

The Effect of Product Availability on Purchasing Decisions at Noer Hijab Palembang Indah Mall Branch

Putri Ayu Ramanda¹, Yeri Resika²

¹ Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Aprin Palembang

² Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Aprin Palembang

Email: putri.a.ramanda@gmail.com¹, resikabahrinnur@gmail.com²

DOI: <https://doi.org/10.66931/jmb-539>

Received: July 2026

Revised: August 2026

Accepted: September 2026

Abstract:

This study aims to examine the effect of product availability on purchasing decisions and identify the product availability indicator with the strongest influence on consumers at Noer Hijab, Palembang Indah Mall branch. This study employed a quantitative approach involving 97 respondents selected through purposive sampling. Data were collected using questionnaires with a Likert scale and analyzed using validity, reliability, normality, simple linear regression, and hypothesis tests with IBM SPSS Statistics 25. The results show that product availability has a positive and significant effect on purchasing decisions. The regression analysis produced the equation $Y = -0.674 + 0.812X$, while the hypothesis test yielded a t-value of 52.460 with a significance level of 0.000 (<0.05), indicating that the hypothesis was accepted. Product availability, including stock availability, timeliness, product types and variations, stockout frequency, and product accessibility, contributes to higher consumer purchasing decisions. Among these indicators, availability in various types and variations was found to be the most dominant factor. This finding highlights the importance of product variety in the modest fashion sector, where consumers consider styles, colors, and fashion trends when making purchasing decisions. The study contributes empirical evidence to consumer behavior and marketing management literature in the modest fashion context. Therefore, Noer Hijab should maintain and expand its product variety to better meet consumer preferences and encourage purchasing decisions.

Keywords: *Product Availability, Purchasing Decision, Hijab Products*

Abstrak:

Penelitian ini bertujuan untuk menguji pengaruh ketersediaan produk terhadap keputusan pembelian dan mengidentifikasi indikator ketersediaan produk yang memiliki pengaruh paling kuat terhadap konsumen di Noer Hijab, cabang Palembang Indah Mall. Penelitian ini menggunakan pendekatan kuantitatif yang melibatkan 97 responden yang dipilih melalui teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis melalui uji validitas, reliabilitas, normalitas, regresi linear sederhana, serta uji hipotesis menggunakan IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa ketersediaan produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Analisis regresi menghasilkan persamaan $Y = -0,674 + 0,812X$, sedangkan uji hipotesis menghasilkan nilai t sebesar

52,460 dengan tingkat signifikansi 0,000 ($<0,05$), yang menunjukkan bahwa hipotesis diterima. Ketersediaan produk – yang mencakup ketersediaan stok, ketepatan waktu, jenis dan variasi produk, frekuensi kehabisan stok, serta aksesibilitas produk – berkontribusi pada peningkatan keputusan pembelian konsumen. Di antara indikator-indikator tersebut, ketersediaan dalam berbagai jenis dan variasi ditemukan sebagai faktor yang paling dominan. Temuan ini menyoroti pentingnya variasi produk dalam sektor *modest fashion*, di mana konsumen mempertimbangkan gaya, warna, dan tren mode saat mengambil keputusan pembelian. Penelitian ini memberikan kontribusi bukti empiris bagi literatur perilaku konsumen dan manajemen pemasaran dalam konteks *modest fashion*. Oleh karena itu, Noer Hijab sebaiknya mempertahankan dan memperluas variasi produknya untuk lebih memenuhi preferensi konsumen serta mendorong keputusan pembelian.

Kata Kunci: *Ketersediaan Produk, Keputusan Pembelian, Produk Hijab*

INTRODUCTION

The Muslim fashion industry has grown quite rapidly in recent years, both globally and nationally. Increasing awareness among Muslims about wearing clothing that complies with Islamic law, along with the rise of Muslim fashion trends, has made hijab products one of the high-demand needs in the market. Nowadays, hijabs are part of the lifestyle and fashion identity for Muslim women, not just serving as a cover for aurat. This has encouraged the growth of various retail businesses offering hijab products in a variety of styles, colors, and materials that follow market trends.

Table 1 Countries with the Largest Muslim Populations in the World

No	Country	Number of Muslims
1.	Indonesia	242.7 million
2.	Pakistan	240.7 million
3.	India	200.0 million
4.	Bangladesh	150.8 million
5.	Nigeria	97.0 million

Source: Word Population, 2026

Indonesia, as the world's most populous Muslim majority nation, has about 242.7 million inhabitants, representing approximately 86–87% of its entire national demographic (Word Population, 2026). This large market potential has made competition among hijab retail businesses increasingly tight, so businesses must effectively meet consumer needs by providing products that are complete and easy to get.

Purchase decisions serve as a strategic guide for companies when designing marketing activities. By analyzing consumer preferences and needs, products can be optimally developed to stimulate greater buying interest (Resika, 2023). Product availability serves as a pivotal determinant shaping consumer buying behaviors. Product availability represents a retailer's capacity to supply the goods that buyers need in sufficient quantities and easily accessible when needed. Meanwhile, a buying decision is the process that consumers go through, starting from identifying a necessity, looking for relevant data, assessing various options, to deciding to acquire a product (Susanti & Mulyono, 2021). Besides being influenced by price, product quality, promotions, and service, buying decisions are also affected by product availability. If the needed products are fully available, consumers tend to make a purchase. On the other hand, if the products are not available, consumers might delay their purchase or switch to

another store. (Yani & Subandoro, 2022).

Theoretically, retail companies are expected to manage inventory effectively so that products are always available according to consumer needs. Good inventory management can reduce the risk of both shortages and excess stock, making sales activities run smoothly (Sholehah et al., 2021). However, that ideal situation doesn't always happen in real life. In reality, there are still various issues related to product availability in some retail businesses, including hijab stores. Common problems include limited product variety, delays in supply, and limited storage or display space, which cause products to be incompletely available. This situation can affect the shopping experience for consumers and ultimately influence their purchasing decisions.

This phenomenon can also be found in one of the hijab retail stores in Palembang City, namely Noer Hijab. Based on initial observations, the product availability at Noer Hijab's Palembang Indah Mall branch still faces some limitations. These limitations are seen in the fact that some hijab variants desired by customers are not always available, especially in terms of color and product type. This situation is due to the limited size of the store and the smaller display rack capacity compared to the main store on Jalan Sukabangun 2.

As a result of this situation, some customers often can't find the products they want when they visit the store. This shows that there's a gap between reality and expectations on the ground. Ideally, retail stores should be able to provide products in full so that consumers can easily meet their needs. But in reality, the limited availability of products means that some consumers can't make purchases the way they want (Akbar et al., 2022).

If this condition is allowed to continue, it can lead to various negative impacts for the hijab retail store. One of the impacts is a decrease in customer satisfaction because they cannot get the products they want. Additionally, customers might switch to other stores that offer a more complete range of products. In the long run, this situation can result in fewer sales transactions and lower customer loyalty to the store.

Some previous studies have provided a strong foundation regarding the importance of stock management in influencing consumer behavior. Recent research shows that product availability is the main trigger for consumers to recognize their needs and make purchases, where the physical absence of goods can immediately stop the consumer's evaluation and selection sequence. (Apriliansyah & Anah, 2025).

Regarding physical retail, product completeness is also a key factor because it makes it easy for customers to meet all their needs in one visit (one-stop shopping), preventing them from going to competitors. (Santoso & Salam, 2023). More specifically, the research conducted by (Prasanthi & Noval, 2025) highlighting that in strategic locations like modern grocery stores or boutiques, product availability works in synergy with location factors and service quality to create a strong buying urge. In addition, the presence of stock yields a favorable and substantial impact upon purchasing decisions in retail businesses in Palembang City (Mawarni et al., 2024). However, operational challenges like the risk of stockouts or overstocking still remain a real threat that requires optimizing inventory management through accurate Safety Stock and Reorder Point

calculations. (Ardianto & Wardana, 2025).

Although studies on product availability have been widely conducted in the basic necessities, pharmaceutical, and agricultural sectors, there are still very few studies that specifically examine how product availability affects purchasing decisions in the modest fashion sector, especially premium hijab products like Noer Hijab at Palembang Indah Mall. This limitation is important because modest fashion has consumer characteristics that are different from conventional retail and everyday necessity products, which could lead to changes in consumer behavior. Considering the characteristics of mall consumers who are very sensitive to variations in models and the latest fashion trends. Hijab product consumers not only pay attention to whether the product is available, but also consider the availability of various models, colors, materials, and designs that match changing fashion trends and individual preferences. As a result, it is important to conduct this research. Thus, it is expected that this study will add to the literature on consumer behavior in the Muslim fashion industry in Palembang and provide practical contributions for Noer Hijab in responsive inventory management.

Based on the explanation above, this paper seeks to evaluate the role of product availability in shaping consumer purchase decisions within Noer Hijab Palembang Indah Mall branch. The empirical findings of this study aim to enrich the area of marketing management knowledge, specifically regarding the study surrounding inventory management and consumer behavior, and provide input for Noer Hijab in formulating strategies for managing product availability to improve consumer purchase decisions.

RESEARCH METHOD

Employing a quantitative methodology, this research seeks to find out and examine the impact of product availability upon consumers' purchase decisions at Noer Hijab, Palembang Indah Mall branch. A quantitative approach is used given that the relevant information is collected numeral-wise and then analyzed statistically to understand the exact impact of each variable, namely product availability alongside purchase decisions (Sugiyono, 2023).

The target demographic in the current study includes all customers with a prior record of ever carried out a transaction with Noer Hijab Palembang Indah Mall. The precise consumer figure in the population remains undetermined, so such a population in this study is considered infinite. Sampling was done via a non-probability sampling methodology through purposive sampling, thereby means choosing participants according to predetermined parameters that match the primary research purpose of this research (Nawawi et al., 2024). The inclusion criteria for study participants were individual consumers who had bought at least once at Noer Hijab Palembang Indah Mall, were at least 17 years old, and were willing to take part as respondents. Since the total population isn't exactly known, the required sample size was determined through the application of the Lemeshow equation, ending up yielding a total of 97 respondents.

The empirical data utilized in this research comprises primary and secondary sources. Primary data is collected straight from participants via distributing questionnaires related to product availability and purchasing

decisions (Rahayu & Al Qodri, 2025). In parallel, secondary data is acquired through a variety of supporting materials, including books, academic publications, and record files related to the current topic (Sinambela, 2023). Data gathering was performed using observation techniques, administering questionnaires, and documentation. The survey instrument was designed utilizing a five-point Likert scale, with an assigned rating of 1 for "strongly disagree" responses extending up to a rating of 5 for "strongly agree" responses.

The gathered data was subsequently processed utilizing IBM SPSS Statistics 25. The analysis steps include validity testing to determine how accurate the research instrument is, reliability testing to assess instrument consistency, and normality testing to verify whether the dataset is normally distributed. Next, a simple linear regression model was carried out in order to determine the degree of the product availability's influence on purchase decisions. Hypothesis testing was carried out to evaluate the overall significance of the product availability effect upon purchase decisions. This study's simple linear regression formula is formulated by the equation $Y = a + bX$, in which Y represents purchase decision, X stands for product availability, a representing the constant term, and b indicating the regression value.

FINDINGS AND DISCUSSION

Findings

3.1 Description of Respondent Characteristics

3.1.1 Respondent Characteristics Based on Age

The Respondent age profiles need to be known to give an overview of the age groups of consumers who are the study's subjects. The age breakdown of participants can be seen within Table 1.1 below.

Table 3.1.1 Respondent Distribution Based on Age

Age	Amount	Percentage
17-24 Years	45	46,39%
25- 32 Years	30	30,93%
33-40 Years	13	13,40%
>40 Tahun	9	9,28%
Total	97	100 %

Source: Processed primary data, 2026

Based on the data on respondents' characteristics by age, the findings indicate that out from a sample size of 97 respondents, there are 45 respondents (46.39%) aged 17–24 years, 30 respondents (30.93%) aged 25–32 years, 13 respondents (13.40%) aged 33–40 years, and 9 respondents (9.28%) over 40 years old.

Based on that data, the 17–24 age group has the most respondents, with 45 people or 46.39% of the total respondents. Meanwhile, the age group over 40 has the fewest respondents, with only 9 people or 9.28%.

Thus, the majority of respondents in this study are in the young age group who tend to actively follow fashion trends and have a high interest in hijab products. This condition shows that most consumers of Noer Hijab at the Palembang Indah Mall branch come from the productive age group, which is one of the main target markets for hijab products.

3.1.2 Respondent Characteristics Based on Job

Besides age, the respondents' jobs are also an important characteristic to analyze because they can reflect the respondents' economic background and activities. The breakdown of participants according to their jobs is presented in Table 3.1.2 below.

Table 3.1.2 Distribution of Respondents Based on Occupation

Work	Amount	Percentage
Students	40	41,24%
Civil Servants	15	15,46%
Private Employees	19	19,59%
Entrepreneurs	10	10,31%
Housewives	13	13,40%
Total	97	100 %

Source: Processed primary data, 2026

Based on the data on respondents' characteristics by occupation, it was found that out of a total of 97 respondents, 40 people or 41.24% were students, 15 people or 15.46% worked as civil servants, 19 people or 19.59% worked as private employees, 10 people or 10.31% were self-employed, and 13 people or 13.40% were housewives.

The data shows that study participants were comprised mostly students. Meanwhile, respondents operating their own businesses were the smallest group, with only 10 people, or 10.31%.

Thus, the demographic profile of participants in this research was heavily weighted toward students. This indicates that the products available at Noer Hijab Palembang Indah Mall branch are quite popular among students who generally have a high demand for Muslim fashion products.

3.1.3 Respondent Characteristics Based on Whether They Have Ever Bought Products at Noer Hijab Palembang Indah Mall Branch

The characteristics of respondents based on product purchase frequency are used to understand the respondents' experience in making purchases at Noer Hijab Palembang Indah Mall branch. The breakdown of participants according to purchase frequency is presented in Table 3.1.3 below.

Table 3.1.3 Respondent Distribution Based on Ever Buying the Product

Have Bought the Product	Amount	Percentage
1 time	24	24,74%
2-3 times	44	45,36%
4-5 times	19	19,59%
>5 times	10	10,31%
Total	97	100 %

Source: Processed primary data, 2026

Based on the data on respondent characteristics by product purchase frequency, the analysis reveals that out from a sample size of 97 participants, 24 people or 24.74% have purchased the product once, 44 people or 45.36% have purchased it 2-3 times, 19 people or 19.59% have purchased it 4-5 times, and 10 people or 10.31% have purchased it more than 5 times.

Based on that data, the group of respondents who have bought the product 2-3 times is the largest group, with 44 people or 45.36% of the total

respondents. Meanwhile, the group of respondents who have bought the product more than 5 times is the smallest group, with 10 people or 10.31%.

So, most of the study participants constitute consumers engaging in repeat purchases. This shows that the respondents have enough experience in buying products at Noer Hijab Palembang Indah Mall branch, so they can provide proper assessments of the variables being studied.

3.2 Respondent's Answer Description

3.2.1 Data Distribution of Variable X Product Availability

Based on the recap of participants' responses concerning the Product Availability (X) variable, which comprises 10 statements (X1–X10) with a total of 97 respondents, it can be seen that respondents generally gave varied ratings for each statement. For most items, respondents' answers tended to be dominated by Agree (A) and Strongly Agree (SA) categories, although there were still some respondents who gave Neutral (N), Disagree (D), and Strongly Disagree (SD) answers.

For item X1, 28 respondents answered strongly agree and 31 answered agree. For item X2, 20 respondents answered strongly agree and 39 respondents answered agree. A relatively similar pattern can also be seen from items X3 to X10, where most respondents chose agree or strongly agree.

These empirical findings indicate that the larger portion of surveyed individuals maintains an overall positive perception of product availability at Noer Hijab, Palembang Indah Mall branch. Good product availability can be seen from the availability of products that consumers need, the completeness of product variations, and how easy it is for consumers to get the products they want.

Therefore, the findings indicate that respondents' answers concerning the Product Availability variable fall into a high or positive category, indicating that respondents tend to agree with the statements presented in this variable.

3.2.2 Distribution of Data for Variable Y Purchase Decision

According to the recap of participant responses regarding the Purchase Decision variable (Y), which includes 8 statements (Y1–Y8) from a total of 97 respondents, it can be seen that overall, respondents' answers tend to be dominated by the Agree (A) and Strongly Agree (SA) categories for each statement. However, there are still a small number of respondents who answered Neutral (N), Disagree (D), and Strongly Disagree (SD).

Regarding item Y1, a total of 22 participants indicated strong agreement, while 37 participants indicated agreement. For item Y2, a total of 30 participants indicated strong agreement, while 32 participants indicated agreement. The same pattern can also be seen for items Y3 to Y8, where most respondents gave positive ratings to the statements presented.

The data shows that most consumers tend to make good decisions when buying products at Noer Hijab in Palembang Indah Mall. This indicates that consumers feel confident about the products available, so they decide to make a purchase.

So, the findings suggest that respondents' perceptions regarding the Purchase Decision variable are in a positive or high category, which shows that respondents tend to agree with the conditions or phenomena measured in that variable.

3.3 Data Analysis

3.3.1 Validity Test

Validity testing serves to determine the degree to which a research instrument can precisely quantify the target variables. In this study, the validity was evaluated via Pearson Product Moment correlation method at a 5% level of significance. An item statement is deemed valid provided that the empirical r-value exceeds the critical table r-value and exhibits a p-value below 0.05.

According to a total of 97 participants, the degrees of freedom (df) are computed via $df = n - 2$, yielding $df = 95$. At a 5% level of significance, the r-table value corresponds to 0.1996. Therefore, any statement item with an r-count > 0.1996 is deemed valid and capable of quantifying the target variable. The validity test results for the product availability and purchase decision variables are presented in Table 3.3.1 below.

Table 3.3.1: Validity Test of Variables X and Y

Item	r Count	r Table	Sig. (2-tailed)	Information
X1.1	0,947	0,1996	0,000	Valid
X1.2	0,934	0,1996	0,000	Valid
X1.3	0,937	0,1996	0,000	Valid
X1.4	0,921	0,1996	0,000	Valid
X1.5	0,942	0,1996	0,000	Valid
X1.6	0,929	0,1996	0,000	Valid
X1.7	0,928	0,1996	0,000	Valid
X1.8	0,937	0,1996	0,000	Valid
X1.9	0,951	0,1996	0,000	Valid
X1.10	0,932	0,1996	0,000	Valid
Y1.1	0,939	0,1996	0,000	Valid
Y1.2	0,954	0,1996	0,000	Valid
Y1.3	0,943	0,1996	0,000	Valid
Y1.4	0,943	0,1996	0,000	Valid
Y1.5	0,951	0,1996	0,000	Valid
Y1.6	0,941	0,1996	0,000	Valid
Y1.7	0,945	0,1996	0,000	Valid
Y1.8	0,954	0,1996	0,000	Valid

Source: Processed primary data, 2026

The validity test outcomes concerning the Product Availability (X) variable, comprising 10 statement items, indicate that every item displays an r-count exceeding the r-table threshold (0.1996). The correlation coefficient values for each item range from 0.921 to 0.951, demonstrating a remarkably high degree of correlation between each statement item and the cumulative variable score. Furthermore, every item obtained a significance value of $0.000 < 0.05$, so all statements in the Product Availability variable (X1.1–X1.10) are considered valid and suitable to be used as research instruments.

Next, the validity outcomes concerning the Purchase Decision (Y) variable, comprising 8 statement items, indicate that every item displays r-values higher exceeding the r-table threshold (0.1996). The correlation coefficient for

each item ranges spanning 0.939 through 0.954, demonstrating a remarkably high degree of correlation between each statement item and the overall variable score. Moreover, every item obtained a significance value of $0.000 < 0.05$, so all the statements in the Purchase Decision variable (Y1.1–Y1.8) are considered valid.

According to the testing results, it can be inferred that every statement item on the Product Availability (X) and Purchase Decision (Y) variables meet the validity criteria, meaning the calculated r values are higher than the table r values and the significance levels are below 0.05. Therefore, the research instrument used is considered valid and can be used for the next stage of analysis.

3.3.2 Reliability Test

Reliability testing is used to know the stability and dependability of measurement results of a data collection instrument. Within this research, reliability testing was performed utilizing the Cronbach's Alpha approach. A variable is deemed reliable provided that its Cronbach's Alpha coefficient exceeds 0.60. Conversely, should the Cronbach's Alpha coefficient fall below 0.60, the variable is classified as unreliable. The empirical results of the reliability test for the product availability and purchase decision variables are presented in Table 3.3.2 below.

Table 3.3.2: Reliability Test

Variables	Cronbach's	Criteria	Information
Product Availability	0,984	>0,60	Reliabel
Purchase Decision	0,983	>0,60	Reliabel

Source: Processed primary data, 2026

Based on the reliability test results, it is known that the Product Availability variable obtained a Cronbach's Alpha value of 0.984, and the Purchase Decision variable obtained a Cronbach's Alpha value of 0.983.

The Cronbach's Alpha values for both variables are greater than 0.60, which meets the reliability criteria. This indicates that all the statement items used in the study have a very good level of consistency in measuring the variables being studied.

Therefore, the research instruments for the Product Availability and Purchase Decision variables are considered reliable and suitable to be used as research data collection tools.

3.3.3 Normality Test

Normality testing serves to determine if residual values within a regression model exhibit a normal distribution. A reliable regression model is characterized by residual values that are normally distributed, because this demonstrates that the model is suitable to be used for further analysis. In this study, normality testing was performed via the Normal Probability Plot (Normal P-P Plot) concerning the Regression Standardized Residual utilizing IBM SPSS Statistics 25. The criteria for decision-making in normality testing utilizing the Normal P-P Plot are outlined as follows:

If the residual points spread around the diagonal line and follow the pattern or direction of the diagonal line, then the data can be said to be normally distributed.

If the residual points spread far from the diagonal line and do not follow the pattern of the diagonal line, then the data is said to not be normally distributed.

Thus, data are considered normally distributed if the points on the Normal P-P Plot are around the diagonal line and follow its direction. Here is the plot chart from the normality test.

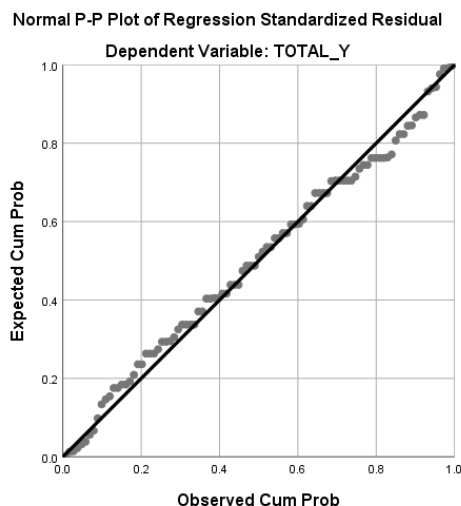


Figure 1.1: Plot Graph of Normality Test Results

Based on Figure 1.1, the outcomes of the normality test via the Normal P-P Plot of Regression Standardized Residual demonstrate that the residual data points are distributed around the diagonal line and aligned with the general trajectory of the diagonal line. Therefore, the findings indicate that the empirical data exhibits a normal distribution, thereby fulfilling one of the requirements for conducting simple linear regression analysis.

3.3.4 Simple Linear Regression Analysis

Simple linear regression analysis is used to find out the effect of the independent variable on the dependent variable as well as the direction of the relationship between the two variables. In this study, simple linear regression analysis is used to find out the effect of Product Availability (X) on Purchase Decisions (Y) at Noer Hijab Palembang Indah Mall branch.

Table 3.3.4: Simple Linear Regression Analysis

Model	Unstandardize Coefficients		Standardized Coefficients Beta
	B	Std. Error	
1 (Constant)	-.674	.562	
x	.812	.015	.983

Source: Processed primary data, 2026

Based on the data processing results using simple linear regression analysis, the regression equation obtained is as follows: $Y = -0.674 + 0.812X$. The constant value (a) showing a negative number of -0.674 is technically a statistical interpretation resulting from the absence of a zero (0) value in the actual Product Availability (X) data obtained from questionnaires filled out by respondents in the field. Practically, this negative value indicates that the Purchase Decision (Y) at Noer Hijab Palembang Indah Mall has a fairly high

dependence on the existence of Product Availability as a factor influencing it. This logically means that if Noer Hijab Palembang Indah Mall does not have or provide any product availability at all ($X = 0$), then the Purchase Decision (Y) value will be in the negative or won't form as predicted by the regression model. That negative constant value doesn't affect the viability of the regression model, because the direction of the relationship formed by the regression coefficient (b) is proven to be positive at 0.812.

The regression coefficient (b) which is positive at 0.812 shows that there is a direct relationship between Product Availability and Purchase Decisions. This number means that every time there is an increase in Product Availability (X) by one unit, it will automatically be followed by an increase in Purchase Decisions (Y) by 0.812 units. The combination of a negative constant and a positive regression coefficient confirms that consumer Purchase Decisions at Noer Hijab Palembang Indah Mall are not random, but are strongly influenced by the level of product availability. The more complete, sufficient, and easily accessible the offered products are, the higher the tendency of consumers to decide to make a purchase.

3.3.5 Hypothesis Test

Hypothesis testing aims to find out and prove whether the hypothesis that has been formulated beforehand can be accepted or rejected based on the results of research data analysis. In this study, hypothesis testing is done using a t-test (partial), which is used to see the individual effect of the Product Availability (X) variable on the Purchase Decision (Y) variable at Noer Hijab Palembang Indah Mall branch. The basis for decision-making in the t-test is as follows:

If the significance value is < 0.05 , then the Product Availability variable affects Purchase Decisions, so the hypothesis is accepted.

If the significance value is > 0.05 , then the Product Availability variable does not affect Purchase Decisions, so the hypothesis is rejected.

Table 3.3.5: Hypothesis Test

	Model	t	Sig.
1	(Constant)	-1.199	.234
	x	52.460	.000

Source: Processed primary data, 2026

Based on the results of hypothesis testing using the t-test, the calculated t value is 52.460 with a significance level of 0.000. According to the decision-making criteria, if the significance value < 0.05 , then H_0 is rejected and H_1 is accepted. Conversely, if the significance value > 0.05 , then H_0 is accepted and H_1 is rejected.

The test results show that the significance value of 0.000 is smaller than 0.05 ($0.000 < 0.05$). Therefore, H_0 is rejected and H_1 is accepted. This indicates that product availability has a positive effect on consumer purchasing decisions at Noer Hijab Palembang Indah Mall branch.

Discussions

The research results show that product availability has a positive and significant effect on consumer purchase decisions at Noer Hijab Palembang

Indah Mall branch. The hypothesis test result obtained a significance value of 0.000 (<0.05), indicating that the better the product availability, the higher the consumer purchase decision. These findings suggest that product availability is one of the important factors considered by consumers when making a purchase, because products that are always available, have complete variations, and are easy to obtain can boost consumer confidence to buy.

The insights gathered in this study correspond to the consumer behavior theory proposed by Kotler and Keller in (Andi, 2021) which highlights that purchase decisions are shaped by a combination of cultural, social, personal, and psychological factors. In this study, the psychological factor is reflected in consumers' perception of product availability. Consumers who find products that meet their needs, with a variety of models, colors, and sizes, will have a positive perception and be more encouraged to make a purchase. On the other hand, if the desired product is not available, consumers tend to look for alternatives in other stores.

The results of this research also support marketing management concepts, especially in the aspect of inventory management. Inventory management aims to make sure products are available in sufficient quantities to meet consumer demand and avoid stockouts. (Widodo, 2022). In line with that opinion, having adequate product availability helps companies meet consumer needs on time (Meiyana et al., 2024). Therefore, Noer Hijab at Palembang Indah Mall's ability to maintain stock availability is one of the factors that encourage customers to make a purchase.

According to the descriptive analytical results, the availability indicator across different types of product variations emerged as the factor that attained the most favorable rating in comparison to the remaining items. This shows that consumers prioritize having a complete range of product choices, such as models, colors, sizes, and types of hijabs, so they can pick products that match their needs and preferences. This finding suggests that the more complete the product variations available, the higher the chances that consumers will decide to make a purchase.

The empirical outcomes of this research corroborate the finding that product availability serves as a crucial determinant capable of shaping consumer purchasing decisions (Astuti & Hakim, 2021). Besides that, product availability can be measured through indicators like stock availability, timeliness of availability, product variety, frequency of out-of-stock products, and product accessibility (Nasution et al., 2025). This research proves that those indicators contribute to improving consumer purchasing decisions at Noer Hijab Palembang Indah Mall branch.

Overall, this study shows that product availability plays a very important role in boosting consumer purchase decisions. Therefore, Noer Hijab at Palembang Indah Mall needs to keep stock available and offer a variety of models, colors, and sizes so that consumer needs can be met optimally. These efforts are expected to not only increase purchase decisions but also maintain customer loyalty.

CONCLUSION

According to the empirical research results, it can be inferred that product availability has a positive and statistically significant impact on consumer purchasing decisions at Noer Hijab Palembang Indah Mall branch, as shown by the simple linear regression analysis which produced the regression equation $Y = -0.674 + 0.812X$, while the hypothesis test showed a t-value of 52.460 with a significance value of 0.000 (<0.05). Availability indicators across various product types are the most dominant factor influencing purchasing decisions, indicating that having a complete selection of models, colors, and product types is an important consideration for consumers when making a purchase. These findings suggest that managing product availability optimally – by providing adequate stock, a full range of product variations, and minimizing stockouts – plays an important role in boosting consumer purchasing decisions.

Based on these findings, Noer Hijab at Palembang Indah Mall is advised to maintain and increase product availability, especially for products with high demand, and to pay attention to the completeness of model, color, and size variations according to consumer needs. Consumer feedback and preferences should also be considered in planning and managing product inventory. For prospective researchers, it is recommended to broaden the scope of investigation by incorporating additional variables capable of shape an influence on purchasing decisions, including price, product quality, brand reputation, promotional activities, service excellence, and customer contentment, alongside expanding the subject demographics to obtain more diverse and comprehensive results.

REFERENCES

- Akbar, M. A., Junaida, E., & Bulan, T. P. L. (2022). Pengaruh gaya hidup dan ketersediaan produk terhadap keputusan pembelian sepatu merek Vans di Kota Langsa. *Jurnal Manajemen Akuntansi (JUMSI)*, 2(4), 885–893. <https://doi.org/10.36987/jumsi.v2i4.3750>
- Andi. (2021). *Intisari Manajemen Pemasaran Kotler Keller* (A. Pramesta (ed.)). CV Andi Offset.
- Apriliansyah, A. R., & Anah, L. (2025). Pengaruh Ketersediaan Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Apotek Pulosari Surabaya. *Jurnal Ilmiah Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(4), 247–257.
- Ardianto, F., & Wardana, D. (2025). Optimalisasi manajemen persediaan dengan eoq, rop, dan safety stock. *Ristansi: Riset Akuntansi*, 6(1), 1–15. <https://doi.org/10.32815/ristansi.v6i1.2622>
- Astuti, R., & Hakim, M. A. (2021). Pengaruh Label Halal dan Ketersediaan Produk Terhadap Keputusan Pembelian Konsumen pada 212 Mart di Kota Medan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 1–10. <https://doi.org/10.24127/diversifikasi.v1i1.503>
- Mawarni, I., Pratisila, M., & Revita, N. (2024). Pengaruh Harga Dan Ketersediaan Produk Terhadap Keputusan Pembelian Pada Toko Sembako Sheza Palembang. *Jurnal Ekobis Kajian Ekonomi Dan Bisnis*, 8(1), 1–11.
- Meiyana, E., Hermansyah, B. H., Azizah, A. N., & Rohmah, M. (2024). Analisis dan Perancangan ROP, EOQ, Safety Stock Sistem Pengendalian Persediaan Bahan Baku Pada Rumah Makan Warung Bakso. *Trigonometri: Jurnal Matematika*, 1(2), 44–53. <https://doi.org/10.30599/trigonometri.v1i2.3643>
- Nasution, A. A., Kemal, L., & Triana, W. (2025). Pengaruh Harga Dan Ketersediaan Produk

- Terhadap Keputusan Pembelian Pupuk Di UD. Lumbung Tani. *Al-Ihsan: Jurnal Bisnis Dan Ekonomi Syariah*, 3(1), 71–84. <https://doi.org/10.65256/vthbxn58>
- Nawawi, Z., Siwi, T. P. U., Yuliza, Hershanty, D., & Ramadhayani B, R. (2024). *Riset Pemasaran: Panduan Lengkap Untuk Praktisi & Akademisi*. CV. Aneka Pustaka Multimedia.
- Prasanthi, N. L. G. W., & Noval, I. M. M. (2025). Pengaruh Ketersediaan Produk, Lokasi, dan Kualitas Pelayanan Terhadap Keputusan Pembelian di Toko Goesmank: The Influence Of Product Availability, Location, And Service Quality On Purchase Decision At Goesmank Store. *Ganec Swara*, 19(3), 809–818. <https://doi.org/10.59896/gara.v19i3.311>
- Rahayu, S., & Al Qodri, M. I. (2025). *Metode Penelitian Kuantitatif dan Kualitatif: Perencanaan, Pelaksanaan, dan Evaluasi*. Penerbit Anak Hebat Indonesia.
- Resika, Y. (2023). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kosmetik di Palembang. *Majalah Ilmiah Manajemen*, 12(3), 22–31. <https://doi.org/10.32493/jism.v3i1.29439>
- Santoso, T., & Salam, M. A. (2023). Harga dan Kelengkapan Produk terhadap Keputusan Pembelian pada Toko Sembako Rizkuna Desa Karang Sentosa. *Abiwara: Jurnal Vokasi Administrasi Bisnis: Institut Ilmu Sosial Dan Manajemen STIAMl*, 5(1), 22–31. <https://doi.org/10.31334/abiwara.v5i1.3567>
- Sholehah, R., Marsudi, M., & Budianto, A. G. (2021). Analisis Persediaan Bahan Baku Kedelai Menggunakan Eoq, Rop Dan Safety Stock Produksi Tahu Berdasarkan Metode Forecasting Di Pt. Langgeng. *Journal of Industrial Engineering and Operation Management (JIEOM)*, 4(2). <https://doi.org/10.31602/jieom.v4i2.5884>
- Sinambela, L. P. (2023). *Metodologi Penelitian Kuantitatif: Teoretik dan Praktik*. PT RajaGrafindo Persada.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. alfabeta.
- Susanti, S., & Mulyono, H. (2021). Pengaruh Ketersediaan dan Keragaman Produk terhadap Keputusan Pembelian pada PT Sumber Perintis Jaya Dolok Masihul. *Jurnal Bisnis Mahasiswa*, 1(2), 169–178. <https://doi.org/10.60036/jbm.v1i2.15>
- Widodo, T. (2022). Analisi Perencanaan Persediaan Bahan Baku Dengan Metode Economic Order Quantity (Eoq) Dan Reorder Point (Rop) Pada Pt Anugrah Abadi Citrarasa. *Jurnal Teknik Ibnu Sina (JT-IBSI)*, 7(02). <https://doi.org/10.36352/jt-ibsi.v7i02.545>
- Word Population, R. (2026). *Muslim Population by Country 2026*.
- Yani, M. A., & Subandoro, A. (2022). Analisis pengaruh ketersediaan produk dan keakuratan harga terhadap keputusan pembelian di Super Indo cabang Semolowaru. *Jurnal Syntax Admiration*, 3(7), 858–868. <https://doi.org/10.46799/jsa.v3i7.456>