

Analysis of the Influence of Islamic Service Quality, Product Innovation, and Religiosity on Purchase Decisions with Store Atmosphere as a Moderating Variable (Case Study on Soklatok Salatiga Visitors)

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Abstract. This study aims to see how much influence Islamic service quality, product innovation and religiosity have on purchasing decisions which are moderated by the store atmosphere variable. This type of research is quantitative with an average sample of 150 visitors per day in Soklatok Salatiga. In this study, the researcher used the incidental sampling technique. Researchers took samples based on the calculation of the formula from Isaac and Michael and obtained 100 samples. The data obtained from the sample will be used to perform statistical analysis with SPSS 23. Based on the findings of the researcher that the quality of Islamic services has a positive and significant effect on purchasing decisions. Product innovation has a positive and significant effect on purchasing decisions. Religiosity has a positive and significant effect on purchasing decisions. Store atmosphere strengthens the influence of Islamic service quality on purchasing decisions. Store atmosphere weakens the influence of product innovation on purchasing decisions. Store atmosphere weakens the influence of religiosity on purchasing decisions.

Keywords: Islamic service quality, product innovation, religiosity, purchasing decisions and store atmosphere

1 Introduction

The creative industry is one of the subsectors that have experienced very rapid and massive growth in various regions of Indonesia. According to reports obtained from surveys and presented as statistical data by the Indonesian Creative Economy Agency (BEKRAF), there are three creative industry subsectors that have a significant impact: the culinary sector, fashion, and crafts. The following are the data on Indonesia's creative economy subsectors.

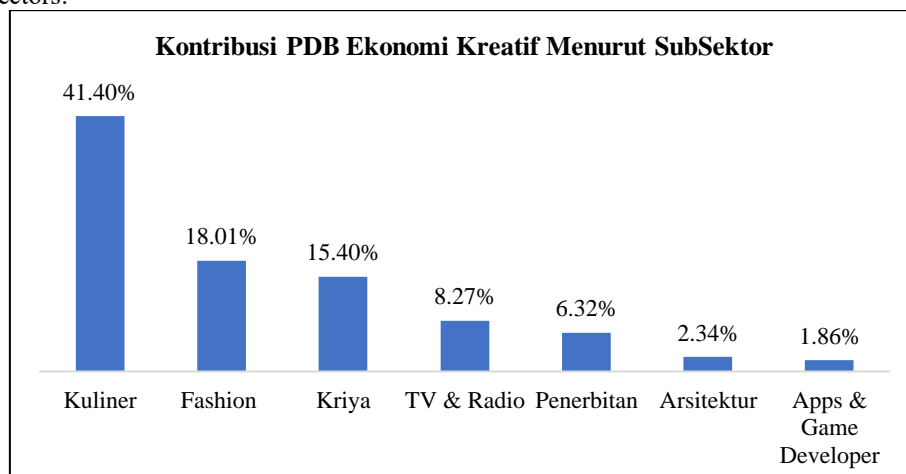


Fig. 1. Creative Economy Division Based on Subsector

Source: Report from the Creative Economy Agency (BEKRAF), data processed (2021)

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Based on the data above, the culinary subsector has a percentage of 41.40%, followed by fashion at 18.01%, and crafts in third place with a percentage of 15.40%. The high percentage of the culinary subsector is supported by the massive innovation carried out by sellers, which tends to receive positive responses from consumers. In addition to the good response from consumers, opening a business in the culinary sector is easier and more widely accepted by the community compared to the fashion sector, which still relies heavily on foreign designers.

Indonesia's economic development has triggered changes in people's behavior in determining entertainment or places to relax. As their time is consumed by work activities, this phenomenon has led to the establishment of many cafes and restaurants offering one-stop shopping options. The goal is to meet various needs in one place, such as cafes that provide live music every night, stalls that organize 'nobar' (watching sports together), or restaurants that offer children's play areas. The one-stop shopping method is expected to attract many visitors and increase sales.

The arrival of the COVID-19 pandemic triggered changes in consumer behavior, where previously they had to visit outlets but now they can obtain products through food delivery services. On the other hand, the pandemic also led to a decrease in the number of visitors to dining places, although sales remained stable thanks to food delivery services. Amid these conditions, some dining places experienced a decline, while others, such as Soklatok Salatiga, remained stable.

Soklatok Salatiga has the unique feature of not including 'cafe' or 'restaurant' in its name, aiming to position itself as welcoming to every consumer segment, from students and college students to office workers. In addition to this uniqueness, other factors include the variety and innovation of its products, the comfortable place, and the service standard that follow hotel service norms while emphasizing Islamic behavior.

Suparman (2021) explains that developing a culinary business can be achieved through innovating products. The purpose of product innovation is to provide prospective consumers with many product choices and to offer new experiences with new products from the producer. When innovating, attention must be given to the quality and uniqueness of the new product, all with the aim of attracting consumers and encouraging them to purchase the product. Research on the influence of product innovation on purchasing decisions has been conducted by Dirgantara & Mashariono (2020), who explain the existence of an influence between product innovation and purchasing decisions, while according to Arisandi & Wibowo (2020) there is no relationship between product innovation and purchasing decisions.

Besides product innovation, there are other variables that influence purchasing decisions, such as service quality. According to research by Ibrahim & Thawil (2019) service quality has a positive impact on prospective consumers in making purchasing decisions. According to Rokhilawati & Niâ (2020) Islamic service, which emphasizes Islamic ethics and behavior, provides more trust to customers in making product purchasing decisions. Research on the influence of Islamic service quality on purchasing decisions has been conducted by Shoifuro & Canggih (2020) who found a significant relationship between Islamic service quality and the formation of purchasing decisions. However, according to Nasution (2021) there is no influence of Islamic service quality on purchasing decisions.

Sriminarti (2020) researched the role of store atmosphere in moderating the relationship between service quality and purchasing decisions, and found that store atmosphere can moderate the relationship between service quality and the formation of purchasing decisions. Internal factors of each individual can also influence the formation of purchasing decisions. Religiosity is the adherence of an individual to the commandments and prohibitions of their religion. In the research conducted by Wulandari (2021) religiosity influences purchasing decisions, and according to Trenggana (2019) there is no influence of religiosity on purchasing decisions.

Based on the above explanations and the differences in previous research findings, the researcher proposes a study on 'Analysis of the Influence of Islamic Service Quality, Product Innovation, and Religiosity on Purchasing Decisions with Store Atmosphere as a Moderating Variable (Case Study on Soklatok Salatiga Visitors)'.

2 Research Method

This research is categorized as quantitative research, which is typically associated with numerical data processed using appropriate statistical methods and formulas. The results of this numerical data processing will be used as a reference in testing the hypotheses previously proposed by the researcher (Sugiyono, 2011). This research was conducted on consumers visiting Soklatok Salatiga, located at Jl. Kartini No. 108, Salatiga, in January 2022.

In this study, the researcher used a sampling technique called incidental sampling. Essentially, sampling in this technique is based on coincidence, where those who happen to meet the researcher and meet the criteria can be used as valid data source (Sugiyono, 2011). Soklatok Salatiga has approximately 150 visitors. The researcher determined the sample size using the Isaac and Michael formula with a 5% significance level. Based on the explanation above, it can be concluded that the sample size in this study is 100 people, and the research will be conducted at Soklatok Salatiga.

3 Result and Discussion

3.1 Result

The following are the results of data processing for the sample size in this study, which consists of 100 people, conducted at Soklatok Salatiga, as explained in Table 1 below:

Table 1. Hypothesis Testing

	Purchase Decision			
	R2	t	F	B
Hypothesis Testing 1				
Islamic Service Quality	0.702	0.258	6.150	0.115*
Hypothesis Testing 2				
Product Innovation	0.702	1.664	6.150	0.209*
Hypothesis Testing 3				
Religiosity	0.702	2.507	6.150	0.148*

Explanation: * $p < 0.05$; ** $p < 0.01$

Source: Processed Primary Data (2024)

Based on the results in Table 1, the T-test shows that the significance value for the Islamic service quality variable is 0.037, which is less than 0.05. This indicates that the Islamic service quality variable has a significant effect on purchasing decisions, with a coefficient of 0.015, indicating a positive relationship. Therefore, it can be concluded that Islamic service quality has a significant positive effect on purchasing decisions. Next, the significance value for the product innovation variable is 0.009, which is less than 0.05. This shows that the product innovation variable has a significant impact on purchasing decisions, with a coefficient of 0.209, indicating a positive relationship. Therefore, it can be concluded that product innovation has a significant positive effect on purchasing decisions. Furthermore, the significance value for the religiosity variable is 0.014, which is less than 0.05. This indicates that the religiosity variable has a significant effect on purchasing decisions, with a coefficient of 0.148, indicating a positive relationship. Therefore, it can be concluded that religiosity has a significant positive effect on purchasing decisions.

Based on the results of the F-test, a significance value of $0.001 < 0.05$ was obtained. This indicates that the variables of Islamic service quality, product innovation, religiosity, and store atmosphere together (simultaneously) affect purchasing decisions. The next result obtained is an R^2 value of 0.495, which means there is a strong relationship between the independent variables and the dependent variable, as the R value is close to 1. This shows that the greater the value of x, the greater the value of y. The R^2 test results in this study show an R^2 value of 0.495. This indicates that 49.5% of the purchasing decision variable is influenced by the variables of Islamic service quality, product innovation, religiosity, and store atmosphere, while the remaining 50.5% is influenced by other variables.

Table 2. Hasil Uji MRA (*Moderate Regression Analysis*)

	Purchase Decision		
	B	t	Sig
Hypothesis Testing 5			
Islamic Service Quality *Store Atmosfer	.020	1.211	.029*
Hypothesis Testing 6			
Product Innovation *Store Atmosfer	.012	-.452	.652
Hypothesis Testing 7			
Religiosity *Store Atmosfer	.007	.526	.600

Source: Processed Primary Data (2024)

Based on the results in Table 2, the MRA test shows a coefficient value for the Islamic service quality variable of 0.020 with a significance level of $0.029 < 0.05$. This means that the store atmosphere variable has a significant positive effect on the relationship between Islamic service quality and purchasing decisions. For the product innovation variable, a coefficient value of -0.012 was obtained with a significance level of $0.652 < 0.05$. This means that the store atmosphere variable has a negative and insignificant effect on the relationship between

product innovation and purchasing decisions. Lastly, for the religiosity variable, a coefficient value of 0.007 was obtained with a significance level of $0.600 < 0.05$. This means that the store atmosphere variable has a positive but insignificant effect on the relationship between religiosity and purchasing decisions. It can be concluded that the moderating variable in this study weakens the relationship between product innovation and religiosity with purchasing decisions. However, the store atmosphere variable moderates the relationship between service quality and purchasing decisions.

3.2 Discussion

3.2.1 Islamic Service Quality and Purchasing Decisions

Based on the calculation results, it is known that Islamic service quality has a coefficient of 0.115 with a significance level of 0.037, which is smaller than alpha 0.05. This result indicates that Islamic service quality has a positive and significant effect on purchasing decisions for food at Soklatok Salatiga, so the hypothesis (H1) is accepted. This research finding is consistent with Rokhilawati & Niâ, (2020) who found in their study that Islamic service quality can significantly influence and positively correlate with consumers' decisions to purchase food products. Good service quality can foster a sense of comfort and appreciation among consumers, influencing their purchasing decisions. Good service will have a positive impact, aligned with the high number of consumers purchasing the product.

3.2.2 Product Innovation and Purchasing Decisions

Based on the calculation results, it is known that product innovation has a coefficient of 0.209 with a significance level of 0.009, which is smaller than alpha 0.05. This result indicates that product innovation has a positive and significant effect on purchasing decisions for food at Soklatok Salatiga, so the hypothesis (H2) is accepted. This research finding is consistent with Bahri (2021) who explained that product innovation, especially in the culinary field, has a positive and significant effect on purchasing decisions. According to Dirgantara & Mashariono (2020) their research explained that product innovation is a double-edged sword for culinary producers. Product development innovation will lead to both rejection and appreciation from consumers. This is something that producers must face, ensuring that innovation does not overshadow the core product that is widely recognized by consumers.

3.2.3 Religiosity and Purchasing Decisions

Based on the calculation results, it is known that religiosity has a coefficient of 0.148 with a significance level of 0.014, which is smaller than alpha 0.05. This result indicates that religiosity has a positive and significant effect on consumer decisions to purchase food products at Soklatok Salatiga, so the hypothesis (H3) is accepted. This finding is consistent with Wulandari (2021) who found that religiosity has a positive and significant effect on purchasing decisions. This is because the products offered are in accordance with and do not violate the rules of the religion adhered to. Indirectly, religiosity shapes consumers' thinking patterns in determining where to shop for the products they need.

3.2.4 Islamic Service Quality, Purchasing Decisions, and Store Atmosphere

Based on the output of the moderation regression model, it is known that the significance of store atmosphere moderates the relationship between Islamic service quality and purchasing decisions at 0.029. Since the significance of $0.029 < \alpha 0.05$, the moderation effect of store atmosphere is significant. In other words, store atmosphere has a moderating effect, strengthening the relationship between Islamic service quality and purchasing decisions, so the hypothesis (H4) is accepted. This research finding is consistent with Sriminarti (2020) who wrote in their study that store atmosphere can moderate the relationship between service quality and purchasing decisions.

3.2.5 Product Innovation, Purchasing Decisions, and Store Atmosphere

Based on the output of the moderation regression model, it is known that the significance of store atmosphere moderates the relationship between product innovation and purchasing decisions at 0.652. Since the significance of $0.652 > \alpha 0.05$, the moderation effect of store atmosphere is not significant. In other words, store atmosphere weakens the relationship between product innovation and purchasing decisions, so the hypothesis (H5) is rejected. This could happen because the producer failed to create a store atmosphere that aligns with the

products being offered. Therefore, the store atmosphere is unable to strengthen the influence of product innovation on purchasing decisions.

3.2.6 Religiosity, Purchasing Decisions, and Store Atmosphere

Based on the output of the moderation regression model, it is known that the significance of store atmosphere moderates the relationship between religiosity and purchasing decisions at 0.600. Since the significance of 0.600 > alpha 0.05, the moderation effect of store atmosphere is not significant. In other words, store atmosphere weakens the relationship between religiosity and purchasing decisions, so the hypothesis (H6) is rejected. Religiosity can influence consumers in making purchasing decisions at a restaurant or café. Indirectly, religiosity shapes consumers' thinking patterns in determining where to shop for the products they need. However, in this study, the store atmosphere was not able to moderate the influence of religiosity on food purchasing decisions.

4 Conclusion

Based on the research conducted through the stages of data collection, data processing, and data analysis, the following conclusions can be drawn: Islamic service quality has a significant positive effect on purchasing decisions. Product innovation has a significant positive effect on purchasing decisions. Religiosity has a significant positive effect on purchasing decisions. Store atmosphere strengthens the influence of Islamic service quality on purchasing decisions. Store atmosphere weakens the influence of product innovation on purchasing decisions. Store atmosphere weakens the influence of religiosity on purchasing decisions.

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