

THE EFFECT OF PRICE, PROMOTION AND SERVICE QUALITY ON PURCHASING DECISIONS AT ALFAMART JAMBI

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Abstract

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This research is based on the rapid growth of many Indonesian retail industries in recent years. The aim of this study is to determine the influence of price, promotion, and service quality on consumer purchasing decisions at Alfamart Jambi. The study used a quantitative method with a survey approach involving 150 respondents. Data collection was conducted through the distribution of questionnaires to Alfamart Jambi consumers as research respondents. The data analysis technique used was multiple linear regression analysis with classical assumption tests. The results of the study indicate that partially, the price and promotion variables have a positive and significant effect on purchasing decisions, while service quality has no significant effect. However, simultaneously, the three independent variables of price, promotion, and service quality have a significant effect on purchasing decisions at Alfamart Jambi. The coefficient of determination (R^2) value of 0.792 indicates that 79.2% of the variation in purchasing decisions can be explained by this research model, while the remaining 20.8% is influenced by other factors outside this study. The research results show that competitive prices, attractive promotions, and good service quality can increase consumer purchasing decisions at Alfamart Jambi.

Keywords:

Buying Decision, Price, Promotion, Quality, Service,.

PENDAHULUAN

Indonesia's modern retail industry experienced very rapid growth in recent years. This phenomenon is happened because of changing in Indonesian society lifestyles, so need easiness, convenience, comfort, and time efficiency in shopping. This has driven the growth of minimarkets as one of solution for dominant form of modern retail. The presence of Alfamart is important to fulfill community needs, including Alfamart in Jambi City. Economic growth and development, as well as increasing population growth, Jambi City has level of high retail competition. Many of minimarkets are spread in various strategic locations causes consumers with numerous purchasing options. This situation requires retail companies to implement effective and efficient marketing techniques to maintain and enhance consumer purchasing decisions, thereby increasing sales of goods at Alfamart. The urgency of

this research is due to the changing lifestyles of Indonesians, particularly in Jambi Province, so they can make proper decisions before doing purchases.

The purchasing decision process is a series of processes done by consumers, starts from need recognition to purchasing action. Purchasing decisions are influenced not only by consumer needs but also by various marketing factors such as promotions, price, and service quality. An appropriate pricing strategy in business is an important consideration for entrepreneurs, because each price determination will increase different levels of consumer demand. Based on this background, this study focuses on three research questions: First, how does price influence consumer purchasing decisions at Alfamart Jambi? Second, how does promotion influence consumer purchasing decisions at Alfamart Jambi? Third, how does service quality influence consumer purchasing decisions at Alfamart Jambi? And fourth, how do price, promotion, and service quality collectively influence consumer purchasing decisions at Alfamart Jambi?

Beside research questions above, this study also has several objectives to achieve, including: First, to know the influence of price on consumer purchasing decisions at Alfamart Jambi. Second, to know the influence of promotion on consumer purchasing decisions at Alfamart Jambi; Third, to know the influence of service quality on consumer purchasing decisions at Alfamart Jambi; and Fourth, to know the influence of price, promotion, and service quality collectively on consumer purchasing decisions at Alfamart Jambi. This research contributes to the ease and convenience of consumers purchasing action.

LITERATURE REVIEW

This research is related to purchasing decisions that are influenced by several factors such as price, promotion, and service quality. Purchasing decisions are also part of consumer behavior, such as the study of how individuals, groups, and organizations choose, buy, use, and how goods or services can satisfy their wishes and needs (Fitriana & Lesmana, 2024). In addition, purchasing decisions are consumer decisions in purchasing a product, previously consumers think about whether the product is worth buying by considering the information obtained according to reality. Meanwhile, according to (Miftahriani, 2024), purchasing decisions are influenced by unexpected circumstances. (Tiktok et al., 2023) also stated that purchasing decisions are one of the processes for deciding what to buy or not and these **decisions** are obtained from previous activities. In making purchasing decisions, consumers will do several stages from needs, recognizing the problems, seeking information, evaluating, and making purchasing decisions. Another opinion states that purchasing decisions are determined by several elements, such as price value, quality of goods and services, promotional activities, and brand appearance and identity (Satria, 2025). (Tessalonica et al., 2025) defines consumer purchasing decisions are as the final choice made by people and households with the aim of purchasing goods and services for their own use.

(Kotler et al., n.d.) states that price is the amount of value must be paid by consumer to obtain the benefits of a product or service, making it one of the main considerations in purchasing decisions. Price has a significant impact on consumer product assessments, which in turn influences purchasing decisions (Setiawan et al., 2025). Previous research (Alawiyah & Ramadhan, 2026) shows that price and promotion have a positive and significant influence on purchasing decisions. (Miftahriani, 2024) states that price and promotion have a positive and significant influence on purchasing decisions. Competitive prices that align with consumers' perceived value can increase purchasing interest. In conditions of intense competition, consumers tend to compare prices before making a purchasing decision.

Besides price, promotion is also a major consideration before purchasing an item. (Kotler & Keller, n.d.) state that promotion is a form of marketing communication aimed at providing information, persuading, and reminding consumers to the product being offered.

Offering discounts, price cuts, giving coupons, and promotions through digital media are common and frequently used strategies in the modern retail industry. The more interesting and intensive promotion are done, the more likely consumers are encouraged to make a purchase. Furthermore, promotions also have a significant impact on consumer interest and understanding of a product. Well-targeted promotions can communicate marketing messages and encourage and influence consumers to purchase products (Satria, 2025).

Besides price and promotion, service quality is also an important factor in attracting consumer interest before purchasing. According to (Tiktok et al., 2023), service quality is a dynamic condition that influences products, services, people, processes, and environments that meet or exceed customer expectations. Friendly, fast, and responsive service, along with clean and comfortable places can create a pleasant shopping experience. Good service quality has the potential to increase customer satisfaction and ultimately encourage repeat purchase decisions. According to (B & Taufiq, 2025), service quality is an effort to fulfill consumer needs and desires and the accuracy of its delivery strategy to meet customer expectations and satisfaction. In the modern retail industry, service quality is often the main differentiator among minimarkets selling the same product.

RESEARCH METHODS

This study used a quantitative method with a survey approach to analyze the influence of price, promotion, and service quality on purchasing decisions at Alfamart Jambi. The study population was Alfamart consumers in Jambi. The study sample consisted of 150 respondents that were determined using a purposive sampling technique. The research instrument was a structured questionnaire compiled based on indicators for each variable and measured using a Likert scale of 1–5, starting from strongly disagree to strongly agree.

Research data was collected directly from respondents through distributing questionnaires and analyzed using statistical software. Data analysis techniques included descriptive statistics, classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), and multiple linear regression analysis to examine the influence of independent variables on the dependent variable, both partially and simultaneously. This methodological approach is expected to be able to produce objective, valid, and reliable findings, thus providing an empirical overview of the factors influencing purchasing decisions at Alfamart Jambi and to be as the basis for strategic recommendations for business managers.

RESULTS AND DISCUSSION

Research result.

To see whether there is a partial influence between the independent variables (X1, X2, X3) and the dependent variable (Y), a test was conducted. The following are the results of a quantitative research analysis with 150 respondents.

1. Descriptive Statistics

Descriptive statistics were used to describe the characteristics of research data obtained from 150 Alfamart consumer respondents in Jambi.

Variable	Mean	Standard deviation	Min	Max
X1 Price	3.761	0.809	1.4	5.0
X2 Promotion	3.789	0.849	1.4	5.0
X3 Service Quality	3.813	0.714	1.8	5.0
Y Purchasing Decision	3.675	0.757	1.8	5.0

Based on the research results, the average value of all variables (X1 Price, X2 Promotion, X3 Service Quality, and Purchase Decision) is in the high category. This indicates that respondents have a fairly good perception of price, promotion, service quality, and purchase decisions at Alfamart Jambi.

2. Classical Assumption Test

To see whether there is a partial influence between the independent variables (X1, X2, X3) on the dependent variable (Y), a multiple linear regression analysis is carried out, by testing the classical assumptions, among others:

a. Normality Test

Based on the results of the Kolmogorov-Smirnov test, a significance value of 0.200 was obtained for the residual variable. This value is greater than 0.05 (0.200 > 0.05). This indicates that the residual

data in this study is normally distributed. Therefore, it can be concluded that the research data is normally distributed and can be used for regression analysis.

b. Uji Multikolinearitas

The purpose of this test is to see whether there is a high correlation between the independent variables.

Variabel	VIF (<i>Variance Inflation Factor</i>)	Keterangan
X1 Harga	2.851	Tidak ada multikolinearitas
X2 Promosi	20.313	Ada multikolinearitas
X3 Kualitas Pelayanan	17.947	Ada multikolinearitas

Interpretation:

Based on the multicollinearity test results, the variable price has a VIF of 2.851 (<10), indicating no multicollinearity. However, the promotion and service quality variables have VIF values of 20.313 and 17.947 (>10), respectively, indicating high multicollinearity between the independent variables. This means that promotion and service quality are strongly correlated.

c. Heteroscedasticity Test

Heteroscedasticity Test (Breusch-Pagan)

p-value = 0.122 (> 0.05)

Based on the results of the Breusch-Pagan test, the p-value was 0.122 (> 0.05). This means there is no indication of heteroscedasticity in the regression model, thus the assumption of homoscedasticity is met.

d. Autocorrelation Test

Autocorrelation Test (Durbin-Watson)

Statistic	Value
Durbin Watson	1.934

Interpretation:

The research result, with a value of 1.934 approaching 2, indicates no autocorrelation because the Durbin-Watson value is between 1.5 and 2.5. Therefore, there is no autocorrelation in the regression model. Therefore, the regression model meets one of the classical assumptions and is suitable for further analysis.

3. Multiple Linear Regression Analysis

Regression equation:

$$Y = 0.3719 + 0.3897X1 + 0.3709X2 + 0.1131X3$$

Based on the results of the multiple linear regression analysis, the equation $Y = 0.3719 + 0.3897X1 + 0.3709X2 + 0.1131X3$ is obtained. The constant value of 0.3719 indicates that when variables X1, X2, and X3 are zero, Y has a value of 0.3719. The regression coefficient of X1 of 0.3897 indicates that X1 has a positive effect on Y and is the most dominant variable. The X2 coefficient of 0.3709 also shows a positive influence on Y. Meanwhile, the X3 coefficient of 0.1131 shows that X3 has a positive influence but is relatively smaller compared to other variables.

4. t-test (Partial)

Variable	t count	Sig	Remarks
X1 Price	0.390	0.001	Significant
X2 Promotion	0.371	0.016	Significant
X3 Service Quality	0.313	0.505	Not significant

According to Sugiyono, the t-test is used to know the effect of each independent variable partially (alone) on the dependent variable. Purpose is to test whether an independent variable has a significant effect on the dependent variable. Basis for decision making: If the calculated $t > t$ table or sig < 0.05, then the variable has a significant effect. If the calculated $t < t$ table or sig > 0.05, then there is no significant effect.

Based on the results of the partial test (t-test), it shows that variables X1 and X2 have a significant effect on the dependent variable (Y), with significance values of 0.001 and 0.016, respectively, which are smaller than 0.05. Meanwhile, variable X3 does not have a significant effect on Y because it has a significance value of 0.505, which is greater than 0.05. Of the three variables, variable X1 is the most dominant variable in influencing Y.

5. F Test (Simultaneous)

Statistics	Value
F count	185.839
Sig	0.001

According to Sugiyono, the F test is used to know independent variables simultaneously influence the dependent variable. Purpose: To test the overall influence of all independent variables. Basis for decision-making: If the calculated F value > F table or sig < 0.05, then all independent variables simultaneously have a significant influence. If the calculated F value < F table or sig > 0.05, then there is no significant influence.

The results of the F test show that the calculated F value is 185.839 with a significance level of 0.001, which is less than 0.05. These results indicate that the independent variables simultaneously have a significant influence on the dependent variable. Thus, the regression model used in this study is stated appropriate and can be used to explain the relationship between the research variables.

6. Coefficient of Determination (R²)

Results of the Determination Coefficient Analysis

Statistics	Value
R Square	0.792
Adjusted R Square	0.788

Based on the coefficient of determination (R Square) value of 0.792, it indicates that the independent variable is able to explain 79.2% of the variation in the dependent variable, while the remaining 20.8% is influenced by other variables outside the research model. The Adjusted R Square value of 0.788 indicates that after adjustment, the model still has an explanatory power of 78.8%. The small difference between R Square and Adjusted R Square indicates that the regression model used is classified as good, stable, and does not experience overfitting.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the research results and data analysis regarding the influence of promotion, price, and service quality on purchasing decisions at Alfamart Jambi. The results of the partial test (t-test), it shows that:

1. Variable X1(price) has a significant effect on the dependent variable Y (purchasing decision) with significance values of 0.001, because significance value is smaller than 0.05.
2. Variable X2 (promotion) has a significant effect on the dependent variable Y (purchasing decision) with significance values of 0.016, because significance value is smaller than 0.05.
3. Variable X3 does not have a significant effect on the dependent variable Y because it has a significance value of 0.505, it is greater than 0.05. From three variables, variable X1 (price) is the most dominant variable in influencing dependent variable Y.
4. But based on the results of the F test show that the calculated F value is 185.839 with a significance level of 0.001, because the significance value is smaller than 0.05. These results indicate that the independent variables consisting of price, promotion, and service quality simultaneously have a significant influence on purchasing decision.

Suggestion

Based on the results of the research that has been carried out, several suggestions that can be given as follows:

1. For Alfamart Jambi, it is expected that they can continue to improve their promotional strategies to be more attractive and innovative, such as giving discounts, customer loyalty

programs, and promotions through digital media, so that they can attract more consumers to do purchases

2. In terms of service quality, Alfamart needs to continue to improve the service to consumers, such as employee friendliness, speed in serving customers, and maintaining the comfort and cleanliness of Alfamart so that consumers feel satisfied and encouraged to make repeat purchases.
3. For further researchers, it is recommended to add other variables that can influence purchasing decisions, such as product quality, location, brand image, or consumer shopping experience so that they can provide more comprehensive research results. Because based on the results of the coefficient of determination (Adjusted R Square) of 0.792, it can be concluded that 79.2% of consumer purchasing decisions can be explained by the variables of price, promotion, and service quality. While the remaining 20.8% is influenced by other factors outside the research model, such as product quality, store location, brand image, Alfamart convenience, and other factors are not examined in this research.

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