The Effect of Service, Promotion, and Price on Purchase Decisions at PT Indomarco Prismatama Branch Bratang Gede Surabaya

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ARTICLEINFO	ABSTRACT
	This study aims to: 1) Determine the influence of service on purchasing decisions at Indomaret branch Bratang Gede Surabaya. 2) Determine the influence of price on purchasing decisions at Indomaret branch Bratang Gede Surabaya. 3) Determine the influence of promotion on purchasing decisions at Indomaret branch Bratang Gede Surabaya. 4) Determine the simultaneous influence of service, promotion, and price on purchasing decisions at Indomaret branch Bratang Gede Surabaya. This study employs a quantitative research approach. The type of questionnaire used is a self-administered questionnaire, where respondents directly answer the questions provided by the researcher, which are distributed to the sample. The research findings indicate that the service variable does not significantly impact purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya, while both the promotion and price variables positively influence these decisions. Additionally, when considered simultaneously, service, promotion, and price collectively have a significant effect on purchasing decisions at the same branch.

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1. INTRODUCTION

According to Sofiah et al., (2021) Retail is a business that sells household products, including daily necessities that use a self-service system (consumers take the items they want themselves). Wahyuni, (2019) stated that the rapid and widespread development of retail has caused consumers to have many choices to make purchases to meet their needs and desires. Indomaret has the tagline easy and economical and created a mascot named Domarl. Indomaret has succeeded in expanding its retail network throughout Indonesia. This tagline was declared successful in captivating the hearts of the people so that Indomaret won the IMAC Award in the minimarket category in Indonesia. In 2022, Indomaret received the IFBC Franchise of The Year 2022 award from the Director General of Consumer Protection and Trade Order of the Ministry of Trade of the Republic of Indonesia and in 2023 Indomaret again won an award and even ranked first in the Top 20 Franchise Brands with the Highest Franchisee Satisfaction Level in 2023.

The success of a retail business, namely retailers must be able to offer the right products with prices and services, companies must provide goods or services that have better quality, cheaper prices, adequate facilities and higher value with better quality than their competitors. Giving different prices will make consumers more interested and believe in the quality of the products they choose. Price is also an important asset in a company so that it can be recognized and become a consumer choice in making purchasing decisions (Kuswandi, 2023).

In the results of a case study at the Indomaret Bratang Gede Surabaya branch, there was a phenomenon that occurred in consumers regarding employee service at Indomaret which would result in a decrease in purchasing decisions so that consumers would be hesitant to make a purchasing decision at the Indomaret Minimarket. For more details, here are some of the results of interviews with Suryani (2023), a 24-year-old Surabaya resident who often shops for her needs at the Indomaret Bratang Gede Surabaya branch, who said that the prices listed on the shelves are often different from the prices on the receipt when making payments. However, Yuni (2023) also an Indomaret customer said that the Bratang Gede Surabaya Indomaret branch has a spacious and comfortable room, the fruit is always fresh and there is a large parking lot. It can be seen from the results of interviews with several opinions of Indomaret consumers that they need to improve their services starting from labeling all products, changing promotional prices in a timely manner.

This is given in order to make consumers satisfied with their services. However, growing customer loyalty is not easy to form, because service or goods providers must first provide satisfaction to their customers (Romelah & Wahyuni, 2022). Satisfied customers will not only make repeat purchases but are also able to bring in new customers through word of mouth recommendations. Therefore, companies need to maintain customer satisfaction by improving the quality of good service (Susanti, 2020). According to Erinawati & Syafarudin (2021) service quality is an element that includes efforts to meet needs, quality includes products, services, people and the environment, quality is a condition that is always changing. Service quality is said to be good if the service provider provides services that are in accordance with consumer expectations. Likewise, conversely, service quality is said to be bad if customers receive services that are lower than their expectations. Good service quality will improve the quality of a company in the eyes of consumers. If the quality provided is in accordance with the desires and expectations of consumers, this will increase the level of consumer satisfaction with a product used (Naibaho et al., 2022).

Research conducted by Khanisa (2021) service influences purchasing decisions at the Pulau Punjung supermarket spring. From the results of the study above, it can be seen that the better the service provided, which includes reliability in serving, responsiveness, assurance, empathy, and the form of service provided, the more it will increase consumer purchasing decisions to buy a product. When shopping, consumers pay close attention to the quality of service, where the better the quality of service received, the higher the level of purchasing decisions. Khanisa's (2021) is in contrast to Research conducted by Cynthia et al. (2022) where service does not affect purchasing decisions, this is influenced by the view of the Pondokrejo Village community that the quality of BUMDes Amanah Mart service does not discriminate against consumers and improves good service.

According to Romelah & Wahyuni (2022), price can influence consumers in determining the decision to buy a product or goods, because when consumers want to make a purchase In certain situations, a company must set its selling price far below its production price. This is done because of considerations to win competitors. A company tries to keep the price at a level that is generally set in its industry. Price is also an important consideration for consumers to buy, so special considerations are needed to determine the price (Karundeng et al., 2021). According to research conducted by Aisya et al., (2020) price influences purchasing decisions at the Nimshop Palu store, this can happen due to efforts to form a fair price that is in accordance with the strength of demand and supply, with the principle of willing and willing, no party is forced and harmed unjustly at the price level. By holding a promotion, the purchase and sale of a product or service will increase because the promotion given also has an influence on consumers (Romelah & Wahyuni (2022).

According to Saputri & Novianti (2023) promotions have an effect on purchasing decisions at Matahari Department Store Kaza City Surabaya. This is because giving discounts/promos to consumers will make consumers interested in buying products from Matahari outlets. So it can be concluded that consumers are interested in buying products because of discounts. If this activity is carried out routinely, consumer purchasing decisions will increase. However, research by Saputri & Novianti (2023) contradicts research conducted by Istighfarin et al. (2021) which states that promotions do not affect purchasing decisions at McDonald's Taman Pinang.

2.　METHOD

This study uses a quantitative research type. With an associative approach which is the scope of this study. According to Sugiyono (2019) quantitative research method is a research method based on

the philosophy of positivism which is used to study a number of populations or samples. obtained a good number of samples from a population of at least 82 people. This research was conducted from November 2023 until completion. The type of questionnaire used is a self-administered question naire, namely respondents directly answer the questions provided by the researcher which are distributed to the sample.

The questionnaire is distributed in the form of a google form link to facilitate distribution. The validity test is carried out by analyzing the Pearson Product Moment (r) relationship value which measures the level of closeness of the relationship between the question points and the number of points from the variables studied with the number of items studied. The analysis carried out using Multiple Regression Analysis

3.   RESULT AND DISCUSSION

The variables in this study are service quality, promotion and price as independent variables. While the purchasing decision is the dependent variable. The data for this variable is obtained from the questionnaire results for more details can be seen in the table below:

Table 1. Service Validity Test (X1)

No.	No Item Question	Question Item	Correlation (r-value)	Remark
1	PL1	Product arrangement at Indomaret Bratang Gede Surabaya is neat and easy to understand	0.835	Valid
2	PL2	Indomaret Bratang Gede Surabaya has a complete range of products	0.836	Valid
3	PL3	Indomaret Bratang Gede Surabaya shows sincerity in handling customer issues	0.856	Valid
4	PL4	Indomaret Bratang Gede Surabaya is able to explain products that customers do not understand	0.863	Valid
5	PL5	Indomaret Bratang Gede Surabaya is quick to resolve customer complaints	0.876	Valid
6	PL6	Indomaret Bratang Gede Surabaya responds to customer requests accurately and quickly	0.893	Valid
7	PL7	Indomaret Bratang Gede Surabaya is able to assure satisfying service	0.867	Valid
8	PL8	Indomaret Bratang Gede Surabaya has professional staff in serving customers	0.884	Valid
9	PL9	Indomaret Bratang Gede Surabaya is able to build good relationships with customers	0.842	Valid
10	PL10	Indomaret Bratang Gede Surabaya gives full attention to customers	0.885	Valid

Source: Data processed by researchers using the SPSS 25 program, 2024

It is known that the r table value for n=82 with 5% significance is 0.217 so that based on table 1 it is concluded that 10 question items are valid because the calculated r is > 0.217.

Table 2. Promotion Validity Test (X2)

No.	No Item Question	Question Item	Correlation (r-value)	Remark
1	PR1	The advertisements used are attractive and easy to understand	0.834	Valid
2	PR2	Indomaret Bratang Gede Surabaya offers various attractive promotions to loyal customers	0.828	Valid
3	PR3	Indomaret Bratang Gede Surabaya provides promotions in the form of discounts	0.854	Valid
4	PR4	Indomaret Bratang Gede Surabaya offers a bonus product with purchase conditions	0.808	Valid
5	PR5	The information in the promotional brochure matches the promotion and price display in the store	0.870	Valid

Source: Data processed by researchers using the SPSS 25 program, 2024

It is known that the r table value for n=82 with a significance of 5% is 0.217 so that based on table 2 it is concluded that 5 question items are valid because the calculated r is > 0.217.

Table 3. Price Validity Test (X3)

.	No Item Question	Question Item	Correlation (r-value)	Remark
1	H1	The prices of goods at Indomaret Bratang Gede Surabaya are relatively affordable	0.760	Valid
2	H2	The prices of goods at Indomaret Bratang Gede Surabaya are relatively cheap	0.852	Valid
3	H3	Customers get prices that match the product quality	0.820	Valid
4	H4	Customers get results that match the prices offered	0.842	Valid
5	H5	Customers receive facilities that match the price they pay	0.878	Valid
6	H6	Customers receive facilities based on the money they pay	0.828	Valid
7	H7	Indomaret Bratang Gede Surabaya provides prices that match the benefits	0.841	Valid
8	H8	Indomaret Bratang Gede Surabaya provides prices that match the services given	0.857	Valid

Source: Data processed by researchers using the SPSS 25 program, 2024

It is known that the r table value for n=82 with a significance of 5% is 0.217 so that based on table 3 it is concluded that 8 question items are valid because the calculated r is > 0.217.

Table 4. Purchasing Decision Validity Test (KP))

No.	No Item Question	Question Item	Correlation (r-value)	Remark
1	KP1	I decided to make a purchase at Indomaret because the products offered meet my needs	0.821	Valid
2	KP2	Overall, it is very easy to find the needed items at Indomaret	0.868	Valid
3	KP3	I made a purchase because the product I bought from Indomaret is very meaningful to me	0.849	Valid
4	KP4	I feel that the products offered by Indomaret provide benefits to its customers	0.894	Valid
5	KP5	I feel that the price matching the product quality makes me interested in purchasing at Indomaret	0.838	Valid
6	KP6	I enjoy making purchases at Indomaret because the products offered match my desires	0.905	Valid
7	KP7	I intend to transact at Indomaret in the future because I am satisfied with previous transactions	0.849	Valid
8	KP8	I always make repeat purchases at Indomaret	0.790	Valid

Source: Data processed by researchers using the SPSS 25 program, 2024

It is known that the r table value for n=82 with a significance of 5% is 0.217 so that based on table 4 it is concluded that 8 question items are valid because the calculated r is > 0.217.

Table 5. Reliability Test

Variable Item	Cronbach's Alpha	Criterion	Remark
Service (X1)	0.962	0.6	Reliable
Promotion (X2)	0.893	0.6	Reliable
Price (X3)	0.937	0.6	Reliable
Purchase Decision (Y)	0.946	0.6	Reliable

Source: Data processed by researchers using the SPSS 25 program, 2024

Table 5 above shows the value of the Cronbach's Alpha coefficient for each measurement instrument of the research variables. It is known that the value of the Cronbach's Alpha coefficient for the Service variable (X1) is 0.962, the value of the Cronbach's Alpha coefficient for the Promotion variable (X2) is 0.893, the value of the Cronbach's Alpha coefficient for the Price variable (X3) is 0.937 and the value of the Cronbach's Alpha coefficient for the Purchase Decision variable (Y) is 0.946. This shows that the Cronbach's Alpha coefficient value of the instrument used to measure service quality, price and purchase decisions is more than 0.60 (> 0.60) which means that the three measurement instruments are declared reliable.Uji Asumsi Klasik

Table 6. Coefficient of Variance Test

Variable	N	Mean	Std Deviation	Hasil
X1	82	42,77	6,435	15,05%
X2	82	21,62	3,082	13,99%
X3	82	34,01	4,760	14,25%
Y	82	34,49	4,844	14,05%

Source: Data processed by researchers using the SPSS 25 program, 2024

Based on table 6, the results show the coefficient of variance of each variable <30%. The Service variable (X1) is worth 15.05%, the Promotion variable (X2) is worth 13.99%, the Promotion variable (X3) is worth 14.25%, the Promotion variable (Y) is worth 14.05%, so the data is normally distributed.

Table 7. Multicollinearity Test

Collinearity Statistics		
Variabel	Tolerance	VIF
PL	0,610	1,639
PR	0,385	2,599
H	0,374	2,671

Source: Data processed by researchers using the SPSS 25 program, 2024

Based on table 7, it states that in this study there are no symptoms of multicollinearity between independent variables. This can be seen from the tolerance value > 0.10 and the VIF value <10.

Table 8. Heteroscedasticity Test

Spearman's Rho	
Coefficients	
Variable	Nilai Signifikan
PL	0,790
PR	0,766
H	0,469

Source: Data processed by researchers using the SPSS 25 program, 2024

Based on table 8, it shows that there is no symptom of heteroscedasticity. This can be seen from the significance value which shows a value above 0.05 or significance > 0.05.

Table 9. Multiple Linear Regression Test

Hipotesis	Uraian	Nilai Koefisien	T	Sig.	Kesimpulan
	Constant	0,024	0,015	0,988	
H1	PL→ KP	0,058	1,420	0,159	Ditolak
H2	PR → KP	0,570	5,344	0,000	Diterima
H3	H→ KP	0,578	8,252	0,000	Diterima

Source: Data processed by researchers using the SPSS 25 program, 2024

The interpretation of the multiple linear regression equation is as follows: The constant value of the linear equation shows the number 0.024, this means that if the service, promotion, and price variables are constant or fixed, the purchasing decision variable will increase by 0.024. The regression coefficient value of the service variable is positive, this means that every 1 unit addition to the service will increase the purchasing decision by 0.058 assuming that other variables are considered constant. The regression coefficient value of the promotion variable is positive, this means that every 1 unit addition to the promotion will increase the purchasing decision by 0.570 assuming that other variables are considered constant. The regression coefficient value of the price variable is positive, this means that every 1 unit addition to the price will increase the purchasing decision by 0.578 assuming that other variables are considered constant.

Table 10. R2 Determination Test

Model	R	R Square	Adjusted Square
1	0,928	0,862	0,856

Source: Data processed by researchers using the SPSS 25 program, 2024

Based on table 10, it is known that the value of the coefficient of determination or adjusted R square is 0.856 or 85.6%. This means that the variation of independent variables, namely Service, Promotion and Price, is able to explain Purchasing Decisions by 85.6%. while the remaining 14.4% is explained by other factors outside this research model.

Table 11. Uji F

Model	F	Nilai Signifikan
1	161,863	0,000[b]

Source: Data processed by researchers using the SPSS 25 program, 2024

Based on table shows that all independent variables in this study have an effect on the dependent variable. This can be seen from the calculated F value of 161.863 with a significance value of 0.000. The significance value of 0.000 is less than 0.05. then it can be concluded that all independent variables in this study, namely Service, Price and Promotion simultaneously (at the same time) have an effect on the dependent variable, namely Purchasing Decisions.

The hypothesis test results indicate that service does not influence purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya, which shows that the service variable has a positive value, meaning that for every one-unit increase in service, purchasing decisions will increase by 0.058, assuming other variables remain constant. In the t-test, the significance value (Sig.) is 0.159 > 0.05, so it can be concluded that the alternative hypothesis (Ha) is rejected and the null hypothesis (H0) is accepted, indicating that service does not influence purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya. From this study, it is evident that the reliability in delivering promised services, a lack of responsiveness in providing timely service, an inability to demonstrate trust and confidence to customers, insufficient attention to customers, and the physical presentation of a product have not been fully accepted by customers.

Service quality can be defined as efforts to meet consumer needs and desires and the accuracy of delivering these services in line with consumer expectations (Khanisa, 2021). According to Erinawati & Syafarudin (2021), service quality encompasses elements that include efforts to meet needs, quality of products, services, personnel, and the environment, and it is subject to change. Service quality is considered good if the service provider delivers services that meet consumer expectations. This research aligns with the study conducted by Cynthia et al. (2022), where service

does not influence purchasing decisions. This is influenced by the perspective of the Pondokrejo village community that the service quality of BUMDes Amanah Mart does not discriminate among consumers and rather enhances good service. This study contradicts the research by Khanisa (2021), which found that service influences purchasing decisions at the Pulau Punjung supermarket.

The hypothesis test results show that promotion influences purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya. This can be observed, which indicates that the promotion variable has a positive value, meaning that for every one-unit increase in promotion, purchasing decisions will increase by 0.570, assuming other variables remain constant. In the t-test, the significance value (Sig.) is 0.000 < 0.05, leading to the conclusion that the second hypothesis, Ha, is accepted and H0 is rejected, indicating that promotion influences purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya.

From this study, it can be inferred that providing discounts/promotions to consumers attracts them to purchase products from Indomaret Bratang Gede Surabaya, thus concluding that consumers are interested in buying products because of discounts. If these activities are conducted routinely, consumer purchasing decisions will increase. According to Fatimah & Andri (2022), promotion influences purchasing decisions. Research indicates that promotion has a relevant impact on purchasing decisions. Advertisements displayed through social media, television, and print media, as well as promotional sales in the form of discounts and vouchers, are well-received by customers. Promotions can attract new customers, encourage customers to try new products, prompt them to buy more, counter competitors' promotional activities, and increase impulsive purchases (Saputri & Novianti, 2023).

This study aligns with research conducted by Aisya et al. (2020), which found that promotion influences consumers' purchasing decisions at Nimshop Palu, but it contradicts the research by Istighfarin et al. (2021), which states that promotion does not influence purchasing decisions at McDonald's Taman Pinang. The hypothesis test results show that price influences purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya. This can be seen in Table, indicating that the price variable has a positive value, meaning that for every one-unit increase in price, purchasing decisions will increase by 0.578, assuming other variables remain constant. In the t-test, the significance value (Sig.) is 0.000 < 0.05, leading to the conclusion that the third hypothesis, Ha, is accepted and H0 is rejected, meaning that price influences purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya.

From this study, it can be concluded that price significantly influences purchasing decisions, meaning that if the price is affordable for Indomaret customers, purchasing decisions will increase. The prices set by PT Indomarco Prismatama branch Bratang Gede Surabaya for customers include: Price Affordability, Price Competitiveness, Price Suitability with Product Quality, and Price Suitability with Product Benefits, which are well-received by customers. Indomaret strives to develop strategies to attract consumer interest, such as setting pricing strategies to entice consumers, for example, by offering discounts, providing cashless payment options, and more to increase consumer purchasing decisions (Romelah & Wahyuni, 2022). This research aligns with the study conducted by Pangestu (2021), which indicates that price influences consumers' purchasing decisions at Alfamart Rancaekek KM17, suggesting that if prices are increased, purchasing decisions will also increase.

The calculated F value is 161.863 with a significance value of 0.000 and a coefficient of determination of 0.856 or 85.6%. The significance value of 0.000 is less than the significance level of 0.05 (0.000 < 0.05), which means the fourth hypothesis, Ha, is accepted and H0 is rejected, indicating that the service, promotion, and price variables simultaneously (together) influence purchasing decisions by 85.6%, with the remaining 14.4% explained by factors outside the scope of this research model. Thus, it can be stated that all independent variables in the study can be used to predict the dependent variable, which is purchasing decisions. The results of the hypothesis testing show that price, promotion, and service quality simultaneously influence purchasing decisions at Indomaret branch Bratang Gede Surabaya. Although service does not have a significant partial effect, when combined with promotion and price, it can significantly influence purchasing decisions. This demonstrates that the variables of service, promotion, and price can enhance purchasing decisions. This study aligns with the research by Maretiana & Abidin (2022), which indicates the influence of price, service quality, and promotion simultaneously.

4.   CONCLUTION
Based on the results and discussion of the research presented in Chapter IV, the following conclusions can be drawn: 1) The service variable does not influence purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya. 2) The promotion variable influences purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya. 3) The price variable influences purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya. 4) The service, promotion, and price variables simultaneously influence purchasing decisions at PT Indomarco Prismatama branch Bratang Gede Surabaya.

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