

**THE IMPACT OF PROMOTION, PRICE, AND SERVICE QUALITY ON
PURCHASING DECISIONS: AN INVESTIGATION OF SAE
CAR AUDIO IN GEMOLONG CITY**

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Abstract: *This research examines the impact of promotion, price, and service quality on purchasing decisions in a case study conducted at SAE Audio in Gemolong City, Central Java. The study involved 85 respondents selected through the Non-Probability Sampling method. Data analysis encompassed several statistical techniques, including the instrument test (validity & reliability), classical assumption test (normality, multicollinearity and heteroscedasticity, and autocorrelation), multiple linear regression analysis (determination analysis, model feasibility test, and hypothesis test). The findings of this study reveal that promotion, price and service quality each have an positively and significantly impact on purchasing decisions.*

Keywords: *Purchase Decision, Promotion, Price, Service Quality*

1. Introduction

The increasing business competition necessitates that every business person understands consumer behavior in relation to the purchasing decision-making process. Furthermore, the development of the business world has also expanded customer opportunities in terms of product choices. Marketing, as the forefront in winning the hearts of customers, needs to be pursued in order to increase sales. One strategy that can be utilized is to engage in promotional activities to provide product information to consumers. Promotion is defined as an attractive incentive offered to consumers, which aims to motivate them to make purchases at that specific time. The incentives provided by business people can effectively influence consumers in making purchasing decisions (Kotler & Armstrong, 2014). Additionally, promotion can be characterized as a short-term activity that involves providing incentives to consumers, serving as a catalyst to increase their impulsive desire to purchase a particular product (Loverlock & Wright, 2007). Tjiptono (2008) further states that promotion is a form of direct persuasion that utilizes various incentives to stimulate consumers in their purchasing decisions for a specific product. Based on research conducted by Solihin (2020), Hastuti & Anasrulloh (2020), and Permatasari & Maryana (2021), it is clear that promotions have a large and advantageous impact on purchase choices. Hatta et al. (2018) findings show that promotion does not significantly influence customer purchase decisions.

The accuracy of the price level implemented by business people is also a crucial factor in the success of their marketing strategy. Prices have the potential to impact consumer awareness regarding products from a specific brand. According to Kotler & Armstrong (2014), price is defined as the monetary value charged to consumers in exchange for the benefits or usage of a

product or service. Tjiptono (2008) expresses the view that price refers to a specific amount of money, typically in monetary units, or other aspects that are exchanged for the purpose of obtaining certain services. Moreover, Leksono & Herwin (2017) describe price as the monetary value required to acquire a combination of goods and services. Based on the research conducted by Kurniawan & Prihatini (2018) and Istiqamah & Rachmi (2021), it can be inferred that price plays a crucial and positive role in influencing consumers' purchasing decisions. However, the results from Yazia (2014) and Nasution et al. (2019) indicate that the influence of price on purchase decisions may not be as great.

Business people should also prioritize the service quality as it plays a crucial role in ensuring consumer satisfaction, ultimately leading to increased purchasing decisions. According to Kotler & Keller (2009), service quality includes all of a product's attributes and features that successfully address customer demands. Similarly, Kotler & Armstrong (2014) emphasize that service quality is a vital attribute of a service that aligns with its capacity to satisfy consumer needs. Lupiyoadi (2013) highlights the significance of a company's ability to deliver satisfactory services, which plays a pivotal role in determining its success and overall quality. Attaining a high level of service quality is anticipated to fulfill consumer desires, attract new customers, enhance market share, and foster loyalty among existing customers (Sahnur et al., 2018). Research conducted by Diputra & Yoga (2020) and Naufal & Magnadi (2017) concurred that service quality significantly and positively influences purchasing decisions. Nevertheless, conflicting findings were reported in previous research conducted by Mongdong and Tumewu (2015) and Piarna (2014), as their studies did not establish a significant correlation between service quality and the decision-making process.

Considering the analysis of existing literature and the identified gap in research, it becomes evident that additional investigation is warranted. Consequently, the primary objective of this study is to examine and evaluate the impact of promotion, price, and service quality on purchasing decisions. This research will be conducted as a case study focusing on SAE Audio in Gemolong, Central Java, with the aim of providing valuable insights into the topic.

2. Literature Review

2.1. Basic Theory of Purchase Decisions

A purchasing decision represents the final outcome of a series of pre-purchase activities carried out by consumers. This series of consumer activities begins with the identification of several alternatives and concludes with the selection of a specific alternative as a means of risk reduction (Reven & Ferdinand, 2017). According to Kotler & Keller (2009), purchasing decisions involve consumer steps that prioritize product brands among various choices and can lead to the formation of intentions to purchase the most preferred brands. Purchasing decisions encompass the process of making choices among available alternatives to acquire goods based on consumers' needs and desires. Schiffman and Kanuk (2004) argue that purchasing decisions involve "the selection of an option from two or more alternative choices," signifying the act of choosing one alternative from among the available options.

2.2. The Impact of Promotion on Purchase Decisions

Promotion, defined as an attractive incentive offered to consumers to motivate them to make purchases (Kotler & Armstrong, 2014), is recognized as a crucial factor in achieving sales targets. Promotion serves as a means for companies to convey positive information about their products, potentially capturing the attention of consumers who may not be aware of them. By

providing comprehensive product information, consumers are more likely to develop an interest in making a purchase. The research findings of Solihin (2020), Hastuti & Anasrulloh (2020), and Permatasari & Maryana (2021) demonstrate that promotions and purchasing decisions have a significant impact. This indicates that promotions can enhance consumer attitudes when making purchasing decisions. It can be inferred that the effectiveness of promotional activities directly impacts the level of consumer purchasing decisions. Based on the theoretical study and previous research results, hypothesis can be formulated :

H₁ : Promotion significantly impact on purchasing decisions

2.3. The Impact of Price on Purchase Decisions

Price, as defined by Tjiptono (2008), represents the monetary value expressed in monetary units or other aspects that encompass specific uses for obtaining services. Price serves as one of the crucial factors that consumers consider when making a purchase. Prices have the ability to impact consumer awareness of products associated with a particular brand, leading to common price competition in the business world. Consumers who are price-sensitive tend to be vigilant regarding price fluctuations prior to making a purchase. Based on the research findings of Kurniawan & Prihatini (2018), Anasari et al. (2019), and Istiqamah & Rachmi (2021), demonstrate that price and purchasing decisions have a significant impact. Based on the theoretical study and previous research results, hypothesis can be formulated :

H₂ : Price significantly impact on purchasing decisions

2.4. The Impact of Service Quality on Purchase Decisions

According to Kotler & Armstrong (2014), service quality denotes a service's traits that are consistent with its capacity to satisfy customers. The sustainability of a company relies on its ability to deliver superior service quality. Consumers commonly prioritize the evaluation of a company's service quality. A company that offers good and satisfactory service quality is likely to attract consumers and generate interest in their products or services. Based on the research conducted by Diputra & Yoga (2020), Naufal & Magnadi (2017), Patmala & Fatiha (2021), and Fadhillah & Cahya (2022), demonstrate that service quality and purchasing decisions have a significant impact. This implies that higher service quality levels correlate with increased levels of purchasing decisions. Based on the theoretical study and previous research results, hypothesis can be formulated :

H₃ : Service quality significantly impact on purchasing decisions

2.5. Research Conceptual Framework

The research conceptual framework represents the relationships between different concepts based on the problem being studied. Based on the obtained research framework, the following is the conceptual framework that underlies this study :

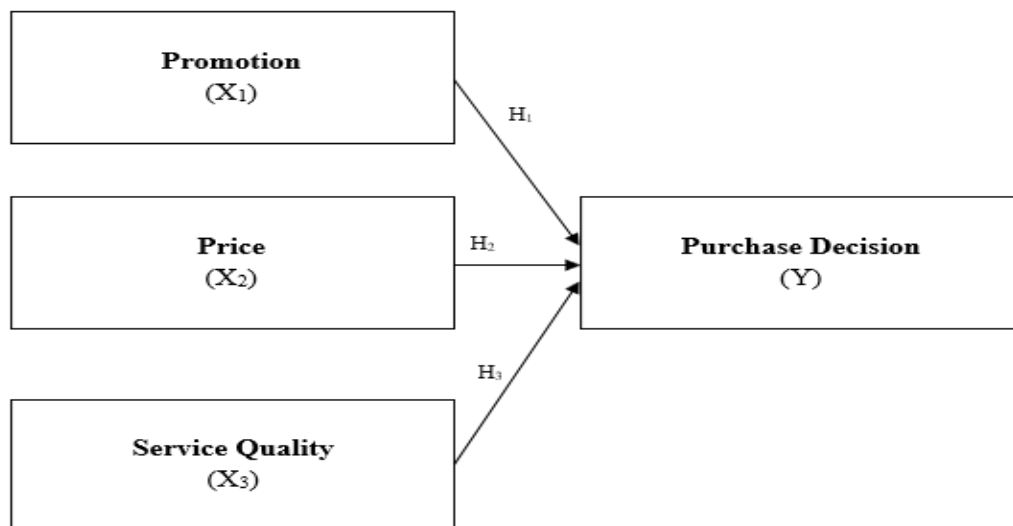


Figure 1. Research Conceptual Framework

3. Research Method

3.1. Research design

This study utilizes a causal comparative research design, which aims to explore the characteristics of the relationship between multiple variables (Sugiyono, 2017). To gather data, a quantitative approach is employed, allowing for the representation of data in numerical format or on a numerical scale.

3.2. Population, Sample, Sampling Technique

For this study, the entire population of consumers who visited the SAE audio store in Gemolong, Central Java, between January 2023 and March 2023 was considered. The population consisted of 85 individuals. The entire population of 85 people was chosen as the research sample, in accordance with Arikunto's (2017) advice that when there are fewer than 100 subjects, the entire population can be used as a research sample. Accidental sampling, a type of non-probability sampling, was utilized in this study, as it involved selecting respondents who happened to be present or available at the research location.

3.3. Data Collection Method

Data collection for this research was carried out through the utilization of a questionnaire. Respondents' responses on the questionnaire were then assessed using a 5-point Likert scale. The Likert scale employed in this study encompassed five response options.

3.4. Operational Definition

The operational definition of a variable is employed to provide a concise, clear, and unambiguous explanation of a variable without allowing room for interpretation (Hermawan & Amirullah, 2016). The operational definitions of the variables utilized in this study are presented in Table 1 as follows ::

Table 1. Operational Definitions

Variable	Definition	Indicators
Promotion (X_1)	Forms of promotion carried out by business people to motivate consumers to buy products. (Solihin, 2020)	1) Advertising 2) Sales promotion 3) Public relations 4) Direct marketing (Kaluku et al., 2018)
Price (X_2)	Price is the amount of money billed to consumers when buying products or using services offered by businesses. (Istiqamah& Rachmi, 2021)	1) Affordability of prices 2) Conformity of price with quality 3) Competitive price 4) Price suitability with benefits (Hanifah et al., 2019)
Service Quality (X_3)	The level of service measures provided by business people is able to match consumer expectations. (Diputra & Yoga, 2020)	1) Tangible 2) Reliability 3) responsiveness 4) Emphaty 5) Assurance (Esa & Mas'ud, 2021)
Purchase Decision (Y)	Purchasing decisions are actions taken by consumers to purchase products or services. (Senggetang et al., 2019)	1) The stability of a product 2) Habits in buying products 3) Provide recommendations to others 4) Make repeat purchases (Senggetang et al., 2019)

3.5. Research Instrument Test

The purpose of a validity test is to determine correctness and validity of the research instrument utilized. A research instrument is considered valid when its statements or questions effectively convey the intended meaning. The validity of the research instrument is evaluated by analyzing the correlation of scores among all statement items using factor analysis techniques and the Pearson product-moment correlation formula. Furthermore, the reliability of the instrument is assessed in this study using the Cronbach's alpha coefficient. A reliability coefficient exceeding 0.60 is indicative of instrument reliability (Ghozali, 2011).

3.6. Classic Assumption Test

The classical assumption test, is performed before hypothesis testing to ensure that the model used in the study accurately reflects or approximates real-world conditions. Several classical assumption tests are conducted, including the normality test (Kolmogorov-Smirnov),

the heteroscedasticity test (Glejser), the multicollinearity test (Variance Inflation Factor), and the autocorrelation test (Durbin-Watson).

3.7. Model Feasibility Test

The model's feasibility test is performed to evaluate the suitability of the regression model used in the study for hypothesis testing (Ghozali, 2011). In this study, the model's feasibility is assessed using the F test and the coefficient of determination test. These tests provide insights into the appropriateness and effectiveness of the regression model for hypothesis testing purposes.

3.8. Hypothesis Test

Hypothesis testing is conducted to assess the individual or specific impacts of independent variables on the dependent variable. Hypothesis testing in this study is carried out using the t-test with a significance level of 5% (Ghozali, 2011). The aim is to determine the significance and influence of each independent variable on the dependent variable in a precise and systematic manner.

4. Results and Discussion

4.1. Research Instrument Test Results

The analysis of the validity test results presented in table 2 indicates that all statement items related to each variable in this study exhibit correlation coefficients exceeding 0.30. Therefore, it can be inferred that all statement items are valid and suitable for utilization as research instruments, providing reliable and accurate measurements for the variables under investigation.

Table 2. Validity Test Result

Items	Correlation Coefficient	Result	Items	Correlation Coefficient	Result
Promotion (X ₁)			Service Quality (X ₃)		
X _{1.1}	0,934	Valid	X _{3.1}	0,867	Valid
X _{1.2}	0,930	Valid	X _{3.2}	0,904	Valid
X _{1.3}	0,928	Valid	X _{3.3}	0,911	Valid
X _{1.4}	0,922	Valid	X _{3.4}	0,897	Valid
			X _{3.5}	0,887	Valid
Price (X ₂)			Purchase Decision (Y)		
X _{2.1}	0,932	Valid	Y _{.1}	0,929	Valid
X _{2.2}	0,882	Valid	Y _{.2}	0,921	Valid
X _{2.3}	0,889	Valid	Y _{.3}	0,921	Valid
X _{2.4}	0,840	Valid	Y _{.4}	0,896	Valid

Table 3 presents an analysis of the results of the reliability test, showing that the Cronbach's Alpha values for all research variables surpass the threshold of 0.60. These findings indicate that the variables demonstrate satisfactory internal consistency and reliability, ensuring the credibility and dependability of the measurements obtained in this study.

Table 3. Reliability Test Result

Variable	Number of Instruments	Cronbach's Alpha	Result
Promotion (X_1)	4	0,946	Reliable
Price (X_2)	4	0,909	Reliable
Service Quality (X_3)	5	0,936	Reliable
Purchase Decision (Y)	4	0,936	Reliable

4.2. Classical Assumption Test Results

Normality Test

Table 4 presents an normality test results, showing that the probability value is greater than the significance level of 0.05. These findings suggest that the data distribution in the regression model employed for this study follows a normal distribution.

Table 4. Normality Test Result
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	85
Asymp. Sig. (2-tailed)	0.200

Heteroscedasticity Test

The significance levels of each research variable are presented in table 5, indicating that the results are greater than 0.05. From these findings, it can be inferred that the regression model used in this study shows no evidence of heteroscedasticity.

Table 5. Heteroscedasticity Test Result

Model	Sig.
1 (Constant)	0.224
Promotion	0.148
Price	0.696
Service Quality	0.179

Multicollinearity Test

After analyzing the results of the multicollinearity test as presented in table 6, it is evident that all variables exhibit tolerance values exceeding 0.10 and VIF coefficient values below 10. From this, we can conclude that there is no multicollinearity in the independent variables in this study.

Table 6. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Promotion	0.247	4.044
	Price	0.276	3.625
	Service Quality	0.703	1.423

Autocorrelation Test

The autocorrelation test using Durbin-Watson in this study yielded a value of 1.604. According to Field (2009), a DW value within the range of $1 < DW < 3$ indicates the absence of autocorrelation in the regression model. Since the DW value obtained in this study is 1.604, we can conclude that the regression model shows no signs of autocorrelation.

4.3. Model Feasibility Test Results

Upon reviewing the outcomes of the F statistical test shown in Table 7, it is apparent that the significance value is recorded as 0.000, which signifies a value lower than 0.05. Additionally, the Fcount value is 175.380. Consequently, it can be inferred that the variables of promotion, price, and service quality collectively exhibit a significant and positive impact on purchasing decisions. Moreover, the coefficient of determination (R^2) obtained from the analysis indicates a value of 0.867, as shown in Table 7. Hence, it can be inferred that around 86.7% of the purchasing decisions are attributed to the impact of promotion, price, and service quality, while the remaining 13.3% is influenced by external factors beyond the scope of the research model.

4.4. Multiple Linear Regression Analysis

The outcomes of the multiple linear regression analysis tests are presented in Table 7 as follows :

Table 7. Results of Multiple Linear Regression Testing

Model	Unstandardized Coefficients	t_{test}	Sig.
(Constant)	-0.284	-0.432	0.667
Promotion	0.512	6.664	0.000
Price	0.378	4.677	0.000
Service Quality	0.096	2.114	0.038
$R^2 = 0.867$			
$F_{\text{test}} = 175.380$		sig = 0.000	

Multiple linear regression equation is obtained as follows :

$$Y = -0.284 + 0.512 X_1 + 0.378 X_2 + 0.096 X_3 + e$$

The multiple linear regression equation obtained provides information stating that :

- 1) The constant term, denoted as 'a = -0.284,' indicates that in the absence of independent variables such as promotion (X_1), price (X_2), and service quality (X_3), or any other constant value, the purchasing decision will maintain a consistent value of -0.284.

- 2) The coefficient of the promotion variable, denoted as ' $b_1 = 0.512$,' indicates that a one-unit increase in the promotion variable is associated with an expected increase of 0.512 units in the purchasing decision, while holding the price and service quality variables constant. The positive value of the regression coefficient indicates a positive influence of promotion on purchasing decisions.
- 3) The coefficient of the price variable, represented as ' $b_2 = 0.378$,' signifies that a one-unit increase in the price variable is associated with an expected increase of 0.378 units in the purchasing decision, while keeping the promotion and service quality variables constant. The positive sign of the coefficient suggests a positive impact of price on purchasing decisions.
- 4) The regression coefficient ' $b_3 = 0.096$ ' implies that a one-unit increase in the service quality variable is associated with a 0.096 unit increase in the purchasing decision, assuming the promotion and price variables remain constant. The positive value of the regression coefficient indicates that service quality has a positive impact on purchasing decisions.

4.5. Hypothesis Test Results

Testing the proposed hypothesis using the t test. The test uses the terms of the 95% degree of confidence or an error rate of 5% (value $\alpha = 0.05$). The ttable value is obtained for $t(0.05; 81) = 1.66388$. The following is a table of t test results :

1. The Impact of Promotion on Purchasing Decisions

Upon reviewing the outcomes of the statistical test shown in Table 7, the t-value is 6.664, which exceeds the critical t-value, and the significance level is less than 0.05. Therefore, we can concluded promotion has a positive and significant impact on purchasing decisions. These findings align with previous research conducted by Solihin (2020), Hastuti & Anasrulloh (2020), and Permatasari & Maryana (2021), which provide evidence supporting the positive and significant effect of promotion on purchasing decisions. Effective promotional activities can enhance consumer purchasing decisions as they include attractive incentives that stimulate purchases (Kotler & Armstrong, 2014).

2. The Impact of Price on Purchasing Decisions

Upon reviewing the outcomes of the statistical test shown in Table 7, the t-value is 4.677, which exceeds the critical t-value, and the significance level is less than 0.05. Therefore, we can concluded that price has a positive and significant impact on purchasing decisions. These findings are consistent with previous research conducted by Kurniawan & Prihatini (2018), Anasari et al. (2019), and Istiqamah & Rachmi (2021), which provide evidence supporting the positive and significant effect of price on purchasing decisions. Consumers consider various price characteristics when making purchasing decisions, including price compatibility with benefits, price compatibility with product quality, affordability, and competitiveness (Stanton, 1998). Price, therefore, plays a crucial role as a determining factor for consumers when deciding to purchase a product, as it significantly influences consumer awareness.

3. The Impact of Service Quality on Purchasing Decisions

Upon reviewing the outcomes of the statistical test shown in Table 7, the t-value is 2.114, which exceeds the critical t-value, and the significance level is less than 0.05. Therefore, we can concluded that service quality has a positive and significant impact on purchasing decisions.

These findings are consistent with previous research conducted by Diputra & Yoga (2020), Naufal & Magnadi (2017), Patmala & Fatiha (2021), and Fadhilah & Cahya (2022), which also concluded that service quality has a positive and significant impact on purchasing decisions. This demonstrates that as the quality of service improves, the level of purchasing decisions increases since it can effectively meet consumer needs based on their characteristics (Kotler & Armstrong, 2014).

5. Conclusions and Suggestions

5.1. Conclusions

Based on the research results that have been obtained, it can be concluded that:

1. Promotion has a positive and significant impact on purchasing decisions for SAE audio in Gemolong
2. Price has a positive and significant impact on purchasing decisions for SAE audio in Gemolong
3. Service quality has a positive and significant impact on purchasing decisions for SAE audio in Gemolong

5.2. Suggestions

We offer recommendations to business professionals on enhancing their marketing strategies by focusing on effective promotional activities to attract consumers. They also emphasize the significance of maintaining competitive pricing and delivering excellent service quality to customers, as these factors contribute to increased purchasing decisions. For future researchers, it is advisable to consider additional variables that influence the purchasing decisions of car equipment businesses. Exploring these variables in greater detail will provide a deeper understanding of their impact in this context.

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