

## THE EFFECT OF PRICE, PROMOTION, PRODUCT COMPLETENESS, STORE ATMOSPHERE AND SERVICE QUALITY ON PURCHASE DECISIONS AT THE SARI RASA STORE IN MADIUN CITY

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### *Abstrak*

Penelitian ini dimaksudkan untuk menguji sejauh mana harga, promosi, kelengkapan produk, suasana toko (*store atmosphere*), dan mutu pelayanan memengaruhi keputusan konsumen dalam berbelanja di Toko Sari Rasa Kota Madiun. Pentingnya penelitian ini didasari oleh kebutuhan memahami faktor-faktor yang menjadi pertimbangan konsumen sebelum membeli. Pendekatan yang dipakai adalah kuantitatif dengan jenis penelitian asosiatif. Data diperoleh dari 384 responden yang dipilih secara purposive melalui penyebaran kuesioner kepada pengunjung Toko Sari Rasa. Hasil analisis menunjukkan bahwa promosi, suasana toko, dan kualitas pelayanan berkontribusi positif serta signifikan terhadap keputusan pembelian. Sebaliknya, variabel kelengkapan produk berpengaruh positif namun tidak signifikan, sedangkan harga memberikan pengaruh negatif dan juga tidak signifikan. Dengan demikian, dapat disimpulkan bahwa faktor kenyamanan berbelanja, promosi yang menarik, dan pelayanan yang baik lebih dominan dalam memengaruhi keputusan konsumen dibandingkan aspek harga maupun kelengkapan produk.

**Kata Kunci:** Harga, Promosi, Kelengkapan Produk, *Store atmosphere*, Kualitas Pelayanan, Keputusan Pembelian

### *Abstract*

*This study aims to examine the extent to which price, promotion, product completeness, store atmosphere, and service quality influence consumer purchasing decisions at Toko Sari Rasa in Madiun. The importance of this research lies in understanding the factors that consumers consider before making a purchase. The study employed a quantitative approach with an associative research design. Data were collected from 384 respondents, selected purposively, through the distribution of questionnaires to customers of Toko Sari Rasa. The findings indicate that promotion, store atmosphere, and service quality have a positive and significant effect on purchasing decisions. On the other hand, product completeness shows a positive but insignificant effect, while price exerts a negative and insignificant influence. Thus, it can be concluded that consumer purchasing decisions are more strongly shaped by shopping comfort, attractive promotions, and good service compared to price and product completeness.*

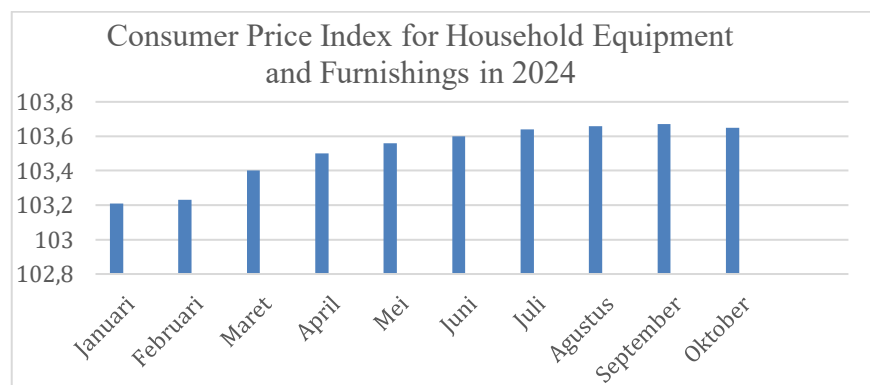
**Keywords:** *Price, Promotion, Product Completeness, Store atmosphere, Service Quality, Purchasing Decisions*

## A. INTRODUCTION

The accelerated advancement of technology and information has resulted in profound transformations in the lifestyle patterns of Indonesian society. Consumer patterns are no longer limited to primary needs but also extend to secondary and tertiary needs that support a comfortable life, including the need for household appliances. Household appliances serve not only as a means of meeting daily needs but also as part of a modern lifestyle that emphasizes practicality, efficiency, and aesthetics. This phenomenon has driven increased demand for diverse, high-quality, and accessible household products.

According to the Global Data report (2021), The value of Indonesia's housing industry in 2020 reached IDR 124.4 trillion and is forecasted to grow to IDR 162.7 trillion by 2025, reflecting a Compound Annual Growth Rate (CAGR) of 5.5%. The growth of the housing sector is directly proportional to the increasing demand for household equipment. Furthermore, the GlobalData report (2023) emphasizes that the household equipment industry in Southeast Asia, including Indonesia, will continue to grow rapidly in line with the expansion of the middle class, urbanization, and changes in consumer consumption patterns.

Data from the Central Statistics Agency (BPS) of East Java (2024) also shows an upward trend in the expenditure group of household equipment, furnishings, and routine household maintenance as recorded in the Consumer Price Index (CPI) as follows:



Source: East Java Central Statistics Agency (2024). Data processed.

This growth has driven competition in the home appliance business, including in Madiun City, which boasts a number of popular stores such as Toko Sari Rasa, Toko Nyoto, and Toko Ananta. The following is data on household appliance and equipment transactions in Madiun City from January to March 2025:

Bulan	Sari Rasa	Ananta	Nyoto
Januari	8.080	6.525	7.032
Februari	7.754	6.207	7.447
Maret	11.972	8.089	10.040
Total	27.806	20.821	24.519

Sumber: Data diolah (2025)

The data above shows that Toko Sari Rasa recorded the highest total transactions compared to its competitors, despite offering relatively similar products. This difference in performance indicates the influence of marketing strategies on consumer purchasing decisions.

Purchasing decisions are determined by a combination of factors, particularly price, promotional efforts, product variety, store ambiance, and service quality (Kotler & Keller, 2016). Consequently, the study is directed toward analyzing the role of these five factors in shaping purchasing decisions at Toko Sari Rasa Madiun. The results of this study are expected to provide theoretical contributions to enrich retail marketing studies, as well as practical benefits in the form of marketing strategy recommendations for Toko Sari Rasa to increase sales.

## Theoretical Study

### 1. Theory of Planned Behavior (TPB)

According to the theory, an individual's behavior is shaped by their intention, which in turn is affected by three core elements: the individual's attitude toward the behavior, the perceived social pressure or subjective norms, and the degree of perceived behavioral control. In this research context, consumer attitudes reflect perceptions of price, promotion, product completeness, store atmosphere, and service quality; subjective norms are shaped by social

influence; while perceived behavioral control relates to the ease and convenience of shopping. Together, these factors drive consumers' purchase decisions (Ajzen, 1991).

## 2. Buying Decisions

Kotler and Armstrong (2018), a purchasing decision is an element of consumer behavior, which examines the ways in which individuals, groups, or organizations choose, acquire, utilize, and eventually discard products, services, ideas, or experiences in order to fulfill their needs and desires.. According to Indrasari (2019), consumer purchasing decisions are a process of selecting between two or more alternative choices through a certain approach. The existence of alternatives is essential in decision-making, because if consumers do not have options and are forced to make a particular purchase or action, such a situation cannot be considered a true decision.

## 3. Price

Kotler and Armstrong (2018) state that price is the amount of value exchanged to obtain a product or service. More specifically, price refers to how much money customers are willing to give in exchange for the benefits they gain from owning or using a product or service.. According to Indrasari (2019), price is understood as the monetary sacrifice that consumers make to obtain a certain combination of goods or services, along with the additional services or utilities provided during the exchange process.

## 4. Promotion

Uluwiyah (2022), promotion refers to a series of marketing activities aimed at introducing products from producers to customers through communication intended to influence and encourage them to make a purchase. According to Mamonto et al., (2021), promotion is the effort to influence target customers in order to encourage them to make transactions with the company.

## 5. Product Completeness

Mutiar et al., (2022) state that product completeness refers to the procurement of goods in line with the store's business (such as food, clothing, household items, general products, or combinations thereof) to be provided in appropriate quantity, time, and price in order to achieve the goals of the store or retail company. According to Indrasari (2019), product completeness refers to the variety of products, including brand, size, quality, and the availability of these products in each store.

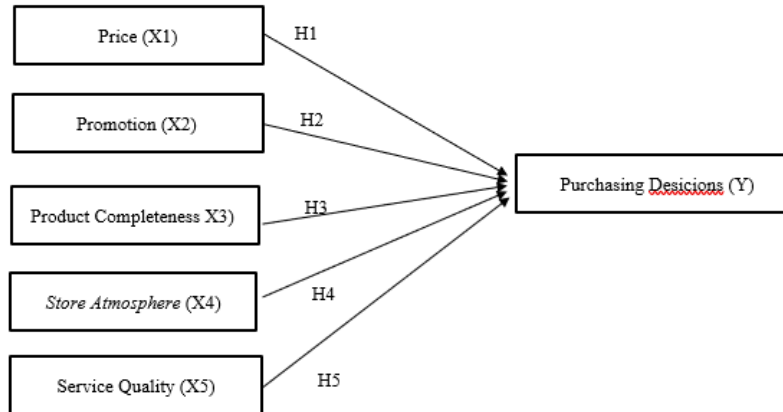
## 6. Store Atmosphere

According to Berman and Evans (2018), store atmosphere refers to the physical characteristics of a store that create impressions and attract consumers. It includes the store's exterior, interior, layout, and displays.

## 7. Service Quality

According to Srisusilawati (2020), Service quality refers to an organization's capability to design, produce, and deliver goods and services that generate substantial value and advantages for its customers. Service quality not only involves the technical aspects of delivering products but also how the company is able to meet expectations, fulfill needs, and provide a satisfying experience for consumers.

## Conceptual framework



## Hypothesis

H1 = Price influences purchasing decisions at the Sari Rasa Store in Madiun City.

H2 = Promotion influences purchasing decisions at the Sari Rasa Store in Madiun City.

H3 = Product completeness influences purchasing decisions at the Sari Rasa Store in Madiun City.

H4 = Store Atmosphere influences purchasing decisions at the Sari Rasa Store in Madiun City.

H5 = Service Quality Influences Purchasing Decisions at the Sari Rasa Store in Madiun City.

## B. METHOD

This study employed a survey method with a quantitative approach by distributing questionnaires to respondents. Statistical techniques were applied to examine the influence of price, promotion, product variety, store atmosphere, and service quality on purchasing decisions. The sample size was determined using the Lemeshow formula (1977), resulting in 384 respondents. The sampling criteria were respondents who had shopped at Toko Sari Rasa at least once and were aged between 17 and 50 years. The data were processed using SPSS (Statistical Package for the Social Sciences) version 25. The analytical procedures comprised instrument validation, classical assumption testing, multiple linear regression analysis, and hypothesis examination.

## C. RESULTS AND DISCUSSIONS

## Respondent Description

The majority of respondents were aged 21–30 years, typically consisting of young couples, active workers, and new families with a high demand for household equipment. Female respondents were more dominant, as they are generally more involved in household purchasing decisions. In terms of occupation, most respondents were private employees and students, reflecting an economically active group. Furthermore, the majority of respondents were repeat customers of Toko Sari Rasa, providing them with sufficient experience to give relevant assessments in the questionnaire. The respondents' residences were evenly distributed across various districts in Madiun City, indicating that Toko Sari Rasa is widely recognized by the local community.

## Validity and Reliability Test

The validity test results show that all questionnaire items have an *r-count* value greater than the *r-table* value (0.100), indicating that all items are valid. Meanwhile, the reliability test results show that the Cronbach's Alpha value for each variable is greater than 0.6, which means the research instrument has good internal consistency and is reliable

## Multiple Linier Regression Coefficient Test

Model	Coefficients <sup>a</sup>		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients				
	B	Std. Error	Beta		
(Constant)	8.115	1.425		5.696	.000
X1	.094	.046	.106	2.030	.043
X2	.264	.049	.288	5.369	.000
X3	.258	.054	.227	4.771	.000
X4	.432	.067	.286	6.421	.000

.Source : Data processed with SPSS 25.0 (2025)

- 1) Price (X1) → No significant effect on purchase decision (sig. 0.478 > 0.05). The regression coefficient is negative ( $\beta = -0.015$ ), indicating that higher prices tend to reduce purchase decisions, although the effect is not significant.
- 2) Promotion (X2) → Positive and significant effect (sig. 0.000 < 0.05;  $\beta = 0.302$ ). Better promotion increases consumer purchase decisions.
- 3) Product Completeness (X3) → No significant effect (sig. 0.111 > 0.05), although the regression coefficient is positive ( $\beta = 0.098$ ). This means product variety has not been strong enough to drive purchase decisions.
- 4) Store Atmosphere (X4) → Positive and significant effect (sig. 0.000 < 0.05;  $\beta = 0.259$ ). A pleasant store atmosphere encourages higher purchase decisions.
- 5) Service Quality (X5) → Positive and significant effect (sig. 0.000 < 0.05;  $\beta = 0.358$ ). Service quality is the most dominant factor influencing purchase decisions.

#### **D. CONCLUSIONS**

The study on Toko Sari Rasa in Madiun reveals that price has no significant effect on purchasing decisions, as consumers tend to prioritize product quality and trust in the store. Promotion has a positive and significant influence, particularly through discounts and membership programs that facilitate purchasing decisions. Product variety shows a positive but insignificant effect. Meanwhile, store atmosphere and service quality both have a positive and significant impact, where a comfortable environment, friendly staff, and professional service successfully enhance purchasing decisions and customer loyalty.

#### **E. SUGGESTIONS**

This study has limitations as it was conducted only on a single store and examined a limited set of variables, namely price, promotion, product variety, store atmosphere, and service quality. Future research is recommended to expand the study to more stores or different regions to obtain more representative results, and to include additional relevant variables such as brand image, store location, customer experience, or psychological factors of consumers.

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