

## The Price Impact and Service Quality for Consumer Purchasing Decisions at Indomaret Surya Sumantri 82

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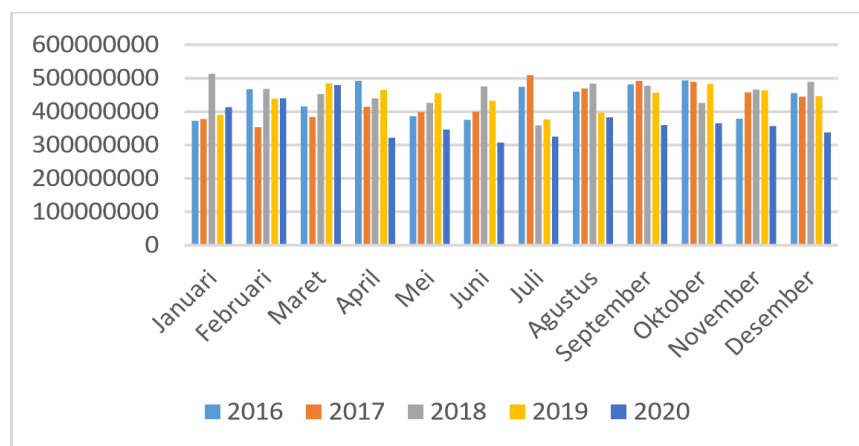
### ABSTRACT

The Purpose of this research is to know the price impact and service quality for consumer purchasing decisions at Indomaret Surya Sumantri 82. The research using 81 respondents as the research sample with SPSS25. The method using descriptif verificativ analysis with Quantitatif Approach. The instrument using 28 questions which are consist two questions on each variable. According to the analysis data result there is simple linier regrestion similarity from the hipotesis result that the research indicate price variable and the service quality (X2) has F value count 641,616 and sig value 0.000 with F value table 3,115. With the result F count > F table and sig count < 0.005 it can be conclude that price simultanious and service quality affected purchase decision (Y). in this research also find that coefitien determination result has 85,4 % effect which mean the price impact and service quality 85,4 % and the rest is 14,6 % influence by other factor that doesn't included in the research

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## INTRODUCTION

The growth of the retail business is currently developing very rapidly, this is marked by the proliferation of retail stores and the competition that can be seen in the industry of domestic and foreign companies. The progress of the Indonesian economy has contributed to the development of modern markets and Indonesian retail businesses. Retail stores are popping up now in various shapes and sizes so that the existence of traditional markets is starting to be displaced. Coupled with comfortable facilities such as a large parking area and ATM center. Modern retail or modern markets have an independent service system, selling various goods retail in the form of supermarkets or minimarkets. In the modern market, we do not transact directly but rather by looking directly at the price on the price tag which is usually placed on each shelf of each product. In the world of trade, if a company cannot develop a business strategy and marketing strategy correctly, it will experience defeat in competition, where marketing strategy is one of the main things carried out by all entrepreneurs to maintain the survival of their company, so that they can make a profit. Companies are also required to be able to meet customer needs and adapt to customer desires, so companies must be able to detect market needs or consumer desires and read every change in the situation as an opportunity. The more customers, the company will be able to compete with other companies in this era of globalization. As competition increases, companies must know the factors that influence consumers' purchasing decisions so they can make innovative improvements that can improve service quality after making transactions at Indomaret Surya Sumantri 82. The sales data for the last three years can be seen in the following graph:



Picture 1. Indomaret Surya Sumantri 82 Sales Chart 2018-2020

Based on Graph 1. above, in the past 5 years, a problem has been identified that sales at Indomaret Surya Sumantri 82 have decreased. Although in 2017 there was an increase from 2016. In 2018 there was a decrease of IDR 176,984,175 from 2017, in 2019 there was a decrease of IDR 64,961,543 from 2018 and in 2020 there was a decrease of 1,403,428,470 from 2019. One of the reasons for the decline in 2019 was Covid-19, but apart from these factors, the decline could have occurred due to problems with prices and quality of service at the shop. The company must pay attention to this, such as the price must be competitive and

also in terms of service quality which sometimes does not satisfy customers so they do not return to shop at the store. The company must try to fulfill desires and understand the factors that influence the quality of its services.

The researcher assumes that there is still fluctuation in income at Indomaret Surya Sumantri 82, one of which is caused by the lack of purchasing decisions made by consumers or visitors to Indomaret Surya Sumantri 82, therefore the researcher tried to conduct a pre-survey by distributing questionnaires to 30 consumer respondents who came to Indomaret Surya. sumantri 82 regarding purchasing decisions, and the results of the pre-survey carried out are as follows:

Table 1. Results of Pre-Survey Research on Purchasing Decisions for Indomaret Surya Sumantri 82

Buying decision							
NO	Statement	S	S	R	T	ST	Jumla
		S	S	R	T	ST	h
1	I feel incomplete if I don't shop at Indomaret Surya Sumantri 82	5	9	0	10	6	30
2	I looked for information about Indomaret Surya Sumantri 82 before coming to the place to shop	3	7	4	11	5	30
3	I used the information I had obtained to decide to shop at Indomaret Surya Sumantri 82	3	8	0	16	3	30

Seen in table 1, the results of the pre-survey research on consumer purchasing decisions at Indomaret Surya Sumantri 82, in the statement "I feel incomplete if I don't shop at Indomaret Surya Sumantri 82" as many as 5 respondents strongly agree that they feel incomplete if I don't shop at Indomaret Surya Sumantri 82, then 9 respondents stated that they agreed and did not feel satisfied if they passed Indomaret Surya Sumantri 82 and did not shop, as many as 10 respondents stated that they did not agree that they felt that shopping did not always have to be done at Indomart Surya Sumantri. Furthermore, in the statement "I looked for information about Indomaret Surya Sumantri 82 before coming to the place to shop" as many as 11 respondents stated that they did not agree that before shopping at Indomaret Surya Sumantri 82 they looked for information first, most respondents formulated that they went straight to Indomaret Surya Sumantri 82 if want to shop without finding out information first. Furthermore, in the statement "I use the information I have obtained to decide to shop at Indomaret Surya Sumantri 82" as many as 16 respondents stated that they did not agree to use information first before shopping at Indomaret Surya Sumantri 82, because they shopped according to their needs and had already used the information first. personal.

The success of the retail business, namely retail players must be able to offer the right products with prices and services, companies must provide goods or services that have better quality, cheaper prices, and adequate facilities and higher value with better quality. from its competitors. Providing different prices will make consumers more interested and confident in the quality of the products they choose. Price is also an important asset in a company so that it can be known and become a choice for consumers in making purchasing decisions. So, the researchers also conducted a pre-survey regarding product price statements by

distributing questionnaires to 30 respondents from some of the consumers visiting Indomaret Surya Sumantri 82 as follows:

Table 2. Indomaret Surya Sumantri 82 Price Research Pre Survey Results

PRICE							
NO	Statement	SS	S	RR	TS	STS	Jumlah
1	The cheaper the price at Indomaret Surya Sumantri 82 is usually my choice	5	3	1	21	0	30
2	Prices at Indomaret Surya Sumantri 82 are relatively cheaper than others	2	7	1	16	4	30
3	Prices at Indomaret Surya Sumantri 82 are in accordance with the benefits felt	5	8	3	11	3	30

Seen in table 2, the results of the pre-survey regarding prices at Indomaret Surya Sumantri 82, in the statement "The cheaper the prices at Indomaret Surya Sumantri 82 are usually my choice" as many as 21 people disagree with the cheaper prices at Indomaret Surya Sumantri 82 being the choice for shopping, respondents concluded that they do not always shop at Indomaret Surya Sumantri because the prices are getting cheaper, sometimes respondents shop at other stores that are cheaper than Indomaret Surya Sumantri. Furthermore, in the statement "The prices at Indomaret Surya Sumantri 82 are relatively cheaper than others" as many as 16 respondents felt that they did not agree that the prices at Indomaret Surya Sumantri were cheaper than others, because they found several products that were more expensive when shopping at Indomaret Surya. sumantri compared to the others. Furthermore, in the statement "Prices at Indomaret Surya Sumantri 82 are in accordance with the benefits felt" as many as 11 respondents did not agree with the product prices at Indomaret Surya Sumantri 82 in accordance with the benefits provided, respondents described several products sold at Indomaret Surya Sumantri 82 as having low prices. high but the benefits of the product do not match the price.

Apart from providing different prices, companies must also look at the quality of service provided by their employees. According to Supranto 2006 in (Dwi Aliyah. A 2017:2) Service quality is something that must be done by service providers well. Service quality as perceived by consumers, comes from a comparison between what is offered by a service company, namely expectations and their perception of the performance of the service provider. Consumers will essentially buy several products that can fulfill their needs. One of the important elements that is the main consideration for consumers when purchasing a product is the quality of service, be it a physical product or service. Good service quality can be seen before and after purchasing the product.

The author conducted pre-research by distributing questionnaires to 30 respondents to some Indomaret Surya Sumantri 82 consumers regarding a brief overview of service quality and the results are as follows:

Table 3 Pre-Survey Results of Service Quality at Indomaret Surya Sumantri 82

		Service quality					
1	Employees at Indomaret Surya Sumantri 82 are friendly in serving consumers	4	10	0	15	1	30
2	Employees at Indomaret Surya Sumantri 82 try to maintain good relationships with consumers	7	8	0	14	1	30
3	Employee appearance at Indomaret Surya Sumantri 82 neat and friendly	3	8	2	15	2	30
4	Employees at Indomaret Surya Sumantri 82 serve consumers wholeheartedly	2	11	0	13	4	30
5	Employees at Indomaret Surya Sumantri 82 try to meet consumer needs	4	8	1	14	3	30

Judging from table 3, the results of the pre-survey on service quality from the five "disagree" statements have a higher percentage, starting from employee tidiness and service to consumers, showing a lower percentage which will result in decreased consumer loyalty in making purchasing decisions. Based on the description of the background to the problem above, researchers are interested in conducting research with the title "The Influence of Price and Service Quality on Decisions Consumer Purchases at Indomaret Surya Sumantri 82 Bandung"

## LITERATURE REVIEW

### Marketing Management

According to Kotler and Armstrong in (Priansa 2017:4), marketing management is a human effort to achieve desired exchange results and build close relationships with consumers in a way that is profitable for the company.

### Marketing Mix

According to Buchari Alma (2016: 205) provides a definition of marketing mix as a strategy for interfering with marketing activities, so that the maximum combination can be sought to produce satisfactory results. According to Kottler and Keller 2012 in (Priansa, 2017:9-10) The marketing mix is a collection of marketing tools that can be used by companies to achieve their marketing goals in the target market. According to Kottler and Armstrong in (Priansa, 2017:38-40) explain the 4 components in the goods marketing mix, namely as follows:

1. **Product (product)** A product is anything that can be offered to the market to satisfy wants and needs. Products marketed include physical goods, services, experiences, events, people, places, property, organizations and ideas. Product attributes include product variety, quality, design, features, brand, packaging, size, service, guarantee and rewards. Product elements relate to planning in producing a final product for consumers.
2. **Price (price)** Price is one element of the marketing mix that produces revenue and the other produces costs. Price attributes include list price, discounts, special rebates, payment periods and credit terms. Prices have a direct effect on company profits.

3. Place: Place is defined as a company's activities so that its products are easily available to target customers. This means that the exact variable does not only emphasize the location of the company, whether or not the location is easy to reach. A company's strategic location is the key to a company's ability to attract consumers. Place includes scope of services, grouping, location, inventory and transportation.
4. Promotion Promotion is an activity carried out by a company to encourage consumers to purchase products. Promotion is an activity that communicates the advantages of a product and persuades the target market to buy it. Promotion can be done through advertising, personal sales, sales promotions or publications.
5. It can be concluded from these definitions that the marketing mix is a marketing tool used by companies to achieve company goals by meeting consumer needs, and based on this explanation, it can also be concluded that the marketing mix has elements that are very influential in sales because these elements can influence consumer interest. in making purchasing decisions.

### **Price**

According to Kottler and Armstrong in (Fany Puspitasari 2016:2) Price is the amount of money charged for a product or service and the amount of value that consumers exchange for the benefits of having or using the product and service. Pricing policies must be in line with company pricing policies. Price is a variable that can be controlled and determines whether or not a product is accepted by consumers. According to Harman Malau, Ph.D (2017:126) Prices are the basic measuring tool of an economic system because prices influence the allocation of scarce resources, prices determine what must be produced (supply) and who will get how many goods or services. produced (demand). So if it is concluded from the opinions of several experts above, price is the total value determined based on the amount of money to be exchanged in order to get a profit from a desired good or service.

#### **Price Dimensions and Indicators**

According to Kotler in (Apagina and Pitaloka 2016:52) the price dimension are as follows :

1. Product affordability
2. Price match with product quality
3. Product price competitiveness
4. Suitability of price and product benefits

### **Service Quality**

According to Zeithmal in (Sudarsono 2016:57) who states that service quality is a perceived benefit based on consumer evaluation of interactions compared to previously expected benefits. According to Lewis & Booms in (Tjiptono and Chandra 2016: 125) defines service quality as a measure of how well the level of service provided meets customer expectations.

Based on this definition, service quality can be realized through fulfilling customer needs and desires and the accuracy of delivery to match customer expectations. Based on the definition above, it can be concluded that service quality is all forms of service carried out by someone optimally in the hope of meeting customer needs.

**Definition of Service Quality**

1. Tangible
2. Emphaty
3. Responsiveness
4. Reliability
5. Assurance

**Purchasing Decisions**

According to Kotler and Armstrong in (Yoga 2017:4) purchasing decisions are the stage of the satisfaction process where consumers actually purchase products. According to Buchari (2016:96) states that "Purchasing decisions are consumer decisions that can be influenced by technology, products, finance, politics, prices, promotions, location, culture, people, payment methods and processes. "So that in their activities consumers will analyze the information they have obtained and will make conclusions regarding several responses that arise when the product is purchased."

**Dimensions and Indicators of Purchasing Decisions**

1. Needs Recognition
2. Information Search
3. evaluate alternatives
4. buying decision
5. post-purchase behavior

## METHODOLOGY

The method used in this research is descriptive and verification methods. According to Sugiyono (2017:11) descriptive research is research used to answer problem formulations relating to questions regarding the existence of independent variables, whether only on one variable or more.

The population in this study took the consumer population of Indomaret Surya Sumantri 82 Bandung for the period January 2020-December 2020 as follows:

Table 4. Consumer Data for the Period January 2020-December 2020

No	Month	Konsumen
1	January	17792
2	February	18634
3	March	17630
4	April	9554
5	Mai	9929
6	June	10371
7	July	9764
8	August	13597
9	September	13848
10	October	12952
11	November	12825
12	December	11537
<b>Total</b>		<b>158.433</b>
<b>Rata konsumen per hari</b>		<b>434</b>

Determining the sample size in this research, the author took the number of samples from consumer data for Indomaret Surya Sumantri 82 Bandung for the January-December 2020 period using the Solvin formula, So it is known from the calculation that the sample size with an error rate of 10% is 81.27 respondents, but to avoid errors in the research instrument by respondents, the sample was rounded up to 100 respondents.

The data collection technique used in this research is to conduct a survey and collect as much data as possible, using several methods, Correlation Coefficient Analysis, Determination Coefficient Analysis, Multiple Regression Analysis, Hypothesis Testing assisted by IBM SPSS 23 Software.

### 1. Correlation Coefficient Analysis

This analysis functions to measure the relationship between the independent variable and the dependent variable. To provide an interpretation of the strength or weakness of the relationship between the independent variables (X1, X2) and the dependent variable (Y). Sugiyono (2017:278) groups the interpretation of the correlation coefficient results as follows:



Table 5. Correlation Interpretation

No	Correlation Value	Interpretation of Relationship
1	0,00 – 0,199	Very Low
2	0,20 – 0,399	Low
3	0,40 – 0,599	Medium
4	0,60 – 0,799	Strong
5	0,80 – 1,00	Very Strong

## 2. Coefficient of Determination

The coefficient of determination ( $r^2$ ) is a measurement that predicts, predicts and sees how far the model's capabilities are or how much influence variable X contributes to variable Y." The coefficient of determination will explain the influence between the independent variable and the dependent variable.

$$Kd = r^2$$

Information:

Kd: Coefficient of determination value

$r^2$  : Correlation coefficient value

## 3. Multiple Linear Regression Analysis

According to Sugiyono (2017:275) multiple linear regression analysis is used by researchers, if the researcher predicts what the condition will be (up and down) of the dependent variable (criterium), if two or more independent variables as predictor factors are manipulated (increasing and decreasing their values. So multiple regression analysis will carried out if the number of independent variables is at least 2.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Y; Value of the dependent variable (dependent variable/ dependent variable)

A: Constant, namely the value of Y if X = 0

$b_1 b_2$  : Regression coefficient

$X_1$  : Independent variable ( $X_1$ )

$X_2$  : Independent variable ( $X_2$ )

E : Error

## 4. Hypothesis testing both t test and F test

A hypothesis is an assumption or conjecture about something that is made to explain something that is often required to be checked. Hypothesis testing is carried out to determine the extent to which one variable has a relationship that influences each other or not. In carrying out the hypothesis, 2 tests were carried out, namely the partial test (t test) and the simultaneous test (F test).

Partial Test (T Test)

According to Sugiyono (2018: 223) The t test is a temporary answer to the problem formulation, namely asking about the relationship between two or more variables. A hypothesis testing design is used to determine the correlation of the two variables studied. Find t count using the formula:

$$t = \frac{r\sqrt{n-2}}{1-r^2}$$

Information :

t : Correlation coefficient value with degrees of freedom

n : Number of samples

r : Correlation coefficient

The Hypotesis

is

**H01** :  $\beta_1 = 0$ , Price does not influence purchasing decisions.

**Ha1** :  $\beta_1 \neq 0$ , Price influences purchasing decisions.

**H02** :  $\beta_2 = 0$ , Service quality does not influence purchasing decisions.

**Ha2** :  $\beta_2 \neq 0$ , Service quality

influences purchasing decisions.

Simultaneous Test (F Test)

The f test can be used to find out whether the independent variables simultaneously or together have an influence on the dependent variable. According to Ghozali 2013:98 in (Tanjung 2019:156) states that "The F statistical test basically shows whether everything is". According to Sugiyono 2013:257 in (Nurcholidah 2017) the f test uses the following formula:

$$F = \frac{R^2/(n-1)}{(1-R^2)/(n-k)}$$

Information :

R: Multiple correlation coefficient

k: Number of independent variables

n: Number of sample members

Simultaneous hypothesis testing (F test) is as follows:

**H03** :  $\beta_1 = \beta_2 = 0$ , meaning that price and service quality do not influence purchasing decisions.

**Ha3** :  $\beta_1 = \beta_2 \neq 0$ , meaning that price and service quality influence purchasing decisions.

## RESULT AND DISCUSSION

Based on the results of distributing questionnaires to 81 respondents (consumers), consumer identities were obtained based on gender, age, highest level of education, occupation, total monthly income of consumers who shop at Indomaret Surya Sumantri 82 Bandung.

Table 6. Respondents Based on Gender

Gender	Total	Percentage (%)
Male	49	60,5 %
Femle	32	39,5 %
<b>Total</b>	<b>81</b>	<b>100 %</b>

Based on Table 6 of the 81 respondents who were research subjects, namely consumers of Indomaret Surya Sumantri 82 Bandung, it can be seen that male respondents were the most dominant at 49 people (60.5%) compared to female respondents at 32 people (39.5%). Financial segmentation does not make gender a special approach, because men and women have the same needs for purchasing decisions

Table 7. Respondents Based on Age

Age	Total	Percentage (%)
16 - 20 Years	2	2,5 %
21 - 25 Years	35	43,2 %
26 - 30 Years	26	32 %
> 30 Years	18	22,3 %
<b>Total</b>	<b>81</b>	<b>100 %</b>

Based on Table 7 of the 81 respondents who were research subjects, namely consumers of Indomaret Surya Sumantri 82 Bandung, it can be seen that consumers aged 21 - 25 years were the most dominant at 35 people (43.2%), because the location of Indomaret Surya Sumantri was located in the college area for this reason. This is mostly dominated by the age range 21 - 25 years based on students, then aged 26 - 30 years as many as 26 people (32%) in this age range are dominated by visitors who are married to buy basic necessities, aged > 30 years as many 18 people (22.3%) were dominated by visitors who just happened to pass by Indomaret Surya Sumantri and buy necessities, and 16 - 20 year olds were 2 people (2.5%), this indicates that each age, especially for ages > 21 year olds need daily necessities which can be found at Indomaret Surya Sumantri 82 Bandung. The following is the Return on Assets table for ANTAM. Tbk for the period 2017 - 2021, with the following data:

Table 8. Respondents Based on Education

Education	Total	Percentage (%)
Junior high school	1	1 %
High school	4	5 %
DIPLOMA	35	43 %
Bachelor's degree	41	51 %
<b>Total</b>	<b>81</b>	<b>100 %</b>

Based on Table 8, of the 81 respondents who were research subjects, namely consumers of Indomaret Surya Sumantri 82 Bandung, it can be seen that the most dominant undergraduate educational background was 41 people (51%) because the location of Indomaret Surya Sumantri 82 is close to the campus area, therefore it is dominated by respondents who were educated at Bachelor's level, then the other highest percentage at DIPLOMA education level was 35 people (43%) based on the Indomaret Surya Sumantri 82 location near the lecture area, then the next visitor to Indomaret Surya Sumantri 82 was dominated by visitors with an educational level. There were 4 people from high school (5%), and the last visitor to Indomaret Surya Sumantri had a junior high school education level of 1 person (1%). Everyone's needs need to be met regardless of educational background, but the majority of Indomaret Surya Sumantri 82 Bandung consumers have a Bachelor's degree because the primary needs required at the Bachelor's level are greater than other needs.

Table 9. Repondens Based on Education

<b>Employment</b>	<b>Total</b>	<b>Presentase (%)</b>
Student	5	6%
Private Employees	15	19%
Students	35	43%
Civil servants	8	10%
Entrepreneur	18	22%
<b>Total</b>	<b>81</b>	<b>100%</b>
<b>Total</b>	<b>81</b>	<b>100 %</b>

Based on Table 9 of the 81 respondents who were research subjects, namely consumers of Indomaret Surya Sumantri 82 Bandung, it can be seen that consumers with student jobs are the most dominant as many as 35 people (43%) with the location and ease of distance being more accessible to students, student visitors dominate more than those with other respondents

Table 10. Repondens Based on Monthly Income

<b>Based on Monthly Income</b>	<b>Total</b>	<b>Percentage (%)</b>
< Rp 1.000.000	3	4%
Rp 1.100.000 – Rp 2.500.000	25	31%
Rp 2.600.000 – Rp 3.000.000	18	22%
> Rp 3.000.000	35	43%
<b>Total</b>	<b>81</b>	<b>100%</b>

Based on Table 10, of the 81 respondents who were research subjects, namely consumers of Indomaret Surya Sumantri 82 Bandung, consumers with a monthly income of > IDR 3,000,000 were the most dominant, 35 people (43%) with this income range of respondents being dominated by students.

Table 11. For The Price Variable It is at Point

Variable	Mean	Range	Category
Price	3.55	1-5	Good
Service Quality	3.32	1-5	Passable
Buying Decision	3,42	1-5	Good

For the price variable it is at point 3.55, which means that the price of the product according to consumers at Indomaret Surya Sumantri, 82 Bandung is good. This proves that consumers of Indomaret Surya Sumantri 82 Bandung consider that the price of the products offered is in accordance with consumer desires and products from Indomaret Surya Sumantri 82 Bandung can provide good satisfaction for consumers. With this consumer statement, Indomaret Surya Sumantri 82 Bandung should be able to maintain or perhaps improve their products in terms of price and quality so that consumers of Indomaret Surya Sumantri 82 Bandung continue to have confidence in shopping to meet their daily needs. The score for the service quality variable is at 3.32, which means that the service quality according to consumers at Indomaret Surya Sumantri 82 Bandung is sufficient. Judging from the respondents' responses regarding the quality of service at Indomaret Surya Sumantri 82 Bandung, the results show in the sufficient category. Consumers certainly want to get maximum service every time they shop for necessities at Indomaret Surya Sumantri 82 Bandung so that consumers feel satisfaction and comfort when shopping, but if consumers do not get comfort when shopping for necessities at Indomaret Surya Sumantri 82 Bandung then consumers will switch to shopping elsewhere. other. Therefore, Indomaret Surya Sumantri 82 Bandung. must be able to improve the quality of service so that consumers continue to shop to meet their needs at Indomaret Surya Sumantri 82 Bandung. The core for the purchasing decision variable is at point 3.42, which means that consumer purchasing decisions at Indomaret Surya Sumantri 82 Bandung are good, Respondents' responses regarding purchasing decisions at Indomaret Surya Sumantri 82 Bandung which show results in the good category prove that consumers of Indomaret Surya Sumantri 82 Bandung are satisfied with the products offered by Indomaret Surya Sumantri 82 Bandung, but Indomaret Surya Sumantri 82 Bandung needs to expand information regarding its existence. Indomaret Surya Sumantri 82 Bandung on social media so that consumers who are not in the Indomaret Surya Sumantri 82 Bandung area can find out about the existence of Indomaret Surya Sumantri 82 Bandung.

Table 12. Correlation Coefficient Test Results

Model	R	R Square	Adjusted R Square
1	.756 <sup>a</sup>	.854	.268

Based on Table 12, it can be concluded that the price and service quality variables and the purchasing decision variable have a correlation value of 0.756 which is at a strong relationship level.

Table 13. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square
1	.756 <sup>a</sup>	.854	.268

Based on Table 13, the r<sup>2</sup> value for the price and service quality variables is 0.854 or 85.4%, meaning that price and service quality contribute to purchasing decisions by 85.4% while the remainder is (100% -85.4 %=14.6 %) The remaining 14.6% is influenced by other variables outside this regression equation or variables that are not studied

Table 14 The Magnitude of the Influence Of Variables X1 and X2 on Y

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	.115	.918		.125	.901			
Price	.315	.052	.597	6.072	.000	.810	.525	.349
Service Quality	.213	.080	.263	2.676	.009	.747	.262	.154

Based on the SPSS calculation output results in Table 14 above, it can be seen and calculated the magnitude of the influence of each independent variable on the dependent variable as follows:

- 1.The magnitude of the influence of price on purchasing decisions is  
 $= 0.597 \times 0.810 \times 100\% = 48.3\%$
- 2.The magnitude of the influence of Service Quality on Purchasing Decisions is  
 $= 0.263 \times 0.747 \times 100\% = 19.6\%$

Based on the results of the beta x zero order calculation, it can be seen that price has a more dominant role or contribution than service quality in improving purchasing decisions.

Table 15. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1,571	1,863			,706	.000
PRICE	0,658	,589	,696		1,608	.000
SERVICE QUALITY	0,826	,775	,836		1,302	.000

Based on Table 15. above, it can be seen that the regression coefficient for the price variable is 0.658 and the service quality variable is 0.826. The price regression coefficient is positive, meaning that when the total price increases, the value of purchasing decisions will also increase. Likewise, when the price decreases, the value of purchasing decisions will also decrease. An increase in the total price of 1% will increase the value of the purchasing decision by 0.658 and conversely, a decrease in the total price of 1% will reduce the value of the purchasing decision by 0.658.

$$Y = 1,571 + 0,658x_1 + 0,826x_2 + e$$

A positive value of the service quality regression coefficient has the same meaning as the price regression coefficient. When service quality figures increase, the value of purchasing decisions will increase. Likewise, when service quality figures decrease, the value of purchasing decisions also decreases. An increase in the service quality figure by 1% will increase the purchasing decision value by 0.826 and conversely, a decrease in the service quality figure by 1% will reduce the purchasing decision value by 0.826.

Table 16. Multiple Correlations Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	Coefficient	Std. Error				Tolerance	VIF
1 (Constant)	1,571	1,863		,706	.000		
PRICE	0,658	,589	,696	1,608	.000	.768	4,420
SERVICE QUALITY	0,826	,775	,836	1,302	.000	.768	4,420

Based on the results of the partial hypothesis test (t test) above, it can be seen that the value of the price variable is 1,608 > 1,292, which means the price variable influences the purchasing decision variable, while the value of the service quality variable is 1,302 > 1,292, which means the service quality variable influences the purchasing decision variable.

Table 17 Simultaneous Test Results (Test f)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16243,681	2	7571,440	641,616	,000
	Residual	1258,507	79	25,140		
	Total	17502,188	81			

- a. Dependent Variable: Buying Decision
- b. Predictors: (Constant), SERVICE QUALITY, PRICE

With a value of = 5%; df1=k=2; df2=n-k-1=81-2-1=79 Based on the calculation results, Fcount is obtained at 641.616 with an Ftable value of 3.115. Because from the test results it is obtained that the Fcount = 641.616 > Ftable

= 3.115, then at  $\alpha = 5\%$  and the sig value is  $0.000 < 0.005$ , it was decided to reject  $H_{03}$  so that  $H_{a3}$  was accepted, which means that the price variable and service quality variable together have an influence on the purchasing decision variable.

## CONCLUSION

The results of the data recapitulation of respondents' responses to the price variable are in good condition with an average value of 3.55. The highest statement is in the dimension of product affordability with the statement indicator "Prices at Indomaret Surya Sumantri 82 are affordable" included in the good category (average number at 3.96). - average figure at 3.42. The statement with the highest value is in the reliability dimension with the indicator statement "Employees at Indomaret Surya Sumantri 82 try to establish good relationships with consumers" included in the "Good" category (with an average number of 3.60), 63% of respondents formulated agree that Indomaret employees Surya Sumantri 82 try to build good relationships with consumers, by establishing good communication with consumers, welcoming consumers through greetings such as "welcome to Indomaret" to all customers who come to Indomaret Surya Sumantri 82, 12% of respondents disagree with employees at Indomaret Surya Sumantri 82 trying to establish good relationships with consumers because they felt that the service provided by Indomaret Surya Sumantri 82 employees was less than optimal in terms of product explanations. 10% of respondents expressed doubt that employees at Indomaret Surya Sumantri 82 had good relations with consumers, because respondents found that some employees did not serve consumers well, which is why consumers felt doubtful that Indomaret Surya Sumantri 82 employees had good relations with consumers. The recapitulation results of respondents' responses to the purchasing decision variable are in the "Good" category with an average of 3.42. The statement with the highest score is in the dimension of evaluating alternatives with the statement "I use the information I have obtained to decide to shop at Indomaret Surya Sumantri 82" is in the "good" category (average number at 3.62). 4. The influence of price and service quality on purchasing decisions at Indomaret Surya Sumantri 82, from the results of the partial hypothesis test (t test) above it can be seen that the value of the price variable is  $1,608 > 1,292$ , which means that the price variable influences the purchasing decision variable, while the value of the service quality variable  $1,302 > 1,292$ , which means that the service quality variable influences the purchasing decision variable, then the results of the Fcount calculation are 641.616 with an Ftable value of 3.115.  $0.000 < 0.005$  it was decided to reject  $H_{03}$  so that  $H_{a3}$  was accepted, which means that the price variable and the service quality variable together influence the purchasing decision variable, and the results of the correlation coefficient test can be concluded that the price and service quality variables and the purchasing decision variable have a correlation value of 0.756 which is at the level of a strong relationship, coupled with the results of the coefficient of determination test, it shows that the  $r^2$  value for the price and service quality variables is 0.854 or 85.4%, meaning that price and service quality contribute to purchasing decisions by 85.4% while the remainder is (100 % -85.4 % =14.6%) the remaining 14.6% is influenced by other variables



outside this regression equation or variables that are not studied, and also added to the results of the multiple linear regression test above it can be seen that the regression coefficient for the price variable amounted to 0.658 and the service quality variable amounted to 0.826. The price regression coefficient is positive, meaning that when the total price increases, the value of purchasing decisions will also increase. Likewise, when the total price decreases, the value of purchasing decisions will also decrease. A positive service quality regression coefficient has the same meaning as the price regression coefficient. When service quality figures increase, the value of purchasing decisions will increase. Likewise, when service quality figures decrease, the value of purchasing decisions also decreases. So it can be concluded from the results of several tests carried out that there is an influence of price and service quality variables on purchasing decisions.

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