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The Influence of Product Variety, Service Quality and Price on Purchasing Decisions (a Case Study on Customers of Miniso Central Park Mall Jakarta)

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ABSTRACT
This study aims to examine the effect of product variety, service quality, and price on purchasing decisions among customers of MINISO Central Park. The research employs a quantitative causal design with data collected through a structured questionnaire distributed to customers. The analysis was conducted using multiple regression to evaluate the validity, reliability, and statistical significance of the proposed relationships. The findings reveal that service quality and price significantly influence purchasing decisions, while product variety shows no substantial impact. The results suggest that customers place greater emphasis on the affordability of products and the quality of service they experience, rather than the diversity of product assortment. This highlights the importance of focusing on value creation and service excellence to strengthen consumer decision-making. The study contributes to marketing literature by providing evidence from a retail context and offers managerial implications for enhancing customer satisfaction and loyalty.

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INTRODUCTION

Every individual has both primary and secondary needs that continue to grow over time. Along with the development of modern lifestyles, these needs are becoming more diverse, which in turn has encouraged the emergence of various forms of retail businesses. In Indonesia, the retail sector is divided into two categories: traditional and modern. Modern retail is generally located in large shopping centers and adopts a self-service concept that is practical and diverse, making it easier for consumers to choose products (Azizah & Astuti, 2024).

Indonesia's retail sector recorded a 2.0% year-on-year growth in February 2025, an increase from 0.5% in January, driven primarily by the automotive, food, and clothing sectors (TradingEconomics, 2025). This growth, particularly in big cities such as Jakarta, has had a significant impact on economic development while simultaneously intensifying competition among business players. Such advancements are fueled by the evolving urban lifestyle—

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especially among young people and adults—who increasingly prefer innovative and trendy products. In this competitive climate, retail companies are required to design effective and adaptive marketing strategies to retain customer loyalty while also attracting new buyers.

Consumer trends in Southeast Asia also reflect this shift, with 39% of customers purchasing products abroad due to the uniqueness unavailable in their home countries. Additionally, Korean and Japanese-style designs (29%), product quality, and cultural values are strong factors influencing consumer choices, showing that unique and aesthetically pleasing foreign products are increasingly in demand, including in Indonesia (Koran-jakarta.com, 2025).

This phenomenon has encouraged many retail outlets to expand their market reach by opening branches in major shopping centers across various cities. One such retailer is Miniso, which has established more than 194 outlets throughout Indonesia (Miniso Indonesia, 2022). The Miniso store at Central Park Mall Jakarta is among the largest and is located in a prominent shopping center with high customer traffic. While this strategic location provides clear advantages, it also brings challenges, as Miniso faces competition from other similar retailers such as KKV, Nice So, and Daiso. To remain relevant and become the preferred choice for consumers in this dynamic market, Miniso must continue to innovate in terms of product variety, service quality, and pricing strategy.

Purchasing decisions, as defined by Rafida et al. (2023), are personal activities based on individual needs and desires. According to Kotler and Keller (2016), purchasing decisions involve a process that includes problem recognition, information search, evaluation of alternatives, and finally, the decision to buy. These decisions are influenced by several factors, including product variety, service quality, and price, which together shape customers' perceptions of value. Product variety provides consumers with flexibility, but its influence has shown mixed results across studies (Firdiansyah & Prawoto, 2021; Pratiwi et al., 2024; Azizah & Astuti, 2024). Service quality reflects how effectively services meet or exceed customer expectations, with some studies showing significant effects and others not (Cahya et al., 2021; Saadah et al., 2023). Price also plays a crucial role, where affordable pricing can encourage purchases, although its impact varies depending on product type and customer sensitivity (Saadah et al., 2023; Melindawaty & Istikomah, 2024).

METHODS

The present study adopts a quantitative research approach with a causal design. This method was chosen to capture the relationships between product variety, service quality, price, and purchasing decisions within a retail setting. A causal design allows the researcher to examine not only associations among variables but also the direction of influence, which is essential for developing managerial implications.

The population of the study consists of customers who have purchased products at MINISO Central Park. Since the population size could not be determined with certainty, the sample was selected using non-probability sampling, specifically purposive sampling. This technique ensures that respondents who participated were those with direct experience as customers, making their responses relevant to the research objectives.

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Data were gathered through a structured questionnaire constructed on a five-point Likert scale ranging from strongly disagree to strongly agree. The items in the questionnaire were adapted from previous studies in marketing and consumer behavior to ensure conceptual validity. The instrument was distributed in person to customers after they completed their shopping activities, allowing them to respond based on fresh experiences.

Before conducting the full survey, a pilot test was carried out with a limited number of respondents to assess the clarity of the items. Feedback from this preliminary stage helped refine the wording of certain statements to avoid ambiguity. The final questionnaire included items that measured product variety, service quality, price perception, and purchasing decisions, each represented by multiple indicators.

Validity and reliability tests were performed to confirm the quality of the measurement instrument. Item validity was examined by correlating each item score with the total construct score, while reliability was tested using Cronbach's Alpha. Both tests ensured that the items consistently measured the intended constructs and provided confidence for further statistical analysis.

The data analysis process involved several stages. First, descriptive statistics were used to summarize the demographic characteristics of respondents. Second, classical assumption tests such as normality, multicollinearity, and heteroskedasticity were applied to verify that the regression model met the necessary requirements. Meeting these assumptions was important to guarantee the accuracy of the inferential results.

Multiple regression analysis was then applied to examine the influence of the independent variables on the dependent variable. The model tested the individual and simultaneous effects of product variety, service quality, and price on purchasing decisions. The strength of the model was assessed using the coefficient of determination, while hypothesis testing was conducted through the t-test and F-test.

RESULTS AND DISCUSSION

Validity and Reliabity Test

Table 1. Results of Validity and Reliability Tests

Variable	Question	Validity			Realibility	
		r - count	r tabel	Status	Cronbach's Alpha	Status
Product Variety (X1)	X1.1	0.337	0.169	Valid	0.717 > 0.6	Reliable
	X1.2	0.358	0.169	Valid		
	X1.3	0.378	0.169	Valid		
	X1.4	0,399	0.169	Valid		
	X1.5	0.376	0.169	Valid		
Service Quality	X2.1	0.353	0.169	Valid	0.632 > 0.6	Reliable
	X2.2	0.390	0.169	Valid		
	X2.3	0.349	0.169	Valid		
	X2.4	0.355	0.169	Valid		
	X2.5	0.487	0.169	Valid		

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Price	X3.1	0.403	0.169	Valid	0.631 > 0.6	Reliable
	X3.2	0.357	0.169	Valid		
	X3.3	0.392	0.169	Valid		
	X3.4	0.400	0.169	Valid		
	X3.5	0.368	0.169	Valid		
Purchasing Decisions	Y1	0.399	0.169	Valid	0.652 > 0.6	Reliable
	Y2	0.383	0.169	Valid		
	Y3	0.446	0.169	Valid		
	Y4	0.386	0.169	Valid		
	Y5	0.417	0.169	Valid		

Table 1 indicates that all items in the questionnaire instrument are considered valid, as the calculated r-values exceed the r-table values in accordance with the validity testing criteria. Furthermore, the reliability test shows that all items meet the requirements, with Cronbach's Alpha values greater than 0.60, demonstrating that the instrument has a good level of consistency. Thus, the entire instrument can be regarded as both valid and reliable.

Classical Assumption Tests

Normality Test

Table 2. One-Sample Kolmogorov-Smirnov test Output

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		132
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.00790208
Most Extreme Differences	Absolute	.070
	Significant	.070
	Negative	-.042
Test Statistic		.070
Asymp. Sig. (2-tailed)[c]		.200[d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The normality test in this study was conducted using the Kolmogorov-Smirnov method, with the decision criterion set at sig > 0.05. Based on Table 2, the Kolmogorov-Smirnov test produced an Asymp. Sig (2-tailed) value of 0.200, indicating that the data are normally distributed.

Multicollinearity Test

The multicollinearity test was assessed using the Tolerance and Variance Inflation Factor (VIF) values, which serve to identify the presence or absence of multicollinearity in the regression model. If the Tolerance value is greater than 0.1 and the VIF is less than 10, it can

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be concluded that there is no indication of multicollinearity among the independent variables in the model.

Table 3. Multicollinearity Test Output

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Collinearity Statistics (Tolerance)	VIF
(Constant)	8.133	3.061	–	2.657	0.009	–	–
Product Variety (X1)	-0.161	0.158	-0.079	-1.019	0.31	0.893	1.12
Service Quality (X2)	0.206	0.081	0.205	2.542	0.002	0.829	1.206
Price (X3)	0.526	0.086	0.471	6.098	<0.001	0.905	1.105

a. Dependent Variable: Purchasing Decision (Y)

The results of the multicollinearity test between the independent variables and the dependent variable are presented as follows: It can be seen in table 3 that:

1. The Tolerance value on the Product Variety variable is 0.893 and the VIF value is 1.120, namely Tolerance 0.893 > 0.10 and VIF 1.120 < 10.000. So it can be concluded that there is no symptom of Multicollinearity in the Product Variety variable (X1).
2. The Tolerance value on the Service Quality variable (X2) is 0.829 and the VIF value is 1.206. So Tolerance 0.829 > 0.10 and VIF 1.206 < 10.000 can be concluded that there is no symptom of Multicollinearity in the Service Quality variable (X2).
3. The Tolerance value on the Price variable (X3) is 0.905 and the VIF value is 1.105. So Tolerance 0.905 > 0.10 and VIF 1,105 < 10.000 it can be concluded that there is no symptom of multicollinearity in the Price variable (X3)."

Heteroscedasticity Test

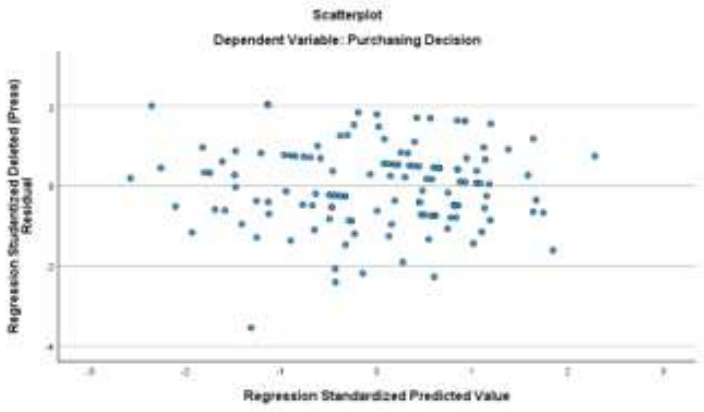

Figure 2. Scatterplot

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Based on Figure 2 (Scatterplot), the distribution of points appears random, showing no specific pattern and scattered around the zero (0) line. This pattern indicates that the regression model does not suffer from heteroscedasticity, and therefore, the model is considered appropriate for use in this study.

Multiple linear regression analysis.

Regression analysis is employed to assess the magnitude and significance of the influence exerted by independent variables on the dependent variable.

Table 4. Multiple linear regression Output

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Collinearity Statistics (Tolerance)	VIF
(Constant)	8.133	3.061	–	2.657	0.009	–	–
Product Variety (X1)	-0.161	0.158	-0.079	-1.019	0.31	0.893	1.12
Service Quality (X2)	0.206	0.081	0.205	2.542	0.002	0.829	1.206
Price (X3)	0.526	0.086	0.471	6.098	<0.001	0.905	1.105

Multiple Linear Regression Equation based on Table 5: Y = 8.133 – 0.161 PV + 0.206 SQ + 0.526 P. Constant = 8.133

a. If Product Variety, Service Quality, and Price are 0, the Purchasing Decision is estimated at 8.133.
b. Regression coefficient (β1) Product Variety = -0.161
c. If Product Variety increases by 1 unit, Purchasing Decision decreases by -0.161.
d. Regression coefficient (β2) Service Quality = 0.206
e. If Service Quality increases by 1 unit, Purchasing Decision increases by 0.206.
f. Regression coefficient (β3) Price = 0.526
g. If Price perception increases by 1 unit, Purchasing Decision increases by 0.526.

Coefficient of determination (R^2)

Table 5. Coefficient of determination (R^2) Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.555	0.308	0.292	2.603

a. Predictors: (Constant), Price, Product Variety, Service Quality
b. Dependent Variable: Purchasing Decision

Based on the results of the determination coefficient test in Table 5. An R^2 value of 0.292 reveals that the trio of independent variables accounts for 29.2% of the variation in customers purchasing decison, namely Product Variety, Service Quality, and Price. While The remaining 70.8% of variation may be attributed to external factors beyond the scope of this study."

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Hypothesis testing (t-test and F-test).

t – test

Table 6. t - test output

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	8.133	3.061	–	2.657	0.009
Product Variety (X1)	-0.161	0.158	-0.079	-1.019	0.31
Service Quality (X2)	0.206	0.081	0.205	2.542	0.002
Price (X3)	0.526	0.086	0.471	6.098	<0.001

a. Dependent Variable: Purchasing Decision (Y)

The t-table value can be calculated using the formula:

$$t_{table} = t_{\alpha/2}(n-k-1)$$
$$t_{table} = t_{0.025}(128) \approx 1.978$$

1 Product Variety (X1)
   a. t count Product variety -1.019 < t table 1.978, so H1 rejected and H0 accepted
   b. Sig. value product variety 0.310 > 0.05, so H1 rejected and H0 accepted
   "So it can be concluded that the product variation variable (X1) does not have a significant effect on the purchasing decision variable (Y) at MINISO Central Park Mall Jakarta."
2 Service Quality (X2)
   a. t count service quality 2.542 > t table 1.978, so H2 accepted and H_0 rejected
   b. Sig. value service quality 0.02 < 0.05, so H2 accepted and H_0 rejected
   So it can be concluded that service quality variable (X2) has a significant effect on purchasing decisions variable (Y) at MINISO Central Park Mall Jakarta.
3 Price (X2)
   a. t count price 6,098 > t table 1.978, so H2 accepted and H_0 rejected
   b. Sig. value price 0.01 < 0.05, so H2 accepted and H_0 rejected
   So it can be concluded that price variable (X3) has a significant significant effect on purchasing decisions variable (Y) at MINISO Central Park Mall Jakarta.

F test

Table 7. F test output

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	385.468	3	128.489	18.966	<0.001
Residual	867.168	128	6.775	–	–
Total	1252.636	131	–	–	–

a. Dependent Variable: Purchasing Decision (Y)
b. Predictors: (Constant), Product Variety, Service Quality, Price

the calculated F-value (F-count) is 18.966 with a significance value (Sig.) of 0.001b.

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Ftable = Fa (k, n – k – 1)
Ftable = F0.05 (3, 128) = 2,28

From the formula above it is known that Ftable is 7. because the Fcount value 18,966 > Ftable 2.28 and the sig. value of 0.001 < 0.05, it can be concluded that "H_1 is accepted and H_0 is rejected, which means that simultaneously the variables Product Variety (X1), Service Quality (X2), and Price (X3) have a significant influence on Purchasing Decision".

CONCLUSION

This study set out to explore how product variety, service quality, and price influence purchasing decisions in the context of a modern retail brand. The findings demonstrate that while service quality and price significantly encourage customers to make purchasing decisions, product variety does not play a decisive role. This outcome suggests that customers value affordability and the experience of reliable service more strongly than the range of products offered, particularly in a retail setting where assortment is already standardized. From a theoretical perspective, the results strengthen the understanding that perceived value and service excellence are fundamental drivers of consumer behavior. The evidence highlights the importance of relational and experiential factors in shaping decisions, which aligns with prior studies that emphasize customer-centric strategies. At the same time, the limited role of product variety suggests that consumers may consider this attribute as a baseline expectation rather than a source of differentiation. Managerially, the study underscores the need for businesses to maintain competitive pricing strategies and prioritize service quality improvement. By focusing on these elements, retail companies can strengthen customer satisfaction, loyalty, and long-term competitiveness. Future research is encouraged to incorporate additional variables such as brand image, store atmosphere, and promotional effectiveness to provide a more comprehensive understanding of purchasing decisions.

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