# The Effect of E-Commerce, Price, and Service Quality on Purchasing Decisions at Mbak Tin Clothing Store in Gudo Market, Jombang Regency

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| Article Information | | Abstract |
|---|---|---|
| Submission date | 19/12/2024 | |
| Revised date | 05/03/2025 | |
| Accepted date | 11/03/2025 | |

**Research aim :** *As a researcher, this article aimed to understand and analyze the effect of e-commerce, price, and service quality on purchasing decisions at Mbak Tin Clothing Store in Gudo Market, Jombang Regency.*

**Design/Method/Approach :** *These studies use a quantitative method with a causality type. The population in our study included all consumers at Mbak Tin Clothing Store in Gudo Market, the number of which was infinite or uncountable. A sample using this study was 40 respondents selected using a random sample method or by chance (accidental sampling). The method of data collection was through questionnaires. The data gathered was analyzed using the classical assumption test, multiple linear regression analysis, coefficient of determination test, and hypothesis testing using SPSS 23.*

**Research Finding :** *The results showed that e-commerce, price, and service quality had a significant impact on purchasing decisions at Mbak Tin Clothing Store in Gudo Market, Jombang Regency.*

**Theoretical contribution/Originality :** *This research focuses on a deeper understanding of how e-commerce, price, and service quality mutually influence consumer decisions when buying. By exploring the relationship between these three factors, this research seeks to understand how the interactions among variables can shape consumer preferences and influence their choices in making purchasing decisions.*

**Practitionel/Policy implication :** *As a practical, this study could be a practical guidelines for Mbak Tin Clothing Store in Gudo Market to improve consumer purchasing decisions.*

**Research limitation :** *A limitation of this study is that it was only conducted at Mbak Tin Clothing Store in Gudo Market, the results may not be fully applicable to clothing stores outside traditional markets or outside jombang district.*

**Keywords :** *E-commerce, Price, Service Quality, Purchase Decision, Traditional Market*

## 1. Introduction

The very fast development of digital technologies in recent years has brought major changes in the business world and the way people shop, especially in the retail sector. Based on data in 2023, the fashion industry will be one of the pillars of Indonesia's creative economy, with growth reaching 18.57% year on year (yoy) [1]. Currently, people's shopping habits are shifting more to e-commerce platforms, which has been seen from the increase in sales reaching

21.56% of total e-commerce sales in Indonesia [2]. This shift in shopping habits is also seen in areas such as Jombang Regency, where people are starting to rely more on or use e-commerce such as Shoppe, TokoPedia, and Lazada to buy their clothing needs. With the rapid growth of e-commerce, this online shopping trend poses new challenges for traders in traditional markets, as experienced by Mbak Tin Clothing Store in Gudo Market, Jombang Regency. The store, which has been established since 2003, is facing a decline in the number of customers, along with changes in consumer behavior that prefer online shopping.

The data showed the number of shoppers in this store decreased from 6,480 people in 2019 to 3,460 people in 2023. This makes it clear that in order to compete, traditional manufacturers must adapt to technological developments and shopping trends that are now dominated by online platforms, especially e-commerce [3]. As discussed in the research entitled business development strategy of alen-alen mbak sripit through a business model canvas, the success of a business is highly dependent on careful strategic planning [4]. In this study, the use of technology and business model innovation proved to be an important step to maintain business existence. This finding can be an inspiration for Toko Busana Mbak Tin to start adopting digitalization strategies, such as utilizing e-commerce platforms. This step can help Toko Busana Mbak Tin attract more customers while increasing competitiveness, especially in the midst of the increasing popularity of online shopping.

In addition to e-commerce, price is also a key elements influencing consumer purchasing decisions, especially in comparing price differences between traditional and online stores. Price differences are also caused by differences in operating costs, where traditional stores such as Toko Busana Mbak Tin have higher operating expenses when comparing it to an online store because they have to pay rent, employee salaries, and other operating costs, while online stores such as e-commerce have lower operating costs because they can be more flexible so that they do not incur more operational costs [5]. However, Mbak Tin Clothing Store is still able to offer affordable, competitive prices, and is in line with the quality of the products being sold. Apart from price, service quality may be an important factor influencing consumer decisions. Good service can create a positive impression and encourage consumers to make purchases. At Mbak Tin Clothing Store, the friendly and attentive attitude of employees often makes visitors who initially intend to look at the product finally decide to buy. This individualized approach and in-depth interaction is a strong reason for many customers to remain loyal and shop at this store, despite competition from e-commerce.

Research titled "Analysis of the impact of the digital economy on the source of income of traders in Sudirman Market" supports this phenomenon [6]. The study's findings indicate that e-commerce significantly influences traders' decisions to buy at Sudirman Market. Price had a major impact on decisions to buy clothes at the Outfitbycimoi store, according to research titled the effect of product quality, promotion, and price perceptions on purchasing decisions [7]. The findings of the study entitled "The Influence of Brand Image and Service Quality on Clothing Purchase Decisions at Eleven March Store in Padang City", demonstrated that service quality significantly influences decisions to buy clothing from Eleven March Store in Padang City [8]. According to the findings of a study entitled "The Effect of Service Quality, Price, and Location on Purchase Decisions at Pak Ndut Kediri Meatballs", service quality and pricing had a major impact on consumers' decisions to buy the meatballs [9].

The novelty of this research with all previous studies is these studies use three independent variables studied, namely e-commerce, price, and service quality, and use one dependent variable, that is, purchasing decisions. Differences with previous research, namely from the object of research in traditional markets, namely at the Mbak Tin Clothing Store in the Gudo Market, Jombang Regency, which has not previously been studied. Based on this phenomenon, the researchers are interested to raise this issue and choose the title "The Effect of E-Commerce, Price, and Service Quality on Purchasing Decisions at Mbak Tin Clothing Store in Gudo Market, Jombang Regency".

### 1.1. Statement of Problem

From the aforementioned background, we can identify the problem, namely this study will measure how much influence e-commerce has on consumer decisions in buying clothes at Mbak Tin Clothing Store. The focus is on whether consumers prefer to buy directly in stores or through e-commerce, taking into account the ease of transactions and a wider and cheaper selection of products in e-commerce. Price is the main factor that consumers pay attention to when going shopping, product prices at Toko Busana Mbak Tin are often more affordable when compared to e-commerce platforms when calculated with the burden of shipping costs and admin fees. Meanwhile, service quality such as friendliness, accuracy and ease in providing a variety of choices also played an impor tant in influencing purchasing decisions, compared to the shopping experience on e-commerce platforms.

### 1.2. Research Objectives

In this research, aim to know and analyze how much influence e-commerce, price, and service quality have on purchasing decisions at Mbak Tin Clothing Store in Gudo Market, Jombang Regency.

## 2. Method

The research utilizes a quantitative approaches with causality type and non-probability samples method. Because the population was not limited, our sample was drawn by means of the accidental samples method. The sample size is determined using a multivariate approach, where each variable (both independent and dependent) is multiplied by 10, so with 4 variables in this study, the total sample required is 40 respondents. Collecting data is done using a questionnaire which includes several statements which are broken down into indicators for each variable, then distributed to respondents to be filled in [10]. The data analysis included the classical assumptions test, multiple linear regression analysis, the coefficient of determination test, and hypothesis testing.
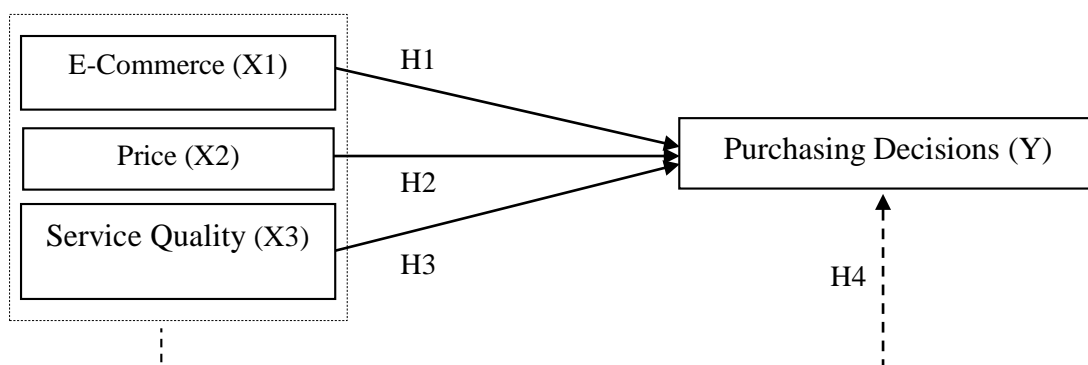


**Figure 1. Conceptual Framework**
Source: Researcher processed data, 2024

The figure above explains that the e-commerce variable (X1), price (X2), and service quality (X3) affect purchasing decisions (Y) at Mbak Tin Clothing Store in Gudo Market. Each variable has indicators that influence consumer choice. The relationship between variables is indicated by the direction of the arrow indicating the relationship partially (H1, H2, H3) which means that each variable has an impact on purchasing decisions, while the simultaneous relationship (H4) describes the effect of the three X variables together on consumer purchasing decisions.

## 3. Results and Discussion

This research used a sample of 40 respondents. These respondents have been selected based on predetermined criteria, namely consumers who have shopped at Mbak Tin Clothing Store in Gudo Market, Jombang Regency. Data collected through a physical (paper) questionnaire which is filled in directly by the respondent. This study observes three independent variables, including e-commerce, price, and service quality, and one dependent variable, namely purchasing decisions. Mbak Tin Clothing Store has been established since 2003, which means that this shop has been operating for 21 years. The location is on Jl. Raya Pasar Tapen, Gudo, Gudo District, Jombang Regency, East Java 61463, right in the Gudo Market area. This makes most of the respondents come from people who often shop at these markets. The collected data is presented in a structured manner to facilitate the analysis process. This presentation aims to make the research results easier to understand and support the smooth processing of subsequent data. Furthermore, the results of respondent characteristics will be described as part of the research analysis.

**Table 1. Testing Gender Characteristics**

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 9 | 22,5% |
| Female | 31 | 77,5% |
| Total | 40 | 100% |

Source: Processed by SPSS 23

According to Table 1 is above, this study involved 40 buyer respondents at Mbak Tin Clothing Store from the total sample taken, the majority were women, namely 77.5% or 31 people, while the rest were men as many as 22.5% or 9 people. This data indicates that most of the consumers who buy products from Mbak Tin Clothing Store are dominated by women.

**Table 2. Testing Age Characteristics**

| Age | Frequency | Percentage |
|-----|-----------|------------|
| <25 | 10 | 25,0% |
| 26-35 | 14 | 35,0% |
| 36-45 | 7 | 17,5% |
| >46 | 9 | 22,5% |
| Total | 40 | 100% |

Source: Processed by SPSS 23

Considering the analysis presented in Table 2, of these 40 respondents who were buyers at Mbak Tin Clothing Store, the testing of age characteristics was divided into four age groups. The majority of respondents were aged 26-35, with a percentage of 35.0% or 14 people. Furthermore, age> 25 shows 25.0% or 10 people, followed by age> 46 which shows 22.5%. The age group 36-45 years is the least, namely 17.5% or 7 people. From the data above, it can be concluded that respondents aged 26-35 years are the most dominant and appear to buy more than other age groups.

**Table 3. Testing Characteristics of Last Education**

| Last Education | Frequency | Percentage |
|---|---|---|
| SD | 1 | 2,5% |
| SMP | 8 | 20,0% |
| SMA | 26 | 65,0% |
| S1 | 5 | 12,5% |
| Total | 40 | 100% |

Source: Processed by SPSS 23

From the analysis of Table 3, there are 40 buyer respondents at Mbak Tin Clothing Store who are grouped based on their latest educational qualifications. Most of the respondents were high school graduates, namely 26 people or 65.0%, followed by junior high school graduates as many as 8 people or 20%. Respondents with the last education S1 there are 5 people or 12, and the least is elementary school graduates only 1 person or 2.5%. This shows that most respondents have a senior high school level education which is likely to affect the preference of decision patterns in making purchases.

**Validity Test**

A measurement tool, such as a questionnaire, is evaluated using a validity test to see if the tool can actually measure what it wants to measure [11]. If the statements accurately describe what is to be measured, then the questionnaire can be considered valid. Researchers used IBM SPSS Statistic 23 to compare the calculated r value with the r table to conduct a validity test. Meanwhile, this research utilizes a significance level of 0.05, with the criteria that a statement in such questionnaires are considered valid if r count > or equal to the predetermined r table, and is considered invalid if r count < or equal to r table.

**Table 4. Validity Test Results**

Validity Test Results E-Commerce (X1)

| Item Number | R. Calculate | R. Table 5% (38) | Significance | Criterion |
|---|---|---|---|---|
| 1 | 0,734 | 0,312 | 0,000 | Valid |
| 2 | 0,766 | 0,312 | 0,000 | Valid |
| 3 | 0,741 | 0,312 | 0,000 | Valid |
| 4 | 0,736 | 0,312 | 0,000 | Valid |
| 5 | 0,776 | 0,312 | 0,000 | Valid |
| 6 | 0,833 | 0,312 | 0,000 | Valid |
| 7 | 0,793 | 0,312 | 0,000 | Valid |
| 8 | 0,838 | 0,312 | 0,000 | Valid |

| Item Number | R. Calculate | R. Table 5% (38) | Significance | Criterion |
|---|---|---|---|---|
| 9 | 0,805 | 0,312 | 0,000 | Valid |
| 10 | 0,837 | 0,312 | 0,000 | Valid |
| 11 | 0,855 | 0,312 | 0,000 | Valid |
| 12 | 0,891 | 0,312 | 0,000 | Valid |

Source: Processed by SPSS 23

Validity Test Results Price (X2)

| Item Number | R. Calculate | R. Table 5% (38) | Significance | Criterion |
|---|---|---|---|---|
| 1 | 0,645 | 0,312 | 0,000 | Valid |
| 2 | 0,698 | 0,312 | 0,000 | Valid |
| 3 | 0,791 | 0,312 | 0,000 | Valid |
| 4 | 0,882 | 0,312 | 0,000 | Valid |
| 5 | 0,874 | 0,312 | 0,000 | Valid |
| 6 | 0,790 | 0,312 | 0,000 | Valid |
| 7 | 0,719 | 0,312 | 0,000 | Valid |
| 8 | 0,761 | 0,312 | 0,000 | Valid |

Source: Processed by SPSS 23

Validity Test Results Service Quality (X3)

| Item Number | R. Calculate | R. Table 5% (38) | Significance | Criterion |
|---|---|---|---|---|
| 1 | 0,751 | 0,312 | 0,000 | Valid |
| 2 | 0,772 | 0,312 | 0,000 | Valid |
| 3 | 0,694 | 0,312 | 0,000 | Valid |
| 4 | 0,797 | 0,312 | 0,000 | Valid |
| 5 | 0,815 | 0,312 | 0,000 | Valid |
| 6 | 0,752 | 0,312 | 0,000 | Valid |
| 7 | 0,842 | 0,312 | 0,000 | Valid |
| 8 | 0,804 | 0,312 | 0,000 | Valid |
| 9 | 0,789 | 0,312 | 0,000 | Valid |
| 10 | 0,809 | 0,312 | 0,000 | Valid |

Source: Processed by SPSS 23

Validity Test Results Purchasing Decisions (Y)

| Item Number | R. Calculate | R. Table 5% (38) | Significance | Criterion |
|---|---|---|---|---|
| 1 | 0,759 | 0,312 | 0,000 | Valid |
| 2 | 0,771 | 0,312 | 0,000 | Valid |
| 3 | 0,802 | 0,312 | 0,000 | Valid |
| 4 | 0,878 | 0,312 | 0,000 | Valid |
| 5 | 0,858 | 0,312 | 0,000 | Valid |
| 6 | 0,810 | 0,312 | 0,000 | Valid |
| 7 | 0,786 | 0,312 | 0,000 | Valid |
| 8 | 0,839 | 0,312 | 0,000 | Valid |

Source: Processed by SPSS 23

According on Table 4 provided above, this study involves three independent variables (X) and one dependent variable (Y). Each independent variable has a number of statements, namely 12 for the e-commerce variable (X1), 8 for the price variable (X2), and 10 for the service quality variable (X3). Meanwhile, the dependent variable or purchase decision (Y) consists of 8 statements. The analysis results show that for each statement on all variables, the count r values are higher compared to the r table. Thus, the data collected from the field is declared valid.

**Reliability Test**

A reliability test determines how trustworthy or dependable a measurement device is. A measurement tool is considered reliable if it continues to produce similar results even though the measurement is carried out many times [11]. In this study, to assess whether the questionnaire was consistent or reliable or not, the researcher calculated using the IBM SPSS Statistic 23 program to analyze the questionnaire data by calculating the Cronbach's Alpha value. Its reliability criteria include, that if the coefficient is > or equal to 0.60, the questionnaire is considered reliable and if the coefficient is < or equal to 0.60, the questionnaire is considered unreliable.

**Table 5. Reliability Test Results**

| Variable | No. Item | Alpha Critical | Cronchbach's Alpha | Description |
|---|---|---|---|---|
| E – Commerce | 12 | 0,60 | 0,94 | Reliabel |
| Price | 8 | 0,60 | 0,90 | Reliabel |
| Service Quality | 10 | 0,60 | 0,92 | Reliabel |
| Purchasing Decisions | 8 | 0,60 | 0,92 | Reliabel |

Source: Processed by SPSS 23

Based on Table 5 provided at the top, it can be seen that the Cronchbach's Alpha correspondence for all variables is > 0.60. This suggest that all the variables used in this research can be considered reliable.

**Classical Assumption Test**

Classical assumption tests can be retrieved in advance of hypothesis testing to ensure that the regression method utilized fulfills econometric requirements. These includes normality, multicollinearity, and heteroscedasticity tests [12]. The normality test is important to ensure that normal data is detected. Based on the Probability Plot test, it is considered normal if the test points are scattered along a diagonal line.
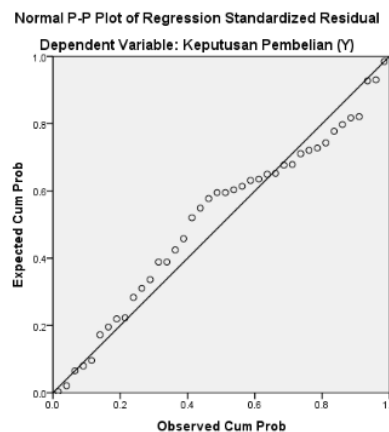
**Figure 2. Normality Probability Plot**
Source: Processed by SPSS 23

In Figure 2, it shows that the plots follow the diagonal line. This indicates that normality test results for the regression model in this research follow a normal distribution.

**Multicollinearity Test**

To ascertain if independent variables are related, the multicollinearity test is employed. A regression model is considered free of multicollinearity issues if the multicollinearity analysis revealed that the Variance Inflation Factor (VIF) value was < 10.00 and the Tolerace value > was 0.100 [12].

**Table 6. Multicollinearity Test Results**

**Coefficients^a**

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Betta | t | Sig | Tolerance | VIF |
| 1  (Constant) | 11.394 | 5.561 | | 2.049 | .048 | | |
| E – Commerce | .306 | .074 | .476 | 4.149 | .000 | .948 | 1.055 |
| Price | -.347 | .121 | -.328 | -2.862 | .007 | .946 | 1.057 |
| Service Quality | .430 | .095 | .512 | 4.516 | .000 | .969 | 1.032 |

Source: Processed by SPSS 23

From Table 6 above, it can be seen from a Tolerance value > 0.100 and a VIF value < 10.00, therefore one may conclude that this regression model is not subject to multicollinearity problems.

**Heteroscedasticity Test**

Heretoskedasticity check is to identify on whether there is any dissimilarity in the variances of the residence variants between one security and another in the regression model [13]. In this research, heretoskedasticity testing was conducted using a scaterplot diagram.
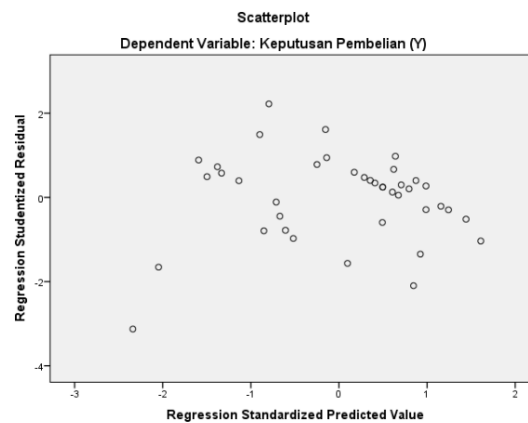
**Figure 3. Scatterplot**
Source: Processed by SPSS 23

Judging from Figure 3 above, the dots on the scaterplot are randomly scattered around 0 on the Y-axis, with no particular shape. It suggests that no problem of heretoscedasticity in the regression model, which means that the variances of the residual tend to be constant across different predicted values.

**Multiple Linear Regression Analysis**

**Table 7. Multiple Linear Regression**

**Coefficients[a]**

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Betta | t | Sig | Tolerance | VIF |
| 1  (Constant) | 11.394 | 5.561 | | 2.049 | .048 | | |
| E – Commerce | .306 | .074 | .476 | 4.149 | .000 | .948 | 1.055 |
| Price | -.347 | .121 | -.328 | -2.862 | .007 | .946 | 1.057 |
| Service Quality | .430 | .095 | .512 | 4.516 | .000 | .969 | 1.032 |

Source: Processed by SPSS 23

According to Table 7 at the top, the constant values ($\alpha$) are 11.394 and for e-commerce ($\beta$) with a value of 0.306 and for price ($\beta$) a value of -0.347, and for service quality ($\beta$) with a value of 0.430. Thus, a multiple linear regression function obtained is the following:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

$Y = 11.394 + 0{,}306\ X_1 - 0{,}347\ X_2 + 0{,}430\ X_3 + e$

1. $\alpha$ = Its expression illustrates the connection among the dependent variable (Y) and the three independent variables (X1,X2,X3). Its constant value of 11.349 indicates the value of Y when all independent variables are 0.
2. $\beta_1$ = Each increase in one unit of X1 will increase Y by 0.306. This shows the positive effect of X1 on Y.
3. $\beta_2$ = Each increase in one unit of X2 will decrease Y by 0.347. This indicates a negative effect of X2 on Y.
4. $\beta_3$ = Each increase in one unit of X3 will increase Y by 0.430. This shows the positive effect of X3 on Y.

5. e = Represents any other variables that are not incorporated in the model.

**Test Coefficient of Determination ($R^2$)**

### Table 8. Coefficient of Determination Test Results

**Model Summary$^b$**

| Model | R | R Square | Adjusted R Square | Srd. Error of the Estimate | Durbin-Waston |
|-------|-----|----------|-------------------|----------------------------|---------------|
| 1 | .743$^a$ | .552 | .514 | 3.670 | 2.011 |

a. Presictors : (Constant), Service Quality (X3), E-Commerce (X1), Price (X2)
b. Dependent Variable : Purchasing Decisions (Y)
Source: Processed by SPSS 23

According to Table 8, it has been concluded is that the coefficient of determination (R2) by E-Commerce (X1), Price (X2), and Service Quality (X3) on Purchasing Decisions (Y) at Mbak Tin Clothing Store in Gudo Market, Jombang Regency is 0.552 or 55.2%. This means that about 55.2% of the Purchasing Decision at Mbak Tin Clothing Store is influenced by E-Commerce, Price, Service Quality, while on the rest 45.8% is affected on account of other factors not covered in this research.

**Hypothesis Test**
**T Test (Partial)**
The significance value (sig) < 0.05, as indicated by the partial T test, indicates that the independent variable (X) significantly influences the dependent variable (Y) on its own.

### Table 9. T Test Results (sig. value)

**Coefficients$^a$**

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|-------|------|------------|------------|--------|------|-----------|-------|
| | B | Std. Error | Betta | t | Sig | Tolerance | VIF |
| 1 (Constant) | 11.394 | 5.561 | | 2.049 | .048 | | |
| E – Commerce | .306 | .074 | .476 | 4.149 | .000 | .948 | 1.055 |
| Price | -.347 | .121 | -.328 | -2.862 | .007 | .946 | 1.057 |
| Service Quality | .430 | .095 | .512 | 4.516 | .000 | .969 | 1.032 |

Source: Processed by SPSS 23

With a significance value of 0.000, it can be inferred from Table 9 above that ecommerce (X1) significantly influences purchase decisions (Y). With a significance value of 0.007, price (X2) significantly influences decisions about what to buy (Y). Purchasing decisions (Y) are significantly impacted by service quality (X3), with a significance value of 0.000.
**F Test (Simultaneous)**
To find out if all independent variables taken collectively owns an impact on the dependent variable, the test known as F is utilized. As a significant amount of F is < 0.05, with a significance level of 0.05 or 5%, it's shall be stated that the independent variable influences the dependent variable concurrently.

**Table 10. F Test Results (sig. value)**

**ANOVAᵃ**

| | Model | Sum of Squares | df | Mean Square | F | Sig |
|---|---|---|---|---|---|---|
| 1 | Regression | 596.877 | 3 | 198.959 | 14.771 | .000ᵇ |
| | Residual | 484.898 | 36 | 13.469 | | |
| | Total | 1081.775 | 39 | | | |

a. Dependent Variable : Purchasing Decisions (Y)
b. Presictors : (Constant), Service Quality (X3), E-Commerce (X1), Price (X2)
Source: Processed by SPSS 23

According to the Table 10 mentioned above, the significance value in this study is 0.000 which shows that E-Commerce (X1), Price (X2), Service Quality (X3) simultaneously or collectively affect Purchasing Decisions (Y) at Mbak Tin Clothing Store in Gudo Market, Jombang Regency.

**Discussion**
**The Effect of E-Commerce on Purchasing Decisions**
Based on the results of the calculations that have been carried out, it is obtained a tcount value of 4.149 and a significance value of 0.000. Then the t table value is 2.028, which means tcount> ttable and a significant value of 0.000> 0.05. Thus it can be said that e-commerce has a significant influence on purchasing decisions. In addition to that, the e-commerce variable receives a positive value in the regression test results, which indicates that there is a positive correlation between purchasing decisions and e-commerce.

It can be concluded that consumers at Mbak Clothing Store Tin tend to look for references on e-commerce platforms before deciding to shop directly at the store. Most respondents revealed that consumers often compare prices and product variations between physical stores and e-commerce. This can be influenced by the ease of accessing information and the existence of positive reviews from other buyers that help consumers in making decisions to purchase products.

**The Effect of Price on Purchasing Decisions**
Based on the results of the calculations that have been carried out, it is obtained a tcount value of -2.862 and a significance value of 0.007. Then the ttable value is 2.028 which means tcount> ttable and a significant value of 0.007> 0.05. Thus, it can be said that price has a significant influence on purchasing decisions. In addition, the price variable gets a negative value in the regression test results which shows that the higher the price of the product, the less likely it is for consumers to make a purchase.

It can be concluded that consumers at Mbak Tin Clothing Store tend to consider price as the main factor in their purchasing decisions. In the context of a traditional market that prioritizes the bargaining process, if the initial price offered by the seller is too high, the buyer will try to negotiate a price that suits the budget. If the negotiation is successful, the purchase occurs, but if not, consumers will tend to look for other alternatives or delay the purchase. This proves that competitive pricing, coupled with flexibility in bargaining, plays an important role in determining consumers' choice when shopping at the store.

**The Effect of Service Quality on Purchasing Decisions**

Based on the results of the calculations that have been carried out, it is obtaineda tcount value of 4, 516 and a significance value of 0.000. Then the ttable value is 2.028, which means tcount> ttable and a significant value of0.000> 0.05. Thus, it can be said that the quality of service has a significant influence on purchasing decisions. In addition to that, the service quality variable gets a positive value in the regression test results, which shows that the better the quality of service provided, the higher the likelihood of consumers making purchases.

It can be concluded that consumers at Mbak Clothing Store Tin consider service quality as a major factor in purchasing decisions. Most respondents expressed their satisfaction with the friendliness and assistance provided by employees when choosing products. Friendly, fast, and responsive service can help consumers in choosing what is needed and according to the wishes of consumers.

**The Effect of E-Commerce, Price, and Service Quality on Purchasing Decisions**

Based on the results of the calculations that have been carried out simultaneously shows that e-commerce prices, and service quality have a significant effect on purchasing decisions. In the f test results qobtained a significance value of 0.000 which means less than 0.05 or 5%, so it can be concluded that simultaneously e-commerce, price, and service quality have an effect on purchasing decisions. Judging from the coefficient of determination ($R^2$) of 0.552 or 55.2% of purchasing decisions are influenced by the three independent variables, namely e-commerce, price, and service quality and the remaining 44.8% is influenced by other variables not explained in this study.

It can be concluded that at Mbak Tin Clothing Store, in buying a product, consumers consider many things. Ecommerce makes it easy for consumers to find various product information. Price is the main factor in adjusting the budget, and good service provides a sense of comfort and satisfaction. In understanding this, Toko Busana Mbak Tin can implement more effective marketing strategies, such as improving more personalized services, offering competitive prices, and starting to utilize digital platforms or e-commerce to reach more customers.

## 4. Conclusion

The results showed that all independent variables, such as e-commerce, price, and service quality, simultaneously affect the dependent variable, namely consumer purchasing decisions at Mbak Tin Clothing Store in Gudo Market, Jombang Regency. This can be seen from the significance value of 0.000, which is less than the tolerance limit for error, which is $\alpha = 0.05$. In other words, these variables significantly contribute to affecting consumers' purchasing decisions. E-commerce provides easy access and a wide selection of products, while competitive prices influence consumer choices in shopping. In addition, friendly and satisfying service quality to consumers provides a pleasant shopping experience. These three factors complement each other and contribute significantly in influencing consumer decisions to shop at Mbak Tin Clothing Store in Gudo Market, Jombang Regency.

These research results give valuable insights for business people, especially Mbak Tin Clothing Store, to better understand the factors that influence consumer purchasing decisions. These findings can be the basis for designing more effective marketing strategies. The uniqueness of this study lies in the use of three main variables, namely e-commerce, price, and service quality, all of which play a role in consumer purchasing decisions. This study differs

from previous research because it focuses on how these variables can work together in the context of a traditional markets competing with the growth of e-commerce.

A limitation in this study is the focus on a sample that only includes consumers at Mbak Tin Fashion Store in Gudo Market, Jombang Regency. Therefore, the results of this study may not be fully applicable to clothing stores outside traditional markets or outside the Jombang area. For the next research, it is better to expand the coverage of the sample by involving clothing stores in various regions and types of markets. In addition, different research methods, such as a qualitative approach, can also be utilized to gain a more extensive and in-depth understanding.

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