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The Influence of Product Variety, Service Quality, and Store Atmosphere on Customer Purchasing Decisions at the MR.DIY MT. Haryono Magetan Branch

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Abstract

The objective of this study is to investigate how product variety, service quality, and store atmosphere influence customer purchasing decisions at the MR.DIY MT. Haryono Magetan Branch. Employing a causal-associative quantitative design, the study sampled 100 retail customers determined through the Lemeshow formula for infinite populations and selected via purposive sampling. Data gathered from structured questionnaires were evaluated using multiple linear regression analysis. The findings reveal that all three independent variables simultaneously have a significant impact on customer purchasing decisions, F = 8.841, p < 0.001, explaining 47.1% of the total variance (Adjusted R Square = 0.471). Individually, product variety (t = 2.469, p = 0.040), service quality (t = 3.559, p = 0.001), and store atmosphere (t = 2.229, p = 0.028) positively and substantially predict customer purchasing decisions, with service quality emerging as the primary and dominant driver. The study concludes that while an extensive assortment of products and a comfortable shopping environment are vital, high-quality interactive services from store personnel primarily catalyze the final purchasing decisions. Consequently, the organization should focus strategic efforts on optimizing customer-employee engagement training while maintaining robust inventory variety and store aesthetics.

Keywords: Customer Purchasing Decisions; Product Variety; Service Quality; Store Atmosphere; MR.DIY

INTRODUCTION

The retail industry in Indonesia has experienced intense competition in recent years, forcing retail businesses to shift their focus from mere low-price strategies to delivering a

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comprehensive shopping experience. Modern consumers have become increasingly critical and selective, requiring retail establishments to not only meet but exceed expectations to avoid losing customers to competitors. This dynamic has sparked extensive marketing research, with contemporary literature demonstrating that while traditional variables such as price and promotion remain highly relevant, experiential factors like store atmosphere and product variety are playing an increasingly dominant role in shaping modern consumer behavior.

To achieve success in this competitive market, retail firms must understand the fundamental processes that drive customer purchasing decisions. According to Ma'arif (2022), a purchasing decision is a cognitive process wherein consumers evaluate, choose, and decide which product to buy among available alternatives. This is supported by Asma (2025), who defines the purchase decision as the final stage of consumer behavior that involves choosing a product or service after a thorough series of evaluations. Thus, customer purchasing decisions represent the culmination of cognitive problem-solving, where consumers commit their financial resources to a chosen alternative.

Among the key experiential factors, product variety serves as a primary driver of purchase decisions, particularly in one-stop shopping environments. Nazaruddin (2024) asserts that the availability of a diverse product assortment is a major customer pull factor because it offers convenience and eliminates the need to visit multiple stores. Artomi (2021) defines product variety as the range of products offered to consumers by a seller. In addition to product variety, the human element of service quality remains a critical differentiator. Firdaus (2024) views service quality as a measure of whether the delivered service matches consumer expectations, while Nainggolan (2024) defines it as the active effort made by a company to satisfy customer needs. Finally, store atmosphere serves as a sensory stimulus that attracts consumers. Firdaus (2024) describes store atmosphere as a critical stimulus that triggers purchase interest, which Fathonah (2025) elaborates as a combination of physical characteristics such as store architecture, layout, temperature, and music.

As a leading modern home improvement retailer, MR.DIY represents an ideal setting to examine these variables due to its unique operational model. Operating under a one-stop shopping concept, the brand offers tens of thousands of stock-keeping units across ten distinct product categories under a single roof, establishing high product variety. Furthermore, despite its self-service format, proactive service quality from store staff remains vital in guiding customers, while its highly standardized store atmosphere, characterized by bright lighting, organized layouts, and clean pathways, is deliberately designed to stimulate customer exploration.

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Despite its global brand strength, the MR.DIY MT. Haryono Magetan branch faces significant local competition from traditional and modern retailers in Magetan Regency. While prior studies have examined these marketing variables in isolation or in major metropolitan areas, there is a scarcity of research evaluating their simultaneous interactions within the unique, emerging consumer demographics of secondary Indonesian regions. Therefore, this study aims to examine the extent to which product variety, service quality, and store atmosphere predict customer purchasing decisions at the MR.DIY MT. Haryono Magetan branch. The results of this study will provide crucial empirical data for marketing literature and deliver actionable strategic recommendations for local retail management to sustain market retention.

THEORETICAL REVIEW

Product Variety

Product variety is conceptualized by Azizah (2024) and Setiawan (2024) as the complete accumulation of all items and products that a specific vendor presents to buyers. Qomah (2025) emphasizes the strategic and logistical aspects of this variable, defining it as the penplacement of items in the right amounts and accessible locations. This is supported by Fathonah (2025), who describes it as a coordinated group of related products that serve compatible yet distinct functions, rather than a random assortment. From a strategic perspective, Nazarrudin (2024) highlights that product variety acts as a powerful convenience tool and a customer retention mechanism because it enables a one stop shopping experience, preventing consumers from switching to competitors for complementary items. Artomi (2021) and Putri (2025) provide a direct definition, stating that product variety represents the entirety of what a business offers to the consumer market. Furthermore, Sari (2025) and Utami (2025) expand this to include qualitative dimensions such as completeness of models, sizes, quality, and perpetual availability. To empirically measure product variety, Utami (2025) establishes four main indicators consisting of color, which satisfies diverse aesthetic preferences; quality, which targets different purchasing powers; shape, which captures physical variations like size and packaging designs; and availability, which ensures that advertised products remain accessible to prevent stockouts and preserve customer trust.

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Service Quality

Service quality is defined by Azizah (2024) and Chairunnisaa (2024) as a business effort to satisfy consumer needs, preferences, and expectations while ensuring delivery effectiveness and customer comfort during shopping. Pratama (2026) views it as a broad and complex concept that covers multiple dimensions regarding how services are delivered and how they are perceived by the target audience. According to Firdaus (2024), service quality acts as a vital evaluative tool that measures whether the actual performance aligns with customer beliefs. This is reinforced by Nainggolan (2024), who characterizes it as a planned effort by a firm to satisfy consumer demands. Ma'arif (2022) and Nazarrudin (2022) expand this concept, stating that service quality relates to the characteristics of a service that satisfy both expressed and implied customer expectations.

Artomi (2021) and Asma (2025) explain this variable through the lens of a gap analysis, defining it as a direct comparison between customer expectations and actual performance to achieve an optimal balance. From a financial perspective, Qomah (2025) and Utami (2025) state that superior service quality brings substantial business profits through positive feedback and offers a reliable scale for retailers to continuously upgrade customer interactions. To evaluate service quality empirically, Zeithaml in Asma (2025) proposes five key dimensions comprising tangibles, which involve the physical facilities, clean environment, and appearance of employees; reliability, representing the accuracy and consistency of operational performance; responsiveness, which measures employee willingness and speed to help; assurance, representing employee knowledge, competence, and trustworthiness; and empathy, which reflects the individualized and sincere care provided to customers.

Store Atmosphere

Store atmosphere is described by Azizah (2024) and Chairunnisa (2024) as a strategic and creative design that integrates interior elements, concepts, and layouts to generate a comfortable and visually appealing shopping environment that indirectly shapes customer perspectives. Setiawan (2024) and Firdaus (2024) characterize it as a vital environmental stimulus that acts as an external trigger to generate interest and motivate purchasing decisions, while Nainggolan (2024) views it as a proactive, planned space design to influence buying behavior. Artomi (2025) and Sari (2025) extend this definition to encompass both interior and exterior physical layouts that visually communicate the brand image and maximize passenger comfort. Fathonah (2025) provides a multi-sensory perspective, describing store atmosphere as a holistic combination of store architecture, layout, air quality, lighting, and background music. This is supported by Utami (2025) and

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Qomah (2025), who define it as a structured visual communication message intended to elevate consumer emotional states and positive perceptions.

Ultimately, Putri (2025) and Asma (2025) suggest that a well-designed store atmosphere directly influences consumer emotions and shopping duration, thereby driving purchase probability, satisfaction, and long-term business profits. To measure store atmosphere, Nainggolan (2024) outlines four operational indicators consisting of store exterior, which evaluates the architectural facade, signage clarity, and entrance cleanliness; store interior, comprising sensory factors such as lighting, color schemes, cleanliness, and background music; store layout, representing the arrangement of space, ease of movement, and aisle width; and interior display, which measures the attractiveness, orderliness, and visual merchandising of products on the shelves.

Purchase Decision

Purchase decisions are theoretically described by Kotler and Keller (2018) as the holistic experience of consumers involving the learning, selection, use, and disposal of a product. Artomi (2021) views it as the explicit actions taken by individuals to acquire and consume a product or service. Pratama (2026) characterizes the purchase decision as a structured problem-solving process where individuals evaluate alternative choices to determine the most appropriate option. According to Ma'arif (2022) and Asma (2025), this variable represents the culmination of a consumer cognitive process where individuals evaluate alternative options to satisfy their needs. Furthermore, Qomah (2025) and Sari (2025) define the purchase decision as a definitive moment of commitment where consumers choose a specific course of action to solve a perceived problem. To operationalize this variable, Qomah (2025) establishes three key indicators comprising product choice, which measures the outcome of alternative evaluations where consumers select a specific brand; purchase timing, representing the frequency or specific moments when the transaction is finalized; and purchase quantity, which evaluates the volume of products bought during a single transaction, including multi-unit purchases or promotional bundle acquisitions.

METHOD

Research Design

Research Design The study utilized a quantitative methodology with a descriptive-associative research design to evaluate the statistical impact of retail predictors on customer behavior. The independent variables analyzed in this causal framework were product

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variety, service quality, and store atmosphere, while the dependent variable focused on customer purchase decisions.

Setting and Study Population

The empirical investigation was situated at the MR.DIY MT. Haryono Branch in Magetan, East Java, Indonesia. The target study population comprised all retail customers who have visited and purchased household goods or tools at this specific outlet. Because the exact cumulative number of customers cannot be calculated or tracked on a daily basis, the target population was classified as an infinite or unquantifiable population.

Sampling Technique Procedure

A non-probability purposive sampling framework was used to select representative respondents from the infinite population base. The sample size was determined using the Lemeshow formula for unknown populations, which established a minimum threshold of 96.04 participants, subsequently rounded up to a final sample of 100 respondents to prevent data dropouts. The purposive inclusion criteria required that participants were residents or visitors in Magetan, were at least 17 years old, and had verifiable experience in purchasing goods at the MR.DIY MT. Haryono Magetan branch.

Instruments

Data were collected using four structured, closed-ended questionnaires rated on a 5-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). **Product Variety (X_1)** was evaluated using a 12-item scale focusing on color, quality, shape, and availability (Utami, 2025; Qomah, 2025). **Service Quality (X_2)** was measured via a 15-item scale assessing tangibles, reliability, responsiveness, assurance, and empathy (Firdaus, 2024; Asma, 2025). **Store Atmosphere (X_3)** was evaluated using a 12-item scale covering store exterior, interior, layout, and visual displays (Fathonah, 2025; Nainggolan, 2024). **Purchase Decisions (Y)** were captured through a 9-item scale measuring product choice, purchase timing, and quantity choices (Ma'arif, 2022; Qomah, 2025). To secure instrument integrity, all scales were pre-tested, achieving high internal consistency with Cronbach's Alpha values exceeding the 0.60 threshold and construct validity verified by Pearson correlation values higher than the critical r-table threshold of 0.1965 (df = 98).

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Data Collection

The field data collection was executed through the direct distribution of structured questionnaires to consumers at the MR.DIY MT. Haryono Magetan branch. The researchers approached customers who had just finished their transactions at the store lobby and waiting areas. After obtaining formal consent, respondents filled out the survey on-site, utilizing either a digital Google Form link on mobile devices or structured paper formats. A total of 100 fully completed questionnaires were compiled, audited for validity, and imported into SPSS for multiple linear regression analysis.

Data Analysis

IBM SPSS version 27 was used to analyze data collected. Both descriptive and inferential statistics were collected. The hypothesis was tested using simple linear regression analysis and accepted at p <.001 level of significance.

RESULTS

Table 1: Participants' Demographic Information

Variable	Categories	Frequency	%
Gender	Male	35	35.0
	Female	65	65.0
Age	17 to 21 Years	30	30.0
	22 to 30 Years	28	28.0
	31 to 40 Years	20	20.0
	41 to 50 Years	11	11.0
	Above 50 Years	11	11.0

Table 1 presents demographic variables of the study participants. Descriptive statistics revealed the majority of the participants were female, accounting for 65 percent of the sample, while male respondents represented 35 percent. In terms of age distribution, the largest proportion of the participants fell within the 17 to 21 years age bracket at 30 percent, closely followed by the 22 to 30 years age cohort representing 28 percent.

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Additionally, 20 percent of the respondents were between 31 and 40 years old, while those in the 41 to 50 years and above 50 years categories each constituted 11 percent of the total sample.

Testing the hypothesis

Product variety, service quality, and store atmosphere will significantly predict customer purchasing decisions. This hypothesis was tested using multiple linear regression analysis, and the results are presented in Tables 2a - 2c.

Table 2a: Coefficient of Determination (Model Summary)

Model	R	R Square	Adjusted R^2	Std. Error of the Estimate
1	.698	.487	.471	.75230

Table 2b: F-Test / Simultaneous (ANOVA)

Model	Sum of Squares	df	F	Sig.
Regression	88.623	3	8.841	0.001
Residual	320.767	96		
Total	409.390	99		

Table 2c: t-Test / Partial (Coefficients)

Model	Standardized Coefficients Beta	t	Sig.
(Constant)		5.742	<0.001
Product Variety	0.056	2.469	0.040
Service Quality	0.381	3.559	<0.001

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Store Atmosphere	0.243	2.229	0.028

Tables 2a - 2c show the results of the regression analysis conducted to determine whether product variety, service quality, and store atmosphere can predict customer purchasing decisions. The results revealed that these variables simultaneously significantly predicted customer purchasing decisions, $R2 = 0.487$, $F(3, 96) = 8.841$, $p = 0.001$. Partially, product variety ($t = 2.469$, $p = 0.040$), service quality ($t = 3.559$, $p < 0.001$), and store atmosphere ($t = 2.229$, $p = 0.028$) indicated a positive and statistically significant predictive relationship. Furthermore, the model explains that these three variables collectively accounted for 48.7% of the variance in customer purchasing decisions, a proportion considered moderate and highly meaningful in this study. This supported the research hypothesis.

DISCUSSION

The findings demonstrated that product variety significantly and positively predicted customer purchasing decisions at the MR.DIY MT. Haryono Magetan branch. This outcome aligns with previous literature by Artomi (2021), Nazaruddin (2024), Putri (2025), and Qomah (2025), indicating that a comprehensive assortment of goods serves as a primary magnetic pull that accelerates the consumer decision-making process. Practically, the consistency of inventory restocking ensures that customers possess full confidence that their desired items are available, establishing the store as their top-of-mind destination. Furthermore, the flexibility in product quality and pricing allows customers to tailor their purchases to specific budgets, building a positive value perception. Visually appealing product designs and varied color options provide psychological satisfaction, frequently stimulating spontaneous interest that triggers unplanned, impulsive purchasing behaviors.

Moreover, service quality emerged as a highly significant positive predictor of purchasing decisions, corroborating the empirical assertions of Ma'arif (2022), Firdaus (2024), and Qomah (2025). Although the retail format emphasizes self-service, proactive human interaction remains crucial. Customers highly value the responsiveness and genuine empathy of store personnel when seeking assistance across the expansive retail floor. Additionally, the staff's high level of product knowledge provides crucial assurance, easing consumer doubts and facilitating smoother transactions. The efficiency and accuracy at the checkout counters, combined with the professional appearance of the employees and

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modern equipment, further solidify this trust, making the store an irreplaceable choice in the consumers' minds.

Similarly, store atmosphere significantly and positively influenced purchasing decisions, supporting prior studies by Artomi (2021), Firdaus (2024), and Putri (2025). The creation of a carefully designed physical environment generates a positive emotional stimulus that encourages customers to prolong their browsing time, thereby increasing transaction probabilities. A visually striking exterior draws customers in, while a comfortable interior characterized by bright lighting, cool air conditioning, and pleasant background music relaxes shoppers. Furthermore, wide, logically organized aisles facilitate seamless navigation, and the creative, highly maintained visual merchandising on the shelves effectively sparks curiosity, directly encouraging the purchase of additional, unplanned items. Finally, the simultaneous integration of product variety, service quality, and store atmosphere robustly predicted purchasing decisions, proving that consumers evaluate the holistic shopping experience. The synergy of comprehensive inventory, reliable service, and a comfortable environment establishes a superior cognitive and emotional proposition that accelerates final transaction commitments.

CONCLUSION

In conclusion, customer purchasing decisions at the MR.DIY MT. Haryono Magetan branch are collectively driven by the dimensions of product variety, service quality, and store atmosphere. The partial analysis reveals that all three independent variables act as positive and significant predictors of purchasing decisions, indicating that consumers highly prioritize comprehensive product availability, professional staff interaction, and a comfortable physical shopping environment. The synergy of these three retail mix elements successfully stimulates rapid transaction commitments and impulsive buying behaviors among local consumers.

Recommendations

Management at MR.DIY MT. Haryono Magetan should continuously optimize product variety by actively analyzing local market trends to ensure variations in color and models remain up-to-date, while strictly maintaining inventory availability for fast-moving items to prevent customer disappointment. Furthermore, the company must enhance service quality sustainably by conducting routine product knowledge training to boost staff assurance, and regularly evaluating responsiveness and empathy standards during customer interactions. Finally, management must maintain the consistency of the store atmosphere by ensuring

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strict daily cleanliness, optimal air conditioning, bright lighting, and uncluttered aisles to preserve a comfortable shopping experience.

Limitations and suggestions for further study

Limitations and suggestions for further study This study is primarily limited by its specific focus on three experiential variables and its geographical restriction to a single branch in Magetan. To build upon these findings, future researchers are highly encouraged to incorporate additional critical variables, such as price and promotion, to compare their impacts against experiential factors. Furthermore, expanding the research scope to include comparative studies across different branches or competitor stores, and extending the dependent variable to measure post-purchase outcomes like customer satisfaction or loyalty, will provide a more comprehensive understanding of modern retail consumer behavior.

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