



CONSUMER BEHAVIOR ANALYSIS TOWARDS PURCHASING DECISIONS IN TERMS OF SERVICE QUALITY, PRICE, PRODUCT QUALITY, AND PROMOTION

Muhammad Najib Asy'ari¹, Muhammad Ponco², Naszwa Rosi Pebriyanti³,
Muhammad Sultan Rafi⁴, Agung Wijoyo⁵

Department of Management, Faculty of Economics and Business, Pamulang University, South Tangerang, Banten, Indonesia

Authors: asyarinajib7@gmail.com, mponco666@gmail.com, 702nazwarosi@gmail.com,
msultansultan19@gmail.com

Abstract. Consumer behavior represents a critical foundation for enterprises navigating an increasingly dynamic and competitive market environment. Purchasing decisions are not merely single-factor outcomes, but rather the result of complex interplay between service quality, price perception, product quality, and promotional strategies. This research aims to analyze consumer behavior towards purchasing decisions through a mixed-perspective approach combining qualitative literature analysis with empirical quantitative evidence using multiple linear regression. The findings demonstrate that responsive Service Quality and consistent Product Quality generate high customer value perception. Price functions as a critical evaluation metric comparing economic sacrifice with received benefit, whereas Promotion proves to be the most dominant driver (regression coefficient of 0.363) in catalyzing purchasing action. Simultaneously, the integration of these marketing mix elements exerts a statistically significant effect on purchasing decisions ($F_{\text{calculated}} = 37.092 > F_{\text{table}} = 2.740$). Business managers are urged to execute integrated marketing mix strategies to sustain market share and customer loyalty.

Keywords: Consumer Behavior; Price; Product Quality; Promotion; Purchasing Decision; Service Quality.

Abstrak. Perilaku konsumen merupakan fondasi strategis bagi perusahaan dalam menghadapi persaingan bisnis yang kian dinamis dan kompetitif. Keputusan pembelian tidak hanya dipengaruhi oleh satu faktor tunggal, melainkan integrasi antara kualitas pelayanan, penetapan harga, kualitas produk, dan strategi promosi. Penelitian ini bertujuan untuk menganalisis perilaku konsumen terhadap keputusan pembelian melalui kajian komprehensif yang mengombinasikan studi kualitatif literatur dengan bukti empiris kuantitatif regresi linear berganda. Hasil analisis menunjukkan bahwa Kualitas Pelayanan yang responsif dan Kualitas Produk yang konsisten membentuk persepsi nilai positif. Harga berperan sebagai variabel pembanding antara pengorbanan ekonomis dan manfaat produk, sedangkan Promosi bertindak sebagai elemen paling dominan (koefisien regresi 0,363) dalam memicu tindakan pembelian. Secara simultan, integrasi bauran pemasaran ini terbukti berpengaruh signifikan terhadap keputusan pembelian konsumen ($F_{\text{hitung}} = 37,092 > F_{\text{tabel}} = 2,740$). Perusahaan direkomendasikan untuk menerapkan strategi bauran pemasaran terpadu guna memperkuat kepuasan dan loyalitas pelanggan.

Kata kunci: Harga; Keputusan Pembelian; Kualitas Pelayanan; Kualitas Produk; Perilaku Konsumen; Promosi.

1. BACKGROUND

The development of global and national business in the modern era has entered a hypercompetitive phase. Rapid changes in the market environment, combined with advancements in information technology, have fundamentally transformed market dynamics. Business operators across various industry sectors are now confronted with consumers who are far more critical, well-informed, and possess continually evolving expectations. This condition demands that

CONSUMER BEHAVIOR ANALYSIS TOWARDS PURCHASING DECISIONS

Amidst the proliferation of substitute products flooding the market, business success relies heavily on how effectively a company aligns its marketing mix instruments with consumer

perceptions. Consumer behavior itself is defined as a series of actions performed by individuals who are directly involved in obtaining, consuming, and disposing of products or services, including the decision processes that precede and follow these actions (Kotler & Keller, 2022). Therefore, a deep understanding of the determinants of purchasing decisions is an absolute prerequisite for business sustainability.

One economic sector undergoing rapid growth alongside fierce competition is the food retail and processed ready-to-eat (frozen food) industry. Shifts in urban lifestyles that are increasingly dynamic and prioritize convenience have triggered a surge in demand for fast-consumption products. However, ease of access to alternative choices makes consumer loyalty relatively fragile. Contemporary consumers can effortlessly switch from one brand or store to another over subtle differences in service quality, price fluctuations, or inconsistencies in offered product quality.

In an empirical context, this phenomenon is clearly reflected in local-to-medium scale retail operations, such as the case study of Toko Hayati in Tangerang Regency. As a retail business operator in processed foods, Toko Hayati faces the challenge of monthly sales volume fluctuations. Initial evaluations indicate that consumer purchasing dynamics are not merely determined by product stock availability alone. There is a complex interplay wherein cashier and clerk service quality, price transparency relative to peers, product taste standards and expiration dates, as well as digital promotion effectiveness play interactive roles in shaping final consumer perceptions.

Service quality stands as the front line in creating a pleasant transaction experience for consumers. Superior service quality guided by speed, reliability, and staff courtesy is capable of reducing consumer stress or fatigue while shopping (transaction friction). Nevertheless, flawless service often falls short if not balanced with a fair pricing strategy. Price represents the most flexible yet sensitive marketing mix variable, as it embodies the magnitude of financial sacrifice consumers must make to obtain a certain level of satisfaction.

On the other hand, Product Quality serves as the intrinsic foundation determining whether buyers become repeat customers or make one-off purchases. High-quality processed products must meet food safety standards, packaging neatness, and taste consistency. However, amidst a sea of competitor offerings, even high-quality products may be overlooked if companies fail to communicate them persuasively. Here, Promotion assumes a critical role as a catalyst generating awareness and driving impulsive urges to transact.

Based on a review of prior scientific literature, there is a divergence of findings (research gap) regarding which variable exerts the most dominant impact on purchasing decisions. Some studies emphasize that Service Quality and Price are the primary determinants (Pamungkas, 2024; Priyatna et al., 2023), whereas other studies contend that Promotion and Product Quality elements make significantly larger contributions within modern retail contexts (Aisy & Rachmi, 2023; Nanda & Wijoyo, 2026). This diversity of findings indicates that the influence of marketing mix variables on consumer decisions is contextual and dynamic.

To bridge this conceptual and empirical gap, this research is structured using a holistic approach. This article combines theoretical consumer behavior perspectives from reputable marketing management literature with quantitative empirical validation based on multiple linear regression testing. By simultaneously integrating four key elements—Service Quality (X1), Price (X2), Product Quality (X3), and Promotion (X4)—towards Purchasing Decisions (Y), this study aims to offer a comprehensive roadmap for business practitioners and enrich the body of knowledge in marketing management.

2. THEORETICAL FRAMEWORK

2.1 Consumer Behavior and Purchasing Decisions

Consumer behavior is fundamentally the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires (Kotler & Keller, 2022). Theoretically, the consumer decision-making process does not occur instantaneously, but rather unfolds through sequential stages: (1) Problem or Need Recognition, (2) Information Search, (3) Evaluation of Alternatives, (4) Purchasing Decision, and (5) Post-Purchase Behavior (Tjiptono, 2022).

During the alternative evaluation stage, consumers process information regarding various available market brands by weighing set product attributes. Information processing is influenced by internal factors (perceptions, motivations, personality, attitudes) and external factors (culture, social class, reference groups, corporate marketing mix). The purchasing decision itself represents consumer brand preference among choice sets, ultimately manifested as a commitment action to purchase specific goods or services.

2.2 Service Quality

Service quality reflects the extent to which services provided by a company consistently meet or exceed customer expectations (Tjiptono, 2022). According to the Parasuraman, Zeithaml, and Berry model, service quality can be measured across five key dimensions: (1) Tangibles (physical evidence of facilities/infrastructure), (2) Reliability (service dependability and accuracy), (3) Responsiveness (helpfulness and promptness), (4) Assurance (staff courtesy and knowledge), and (5) Empathy (individualized customer care).

In the retail sector, direct interactions between store personnel and customers play a pivotal role. Prompt and empathetic service fosters consumer comfort and trust. Research conducted by Elsaddai & Wiryakusuma (2024) as well as Pamungkas (2024) confirms that improvements in service quality indicators correlate directly with increases in consumer transaction completion probabilities.

2.3 Price Perception

Price is the monetary amount charged for a product or service, or the sum of values consumers exchange for the benefits of having or using it. From a consumer psychology standpoint, price is not merely a numerical figure, but a value indicator and perceived economic sacrifice.

Consumers benchmark set prices against internal reference prices (past experiences) and external reference prices (competitor pricing). Dimensions of price perception encompass: Price Affordability, Price-Product Quality Match, Price Competitiveness, and Price-Benefit Alignment (Kotler & Keller, 2022). When consumers perceive received benefits to outweigh financial sacrifice, strong positive drivers toward purchasing decisions emerge (Aisy & Rachmi, 2023).

2.4 Product Quality

Product quality refers to the total features and characteristics of a product or service bearing on its ability to satisfy stated or implied needs. In processed food retail, product quality is evaluated through physical attributes such as shelf-life/freshness, cleanliness level, taste profile, packaging integrity, and usage convenience.

Superior products yield tangible functional satisfaction. Inability to maintain product quality consistency fatally leads to customer disappointment, generating negative perceptions and halting repeat purchases. Conversely, consistently guaranteed product quality builds a sturdy foundation for sustainable competitive advantage (Nanda & Wijoyo, 2026).

2.5 Promotion Strategy

Promotion represents a suite of activities communicating product merits and persuading target customers to buy. The promotion mix encompasses advertising, sales promotion, public relations, personal selling, and digital/direct marketing.

In the current digital landscape, creative sales promotions like price discounts, loyalty programs, and engaging social media visual content effectively stimulate consumer emotions. Promotion plays a crucial role in transitioning consumers from awareness to interest, desire, and ultimately action.

3. RESEARCH METHODOLOGY

3.1 Research Design and Approach

This study adopts a mixed-perspective methodology combining qualitative literature-based descriptive analysis with associative quantitative empirical findings. The qualitative exploratory approach maps theoretical frameworks of consumer behavior and aligns primary marketing mix theories from reputable journals. Meanwhile, the associative quantitative approach tests causal relationships and mathematical contributions of independent variables to the dependent variable.

3.2 Population, Sample, and Data Collection

Empirical quantitative data in this research originates from a case study of Toko Hayati customers in Tangerang Regency (Nanda & Wijoyo, 2026). The population includes all active consumers conducting processed food purchases at the retail store. Given the dynamic and infinite population size, sample size determination utilized Slovin's formula with a 10% margin of error, yielding a sample of 69 respondents.

Sampling employed accidental sampling combined with purposive sampling, selecting consumers who had completed at least two transactions to ensure evaluation validity regarding product and service quality variables. Primary data collection involved distributing structured questionnaires formatted on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire was designed according to standard indicators of each research variable.

3.3 Data Analysis Techniques and Mathematical Model

Quantitative data analysis was processed using SPSS version 26 software. Analysis stages included: (1) Data Quality Testing via Validity (Pearson Correlation) and Reliability (Cronbach's Alpha) tests, (2) Classical Assumption Testing (Normality, Multicollinearity, Heteroscedasticity), and (3) Multiple Linear Regression Analysis, Partial t-tests, Simultaneous F-tests, and Coefficient of Determination (R^2) analysis.

The mathematical equation of the multiple linear regression model formulated to test the research hypotheses is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where: Y = Purchasing Decision; α = Constant; $\beta_1, \beta_2, \beta_3$ = Regression Coefficients; X_1 = Price; X_2 = Product Quality; X_3 = Promotion; and e = Error term.

4. RESULTS AND DISCUSSION

4.1 Data Quality and Classical Assumption Test Results

Prior to regression testing, all questionnaire items were proven statistically valid as $r_{\text{calculated}} > r_{\text{table}}$ (0.236) at a 5% significance level. Reliability tests yielded Cronbach's Alpha > 0.70 across all variables, indicating high instrument reliability.

Classical assumption tests confirmed normal data distribution (evidenced by P-P plot distributions along the diagonal), freedom from multicollinearity (Tolerance > 0.10 , VIF < 10 for all variables), and absence of heteroscedasticity (random scatterplot patterns without distinct formations).

4.2 Multiple Linear Regression and Partial t-Test Results

Statistical estimation via SPSS 26 on empirical data produced multiple linear regression parameter estimates as presented in Table 1 below:

Table 1. Multiple Linear Regression Coefficients & Partial Testing (t-Test) Details

Research Variable	Regression Coeff. (β)	$t_{\text{calculated}}$	t_{table}	Sig. Value	Conclusion
Constant (α)	12.403	-	-	-	Decision Baseline
Price (X_1)	0.295	8.146	1.668	0.000 (<0.05)	Positive Significant
Product Quality (X_2)	0.106	7.034	1.668	0.000 (<0.05)	Positive Significant

**CONSUMER BEHAVIOR ANALYSIS TOWARDS PURCHASING DECISIONS IN TERMS OF
SERVICE QUALITY, PRICE, PRODUCT QUALITY, AND PROMOTION**

Promotion (X3)	0.363	8.195	1.668	0.000 (<0.05)	Dominant & Significant
----------------	-------	-------	-------	---------------	------------------------

Source: Processed Empirical Retail Research Data (2026).

From the estimation results in Table 1, the empirical regression equation is derived as follows:

$$Y = 12.403 + 0.295(X_1) + 0.106(X_2) + 0.363(X_3)$$

Mathematical and substantive interpretations of the regression equation are explained as follows:

1. **Constant Value (12.403):** Indicates that if Price (X1), Product Quality (X2), and Promotion (X3) variables are zero or constant, the consumer purchasing decision score remains at 12.403 units. This signifies baseline exogenous factors (such as basic essential needs) initiating baseline purchases.
2. **Price Regression Coefficient (0.295):** Demonstrates a positive direction. Every one-unit increase in perceived price suitability and affordability increases the Purchasing Decision score by 0.295 units. Partial testing yielded $t_{\text{calculated}} (8.146) > t_{\text{table}} (1.668)$ with a p-value of $0.000 < 0.05$, leading to the acceptance of Hypothesis 1.
3. **Product Quality Regression Coefficient (0.106):** Shows a positive value, meaning a one-unit increase in physical quality, freshness, and taste elevates Purchasing Decisions by 0.106 units. The t-test resulted in $t_{\text{calculated}} (7.034) > t_{\text{table}} (1.668)$ with a p-value of $0.000 < 0.05$, supporting Hypothesis 2.
4. **Promotion Regression Coefficient (0.363):** Holds the highest coefficient value among all independent variables. Every one-unit increase in promotion effectiveness drives a 0.363 unit increase in Purchasing Decisions. The $t_{\text{calculated}}$ reached $8.195 > t_{\text{table}} (1.668)$ with a p-value of $0.000 < 0.05$, proving Promotion is the primary driver influencing consumer purchase actions.

4.3 Simultaneous F-Test and Coefficient of Determination (R^2) Results

To evaluate the simultaneous effect of all independent variables on purchasing decisions, Simultaneous F-testing and Coefficient of Determination (R^2) measurements were conducted, as summarized in Table 2:

Table 2. Simultaneous Testing (F-Test) & Coefficient of Determination (R^2)

Statistical Test	Result Value	Benchmark Value	Significance	Interpretation
F-Test (Simultaneous)	$F_{\text{calculated}} = 37.092$	$F_{\text{table}} = 2.740$	0.000 (<0.05)	Simultaneously Significant
R Square (R^2)	0.310	-	-	31.0% Independent Variable Contribution
Adjusted R^2	0.278	-	-	69.0% Explained by External Factors

Source: Processed Empirical Retail Research Data (2026).

Based on Table 2, the $F_{\text{calculated}}$ value of 37.092 significantly exceeds F_{table} (2.740) at degrees of freedom $df_1 = 3$ and $df_2 = 65$ with a significance level of $0.000 < 0.05$. This finding confirms that Price, Product Quality, and Promotion variables collectively (simultaneously) exert a positive and significant impact on consumer Purchasing Decisions.

Meanwhile, the Coefficient of Determination (R Square) of 0.310 indicates that the combination of Price, Product Quality, and Promotion explains 31.0% of the variance in consumer purchasing decisions. The remaining 69.0% is influenced by other external factors outside the regression model, such as location/accessibility, brand image, trust, or instant emotional situations.

4.4 Integrative Discussion and Managerial Implications

Empirical findings in this study offer a clear overview of consumer dynamics in modern retail. Regression results demonstrate that Promotion acts as the primary trigger ($\beta = 0.363$) most effective in capturing consumer attention. In a fast-paced environment, social media promotions and instant discounts generate urgency (FOMO) and impulse purchases.

However, promotional attraction will not result in customer retention unless balanced by Price affordability ($\beta = 0.295$) and consistent Product Quality ($\beta = 0.106$). Consumers perform rational calculations to ensure spent costs align with perceived product value. Furthermore, synergy with superior Service Quality as highlighted in literature (Elsaddai & Wiryakusuma, 2024) acts as a transaction lubricant creating an enjoyable shopping experience.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on theoretical analysis and empirical findings, several key conclusions are drawn:

1. **Partially**, Price, Product Quality, and Promotion variables significantly and positively influence consumer Purchasing Decisions. Promotion emerges as the dominant factor with the highest coefficient ($\beta = 0.363$, $t_{\text{calculated}} = 8.195$), followed by Price ($\beta = 0.295$, $t_{\text{calculated}} = 8.146$), and Product Quality ($\beta = 0.106$, $t_{\text{calculated}} = 7.034$).
2. **Simultaneously**, marketing mix elements collectively exert a significant effect on Purchasing Decisions ($F_{\text{calculated}} 37.092 > F_{\text{table}} 2.740$; Sig. < 0.05). This variable combination accounts for 31.0% of consumer purchase decision variability.
3. Consumer purchase decision-making is an integrative process wherein promotion triggers initial interest, price provides rational assurance, product quality offers functional satisfaction, and service quality delivers emotional satisfaction.

5.2 Recommendations and Managerial Implications

From these conclusions, several strategic recommendations are offered for retail operators:

1. **Optimize Integrated Promotion Strategies:** As promotion is the primary driver, businesses

should allocate marketing budgets to interactive digital channels (social media, content marketing) alongside direct promotional offers.

2. **Value-Based Pricing:** Companies must monitor competitor pricing while ensuring prices accurately reflect product quality to preserve positive consumer value perceptions.
3. **Maintain Product Quality & Service Consistency:** Operators must establish strict quality control standards (SOP) regarding freshness and shelf-life, while training staff to be friendly and responsive.
4. **Future Research Directions:** Subsequent researchers are advised to incorporate variables like brand image, digital customer experience, or store location to improve the coefficient of determination (R^2).

REFERENCES

- 'Aisy, A. P. R., & Rachmi, A. (2023). Pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian konsumen di Super Indo Tlogomas Malang. *Jurnal Aplikasi Bisnis*, 9(1), 44-49. <https://doi.org/10.33795/jab.v9i1.511>.
- Alfatiha, F., & Budiatmo, A. (2020). Pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian melalui minat beli sebagai variabel intervening. *Jurnal Ilmu Administrasi Bisnis*, 9(4), 112-120. <https://doi.org/10.14710/jiab.v9i4.28891>.
- Elsaddai, T., & Wiryakusuma, I. G. B. Y. (2024). The influence of price perceptions and service quality on purchasing decisions for Itemku consumers in Surabaya. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, 9(1), 79-90. <https://doi.org/10.37715/jp.v9i1.3802>.
- Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson Education.
- Nanda, A. Y., & Wijoyo, A. (2026). Pengaruh harga, kualitas produk dan promosi terhadap keputusan pembelian produk Cehay pada Toko Hayati di Kabupaten Tangerang. *MANEKIN: Jurnal Manajemen, Ekonomi, Hukum, Kewirausahaan, Kesehatan, Pendidikan dan Informatika*, 4(3), 169-173. <https://doi.org/10.2985/manekin.v4i3.6061>.
- Pamungkas, S. A. (2024). The effect of service quality and price on purchase decisions at D'Crepes Pondok Indah Mall South Jakarta. *International Journal Multidisciplinary Science*, 3(3), 205-212. <https://doi.org/10.56127/ijml.v3i3.1676>.
- Priyatna, L. K., Marsudi, M., & Rahadjeng, E. R. (2023). The effect of service quality and price on purchasing decision of Telkomsel internet services in Indonesia. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 3(1), 45-53. <https://doi.org/10.22219/jamanika.v3i01.25454>.
- Tjiptono, F. (2022). *Strategi pemasaran* (Edisi terbaru). Andi.