The Influence of Fashion Trends, Store Atmosphere, and Consumer Preferences on Consupmer Buying Interest

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Abstract

Consumer buying interest is a behavior that reflects an individual's desire to purchase or choose a product based on usage experience and the motivation to own the product. This study aims to analyze the influence of fashion trends, store atmosphere, and consumer preferences on buying interest in Bata shoes at the MMTC Branch, Medan. The study employs a quantitative causal approach involving consumers who have visited or purchased products at the MMTC Bata store. The results indicate that fashion trends and store atmosphere have a positive and significant effect on consumer buying interest, while consumer preferences do not show a significant effect when tested individually. However, when examined simultaneously, fashion trends, store atmosphere, and consumer preferences have a positive and significant influence on consumer buying interest. Furthermore, the findings show that a portion of consumer buying interest is explained by the variables examined in this study, while the remaining influence is determined by other factors outside the research model.

Keywords: Fashion Trends, Store Atmosphere, Consumer Preferences, and Consumer Buying Interest

INTRODUCTION

The fashion industry is one of the fastest-growing global sectors with relatively short product cycles, unpredictable demand, and complex supply chains. This rapid development has made fashion an important economic sector that not only drives consumer markets but also influences global popular culture. Over time, fashion has evolved from a mere functional necessity to a symbol of lifestyle and social identity. In Indonesia itself, the development of the fashion industry has become increasingly prominent in line with cultural diversity that has given rise to unique and interesting trends. However, this dynamic also presents a major challenge in the form of fierce competition from local and international brands, requiring industry players to continuously innovate, keep up with trends, and adapt to consumer needs and preferences.

One brand that has long been known to the Indonesian public is Bata, a global footwear retailer from the Czech Republic that has been operating in Indonesia since 1939. Despite its long history and strong reputation, Bata's performance in recent years has shown a downward trend. Data from *the Top Brand Awards in* the casual footwear subcategory shows that in the 2021–2024 period, Bata's brand index declined

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from a peak of 14% to only 7.5%, even being overtaken by competitors such as Converse and Ardiles. This phenomenon reflects Bata's declining relevance in the eyes of consumers, especially the younger generation, who tend to prefer brands with an image and design that are in line with the latest fashion trends.

A similar situation was experienced by the Bata MMTC Medan branch. Based on sales data, the number of products sold decreased from 13,465 pairs in 2022 to 11,254 pairs in 2024, with a significant decline of 13.2% in just the last year. This decline is closely related to weakening consumer interest, which is reinforced by the results of a pre-survey of 30 respondents. The majority of consumers stated that Bata shoe designs did not follow fashion trends, the store atmosphere did not provide optimal comfort, and their perception of product quality and price did not meet their expectations. Thus, there are indications that *fashion* trends, *store atmosphere,* and consumer preferences play an important role in shaping consumer purchasing interest, especially in an increasingly competitive market.

Previous studies indicate that store atmosphere and related variables significantly influence consumer purchase behavior in retail contexts. For example, Setiawan (2024) found that store atmosphere and fashion involvement positively affect purchasing decisions among Generation Z consumers at UNIQLO outlets, using a quantitative survey approach with multiple regression analysis. Similarly, Andriani et al. (2025) showed that trends in Korean Wave products and store atmosphere simultaneously influence consumer purchase intention, suggesting that product trends play a crucial role alongside environmental cues in shaping buying interest. Other empirical evidence from Kusnita et al. (2024) revealed that factors driving consumer impulse buying on fashion products during TikTok Live sessions significantly affect consumer behavior, indicating the importance of contemporary fashion trends and social media influence in purchase intentions. Despite these insights, much of the existing research focuses either on store atmosphere or on fashion trends separately, and few studies integrate fashion trends, store atmosphere, and consumer preferences simultaneously within a single empirical model, particularly in the context of local footwear retail like Bata at MMTC Medan. Theoretically, this gap points to limited integration between consumer behavior, trend adoption, and environmental stimuli theories. Practically, traditional retailers such as Bata face challenges in maintaining consistent buying interest given dynamic fashion influences and competitive pressure from both modern and digital retail platforms. Therefore, this study aims to analyze the influence of fashion trends, store atmosphere, and consumer preferences on consumer buying interest in Bata shoes at the MMTC Medan branch. The novelty of this research lies in its comprehensive simultaneous examination of these three variables in a local footwear retail setting, thereby contributing empirical evidence to consumer behavior literature and offering actionable insights for retail management strategies.

LITERATURE REVIEW

Marketing Management

Marketing management is a science that focuses on target market selection and customer relationship management through analysis, planning, and control of marketing programs. According to Yusuf (2022), marketing management aims to achieve company goals by growing customers through planned and systematic programs.

That marketing management is the art of selecting target markets, acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value. This concept of marketing management is very important in the fashion industry, because rapid changes in trends and market needs require adaptive and precise planning (Astuti & Amanda, 2020)

Meliza and Lubis (2022) add that marketing management encompasses the entire process designed to create, build, and maintain a mutually beneficial exchange between the company and consumers, which in turn increases consumer interest in the products offered.

Marketing Mix

The marketing mix consists of seven elements used by companies to attract consumers and influence their purchasing decisions. These elements include *Product*, *Price*, *Place*, *Promotion*, *People*, *Process*, and *Physical Evidence* (Praestuti, 2020)

Physical Evidence

Physical evidence refers to elements that consumers can see and feel that support their shopping experience, such as store design, product packaging, and other facilities. A comfortable and attractive store atmosphere

is very important in increasing consumer interest in purchasing, as it can extend the duration of visits and encourage consumers to buy products.

Consumer Purchase Interest

The motivation to buy something after thinking about it is known as "purchase interest," and this can be influenced by internal and external factors. Consumers' tendency to acquire a particular product brand or engage in related behavior is a measure of their purchase interest (Andayani, 2021).

Purchase interest is a human attitude that is part of consumer behavior, which is translated into an attitude toward making a purchase. Purchase intent is a behavior that arises as a response to an object that indicates the consumer's expectation to make a purchase (Rofiudin et al., 2022). Customer purchase intent is automatically generated if the customer loses interest or gives a clichéd response to what the seller offers (Parhusip et al., 2022).

Fashion Trends

Fashion trends are the application of clothing or accessories that follow the times, influenced by technological advances and global references (Arsita, 2021). Umboh et al. (2018), , state that fashion trends are a style of dress that is popular for a certain period of time.

Store Atmosphere

According to Agustin Tanjung (2020), store atmosphere is a physical characteristic that is very important for every retail business because it plays a role in creating a comfortable atmosphere in line with consumer desires and makes consumers want to linger in the store, indirectly stimulating them to make purchases.

According to Sirgy et al. (2020), store atmosphere is the environment inside a store (including color, lighting, decoration, display) where consumers make decisions. *Store atmosphere* refers to the atmosphere and physical environment created in a place of business, including interior design elements, lighting, scent, music, and cleanliness (Rahimah et al., 2024).

Consumer Preferences

Consumer preferences are the choices or tendencies of an individual or group toward a product or service compared to other choices, reflecting the level of desire or liking for certain attributes of the product or service, such as quality, price, brand, or other features (Aditya Wardhana, 2024) .

Consumer preferences can be determined by measuring the level of usefulness or importance of each product or service. The assessment of a product or service describes consumer attitudes, thereby reflecting consumer preferences in using or consuming a product or service (Miftah & Pangiuk, 2020).

Figure 1 Conceptual Framework
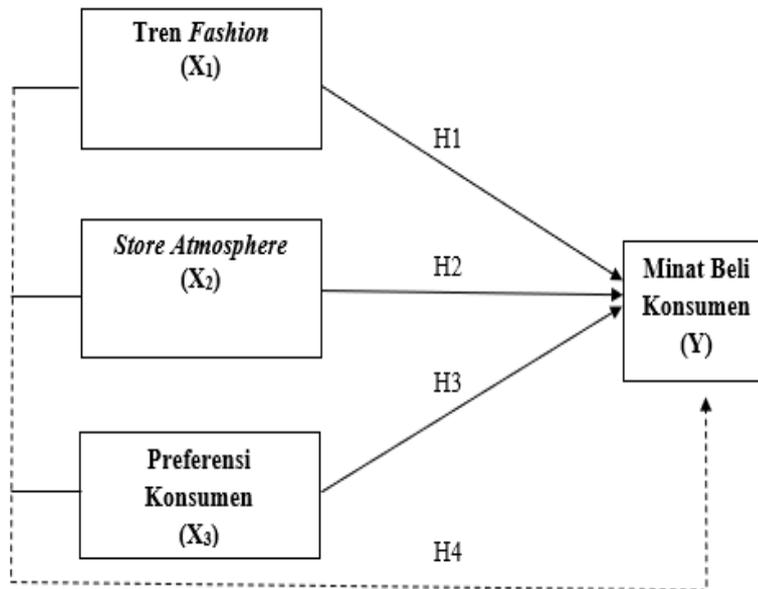
Source: Processed by researchers (2025)

METHOD

Causal associative research seeks to identify cause-and-effect relationships or connections between independent variables and dependent variables, according to Sugiyono (2022), based on the author's research on the variables to be studied. In this study, theories that can explain, predict, and control symptoms are possible. Studying the causality of parts and phenomena and their relationships. Developing and using mathematical models, theories, or hypotheses about natural phenomena is the goal of quantitative research. Because it provides a basic relationship between empirical observations and mathematical expressions of quantitative relationships, the measurement process is an important component of quantitative research. The location of this research is at the Bata 55127 store located at Jl. Pancing Mmtc Medan Blok Aa. Medan, 541 North Sumatra, Medan, North Sumatra, 20222. The research was conducted from March 2025 to May 2025. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher so that they can be studied and conclusions can be drawn (Sugiyono, 2022). The population in this study is consumers who visit or have visited Bata at the MMTC branch. According to Sugiyono (2022), a sample is a part of the number and characteristics possessed by the population. If the population is large and it is impossible for researchers to study everything in the population due to limited funds, manpower, and time, then researchers can use samples taken from the population. For this reason, samples taken from the population must be truly *representative*. Sampling in this study used a *non-probability* method with a technique. According to Sugiyono (2022), *accidental sampling* is a sampling technique carried out by taking anyone who happens to be encountered by the researcher and is considered suitable as a data source. The minimum sample size required in this study was 96 respondents, which the researcher rounded up to 150 respondents to avoid bias in the data.

RESULTS AND DISCUSSION

a. Validity and Reliability Test Results

Table 1. Validity Test Results

Variable	Item Statement	Corrected Item Total Correlations	R-Table		Results
Fashion Trends (X1)	X1.1	0.602	0.361		Valid
	X1.2	0.504	0.361		Valid
	X1.3	0.509	0.361		Valid

	X1.4	0.677	0.361		Valid
	X1.5	0.544	0.361		Valid
	X1.6	0.650	0.361		Valid
	X1.7	0.573	0.361		Valid
	X1.8	0.595	0.361		Valid
Store Atmosphere (X2)	X2.1	0.627	0.361		Valid
	X2.2	0.524	0.361		Valid
	X2.3	0.736	0.361		Valid
	X2.4	0.543	0.361		Valid
	X2.5	0.467	0.361		Valid
	X2.6	0.512	0.361		Valid
	X2.7	0.659	0.361		Valid
	X2.8	0.505	0.361		Valid
	X2.9	0.658	0.361		Valid
	X2.10	0.544	0.361		Valid
Consumer Preference (X3)	X3.1	0.443	0.361		Valid
	X3.2	0.811	0.361		Valid
	X3.3	0.614	0.361		Valid
	X3.4	0.670	0.361		Valid
	X3.5	0.583	0.361		Valid
	X3.6	0.572	0.361		Valid
	X3.7	0.820	0.361		Valid
	X3.8	0.405	0.361		Valid
	X3.9	0.544	0.361		Valid
	X3.10	0.547	0.361		Valid
Purchase Interest (Y)	Y.1	0.580	0.361		Valid
	Y.2	0.621	0.361		Valid
	Y.3	0.676	0.361		Valid
	Y.4	0.581	0.361		Valid
	Y.5	0.641	0.361		Valid
	Y.6	0.690	0.361		Valid
	Y.7	0.562	0.361		Valid
	Y.8	0.647	0.361		Valid

Source: Researchers' processing (2025)

Based on Table 1, it can be seen that the final results of the SPSS output for all variables and all questionnaire items have a calculated r > table r (0.361), so they are declared valid. Thus, all indicators can be used to measure the research variables.

Table 2. Reliability Test Results

No.	Variable	Cronbach's Alpha	Results
1.	X1	0.714	Reliable
2.	X2	0.779	Reliable/Dependable
3.	X3	0.803	Reliable/Dependable
4.	Y	0.773	Reliable/Dependable

Source: Researchers' processing (2025)

Based on Table 2, it is known that the Cronbach's Alpha value for variable X is 0.714, 0.779, 0.803, and variable Y is 0.773 > 0.60, which indicates that this research instrument is reliable.

b. Normality Test Results

Table 3. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150

Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.74274142
Most Extreme Differences	Absolute	.060
	Positive	.039
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Source: Researchers' processing (2025)

Based on Table 3, it is known that the Kolmogorov-Smirnov significance value is 0.200 > 0.05, so the data is normally distributed.

c. Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Coefficients[a]		
Model	Collinearity Statistic	
	Tolerance	VIF
Fashion Trends	.996	1.004
Store Atmosphere	.943	1,060
Consumer Preferences	.940	1.064
a. Dependent Variable: Purchase Interest		

Source: Researchers' processing (2025)

Based on Table 4, it can be seen that the results of the multicollinearity test above can be concluded that the Tolerance Value of all variables is > 0.10 and VIF is < 10, so there is no multicollinearity between independent variables.

d. Heteroscedasticity Test Results

Table 5. Heteroscedasticity Test Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	3.432	1.564		2.195	.030
Fashion Trends	-.031	.035	-.071	-.865	.388
Store Atmosphere	-.006	.031	-.017	-.195	.845
Consumer Preferences	.018	.028	.055	.643	.521
a. Dependent Variable: Abs_RES					

Source: Researchers' processing (2025)

Based on Table 5, the results of the gletjser test in the table above show that the significant value for the fashion trend variable is $0.388 > 0.05$, which indicates that there is no heteroscedasticity. The significant value for the store atmosphere variable is $0.845 > 0.05$, indicating that there is no heteroscedasticity, and the significant value for the consumer preference variable is $0.521 > 0.05$, indicating that there is no heteroscedasticity. Therefore, it can be concluded that there is no heteroscedasticity in the statement items for each variable.

e. Multiple Linear Regression Test Results
Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std Error	Standardized Coefficients Beta	t	Sig.
(Constant)	11.225	2.688		4,176	.000
Fashion Trends	.187	.061	.236	3,071	.003
Store Atmosphere	.133	.053	.200	2,534	.012
Consumer Preferences	.096	.049	.155	1,957	.052
a. Dependent Variable: Purchase Interest					

Source: Researchers' processing (2025)

To obtain more accurate results, researchers used the SPSS application. The equation model is:
$$Y = 11.225 + 0.187\ X1 + 0.133\ X2 + 0.096\ X3 + \varepsilon$$
Based on the results of multiple linear regression, an equation with a constant of 11.225 was obtained, which means that if fashion trends, store atmosphere, and consumer preferences are constant, purchasing interest will be at a value of 11.225. The regression coefficient for fashion trends ($\text{ß}1 = 0.187$) shows that every one-unit increase in fashion trends will increase purchasing interest by 0.187. The coefficient for store atmosphere ($\text{ß}2 = 0.133$) means that every one-unit increase in store atmosphere will increase purchase interest by 0.133. Meanwhile, the coefficient for consumer preferences ($\text{ß}3 = 0.096$) shows that every one-unit increase in consumer preferences will increase purchase interest by 0.096.

f. Simultaneous Test Results (F-Test)
Table 7. Simultaneous Test Results (F-Test)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	344.291	3	114,764	8,028	.000[b]
Residual	2087.209	146	14,296		
Total	2,431,500	149			
a. Dependent Variable: Purchase Interest					
b. Predictors: (Constant), *Fashion* Trends, *Store Atmosphere*, Consumer Preferences					

Source: Researchers' processing (2025)

Based on Table 7, it is known that the F test produces F_{count} 8.028 with a significance level of 0.005, so that the significance value is 0.000 < 0.05, which is said to be influential if $F_{count} > F_{table}$ can be found in the statistical table at a significance of 0.05. To find $F_{(table)}$, the values of Df1 and Df2 must be known. Df1 = k-1 (4-1) = 3, and Df2 = n-k (150 − 4) = 146 (k is the number of variables and n is the number of respondents). The value of $F_{(table)}$ is 2.67. Therefore, it can be seen that F (calculated) is greater than $F_{(table)}$ ($8.028 > 2.67$). It can be concluded that Fashion Trends, Store Atmosphere, and Consumer Preferences together influence Consumer Interest in purchasing Bata shoes at the MMTC branch, meaning that H4 is accepted.

g. Partial Test Results (t-test)

Table 8. Partial Test Results (t-test)

	Coefficients^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
(Constant)	11.225	2.688		4,176	.000
Fashion Trends	.187	.061	.236	3,071	.003
Store Atmosphere	.133	.053	.200	2,534	.012
Consumer Preferences	.096	.049	.049	1.957	.052
a. Dependent Variable: Purchase Interest					

Source: Researchers' processing (2025)

Based on Table 4.19, it can be seen that the t-value for Fashion Trends is 3.071 > the t-table value of 1.65 (n-k = 150-4 = 146 at 0.05/5%) and the significance of 0.003 < 0.05, so Ha is accepted and Ho is rejected, meaning that Fashion Trends have a positive and significant effect on purchasing interest. The t-value for Store Atmosphere is 2.534 > t-table 1.65 (n-k = 150-4 = 146 at 0.05/5%) and significance 0.012 < 0.05, so Ha is accepted and Ho is rejected, meaning that Store Atmosphere has a positive and significant effect on purchasing interest. The t-value for Consumer Preference is 1.957 > t-table 1.65 (n-k = 150-4 = 146 at 0.05/5%) and significance 0.052 > 0.05, so Ho is accepted and Ha is rejected, meaning that Consumer Preference does not have a significant effect on purchasing interest.

h. Determination Test Results

Table 9. Determination Test Results

Model Summary				
Model	R	R Square	*Adjusted R Square*	*Standard Error of the Estimate*
1	.376^a	.142	.124	3.781
a. Predictors: (Constant), *Fashion* Trends, *Store Atmosphere*, Consumer Preferences				

Source: Researchers' processing (2025)

Based on Table 9, it can be seen that the *Adjusted R square* value of 0.124 can be referred to as the coefficient of determination. This means that 0.124 (12.4%) of Purchase Interest can be obtained and explained by Fashion Trends, Store Atmosphere, and Consumer Preferences, while the remaining 87.6% is explained by variables outside the model that were not studied.

DISCUSSION
a. The Effect of Fashion Trends on Purchase Interest
The results show that Fashion Trends have a positive and significant effect on the buying interest of consumers of Bata shoes at the MMTC branch, with a t-value of 3.071, which is greater than 1.65, and a significance of 0.003, which is less than 0.05. Therefore, Ha is accepted and Ho is rejected. The influence of fashion trends is not only related to product design but also to social and psychological factors that affect consumers' perceptions of status and identity. Products that follow trends are often seen as status symbols. However, the trend-following design indicator received the lowest mean (3.26), indicating that most consumers feel that Bata shoe designs do not fully follow the latest fashion trends. This can reduce consumer interest, especially in the young market segment that is very concerned with style and appearance.

Based on these findings, Bata needs to improve its product design to be more relevant to fashion trends in order to increase consumer appeal and satisfaction. Fashion trends not only influence design but also create an emotional connection between consumers and brands. Therefore, brands such as Bata need to keep up with trends to remain competitive in the market. These findings are in line with previous research by Oktoza & Arianto (2023), which states that fashion trends have a significant effect on consumer purchasing interest.

b. The Effect of Store Atmosphere on Buying Interest

The results show that store atmosphere has a positive and significant effect on the purchasing interest of consumers of Bata shoes at the MMTC branch, with a calculated t-value of 2.534, which is greater than 1.65, and a significance of 0.012, which is less than 0.05. This indicates that store atmosphere significantly influences purchasing decisions. Store atmosphere includes physical elements such as lighting, music, aroma, temperature, and interior design that create a comfortable and attractive shopping experience. Lighting in the store, with the lowest mean of 3.28, shows that most consumers feel that the lighting is not optimal for displaying shoes clearly and attractively. Inappropriate lighting can reduce the visual appeal of products and consumer purchasing interest.

To increase purchasing interest, Bata needs to improve store atmosphere elements, especially lighting, to make products more visually appealing. A good store atmosphere can create an emotional connection between consumers and the brand, as well as enhance overall comfort and shopping experience. These findings are in line with the results of research by Hafizh and Chatarina (2024), which shows the positive influence of store atmosphere on purchasing interest.

c. The Effect of Consumer Preference on Buying Interest

The results show that consumer preferences do not have a significant effect on the purchasing interest of consumers of Bata shoes at the MMTC branch, with a t-value of 1.957, which is greater than 1.65, and a significance of 0.052, which is greater than 0.05. Therefore, Ho is accepted and Ha is rejected. Consumer preferences are related to individuals' tendencies to choose products based on attributes such as quality, price, and brand. Although consumers consider other factors, this study shows that factors such as design and store atmosphere have a greater influence than consumer preferences in determining purchasing interest. The indicator with the lowest mean (3.19) in "Physical Evidence" shows that most consumers are not yet fully convinced of product quality based solely on physical appearance in stores. This indicates the need for improvement in product appearance, such as more attractive packaging and labeling, to build consumer confidence in product quality. The results of this study are in line with research by Nurrunnajmi and Amaliah (2024), which supports this finding by stating that consumer preferences do not significantly affect purchase interest.

d. The Effect of Fashion Trends, Store Atmosphere, and Consumer Preference on Buying Interest

The results show that Fashion Trends, Store Atmosphere, and Consumer Preferences have a positive and significant effect on the purchasing interest of consumers of Bata shoes at the MMTC branch, with the F test producing an Fcount of 8.028 > Ftable 2.43, which means that Ha is accepted and Ho is rejected. This means that these three variables simultaneously influence consumer purchasing interest. However, the consumer preference indicator with the lowest mean (2.7) shows that the level of consumer loyalty to Bata shoes at the MMTC branch is still low. Most consumers do not yet have a strong tendency to choose Bata shoes over other brands, which may be due to a lack of product differentiation or an inadequate shopping experience. To increase consumer preference, Bata stores need to strengthen their branding strategies, improve product quality, and create a more satisfying shopping experience.

CONCLUSION

Based on the results of the study, it can be concluded that Fashion Trends have a positive and significant partial effect on the purchasing interest of Bata shoe consumers at the MMTC branch. This shows that consumers tend to be interested in buying products that are in line with the latest fashion trends. In addition, Store Atmosphere also has a positive and significant partial effect on consumer purchasing interest. A comfortable and attractive store atmosphere has a direct impact on consumer purchasing decisions. However, consumer preferences do not have a significant partial effect on purchasing interest. Although

consumer preferences can influence brand choice, other factors such as fashion trends and store atmosphere are more dominant in determining purchasing interest. Simultaneously, Fashion Trends, Store Atmosphere, and Consumer Preferences have a positive and significant effect on the purchasing interest of Bata shoe consumers at the MMTC branch, indicating that these three factors work together to influence purchasing decisions.

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