

The Impact of Marketing Synergy: An Analysis of the Influence of Promotion Mix Strategy, Service Quality, on Purchase Decisions at Indomaret Gading, Prambon, Nganjuk

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| Article Information | | Abstract |
|---------------------|------------|---|
| Submission date | 29/12/2024 | Research aim : The article seeks to analyze the influence of the synergy between promotional mix strategy and service quality on consumer purchasing decisions in Indomaret Gading, Prambon, Nganjuk. Design/Method/Approach : In this study, a quantitative approach was employed through a survey method that used primary data (with a research questionnaire form containing several statements). This study selected a sample of 30 respondents using an accidental sampling. The results of the questionnaire data were then analyzed by classical assumption test analysis, was conducted using the multiple linear regression method. This questionnaire is filled with a Likert scale, which is categorized as follows: 1. Strongly Disagree (SD), 2. Disagree (D), 3. Neutral (N), 4. Agree (A), and 5. Strongly Agree (SA). Research Finding : Based on the results of this study, obtained through the distribution of questionnaires to Indomaret Gading, Prambon, consumers, it is proved that the promotional mix variable (X1) and the service quality variable (X2) have a substantial simultaneous impact on the purchase decision at Indomaret Gading, Prambon, Nganjuk. Theoretical contribution/Originality : provide an understanding of the promotion mix and service quality in purchasing at Indomaret Gading, Prambon, Nganjuk. Practitioner/Policy implication : allocate resources proportionally to customer service to ensure the best possible shopping experience. Research limitation : Short time and respondents who are less responsive in time help fill out the research questionnaire. Keywords : Promotion Mix, Service Quality, Purchase Decision |
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1. Introduction

In context of the retail business, especially in Indomaret Gading, Prambon, Nganjuk, understanding the factors influencing consumer purchasing decisions are essential amid growing competition. One important aspect that is often overlooked is the marketing synergy between the promotion mix strategy and service quality. This research focuses on analyzing how the interaction between promotion strategies (such as discounts, sales promotions, and

advertisements) and service quality (such as staff friendliness, speed of service, and store cleanliness) can influence consumer purchasing decisions. Success in managing these two aspects is likely to be a significant competitive advantage for Indomaret in the Prambon District, Nganjuk Regency, given the increasingly complex consumer preferences and increasing expectations for the shopping experience. The current phenomenon shows that many consumers are not only looking for products at competitive prices, but also want a quality and satisfying shopping experience. Therefore, it is important to identify the combined influence of the promotional mix and quality of service on purchasing decisions. The result of this study are expected to offer valuable insights for Indomaret management to design a marketing strategy that is integrated between the promotion mix and service quality that is more effective in attracting and retaining consumers, as well as contributing to the advancement of retail marketing literature in Indonesia.

Previous research has made an important contribution to the understanding of the factors that impact consumer purchasing decisions, particularly in retail sector such as Indomaret. Understanding the promotional mix, which includes advertising, sales promotion, and loyalty programs such as Indomaret Card, has a significant affect on consumer purchasing decisions in Indomaret Bandung City [1]. In addition, the research of Lolyka Dewi Indrasari (2017) emphasizes the importance of service quality in shaping purchase decisions, where good service quality can increase customer satisfaction and loyalty [2]. Iwan Kandori (2020) also found that service quality and price perception have a significant effect on customer purchase decisions at Indomaret Tataaran Patar, Minahasa [3]. In addition, Alexander Christoffel Retor's research (2023) is that service quality has a significant effect on consumer purchase decisions at Indomaret Ranotana Weru, Wanea District, Manado City [4]. Previous research has examined various determinants that affect consumers' purchase decisions in modern retail outlets, such as the influence of the promotional mix and service quality.

However, although the studies highlight the importance of various factors, research gaps arise when trying to combine the two variables—promotion mix strategy and service quality—together. Most of the existing studies separate these two factors, so there is no study that specifically analyzes the synergy between the two in the context of purchasing decisions at Indomaret. The SERVQUAL model developed by A. Parasuraman, which measures the quality of service with five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy [5], and Indomaret Gading Prambon Nganjuk has carried out the Model such as: Tangibles : have shown efforts in presenting a clean, neatly arranged physical environment, and have facilities such as well-organized product shelves and sufficient lighting. Reliability: the reliability of the service can be seen from the store's commitment to providing complete products that are allign with the requirements of local customers. This encompasses the availability of goods in stock as well as the accuracy of price and promotional information. Responsiveness: fast service from employees at the cashier or when assisting customers in finding products is one of the indicators of responsiveness. Indomaret Gading Prambon also supports e-payment services and the MyIndomaret application for ease of transactions. Assurance: employees have been equipped with basic training in providing a sense of security and comfort to customers. They also have an understanding of products and services so they can answer customer questions with confidence. Empathy: the adjustment of product offerings to local needs as well as programs such as special promos for local communities show that Indomaret Gading, Prambon, Nganjuk is trying to understand the needs of consumers in their regions.

While there is already an implementation of these five dimensions of SERVQUAL, opportunities for improvement remain, such as improving service personalization or speeding up the handling of consumer complaints. In-depth studies can be conducted to identify areas that need reinforcement to maximize customer satisfaction. This aims to improve the consumer shopping experience in terms of visuals. can be used to delve into how service quality interacts with marketing strategies to influence purchasing decisions [5]. Therefore, this study seeks to bridge this gap by analyzing the impact of synergy between promotion mix and service quality on purchasing decisions at Indomaret Gading Prambon Nganjuk. Ridho Pratama Elwis (2015) shows that the promotional mix has a significant role in influencing consumer purchase decisions in the Indomaret Card program in the city of Bandung [1]. Furthermore, Lolyka Dewi Indrasari (2017) found that promotion is one of the main strategies to increase customer loyalty [2]. Iwan Kandori (2020) revealed that service quality and price perception have a direct impact on purchasing decisions at Indomaret Tataaran Patar, Minahasa [3]. In addition, A. Parasuraman through the SERVQUAL model provides a framework in measuring the perception of service quality which is a reference in the development of service strategies in various sectors [5].

This research aims to try to combine these two factors, namely the promotion mix strategy and service quality, in a synergistic unit, as well as how the two elements interact with each other to influence consumer purchase decisions in Indomaret Gading Prambon. Thus, the novelty presented by this study is a more comprehensive approach in looking at the synergy between the promotion mix and service quality, as well as how the two collaborate in shaping consumer purchasing decisions in Indomaret Gading, Prambon, Nganjuk.

The purpose of this article is to analyze the impact of synergy between promotional mix strategy and service quality on consumer purchasing decisions in Indomaret Gading Prambon Nganjuk. This research seeks to offer deeper insights into how the right combination of promotion and optimal service quality can influence purchasing decisions, as well as how the two support each other in improving customer satisfaction and loyalty. This study also seeks to bridge the gap in the literature that further separates the analysis between the two factors. By understanding the interaction between promotional mix strategy and service quality, it is hoped that the findings of this study have the potential to offer practical recommendations to improve the effectiveness of marketing strategies in Indomaret, especially in Gading, Prambon, Nganjuk branches.

1.1 Statement of Problem

1. Does the promotional mix possess a substantial effect on consumer purchasing decisions in Indomaret Gading, Prambon, Nganjuk?
2. Does the quality of service founded on the SERVQUAL model exert a substantial influence on consumer purchasing decisions in Indomaret Gading, Prambon, Nganjuk?
3. Does the synergy between the promotional mix and quality of service affect consumer purchasing decisions in Indomaret Gading, Prambon, Nganjuk?

1.2 Research Objectives

This study seeks to:

1. Analyzing the impact of promotional mix strategy on consumer purchase decisions in Indomaret Gading Prambon Nganjuk.
2. Analyze the impact of service quality based in the SERVQUAL model on consumer purchasing decisions.

3. Analyze the impact of synergy between promotional mix strategy and quality service on consumer purchasing decisions.

2. Method

This study employs a quantitative method following positivistic paradigm. The method was adopted chosen because it seeks to test the correlation between variables founded on numerical data collected through questionnaires. The research variables analyzed include:

1. Promotion Mix as an independent variable, which includes promotional elements such as advertising, discounts, loyalty promotions, and other marketing communications.
2. Service Quality as an independent variable, is measured using the SERVQUAL model incorporating five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy.
3. Purchase Decision as a dependent variable, which reflects the process and results of consumer decisions in choosing products or services in Indomaret Gading, Prambon, Nganjuk.

The questionnaire used in this study was adapted from the previous study, namely SERVQUAL from Parasuraman et al.[5], with modifications according to the context of Indomaret. The research respondents were Indomaret Gading Prambon customers who were randomly selected using the accidental sampling method, and were conducted by researchers at the research site while observing providing a questionnaire in the form of a Gform link: (<https://docs.google.com/forms/d/1dxwen5eHYt1MkojgSaLuOTZhNvXe5pSaUcM4jLpWcpM/edit>) for the consumers who visited Indomaret Gading Prambon Nganjuk who were randomly encountered, the calculating of the samples size used the SLOVIN formula the number of variables multiplied by 10. So in this study, there were 30 respondents. The gathered data were examined using descriptive statistical methods to describe the characteristics of the respondents, along with linear regression analysis to evaluate the impact of independent variables on dependent variables. The validity and reliability of the questionnaire are assessed prior to uses to guarantee data accuracy.

3. Results

Data Analysis Results

Validity Test

Table 1. Validity Test Results

| Variable | Question | Corrected Item - Total | R table | Information |
|-------------------------|----------|------------------------|---------|-------------|
| Promotion Mix (X1) | X1.1 | 0,638 | 0.3610 | Valid |
| | X1.2 | 0,664 | 0.3610 | Valid |
| | X1.3 | 0,756 | 0.3610 | Valid |
| | X1.4 | 0,744 | 0.3610 | Valid |
| Quality of Service (x2) | X2.1 | 0,740 | 0.3610 | Valid |
| | X2.2 | 0,577 | 0.3610 | Valid |
| | X2.3 | 0,778 | 0.3610 | Valid |
| | X2.4 | 0,746 | 0.3610 | Valid |
| | X2.5 | 0,827 | 0.3610 | Valid |
| | X2.6 | 0,812 | 0.3610 | Valid |

| Variable | Question | Corrected Item - Total | R table | Information |
|-----------------------|----------|------------------------|---------|-------------|
| Purchase Decision (Y) | X2.7 | 0,718 | 0.3610 | Valid |
| | X2.8 | 0,693 | 0.3610 | Valid |
| | X2.9 | 0,609 | 0.3610 | Valid |
| | X2.10 | 0,782 | 0.3610 | Valid |
| | Y1 | 0.651 | 0.3610 | Valid |
| | Y2 | 0,554 | 0.3610 | Valid |
| | Y3 | 0,520 | 0.3610 | Valid |
| | Y4 | 0,694 | 0.3610 | Valid |

Sourc: SPSSv23 Output, 2024

According to the table, all items of three variables of Promotion Mix, Service Quality, and Purchase Decision are declared valid because they meet the criteria. So, this research instrument is feasible to use for data collection.

Reliability Test

Table 2. Reliability Test Results

| Variable | Cronbach's Alpha > 0,6 | Information |
|--------------------|------------------------|-------------|
| Promotion Mix | 0,853 | Reliable |
| Quality of Service | 0,930 | Reliable |
| Purchase Decision | 0,793 | Reliable |

Source: Output SPSSv23, 2024

According to the results of the reliability test table, all variables of Promotion Mix, Service Quality, and Purchase Decision have a Cronbach's Alpha value above 0.6, so that the measurement tool used in this research have good internal consistency and are reliable for data collection.

Classical Assumption Test

Normality Test

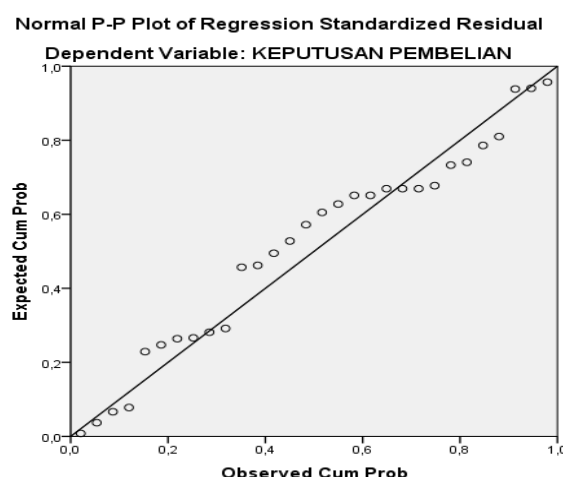


Figure 1. Normality Test Results

Source: Output SPSSv23, 2024

From figure 1 above, it is evident that the data is distributed around the diagonal line and aligns with its direction. The truth to prove that regression products fulfill the normality assumption, as the data from the results of respondents' answers about the promotion mix, quality of service and purchasing decisions are spread between diagonal lines.

Multicollinearity Test

Table 3. Multicollinearity Test

| Coefficients ^a | | | |
|---------------------------|-----------------|-------------------------|-------|
| | | Collinearity Statistics | |
| Model | | Tolerance | VIF |
| 1 | (Constant) | | |
| | PROMOTION MIX | ,277 | 3,612 |
| | QUALITY SERVICE | ,277 | 3,612 |

a. Dependent Variable: PURCHASE DECISION

Source: Output SPSSv23, 2024

According to the table 3, the VIF value for the variable of promotion mix and service quality is 3.612. This value is less than 10, being less than 5, this suggest indicating the absence of significant multicollinearity issue among the two independent variables.

Heteroscedasticity Test

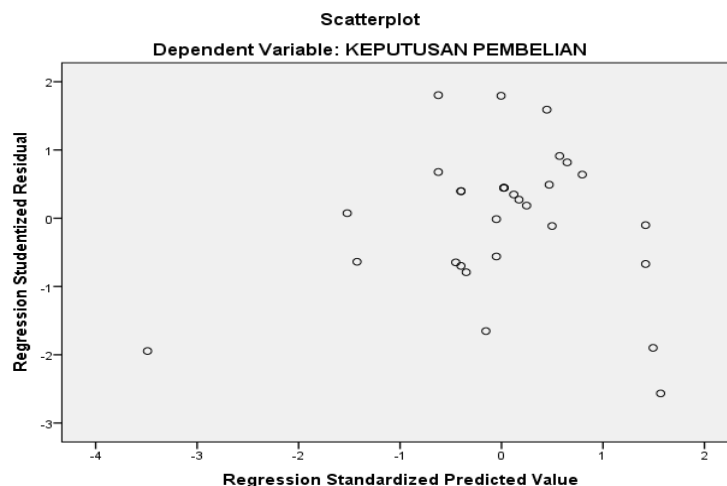


Figure 2. Heteroscedasticity Test

Source: Output SPSSv23, 2024

Based on Figure 2, that the dots in the image are generally scattered randomly around the horizontal line, so there is no heteroscedasticity. This can be interpreted as the results of respondents' answers about the promotion mix and service quality generally do not have the same data deviation for purchasing decisions, and suggest that there is no substantial evidence of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis Results

| Coefficients ^a | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 1,929 | 2,177 | | ,886 |
| | PROMOTION MIX | ,429 | ,239 | ,422 | 1,796 |
| | QUALITY SERVICE | ,160 | ,100 | ,374 | 1,590 |

a. Dependent Variable: PURCHASE DECISION

Source: Output SPSSv23, 2024

According to the result of the conducted analysis, the resulting regression equation is presented as follows :

$$Y = 1,929 + 0,429 X_1 + 0,160 X_2$$

Means:

- Constant (1,929): When the value of Promotion Mix (X_1) and Quality of Service (X_2) when equal to zero, the baseline value of the Purchase Decision is estimated to be 1,929.
- Promotion Mix Coefficient (0.429): Every 1 unit increase in the Promotion Mix (X_1), under the assumption that other variables remain constant, will increase the Purchase Decision by 0.429.
- Quality of Service Coefficient (0.160): Every 1 unit increase in Quality of Service (X_2), under the assumption that other variables remain constant, will increase the Purchase Decision by 0.160.

Hypothesis Testing

Test t (Test t Influence Partially/Individually)

According to the result of the conducted t-test, the following values can be derived:

Table 5. Test Results t

| Coefficients ^a | | | |
|---------------------------|-----------------|-------|------|
| Model | | t | Sig. |
| 1 | (Constant) | ,886 | ,383 |
| | PROMOTION MIX | 1,796 | ,084 |
| | QUALITY SERVICE | 1,590 | ,124 |

a. Dependent Variable: PURCHASE DECISION

Source: Output SPSSv23, 2024

According to the calculation of table 5. Then it can be known:

- The promotional mix variable (X_1) did not have a partially significant influence on the purchase decision (Y). This is supported by the results of statistical tests which show a significance value of 0.084 greater than 0.05 ($0.084 > 0.05$). Although the calculated t-value of 1.796 is greater than the table's t-value of 1.703, the decision is still based on significance

values. Since the significance value is greater than 0.05, H_0 (which states that the promotional mix has no effect on the purchase decision) is accepted and H_1 (which states that the promotional mix has a significant effect on the purchase decision) is rejected. Thus, it can be concluded that the promotional mix (X_1) if analyzed partially or individually does not have a significant influence on the purchase decision (Y) in Indomaret Gading Prambon Nganjuk.

2. The service quality variable (X_2) does not have a significant partial influence on the purchase decision (Y). This is shown by a significance value of 0.124 greater than 0.05 ($0.124 > 0.05$) and a calculated t-value of 1.590 smaller than the table t-value of 1.703. Since the significance value is greater than 0.05 and the calculated t-value is smaller than the table t-value, H_0 (which states that the quality of service has no effect on the purchase decision) is accepted and H_2 (which states that the quality of service has a significant effect on the purchase decision) is rejected. Thus, it can be concluded that the quality of service (X_2) if analyzed separately does not have a significant influence on the purchase decision (Y) in Indomaret Gading, Prambon Nganjuk.

Test F (Simultaneous/Simultaneous Influence Test)

According to the results of the F test that has been carried out, the following values are obtained:

Table 6. Test Result F

| ANOVA ^a | | | | | |
|--------------------|------------|----------------|----|-------------|--------|
| Model | | Sum of Squares | df | Mean Square | F |
| 1 | Regression | 133,455 | 2 | 66,728 | 19,164 |
| | Residual | 94,011 | 27 | 3,482 | |
| | Total | 227,467 | 29 | | |

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), QUALITY OF SERVICE, PROMOTION MIX

Source: Output SPSSv23, 2024

Based on the calculations above, the significance value is 0.000, which is less than 0.05, and the F-count is 19.164, exceeding the F-table value of 3.35. This indicates that H_0 , (which assumes that the promotional mix and service quality do not influence purchasing decisions), is rejected, while H_1 , (which suggests that the promotional mix and service quality do affect purchasing decisions), is accepted. Therefore, it can be concluded that the promotional mix (X_1) and service quality (X_2) collectively have a significant impact on purchasing decisions (Y).

Coefficient Determination (R^2)

Table 7. Results of the Determination Coefficient Test (R^2)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,766 ^a | ,587 | ,556 | 1,866 |

a. Predictors: (Constant), QUALITY OF SERVICE, PROMOTION MIX

b. Dependent Variable: PURCHASE DECISION

Source: Output SPSSv23, 2024

Referring to Table 7, the adjusted R square value is recorded at 0.556, This indicates that the promotional mix and service quality contributed 56% to the variation in purchase decisions. The remaining 44% is influenced by other factors that were not examined in this research, as the study was designed based on a specific number of independent variables.

Discussions

From the results of the test conducted by the researcher, it can be obtained that both variables have a significant influence on purchase decisions. The explanation of each variable will be explained as follows:

The Partial Effect of Promotion Mix Variables on Purchase Decisions at Indomaret Gading, Prambon, Nganjuk

The promotional mix variable (X_1) has no significant partial effect on the purchase decision (Y). This is supported by the results of the statistical test in table 4, which shows that the variable promotion mix has a significance value of $0.084 > 0.05$, with a calculated t-value of 1.796, while the t-table value is 1.703. Since the t-count exceeds the t-table ($t\text{-count} > t\text{-table}$), H_0 (which assumes that the promotional mix does not affect the purchase decision) is accepted, and H_1 (which indicates that the promotional mix affects the purchase decision) is rejected. Therefore, it is ensured that the promotional mix (X_1) does not have a significant impact on the purchase decision (Y) when considered independently. This implies that the implementation of the promotional mix at Indomaret Gading Prambon Nganjuk has not been able to meaningfully affect customer purchase decisions. This is not in accordance with the descriptive results of the answer, namely the perspective of the consumer's answer according to the descriptive analysis of respondents which produced the average value of respondents' answers to the promotional mix (X_1) which had a range of 3.77 to 4.03. Average values indicate in the high category [6]. And this research is not in line with the research, which indicates that the promotional mix significantly influences the purchase decision [1]. And these results are also not in accordance with the research, that the promotional mix partially affects consumer purchasing decisions in Indomaret retail [7]. Furthermore, it is not as the researcher says, the promotional mix has a positive effect if a product that consumers are looking for is available at Indomaret [8].

Furthermore, this study not aligns with the previous finding, which state that promotions has a significantly individual impact on Indomaret customer [2]. Apart from that, it is also not appropriate as previous expressed, promotional mix is an important element in encouraging consumer purchase decisions at Indomaret retail [9]. Based on research findings, expert theories, and previous studies, the proper implementation of a promotional mix at Indomaret Gading, Prambon, Nganjuk can significantly affect the purchasing decisions.

The Partial Effect of Service Quality Variables on Purchase Decisions at Indomaret Gading, Prambon, Nganjuk

The service quality variable (X_2) does not have a significant partial impact on the purchase decision (Y). This is supported by the results of the statistical test in table 4, which shows that the service quality variable has a significance value of 0.124, which is greater than 0.05. Moreover, the calculated t-value is 1.590, while the t-table value is 1.703. Because the t-count is lower than the t-table ($t\text{-count} < t\text{-table}$), H_0 (which indicates that the quality of the service does not affect the purchase decision), is accepted, and H_2 (which assumes that the quality of the service significantly influences the purchase decision), is rejected. Therefore, when considered separately, the quality of service (X_2) has no significant influence on the purchase decision (Y). This is not in accordance with the descriptive results of the answers,

namely the perspective of consumer according to answers in the descriptive analysis of the respondents which produces the average value of the respondent's answers to the service quality variable (X2) which has a range of 3.70 to 4.20 shows a high average value, and based on the perception of the respondents, the quality of service in general is considered quite good [6].

Therefore, service quality, when considered individually, does not have significantly impact on purchasing decisions at Indomaret Gading Prambon Nganjuk. This shows that in the context of this study, consumers' purchasing decisions are more influenced by other factors rather than the experience of the services received. However, maintaining service quality is still essential for ensuring long-term customer loyalty. Of course, these results are not in line with the results of previous research, that optimal service quality can provide high value to purchasing decisions [4]. And In addition, there is also a difference with the previous research, revealed that purchasing decisions will increase if consumers feel comfortable and guided when they want to buy a product at Indomaret [10]. And this research is also different from the previous research, that the quality of service greatly affects consumer comfort in purchasing decisions [11].

The Influence of Promotion Mix and Service Quality on Purchase Decisions in Indomaret Gading, Prambon, Nganjuk

Based on the results of the simultaneous test or F test in table 6 of the results of the F test, it is known that the promotion mix (X1) and service quality (X2) together have a significant effect on the purchase decision (Y). This is evidenced by a significance value of 0.000, which is far below the limit of 0.05, and an F-value of 19.164. This means that if these two variables are combined, their contribution to consumer decisions in buying products at Indomaret Gading becomes more real. Although individually or partially the promotion mix (X1) and quality of service (X2) have not shown a significant influence, when both are viewed together, they actually produce a strong impact. This can be interpreted that consumers do not only consider one factor in making decisions, but look at a combination of various aspects, such as whether the promos offered are attractive enough and whether they feel comfortable with the services provided. These results demonstrate the importance of an integrated approach. Indomaret Gading needs to ensure that the promotion strategy goes hand in hand with improving service to customers. For example, attractive promotions will be more effective if they are delivered in a friendly and responsive way by employees, or good service will be more memorable if consumers also feel that they are getting a favorable offer. By maintaining the synergy between promotion and service, Indomaret can create a shopping experience that is not only fun but also encourages customers to come back again.

4. Conclusion

Based on the research findings and data analysis conducted, it can be concluded that there is a significant influence of the promotion mix partially on the purchase decision at Indomaret Gading Prambon Nganjuk. There was no significant effect on the quality of service partially on the purchase decision at Indomaret Gading Prambon Nganjuk. There is a significant influence of the promotion mix and service quality simultaneously on the purchase decision at Indomaret Gading Prambon Nganjuk.

So for Indomaret Gading, Prambon, Nganjuk it is recommended to optimize the promotional mix given the significant influence of the promotional mix on purchasing decisions, Indomaret Gading, Prambon, Nganjuk needs to focus more on relevant promotional strategies, such as seasonal discounts, loyalty programs, and advertisements that attract

customers' attention. And to improve the quality of service, even though it does not have a significant individual effect, Indomaret, Gading, Prambon, Nganjuk still needs to maintain and improve the quality of service in order to ensure a comfortable and satisfying shopping experience for consumers, which can increase loyalty in the long run.

And it is recommended to combine the mix of promotions and service quality. That is, a strategy that combines an attractive promotional mix with good service quality can provide more optimal results. Consumers who are satisfied with the service and interested in the promotion will be more likely to make a positive purchase decision.

So in this study, it is proven that there are still other variables that affect purchase decisions, but they are not discussed in this study. This can be used as material, in order to conduct the same follow-up research by including other variables that are not yet in this study such as price variables, brand image variables, customer satisfaction variables, and social and cultural factor variables to get good results.

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