Adelia, D. (2025). A Studi peningkatan kualitas pelayanan kesehatan di Indonesia: Literatur review: Kualitas pelayanan kesehatan. Jurnal Penelitian Sains Dan Kesehatan Avicenna, 4(2), 120–131.

Aminah, A., & Widowati, M. (2023). Pengaruh kualitas pelayanan, harga dan promosi terhadap keputusan pembelian produk Tupperware di Semarang. Jurnal Ilmiah Fokus Ekonomi, Manajemen, Bisnis & Akuntansi (EMBA), 2(02), 179–188.

Apriliansyah, A. R., & Anah, L. (2025). Pengaruh Ketersediaan Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Apotek Pulosari Surabaya. Jurnal Ilmiah Ekonomi, Manajemen, Bisnis Dan Akuntansi, 2(4), 247–257.

Cahyani, E., Nururrohmah, T., Deka, C. F., & Saleh, M. Z. (2024). The role of service quality in building customer satisfaction: A literarure review. Journal of Management and Creative Business, 2(4), 192–205.

Febriana, V., Juliana, J., Rahmatillah, R., Akbar, F., & Hayati, F. (2025). Analisis Dimensi Kualitas Pelayanan Pada Usaha Laundry Untuk Meningkatkan Kepuasan Pelanggan: Studi Kasus Sahabat Laundry Coin Medan. Jurnal Bina Bangsa Ekonomika, 18(1), 1211–1216.

Fitriana, N., & Laila, L. (2022). Analisis Pengaruh Distribusi, Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Pada Online Shop Shopee Selama Pandemi COVID-19. Jurnal Riset Akuntansi Dan Bisnis Indonesia, 2(3).

Gulo, M. K., & Tanjung, A. P. (2024). Analisis Brand Trust, Sales Promotion, Shopping Emotion, Terhadap Keputusan Pembelian Konsumen Brand Fashion UNIQLO. Jurnal Ekonomi dan Manajemen, 3(2), 1285–1295.

Hamid, R. S., Bachtiar, R. E. P., & Al Idrus, R. D. (2024). Peran saluran distribusi dan aktivitas pemasaran sosial media dalam meningkatkan kinerja pemasaran usaha mikro kecil dan menengah (UMKM). Jurnal Bisnis Dan Kewirausahaan, 13(2), 159–168.

Handini, N., & Darwina, M. (2025). Analisis Faktor–Faktor Penentu Perilaku Pengambilan Keputusan Konsumen Pada Platform E-Commerce Di Era Ekosistem Digital. Hikamatzu| Journal of Multidisciplinary, 2(2).

Ndruru, S., Zebua, S., Gea, J. B. I. J., & Telaumbanua, A. (2025). Strategi optimasi rantai pasokan untuk meningkatkan ketersediaan stok perabotan di UD. Gemilang Kota Gunungsitoli. RIGGS: Journal of Artificial Intelligence and Digital Business, 4(3), 2263–2273.

Prabowo, A., & Risal, T. (2023). Peran Enterpreneurial Orientation Dan Social Media Marketing Terhadap Peningkatan Strategi Bersaing (Umkm) Coffe Shop Pada Era Modern Customer Di Kota Medan. Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi, 9(1).

Prabowo, A., Adam, A. A., Subhan, Z. N., Tanjung, Y., Parhusip, A. A., & Deviana, A. Irwansyah. (2025). Sustainable Business Practices in Coffee Shops: The Role of Marketing Innovation, Digital Marketing, and Branding Innovation Through Market Development. International Journal of Accounting and Economics Studies, 12 (6), 43, 50.

Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. Jurnal Dunia Pendidikan, 6(3), 727-747.

Prabowo, A., Wahyuni, E. S., Tanjung, Y., Wijaya, M. R., & Adam, A. A. (2025). Manajemen Pemasaran (Strategi Pemasaran Era Digital: Menguasai Tren dan Teknologi Sebagai Konsep Baru Meningkatkan Penjualan). Serasi Media Teknologi.

OPEN ACCESS

Pratiwi, F., & Adam, A. A. (2024). Pengaruh Kualitas Produk, Persepsi Harga, dan Word Of Mouth Terhadap Keputusan Pembelian Produk Chicken Nugget Pada Store Yamku Di PT. Expravet Nasuba. Jurnal Manajemen Pemasaran, 4(1), 105–118

Pulungan, I. S. C., Yuliana, Y., Utama, I., & Hadian, A. (2024). Pengaruh Desain Produk, Harga, Dan Label Halal Terhadap Keputusan Pembelian Kosmetik Wardah (Studi Kasus Kelurahan Sitirejo Iiikecamatan Medan Amplas). Manajemen: Jurnal Ekonomi, 6(3), 476–484.

Putri, S. I., Ainurrohmah, S., Riono, S. B., & Syaifulloh, M. (2023). Pengaruh Harga, Promosi, Dan Kualitas Produk Indomie Terhadap Keputusan Pembelian Di Warmindo Jayaberkah. CiDEA Journal, 2(2), 139–159.

Rahma, H., Fitriyah, Z., & Ariescy, R. R. (2025). Pengaruh Content Marketing, Brand Awareness, dan Kualitas Produk terhadap Keputusan Pembelian Kosmetik Wardah di Kota Surabaya. Jambura Economic Education Journal, 7(1), 405–419.

Ramanda, M., & Nugraha, H. (2025). Analisis Kepuasan Pelanggan Dari Pelayanan Toko Sinar Mas Kosmetik Cimahi. Proceeding FRIMA (Festival Riset Ilmiah Manajemen Dan Akuntansi), 8(1), 884–888.

Sari, D. P., & Suryani, L. (2023). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Pada Kantor Kelurahan Agung Kecamatan Tanjung Kabupaten Tabalong. Japb, 6(2), 1095–1109.

Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

OPEN ACCESS