


The Influence of Price, Promotion, and Service Quality on Purchase Decisions (A Study on Consumers of Viar Mitraindo Dealer in Ciledug, Tangerang City)

Ai lis Supriatin¹, Rina Ayu Vildayanti²

Faculty of Economics and Business, Budi Luhur University. Jl. Ciledug Raya, Petukangan Utara, Jakarta Selatan 12260

Article Info	ABSTRACT
<p>Keywords: Price, Promotion, Service Quality, Purchase Decision, Automotive Dealer</p>	<p>This study aims to examine the influence of price, promotion, and service quality on consumer purchase decisions at Viar Mitraindo Dealer Ciledug. The research adopts a quantitative approach with data collected through structured questionnaires distributed to respondents who have made purchasing decisions at the dealer. Data analysis was conducted using statistical techniques to evaluate both partial and simultaneous effects of the independent variables on the dependent variable. The findings reveal that price and service quality significantly influence purchase decisions, while promotion does not demonstrate a strong individual effect. However, when considered together, all three variables collectively contribute to shaping consumer choices. These results highlight the importance of maintaining competitive pricing and ensuring service excellence as key strategies for enhancing customer decision making. The study provides managerial implications for strengthening marketing strategies in the highly competitive automotive sector.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Ai lis Supriatin Faculty of Economics and Business, Budi Luhur University. Jl. Ciledug Raya, Petukangan Utara, Jakarta Selatan 12260 2031511518@student.budiluhur.ac.id</p>

INTRODUCTION

At present, the development of the business world in Indonesia is experiencing rapid growth. One of the sectors that has expanded significantly and faces intense competition is the automotive industry. With the increasing number of emerging businesses, consumers have a wide variety of choices to select products that meet their expectations. In the midst of this tight competition, business actors are required to design marketing strategies by analyzing current trends and creatively understanding consumer needs, desires, and market demands in order to maintain market share and compete with rivals offering similar products. The automotive business trend is particularly attractive, considering the high and diverse needs of consumers in this sector. As a result, competition in the automotive industry produces products of similar types but with varying qualities and prices.

The automotive business in Indonesia is considered highly promising, with the nation's economic growth significantly influenced by the role of the automotive industry in the national economy. Historically, the industry has passed through several stages, from the introduction

of the first motorcycles in Indonesia to the establishment of automotive companies. The government has played a pivotal role in this growth by regulating vehicle imports and components, aiming to protect local industries and ensure product quality standards. In the nineteen seventies, policies to encourage foreign investment and support domestic industries were implemented, including tax incentives and licensing facilities, which attracted investors and fostered technological development.

Motorcycles were first introduced in the nineteen fifties, with brands such as Honda and Yamaha entering the Indonesian market. Motorcycles quickly became popular due to their affordability, ease of use, and practicality for daily activities such as commuting to work, running businesses, or attending school. The growth of the motorcycle industry in Indonesia remains remarkable, with numerous brands offering diverse types and models adapted to technological advancements. Dealers and distribution networks have expanded widely, reaching both urban and rural areas. Interestingly, the motorcycle industry continued to show sales growth even during periods of economic downturn, demonstrating strong consumer demand despite rising fuel prices.

Technological transformation in the motorcycle industry has also been significant, shifting from manual systems with carburetors to digital and computerized fuel injection systems that optimize combustion and engine performance. In today's era of globalization and environmental awareness, the "Go Green" movement has encouraged the production of eco-friendly vehicles. This has led to the development of electric vehicles (EVs) powered by batteries, which are gaining increasing market demand in Indonesia. The government has supported this transition by mandating the production of electric motorcycles and providing subsidies to stimulate consumer purchases.

Within successful companies and dealers, effective marketing management plays a key role in sustaining sales and ensuring long-term survival. Marketing encompasses strategies from production to customer delivery, with critical determinants such as price, promotion, product, and service quality influencing purchase decisions. These factors are essential for achieving success in highly competitive markets. Marketing mix elements, product, price, place, and promotion, function as strategic tools to shape consumer preferences and purchasing behavior.

Price is often the first factor influencing consumer decision making, as it determines affordability and competitiveness. Promotion also plays a crucial role, providing information, persuading customers, and building brand awareness. Dealers such as PT. Mitraindo Sejahtera Utama utilize both online channels and offline programs like discounts and gifts to attract buyers. Service quality further strengthens consumer trust, as interactions with sales staff and after-sales support shape company reputation and influence purchase behavior.

METHODS

To explore how CoreTax influences corporate tax behavior, this study adopted a qualitative approach with an exploratory case study design. This method was chosen to This research employed a quantitative approach designed to test the influence of price, promotion, and service quality on consumer purchase decisions at Viar Mitraindo Dealer Ciledug. A

quantitative design was selected because it enables the researcher to measure relationships between variables using numerical data and statistical techniques, ensuring objectivity and replicability of findings.

The population of this study consisted of consumers who had purchased products at Viar Mitraindo Dealer Ciledug. Considering the size of the population was not precisely known, the sampling technique followed the Lemeshow formula to determine an adequate number of respondents. The final sample consisted of one hundred respondents, considered sufficient to represent consumer characteristics and provide reliable data for analysis.

The sampling method applied was non-probability with an accidental sampling technique. This technique was chosen because respondents were selected based on their availability and willingness to participate during the study period. It allowed the researcher to gather data efficiently from consumers who had direct experience with the purchasing process at the dealer.

Data collection was carried out through the distribution of structured questionnaires. The instrument was developed using a Likert scale, which enabled respondents to express their level of agreement or disagreement with each statement. The questionnaire covered indicators of price, promotion, service quality, and purchase decisions, ensuring that all constructs were measured comprehensively. Before the questionnaire was distributed widely, a pilot test was conducted to ensure validity and reliability. Validity testing measured whether the questionnaire items accurately reflected the intended constructs, while reliability testing was used to confirm the internal consistency of responses. These steps ensured that the instrument was both precise and dependable for further analysis.

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) version twenty-six. Several stages were performed, including descriptive statistics to present respondent profiles, classical assumption tests to ensure the accuracy of regression models, and hypothesis testing to evaluate the influence of independent variables on the dependent variable. This systematic approach guaranteed the robustness of the results. The analytical model used in this study included both partial and simultaneous testing. The t-test was employed to examine the effect of each independent variable individually, while the F-test assessed their combined influence on purchase decisions. The coefficient of determination was also calculated to identify the extent to which price, promotion, and service quality could explain variations in consumer purchase decisions.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 100 respondents selected using non-probability accidental sampling, with primary data collected directly through questionnaires. Respondents were categorized based on gender, age, occupation, income, and purchase frequency. The gender distribution shows that the majority of respondents were female (89%) compared to male (11%). In terms of age, most respondents were between 17–24 years old (59%), followed by 25–34 years (31%), 35–44 years (3%), and above 45 years (7%). These results indicate that the majority

of consumers of Viar Mitraindo Ciledug in Tangerang City are young adults, particularly women.

Furthermore, occupational data reveal that 51% of respondents were students, 21% private employees, 4% civil servants, 4% entrepreneurs, and 20% categorized as others. Regarding income, 21% earned less than Rp. 500,000, another 21% earned Rp. 500,000–1,000,000, 18% earned Rp. 1,000,000–2,000,000, 16% earned Rp. 2,000,000–3,000,000, and 24% earned above Rp. 3,000,000. Purchase frequency analysis shows that 34% of respondents purchased three times, 19% purchased once, another 19% purchased four times, 13% purchased twice, and 15% purchased more than four times. These findings highlight that most consumers are frequent buyers, predominantly students with relatively modest income levels.

Validity Test

Table 1. Validity Test

Statement Item	Corrected Item-Total Correlation	r table	Description
X1_1	0.410	0.1654	Valid
X1_2	0.562	0.1654	Valid
X1_3	0.520	0.1654	Valid
X1_4	0.519	0.1654	Valid
X2_1	0.510	0.1654	Valid
X2_2	0.446	0.1654	Valid
X2_3	0.393	0.1654	Valid
X2_4	0.289	0.1654	Valid
X3_1	0.294	0.1654	Valid
X3_2	0.364	0.1654	Valid
X3_3	0.461	0.1654	Valid
Y1	0.382	0.1654	Valid
Y2	0.570	0.1654	Valid
Y3	0.381	0.1654	Valid
Y4	0.404	0.1654	Valid

Source: Processed primary data

Based on Table 1, all statement items from variables X1, X2, X3, and Y were declared valid. This conclusion is drawn from the corrected item–total correlation values, which range from 0.289 to 0.570, all exceeding the r-table value of 0.1654. Since each item meets the required threshold, it can be confirmed that the research instrument used to measure price, promotion, service quality, and purchase decisions is valid and suitable for further analysis.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Price	0.714	4
Promotion	0.623	4

Service Quality	0.660	3
Purchase Decisions	0.648	4

The reliability test results show that all variables in the study meet the reliability standard with Cronbach’s Alpha values greater than 0.60. Specifically, the Price variable achieved a coefficient of 0.714, Promotion 0.623, Service Quality 0.660, and Purchase Decisions 0.648. Since all values are above the threshold, the research instrument used to measure these variables is considered reliable and consistent, making it appropriate for further statistical analysis.

Classical Assumption Test
Normality Test

The normality test in this study was conducted using the Normal P-Plot graphical analysis and the One-Sample Kolmogorov-Smirnov Test. The purpose of the normality test is to examine whether the data are normally distributed before performing multiple linear regression analysis.

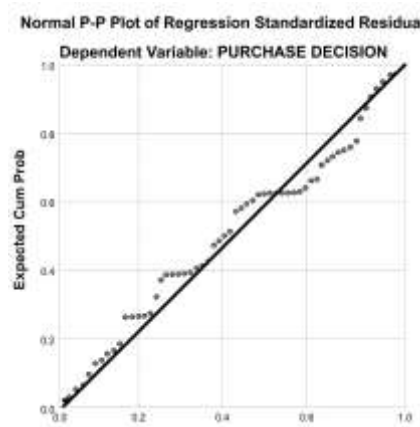


Figure 1 Normal P-Plot Graph

The figure 1 shows the SPSS Normal P-Plot output, indicating that the data points are distributed around the diagonal line and aligned in the same direction. However, the researcher further validated the Normal P-Plot by applying the One-Sample Kolmogorov-Smirnov Test to ensure that the purchase decision data were normally distributed.

Table 3. Kolmogorov-Smirnov Normality Test
 One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Normal Parameters	
Mean	0.0000000
Std. Deviation	103.610.949
Most Extreme Differences	
Absolute	0.091
Positive	0.091
Negative	-0.087

Test Statistic	0.091
Asymp. Sig. (2-tailed)	0.042
Monte Carlo Sig. (2-tailed)	
Sig.	0.352
99% Confidence Interval	
Lower Bound	0.339
Upper Bound	0.364

- Test distribution is normal.
- Calculated from data.
- Lilliefors Significance Correction.
- Based on 10,000 sampled tables with starting seed 215962969.

Source: Processed primary data

Based on the table 3 results above, it can be concluded that the Monte Carlo (2-tailed) value of 0.352 meets the significance requirement of $p > 0.05$, since $0.352 > 0.05$. Therefore, H_0 is accepted while H_a is rejected. Thus, according to the results of the Normal Probability Plot and the One-Sample Kolmogorov-Smirnov Test table, the overall data are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)	–	–
Price	0.136	7.376
Promotion	0.272	3.680
Service Quality	0.174	5.755

The Price variable (X_1) has a Tolerance value of 0.612 greater than 0.10 and a VIF value of 1.634 less than 10, indicating no multicollinearity. The Promotion variable (X_2) has a Tolerance value of 0.626 greater than 0.10 and a VIF value of 1.597 less than 10, indicating no multicollinearity. The Service Quality variable (X_3) has a Tolerance value of 0.676 greater than 0.10 and a VIF value of 1.480 less than 10, indicating no multicollinearity.

Heteroscedasticity Test

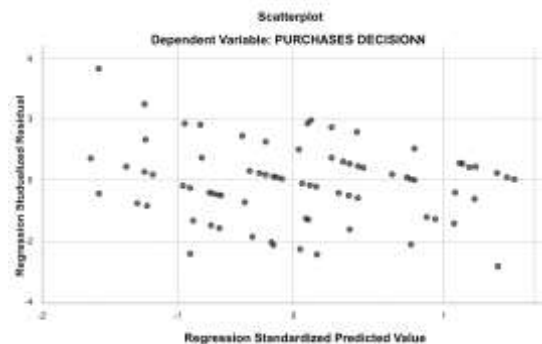


Figure 2 Scatterplot Graph

Based on Figure 2, the distribution of data points can be described as follows: The data points are scattered above and below or around the value of zero. The data points are not clustered only above or only below. The distribution of data points does not form a wavy pattern that widens, then narrows, and widens again. The distribution of data points does not follow a specific pattern. Therefore, it can be concluded that the independent variables are free from assumption violations.

Multiple Linear Regression Test

Regression is used to measure the magnitude of the influence of independent variables on the dependent variable.

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.166	1.686		.692	.494
Price	.474	.111	.571	4.278	.000
Promotion	.152	.106	.135	1.430	.163
Service Quality	.656	.146	.528	4.483	.000

a. Dependent Variable: Purchase Decision

The results of the multiple linear regression test show that the constant value is 1.166 with a significance level of 0.494, which is greater than 0.05, indicating that the constant does not have a significant effect. For the independent variables, Price has an unstandardized coefficient (B) of 0.474 with a significance level of 0.000 (< 0.05) and a standardized coefficient (Beta) of 0.571. This result demonstrates that Price has a strong positive and significant influence on Purchase Decisions; in other words, when the Price variable increases by one unit, Purchase Decisions increase by 0.474 units, assuming other factors are constant.

Promotion, on the other hand, shows an unstandardized coefficient (B) of 0.152 with a significance level of 0.163 (> 0.05) and a standardized coefficient (Beta) of 0.135. This indicates that Promotion has no significant effect on Purchase Decisions in this study, suggesting that promotional activities carried out by the company are not yet strong enough to directly influence consumer purchase decisions.

Service Quality has the highest unstandardized coefficient (B) of 0.656 with a significance level of 0.000 (< 0.05) and a standardized coefficient (Beta) of 0.528. This implies that Service Quality has a significant and positive impact on Purchase Decisions, meaning that improvements in service quality strongly encourage customers to make purchasing decisions. Overall, these findings highlight that Price and Service Quality are the most influential factors affecting Purchase Decisions, while Promotion does not significantly contribute within this research model.

Coefficient of Determination Test (R²)

Table 6. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.962 ^a	0.925	0.918	1.404	1.822

a. Predictors: (Constant), Price, Promotion, Service Quality

b. Dependent Variable: Purchase Decision

The coefficient of determination test results in Table 6 show that the model has an R value of 0.962, indicating a very strong correlation between Price (X₁), Promotion (X₂), and Service Quality (X₃) with Purchase Decision (Y). The R Square value of 0.925 means that 92.5% of the variation in Purchase Decision can be explained by these three variables, while the Adjusted R Square of 0.918 confirms the model's reliability after adjustment. It can be concluded that Price, Promotion, and Service Quality together have a very strong and significant influence on Purchase Decision, while the remaining 7.5% is affected by other factors not included in this study.

Discussion

1. The Influence of Price on Purchase Decision

Based on the results of testing the first hypothesis, this study shows that price has a significant influence on purchase decisions. It can be seen that the t-value for the price perception coefficient of 4.873 is greater than the t-table value of 1.661. Thus, the hypothesis stating that there is a significant influence of price perception on purchase decisions is accepted (H₀ is rejected and H₁ is accepted). The significance value of 0.000, which is less than 0.05, also indicates that the price variable has a significant partial effect on purchase decisions. This finding demonstrates that the better the price perception of Viar Mitraindo, the more it encourages consumers to make purchase decisions.

2. The Influence of Promotion on Purchase Decision

Based on the results of testing the second hypothesis, this study shows that promotion does not have a significant influence on purchase decisions. It can be seen that the t-value for the promotion coefficient of 0.848 is smaller than the t-table value of 1.661. Thus, the hypothesis stating that promotion has no significant effect on purchase decisions is accepted (H₀ is accepted and H₁ is rejected). The significance value of 0.398, which is greater than 0.05, also indicates that the promotion variable does not have a significant partial effect on purchase decisions. This finding suggests that consumers make purchase decisions without being influenced by promotional activities.

3. The Influence of Service Quality on Purchase Decision

Based on the results of testing the third hypothesis, this study shows that service quality has a significant influence on purchase decisions. It can be seen that the t-value for the service quality coefficient of 3.680 is greater than the t-table value of 1.661. Thus, the hypothesis stating that there is a significant influence of service quality on purchase decisions is accepted (H₀ is rejected and H₁ is accepted). The significance value of 0.000, which is less than 0.05, also indicates that the service quality variable has a significant partial effect on

purchase decisions. This finding demonstrates that the better the service quality of Viar Mitraindo Ciledug, the more it encourages consumers to make purchase decisions.

CONCLUSION

This study set out to analyze the influence of price, promotion, and service quality on consumer purchase decisions at Viar Mitraindo Dealer Ciledug. The findings demonstrate that price and service quality have a significant role in shaping purchase decisions, while promotion shows a weaker influence when examined independently. Nevertheless, all three variables, when considered simultaneously, contribute to the overall decision-making process of consumers. This indicates that although promotional activities alone may not strongly drive consumer choices, they remain relevant as part of an integrated marketing strategy that supports pricing policies and service delivery. The results emphasize the importance of offering competitive and affordable prices that reflect the quality of products, as consumers tend to be highly sensitive to value for money. Furthermore, service quality emerges as a decisive factor, where reliability, responsiveness, assurance, empathy, and tangible aspects create trust and satisfaction, ultimately encouraging repeat purchases. This highlights that consumers not only evaluate products based on economic considerations but also on the experience they receive during the purchasing process. The implications of this research suggest that companies should prioritize pricing strategies and enhance service standards while maintaining promotion as a supportive tool. By balancing these elements, automotive dealers can strengthen customer loyalty, sustain competitiveness, and achieve long-term business growth.

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