

## Factors Behind Consumer Purchases: The Influence of Price, Product Quality, And Promotion at Master Acc Store Pekanbaru

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### ABSTRACT

This study aims to examine the effect of price, product quality, and promotion on purchase decisions at Master Store Acc Pekanbaru, with a sample of 64 respondents. Data were analysed using multiple linear regression, hypothesis testing, and the coefficient of determination via SPSS 25. The results indicate that price and promotion have a partial effect on purchase decisions, while product quality does not. Simultaneously, all three variables significantly influence purchase decisions, with an Adjusted R Square of 0.734, meaning that 73.4% of purchase decision variation can be explained by these variables.

**Keywords:** Price; Product Quality; Promotion; Purchase Decision

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**SDGs:** Decent Work and Economic Growth (8); Industry, Innovation, and Infrastructure (9); Responsible Consumption and Production (12)

### INTRODUCTION

The continuous development of communication and information technology has created an increasingly competitive environment in the smartphone industry. This intense competition forces manufacturers not only to adapt, but also to innovate and demonstrate creativity amid dynamic market changes. To be successful, companies must devise effective strategies to maintain their market position and ultimately strengthen consumer purchasing decisions.

According to Kotler (2016), purchasing decisions are part of consumer behaviour that involves how individuals, groups, and organisations select, purchase, and use products, services, ideas, or experiences to satisfy their needs and desires.

Master Store Acc Pekanbaru was established in 2019 and operates in the field of selling used smartphones from various brands. During the 2020–2021 period, sales declined from Rp114,250,000 to Rp103,510,000. This decline was due to an uncompetitive pricing strategy, as the selling price offered was relatively higher than that of its competitors. Furthermore, in the 2021–2022 period, sales experienced a slight increase, reaching IDR 107,230,000. This increase occurred after the store conducted a price comparison analysis with its competitors, allowing the store to adjust and balance the selling prices of its used smartphones in the market.

In the context of trade, price is considered a reflection of a product's value. This concept is applied universally to all goods exchanged in the market, aiming to establish fairness in the distribution of benefits between sellers and buyers (M. N. Putri et al., 2025).

According to (Prameswari dan Parlaturan, 2025), when consumers perceive the offered price as consistent with their expectations, their purchasing interest tends to increase. Price perception indicates the manner in which consumers interpret price-related information and link it to the benefits they expect from the product.

From 2022 to 2024, Master Store Acc Pekanbaru experienced a downward trend in used smartphone sales, amounting to Rp98,600,000 in 2023 and Rp81,560,000 in 2024. This trend was influenced by the competitive strategies of cellular companies in releasing affordable yet high-quality smartphones, which significantly shifted consumer preferences away from second-hand products toward new ones.

(Rizkiani et al., 2025) declaring that in purchasing decisions, product quality serves as an essential

consideration, with consumers frequently opting for products of high standards that correspond to their needs.

Beyond product quality and pricing, a company's ability to effectively communicate its offerings through promotional activities plays a significant role in influencing consumer purchasing decisions. Master Store Acc Pekanbaru employs marketing communication strategies, utilizing social media and brochure dissemination, to effectively introduce its products to the target market. It serves not only to inform potential customers but also to facilitate effective communication between the business and its target market. Through promotion, companies can convey the benefits, features, and value of their offerings, thereby influencing consumer perceptions, building brand awareness, and encouraging engagement and purchase decisions.

Effective promotion enables companies to convey the advantages of their products while influencing customer purchasing decisions (Maulana, 2021).

(Nurhaliza & Hariasih, 2024), believes that by providing information about product advantages, promotions significantly influence consumer purchasing behavior.

According to the research conducted by (Goban and Hanifa, 2025), (Setiawan, 2025), (Tesalonica et al., 2024), (Saputri et al., 2024), price, product quality, and promotion significantly affect consumer purchasing decisions. In contrast, the study conducted by (Khoirunnisa, 2025), (Maharani, 2019), (Hestiana et al., 2023) reported that price does not affect purchasing decisions, whereas product quality and promotion significantly influence such decisions. The results by (Firdan & Artanto, 2024), (Marlius dan Kesya, 2022), reveal that consumer purchase decisions are unaffected by price and product quality but are significantly shaped by promotion. (Maky et al., 2024) according to the results of the research, product quality has a significant impact on purchase decisions, while price and promotion show no effect

## LITERATURE REVIEW

### Purchase Decision

(Prameswari dan Parlagutan, 2025), stated that purchasing decisions are part of a comprehensive purchasing process, covering everything from identifying consumer needs to the emotional outcome after purchase.

According to (Philip et al., 2022), consumer decision-making involves problem recognition, information gathering, evaluation of alternatives, purchase selection, and post-purchase behavior.

A purchase decision is a decision made by consumers to buy a product through the stages that consumers go through before making a purchase, which includes perceived needs (Kotler, & Keller, 2018).

Kotler, P. and Armstrong, G. (2019) identify the following indicators of purchase decisions:

1. Product Choice: Consumers decide whether to buy a product or use their money for other purposes; companies must consider potential buyers and alternatives.
2. Brand Choice: Consumers select a brand based on preferences, habits, or suitability; companies should understand these selection criteria.
3. Purchase Channel: Consumers choose distributors or stores based on location, price, stock availability, convenience, and store size.
4. Purchase Timing: Purchase frequency varies among consumers (daily, weekly, biweekly, etc.), which companies should account for.
5. Purchase Quantity: Consumers determine how many units to buy at a time; companies must prepare product quantities to meet varying demand.

### Price

Elliyana et al. (2022) assert that pricing constitutes a pivotal aspect of business, whereby establishing a price that is both appropriate and acceptable to the market significantly influences the enhancement of product sales.

Indrasari, M. (2019) states that price serves as a means for a seller to differentiate their offerings from those of competitors. Therefore, pricing can be considered as part of the product differentiation function in marketing.

Schiffman and Wisenblit (2019) highlight that price perception reflects the value consumers perceive in a product, rather than just its listed price.

Price functions as a cost shaped by consumer demand, where purchasing in larger quantities is recognized as an effective strategy to minimize expenses (Wiratmo, 2018).

According to Tjiptono (2019), price indicators include:

1. Value for money: Consumers are likely to purchase a product if the perceived benefits are equal to or greater than the cost. Conversely, if the benefits are perceived as lower than the cost, the product is considered expensive, and purchase may be avoided.
2. Price competitiveness: Consumers often compare the price of a product with similar products in the market.
3. Affordability: Consumers recognize the prices set by businesses, and the presence of price variations within a product category allows them to choose according to their budget, encouraging purchases at reasonable prices.
4. Price-quality consistency: Price is often used as an indicator of quality, as consumers tend to associate higher prices with better quality.

### **Product Quality**

Product quality is the ability of a product to satisfy consumer needs and maintain consistent standards (Girsang, 2025).

As noted by (D. M. H. Putri et al., 2024), product quality reflects how effectively a product or service satisfies consumer requirements through its design, functionality, and overall performance. In current markets, consumers increasingly expect products to provide quality that justifies their price."

Kotler and Keller (2018) state that product quality reflects a product's ability to perform its functions, including durability, reliability, ease of use, and other value attributes, with quality ultimately assessed from the consumer's perspective.

According to Indelrwan (2022), product quality can be measured through three main indicators:

1. Performance: The ability of a product to function accurately, be user-friendly, and provide comfort to consumers.
2. Reliability: The likelihood of product failure or malfunction is low, supported by good design and quality management.
3. Conformity to Specifications: The extent to which a product meets established design and operational standards, ensuring its performance aligns with promised quality.

### **Promotion**

According to (Tesalonica et al., 2024), promotion is a strategic tool used by companies to convey information and improve consumers understanding of the products or services offered.

(Maky et al., 2024), stated that companies use various forms of promotion to strengthen their product's position and make it more competitive compared to competitors' products.

Promotion is a strategic form of communication used by companies to introduce products or services to potential consumers, aiming to increase awareness, provide information, and influence purchasing decisions (Alma, B, 2018).

Hurriyati (2018) states that the objectives of promotion include informing, persuading, and reminding consumers. Promotion plays a role in conveying information about new products, influencing consumer preferences and perceptions, and maintaining consumer awareness of the products and their availability.

According to Kotler and Keller (2022), the indicators of promotion include:

1. Print media advertising: Promotion conducted through print media such as newspapers, magazines, and similar publications.
2. Electronic media advertising: Promotion of products or services using electronic tools, such as television, radio, the internet, and other digital media.
3. Face-to-face communication: A form of promotional communication carried out directly with consumers through personal interaction.

4. Presentations: Explanations of a product's advantages, benefits, and value to consumers with the aim of persuading them.

## Hypothesis

### The Effect of Price on Purchase Decisions

Price is stated to influence purchasing decisions because consumers tend to look for a price they consider reasonable. A reasonable price does not necessarily mean low or affordable, but rather reflects the perceived value at the time of the transaction. Consumers believe that products with higher prices generally have good quality, while products with lower prices are often perceived to have lower quality (Taufiq, 2021).

(Tesalonica et al., 2024) states that if consumers perceive that the price set is proportional to the benefits received, they are more likely to make a purchase. Appropriate pricing also plays a role in enhancing the company's competitiveness in the market and increasing market share. Therefore, implementing an effective pricing strategy is crucial in influencing consumers' purchasing decisions.

Hypothesis 1 (H1): Price is suspected to significantly impact purchase decisions.

### The Effect of Product Quality on Purchasing Decisions

As stated by (Yahya & Sukandi, 2022), consumers tend to prefer and choose products of higher quality over similar alternatives, as such products are able to meet their needs and desires.

Product quality is not only related to the physical or functional characteristics of a product but also includes its ability to consistently meet consumer needs, expectations, and satisfaction. Therefore, effective quality management is a crucial factor in building consumer trust and influencing purchasing decisions (Girsang, 2025).

Hypothesis 2 (H2): Product is suspected to significantly impact purchase decisions.

### The Effect of Promotion on Purchasing Decisions

Promotion is a communication activity carried out by an individual or a company to the public with the aim of introducing a product, service, brand, or company, while simultaneously encouraging the audience to purchase and use the product (Ningrum et al., 2023).

Based on (D. M. H. Putri et al., 2024), through various promotional strategies, consumers can become more widely aware of the products, which ultimately generates interest in purchasing and influences their buying decision-making process. Promotion not only conveys information about the product but also shapes positive perceptions that encourage consumers to choose and use the product.

Hypothesis 3 (H3): Promotion is suspected to significantly impact purchase decisions.

## METHODOLOGY

This study employs a quantitative research approach. The research was conducted at Mastelr Storel Acc Pekanbaru, from January to July 2025.

### Population and sample

The research population consists of 180 purchase transactions at Master Store Acc Pekanbaru from May 10–17, 2025, representing consumer purchasing patterns during that period. Consumers were mostly aged 18–28 years and above, with educational backgrounds from junior high school to undergraduate level.

Sampel penelitian ditentukan dengan metode simple random sampling menggunakan rumus Slovin pada tingkat kesalahan 10%, sehingga diperoleh 64 responden.

### Data Analysis Techniques Descriptive statistics

Descriptive data in this study are interpreted with the aim of presenting information and providing a clear overview, both in general and in specific terms, regarding the characteristics of the data obtained. This interpretation not only facilitates a better understanding of the conditions and patterns that emerge from the data but also serves as a foundation to support further statistical analysis. Thus, descriptive data play an important role in strengthening the process of drawing conclusions objectively and accurately (Riyanto dan Aglis, 2020).

### **Validity Test**

According to Ghozali (2018), a validity test is used to measure the extent to which a questionnaire is able to accurately measure what it is intended to measure. An item is considered valid if it can properly represent or explain the intended construct. The validity test is assessed using the Pearson Product Moment correlation. The criteria for determining validity are as follows:

1. If the calculated  $r$  ( $r$  count)  $>$  the critical value of  $r$  ( $r$  table), the questionnaire item is considered valid.
2. If the calculated  $r$  ( $r$  count)  $<$  the critical value of  $r$  ( $r$  table), the questionnaire item is considered invalid.

### **Reliability Test**

According to Ghozali (2018), reliability is essentially a tool used to measure the consistency of a questionnaire, which serves as an indicator of a variable or construct. A questionnaire is said to be reliable if the respondents' answers to the items remain consistent and stable over time. In this study, the reliability test was carried out using Cronbach's Alpha coefficient. The decision rule is as follows:

1. If Cronbach's Alpha  $>$  0.5, the questionnaire is considered reliable.
2. Conversely, if Cronbach's Alpha  $<$  0.5, the questionnaire is considered unreliable.

### **Multiple Linear Regression Analysis**

This analysis is employed to predict the value of the dependent variable based on the changes in the independent variables, whether an increase or a decrease occurs. The purpose of this analysis is to identify the direction of the relationship between independent and dependent variables, whether the relationship is positive or negative. According to Ghozali (2018), the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Explanation:

Y = Dependent variable

a = Constant

$b_1$  = Regression coefficient of  $X_1$

$b_2$  = Regression coefficient of  $X_2$

$b_3$  = Regression coefficient of  $X_3$

$X_1$  = Independent variable  $X_1$

$X_2$  = Independent variable  $X_2$

$X_3$  = Independent variable  $X_3$

### **Hypothesis Testing**

A hypothesis is a provisional assumption formulated based on theories or previous studies, which explains the relationship between variables in a particular case. Through hypothesis testing, researchers can empirically examine whether the proposed assumption is accepted or rejected. Hypothesis testing serves as a tool to validate the applied theory and provides a foundation for drawing research conclusions (Riyanto dan Aglis, 2020).

#### **Partial Hypothesis Testing (t-Test)**

According to Ghozali (2016), the t-test functions to show the effect of each independent variable on the dependent variable. If the significance value is less than 0.05, the hypothesis is accepted, which means there is a relationship between the variables. The t-test also indicates the magnitude of the effect of the independent variable on the dependent variable. Partial testing is conducted under the following conditions:

1. If  $t$  - value  $>$   $t$  - table, then the independent variable partially has a significant influence on the dependent variable.
2. If  $t$  - value  $<$   $t$  - table, then the independent variable partially does not have a significant influence on the dependent variable.

#### **Simultaneous Hypothesis Testing (F-Test)**

The F-test is used to determine the significance of the effect of independent variables simultaneously on the dependent variable.

1. If  $F - \text{value} < F - \text{table}$ , then  $H_0$  is accepted and  $H_1$  is rejected. This indicates that the independent variables, simultaneously, do not have a significant effect on the dependent variable. Thus, the model is considered not feasible.
2. If  $F - \text{value} > F - \text{table}$ , then  $H_0$  is rejected and  $H_1$  is accepted. This indicates that the independent variables, simultaneously, have a significant effect on the dependent variable. Thus, the model is considered feasible.

### **Coefficient of Determination Test ( $R^2$ )**

This test is essentially intended to assess the extent to which the model can explain the dependent variable. A low  $R^2$  value indicates that the independent variables can only explain a small portion of the dependent variable. Conversely, an  $R^2$  value close to 1 indicates that the independent variables are likely to provide almost all the information needed to predict the dependent variable.

## **RESULTS AND DISCUSSION**

### **Descriptive Analysis Results of Research Variables**

#### **Descriptive Analysis of the Price Variable**

Price is one of the key factors that significantly influence consumer behavior in the decision-making process of purchasing (Aprilia et al., 2021).

Business professionals must have a clear understanding of pricing strategies to align their products or services with market conditions. An appropriately determined price, both in terms of affordability and its perceived value to consumers, can encourage purchasing decisions. Therefore, price that meets consumer expectations does not only serve as a transaction tool but also acts as a strategy to enhance competitiveness and customer loyalty.

#### **Descriptive Analysis of Product Quality Research Variables**

According to Kotler and Keller (2018), product quality can be defined as the ability of a product to optimally perform its intended functions. In the context of marketing, product quality should primarily be evaluated based on the perception of consumers as both users and buyers.

Quality encompasses several essential dimensions, including product durability, which indicates how long the product can be used; reliability, which reflects the consistency of its performance; accuracy in meeting specifications; ease of use, which refers to consumer convenience in operating the product; and ease of repair in the event of malfunction. In addition, product quality also involves other value-related attributes that provide additional benefits to consumers. Although these attributes can be measured objectively through technical standards or specific benchmarks,

This suggests that consumer judgment regarding a product's quality is more relevant and decisive than relying solely on technical indicators. Therefore, product quality is not only associated with functional aspects but also closely related to consumer satisfaction, user experience, and the extent to which the product meets market expectations and needs.

#### **Descriptive Analysis of Research Variables in Promotion**

Hidayat (2020) stated that promotion has a significant influence on consumer purchasing decisions.

This indicates that every company engaged in business activities cannot be separated from its orientation to gain profit. In order to achieve this objective, companies are required to design and implement appropriate strategies to support their overall business operations. One of the strategies commonly applied is through promotional activities. Promotion enables companies to provide information, introduce their products, and create consumer interest that drives purchasing behavior. Therefore, the implementation of effective promotional expenditures contributes to increasing consumer purchasing decisions, which in turn supports profit growth and business sustainability.

#### **Descriptive Analysis of Research Variables in Purchase Decisions**

According to (Kusdiana, 2023), a purchasing decision can be understood as the final outcome of a consumer's

psychological process that is influenced by an interest in a particular product. Such interest does not occur instantly; rather, it develops through several stages involving attention, interest, evaluation, and consideration of the benefits and values offered by the product.

When consumers perceive that the product meets their needs, expectations, or personal preferences, this interest evolves into a stronger desire that leads to further actions, such as purchasing, trying, using, or permanently owning the product.

Furthermore, a purchasing decision can be viewed as the result of an interaction between internal consumer factors, such as motivation, perception, and prior experiences, and external influences, such as promotion, price, product quality, or recommendations from others. Therefore, a purchasing decision is not merely the final act of buying but also reflects a complex and rational decision-making process that involves both cognitive and emotional considerations. This highlights the importance for companies to understand how consumers arrive at purchasing decisions in order to design effective marketing strategies that can influence such behaviour.

### Validity and Reliability Test Results

#### Validity Test Results

The results of the validity test indicate that the values of the Corrected Item–Total Correlation ( $r$  calculated) for all questionnaire items in the variables Price (X1), Product Quality (X2), Promotion (X3), and Purchase Decision (Y) are greater than the  $r$  table value of 0.246 at a 5% significance level with the given number of respondents ( $n = 64$ ).

This finding demonstrates that each questionnaire item has a significant correlation with the total score of its respective variable. Therefore, all questionnaire items are declared valid, as they are capable of measuring the intended constructs or variables. The validity of this instrument ensures that the questionnaire can be appropriately used in subsequent analyses to examine the relationships among the studied variables.

#### Reliability Test Results

**Tabel 1. Reliability Test Results**

No	Variabel	$\alpha$ hitung	$\alpha$ standar	Keterangan
1	Price	0,843	0,6	Reliable
2	Product Quality	0,809	0,6	Reliable
3	Promotion	0,845	0,6	Reliable
4	Purchase Decisions	0,862	0,6	Reliable

Source: *Processed Data (2025)*.

Based on Table 1, the results of the reliability test indicate that the values of Cronbach's Alpha for the variables Price (X1), Product Quality (X2), Promotion (X3), and Purchase Decision (Y) are greater than the established standard. According to Ghazali (2018), a research instrument can be considered reliable if the Cronbach's Alpha value is greater than 0.6.

These results confirm that all variables in this study meet the reliability criteria, meaning that the questionnaire used can be trusted as a measuring tool. In other words, the research instrument is capable of producing consistent data if it is applied again under the same conditions. A good level of reliability also indicates that each item in the questionnaire demonstrates adequate internal consistency, thereby ensuring that the instrument can be used to analyze the relationships among the research variables more accurately and convincingly.

## Multiple Linear Regression Analysis Results

**Table 2. Multiple Linear Regression Analysis Results**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	7,535	2,668		2,756	0,08
Price	0,345	0,152	0,320	2,277	0,026
Product Quality	0,031	0,179	0,022	0,174	0,863
Promotion	0,662	0,129	0,567	5,118	0,000

Source: Processed Data (2025).

Based on Table 2, the multiple regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 7.353 + 0.345X_1 + 0.031X_2 + 0.662X_3$$

Where:

Y = Purchase Decision

X<sub>1</sub> = Price

X<sub>2</sub> = Product Quality

X<sub>3</sub> = Promotion

Interpretation of Regression Coefficients:

1. Constant (a = 7.353)

The constant of 7.353 indicates that if the variables Price, Product Quality, and Promotion are assumed to be zero or absent, the Purchase Decision would still be 7.353 units.

2. Price Coefficient (b<sub>1</sub> = 0.345)

This coefficient indicates that for every 1-unit increase in Price, assuming other variables remain constant, the Purchase Decision will increase by 0.345 units.

3. Product Quality Coefficient (b<sub>2</sub> = 0.031)

This coefficient indicates that for every 1-unit increase in Product Quality, assuming other variables remain constant, the Purchase Decision will increase by 0.031 units.

4. Promotion Coefficient (b<sub>3</sub> = 0.662)

This coefficient indicates that for every 1-unit increase in Promotion, assuming other variables remain constant, the Purchase Decision will increase by 0.662 units.

Conclusion:

From the regression results, it can be concluded that Promotion has the largest influence on Purchase Decision, followed by Price, while Product Quality has a relatively smaller effect.

## Hypothesis Test Results

### Partial Hypothesis Test Results (t-test)

Based on Table 2, the results of the partial hypothesis testing (t-test) for the variables Price (X<sub>1</sub>), Product Quality (X<sub>2</sub>), and Promotion (X<sub>3</sub>) on Purchase Decision (Y) at Master Store Acc Pekanbaru are as follows:

1. Price (X<sub>1</sub>), t – calculated = 2.277 and t – table = 1.670 at a significant level Significance = 0.026 < 0.05. Since

- $t$  – calculated  $>$   $t$  – table and the significance level  $<$  0.05, the price variable has a positive and significant effect on purchase decision. This indicates that a reasonable increase in price perception by consumers can lead to an increase in purchase decisions.
2. Product Quality (X2),  $t$  - calculated = 0.174 and  $t$  – table = 1.670 with a significance level = 0.863  $>$  0.05. Since  $t$  – calculated  $<$   $t$  – table and the significance level  $>$  0.05, the product quality variable has no significant effect on purchase decision at Master Store Acc Pekanbaru.
  3. Promotion (X3),  $t$  – calculated = 5.118 and  $t$  – table = 1.670 to a significance extent = 0.000  $<$  0.05. Since  $t$  – calculated  $>$   $t$  – table and the significance level  $<$  0.05, the promotion variable has a positive and significant effect on purchase decision. This indicates that effective promotional strategies can increase consumer purchase decisions.

**Conclusion:**

From the  $t$  – test results, it can be concluded that price and promotion have a positive and significant effect on purchase decision, whereas product quality does not have a significant partial effect at Master Store Acc Pekanbaru.

**Simultaneous Hypothesis Test Results (F-test)**

The F-test is used to determine whether the independent variables (price, product quality, and promotion) simultaneously have a significant effect on the dependent variable (purchase decision). To determine the F-table value, the sample size is reduced by the number of independent variables plus one ( $64 - 3 - 1 = 60$ ). The following is Table 3 showing the results of the F-test:

**Table 3. Hasil Uji F**  
**ANOVA<sup>a</sup>**

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	1089,977	3	363,326	58,844	.000 <sup>b</sup>
Residual	370,461	60	6,174		
Total	1460,438	63			

- a. Dependent Variable: Keputusan Pembelian
- b. Predictors: (Constant), Promosi, Kualitas Produk, Harga

Source: Processed Data (2025).

Based on Table 3, the  $F$  – calculated value is 58.844, while the  $F$  – table value is 2.758, with degrees of freedom for the numerator ( $df_1$ ) = 3, degrees of freedom for the denominator ( $df_2$ ) = 60, and a significance level of  $\alpha = 0.05$ . Since  $F$  – calculated  $>$   $F$  – table ( $58.844 >$  2.758) and the significance value is  $0.000 <$  0.05, it can be concluded that the variables of price, product quality, and promotion simultaneously have a significant effect on the purchase decision of Second Smartphone at Master Store Acc Pekanbaru.

**Determination Coefficient Test Results (R<sup>2</sup>)**

**Tabel 4. Koefisien Determinan (R<sup>2</sup>)**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin -Watson
1	.864 <sup>a</sup>	0,746	0,734	2,485	2,285

- a. Predictors: (Constant), Promosi, Kualitas Produk, Harga
- b. Dependent Variabile: Keputusan Pembelian

Source: Processed Data (2025).

Based on the data presented in Table 4, the coefficient of determination (Adjusted R<sup>2</sup>) was found to be 0.734, or 73.4%. This result indicates that 73.4% of the variance in the purchasing decision variable can be explained or influenced by the independent variables included in this study, namely price, product quality, and promotion. The remaining 26.6% of the variance is attributed to other factors or variables that were not examined in this research.

These findings suggest that while price, product quality, and promotion play a significant role in shaping consumers' purchasing decisions, there are additional external or internal factors that may also impact these decisions and warrant further investigation.

## Discussion

### The Effect of Price on Purchase Decisions

The t-test results indicate that the t-count value of 2.277 is greater than the t-table value of 1.670 ( $2.277 > 1.670$ ). In addition, the significance value obtained is 0.026, which is smaller than the predetermined significance level of 0.05. Therefore, based on statistical analysis, it can be concluded that the price variable has a positive and significant partial effect on consumer purchasing decisions. This means that changes in the price variable can influence the level of consumer purchasing decisions, where an appropriate or competitive price tends to increase the likelihood of consumers making a purchase.

Price is one of the dominant factors that consumers pay close attention to when determining or considering their purchasing decisions. When consumers decide to make a purchase, it indicates that the price set by the company is considered appropriate and aligned with the value and benefits they receive. Conversely, if consumers refuse to make a purchase, price becomes one of the main aspects that needs to be reviewed and re-evaluated by the company. Therefore, price plays an essential role as a key determinant of business success. The perception of price created by the company in the minds of consumers is highly influential, as it directly affects their attitudes and purchasing decisions. Hence, an appropriate pricing strategy not only serves to attract consumer interest but also supports the sustainability, growth, and overall success of the company in the long term.

This study does not support the research of (Khoirunnisa, 2025), (M. N. Putri et al., 2025), (Hestiana et al., 2023), (Marlius dan Kesy, 2022) and (Maharani, 2019) as it shows that price has no significant effect on purchasing decisions.

This study supports previous research by (Setiawan, 2025), (Girsang, 2025), (Saputri et al., 2024) dan (Hidayat, 2020) which stated that price has a significant effect on purchasing decisions.

### The Effect of Product Quality on Purchasing Decisions

Based on the partial regression test (t-test), the calculated t-value of 0.174 is smaller than the t-table value of 1.670 ( $0.174 < 1.670$ ), and the significance value of 0.863 is much greater than the predetermined significance level of 0.05 ( $0.863 > 0.05$ ). Thus, it can be concluded that the product quality variable does not have a significant partial effect on consumer purchasing decisions at Master Store Acc Pekanbaru.

Thus, it can be understood that although product quality is still perceived as an important aspect by consumers, purchasing decisions are in reality more strongly influenced by other factors. In the marketing context of Master Store Acc Pekanbaru, product quality has not yet become the primary determinant in shaping consumer purchasing behavior. Instead, product quality plays a more supportive role, complementing other considerations that consumers take into account when making purchasing decisions.

This study is in line with previous research by (Firdan & Artanto, 2024), (Ningrum et al., 2023) and (Marlius dan Kesy, 2022), which also found that the product quality variable partially has no significant effect on consumer purchasing decisions.

The results of this study differ from those of (Khoirunnisa, 2025), (Nurhaliza & Hariasih, 2024) (Hestiana et al., 2023) and (Yahya & Sukandi, 2022), who found that the product quality variable partially has a significant effect on consumer purchasing decisions.

### The Effect of Promotion on Purchasing Decisions

The test results indicate that the calculated t-value of 5.118 is greater than the critical t-table value of 1.670 ( $5.118 > 1.670$ ). Furthermore, the significance level obtained is 0.000, which is far smaller than the standard significance threshold of 0.05. Based on these findings, it can be concluded that the promotion variable has a positive and significant partial effect on consumer purchasing decisions at Master Store Acc Pekanbaru.

This result implies that promotional activities play a crucial role in influencing consumer behavior. The better and more effective the promotional strategies implemented by the company, the greater the likelihood that consumers will proceed with a purchase. Effective promotions are not only capable of attracting consumer attention but also enhancing their perceived value of the product, strengthening purchase intentions, and encouraging faster decision-making processes.

Well-designed promotional strategies have the capacity to directly influence consumer attitudes, preferences, and purchasing behaviors. Therefore, it is essential for companies to design innovative, creative, and sustainable promotional programs such as through digital marketing, loyalty programs, and attractive discount offerings to maintain product attractiveness and stimulate higher sales performance.

Promotion should not be viewed merely as an informational tool but rather as a strategic instrument that strengthens a company's competitive position in the marketplace. The ability of Master Store Acc Pekanbaru to continuously improve its promotional effectiveness will directly contribute to increased consumer purchasing decisions, ultimately supporting business growth and long-term sustainability.

The results of this study are not consistent with the findings of (M. N. Putri et al., 2025), (Maky et al., 2024) and (Yahya & Sukandi, 2022) who stated that promotion partially has no effect on purchasing decisions.

The findings of this study are in line with the research conducted by (Khoirunnisa, 2025), (Saputri et al., 2024), (Hestiana et al., 2023), (Ningrum et al., 2023) and (Maharani, 2019) which demonstrated that promotion, when examined partially, has a significant influence on purchasing decisions.

### **The Effect of Price, Product Quality and Promotion on Purchasing Decisions**

The results of the F-test show that the calculated F-value of 58.844 is much greater than the F-table value of 2.758. In this test, the degrees of freedom used were df numerator = 3 and df denominator = 60, with a significance level of  $\alpha = 0.05$ . Since  $F_{\text{calculated}} > F_{\text{table}}$  ( $58.844 > 2.758$ ) and the significance value of  $0.000 < 0.05$ , it can be statistically concluded that there is a significant simultaneous influence of price, product quality, and promotion on consumer purchasing decisions.

This means that the three variables collectively make an important contribution in encouraging consumers to make purchases. Purchasing decisions are not influenced by a single factor alone, but rather are the result of a combination of appropriate pricing, product quality that meets expectations, and attractive promotions. When these three aspects are well managed, the likelihood of consumers making a purchase will increase significantly.

The findings of this study reinforce the results of (Rizkiani et al., 2025), (Setiawan, 2025), (Tesalonica et al., 2024) and (Taufiq, 2021) which stated that price, product quality, and promotion have a simultaneous effect on consumer purchasing decisions.

The findings of (Supu et al., 2021) indicate otherwise, showing that price, product quality, and promotion do not have a significant effect on purchasing decisions, either partially or simultaneously.

## **CONCLUSION**

### **Conclusion**

Price has a significant effect on purchase decisions. This indicates that changes in the price variable can influence the level of consumer decision-making in purchasing, where an appropriate or competitive price tends to increase the likelihood of consumers buying the product. Product quality, however, does not have a significant partial effect on purchase decisions, suggesting that it has not yet become a primary factor in shaping consumer purchasing behavior at Master Store Acc Pekanbaru. Promotion has a significant partial effect on consumer purchase decisions, indicating that the success of Master Store Acc Pekanbaru in enhancing promotional effectiveness directly contributes to increased purchase decisions, ultimately impacting business growth and sustainability. Simultaneously, the variables of price, product quality, and promotion are shown to have a significant effect on purchase decisions. In other words, these three variables together play an important role in encouraging consumers to make purchases.

### **Recommendation**

For Master Store Acc Pekanbaru, setting the right price is crucial not only to attract consumers but also to support business sustainability and success. Although product quality has not yet become a primary determinant, it still plays an important role in shaping consumer purchasing behaviour. Effective promotion can enhance the perceived value of products, stimulate purchase interest, and strengthen consumer confidence in making buying decisions.

Future research is expected to include additional variables with different subjects to obtain more comprehensive results.

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