Proceedings on Engineering Sciences

THE LOW-QUALITY INFLUENCE OF PURCHASING: THE CASE OF FASHION STORES IN INDONESIA

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A B S T R A C T

Unplanned purchasing involves buying goods or services influenced by the external environment, which creates low-quality purchasing. This research was conducted towards consumers of the Muslim clothing store in Jember East Java, Indonesia. Accidentally, sampling was used to draw 125 respondents to address the questionnaire. The result shows that hedonic shopping, fashion involvement, and store environment influence low purchasing quality in Muslim fashion stores. Most consumers were mature female consumers and government officials with bachelor's degrees. Moreover, hedonic shopping, fashion involvement and store environment significantly influence low-quality purchase decisions. The research implied that consumers' shopping behavior would underline the quality of buying decisions.

1. INTRODUCTION

The development of increasingly modern retailing has made the business more innovative and has led to the emergence of various business ventures. Along with the varied needs of consumers, it provides opportunities for businesspeople, especially in the fashion sector. According to the State Global Islamic Economy, the consumption of Muslim fashion in Indonesia reached US$20 million with 18.2% yearly growth (Dinar Standard, 2019). This sector contributes 18.1% or IDR 116 trillion to the national economy (CNBC-Indonesia, 2019). This fact has led to many specific retail stores that sell various types of fashion products, both men and women, where these shops provide service facilities and product quality, following the needs and expectations of different consumers (Sudaryanto et al., 2019; Sudaryanto Sudaryanto et al., 2020)

A Muslim fashion store makes it easy for a specific ethnic of consumers to make purchases. The types of consumers purchasing a product are either rational or irrational (Schiffman & Joseph L., 2015). This rational purchase is planned (Sudaryanto Sudaryanto et al., 2020, 2021). On the other side, irrational or unplanned refers to impulsive purchases (Iram, 2017). Most female

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consumers are more likely to purchase impulsively (Kwek et al., 2013; Ling et al., 2010). Most of impulse buying is fashion shopping (Vinish et al., 2020). The decision with insufficient information and review availability is low-decision making (Elliot, 2018). In a philosophical approach, quality is the experience with universal acknowledgement that the entity has an absolute advantage (D. Garvin, 2007; D. A. Garvin, 1987). Accordingly, unplanned purchasing or impulse buying in this study was determined as low-quality purchasing.

Discussing shopping fashion behavior, consumers frequently look at many shops or boutiques that sell various kinds of clothing with various brands, models and, of course, at quite various prices. Jember is one of the cities whose fashion development is starting to rise. This can be seen from the number of Muslim fashion centres in Jember. The collection store here for the wider community, providing various kinds of Muslim clothing collections for men and women for adult, teenager or children sizes. This can indicate that the people of Jember always follow trendy fashion trends, including Muslim consumers. This can certainly trigger impulsive purchases for Jember people who have hedonistic traits or habits. Impulsive buyers usually pay more attention to their appearance and use more items, especially clothing.

Apart from that, the store also provides shoes, sandals, and Hajj and Umrah equipment. For consumers to be interested and motivated to make impulsive purchases, Moslem Fashion storestrives to create a comfortable and clean shop atmosphere. although the store sells various kinds of clothing in large quantities and complete, they always arrange the clothes neatly and in order. Other Muslim clothes in the store are mukenah, prayer mats, sarongs and other worship equipment. The products completeness appear nicely in the glass that can be seen by everyone who passes the store and has impulse to buy (Utari et al., 2021). The research problem then goes to what factors that influence the low-quality decision purchasing in fashion store with the hedonic shopping, fashion involvement and the store environment.

2. LITERATURE REVIEW

Customer decision making has been studied extensively. the basic assumption underlying this body of knowledge is that customers choices can be explained from a rational perspective where a choice is made after carefully considering different options from a set of alternatives.

2.1 The Low quality of purchasing

In some cases, customers violate these requirements of rationality, in such instances, choices are made without careful consideration of the available alternatives, with insufficient information about the product of interest, or without prior intent of purchase on such instance is impulse (Ayu Agustina Pratiwia, 2019; Hasim et al., 2020; Luo et al., 2021; Saad & Madiha Metawie, 2015).

Impulse buying in fashion stores categorize as a low-quality decision of purchasing due to unplanned action (Elliot, 2018) (Iram, 2017; Vinish et al., 2020). (D. Garvin, 2007; Ton, 2002) (2007); D. A. Garvin (1987) identify eight dimension of quality: Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived quality (Hoe & Mansori, 2018). The affective response of the decision to buy occurs when a consumer sees a certain product or brand, and then the consumer becomes interested in getting it, usually because of an attractive stimulus from the store (Peter & Olson, 2010; Schiffman & Joseph L., 2015). This Impulse buying behaviour is often carried out by consumers when shopping, the action taken by consumers is to come and then begin by looking at the product first and deciding which product to buy. The product in question is in the form of a product that was previously planned by consumers for products that consumers did not think about at all. Usually, consumers have a strong urge from their hearts to buy a product immediately without strong self-control.

Hasim et al., (2020; Mirabi,(2015); and Peter & Olson, (2010) states, unplanned purchases are all purchases made without prior planning, including of purchasing behavior where impulsive buying is deciding to buy a product that is relatively fast and has the desire to have it immediately.

According to the findings of Li, Deng, and Moutinho (2015), consumers' interest in experience would considerably influence impulsive buying. However, surprisingly, up to the present, when studying marketing activities that encourage consumers' buying, most marketing management researchers neglect consumers' potential impulsive motivation and decision-making factors, as caused by interaction among products, situations, and experience.

The low-quality of fashion purchasing is mostly based on the consumer's affective response. Characteristic features The first consumer affective response is the affective system in general reactive. It means that the affective system cannot plan, make a decision, or deliberately achieve some goal. Even system affective in person usually it responds quickly and automatically toward aspects of significant environment(Burke & Ng, 2006; Hellier et al., 2003; Knoll & Matthes, 2017; Maros & Juniar, 2023; Schimmelpfennig & Hunt, 2020; Simon, 2016; Yuniarto, 2018; Zeithaml et al., 2018)

2.2 Hedonic Shopping

According to Chaudhuri, (2000); Kim et al., (2012); and Parsad et al., (2021), hedonic shopping is a motivation

based on subjective or emotional thinking, sensory pleasures, dreams and aesthetic considerations. Hedonic shopping becomes a person's psychological needs such as satisfaction, prestige, emotions and other subjective feelings; these needs often arise to meet social and aesthetic demands. Consumers do shopping because they are driven by hedonic desires or economic reasons, such as pleasure, fantasy and social or emotional satisfaction (Parsad et al., 2021). Since the goal of the shopping experience is to meet hedonic needs, this purchased product looks like it was chosen without planning and will present an Low quality of purchasing process. Hedonic shopping motives are similar to the task orientation of utilitarian shopping motives, only the task is concerned with hedonic fulfillment, such as experiencing fun, amusement, fantasy and sensory stimulation (Kim et al., 2012).

The first proposed hypothesis is:
H1: hedonic shopping influences significantly towards low quality of purchasing

2.3 Fashion Involvement

Some factors affect the unplanned buying behavior such as mood, culture and store environment and promotion, merchandise and also visual effect (Ayu Agustina Pratiwia, 2019; Cakanlar & Nguyen, 2019; Liu & Zhang, 2019; Parsad et al., 2021; Vinish et al., 2020; Widjoyo et al., 2013). This shows that impulsive purchases made by consumers are influenced by the environment created by a retail store. Usually, consumers have a strong urge from their hearts to buy a product immediately without strong self-control. This shows that impulsive purchases made by consumers are involved. contribute to the increase in sales turnover obtained by a retail store.

The development of the fashion world called fashion has experienced rapid progress in Indonesia (Indriastuti, 2019). Psychologically, fashion is an expression and a person's attractiveness to his social environment. In today's world Fashion has become a common thing and has become everyone's lifestyle. From This lifestyle is the development of fashion among the people to be a factor which can affect the style or style of each person. People will tend follow current fashion trends. Fashion itself comes from English which means fashion, style, way, model, and habit. In fact the meaning of fashion is different for everyone. The existence of a fashion store makes it easy for consumers to make purchases. The types of consumers purchasing a product are either rational or irrational (Schiffman & Joseph L., 2015).

According to Vinish et al., (2020) fashion involvement is a person's involvement with a fashion product because of their needs, interests, interests and values; fashion can confirm a person's identity in their social environment. The pattern of impulsive buying behaviour by consumers can refer to the lifestyle of

consumers who always follow the development of the fashion trends offered; this can be seen from the attitude and lifestyle of consumers in choosing fashion products, because of the nature of fashion involvement. towards fashion in consumers. Fashion involvement refers to the extent to which an individual finds a number of modes related to concepts, awareness, knowledge, interests, and reactions. To support fashion involvement in the consumer, Muslim Fashion store Jember always strives to provide clothes with trendy designs and the best quality so that consumers will want to buy these products to support their lifestyle. Muslim Fashion store Jember provides a variety of fashion and is always updated so that consumers who see this new product will like it and want to buy it even though it was not planned beforehand.

The second proposed hypothesis is:
H2: fashion involvement influences significantly towards low quality of purchasing.

2.4 Store Environment

Hussain & Ali (2015) the store environment is a physical store building composed of several elements such as music, lighting, shop form, instructions that direct visitors and human resource elements such as casshiers. The Purpose of the Store Atmosphere that managers need to pay attention to include: Design Must Match Impressions and Strategies, Design Should Influence Positive Consumer Behavior, Design Should Consider Cost and Value, Design Should Be Flexible. Store environment which consists of music, lighting, layout and employees significant effect towards low quality of purchasing (Hasim et al., 2020; Hussain & Ali, 2015; Saad & Madiha Metawie, 2015)
The third proposed hypotheses is:
H3: store environment influences significantly towards low quality of purchasing.

3. RESEARCH DESIGN

3.1 Research design

This study using a quantitative approach that provides a wide meaning of the statistical interpretation (Eko Prasetio et al., 2023). The research design used in a study depends on the method to be used or the hypothesis testing of the observed variables. The research design is a master plan that contains methods and procedures for collecting and analyzing the required information (Babbie, 2001; Malhotra & Birks, 2007; Sudaryanto et al., 2021) This research is included in the category of explanatory research that explains the interdependency between predictors and predicted the variables.

3.2 Population and Sample

The population in this study were all consumers of the Moslem Fashion storeJember Clothing. The sampling method in this study uses accidental sampling techniques. A non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples, then accidental sampling is part of non-probability sampling where the sampling technique is based on chance (Malhotra & Birks, 2007). The sample in this study was 125 store consumers of the Moslem Fashion storeMuslim store in Jember District, East Java Indonesia, who met the research criteria based on chance.

3.3 Data

The primary data was collected from the questionnaire that was distributed to respondents offline before the Ramadhan festival. The response was measured using a Sematic different scale from 1 (very negative to 10 very positive) (Kyriazos & Stalikas, 2018). The data in this research is cross-section data, which was collected in June 2021. In this study the primary data was collected from the questionnaire in relation to perceptions of hedonic shopping, fashion involvement, and store environment on low quality of purchasing.

3.4 Statistical analysis

Multiple linear regression analysis is used to analyze the data with independent variables Hedonic Shopping (HS) and fashion involvement (FI) and the Store Environment (SE) with Low quality of purchasing (IB) as a dependent variable. Given that this study uses 3 independent variables, the regression equation is as follows:

$$Y = \alpha + \beta_1 \text{ IB} + \beta_2 \text{ HS} + \beta_3 \text{ FI} + \varepsilon \quad (1)$$

The Gauss-Markov theorem consists of six classical assumptions that must be met when conducting multiple linear regression analysis or ordinary least squares (OLS). This is well-known as BLUE (Beest Linear Unbiassed Estimator), considering that not all data can be applied to regression and represent the actual populations.

The data normality and validity and reliability test were executed using a statistical test. The data normality test used in this study was the Kolmogorov-Smirnov test data normality. The test criterion is that if the significance value is more than 0.05. All the data in this study has normally distr uted with a significance value is less than 0.05 then the data is not normally distributed.

The validity test in this study was carried out using the Pearson correlation method with a cut-off value greater than the r table (critical value). All the instrument in this study is declared valid with each item obtaining a calculated r value greater than r table.

The reliability test aims to measure the reliability of the questionnaire which is an indicator of the variable. In this research, the author uses Cronbach's Alpha ≥ 0.6. The results of the reliability test show that each variable passes the criteria means that the instrument used in this study is reliable.

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. The presence or absence of multicollinearity in the regression in this study was tested with the Variance Inflation Factor (VIF). The test results show that the tolerance value is less than 10 and the tolerance value is more than 0.1. It means that there is no multicollinearity problem.

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. In this study, the Glejser test is used. The provisions are that if the independent variables have no heteroscedasticity symptoms with statistically significantly more than 0.05.

4. RESULT

4.1 Statistical analysis

The demographic characteristics of respondents are classified into, sex, age, education, and employment. Based upon sex, respondents of this research are male 34.4% and female 65.6%. Based on employment; housewives 15.6%; private employment 24.0% students as much as 6.3 %; government officials much as 29.2% entrepreneurs as much as 25.0%. Based on education; Senior high school 12.5% Diploma as much as 30.2% Bachelor 57.3%.

4.2 Hypothesis Testing

Hypothesis testing aims to determine the significant effect of the independent variable on the dependent variable. In this study, the hypothesis test was conducted by using the t-test. The hypotheses testing as multiple linear regression results are presented in Table 1.

Table 1. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient	Sig.	Information
Constant	1,012	-	-
Hedonic Shopping (HS)	0.396	0,000	Significant
Fashion Involvement (FI)	0.306	0.001	Significant
Store Environment (SE)	0.216	0.015	Significant

Note: the dependent variable is Low quality of purchasing (LQP)

Based on Table 1, the resulting regression model as an explanatory model for the effect of HS, FI and SE on IB at the Moslem Fashion Store in Jember can be stated as follows:

$$Y = 1{,}012 + 0.396\ HS + 0.306\ FI + 0.216\ SE + e$$

Constant Value
From the equation above, a positive value is obtained at a constant of 1.012, which means that if hedonic shopping (HS), fashion involvement (FI), and store environment (SE) are equal to zero, low quality of purchasing (IB) have a positive value of 1.012.

HS (hedonic shopping)
The coefficient value of the HS variable is positive with a value of 0.396, which means that the higher the HS, the more impulse-buying consumers at the Moslem Fashion store in Jember will experience an increase. The HS variable in this study is the variable with the greatest influence on low quality of purchasing.

Fashion Involvement (FI)
The coefficient value of the fashion involvement variable is positive with a value of 0.306, which means that the higher the fashion involvement, the higher the of consumers at the Moslem Fashion store in Jember.

Store Environment (SE)
The coefficient value of the store environment variable is positive with a value of 0.216, which means that the better the store environment, the IB of consumers at the Moslem Fashion store in Jember will increase.

Table 2. The t-test results

Var.	T count	T table	Sig.	Information
HS	4,800	1,986	0,000	Not to accept H0
FI	3,563	1,986	0.001	Not to accept H0
SE	2,489	1,986	0.015	Not to accept H0

Based on Table 2 can be explained the effect of each variable. The results of testing the effect of the HS variable on IB obtained t-statistics = 4,800 > t table = 1.986 with a p-value = 0,000 < 0.0. This means that not accepting H0 and accepting Ha, meaning that HS had an effect. significant towards IB on consumers of the Moslem Fashion storeJember fashion store.

The influence of the FI variable on the IB obtained a t-statistics = 3.563 > t-table = 1.986 with p-value = 0.001 < α = 0.05 so that H0 is rejected. And accepting Ha influences FI towards IB on consumers of the Moslem Fashion storeJember fashion store.

The SE variable on IB obtained a t value of 2.489 which is greater than the t table, namely 1.986 and a significance value of p-value = 0.015 < α = 0.05 so that not accepting H0 and accepting Ha meaning that the SE has an effect significant towards IB on consumers of the Moslem Fashion storeJember fashion store.

5. DISCUSSION

5.1 Effect of Hedonic Shopping on Low quality of purchasing

The Hedonic Shopping effect on Low quality of purchasing on consumers of the Muslim Fashion store Jember is evidenced by the results of the t-test which shows t-statisticsis greater than the t table (4,800> 1,986) p-value ≤ α,5% = 0,000 <0.05). The relationship shown by the coefficient value is positive, indicating that the higher the hedonic shopping level, the more consumers at the Muslim Fashion store Jember will increase. The results of this study are in line with previous research conducted by (Kim et al., 2012; Parsad et al., 2021) hedonic shopping has a significant effect on low quality of purchasing.

To create Hedonic Shopping for consumers, The Muslim Fashion store Jember seeks to create shopping emotions in consumers so that consumers will feel happy when shopping by providing complete products and facilities at the store so that consumers will be willing to linger in the shopping centre. Muslim Fashion store Jember also often holds sales discounts to increase consumers' Hedonic Shopping behaviour to create low quality of purchasing.

Based on the description of the research variables, it is found that consumers of the Muslim Fashion store Jember Clothing store have quite high hedonic shopping behaviour so the possibility of low quality of purchasing that consumers will make will also be higher.

Hedonic shopping in this study is measured through eight indicators consisting of novelty fun, praise from others, escapism ,social interaction, money availability, time availability, and task definition. While low quality of purchasing (IB) is measured through four indicators consisting of spontaneity, out-of-control, non-cognitive evaluation, and disagreement of consequences.

In terms of the relationship between the two variables; the first indicator regarding novelty, many respondents, consider that the Muslim Fashion store Jember fashion store provides fashionable clothing products; this makes consumers buy a product even though they don't need it. Muslim Fashion store Jember always strives to provide trendy products because they are the target of consumers to make them look attractive, unique or cool.

The second indicator regarding fun, is that many respondents think that they feel quite happy when shopping at the Muslim Fashion store Jember. The many types of fashion products displayed impulse freely chooses the products according to their wishes.

The third indicator regarding praise of others is that most respondents think that a feeling of pride arises when using the products of the Muslim Fashion store

Jember. The fashion sell the unique products that are not sold in other stores; this makes the product not impressed by the market so that the wearer will feel proud to use the product he bought.

The fourth indicator concerns escapism; most respondents think that the feeling of fatigue is quite lost when shopping at the Muslim Fashion store Jember. Feelings of fatigue can disappear when a consumer sees a lot of good, unique and attractive fashion products so that even though consumers are in the Muslim Fashion store for a long time, they will still feel happy because they can see and buy the products offered.

The fifth indicator is about social interaction; most respondents think shopping at the Muslim Fashion store Jember with friends is enough to increase intimacy; this makes a comfortable impression so that consumers are willing to linger in the store and make purchases without being planned because they are interested in something. product. Shopping with other people will certainly make a consumer able to discuss how to assess the fashion product that he will buy so that it will certainly create intimacy.

The sixth indicator regarding money availability is that most respondents perceive that shopping at the Muslim Fashion store Jember Clothing Store is done when they have enough money; this makes consumers not consider risks after purchasing fashion products at the store. The products offered by the Muslim Fashion store Jember relatively expensive. When consumers come to this shop, they have to provide enough money to get the product they want and immediately buy it without thinking about the risk.

The seventh indicator regarding time availability; is the majority of respondents think that there is enough free time to shop at the Muslim Fashion store Jember Clothing Store, which makes consumers not rush to buy the products and make a purchases without a plan. Consumers who are willing to linger in the Muslim Fashion store Jember fashion store will certainly see a lot of the products offered so they are more likely to make unplanned purchases.

The eighth indicator regarding task definition; is the majority of respondents think that sometimes there is a desire to shop at the Muslim Fashion store Jember Clothing Store when they see attractive promos so that consumers will immediately buy the product without thinking about the usefulness of the product being purchased. Promotion is the most powerful strategy to attract consumers; when Muslim Fashion store Jember provides promotions such as discounted prices, consumers will be interested and want to buy these fashion products because the opportunity to get these products at a lower price is unlikely to happen next time.

5.2 Effect of Fashion involvement on Low quality of purchasing (LQP)

Fashion involvement effect on low quality of purchasing on consumers of the Muslim Fashion store Jember clothing store is evidenced by the results of the t-test which shows t-statisticsis greater than the t table (3.563> 1.986) p-value ≤ α, 5% = 5%(0.001 <0.05). The relationship shown by the coefficient value is positive indicating that the higher the fashion involvement, the more low quality of purchasing consumers at the Muslim Fashion store Jember will increase. The results of this study are in line with research conducted by (Nimmermann, 2019; Triwijayati et al., 2020; Vinish et al., 2020) showing that fashion involvement has a significant effect on decision making process.

Based on the description of the research variables, it is found that consumers of the Muslim Fashion store in Jembere have a fairly high fashion involvement behaviour so that the possibility of low quality of purchasing that consumers will make will also be higher. Fashion involvement in this study is measured through four indicators consisting of important fashion probability or chance of error in purchasing, fashion showing a characteristic or a symbol, and pleasure in fashion. While low quality of purchasing is measured through four indicators consisting of spontaneity, out-of-control, non-cognitive evaluation and disagreement of consequences.

The following is the relationship between the two variables; (1) The first indicator is the first indicator regarding with fashion appearance that must be maintained to support daily activities. This makes consumers willing to make unplanned purchases when they see the latest fashion products at the Muslim Fashion store Jember Clothing store. Appearance needs to be maintained by someone to make it look attractive then others. Consumers will strongly desire to buy fashion to judge that they look beautiful or handsome.
The second indicator is about the probability or chance of error in buying. The majority of respondents think that they feel quite confused when making choices when buying fashion products at the Muslim Fashion store Jember Clothing Store because of the availability of various attractive clothing choices so that consumers make purchases without prior consideration of the benefits of the clothes they buy. Consumers will immediately buy the product they want without thinking about the risks they expect, although when buying the product they want, consumers feel confused about choices.

The third indicator regarding fashion shows a characteristic or a symbol; eeeee majority of respondents consider the fashion products of the Muslim Fashion store Jember to adequately reflect their own style. This is important because the attractive and comfortable design becomes the focus of concern of the

fashion products. The products offered at the Muslim Fashion store Jember are always up to date, which makes consumers want to buy them so that they can be seen as stylists.

The fourth indicator regarding the pleasure of fashion; the majority of respondents think that using fashion at the Muslim Fashion store Jember Clothing Store is enough to create pleasure, so consumers want to have fashion products offered at the store and buy them without looking at the quality of the materials but seeing the design side. The products offered at the Muslim Fashion store Jember are always up to date, which makes consumers want to purchase and keep stylists.

The fourth indicator regarding the pleasure of fashion; the majority of respondents think that using fashion at the Muslim Fashion store Jember Clothing Store will create pleasure. Accordingly, consumers are interested in buying products offered at the store and create buying based upon the design. The products offered at the Muslim Fashion store Jember are always up to date, which makes consumers seen as stylists. The fourth indicator regarding the pleasure of fashion; the majority of respondents think that using fashion at the Muslim Fashion store Jember Clothing Store is enough to create pleasure, so consumers want to have fashion products offered at the store and make a purchase

5.3 The Effect of Store Environment on Low quality of purchasing (LQP)

Store environment effect on low quality of purchasing on consumers of the Muslim Fashion store Jember clothing store is evidenced by the results of the t-statistics which shows t-statisticsis greater than the t-table (2.489> 1.986) p-value ≤ α, 5% = 5%(0.015 <0.05). The relationship shown by the coefficient value is positive, indicating that the better the store environment the low quality of purchasing at the Muslim Fashion store in Jember will increase. The results of this study are in line with research conducted by(Hasim et al., 2020; Saad & Madiha Metawie, 2015; Vinish et al., 2020), showing that the store environment has a significant effect on low quality of purchasing.

Based on the description of the research variables, information is obtained that consumers of the Muslim Fashion store Jember Clothing store have a fairly good store environment behavior, so the Low quality of purchasingthat consumers will make will also be higher. The store environment in this study is measured through four indicators consisting of music (X3.1), lighting (X3.2), layout (X3.3) and employees (X3.4).

The first indicator regarding music, the majority of respondents think that the music at the Muslim Fashion store in Jember Clothing Store is sufficient to generate interest in visiting; this encourages consumers to buy a fashion product that was not planned in advance. The

Muslim Fashion store Jember fashion shop always plays songs to create comfort for consumers; this also indirectly makes consumers feel at home to linger in the store.

The second indicator is about lighting; most respondents think that the lighting at the Muslim Fashion store Jember Clothing Store is designed well enough to make it easier to shop and create a sense of comfort that makes consumers more likely to make purchases without strong effort. Lighting in a fashion store is certainly an important thing so that consumers can easily see in detail the products they are going to buy and make it easier for consumers to find the products they want.

The third indicator is about the layout; the majority of respondents think that fashion products in the Muslim Fashion store Jember Clothing Store are grouped by type so that it gives a pretty neat impression and makes consumers easy to choose the desired fashion product and is likely to buy the fashion product they like without looking ingredients of the product. The arrangement at the Muslim Fashion store Jember fashion store is done neatly and is grouped by type so that consumers will easily find the product they are looking for. The fourth indicator regarding employees; the majority of respondents think that employees at the Muslim Fashion store Jember Clothing Store provide quite a friendly service; this creates a comfortable impression when shopping and makes consumers willing to buy the fashion products offered without prior planning. Good employees will certainly make consumers feel comfortable and enjoyable on looking the product they want.

6. RESEARCH LIMITATIONS

Based on the results of this study, there are limitations of this study that are the consumers population are limited to consumers who are in the Muslim Fashion store Jember Stores only. In addition, this study were offline survey that are limited number of sample reached during the periods of research.

7. CONCLUSION

Based on the analysis of hedonic shopping, fashion involvement, store environment and low quality of purchasing variables, the conclusions of this study are as follows.
a. *Hedonic Shopping* effect on low quality of purchasing on consumers of the Muslim Fashion store Jember fashion store. The Muslim Fashion store Jember fashion store seeks to create hedonic shopping by building shopping emotions in consumers so that consumers are willing to do shopping and make low quality of purchasing.
b. *Fashion involvement* effect on low quality of purchasing on consumers of the Jember Muslim

fashion store. The store provides a variety of fashions and is always updated so that consumers who see this new product will like it and want to buy it even though it was not planned beforehand.

c. *Store environment* effect on low quality of purchasing on consumers of the Muslim Fashion store Jember fashion store. The store environment in this store were well managed so that consumers feel at home in the store; with a comfortable shop atmosphere, consumers will linger in the store and are likely to see fashion products on display which will create low quality of purchasing.

8. RECOMMENDATION

Based on the results of this study, the suggestions that can be given to several parties include the following:

a. For the owner of the Muslim Fashion store
   The owner of the Muslim Fashion store should pay attention regarding hedonic shopping on the fun indicator. The business owner can create a pleasant atmosphere by providing attractive sales promotions such as package discounts. With regards to fashion involvement on the fun indicator for fashion, the owner expected to provide up-to-date fashion designs that always trendy in order to attack towards the product fashion offered. In connection with the store environment in particular layout indicator, the business owner needs to improve the layout of the fashion and easily looking out the clothes.

b. For Further Researchers
   For future researchers, it is better if the research is more generalized by expanding the object of research in the Muslim Fashion store in other countries. Researchers are also encouraged to add aother variables to improve management strategies to reach consumer high quality of purchasing. Future researchers also need to use omni channels to make it paperless and to reduce errors in inputting research data.

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