

Research Article

The Influence of Store Atmosphere, Brand Awareness, and Lifestyle on Fashion Purchase Decisions at Kobapa Store, Delitua District

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Abstract. This research aims to examine the influence of store atmosphere, brand awareness, and lifestyle on purchasing decisions at Kobapa Store in Delitua District. This study uses a quantitative research method with a questionnaire research design. The subject of this research is the products of Kobapa Store, and the object of the study is consumers who purchase products at Kobapa Store, totaling 97 respondents. Data collection techniques include observation, questionnaires, and documentation. Data analysis techniques involve validity tests, reliability tests, and classical assumption tests. The data analysis method used is multiple linear regression with the assistance of SPSS 25 software. The t-test results show that store atmosphere has a positive effect on purchasing decisions. Brand awareness has a positive effect on purchasing decisions. Lifestyle also influences purchasing decisions. The F-test results indicate that store atmosphere, brand awareness, and lifestyle simultaneously affect purchasing decisions at Kobapa Store in Delitua District, with an F calculated value of $4.141 > F$ table value of 2.700, and a significance value of $0.008 < 0.05$. The adjusted coefficient of determination (R Square) is 0.338, meaning that 33.8% of the dependent variable can be explained by the independent variables, while the remaining 66.2% is explained by other variables outside the ones studied.

Keywords: Brand Awareness; Fashion; Lifestyle; Purchasing Decisions; Store Atmosphere.

1. Introduction

In today's era of globalization, fashion has become an essential part of people's lives (Ayyah and Murniningsih, 2021). This indicates that people are increasingly aware of the importance of looking attractive and keeping up with fashion trends, which are constantly changing with the times. Fashion also reflects lifestyle, as seen in the choice of shoes, bags, accessories, hairstyles, and clothing (Putra and RWP, 2025). Beyond protecting the body, fashion also serves as a medium for self-expression and a symbol of identity that reflects a person's social values. Therefore, fashion can encompass anything that is widely followed and becomes a trend (Sabrina and Erianjoni, 2019). The rise in fashion trends has led to changes in consumer shopping needs (Yulinda et al., 2022). However, some people purchase products not out of necessity, but to fulfill desires or imitate the styles of others (Arsita, 2022). This shows that fashion trends not only influence appearance but also serve as a way for individuals to express themselves based on what they see and are interested in. This process generates impulses that ultimately influence purchasing decisions.

Store atmosphere is a combination of various physical elements within a retail environment, such as architectural design, layout, lighting, product layout, color combinations, air temperature, exterior appearance, and interior design (Yuliani et al., 2021). A comfortable store atmosphere has a significant impact on creating a positive

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experience for consumers, which can ultimately drive purchase intention and increase the likelihood of a purchase. Therefore, it is a crucial factor for businesses to consider in their marketing strategies (Riani and Susanti, 2024).

Having strong brand awareness is crucial for companies as it is key to winning the market competition (Firda, 2019). When a brand has strong values and a strong reputation, it creates a positive perception in the minds of consumers. With this positive perception, consumers tend to remain loyal to the brand and are less easily influenced by the emergence of new products on the market (Marchall and Roring, 2015).

Lifestyle is also a significant factor influencing purchasing decisions (Hartati et al., 2016). Lifestyle is a secondary human need that can change with the times or an individual's desire to change their lifestyle (Wolff et al., 2021).

2. Literature Review

Definition of Marketing Management

According to Priansa (2017), marketing is a term derived from the word "market," meaning marketplace. In this context, a market is defined as a forum or place where interactions between sellers and buyers occur to conduct transactions, particularly in the form of the exchange of goods or services. A market can also be understood as an economic space where consumers with specific needs and desires are willing and able to engage in the exchange process to fulfill those needs and desires.

Definition of Store Atmosphere

According to Arianty (2022), store atmosphere is the appearance, both externally and internally, of a business that can provide a sense of comfort to its visitors. The better a business's store atmosphere, the greater its opportunity to influence consumer purchasing decisions.

Definition Brand Awareness

According to Sorrentino et al. (2024), brand awareness is a consumer's ability to recognize and recall a product. This is crucial in influencing purchasing decisions. The higher the level of brand recognition, the greater the likelihood that the brand will be chosen. This awareness not only increases brand visibility and reach but also builds an emotional connection with consumers by increasing familiarity, perceived brand importance, and making it a primary choice. Therefore, organizations need to invest in strategies to build brand awareness through planning that includes identifying target markets, creating brand identity elements (such as names, logos, slogans, packaging, and advertising), and fostering ongoing customer relationships. These efforts will foster trust between consumers and the brand, reinforced by product quality and consistent brand management.

Definition Lifestyle

According to Ningsih (2021), lifestyle is how an individual spends time, energy, and money on things they consider important in their life. This concept reflects consumption patterns that indicate how a person chooses to live their life, including how they spend their money and manage their time. According to Hawkins and Mothersbaugh (2019), lifestyle reflects an individual's self-concept, namely a person's overall perception of themselves which is formed by culture, personal experiences, and daily life conditions..

3. Methode

The method used is quantitative with data analysis techniques using multiple linear regression. The population in this study were Kobapa Store customers in Delitua District, with an unknown number. Because the population in this study is not known with certainty, the formula used to determine the number of samples is by using the Lemeshow formula, with the acquisition of 97 respondents. Data collection techniques in this study were by conducting observations, interviews, documentation and distributing questionnaires. Data analysis techniques used classical assumptions, namely normality and multicollinearity tests as well as t-tests (partial), F-tests (simultaneous), and correlation determination. The data analysis method used multiple linear regression with the help of the SPSS 25 program..

4. Results and Discussion

Results

Results of the Classical Assumption Test

a) Normality Test

The normality test is useful for determining whether collected data is normally distributed or drawn from a normal population. To determine whether the data is normally distributed, the author used the Kolmogorov-Smirnov analysis test, with a significance value greater than 0.05 for the data to be considered normally distributed. The following are the test results:

Table 1. Results of Data Normality Test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.01464858
Most Extreme Differences	Absolute	.136
	Positive	.114
	Negative	-.136
Test Statistic		.136
Asymp. Sig. (2-tailed)		.200 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data Processed by Researchers, 2025

The data normality test yielded a probability value based on a standardized value of 0.05, with the overall test result of 0.200, where 0.200 is greater than 0.05. Therefore, it can be concluded that the normality test in this study demonstrates a normal distribution. The following displays the results of the normality test using a histogram and plot graph.

b) Multicollinearity Test.

The multicollinearity test aims to determine whether there is a high or perfect correlation between the independent variables in the regression method. One way to determine the presence of multicollinearity is by examining the Tolerance and Variance Influence Factor (VIF) values. If the Tolerance value is >0.1 and the VIF is <10 , it indicates the absence of multicollinearity. The following are the results of the multicollinearity test using SPSS version 25.00 for Windows..

Table 2. Multicollinearity Test Results.

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Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.154	2.988		3.064	.003		
	X1	.215	.128	.167	1.683	.046	.960	1.042
	X2	.163	.116	.143	1.805	.043	.921	1.086
	X3	.325	.171	.193	1.902	.020	.918	1.089
a. Dependent Variable: Y								

Source: Data Processed by Researchers, 2025

Based on Table 4.2, it can be seen that the Tolerance and VIF values for the store atmosphere variable are $(0.960 > 0.10)$ $(1.042 < 10)$, the Tolerance and VIF values for the brand awareness variable are $(0.921 > 0.10)$ $(1.086 < 10)$, and the Tolerance and VIF values for the lifestyle variable are $(0.918 > 0.10)$ $(1.089 < 10)$. Therefore, it can be stated that there are no symptoms of multicollinearity among the independent variables in the regression model.

Multiple Linear Regression Analysis

To establish the hypothesis, the researcher used multiple linear regression analysis to determine the relationship between the independent variables and the dependent variable through the influence of store atmosphere, brand awareness, and lifestyle on fashion purchasing decisions at the Kobapa Store in Delitua District. Based on the data processing results using SPSS 25, the following results were obtained:

Table 3. Results of Multiple Linear Regression Analysis.

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Coefficients ^a								
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Source: Data Processed by Researchers, 2025

Based on Table 4.3, the multiple regression equation in this study is: $Y = 9.154 + 0.215 X_1 + 0.163 X_2 + 0.325 X_3 + 10\%$.

Table 4.3 shows that the calculation yields a constant value (a) of 9.154, b of 0.215, b2 of 0.163, and b3 of + 0.325, with a margin of error of 10%. This yields the multiple linear regression equation: $Y = 9.154 + 0.215 X_1 + 0.163 X_2 + 0.325 X_3 + 10\%$. From this regression equation, it can be concluded that:

1. Constant (a) = 9.154, meaning that if the store atmosphere, brand awareness, and lifestyle variables are equal to 0, then the purchase decision is 9.154.
2. The coefficient X1 (b1) = 0.215 means that the store atmosphere variable has a positive effect, and every 1% increase in the purchase decision variable increases by 21.5%.
3. The coefficient X2 (b2) = 0.163 means that the brand awareness variable has a positive effect, and every 1% increase in the purchase decision variable increases by 16.3%.
4. The coefficient X3 (b3) = 0.325 means that the lifestyle variable has a negative effect, and every 1% increase in the purchase decision variable increases by 32.5%.

Partial t-Test

The partial t-test is used to examine the partial effect of independent variables on the dependent variable. Based on the results of SPSS 25 testing, the partial t-test values are as follows:

Table 4. Partial t-Test Results.

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Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.154	2.988		3.064	.003		
	X1	.215	.128	.167	1.683	.046	.960	1.042
	X2	.163	.116	.143	1.805	.043	.921	1.086
	X3	.325	.171	.193	1.902	.020	.918	1.089

a. Dependent Variable: Y

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Source: Data Processed by Researchers, 2025

Based on the t-test results above, the t-value obtained in table 4.4 with $df = n - k - 1 = 97 - 3 - 1 = 93$ at a significance level of 5% (0.05) is 1.661. Therefore, to determine the partial regression, the following multiple regression equation can be constructed:

1. The value obtained from the table above is t-count > t-table ($1.683 > 1.661$). This indicates that H_0 is rejected and H_a is accepted, meaning that store atmosphere has a partial positive effect on purchasing decisions. The significance value is $0.046 < 0.05$, indicating that store atmosphere has a significant positive effect on purchasing decisions.
2. The value obtained from the table above is t-count > t-table ($1.805 > 1.661$). This indicates that H_0 is rejected and H_a is accepted, meaning that brand awareness has a partial positive effect on purchasing decisions. The significance value is $0.043 < 0.05$, indicating that brand awareness has a significant positive effect on purchasing decisions.
3. The value obtained from the table above is t-count > t-table ($1.902 > 1.661$). This means that H_0 is rejected and H_a is accepted. This means that lifestyle has a partial positive effect on purchasing decisions. A significance value of $0.020 < 0.05$ indicates that lifestyle has a significant positive effect on purchasing decisions.

F-Test (Simultaneous).

The F-Test (Simultaneous) is used to determine whether the independent variables simultaneously influence the dependent variable. Based on the results of the SPSS Version 25.00 test, the ANOVA values for the F-test are as follows:

Table 5. F-Test Results (Simultaneous).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.667	3	68.889	4.141	.008 ^b
	Residual	1547.271	93	16.637		
	Total	1753.938	96			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source: Data Processed by Researchers, 2025

Table 4.5 shows a calculated F value of 4.141. With $\alpha = 5\%$, independent variables: 3, $(97-3=95)$, the F table value for 95 respondents with an alpha of 5% is 2.700. Therefore, the F table value is 2.700. From this description, it can be seen that the calculated F $(4.141) > F$ table (2.700) , and the significance value is $0.008 < 0.05$. It can be concluded that store atmosphere, brand awareness, and lifestyle simultaneously influence the purchasing decision variable.

Coefficient of Determination Test.

The coefficient of determination is located in the Model Summary table and is written as R Square. For multiple linear regression, it is best to use the adjusted R-square, or Adjusted R-square, because it is adjusted to the number of variables used in the study. The R-square/Adjusted R-square value is considered good if it is above 0.05, as the R-square value ranges from 0 to 1. The results of the coefficient of determination analysis in this study are:

Table 6. R-square Test Results.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.343 ^a	.338	.089	4.079	1.322
a. Predictors: (Constant), X3, X1, X2					
b. Dependent Variable: Y					

Source: Data Processed by Researchers, 2025

Based on Table 4.6, the adjusted coefficient of determination (R Square) is 0.338. This means that 33.8% of the dependent variable (purchase decisions) is influenced by the independent variables (store atmosphere, brand awareness, and lifestyle), while the remaining 66.2% is explained by variables other than those studied.

Discussion**a) The Influence of Store Atmosphere on Fashion Purchase Decisions at the Kobapa Store in Delitua District.**

Based on the results of partial hypothesis testing using a t-test, the store atmosphere variable has a calculated t-value $> t$ -table $(1.683 > 1.661)$. With a significance level of $0.046 < 0.05$, it can be concluded that the store atmosphere variable has a significant positive effect on fashion purchase decisions at the Kobapa Store in Delitua District. The coefficient X1 (b_1) = 0.215 indicates that the store atmosphere variable has a positive effect, and every 1% increase in the variable increases the purchasing decision by 21.5%. This indicates that the store atmosphere variable significantly influences fashion purchasing decisions at the Kobapa Store in Delitua District.

b) The Effect of Brand Awareness on Fashion Purchasing Decisions at the Kobapa Store in Delitua District.

Based on the results of partial hypothesis testing using the t-test, the brand awareness variable has a calculated t-value $> t$ -table $(1.805 > 1.661)$. With a significance level of $0.043 < 0.05$, it can be concluded that the brand awareness variable has a positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District. The coefficient X2 (b_2) = 0.163 means that the brand awareness variable has a positive effect, and every 1% increase in the variable will increase the purchasing decision variable by

16.3%. This indicates that the brand awareness variable has a significant positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District.

c) The Influence of Lifestyle on Fashion Purchasing Decisions at the Kobapa Store in Delitua District.

Based on the results of partial hypothesis testing using the t-test, it is known that the lifestyle variable has a calculated t-value $>$ t-table ($1.902 > 1.661$). With a significance level of $0.020 > 0.05$, it can be concluded that the lifestyle variable has a significant positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District. The coefficient $X_3 (b_3) = 0.325$ means that if the lifestyle variable has a positive effect, and every 1% increase in the variable will increase the purchasing decision variable by 32.5%. This indicates that lifestyle variables significantly and positively influence fashion purchasing decisions at the Kobapa Store in Delitua District.

d) The Influence of Store Atmosphere, Brand Awareness, and Lifestyle on Fashion Purchasing Decisions at the Kobapa Store in Delitua District.

Based on the results of simultaneous hypothesis testing using the F-test, it was found that the store atmosphere, brand awareness, and lifestyle variables had a calculated F value ($4.141 > F$ table 2.700). With a significance level of $0.008 < 0.05$, it can be concluded that store atmosphere, brand awareness, and lifestyle simultaneously influence fashion purchasing decisions at the Kobapa Store in Delitua District. The R-square (R^2) value, or coefficient of determination, correlated with the number of variables and sample size, thus reducing bias if additional variables or sample size were added, was 0.381. This means that the influence of store atmosphere, brand awareness and lifestyle on fashion purchasing decisions at the Kobapa Store in Delitua District is 38.1%, while the remaining 61.9% is explained by other variables outside the variables studied..

5. Conclusions and Suggestions

Conclusion

Based on the results of this study, the following conclusions can be drawn: The t-test results indicate that Store Atmosphere has a positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District, with a calculated t value greater than the t table. Therefore, it can be concluded that Store Atmosphere has a positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District. The t-test results indicate that Brand Awareness has a positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District, with a calculated t value greater than the t table. Therefore, it can be concluded that Brand Awareness has a positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District. The t-test results indicate that Style has a positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District, with a calculated t value greater than the t table. Therefore, it can be concluded that Lifestyle has a positive effect on fashion purchasing decisions at the Kobapa Store in Delitua District. The F-test results show that store atmosphere, brand awareness, and lifestyle simultaneously influence fashion purchasing decisions at the Kobapa Store in Delitua District. With the calculated F value greater than the F table and significant, it can be concluded that there is a significant influence between store atmosphere, brand awareness, and lifestyle simultaneously influencing fashion purchasing decisions at the Kobapa Store in Delitua District. The coefficient of determination shows that store atmosphere, brand awareness, and lifestyle can explain the relationship with fashion purchasing decisions at the Kobapa Store in Delitua District.

Recommendations

Based on the results of this study, the researcher will provide recommendations related to the research conducted, which will serve as input and useful considerations for interested parties to improve future research. These recommendations are as follows:

For Researchers

This research is expected to contribute to broadening insight and understanding regarding marketing management, particularly in examining purchasing decisions influenced by store atmosphere, brand awareness, and lifestyle factors on fashion product purchasing decisions at Kobapa Store in Delitua District.

For Kobapa Store

This research is expected to advance and increase Kobapa's profits, and Kobapa Store is expected to improve and develop its marketing strategy to further enhance consumer purchasing decisions. First, Kobapa Store needs to pay attention to store atmosphere, particularly in terms of the exterior, product layout, lighting, and cleanliness, to create a comfortable and enjoyable shopping experience for consumers. Second, the company needs to strengthen brand awareness with a more consistent promotional strategy, both through social media platforms such as Instagram, Facebook, and TikTok, as well as through offline promotional activities, so that the Kobapa Store brand becomes more widely known and can achieve a top-of-mind position in consumers' minds. Third, in response to changing fashion trends, Kobapa Store is advised to present more modern and contemporary product designs to adapt to consumers' lifestyles, which tend to follow trends. Furthermore, it is recommended to regularly conduct promotions in the form of price cuts and seasonal discounts to attract customer attention and purchase interest, and retain existing customers, thereby achieving more stable and sustainable sales targets.

For UMN Al-Wasliyah

This research is expected to serve as a consideration for the university in advancing and developing a broad-minded mindset in preparing final assignments.

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