Analysis of Price, Product Quality, and Promotion on Consumer Purchase Decisions at Supermarket X Nganjuk

M. Rizqi Al Hafidz

Universitas Nusantara PGRI Kediri, Kediri, Jl. KH. Ahmad Dahlan, No. 76 Mojoroto, Kediri City, East Java, 64112, Indonesia.

rizqikhafid02@com

Abstract (in English)

*Research aim :* The purpose of this study is to analyze the influence of price, product quality, and promotion on purchasing decisions at Supermarket X Nganjuk.

Design/Method/Approach : The method used in this research is quantitative.Sampling technique using technique*nonprobability sampling*. The sample taken in this study were consumers who purchased products at Supermarket X Nganjuk totaling 40 people. This study used multiple linear regression analysis techniques and hypothesis testing (t-test and F-test).

Research Findings : The results of the t-test study indicate that the variables of price, product quality, and promotion partially have a significant effect on purchasing decisions. Based on the results of the F test, it is known that the variables of price, product quality, and promotion simultaneously have a significant effect on purchasing decisions.

Theoretical contribution/Originality : Price, product quality, and promotion factors are part of the marketing mix elements. This study can provide empirical data on how the combination of these elements influences consumer decisions in the local retail sector, so that it can develop the concept of the marketing mix.

Practitionel/Policy implications: This research provides insights that can be applied to optimize pricing strategies, improve product quality, and design more effective promotions and helps businesses understand local consumer behavior so they can adapt marketing strategies to their needs and*preference*customer.

Research limitations: Because in this study it was proven that there are still other variables such as location, facilities,*store atmosphere*, and others that influence purchasing decisions, this can be used as material for conducting similar further research to obtain better results.

Keywords : price, product quality, promotion and purchasing decisions

1. Introduction

In today's era of global competition, companies must be careful in setting prices for each of their products, because pricing for service products will have a direct impact on the level of demand for those products.[1]. For consumers, price is not just the exchange value of goods or

services, but consumers always expect a suitable return between the benefits of the product they will receive and the sacrifices they make.[2]. Increasing business and trade competition encourages retailers to implement appropriate marketing strategies so that their businesses can compete and excel in business competition.[3].

Retail is an important link in the goods distribution process and is the final link in a distribution process.[4]. Through retail, a product can meet directly with its users. The retail industry is defined as an industry that has been given added value to meet the needs of individuals, families, groups, or end users.[5]. The presence of the modern retail industry basically takes advantage of the shopping patterns of society, especially the upper middle class who do not want to be jostled in traditional markets.[6]. Changes in shopping patterns in society support the development of the modern retail industry. This can be seen from the number of modern retailers, both in cities and villages.[7].
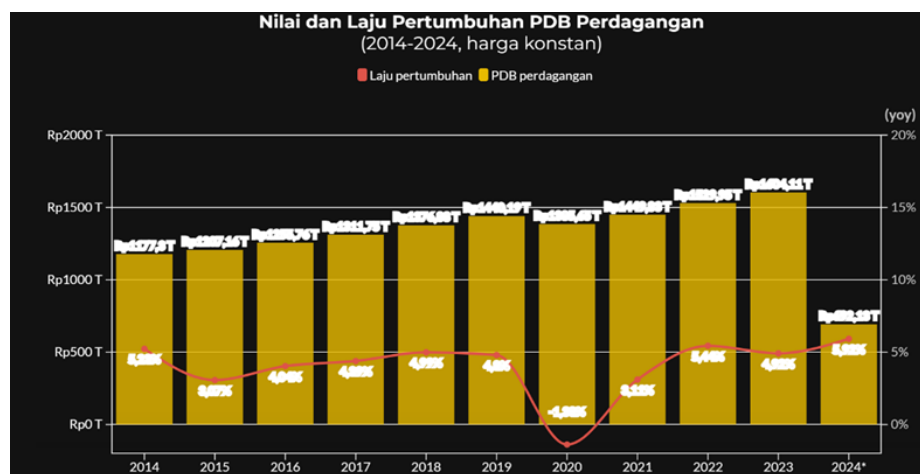
Figure 1. Value and Growth Rate of Trade GDP
Source:https://id.techinasia.com/data-ritel-indonesia-panduan-besar

Based on Figure 1, the retail industry has a large contribution to the Indonesian economy. The industry, which is included in the wholesale and retail trade business sector, contributed 10.89 percent to Indonesia's gross domestic product (GDP) in Q2/2024. In the last 10 years, trade GDP has also tended to grow, except in 2020 when the Covid-19 pandemic occurred. Even so, this industry is facing the challenge of weakening people's purchasing power, which is reflected in consecutive monthly deflation since May-September 2024. Throughout 2024, retail sales growth also tends to be limited, which can be caused by several factors such as a decrease in people's purchasing decisions for local products[8].

Purchasing decisions are part of consumer behavior, namely individuals, groups and organizations to choose, buy, use and how goods, services, ideas or experiences to satisfy needs and desires. The more product choices sold on the market, the freer consumers are to choose products that match their expectations.[9]. Price factor, basically buyers always compare prices from one shop to another.[10]. Price is the sum of all the values given by customers to gain the benefits of having or using a product or service.[11]. The quality of the product must also be considered by the company, because consumers will pay attention to the quality of the product before buying a product. According to[12]that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. The next factor is promotion, persuasive communication, inviting, urging,

persuading, and convincing. The main purpose of promotion is to provide information, attract consumer attention and then provide it well will also increase the company's sales[13].

Researchers conducted observations at Supermarket X Nganjuk, located at Jl. Mawar No.18 RT. 02 RW. 03, Lengkong, Nganjuk, Hutan, Lengkong, Kec. Lengkong, Nganjuk Regency, East Java 64393. Based on the results of the observation, it was found that this supermarket is quite crowded with buyers every month and there are discounts. Therefore, researchers are interested in analyzing what causes consumers to decide to buy necessities at Supermarket X Nganjuk. Here are some of the supermarket competitors in Lengkong District:

Table 1. Supermarket Competition Data in Lengkong District

Supermarket Name	Address	Consumer Reviews
X	Jl. Mawar No. 18 RT. 02 RW. 03, Lengkong, Nganjuk, Forest, Lengkong, District. Lengkong, Nganjuk Regency, East Java 64393	Has 18 positive reviews with a rating of 4.3 stars
Y	Lengkong Lor, Lengkong, Lengkong District, Nganjuk Regency, East Java 64393	Has 151 positive reviews with a rating of 4.4 stars
Z	Jl. Gondang - Lengkong No.21, Hutan, Lengkong, Kec. Lengkong, Nganjuk Regency, East Java 64393	Has 1 positive review with a rating of 4.0 stars

Source: Googlemaps, 2024

From table 1. regarding the data on supermarket competition in Lengkong District, Supermarket X has 18 positive reviews with a rating of 4.3 stars, Minimarket Y has 151 positive reviews with a rating of 4.4 stars, and Mitra Z has 1 positive review with a rating of 4.0 stars, it can be concluded that Minimarket Y has more reviews compared to Supermarket X which is in second place, and Mitra Z in last place which has few reviews.

Consumers tend to consider price as one of the main factors in assessing the feasibility of a product. A price that is considered appropriate to the quality and value offered will increase purchasing interest, while a price that is too high or too low can decrease such interest. Therefore, setting the right price is very important to encourage positive purchasing decisions. High-quality products are able to meet consumer expectations, increase trust, and provide satisfaction, thus encouraging consumers to make purchases. Therefore, maintaining and improving product quality is an important key in winning market competition and attracting purchasing interest. Attractive and targeted promotions can increase awareness, attract interest, and encourage consumers to buy products. Through promotions, consumers obtain information that helps them make faster and more convincing purchasing decisions. Therefore, a price that is appropriate to the value offered will increase the appeal of the product. Good product quality creates consumer satisfaction and trust. Meanwhile, effective promotions can strengthen the product image, attract attention, and encourage purchasing decisions. These three factors support each other in shaping consumer perceptions and purchasing interest in a product.

This phenomenon is supported by research by[14]which states that price, product quality and promotion influence consumer purchasing decisions, in addition to research by[15]states that price, product quality, and promotion influence consumer purchasing decisions. However, in research by[16]states that price does not influence consumer purchasing decisions. Meanwhile, research by[17]states that product quality does not affect consumer purchasing

decisions. Research by[18]stated that price, product quality and promotion affect consumer purchasing decisions. Based on the research, there was inconsistency in the research results, so researchers need to study more deeply the influence of purchasing decisions that can be influenced by several factors such as price, product quality, and promotion.

Based on the phenomena and gap research that have been presented by the researcher, namely about price, product quality, and promotion on consumer purchasing decisions, the author is interested in conducting research with the title "Analysis of Price, Product Quality, and Promotion on Consumer Purchasing Decisions at Supermarket X Nganjuk"

1.1. Statement of Problem

There are still some problems found such as price competition, product quality competition, promotional competition and inconsistency of research results. So based on these problems, a research question is formulated as follows:

1. Is it suspected that there is an influence of price on consumer purchasing decisions at Supermarket X Nganjuk?
2. Is it suspected that there is an influence of product quality on consumer purchasing decisions at Supermarket X Nganjuk?
3. Is it suspected that there is an influence of promotion on consumer purchasing decisions at Supermarket X Nganjuk?
4. Is it suspected that there is an influence of price, product quality, and promotion on consumer purchasing decisions at Supermarket X Nganjuk?

This study explains that purchase decisions are influenced by three main variables: price, product quality, and promotion. Price reflects the value and appeal of a product in the eyes of consumers, product quality indicates the product's ability to meet consumer needs and expectations, while promotion plays a role in shaping perception and encouraging buying interest. These three factors are interconnected and collectively shape the overall consumer perception of a product. Therefore, the relationship between price, product quality, and promotion, both individually and simultaneously, is suspected to have a significant influence on purchase decisions, forming the basis for the development of this study's hypotheses.

1.2. Research Objectives

Based on the formulation of the problem, the objectives of this research are:

1. To determine and analyze the influence of price on consumer purchasing decisions at Supermarket X Nganjuk.
2. To determine and analyze the influence of product quality on consumer purchasing decisions at Supermarket X Nganjuk.
3. To determine and analyze the influence of promotions on consumer purchasing decisions at Supermarket X Nganjuk.
4. To determine and analyze the influence of price, product quality, and promotion on consumer purchasing decisions at Supermarket X Nganjuk.

2. Method

The research technique uses a causal technique, a causal relationship technique, so that it can be known which variables influence which variables are influenced. The population to be selected in this study is consumers who buy at Supermarket X Nganjuk. The sampling technique used in this study uses a nonprobability sampling technique. According to[19]nonprobability sampling is a sampling technique that does not provide equal opportunities/chances for each element or member of the population to be selected as a sample. According to[19]where the analysis used is multivariate with correlation or multiple regression, then the number of sample members is taken 10 times the number of variables studied. There are 4 variables in this study (independent + dependent), so the number of sample members = 10 X 4 variables = 40. From the calculation results above, the number of samples studied is 40 respondents who buy products at Supermarket X Nganjuk. In this study, researchers used a structured questionnaire using the Likert Scale. The Likert Scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. The measurement of validity and reliability that will be used in this study is by using the SPSS version 25 analysis tool. The results of the validity test and reliability test are as follows:

Validity Test

Validity calculations are assisted by using the SPSS version 25 program. Based on the results of the calculation of the product moment person correlation coefficient with SPSS, the results are listed in table 1 below:

Table 1. Validity Test of Research Instruments

Variables	Item	rhitung	rtable	Information
Purchase Decision (Y)	1	0.701	0.312	Valid
	2	0.738	0.312	Valid
	3	0.707	0.312	Valid
	4	0.847	0.312	Valid
	5	0.790	0.312	Valid
	6	0.813	0.312	Valid
	7	0.891	0.312	Valid
	8	0.732	0.312	Valid
Price (X1)	1	0.829	0.312	Valid
	2	0.767	0.312	Valid
	3	0.826	0.312	Valid
	4	0.786	0.312	Valid
	5	0.680	0.312	Valid
	6	0.730	0.312	Valid
	7	0.601	0.312	Valid
	8	0.615	0.312	Valid
	9	0.826	0.312	Valid
	10	0.786	0.312	Valid
Product Quality (X2)	1	0.826	0.312	Valid
	2	0.813	0.312	Valid
	3	0.831	0.312	Valid
	4	0.857	0.312	Valid
	5	0.876	0.312	Valid
	6	0.757	0.312	Valid

Variables	Item	rhitung	rtable	Information
	1	0.777	0.312	Valid
	2	0.786	0.312	Valid
Promotion (X3)	3	0.854	0.312	Valid
	4	0.726	0.312	Valid
	5	0.791	0.312	Valid
	6	0.828	0.312	Valid

Source: processed data

Based on table 1, it shows that the level of validity of the instrument used is quite good. The valuercount all statement items above more than rtable. Thus all statement items in the research instrument are declared valid.

Reliability Test

The calculation was assisted by using the SPSS version 25 program. Based on the calculation, the results of the reliability of the research instrument can be seen in the following table 2:

Table 2.Reliability of Research Instruments

Variables	Cronbach's Alpha	Critical Alpha	Information
Purchase Decision (Y)	0.903	0.6	Reliable
Price (X1)	0.909	0.6	Reliable
Product Quality (X2)	0.904	0.6	Reliable
Promotion (X3)	0.879	0.6	Reliable

Source: processed data

Based on table 2, it shows that the Cronbach's Alpha value for all variables is > 0.6, so all variables can be said to be reliable.

Data analysis techniques use classical assumptions (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), multiple linear regression analysis, coefficient of determination R^2, and hypothesis testing (t-Test and F-Test).

3. Results and Discussion / Results and Discussion

Respondent Description

This respondent description is a process of describing respondents based on gender, age, and education. In the study, 40 respondents were obtained, which this result known from the number of questionnaire distribution results.

Respondent Data Based on Gender

The following is data from respondents who are consumers. Buy products at Supermarket X Nganjuk gender:

Table 3 Respondents' Gender

No.	Gender	Frequency	Percentage (%)
1	Man	18	45 %
2	Woman	22	55 %
	Total	**40**	**100**

Source: Processed primary data, 2024

From the results of table 3, it can be seen that the respondents were male, namely 45% and female respondents, namely 55%.

Respondent Data Based on Age

The following is data from respondents who are consumers. Buy products at Supermarket X Nganjuk age:

Table 4 Respondents' Age Level

No.	Age	Frequency	Percentage (%)
1	< 20 years	7	17,5 %
2	20-30 years	14	35 %
3	> 30 years	19	47,5 %
	Total	**40**	**100**

Source: Processed primary data, 2024

From the results of Table 4, it can be shown that respondents aged <20 years are 17,5 % of the total respondents. Respondents aged between 20-30 years are 35 % of respondents. Respondents > 30 years are 47,5 % of all respondents.

Respondent Data Based on Occupation

The following is data from respondents who are consumers. Buy products at Supermarket X Nganjuk based on the job:

Table 5 Respondents' Employment Level

| No.	Work	Frequency	Percentage (%)
1	Student	6	15 %
2	Student	18	45 %
3	Employee	16	40 %
	Total	**40**	**100**

Source: Processed primary data, 2024

From the results of Table 5, it can be shown that student respondents are 15 % of the total respondents. Student respondents are 45 % of the respondents. Employee respondents are 40 % of all respondents.

Data analysis

Classical Assumption Test

    a. Normality Test

    Based on the normality test using the SPSS program, the following image was obtained:
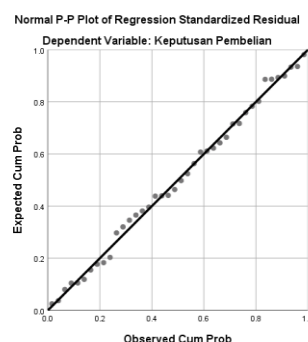
Figure 2. Normality Test Results

Source: SPSS version 25 output

From Figure 2, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line. The fact to prove that the regression product meets the assumption of normality, because the data from the results of respondents' answers about price, product quality, promotion and purchasing decisions are spread between the diagonal lines.

b. Multicollinearity Test

Based on the research results that have been analyzed using SPSS, the following values were obtained:

Table 3. Multicollinearity Test

Coefficientsa

| Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	.346	2,886
	Product Quality	.703	1,422
	Promotion	.387	2,584

a. Dependent Variable: Purchase Decision

Source: SPSS version 25 output

From table 3, it can be seen that in the regression product there is no multicollinearity or perfect correlation between the independent variables. The criteria for no multicollinearity are the VIF value of price, product quality, and promotion is less than 10 and the tolerance value is greater than 0.1.

c. Heteroscedasticity Test

Based on the classical assumption test using the SPSS program, the following image was obtained:
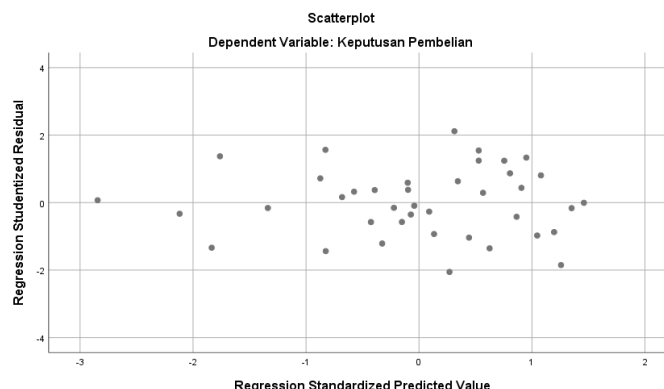
Figure 3. Heteroscedasticity Test
Source: SPSS version 25 output

Based on Figure 3, it is known that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so there is no heteroscedasticity. This can be interpreted that the data from the results of respondents' answers about price, product quality, and promotion do not have the same standard deviation or data deviation towards purchasing decisions.

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Information
Y   = variable buying decision
X1   = variable price
X2   = variable product quality
X3   = variable promotion
b1,b2,b3 = Regression coefficient
e   = error

After conducting a classical assumption test and multiple linear regression equation, the next step is to conduct a research hypothesis test which aims to determine whether the independent variable (X) has a significant effect on the dependent variable (Y).

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis can be seen in the following table:

Table 4. Results of Multiple Linear Regression Analysis
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1,549	3,779	
	Price	.215	.138	.263
	Product Quality	.351	.142	.291
	Promotion	.578	.237	.387

a. Dependent Variable: Purchase Decision
Source: SPSS version 25 output

Based on the calculation results in table 4, the regression equation is arranged as follows:

Y = 1.549 + 0.215 X1 + 0.351 X2 + 0.578 X3

It means :
a. a = 1.549 : ifPrice (X1), product quality (X2) and promotion (X3) are assumed to have no influence at all (=0), so the purchasing decision is 1.549.

b. b1 = 0.215 : meaning ifprice (X1) increases by 1 (one) unit and product quality (X2) and promotion (X3) remain the same, then the purchasing decision will increase by 0.215 units.

c. b2 = 0.351 : meaning ifproduct quality (X2) increases by 1 (one) unit, price (X1) and promotion (X3) remain the same, then purchasing decisions will increase by 0.351 units.

d. b3 = 0.578: this means that if promotion (X3) increases by 1 (one) unit, price (X1) and product quality (X2) remain the same, then purchasing decisions will increase by 0.578 units.

Coefficient of Determination

The coefficient of determination is used to determine how much influence the independent variable has on the dependent variable. The value of the coefficient of determination is determined by the adjusted R square value as seen in table 5:

Table 5.Determination Test Results
Model Summaryb

Model	R	R Square	Adjusted R Square
1	.805a	.649	.619

a. Predictors: (Constant), Promotion, Product Quality, Price
b. Dependent Variable: Purchase Decision

Source: SPSS version 25 output

Based on table 5, it is known that the adjusted R square value is 0.619. This shows that the magnitude of the influence of price, product quality, and promotion on purchasing decisions is 62%, meaning that there are still other variables that influence purchasing decisions by 38%, but these variables are not examined in this study, because they have been adjusted to the number of independent variables.

Hypothesis Testing
a. t-test (Partial/individual influence test)

Based on the results of the t-test that has been carried out, the following values were obtained:

Table 6. t-Test Results
Coefficientsa

Model		t	Sig.
1	(Constant)	.410	.684
	Price	2,564	.026
	Product Quality	2.465	.019
	Promotion	2,439	.020

a. Dependent Variable: Purchase Decision

Source: SPSS version 25 output

Based on the calculations in table 6, it is known that:

a. The price variable obtained a significance value of 0.026 < 0.05 and a tcount value of 2.564 while the ttable was 1.683 which means that tcount > ttable so that it

means that H0 (it is suspected that price does not affect purchasing decisions) is rejected and H1 (it is suspected that price affects purchasing decisions) is accepted. Thus it is proven that price (X_1) partially or individually has a significant influence on purchasing decisions (Y).

b. The product quality variable obtained a significance value of 0.019 < 0.05 and a tcount value of 2.465 while the ttable was 1.683 which means that tcount > ttable so that it means that H0 (it is suspected that product quality does not affect purchasing decisions) is rejected and H2 (it is suspected that product quality affects purchasing decisions) is accepted. Thus it is proven that product quality (X_2) partially or individually has a significant influence on purchasing decisions (Y).

c. The promotion variable obtained a significance value of 0.020 < 0.05 and a tcount value of 2.439 while the ttable was 1.683 which means that tcount > ttable so that it means that H0 (it is suspected that promotion does not affect purchasing decisions) is rejected and H3 (it is suspected that promotion affects purchasing decisions) is accepted. Thus, it is proven that promotion (X_3) partially or individually has a significant influence on purchasing decisions (Y).

b. F test (simultaneous influence test)

Based on the results of the F test that has been carried out, the following values were obtained:

Table 7. F Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	778.231	3	259,410	22.142	.000b
	Residual	421,769	36	11,716		
	Total	1200.000	39			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Product Quality, Price

Source: SPSS version 25 output

From the calculation above, it is known that the sig. value is 0.000 <0.05 and Fcount is 22.142> Ftable is 2.606, which means that H0 (it is suspected that price, product quality, and promotion do not affect purchasing decisions) is rejected and H4 (it is suspected that price, product quality, and promotion affect purchasing decisions) is accepted. So it is proven that simultaneously, price (X1), product quality (X2), and promotion (X3) have a significant effect on purchasing decisions (Y).

DISCUSSION

From the test results conducted by the researcher, it was found that the three variables have a significant influence on purchasing decisions. The explanation of each variable will be explained as follows:

The Influence of Price Variables Partially on Purchasing Decisions at Supermarket X Nganjuk

The price variable (X1) partially has a significant effect on purchasing decisions (Y). Because the results of the statistical test in table 6 show that the price variable obtains a significance value of 0.026 <0.05 and a tcount value of 2.564 while the ttable is 1.683 which means that tcount> ttable so that it means that H0 is rejected and H1 is accepted. Thus, it is proven that the price (X1) partially or individually has a significant effect on purchasing decisions (Y). This means that by keeping prices stable and affordable for middle and lower middle class people, it will increase product purchasing decisions for consumers. This study supports research conducted by[14]which states that price has a significant influence on purchasing decisions.

In addition, this research is also in accordance with the theory put forward by[11]Price factor, basically buyers always compare prices from one store to another. Price is the sum of all values given by customers to gain the benefit of having or using a product or service.

Based on the results of research and expert theories, Swalayan X Nganjuk must implement effective pricing arrangements to increase purchasing decisions, by creating added value, increasing product appeal, and building customer loyalty. Several approaches such as discounts, psychological pricing, limited offers, and bundling can influence customer perceptions of product price and value.

The Influence of Product Quality Variables Partially on Purchasing Decisions at Supermarket X Nganjuk

The product quality variable (X2) partially has a significant effect on purchasing decisions (Y). Because the results of the statistical test in table 6 show that the product quality variable obtains a significance value of 0.019 <0.05 and a tcount value of 2.465 while the ttable is 1.683 which means that tcount> ttable so that it means that H0 is rejected and H2 is accepted. Thus it is proven that product quality (X2) partially or individually has a significant effect on purchasing decisions (Y). This means that by maintaining the quality of a product that is sold to the wider community, it will bring about a decision for consumers to buy the product. This study supports research conducted by[15]which states that product quality has a significant influence on purchasing decisions.

In addition, this research is also in accordance with the theory put forward by[12]that product quality is a product's ability to perform its functions, the ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Product quality must also be considered by the company, because consumers before buying a product will pay attention to the quality of the product.

Based on the results of research and expert theories, Supermarket X Nganjuk must maintain the quality of its products to ensure their safety and must frequently evaluate products

so that no products pass their expiration date, so that consumers still make decisions to buy the product.

The Influence of Promotion Variables Partially on Purchasing Decisions at Supermarket X Nganjuk

Promotion variable (X3) partially has a significant effect on purchasing decision (Y). Because the results of the statistical test in table 6, show that the promotion variable obtained a significance value of 0.020 <0.05 and a tcount value of 2.439 while the ttable is 1.683 which means tcount> ttable so that it means that H0 is rejected and H3 is accepted. Thus it is proven that promotion (X3) partially or individually has a significant effect on purchasing decision (Y). This means that promotion is very much needed to increase purchasing decision by giving promos to certain products, consumers will be interested in buying them. This study supports research conducted by[18]which states that promotion has a significant influence on purchasing decisions.

In addition, this research is also in accordance with the theory put forward by[13]persuasive communication, inviting, urging, persuading, and convincing. The main purpose of promotion is to provide information, attract consumer attention and then give well will also increase the company's sales.

Based on the results of research and theories of experts, in carrying out promotions, Supermarket X Nganjuk must prepare products that are needed by all levels of society, such as household necessities, namely basic necessities, with products that are needed by the community will accelerate the promotion process and increase consumer purchasing decisions.

The Influence of Price, Product Quality, and Promotion Variables Simultaneously on Purchasing Decisions at Supermarket X Nganjuk

Based on table 5, it is known that the adjusted R square value is 0.619. This shows that the magnitude of the influence of price, product quality, and promotion on purchasing decisions is 62%, meaning that there are still other variables that influence purchasing decisions by 38%, but these variables were not examined in this study, because they have been adjusted to the number of independent variables, and in table 7, price (X1), product quality (X2) and promotion (X3) obtained a significance value of 0.000, because the probability of 0.000 <0.05 and Fcount of 22.142> Ftable of 2.606, then H0 is rejected and H4 is accepted. This means that price (X1), product quality (X2) and promotion (X3) simultaneously influence purchasing decisions.

The results of this study are in accordance with the results of research conducted by[14],[15], And[18]states that price (X1), product quality (X2) and promotion (X3) influence purchasing decisions. Price, product quality, and promotion have a close relationship in influencing purchasing decisions. Consumers tend to choose products that offer the optimal combination of these three aspects: competitive price, satisfactory quality, and attractive promotion. By managing these three factors strategically, businesses can increase competitiveness, attract more consumers, and encourage profitable purchasing decisions.

Based on the results of previous research and studies, Swalayan X Nganjuk must implement strategies such as competitive prices, guaranteed product quality, and attractive promotions such as discounts or loyalty programs to create greater appeal. By combining these

three elements, Swalayan X Nganjuk can increase sales, attract new customers, retain old customers and improve purchasing decisions.

4. Conclusion

This study basically focuses on marketing management issues, especially to determine how much influence the variables of price, product quality, and promotion partially or simultaneously have a significant effect on purchasing decisions at Supermarket X Nganjuk. Based on the results of the research and data analysis that have been carried out, it can be concluded that:

a. There is a significant partial influence of price on purchasing decisions at Supermarket X Nganjuk.
b. There is a significant partial influence of product quality on purchasing decisions at Supermarket X Nganjuk.
c. There is a significant partial influence of promotion on purchasing decisions at Supermarket X Nganjuk.
d. There is a significant influence of price, product quality, and promotion simultaneously on purchasing decisions at Supermarket X Nganjuk.

For Supermarket X Nganjuk, it is recommended to continue to improve purchasing decisions in several factors such as price, by providing discounts and special offers, for example buy 2 get 1 free, or weekend discounts. Product quality factors, by conducting routine quality control, ensure that the products sold, especially fresh food, are of good quality. And for the promotion factor by conducting social media promotions, such as using digital platforms such as Instagram or TikTok to advertise products with attractive promotions or product demos. In doing so, Supermarket X Nganjuk will improve consumer purchasing decisions and increase sales every month.

For further researchers, because in this study it is proven that there are still other variables that influence purchasing decisions but are not discussed in this study, this can be used as material to conduct similar further research by including other variables that are not yet in this study such as service variables, location and facilities in order to obtain better results.

References

[1]   L. Pamungkas, S. Kantun, and D. Herlindawati, "Analysis of production cost determination based on job order cost method,"*Econ FORUM.*, vol. 24, no. 1, 2022, doi: 10.30872/jfor.v24i1.10521.

[2]   AR Amelia Setyawati, "Marketing Management in the Fast-Paced Business Era,"*Nusa Creative Media*, no. 8.5.2017. 2022.

[3]   CIS Shellya, A. Prasojo, and IB Raharjo, "Implementation of marketing strategies in maintaining existence and increasing potential consumer trust in Luna Piena Wedding Organizer 1),2),3),"*J. SIMANIS*, vol. 2, 2023.

[4]   B. Al Aradatin, Muslih and R. Meilina, "The Influence of Online Customer Review and Online Customer Rating on Purchasing Decisions Through the Shopee Marketplace (A Study on Active Students of the Management Study Program, Class of 2017, UNP Kediri),"*Seminar. Nas. Management, Econ. and Accounting.*, 2021.

[5]   E. Soliha, "Analysis Of Retail Industry In Indonesia,"*J. Business and Econ.*, vol. 15, no. 2, 2019.

[6]   EN Aisha*et al.*, Digital business transformation. 2021.

[7]   M. Indrasari,*Marketing and Customer Satisfaction*. 2019.

[8]   H. Purnomo, R. Sardanto, and B. Muslih, "SThe Significance of Price, Facilities and Services on Consumer Satisfaction of Hotel Services," J. Ekobis Ekon. Bisnis Manaj., vol. 11, no. 1, 2021, doi: 10.37932/jev11i1.167.

[9]   P. Kotler and KL Keller,*Marketing Management 13th edition volumes 1 and 2, Translated by: Bob Sabran*. 2019.

[10]   ED Soeprajitno, "The Influence of Service Quality, Price, and Location on Purchasing Decisions (Case Study on Consumers of Traditional Clothing Stands at Bandar Kediri Market),"*Journal of Econ. Business s*, vol. 4, no. 2, 2018.

[11]   Kotler and Armstrong,*Location, Price, and Quality of Service*. 2019.

[12]   P. Kotler and G. Armstrong, "The Effect of Marketing Mix on Purchase Decisions for MILD Cigarettes,"*J. Ecodemica J. Econ. Management, and Business*, 2019.

[13]   Mursid, "Marketing Management," in*Marketing 91*, 2019.

[14]   D. Ismiatun, A. Budiatmo, and AE Prihatini, "The Influence of Price, Promotion, and Product Quality on Purchasing Decisions (Study on Consumers of Hangiri Banyumanik Semarang),"*J. Business Administration Science*, vol. 11, no. 4, 2022, doi: 10.14710/jiab.2022.36112.

[15]   S. Dian, N. Siahaan, and AE Putriku, "Analysis of the Influence of Price, Product Quality and Sales Promotion on Consumer Purchasing Decisions at KFC Sun Plaza, Medan,"*J. Bus. Econ. Res.*, vol. 2, no. 2, 2021.

[16]   T. Gulo, L. Suryati, and RSI Ginting, "Analysis of the Influence of Product Quality, Price and Promotion on Purchasing Decisions at Fa. Banang Jaya,"*J. Ilm. Manaj. Unity*, vol. 10, no. 3, 2022, doi: 10.37641/jimkes.v10i3.1508.

[17]   K. Kustaji, H. Anitasari, A. Azhari, F. Noor, and MR Agustino, "Analysis of the Influence of Price, Product Quality, and Promotion on Purchase Decisions for Contemporary Fashion at Fandim Jaya Collection Store,"*J. Educator. Tambusai*, vol. 7, no. 2, pp. 9431–9435, 2023.

[18]   MIN Maulana, "The Influence of Price, Product Quality, and Promotion on Purchasing Decisions of Artfresh Products," PERFORMA, vol. 5, no. 6, 2021, doi: 10.37715/jp.v5i6.1854.

[19]   Mr. Sugiyono,*Quantitative, Qualitative, and R&D Research Methods*. Bandung:CV: Alfabeta, 2023.