

Research / Review

The Influence of Store Atmosphere, Service Quality, WOM, and Price Perception on Purchase Decisions of Balinese Traditional Attire (A Study on Consumers of Cahya Busana, Canggu Branch)

Ni Kadek Jesika Noviana Agustin^{1*}, Ni Made Wulandari Kusumadewi²

¹ Faculty of Economics and Business, Udayana University; Indonesia: jesikanoviana10@gmail.com

² Faculty of Economics and Business, Udayana University; Indonesia

* Corresponding Author: Ni Kadek Jesika Noviana Agustin jesikanoviana10@gmail.com

Abstract: This study examines the influence of store atmosphere, service quality, word of mouth (WOM), and price perception on consumer purchasing decisions at Cahya Busana's Canggu branch, a local Balinese MSME specializing in high-quality traditional Balinese clothing for men, women, and children. With an increasing demand for traditional attire, understanding the factors that influence consumer decisions is vital for business growth. The study targeted consumers who had purchased traditional clothing at the Canggu branch, using non-probability sampling to select 110 respondents. The data analysis was conducted through multiple linear regression, assisted by SPSS software, to evaluate the relationship between the independent variables (store atmosphere, service quality, WOM, and price perception) and the dependent variable (consumer purchase decisions). The findings indicate that all four factors—store atmosphere, service quality, WOM, and price perception—positively and significantly impact consumers' purchasing decisions. Specifically, a pleasant store atmosphere, high-quality service, positive word-of-mouth recommendations, and favorable price perception were found to enhance consumers' likelihood of purchasing traditional Balinese clothing. The results suggest that MSMEs, particularly in the traditional clothing sector, can leverage these factors to boost consumer confidence and drive sales. This study contributes valuable insights for businesses aiming to improve their purchasing processes by focusing on these key variables to increase consumer satisfaction and decision-making. By understanding these influences, Cahya Busana and similar businesses can optimize their strategies to attract and retain customers, ultimately improving their market position.

Received: June,16,2025;

Revised: June,30,2025;

Accepted: July,26,2025;

Published: July,28,2025;

Curr. Ver.: July,28,2025;



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Keywords: Store Atmosphere, Service Quality, Word of Mouth, Price Perception, Purchase Decision

1. Introduction

Clothing plays a vital role in shaping individual identity (Qorib et al., 2018). People today are increasingly aware of the importance of fashion and its evolving trends. In the modern era, the Fourth Industrial Revolution has significantly impacted society, particularly through the emergence of the internet and the accessibility of social media. Consequently, people are more inclined to follow fashion trends they see online (News.Unair.ac.id).

Traditional clothing, such as Balinese attire, has also evolved. According to Heriani and Wardana (2018), traditional Balinese clothing has undergone transformations over time. In the 1990s, bright colors and traditional patterns dominated, but modern adaptations have introduced additional design elements and accessories while preserving core traditional elements (Medionesa.com). Initially worn for religious ceremonies, Balinese traditional attire is now also used for special occasions like parties and formal events.

As the majority of Bali's population practices Hinduism, the preservation of traditional culture, including attire, is deeply embedded in societal norms. Government Regulation No. 79 of 2018 mandates the wearing of traditional Balinese clothing on specific days, increasing demand and providing opportunities for businesses in this sector.

Cahya Busana is one such MSME specializing in traditional Balinese clothing. Founded in 2015 by Ketut Darna and Ni Made Nety Erawati, the business now has two branches. The Canggu branch, established in 2024, was chosen as the research focus due to notable fluctuations in sales and a performance gap compared to the Kerobokan branch. Competitive businesses nearby further necessitate effective marketing strategies to influence consumer purchasing decisions.

A purchase decision involves consciously evaluating alternatives to arrive at the best choice (Sitanggang & Damiyana, 2022; Nata & Sudarwanto, 2022). Consumers need adequate product information before making decisions. Several factors can influence purchasing decisions, including store atmosphere, service quality, WOM, and price perception.

Store atmosphere refers to the physical attributes of a store that shape its image and can serve as stimuli attracting consumers (Barry et al., 2018). A well-designed store layout, display, and ambiance encourage consumer engagement, exploration, and potential repeat purchases. However, research findings are mixed regarding its effect on purchase decisions (Utami, 2017; Febriyanti & Anggrainie, 2023; Nadila et al., 2024; Sinaga, 2024).

According to Juita & Widianingsih (2023) and Alfari et al (2024) service quality is the fulfillment of consumer expectations in terms of responsiveness, reliability, and timeliness. High-quality service leads to consumer satisfaction and loyalty. Research findings generally support the positive impact of service quality on purchasing decisions (Wulandari et al., 2024; Pradnyana, 2023), although some studies suggest otherwise (Saputra et al., 2024).

Another influential factor, where consumer experiences lead to informal communication that can shape others' purchasing behavior is word of mouth (WOM) (Rahmawati, 2021; Febrianti & Anggrainie, 2023). While most studies confirm a significant positive impact (Unedo et al., 2023; Pramillia et al., 2023), some research presents differing conclusions (Larasati & Chasanah, 2022).

Price perception, or how consumers evaluate the value received for the price paid, also affects purchase decisions. An attractive price perception boosts purchase intention (Hasyim et al., 2024; Utomo & Maskur, 2022). While the majority of studies show positive results (Abimanyu & Hermana, 2023; Aisyah & Rosyidi, 2023), others suggest no significant influence (Sulistyawati et al., 2023).

Given the inconsistencies in previous research and the specific challenges faced by Cahya Busana's Canggu branch, this study aims to provide a deeper analysis by examining the impact of store atmosphere, service quality, WOM, and price perception on consumer purchase decisions.

2. Literature Review

Store Atmosphere

Store atmosphere refers to the physical attributes of a store that shape its image and stimulate consumer behavior (Berman & Barry, 2018). A pleasant and well-designed store layout, display, and ambiance encourage consumer engagement and repeat purchases. Prior studies confirm its significant role in influencing purchase decisions (Prawira & Arif, 2024; Kopindo et al., 2022; Farikhan & Soliha, 2024). However, some research presents mixed findings, suggesting that the effect of store atmosphere may vary depending on context (Utami, 2017; Febriyanti & Anggrainie, 2023; Sinaga, 2024).

Service Quality

Service quality is defined as the fulfillment of consumer expectations in terms of responsiveness, reliability, and timeliness (Juita & Widianingsih, 2023; Alfari et al., 2024). High-quality service enhances consumer satisfaction and loyalty, thereby increasing purchase decisions (Faradila et al., 2022; Duri et al., 2023; Ramadhani & Nuzil, 2023). While most studies support this positive relationship (Wulandari, 2021; Pradnyana, 2023), some findings

suggest service quality may not always significantly affect purchase behavior (Saputra et al., 2024).

Word of Mouth (WOM)

Word of mouth (WOM) is a credible, non-commercial form of promotion derived from consumer experiences (Afif et al., 2021). Positive WOM builds trust and influences others' purchasing behavior (Wibowo et al., 2022; Selfitri et al., 2023). Most studies confirm its significant impact on purchase decisions (Unedo et al., 2023; Pramililia et al., 2023; Nuryanti et al., 2023), though some research indicates inconsistent results (Larasati & Chasanah, 2022; Joesyiana, 2018).

Price Perception

Price perception refers to how consumers evaluate the value received relative to the price paid. A favorable perception of price enhances purchase intention (Hasyim et al., 2024; Utomo & Maskur, 2022). Empirical evidence supports its significant role in shaping consumer decisions (Edriani, 2021; Rivai & Zulfitri, 2021; Abimanyu & Hermana, 2023; Aisyah & Rosyidi, 2023). However, some studies argue that price perception may not always exert a strong influence (Sulistyawati et al., 2023).

Conceptual Framework

The conceptual framework of this study is grounded in the Theory of Planned Behavior (Ajzen, 1991), which posits that attitudes, subjective norms, and perceived behavioral control influence behavioral intentions and actual decisions. In this research, the independent variables—store atmosphere (X1), service quality (X2), word of mouth (X3), and price perception (X4)—are assumed to have significant effects on the dependent variable, purchase decision (Y).

Store Atmosphere and Purchase Decision

Store atmosphere refers to the physical attributes of a store, including layout, cleanliness, lighting, and ambiance, which shape consumer perceptions and stimulate buying behavior (Berman & Barry, 2018). A pleasant store atmosphere creates comfort and encourages consumers to make purchases. Previous studies confirm its significant role in influencing purchase decisions (Prawira & Arif, 2024; Farikhan & Soliha, 2024). Hypothesis (H1): Store atmosphere has a positive and significant influence on purchase decisions.

Service Quality and Purchase Decision

Service quality is defined as the ability of a business to meet consumer expectations in terms of responsiveness, reliability, and timeliness (Juita & Widianingsih, 2023). High-quality service enhances consumer satisfaction and loyalty, thereby increasing purchase decisions (Faradila et al., 2022; Ramadhani & Nuzil, 2023). Hypothesis (H2): Service quality has a positive and significant influence on purchase decisions.

Word of Mouth (WOM) and Purchase Decision

Word of mouth (WOM) is a credible, non-commercial form of promotion derived from consumer experiences (Afif et al., 2021). Positive WOM builds trust and influences others' purchasing behavior (Wibowo et al., 2022; Selfitri et al., 2023). It is considered one of the most effective marketing tools because it originates from firsthand consumer experiences. Hypothesis (H3): Word of mouth has a positive and significant influence on purchase decisions.

Price Perception and Purchase Decision

Price perception refers to how consumers evaluate the value received relative to the price paid. A favorable perception of price enhances purchase intention (Hasyim et al., 2024; Utomo & Maskur, 2022). When consumers perceive prices as fair and aligned with product quality, their willingness to purchase increases (Edriani, 2021; Rivai & Zulfitri, 2021;

Abimanyu & Hermana, 2023). Hypothesis (H4): Price perception has a positive and significant influence on purchase decisions.

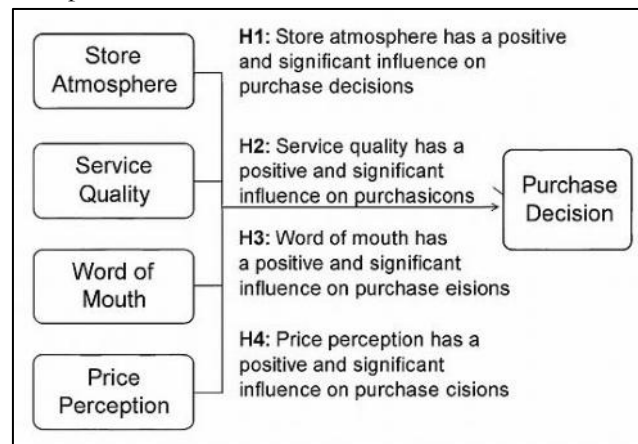


Figure 1. Conceptual Framework of the Influence of Store Atmosphere, Service Quality, Word of Mouth, and Price Perception on Purchase Decisions

The conceptual framework diagram illustrates the influence of four independent variables—Store Atmosphere, Service Quality, Word of Mouth, and Price Perception—on the dependent variable, Purchase Decision. Each independent variable is represented by a rectangular box aligned vertically on the left side of the diagram, while the dependent variable is shown in a single box on the right. Horizontal arrows connect each independent variable to the Purchase Decision box, indicating a positive and significant influence. Each arrow is labeled with a corresponding hypothesis: H1 states that store atmosphere positively and significantly influences purchase decisions; H2 asserts that service quality has a positive and significant impact; H3 indicates that word of mouth positively affects purchase decisions; and H4 confirms that price perception has a positive and significant influence. The diagram is clean, compact, and formatted for academic publication, using black text and lines on a white background for clarity and accessibility.

3. Research Methods

This study adopts a quantitative approach using a causal associative research design to examine the influence of store atmosphere, service quality, WOM, and price perception on purchase decisions at Cahya Busana's Canggu branch. This location was selected due to its significant sales fluctuations and nearby competitors. The research focuses on causal relationships between independent and dependent variables to generate objective, data-driven insights (Sugiyono, 2022).

The population consists of consumers who made purchases at Cahya Busana Canggu within the last six months. A purposive sampling technique was employed, targeting respondents with at least a senior high school education, proficiency in Indonesian, and prior purchase experience at the store. A total of 110 respondents were selected based on the minimum required indicators. Data were collected through questionnaires developed from prior studies (Soetanto et al., 2020; Ralahallo & Muhrim, 2022; Yuliana & Maskur, 2022; Thalib et al., 2024; Utomo & Maskur, 2022).

Multiple linear regression is used to analyze data with the aim of evaluating simultaneous and partial effects among variables. Validity, reliability, and classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were conducted to ensure the robustness of the model. Hypothesis testing was performed using F-tests and t-tests at a 5% significance level. The coefficient of determination (R^2) was also calculated to

evaluate the explanatory power of independent variables on the dependent variable. All analyses were conducted using SPSS software (Ghozali, 2018; Utama, 2016).

4. Results and Discussion

Results

Classical Assumption Test Results

Data normality test results

Table 1. Normality Test Results

	Unstandardized Residual
N	110
Kolmogorov-Smirnov Z	1,110
Asymp.Sig.(2-tailed)	0.170

Source: Processed primary data, 2025

The Table 1 is showed that a significance value is 0,170. The significance value of the Kolmogorov-Smirnov test is greater than 0.05, because the significance value of the Kolmogorov-Smirnov test is greater than 0.05, Therefore, it can be concluded that the model of regression equation has a normal distribution because the significance value of the Kolmogorov-Smirnov test is greater than 0.05.

Collinearity test results

Table 2. Collinearity Test Results

Variables	Tolerance	VIF	Information
Store atmosphere(X1)	0.635	1,576	Free from multicollinearity
Service quality(X2)	0.501	1,995	Free from multicollinearity
Word of Mouth(X3)	0.449	2,229	Free from multicollinearity
Price perception(X4)	0.384	2,607	Free from multicollinearity

Source: Processed primary data, 2025

It is evident from Table 2 that the tolerance and VIF values of every variable are less than 10 and larger than 0.10, respectively, indicating that multicollinearity is not present in the regression equation model.

Heteroscedasticity test results

Table 3. Heteroscedasticity Test Results

Independent Variable	Significance	Information
Store atmosphere(X1)	0.406	Free of heteroscedasticity
Service quality(X2)	0.310	Free of heteroscedasticity
Word of Mouth(X3)	0.142	Free of heteroscedasticity
Price perception(X4)	0.537	Free of heteroscedasticity

Source: Processed primary data, 2025

The significance values of the store atmosphere variable are 0.406, service quality is 0.310, word of mouth (WOM) is 0.142, and price perception is 0.537, as shown in Table 3. It can be concluded that absolute residuals are not influenced by independent variables, because these values are greater than 0,05. Heteroscedasticity is thus absent from the model.

Based on the description in Tables 1; 2 and 3 above, it shows that all classical assumption tests have been fulfilled so that the results of the regression analysis are worthy of further discussion.

Hypothesis Test Results

Results of the Coefficient of Determination (R²) Test

Table 4. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.864a	0.746	0.736	1.54654

Source: Processed data, 2025

The adjusted R2 value (adjusted coefficient of determination) based on the results of the coefficient of determination test in Table 5 shows a value of 0.736. This means that 73.6 percent of the variation in purchasing decisions is influenced by variations in store atmosphere, service quality, word of mouth, and price perception, while the remaining 26.4 percent is explained by other factors not included in the model. It can also be concluded that the adjusted R2 value of 0.736 is close to one, which means the regression model is feasible to continue.

Model feasibility test results (F test)

Table 5. Results of Simultaneous Significance Test (F Test)

Model		Sum of Squares	df	Mean Square	F	sig.
1	Regression	736,354	4	184,088	76,967	0.000b
	Residual	251,137	105	2,392		
	Total	987,491	109			

Source: Data processed 2025

Based on Table 6, it can be seen that the F-value is 76.967, with a significance value of $0.000 < 0.05$, so H_0 is rejected and H_1 is accepted. In conclusion, the tested groups have real (significant) differences. These results mean that all independent variables, namely store atmosphere, service quality, word of mouth, and price perception, are able to significantly explain consumer purchasing decisions for Balinese traditional clothing products at Cahya Busana, Canggu branch. This indicates that the regression model is feasible to continue and can be used to project research because the results of the goodness of fit are good with a significance value of P value 0.000.

Results of Partial Effect Significance Test (t-Test)

Table 6. Results of Partial Effect Significance Test (t-Test)

Variables	Regression Coefficient	t	Significance	Conclusion
Store atmosphere(X1)	0.372	4,012	0,000	Significant Positive
Service quality(X2)	0.328	5,352	0,000	Significant Positive
Word of Mouth(X3)	0.245	2,117	0.037	Significant Positive
Price perception(X4)	0.442	3,224	0.002	Significant Positive

Source: Processed data, 2025

Based on the results of the hypothesis testing in Table 7, the influence among variables can be explained as follows:

The Influence of Store Atmosphere on Purchase Decision

H_0 : There is no influence of store atmosphere on purchase decision.

H_1 : Store atmosphere has a positive influence on purchase decision.

The analysis results show that the significance value of the store atmosphere's influence on purchasing decisions is 0.000, and the positive regression coefficient is 0.372. H_0 is rejected and H_1 is accepted, according to the significance value $0.000 < 0.050$. The atmosphere of the store Cahya Busana cabang Canggu has a positive and significant influence on consumers' decisions to purchase traditional Balinese clothing.

The Influence of Service Quality on Purchase Decision

H_0 : There is no influence of service quality on purchase decision.

H_1 : Service quality has a positive influence on purchase decision.

The analysis shows a significance value of 0.000 and a positive regression coefficient of 0.328 for the influence of service quality on purchase decision. Since the significance value of $0.000 < 0.050$, H_0 is rejected and H_1 is accepted. This indicates that service quality has a positive and significant effect on consumers' purchase decisions regarding Balinese traditional clothing at Cahya Busana Canggu branch.

The Influence of Word of Mouth (WOM) on Purchase Decision

H_0 : There is no influence of word of mouth on purchase decision.

H₁: Word of mouth has a positive influence on purchase decision.

The results show that H₀ is rejected and H₁ is accepted because the significance value of 0.037 is less than 0.050. This finding signifies that word of mouth has a positive and significant effect on consumers' purchase decisions regarding Balinese traditional clothing at Cahya Busana Cangggu branch.

The Influence of Price Perception on Purchase Decision

H₀: There is no influence of price perception on purchase decision.

H₁: Price perception has a positive influence on purchase decision.

The analysis indicates a significance value of 0.002 and a positive regression coefficient of 0.442. H₀ is rejected and H₁ is accepted, since the significance value of $0.002 < 0.050$. This result demonstrates that price perception has a positive and significant influence on consumers' purchase decisions regarding Balinese traditional clothing at Cahya Busana Cangggu branch.

Results of Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

Variables Bound	Independent Variable	Regression Coefficient (B)	Standard Error	t-count	Significance
Buying decision (Y)	(constant)	4,098	1,348	3,040	0.003
	Store	0.372	0.093	4,012	0,000
	atmosphere(X1)				
	Service quality(X2)	0.328	0.061	5,352	0,000
	Word of Mouth(X3)	0.245	0.116	2,117	0.037
	Price perception(X4)	0.442	0.137	3,224	0.002
	R Square	0.746	FCount	76,967	
	Adjusted R Square	0.736	Prob	0.000	

Source: Processed data, 2025

The following equations can be derived based on multiple linear regression analysis, as presented in Table 4:

$$Y = 4.098 + 0.372 X_1 + 0.328 X_2 + 0.245 X_3 + 0.442 X_4$$

This equation can be interpreted as follows:

1. $\beta_1 = 0.372$, indicating a positive relationship; if store atmosphere increases, then the purchase decision for Balinese traditional attire at Cahya Busana Cangggu will also increase, assuming other variables remain constant.
2. $\beta_2 = 0.328$, indicating a positive relationship; if service quality increases, then the purchase decision will also increase, assuming other variables remain constant.
3. $\beta_3 = 0.245$, indicating a positive relationship; if word of mouth increases, then the purchase decision will also increase, assuming other variables remain constant.
4. $\beta_4 = 0.442$, indicating a positive relationship; if price perception increases, then the purchase decision will also increase, assuming other variables remain constant.

Discussion

Effect of Store Atmosphere on Purchase Decisions

The regression results show that store atmosphere has a positive and significant effect on purchase decisions for Balinese traditional attire at Cahya Busana Cangggu. This means that the better and more comfortable the store atmosphere, the higher the likelihood of consumer purchase decisions. On the contrary, a less pleasant store atmosphere would lower consumer interest in purchasing.

This suggests that a well-maintained store environment including sufficient parking, cleanliness, fitting rooms, and mannequins—can significantly enhance purchase decisions. These findings are consistent with Prawira & Arif (2024), who concluded that store atmosphere positively and significantly influences consumer buying decisions. This is because the store environment shapes a unique identity that differentiates the store from competitors and provides a comfortable and engaging shopping experience. Similar conclusions were also reached by Kopindo et al. (2022) and Farikhan & Soliha (2024).

Effect of Service Quality on Purchase Decisions

Consumer purchasing decisions are positively and significantly influenced by service quality. This suggests that the better the service quality offered by Cahya Busana Cangg—such as well-groomed staff, prompt responses, accurate service, and product guarantees—the greater the likelihood that consumers will make a purchase.

This supports research by Faradila et al. (2022), who stated that service quality plays a crucial role in shaping consumer perception and influences their purchasing behavior. Duri et al. (2023) and Ramadhani & Nuzil (2023) also found similar results, confirming that quality service enhances consumer comfort and confidence in making purchases.

Effect of Word of Mouth on Purchase Decisions

Regression analysis reveals that word of mouth has a positive and significant effect on purchase decisions. This means that when customers share positive experiences and recommend Cahya Busana products, it significantly boosts consumer purchase behavior.

This is aligned with Afif et al. (2021), who describe WOM as a credible, non-commercial form of promotion. It is perceived as trustworthy because it originates from firsthand experience. Similar findings were reported by Wibowo et al. (2022) and Selfitri et al. (2023).

Effect of Price Perception on Purchase Decisions

The analysis also shows that price perception significantly and positively affects consumer purchase decisions. This indicates that when consumers perceive the prices at Cahya Busana Cangg as affordable and in line with product quality, their willingness to purchase increases.

These findings support research by Edriani (2021), Rivai & Zulfitri (2021), and Abimanyu & Hermana (2023), which emphasize the crucial role of price perception in influencing consumer behavior. Other supporting studies include Ekasari & Putri (2021) and Khaira et al. (2022).

5. Conclusion

This study concludes that store atmosphere, service quality, word of mouth (WOM), and price perception each have a positive and significant influence on consumer purchase decisions for Balinese traditional attire at Cahya Busana's Cangg branch. The regression analysis revealed that these four variables collectively explain 73.6% of the variation in purchase decisions, underscoring their critical role in shaping consumer behavior. Among them, price perception showed the strongest effect, followed by store atmosphere, service quality, and WOM. These findings validate the importance of experiential and relational factors in consumer decision-making within the MSME traditional clothing sector, while also addressing inconsistencies in prior research.

Managerial Implications

The findings provide several practical implications for MSMEs, particularly those in the traditional clothing industry. First, enhancing store atmosphere through cleanliness, cultural aesthetics, and comfortable layouts can significantly improve consumer experiences. Second, improving service quality by training staff to be responsive, reliable, and courteous builds

trust and satisfaction. Third, leveraging word of mouth through referral programs, social media engagement, and community-based promotions can amplify consumer confidence. Finally, optimizing price perception by maintaining transparent and fair pricing strategies reinforces value-for-money perceptions. By implementing these strategies, Cahya Busana and similar businesses can strengthen customer loyalty, differentiate themselves from competitors, and sustain long-term growth.

Future Research Agenda

Although this study provides robust insights, several opportunities remain for future research. First, additional variables such as brand image, cultural identity, digital marketing, and consumer lifestyle could be incorporated to explain the remaining variance in purchase decisions. Second, comparative studies across different branches or MSMEs in diverse regions would help identify contextual differences in consumer behavior. Third, longitudinal research could capture evolving consumer preferences influenced by government regulations or seasonal demand. Fourth, adopting a mixed-methods approach that combines quantitative regression with qualitative interviews would provide deeper insights into consumer motivations. Finally, cross-cultural studies comparing Balinese attire purchasing behavior with other traditional clothing markets could distinguish universal versus culture-specific determinants of purchase decisions.

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