

**THE EFFECT OF PRODUCT DIFFERENTIATION PERCEPTION, BRAND TRUST,  
AND HEDONISTIC SHOPPING VALUE ON PURCHASING DECISIONS AT  
ADILLA.ID TEGAL STORES**

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***Abstract:*** This research aims to determine the influence of perceived product differentiation on purchasing decisions at the Adilla.id Tegal Store, the influence of perceived brand trust on purchasing decisions at the Adilla.id Tegal Store, the influence of perceived hedonic shopping value on purchasing decisions at the Adilla.id Tegal Store, the overall influence simultaneous perception of product differentiation, perception of brand trust, and perception of hedonic shopping value on purchasing decisions at the Adilla.id Tegal Store. The research method used in this research is a quantitative approach. Data collection uses a questionnaire. Primary data comes from questionnaire answers from 100 respondents. Data analysis methods use classical assumption tests, multiple linear regression analysis, and hypothesis testing. From the research conducted, the results of the *t* test showed that the product differentiation perception variable (*X*<sub>1</sub>) had an influence on purchasing decisions with a significance value of  $0.000 < 0.05$ , meaning that *H*<sub>1</sub> was accepted. Perceived brand trust (*X*<sub>2</sub>) influences purchasing decisions with a significance value of  $0.025 < 0.05$ , meaning *H*<sub>2</sub> is accepted. Perception of hedonic shopping value (*X*<sub>3</sub>) influences purchasing decisions with a significance value of  $0.000 < 0.05$ , meaning *H*<sub>3</sub> is accepted. The results of the *F* test showed that perceived product differentiation (*X*<sub>1</sub>), perceived brand trust (*X*<sub>2</sub>), and perceived hedonic shopping value (*X*<sub>3</sub>) simultaneously influenced purchasing decisions at the Adilla.id Tegal Store. This is proven in the *F* test, the significance value is  $0.000 < 0.05$ , meaning *H*<sub>4</sub> is accepted. So, the hypothesis that there is an influence of perceived product differentiation, perceived brand trust, and perceived hedonic shopping value on purchasing decisions at the Adilla.id Tegal Store is accepted.

***Keywords:*** Perception of Product Differentiation, Perception of Brand Trust, Perception of Hedonic Shopping Value, and Purchase Decision

**Abstract:** This study aims to determine the influence of product differentiation perception on purchase decisions at Tegal Adilla.id Stores, the influence of brand trust perception on purchase decisions at Tegal Adilla.id Stores, the influence of hedonistic shopping value perception on purchase decisions at Tegal Adilla.id Stores, the simultaneous influence of product differentiation perception, brand trust perception, and hedonistic shopping value perception on purchase decisions at Tegal Stores Tegal Adilla.id Shop. The research method used in this study is a quantitative approach. Data collection uses questionnaires. Primary data from questionnaire answers of 100 respondents. The data analysis method uses classical assumption tests, multiple linear regression analysis, and hypothesis tests. From the research carried out, the results of the t-test were obtained that the variable perception of product differentiation (X1) had an effect on the purchase decision with a significance value of  $0.000 < 0.05$ , meaning that H1 was accepted. The perception of brand trust (X2) has an effect on the purchase decision with a significance value of  $0.025 < 0.05$ , meaning that H2 is accepted. The perception of hedonistic spending value (X3) has an effect on purchase decisions with a significance value of  $0.000 < 0.05$ , meaning that H3 is accepted. The results of the F test were obtained that the perception of product differentiation (X1), the perception of brand trust (X2), and the perception of hedonistic shopping value (X3) simultaneously affected the purchase decision at the Tegal Adilla.id Store. This is proven in the F test with a significance value of  $0.000 < 0.05$ , meaning that H4 is accepted. So, the hypothesis that there is an influence of product differentiation perception, brand trust perception, and hedonistic shopping value perception on purchase decisions at Tegal Adilla.id Store is accepted.

**Keywords :** Perception of Product Differentiation, Perception of Brand Trust, Perception of Hedonic Shopping Value, and Purchase Decision

## A. INTRODUCTION

### Background of the Problem

Rapid competition in the retail business *Fashion* in Indonesia makes entrepreneurs continue to innovate and develop their creativity in order to be able to expand to reach a wide market. Dynamically changing environments, especially in need *Fashion* make entrepreneurs must understand consumer needs. (Utami, 2017:7) Deliver retail business *Fashion* can be interpreted as a partner of an agent or distributor *Fashion* who do *Stockings* Various kinds of clothing needs, then it is not uncommon for entrepreneurs to label or brand

their own clothing before the product is promoted and carry out *display* in stores to sell to consumers.

The Adilla.id store takes part in the development of the fashion industry business located in Tegal. Toko Adilla.id was established in 2019, the owner of this business is named Adillatus Sa'adah. Due to the large number of competitors, Adilla.id stores must try to understand what *fashion* models are needed by consumers. The products sold by Toko Adilla.id are not much different products sold by other clothing stores. Such as shirts, culotte pants, and tunics. So sometimes customers look for options in other *stores* to make purchase decisions on a fashion product. This has an impact on consumer perception.

In the perception of brand trust, *the fashion* sold is still in a small scope and not only on the model but the quality of the material needs to be considered. Because the material of a garment can affect a person's comfort level when wearing it. From the problem at the hedonistic level of consumers that comes from the lack of attractive offers will affect the level of consumer purchase decisions. Purchase decisions can come from the consumer, namely the hedonistic value that they have will act as a benchmark in making purchases.

### **Problem Formulation**

Based on the background of the above problems, the formulation of the problem in this study is: (1) Is there an influence of product differentiation perception on purchase decisions at Tegal Adilla.id Stores? (2) Is there an influence of brand trust perception on purchasing decisions at Tegal Adilla.id Store? (3) Is there an influence of the perception of hedonistic shopping value on purchasing decisions at the Tegal Adilla.id Store? (4) Whether the perception of product differentiation, the perception of brand trust, and the perception of hedonistic spending value have an effect on

### **Purpose of Writing**

The purpose of this study is to determine the influence of product differentiation perception, brand trust perception, and hedonistic shopping value perception on purchase decisions at Tegal Adilla.id Store.

## **B. LITERATURE REVIEW**

### **Theoretical Foundations**

#### **1. Purchase Decision**

According to (Sangadji & Sopiah, 2018:121) A purchase decision is a process of combining a certain amount of knowledge to evaluate several existing product options and then decide to choose one of the many options.

#### **2. Perception of Product Differentiation**

According to Kotler & Amstrong (2005) in (Tingga, 2022:220) Product differentiation perception is an act of designing a set of differentiators in a product with the aim of differentiating the company's offerings from competitors so that the results can influence the choices and interests of each consumer.

### **3. Brand Trust Perception**

According to Guviez and Korchia on Ferinnadewi (2008:148) in (Firmansyah, 2019:141) Brand trust perception is a psychological variable that describes a number of initial assumptions that include credibility, integrity, and *Benevolence* that are attached to a particular brand. The perception of brand trust will affect *customer satisfaction and customer loyalty*.

### **4. Perception of Hedonistic Spending Value**

According to (Utami, 2017:60) The perception of hedonistic shopping value is the behavior that consumers have when shopping which is influenced by various attractive offers so that it encourages consumers to buy it without thinking about the benefits obtained from the product with the aim of meeting emotional needs, namely pleasure.

### **Previous Research**

Previous research that supports this research is: (1) Research conducted by Susanti Putri Utami & Thamrin (2021) with the title "The Effect of Product Differentiation and Product Quality on the Purchase Decision of Bukittinggi Typical Embroidery Mukena". The results of the study show that the product differentiation variable has a positive and significant influence on the purchase decision of Bukittinggi embroidery mukena. (2) Research conducted by Fauziah Dewi Mahuda (2019) with the title "Influence *Brand Personality* And *Brand Trust* Towards Purchase Decisions (Case Study of Meccanism Boutique)". The results showed that *Brand Trust* or brand trust has a significant effect on the purchasing decisions of Meccanism Boutique customers. A good and strong perception of brand trust from consumers will create a purchase decision towards a brand. (3) Research conducted by Naimatul Mafatikhah & Anita Maulina (2021) with the title "Influence *Store Atmosphere* And *Hedonic Shopping Value* on Purchase Decisions (Survey on Giant Ekstra Plaza Kalibata)". The results showed that *hedonic shopping value* or the value of hedonistic spending has a positive and significant effect on the purchase decision of Giant Ekstra Plaza Kalibata consumers.

## **C. RESEARCH METHODS**

### **Type of Research**

In writing this study, the author uses a type of quantitative research. According to (Suliyanto, 2018:20) Quantitative research is research based on data in the form of numbers.

### **Population and Sample**

According to (Sugiyono, 2019:126) Population is a generalized area obtained from the whole element. The population in this study is Tegal Adilla.id Store customers who have a membership card, which is 1,100 customers.

The sample selection method in this study is using *non-probability sampling* techniques, where each member of the population does not have the same opportunity to be sampled. Meanwhile, the determination of the number of respondents (samples) is carried out through *the purposive sampling* method where the selection of samples is based on certain criteria, namely having purchased *fashion products* at the Tegal Adilla.id Store.

The total population in this study is as many as 1,100 customers who are members of Toko Adilla.id Tegal, so the percentage of relaxation used is 10% and the results of the calculation can be rounded up to achieve suitability. So to find out the research sample, with the following calculations:

$$\begin{aligned} n &= \frac{N}{1 + N(e)^2} \\ n &= \frac{1100}{1 + 1100(0,1)^2} \\ n &= \frac{1100}{12} \\ n &= 91.67 \text{ (rounded to 100)} \end{aligned}$$

Based on the calculation above, the sample that became respondents in this study amounted to 100 customers at the Tegal Adilla.id Shop, this was done to facilitate data processing and for much better test results.

### **Data Collection Methods**

The data collection method in this study is to use a questionnaire (questionnaire) as primary data.

### **Data Analysis Methods**

The data analysis methods used in this study are:

#### **1. Descriptive Statistics**

Descriptive statistics are statistics that are used to analyze data by describing or describing data that has been collected as it is without the aim of making generalized conclusions or generalizations (Sugiyono, 2019:206).

## 2. Interval Successive Method (MSI)

The interval successive method is the process of converting ordinal data into interval data.

## 3. Classical Assumption Test

### a. Normality Test

The normality test aims to test in the regression model of variables bound to independent variables, whether they have a normal distribution or not (Ghozali, 2018:161).

### b. Multicollinearity Test

The multicollinearity test aims to find out whether there is a linear relationship between the independent variables in the regression results (Ghozali, 2018:107).

### c. Heteroscedasticity Test

The heteroscedasticity test aims to test in the regression model whether there is a discrepancy *variance* from the residual of one and the other (Ghozali, 2018:137).

### d. Autocorrelation Test

The autocorrelation test is  $u_j$  which aims to see if in the linear regression model there is a correlation between the perturbillator error in the  $t$ -period and the perturbulent error in the  $t-1$  period (previously). If there is a correlation, then it is called an autocorrelation problem (Ghozali, 2018:111).

## 4. Multiple Linear Regression Analysis

Multiple regression analysis aims to predict the magnitude of interest by using independent variable data that is already known to be of magnitude (Sugiyono, 2019:275).

## 5. Hypothesis Test

### a. t-test (Partial Regression Test)

Test  $t$  (partial test) or estimator parameter accuracy test (*estimate*) is used to test significant variation in the relationship between independent and dependent variables (Ghozali, 2018:98).

### b. Test F (Simultaneous Significant)

The F-test essentially indicates whether all independent or independent variables included in the model have a simultaneous or joint impact on dependent or bound variables (Ghozali, 2018:98).

## 6. Determination Coefficient Analysis

The determination coefficient explains how much the total percentage of the variation of the dependent variable is explained by the model, the larger the determination coefficient, the greater the influence of the model in explaining the dependent variable.

## D. RESEARCH RESULTS AND DISCUSSION

### RESEARCH RESULTS

#### 1. Classical Assumption Test

##### a. Normality Test

**Table 1**  
**Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.	3428.230375
	Deviation	82
Most Extreme	Absolute	.053
Differences	Positive	.053
	Negative	-.049
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : SPSS 22 output, data processed in 2023

Based on table 1 above, the results of the normality test with the *One Sample Kolmogorov-Smirnov Test* (KS) above obtained a *statistical test* value with a *value of Asymp.Sig. (2-tailed)* of 0.200 or greater than 0.05. So it can be concluded that the data is distributed normally.

##### b. Multicollinearity Test

**Table 2**  
**Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

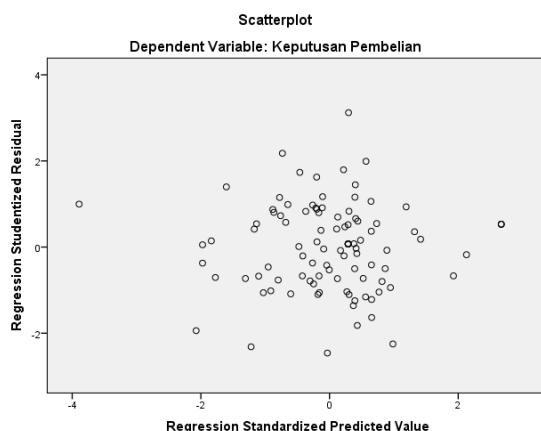
Type	Collinearity Statistics	
	Tolerance	VIF

1	(Constant)		
	Perception of Product Differentiation	.340	2.944
	Brand Trust Perception	.309	3.234
	Perception of Hedonistic Spending Value	.447	2.237

Source : SPSS 22 output, data processed in 2023

Based on table 2 above, it is known that the results of the multicollinearity test of all independent variables in this study show the level of acquisition in accordance with the standard test value, namely *the tolerance* value is more than 0.10 and the VIF value is less than 10 which means that there is no multicollinearity symptom which means that all variables can be used.

#### c. Heteroscedasticity Test



**Figure 1**  
**Heteroscedasticity Test Results**  
Source : SPSS 22 output, data processed in 2023

Based on figure 2 above, the data scatter pattern in the *scatterplot* chart above consists of points that spread above and below the number 0 on the Y axis, without a specific pattern. Based on this distribution pattern, it can be concluded that this study does not have heteroscedacity.

#### d. Autocorrelation Test

**Table 3**  
**Autocorrelation Test Results**  
**Model Summary<sup>b</sup>**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.856a	.733	.725	3481.38440	1.828

- a. Predictors: (Constant), Hedonistic Spending Value Perception, Product Differentiation Perception, Brand Trust Perception
- b. Dependent Variable: Purchase Decision

Source : SPSS 22 output, data processed in 2023

The results of the comparison of the value of DW = 1.828 turned out to be greater than the limit (di) = 1.631 and less than 4 – 1.7364 ( 4 – du) meaning that  $H_0$  could not be rejected which stated that there was no positive or negative autocorrelation, so it can be concluded that there is no autocorrelation.

## 2. Multiple Linear Regression Analysis

**Table 4**  
**Multiple Linear Regression Analysis Test Results**

Type	Coefficientsa			T	Sig.
	B	Std. Error	Beta		
1 (Constant)	471.610	2177.446		.217	.829
Perception of Product Differentiation	.485	.116	.378	4.175	.000
Brand Trust Perception	.274	.120	.216	2.278	.025
Perception of Hedonistic Spending Value	.289	.065	.350	4.443	.000

a. Dependent Variable: Purchase Decision

Source : SPSS 22 output, data processed in 2023

Based on table 4 above, the multiple linear regression equation is obtained as follows:

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

$$Y = 471,610 + 0,485X_1 + 0,274X_2 + 0,289X_3$$

So it can be formulated about the above equation, which is as follows:

- a) The value of the constant ( $\alpha$ ) means that the results of multiple regression analysis show a constant of 471.610. The value of the constant value is positive, this can indicate that if the variables of product differentiation perception, brand trust perception, and hedonistic spending value perception are 0, then the purchase decision has increased by 471,610.

- b) The value of the regression coefficient variable of product differentiation perception on purchase decisions at Tegal Adilla.id Store was obtained  $\beta_1$  (regression coefficient value X1) of 0.485, this shows that product differentiation perception has a positive effect on purchase decisions at Tegal Adilla.id Store.
- c) The value of the regression coefficient variable of brand trust perception towards purchase decisions at Tegal Adilla.id Store was obtained  $\beta_2$  (regression coefficient X2 value) of 0.274, this shows that brand trust perception has a positive effect on purchase decisions at Tegal Adilla.id Store.
- d) The value of the regression coefficient of the variable perception of hedonic spending value towards purchase decisions at Tegal Adilla.id Store was obtained  $\beta_3$  (value of the regression coefficient X3) of 0.289, this shows that the perception of hedonistic spending value has a positive effect on purchase decisions at Tegal Adilla.id Store.

### 3. Hypothesis Test

#### a. t-test (Partial Regression Test)

**Table 5**  
**t-Test Results (Partial Regression)**  
**Coefficients<sup>a</sup>**

Type	Unstandardized Coefficients		Standardize d Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	471.610	2177.446		.217	.829
Perception of Product Differentiation	.485	.116	.378	4.175	.000
Brand Trust Perception	.274	.120	.216	2.278	.025
Perception of Hedonistic Spending Value	.289	.065	.350	4.443	.000

a. Dependent Variable: Purchase Decision

Source : SPSS 22 output, data processed in 2023

From table 5 above, the results of the t-test can be concluded:

- 1) The variable of product differentiation perception (X1) to the purchase decision (Y) with a significance value of  $0.000 < 0.05$  while for the t-value calculated as  $4.175 > t$  table 1.66088. Where  $H_0$  is rejected and **H1 is accepted**, which means

that there is a significant influence on the product differentiation perception variable (X1) partially on the purchase decision variable (Y).

- 2) The variable of brand trust perception (X2) towards the purchase decision (Y) with a significance value of  $0.025 < 0.05$  while for the t value calculated at  $2.278 > t$  table 1.66088. Where  $H_0$  is rejected and **H2 is accepted**, which means that there is a significant influence on the brand trust perception variable (X2) partially on the purchase decision variable (Y).
- 3) The variable of perception of the value of hedonistic spending (X3) towards the purchase decision (Y) with a significance value of  $0.000 < 0.05$  while for the value of t, the calculation is  $4.443 > t$  table 1.66088. Where  $H_0$  is rejected and **H3 is accepted**, which means that there is a significant influence on the variable of perception of hedonistic spending value (X3) partially on the variable of purchase decision (Y).

#### b. Test F (Simultaneous Significant)

**Table 6**  
**Test Result F (Simultaneous Significant)**

**ANOVAa**

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3193587231.	3	1064529077.	87.832	<sup>a</sup> .000b
	132		044		
	1163523587.		12120037.36		
Residual	458	96	9		
	4357110818.				
Total	590	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Perception of Hedonistic Shopping Value, Perception of Product Differentiation, Perception of Brand Trust

Source : SPSS 22 output, data processed in 2023

Based on table 6 above, it is known that the calculated F value is greater than the F table ( $87.832 > 2.70$ ) with a significance value of  $0.000 < 0.05$ . Thus,  $H_0$  is rejected and  $H_4$  is accepted, which means that the perception of product differentiation, the perception of brand trust, and the perception of hedonistic shopping value if tested together or simultaneously affect the purchase decision at the Tegal Adilla.id Store.

#### 4. Determination Coefficient Analysis

**Table 7**  
**Results of the Determination Coefficient Analysis Test**

**Model Summary**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.733	.725	3481.38440

a. Predictors: (Constant), Hedonistic Spending Value  
Perception, Product Differentiation Perception, Brand  
Trust Perception

Source : SPSS 22 output, data processed in 2023

Based on table 7 above, the value of the correlation coefficient in the adjusted R square column is 0.725. The degree equation of the determination coefficient formed is  $KD = R^2 \times 100\% = 0.725 \times 100\% = 72.5\%$ . Based on these results, it can be concluded that the percentage of contribution of the variables of product differentiation perception, brand trust perception, and hedonistic spending value perception together to purchase decisions at Tegal Adilla.id Store of 72.5% shows a fairly strong level of influence while the remaining 27.5% is influenced by other factors that are not studied in this study such as store atmosphere, marketing mix, and others.

## DISCUSSION

### 1. The Effect of Product Differentiation Perception on Purchase Decisions

The regression coefficient of the product differentiation perception variable (X1) to the decision has a positive value of 0.485, meaning that there is a positive relationship. The results of the t-test affect the variable of product differentiation perception (X1) on the purchase decision (Y) with a significance value of  $0.000 < 0.05$  while for the t-value calculated at  $4.175 > t$  table 1.66088, meaning **that H1 is accepted**. There is a one-way relationship so that it can be concluded that there is a positive and significant relationship between Product Differentiation Perception and Purchase Decisions at Adilla.id Tegal Stores.

The perception of product differentiation has a positive value for consumers because *the fashion products* available in the Adilla.id store have differentiators in the form of durability, performance quality, and quality of conformity which continue to be carried out with product innovation efforts and increase creativity in the form of *the latest and fashionable fashion which is carried out in an updated manner on social media promotions and adding displays* several other *fashion products* such as contemporary bags and clothes that are increasingly diverse in models that can attract buyers to visit and even make purchase decisions at the Adilla.id Tegal Shop.

## 2. The Influence of Brand Trust Perception on Purchase Decisions

The regression coefficient of the variable of brand trust perception (X1) towards the decision has a positive value of 0.274, meaning that there is a positive relationship. The results of the t-test above the influence of the brand trust perception variable (X2) on the purchase decision (Y) with a significance value of  $0.025 < 0.05$  while for the t-value calculated at  $2.278 > t$  table 1.66088. Where  $H_0$  is rejected and **H2 is accepted**. There is a one-way relationship so that it can be concluded that there is a positive and significant relationship between Brand Trust Perception and Purchase Decisions at Adilla.id Tegal Stores.

The quality of the products at the Tegal Adilla.id Shop brand is good because it follows *the fashion* that is loved by the public so that it can influence consumers in making purchase decisions. The products sold are also in accordance with Instagram posts which are used to *upload* clothes, pants, veils to bags on the *latest display* or *fashion* that has just been produced with good quality and affordable prices. So that consumers have a good perception that products from the Toko brand Adilla.id in accordance with consumer needs.

## 3. The Effect of Hedonistic Spending Value Perception on Purchase Decisions

The regression coefficient of the variable of the perception of the value of hedonistic spending (X3) to the decision has a positive value of 0.289, meaning that there is a positive relationship. The results of the t-test above affect the variable of perception of hedonistic spending value (X3) on purchase decisions (Y) with a significance value of  $0.000 < 0.05$ , while for the calculated t-value of  $4.443 > t$  table 1.66088, it means **that H3 is accepted**. There is a one-way relationship so that it can be concluded that there is a positive and significant relationship between the Perception of Hedonic Shopping Value and Purchase Decisions at Adilla.id Tegal Stores.

The availability of various women's *fashion* needs from clothes to accessories that are usually worn by women in hijab. Display products that are neatly arranged in every corner of the store in the form of various clothes, pants, plain veils and various motifs, even bags that are the latest products in the Adilla.id Store with good quality and affordable prices make consumers feel comfortable when shopping because of the many choices, it is not uncommon for buyers to buy more than one product because they see other products that are better and hedonistic purchases occur.

## 4. The Effect of Product Differentiation Perception, Brand Trust Perception, and Hedonic Shopping Value Perception on Purchase Decisions

The results of the F test obtained a calculated F value greater than the F table ( $87.832 > 2.70$ ) with a significance value of  $0.000 < 0.05$  so that it can be interpreted that **H4 is accepted.** Therefore, it can be concluded that the perception of product differentiation, the perception of brand trust, and the perception of hedonistic shopping value if tested together or simultaneously affect the purchase decision at the Tegal Adilla.id Store.

Marketing strategies that can be carried out by companies to compete and convince consumers to make purchase decisions in a business or business are to create something different or a product that has *good value* in the form of product differentiation perceptions, instilling confidence in consumers with product quality that is in accordance with consumer expectations of the *brand*. What is owned is called the perception of brand trust, and makes periodic innovations, attractive offers that trigger the perception of hedonistic spending value.

## **E. CONCLUSIONS AND SUGGESTIONS**

### **CONCLUSION**

Based on the results of tests and phenomena found during the study, it can be concluded that (1) Product Differentiation Perception has a positive and significant effect on Purchase Decisions at Tegal Adilla.id Stores. (2) Brand Trust Perception has a positive and significant effect on Purchase Decisions at Tegal Adilla.id Stores. (3) The Perception of Hedonic Shopping Value has a positive and significant effect on Purchase Decisions at Tegal Adilla.id Stores. (4) Perception of Product Differentiation, Perception of Brand Trust, and Perception of Hedonic Shopping Value simultaneously have a positive and significant effect on Purchase Decisions at Adilla.id Tegal Stores.

### **SUGGESTION**

The suggestion that can be conveyed is that Toko Adilla.id Tegal must innovate and develop creativity in the products sold in *an updated* manner in order to be able to face the competition in the *fashion business* that is increasingly encroaching to improve consumer purchase decisions. Brand trust also needs to be improved by maintaining the quality of the latest products and *fashion* models. In addition, Adilla Shop. ID needs to make attractive offers on every product purchase and hold discounts at certain *events* in order to create hedonistic purchases for consumers to increase sales.

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