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The Influence of Product Assortment, Price Perception, and Service Quality on Purchase Decisions (A Study of M.G.S Collection Customers at Cipulir Market, South Jakarta)

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ABSTRACT
This study examines how product assortment, price perception, and service quality shape purchase decisions in an apparel retail context. Using a survey of store customers, we test a conceptual model grounded in consumer value and service quality theory. Measurement reliability and validity were assessed, and assumptions for regression analysis were satisfied. The findings indicate that a broader and more coherent assortment enhances perceived choice and increases the likelihood of purchasing. Positive price perception, reflected in fairness and value, strengthens purchase intentions. Service quality, especially responsiveness and assurance, exerts a direct effect on decisions while also amplifying the roles of assortment and price. The integrated model explains a substantial share of decision variance and offers practical guidance: align assortment breadth with target segments, communicate transparent pricing, and standardize service routines. The study contributes contextual evidence from a traditional market setting and recommends future work on loyalty outcomes and digital touchpoints journeys.

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INTRODUCTION

The development of Indonesia's retail industry, particularly the fashion sector, has continued to accelerate in line with economic growth and shifting consumer lifestyles. This trend has intensified competition in retail, requiring businesses to continually adapt their marketing strategies to meet evolving customer needs and preferences so they can retain market share and outperform rivals offering similar products. Marketing strategy is a critical component of marketing activities. The more effective and efficient the strategy, the greater the likelihood that firms will achieve their business objectives. By clearly defining the target market for their product offerings, businesses can better navigate intensifying competition and strengthen their chances of winning in the marketplace.

In recent years, public interest in fashion products, including sports apparel, has increased, driven by growing awareness of the importance of health and fitness. This has

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encouraged many people to adopt healthier lifestyles and begin exercising. Exercise is a physical activity aimed at improving physical fitness and maintaining bodily health. It offers numerous benefits, both physical and psychological: physically, it helps strengthen muscles and bones; psychologically, it reduces stress and supports mental well-being. Various organizations actively promote sport as part of a healthy lifestyle by organizing events and competitions to boost public participation. In addition, many sports communities regularly hold group exercise activities for the public.

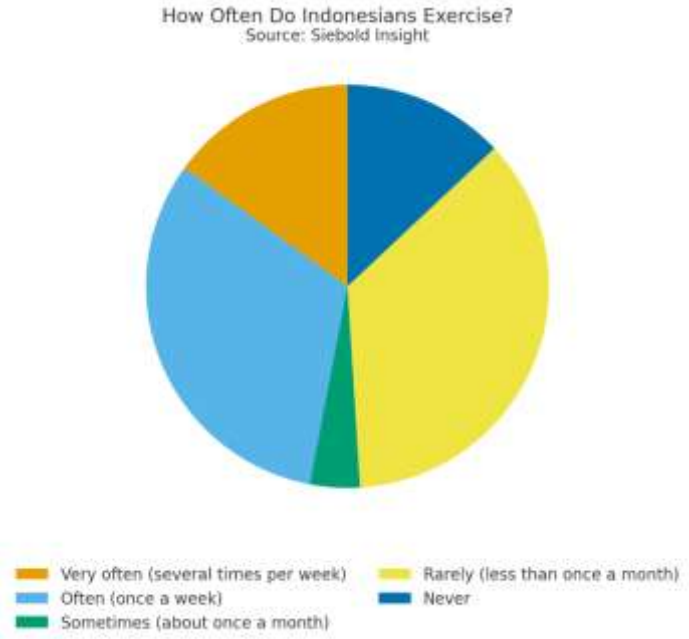

Figure 1. How Often Do Indonesians Exercise

A survey conducted by Standard Insight shows that almost everyone in Indonesia recognizes the importance of exercising, and most respondents report doing it regularly. The statistics indicate that 36.3 percent of respondents say they exercise often (once a week), the highest share among all response categories. In second place, 30 percent report exercising sometimes (at least once a month). Exercise has become part of everyday life for 17 percent who exercise very often (several times a week). A smaller group, 13.8 percent, say they rarely exercise (less than once a month). The remaining 1 percent report never exercising.

With rising interest in healthy lifestyles, the sportswear industry has grown rapidly, along with demand for high-quality and diverse activewear. Cipulir Market in South Jakarta is one of the main clothing hubs, where many stores offer products at more affordable prices than other shopping centers. This health awareness is increasing not only among the upper-middle class but also among the lower-middle class, who need affordable sportswear. Consequently, affordability is a key consideration for shoppers buying sports apparel in Cipulir Market.

One business operating there is M.G.S Collection, which sells ready-to-wear clothing—especially sportswear and plain T-shirts for adult men and women as well as children. The

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store's name was chosen by Agustami Akbar from his child's initials, later becoming the owner's name, Mila Gusma. M.G.S Collection is located on the Ground Floor, AKS No. 12, Cipulir Market, South Jakarta. The store offers a wide variety of products; this diversity provides added value and an advantage over similar shops, while maintaining affordable prices. Although M.G.S Collection has loyal customers, it faces challenges in sustaining sales volume and attracting and retaining customers due to numerous competitors in an increasingly competitive market. Shoppers are more selective because of the many options available at Cipulir Market. Therefore, it is crucial for M.G.S Collection to understand the factors that influence customers' purchase decisions.

A purchase decision is the process buyers go through before buying a product or service, beginning with need recognition and ending with post-purchase evaluation. Businesses need to understand purchase decisions in order to design better marketing strategies and meet customer expectations. To craft effective strategies, firms must understand customer choices. In this respect, product variety, price perception, and service quality are vital because together they shape how customers consider alternatives, make selections, and decide to purchase.

The first factor is product variety. According to Simanjuntak et al. (2023), a product is anything tangible or intangible offered in the market to meet customer needs or wants. Product variety refers to the breadth of types and options—brands, colors, materials, sizes, quality levels, and on-shelf availability. As competition intensifies, businesses must offer diverse, high-quality products to satisfy differing needs and preferences. Variety enables customers to find options that match their desired designs, colors, and sizes. As a retailer of sportswear and plain T-shirts, M.G.S Collection should continually develop designs, colors, and sizes aligned with the latest trends. By providing diverse products, the store can attract more customers and meet varied needs. Prior studies show mixed results: Rochmah and Lestari (2024) found a significant positive effect of product variety on purchase decisions, whereas Ulfami and Saino (2020) found no effect.

The second factor is price perception, meaning how customers view and evaluate a product's price. Vildayanti and Adawiyah (2024) state that price perception strongly influences purchase decisions. Customers often associate price with quality, assuming higher-priced products have better quality. Therefore, M.G.S Collection must ensure that product quality matches the offered price. When customers feel the price paid is commensurate with the quality received, they are more likely to buy. Shoppers also compare prices across brands or stores within the market. Competitors' prices shape perceptions; if a product is seen as more expensive than a comparable item at a rival shop, customers may switch. Hence, M.G.S Collection must understand its price positioning. Empirical findings are again mixed: Vildayanti and Adawiyah (2024) report a significant effect, while Baturohmah et al. (2024) find no significant partial effect.

The third factor is service quality, the extent to which a company's service meets or exceeds customer expectations. Gulo et al. (2022) define it as all actions a firm undertakes to fulfill customer expectations. As market competition grows, businesses must not only offer

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superior products but also deliver a pleasant, satisfying shopping experience. Good service is a key driver of customer satisfaction, loyalty, and purchase decisions. Even if products are similar to competitors', firms that provide better service can attract more customers. To improve purchase decisions, M.G.S Collection should ensure fast service, friendly staff, and effective complaint handling. Prior evidence is again mixed: Fadillah and Vildayanti (2024) find that service quality affects purchase decisions, while Azizi et al. (2024) find no significant effect.

METHODS

This study adopts a quantitative, cross-sectional survey design to test how product assortment, price perception, and service quality affect purchase decisions in an apparel retail context. The empirical setting is M.G.S Collection at Cipulir Market, South Jakarta, a traditional marketplace characterized by dense competition and value-seeking shoppers. A theory-driven explanatory approach is used to estimate directional effects among constructs. The design emphasizes internal validity through standardized measures and external validity by sampling real buyers at the point of purchase. The unit of analysis is the individual customer.

The target population comprises adult customers of M.G.S Collection. A non-probability convenience (accidental) sampling strategy is applied, intercepting shoppers who have purchased or intended to purchase during the data-collection window. Eligibility required respondents to be at least eighteen years old and able to complete the questionnaire independently. To ensure adequate statistical power for multiple regression, the minimum sample size followed conventional rules of thumb relative to the number of predictors, with a buffer to offset potential nonresponse. Respondents were informed that participation was voluntary and anonymous.

All variables were operationalized with reflective indicators on a five-point Likert scale ranging from strong disagreement to strong agreement. Product assortment captured perceived breadth and depth (e.g., variety in sizes, types, materials, designs, and quality tiers). Price perception reflected affordability, price, quality congruence, competitiveness versus rivals, and perceived value for money. Service quality drew on SERVQUAL dimensions, tangibles, reliability, responsiveness, assurance, and empathy, contextualized for apparel retail. Purchase decision indicators covered product choice, brand choice, store choice, purchase timing, and quantity.

Items were adapted from established scales and refined through expert review to ensure content validity and contextual fit with traditional market retailing. Wording was simplified to minimize ambiguity, and double-barreled or leading statements were eliminated. A small pretest with customers similar to the target respondents checked clarity, completion time, and item variance. Feedback informed minor revisions to item phrasing and layout, including instructions and response anchors. The final instrument comprised demographic questions and construct items grouped by theme.

Trained enumerators approached customers at or near the store and administered the self-report questionnaire in paper or mobile form, depending on respondent preference. To

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reduce social desirability bias, respondents completed the survey privately and returned it sealed. Data collection took place on regular trading days to capture typical shopper profiles. Incomplete questionnaires were screened immediately, and respondents could ask clarification questions about item wording, not content. No incentives tied to purchase were offered to avoid contaminating responses.

Construct validity was examined through item–total correlations and exploratory factor analysis to verify unidimensionality and loading patterns. Internal consistency reliability was assessed with Cronbach's alpha, targeting coefficients at or above commonly accepted thresholds. Discriminant validity was checked by ensuring items loaded higher on their intended constructs than on others and by inspecting inter-construct correlations. Descriptive statistics and distributional checks were used to identify outliers and response sets. Items with poor performance were considered for removal before hypothesis testing.

Hypotheses were tested using multiple linear regression with purchase decision as the dependent variable and the three focal predictors entered simultaneously. Prior to estimation, classical assumptions were assessed: normality of residuals, linearity, homoscedasticity, absence of multicollinearity (tolerance and VIF), and independence of errors. Model fit was summarized using the coefficient of determination and the overall F-test, while individual effects were evaluated via standardized and unstandardized coefficients with confidence intervals. Robust (heteroskedasticity-consistent) standard errors were considered in sensitivity checks. All analyses were executed with a mainstream statistical package.

RESULTS AND DISCUSSION

Descriptive Statistics

The descriptive statistical analysis begins with the interpretation of interval values, which categorizes Likert scale responses into five levels: strongly agree, agree, neutral, disagree, and strongly disagree. With a scale range of 0.8, the intervals were set as follows: 4.20–5.00 (strongly agree), 3.40–4.19 (agree), 2.60–3.39 (neutral), 1.80–2.59 (disagree), and 1.00–1.79 (strongly disagree). This classification provides a clear guideline for interpreting the mean scores of each variable to reflect respondents' perceptions accurately.

For the Product Variety (X1) and Price Perception (X2) variables, results show a generally positive response. Product Variety achieved an overall mean of 4.28 (strongly agree), with the highest indicator being the availability of quality options from standard to premium (4.37) and the lowest being product model variety (4.18). Price Perception averaged 4.23 (strongly agree), with the strongest perception recorded in the fairness of price–benefit (4.32), while affordability received the lowest mean (4.11). These findings emphasize that respondents value both the variety and fairness in pricing offered by M.G.S Collection.

Similarly, Service Quality (X3) and Purchase Decision (Y) variables also fall into the strongly agree category. Service Quality recorded an overall mean of 4.25, with the most significant indicator being trustworthy service that meets expectations (4.31), while quick and effective service was the lowest (4.19). Purchase Decision achieved the highest overall mean of 4.29, where the top indicator was buying based on needs (4.39), while the lowest was

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brand preference (4.17). These results indicate that customer purchase decisions at M.G.S Collection are strongly influenced by a combination of product variety, fair pricing, and trustworthy service quality.

Validity Test

The validity test was conducted on 96 respondents using IBM SPSS Statistics 22 with the Corrected Item–Total Correlation method.

Table 1. Validity Test Results

Item	Corrected Item–Total Correlation	r-table	Remark
X1_1	0.520	0.1689	Valid
X1_2	0.488	0.1689	Valid
X1_3	0.394	0.1689	Valid
X1_4	0.644	0.1689	Valid
X1_5	0.495	0.1689	Valid
X2_1	0.612	0.1689	Valid
X2_2	0.550	0.1689	Valid
X2_3	0.435	0.1689	Valid
X2_4	0.583	0.1689	Valid
X3_1	0.739	0.1689	Valid
X3_2	0.514	0.1689	Valid
X3_3	0.557	0.1689	Valid
X3_4	0.591	0.1689	Valid
X3_5	0.735	0.1689	Valid
Y_1	0.340	0.1689	Valid
Y_2	0.606	0.1689	Valid
Y_3	0.401	0.1689	Valid
Y_4	0.451	0.1689	Valid
Y_5	0.366	0.1689	Valid

Based on the validity test conducted on 96 respondents using IBM SPSS Statistics 22 with the Corrected Item–Total Correlation method, all statement items in variables X1, X2, X3, and Y were declared valid. This is evidenced by the Corrected Item–Total Correlation values, which are greater than the r-table value of 0.1689. For variable X1, the correlation values range from 0.394 to 0.644; for variable X2, they range from 0.435 to 0.612; for variable X3, they range from 0.514 to 0.739; and for variable Y, they range from 0.340 to 0.606. Thus, all items in the research instrument meet the validity criteria and are appropriate for further analysis.

Reliability Test

The reliability test follows the validity test to assess the consistency of the data. It was conducted using IBM SPSS Statistics 22, employing Cronbach's Alpha as the reliability index.

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Decision rule: Alpha > 0.60 indicates the questionnaire is reliable; Alpha < 0.60 indicates it is not reliable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Product Variety (X1)	0.743	5
Price Perception (X2)	0.748	4
Service Quality (X3)	0.828	5
Purchase Decision (Y)	0.675	5

Based on the reliability test conducted after the validity test to evaluate data consistency, the results show that all research variables meet the reliability standard. The test was performed using IBM SPSS Statistics 22 with Cronbach's Alpha as the reliability index. According to the decision rule, Alpha values greater than 0.60 indicate that the questionnaire is reliable. The results demonstrate that Product Variety (X1) obtained an Alpha of 0.743, Price Perception (X2) 0.748, Service Quality (X3) 0.828, and Purchase Decision (Y) 0.675. Since all Alpha values are above 0.60, it can be concluded that the entire set of instruments used in this study is reliable and suitable for further analysis.

Classical Assumption Tests

Normality Test

The normality test evaluates whether the regression residuals are normally distributed.

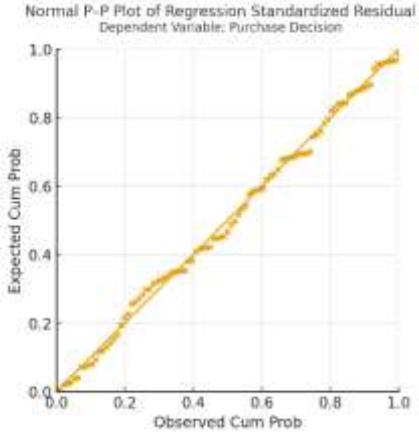

Figure 2. Normal P-Plot

The Normal P–P Plot shows points clustering around and along the diagonal, indicating normally distributed residuals and a satisfied normality assumption.

Multicollinearity Test

The multicollinearity test examines whether independent variables in the regression model are correlated; a good model should be free of multicollinearity. It is assessed using Tolerance and Variance Inflation Factor (VIF). Decision rules: Tolerance > 0.10 and VIF < 10 indicate no multicollinearity; Tolerance < 0.10 and VIF > 10 indicate multicollinearity.

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Table 3. Multicollinearity Test

Model	Predictor	Tolerance	VIF
1	Product Variety	0.278	3.599
1	Price Perception	0.302	3.310
1	Service Quality	0.260	3.840

The results of the multicollinearity test indicate that all independent variables in the regression model, namely Product Variety, Price Perception, and Service Quality, meet the criteria for no multicollinearity. This is shown by the tolerance values for each predictor being greater than 0.10, with Product Variety at 0.278, Price Perception at 0.302, and Service Quality at 0.260. Additionally, the Variance Inflation Factor (VIF) values for all variables are below the threshold of 10, with scores of 3.599, 3.310, and 3.840, respectively. These results confirm that the regression model is free from multicollinearity and therefore appropriate for further analysis.

Heteroskedasticity Test

The heteroskedasticity test assesses whether residual variance differs across observations. A good regression model exhibits homoskedasticity (no heteroskedasticity). It is examined using a scatterplot of ZPRED (predicted Y) versus SRESID (standardized residuals). Decision rule: points dispersed above and below zero with no clear pattern indicate no heteroskedasticity; a systematic pattern indicates heteroskedasticity.

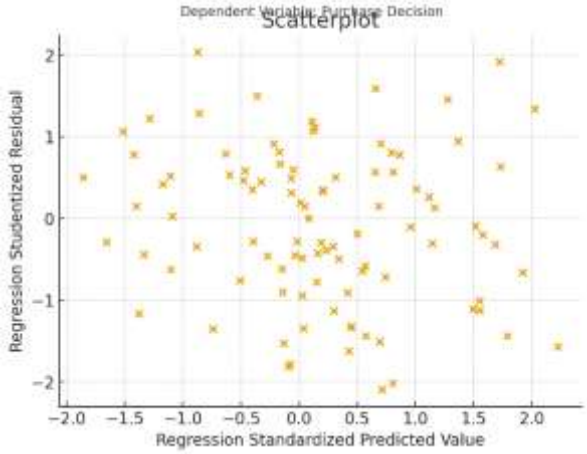

Figure 3. Scatterplot

The scatterplot indicates no heteroskedasticity: points are dispersed above and below zero, not clustered on one side, do not form a wavy or funnel-shaped pattern, and display no systematic pattern.

Multiple linear regression

Multiple linear regression estimates the magnitude, direction, and significance of the effects of Product Variety, Price Perception, and Service Quality on Purchase Decision.

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Table 4. Multiple Linear Regression

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	6.140	1.249	—	4.917	0.000
Product Variety	0.299	0.109	0.324	2.752	0.007
Price Perception	0.284	0.114	0.282	2.498	0.014
Service Quality	0.193	0.091	0.257	2.116	0.037

The results of the multiple linear regression analysis show that the constant value is 6.140 with a significance of 0.000, indicating that even without the influence of the independent variables (Product Variety, Price Perception, and Service Quality), there is still a positive baseline effect on Purchase Decision. This provides evidence that the model is statistically significant and appropriate for further interpretation.

For the independent variables, Product Variety (X1) has an unstandardized coefficient (B) of 0.299 with a significance level of 0.007 (< 0.05), and a standardized coefficient (Beta) of 0.324. This demonstrates that Product Variety has a positive and significant influence on Purchase Decision, where every one-unit increase in Product Variety contributes to an increase of 0.299 units in Purchase Decision, assuming other variables are held constant. Thus, Product Variety is the strongest predictor among the three variables.

Price Perception (X2) has an unstandardized coefficient (B) of 0.284 with a significance of 0.014 (< 0.05) and a standardized coefficient (Beta) of 0.282, while Service Quality (X3) has a coefficient (B) of 0.193 with a significance of 0.037 (< 0.05) and a Beta of 0.257. These results confirm that both variables also have positive and significant effects on Purchase Decision, although their influence is relatively smaller compared to Product Variety. Overall, the regression model establishes that Product Variety, Price Perception, and Service Quality simultaneously and significantly improve Purchase Decision at M.G.S Collection.

The Coefficient Of Determination (R^2)

The coefficient of determination (R^2) gauges how much Product Variety, Price Perception, and Service Quality explain the variance in Purchase Decision. The R^2 (and Adjusted R^2) from the output indicate the model's explanatory power, the higher the value, the greater the proportion of variance in Y accounted for by the predictors.

Table 5. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.804[a]	0.647	0.635	1.299

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An Adjusted R^2 of 0.635 indicates that 63.5% of the variance in Purchase Decision (Y) is explained by Product Variety (X1), Price Perception (X2), and Service Quality (X3), while the remaining 36.5% is due to other factors not included in the model.

Discussion

1. Effect of Product Variety on Purchase Decision

The first hypothesis test shows that the t-value for Product Variety is 2.752, which exceeds the critical value 1.662 (thus H0 is rejected and H1 accepted), with Sig. = 0.007 < 0.05. This means that, partially, Product Variety has a significant effect on Purchase Decision. In practice, customers choose to buy at M.G.S Collection because the store offers a wide assortment; the broader the assortment, the more it encourages customers to make a purchase.

2. Effect of Price Perception on Purchase Decision

The second hypothesis test shows that the t-value for Price Perception is 2.498, greater than 1.662 (H0 rejected; H2 accepted), with Sig. = 0.014 < 0.05. Thus, partially, Price Perception has a significant effect on Purchase Decision. This indicates that customers decide to buy at M.G.S Collection because prices are affordable for various segments; more favorable price perceptions foster stronger purchase decisions.

3. Effect of Service Quality on Purchase Decision

The third hypothesis test shows that the t-value for Service Quality is 2.116, exceeding 1.662 (H0 rejected; H3 accepted), with Sig. = 0.037 < 0.05. Hence, partially, Service Quality has a significant effect on Purchase Decision. This suggests that customers buy at M.G.S Collection because they receive good and satisfying service; strong service quality also encourages repeat purchases.

CONCLUSION

This study examined how product assortment, price perception, and service quality shape purchase decisions at an apparel retailer operating in a traditional market context. The measurement model showed solid validity and reliability, and classical regression assumptions were satisfied, allowing confident inference. The evidence indicates that each predictor contributes positively and significantly to purchase decisions. Broad and coherent assortments increase perceived choice and fit; fair and transparent pricing strengthens value judgements; dependable, responsive, and courteous service directly elevates purchase likelihood and reinforces the effects of assortment and price. Managerially, retailers should curate depth and breadth that reflect local preferences, communicate clear price–value propositions, and institutionalize service standards through training, simple scripts, and rapid complaint handling. The study adds context-specific evidence from a price-sensitive marketplace, illustrating how foundational marketing levers work together rather than in isolation. Limitations include the use of convenience sampling at a single store and reliance on self-reported evaluations, which may constrain generalizability. Future research can extend the design across multiple retailers, employ probability sampling, and trace longer customer journeys, including digital touchpoints and loyalty outcomes. Overall, the findings

affirm that thoughtful assortment design, credible pricing, and disciplined service execution jointly create persuasive value that converts shopper interest into purchase decisions.

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