



Effect Of Product Quality, Promotion, Price And Service On Consumer Decisions At Suzuya Mall Rantauprapat Shopping Center

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How to Cite :

Ramadani, S; Leily N, N; Arjuna, S (2025). *Effect Of Product Quality, Promotion, Price And Service On Consumer Decisions At Suzuya Mall Rantauprapat Shopping Center*. *Bima Journal: Journal of Business, Management and Accounting*, 6 (2). 729 - 740. DOI: <https://doi.org/10.37638/bima.6.2.729-740>

ARTICLE HISTORY

Received [23 August 2024]

Revised [05 June 2025]

Accepted [10 Nov 2025]

KEYWORDS

Product Quality;
Promotion; Price; Service;
Purchasing Decision.

ABSTRACT

Purpose: This study aims to examine the effect of product quality, promotion, price, and service quality on consumer purchasing decisions at Suzuya Mall Rantauprapat. **Methodology:** This research uses a quantitative approach by collecting primary data through questionnaires distributed to consumers of Suzuya Mall Rantauprapat using a Likert scale. The data were analyzed using multiple linear regression supported by validity, reliability, and classical assumption tests. **Results:** The results show that product quality, promotion, price, and service quality each have a positive and significant effect on consumer purchasing decisions. Simultaneously, all independent variables significantly influence purchasing decisions. **Novelty:** This study presents an integrated analysis of product, promotion, price, and service quality factors in influencing purchasing decisions within a regional retail mall context. **Findings:** Promotion is identified as the most dominant factor affecting consumer purchasing decisions, followed by product quality, service quality, and price. **Originality:** The originality of this study lies in its empirical evidence derived from a local retail setting, providing insights into consumer behavior in regional shopping centers. **Conclusions:** Enhancing product quality, promotional strategies, pricing policies, and service performance can effectively increase consumer purchasing decisions. **Type of Paper:** Empirical Research Paper.

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INTRODUCTION

Modern markets are markets built by the government, private sector, or cooperatives in the form of malls, supermarkets, department stores, and shopping centers whose management is carried out in a modern manner and prioritizes comfortable shopping services with management in one hand with strong capital and equipped with definite price labels (Mahfiroh, 2021). The presence of modern markets has resulted in the ratio of people's desire to shop in traditional markets tending to decrease, this is because the concept of modern markets is more structured than traditional markets. The products offered by modern markets consist of secondary and primary needs, one of which is horticultural products. More complete needs and of course with facilities that make consumers comfortable shopping. Its presence has made people switch to modern markets, but not

many people prefer to continue shopping or choose traditional markets because of certain factors (Jannah, et al. 2021).

Consumers at every age have different interests. Today's consumers are smarter in choosing a product or service offered. Marketing is a very important element in creating a product. Good product quality and competitive prices as well as interesting and unique promotions will be able to attract and increase purchasing decisions. The right and attractive marketing strategy will attract potential consumers to try and subscribe to places that they consider interesting, (Subagja, et al, 2024). The purchasing decision is the stage where the buyer has determined his choice in purchasing a product. Kotler and Armstrong (2018), say that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and dispose of goods, services, ideas or experiences to satisfy consumer needs and desires. Purchasing decisions are inseparable from the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases.

Nowadays, there are more and more factors that influence consumers, which also have an impact on the company. These factors are like the first marketing mix, namely looking at the quality of the product, the price marketed is appropriate, the promotion carried out whether it has been able to attract many consumers to shop. Then look at the quality of the existing service, how the attitude and service provided by employees to consumers. Several of these factors will see whether they will influence consumers to come and shop or make purchases at Suzuya Mall Rantauprapat. The quality of products at Suzuya Mall Rantauprapat is very important to understand how this shopping center maintains customer trust and satisfaction. Suzuya Mall Rantauprapat, as one of the largest shopping centers in the Rantauprapat area, is committed to providing a variety of high-quality products for its consumers. This includes various product categories, from daily necessities, clothing, to electronics. The quality of the products offered is not only seen from the aspects of durability and functionality, but also in terms of safety and comfort of use. With strict quality control standards, Suzuya Mall Rantauprapat ensures that every product sold meets customer expectations and complies with applicable regulations.

Product quality is the physical condition, function, and nature of a product in question that can meet consumer tastes and needs satisfactorily according to the value of the money that has been spent (Choir, 2018). The problem currently faced by consumers at Suzuya Mall Rantauprapat is that there are still many product qualities that do not match the desires and expectations of consumers. This can be seen from the number of products sold accompanied by discounts given by Suzuya Mall Rantauprapat because there are still many products that are stored and are less in demand by consumers so that Suzuya Mall Rantauprapat sells products by giving discounts and product quality that is still beyond consumer expectations.

Suzuya Mall Rantauprapat is a vital aspect in attracting and retaining customers amidst the tight competition in the retail industry. Suzuya Mall Rantauprapat consistently launches various innovative and attractive promotional campaigns to drive sales and increase brand awareness. In addition, this mall is also active in holding thematic events and exhibitions that not only attract attention but also provide a unique shopping experience for visitors. This effective promotional strategy not only helps increase visitor traffic but also strengthens Suzuya Mall's position as the main shopping destination in Rantauprapat. To increase sales, promotions can be a reference in increasing consumer decisions to buy. According to Agusti et al., (2020), promotion is an action that aims to increase sales, as well as a strategy to invite prospects to make transactions. The promotion carried out by Suzuya Mall Rantauprapat is also currently not said to be effective. This phenomenon can be seen from the fact that many consumers still do not know what products are sold by Suzuya Mall Rantauprapat at Suzuya Mall Rantauprapat. For example, Suzuya Mall Rantauprapat has not yet promoted through social media (online), television, radio, newspapers and the like, so that these things have an impact on consumer purchasing decisions.

As one of the leading malls in Rantauprapat, Suzuya Mall is committed to offering products at competitive prices without sacrificing quality. The pricing policy implemented is based on in-depth

market research and consumer trend analysis, so that it is able to meet the needs of various customer segments. With a transparent and fair pricing strategy, Suzuya Mall Rantauprapat continues to strive to be the main choice for the local community in meeting consumer shopping needs. In addition to product quality and promotion, price is one element in the marketing mix that needs to be considered because price functions to generate profit and create competitive advantage. Pricing by entrepreneurs must be adjusted to the environmental situation and changes that occur (Nur et al., 2022). To be more competitive, entrepreneurs can consider competitors' prices as a guideline in determining the selling price of their products (Fauzyah et al., 2021). Currently, the price of products at Suzuya Mall Rantauprapat is still said to be relatively more expensive. This is because consumers still often make online purchasing transactions so that they compare product prices, which in reality the products at Suzuya Mall Rantauprapat are sold more expensively than when consumers make purchases online.

Suzuya Mall Rantauprapat continues to strive to provide superior and satisfying services to all its visitors. Currently, Suzuya Mall also ensures that the quality of services provided such as existing facilities, such as parking areas, cleanliness, and comfort of the shopping area, are always well maintained. With regular training for employees and routine evaluation of service standards, Suzuya Mall Rantauprapat strives to continue to improve the shopping experience for visitors. This commitment to service quality is not only aimed at creating a pleasant shopping experience but also at building long-term relationships with customers, making Suzuya Mall the shopping destination of choice in Rantauprapat. The ability to serve in meeting consumer needs correctly and quickly will greatly influence purchasing decisions. In addition, the quality of service at Suzuya Mall Rantauprapat is still said to be less than optimal. This phenomenon occurs because there are still employees working at Suzuya Mall Rantauprapat who do not smile and are not friendly to consumers who make purchases. so that this affects consumer purchasing decisions repeatedly in the future.

Product Quality

A product is anything that a producer can offer to be noticed, requested, sought, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market (Pane, 2018). The product mix is an effort to differentiate product marketing in the eyes of consumers to make it easier for consumers to recognize the products marketed by the Company (Lengkong et al., 2021). Product quality can influence purchasing decisions in a company. According to Bansaleng et al. (2021) product quality is a measure to assess that a good or service has the desired utility value or in other words a good or service is considered to have quality if it functions or has the desired utility value. Product quality has several indicators, namely additional features (Features), reliability (Reliability), conformance (Conformance) and durability (Durability), (Zaki, et al., 2023).

Promotion

According to Chaffey & Smith, (2017), promotion is an online option for all elements of the promotional mix, from advertising, sales, sales promotions, public relations, sponsorship, direct mail, exhibitions, merchandizing, packaging, word of mouth. According to Tjiptono (2017), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. According to Laksana (2019), promotion is a communication from sellers and buyers that comes from the right information that aims to change the attitudes and behavior of buyers, who previously did not know to know so that they buy and still remember the product. According to (Kotler & Armstrong, 2018) the indicators and dimensions of promotion are: 1). Advertising, 2). Sales Promotion, 3). Public Relations and Publicity, 4). Personal Selling, 5). Direct Marketing.

Price

According to (Marpaung & Mekaniwati, 2020) price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements. Although pricing is an important issue, many companies are less than perfect in handling the pricing problem. Because it generates sales revenue, price affects the level of sales volume, profit level, and market share that can be achieved by the company (Umar, 2019). In determining the price of a product or service, there are several bases that must be considered such as the company's goals in marketing the product, marketing strategy, production costs, employee costs, methods used, market objectives, competition or market targets (Bastuti et al., 2021). The price indicators according to Sitanggang, et al. (2023) are: 1) Price affordability 2) Price suitability with product quality 3) Price competitiveness 4) Price suitability with benefits.

Service Quality

Service is a form of output from economic activities that cannot be seen or touched because the service has no form, but can be felt by the service user (Abror et al., 2020). According to Safitri and Nurkhin, (2019) Service quality is an effort to fulfill consumer needs and desires and the accuracy of its delivery in balancing consumer expectations. Timpaulu, et al. (2023) stated that there are five indicators of service quality, namely: tangible, reliability, responsiveness, assurance and certainty, and empathy.

Purchasing Decision

A purchasing decision according to Firmansyah, (2018) is a problem-solving activity carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in purchasing by first going through the stages of the decision-making process. Sumantoro and Tabrani (2023) stated that a purchasing decision is a thought in which someone finds various choices and decides on a product only from many choices. According to Kotler and Keller (2016) indicators of purchasing decisions include product selection, selection of purchasing channels, time of purchase, amount of purchase, payment method.

METHOD

This type of research is quantitative, the place of this research is consumers of Suzuya Mall Rantauprapat. Data collection techniques used in the study are observation, documentation and questionnaires using a Likert scale. The population in this study is consumers of Suzuya Mall Rantauprapat. Therefore, the researcher uses the formula according to Hair et al (2017), namely "if the number of the researcher's population is not known for sure", using the formula $N = \text{range (5-10)} \times \text{number of indicators (5 X 23 = 115)}$. So, the total number of samples in this study is 115 consumers. Multiple linear regression analysis was tested using partial (t), simultaneous (F) and coefficient of determination tests.

Quantitative research according to (Sugiyono, 2019), is a research method based on the philosophy of positivism, as a scientific method because it has met scientific principles in a concrete or empirical, objective, measurable, rational, and systematic manner. According to (Sugiyono, 2019), population is the entire group of people, events, or interesting things that must be studied (researched) and concluded based on sample statistics. So in this case, the population in this study is all consumers of Suzuya Mall Rantauprapat. According to (Sugiyono, 2019) "Sample is part of the number and characteristics possessed by the population". Therefore, the researcher uses the formula according to Hair et al (2017), namely "if the exact number of the researcher's population is unknown", using the formula $N = \text{range (5-10)} \times \text{number of indicators (5 X 23 = 115)}$. So, the total number of samples in this study is 115 consumers.

RESULTS AND DISCUSSION

RESULTS

The validity test is used as a measure of whether a questionnaire is valid or not. Valid data is data that does not differ between the data reported by the researcher and the data that actually occurs in the research object. The validity test of the research variables has a significant criterion of > 0.5 . The validity test in this study was carried out on 30 samples that were carried out outside the characteristics of the respondents. The results of the validity test of this study can be included in Table 1:

Table 1. Validity Test Results

Variable	Indicator	Correlation Pearson	Measurement of Value	information
Product Quality (X ₁)	Features	0,852	0,5	Valid
	Reliability	0,942	0,5	Valid
	Conformance	0,913	0,5	Valid
	Durability	0,942	0,5	Valid
Promotion (X ₂)	Advertising	0,914	0,5	Valid
	Sales Promotion	0,940	0,5	Valid
	Public Relation and Publicity	0,739	0,5	Valid
	Personal Selling	0,877	0,5	Valid
Price(X ₃)	Direct Marketing	0,912	0,5	Valid
	Affordability	0,804	0,5	Valid
	Price suitability with product quality	0,833	0,5	Valid
	Price competitiveness	0,612	0,5	Valid
Service (X ₄)	Price suitability with benefits	0,763	0,5	Valid
	Manifested	0,868	0,5	Valid
	Reliability	0,774	0,5	Valid
	Responsiveness	0,857	0,5	Valid
Consumer Decisions (Y)	Assurance and certainty	0,871	0,5	Valid
	Empathy	0,581	0,5	Valid
	Product selection	0,818	0,5	Valid
	Purchase channel selection	0,751	0,5	Valid
	Purchase time	0,678	0,5	Valid
	Purchase amount	0,659	0,5	Valid
	Payment method	0,871	0,5	Valid

Source: Research Data Processing, 2024.

Reliability test is conducted to find out the results of consistent measurement when the same measuring instrument is measured, an indicator in the questionnaire can be accepted if the alpha coefficient has a value > 0.7 . The results of the reliability test of this study can be included in Table 4:

Table 2. Reliability Test Results

Variable	Croanbach Alpha (CA)	information
Product Quality	,933	Reliabel
Promotion	,924	Reliabel
Price	,744	Reliabel
Service	,849	Reliabel
Consumer Decision	,809	Reliabel

Source: Research Data Processing, 2024

The results of the validity and reliability tests show that all statement items are valid and reliable, each indicator in the validity test has a value of > 0.5 and each value contained in the variable for the reliability test is > 0.7. The next test can be analyzed by the normality test. The normality test of this study can be loaded with the p-plot graph in Figure 1:

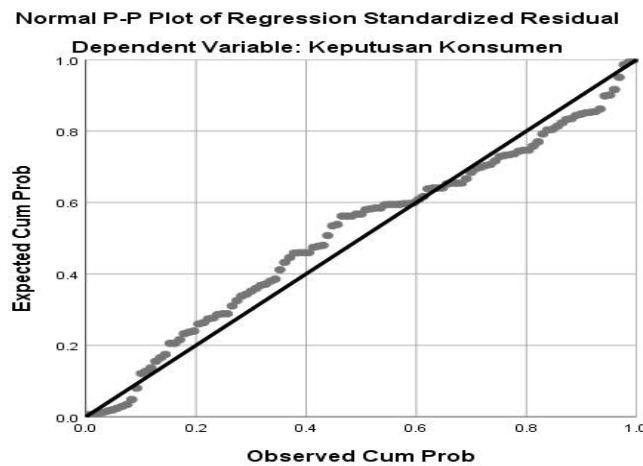


Figure 1. P-P Plot Graph

Source: Research Data Processing, 2024.

In the P-Plot graph, the data is spread around the diagonal line and follows the direction of the diagonal line, so the regression model meets the assumption of normality. The graph shows that the distribution pattern tends to be normal, the data shows points spread around the diagonal line and follows the direction of the diagonal line, so the regression model meets the assumption of normality. The next normality test can be seen in Table 3:

Table 3. One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		115
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.22350018
Most Extreme Differences	Absolute	.102
	Positive	.073
	Negative	-.102
Test Statistic		.102
Asymp. Sig. (2-tailed)		.115 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Research Data Processing, 2024

The normality test in Table 5 uses the Kolmogorov-Smirnov method with a significance value of 0.115 with a significance level of >0.05. The results of this test indicate that the normality test in this study is normally distributed. The normality test of this study can be loaded with a histogram loaded in Figure 2:

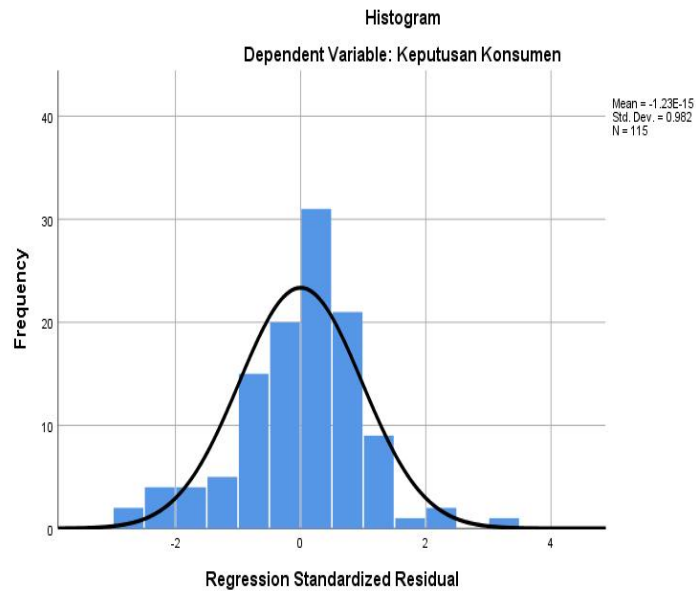


Figure 2. Histogram Graph
Source: Research Data Processing, 2024

Based on the histogram graph, the data has shown a normal curve that forms a perfect concave. It can be said to be normal if the line has formed a concave upwards like the picture. The results of the multicollinearity test in the study are presented in Table 4.

Table 4. Multicollinearity Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	-.099	1.515			-.065	.948		
	Product Quality	.235	.084	.203		2.811	.006	.625	1.601
	Promotion	.471	.072	.467		6.552	.000	.645	1.549
	Price	.197	.093	.153		2.104	.038	.619	1.616
	Service	.189	.077	.179		2.446	.016	.614	1.629

a. Dependent Variable: Consumer Decisions

Source: Research Data Processing, 2024.

Table 4 shows that the four independent variables have VIF values <10 and tolerance values >0.1, which means that the data in this study do not experience multicollinearity. The classical assumption test with the heteroscedasticity test in this study can be shown in Figure 3:

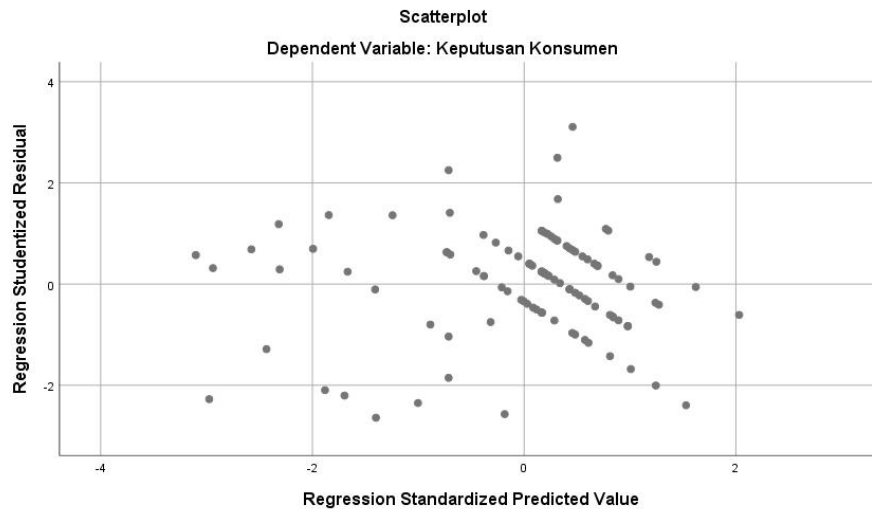


Figure 3. Scatterplot graph
Source: Research Data Processing, 2024

It can be seen that the data is randomly spread around the Y axis and does not form a particular pattern, so this regression model is free from heteroscedasticity symptoms. The results of the research analysis with multiple linear analysis testing can be included in Table 7:

Table 5. Results of Multiple Linear Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	-.099	1.515		-.065	.948		
	Product Quality	.235	.084	.203	2.811	.006	.625	1.601
	Promotion	.471	.072	.467	6.552	.000	.645	1.549
	Price	.197	.093	.153	2.104	.038	.619	1.616
	Service	.189	.077	.179	2.446	.016	.614	1.629

a. Dependent Variable: Consumer Decisions

Source: Research Data Processing, 2024

Based on these values, the multiple linear regression equation is obtained as follows: $Y = -0.099 + 0.235X_1 + 0.471X_2 + 0.197X_3 + 0.189X_4$. Table 7 explains that the B value for product quality (B1) is 0.235. Promotion (B2) is 0.471, price value (B3) is 0.197, service value (B4) is 0.189 and constant value (a) is -0.099. The description of the multiple linear regression equation shows that the variables of product quality, promotion, price and service have a positive coefficient direction on consumer decisions. To test the research hypothesis, the t-test can be used. This test is carried out to analyze the influence of independent variables, namely product quality, promotion, price and service partially on the dependent variable, namely consumer decisions. The determination of the ttable value can be used the following equation: $df = n - k - 1 = 115 - 4 - 1 = 110$. After being calculated using the equation, the ttable value is 1.9817. The results of the t-test can be included in Table 6:

Table 6. t-Test Results (Partial)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	-.099	1.515		-.065	.948		
	Product Quality	.235	.084	.203	2.811	.006	.625	1.601
	Promotion	.471	.072	.467	6.552	.000	.645	1.549
	Price	.197	.093	.153	2.104	.038	.619	1.616
	Service	.189	.077	.179	2.446	.016	.614	1.629

a. Dependent Variable: Consumer Decisions

Source: Research Data Processing, 2024.

Based on Table 8, it can be seen that the partial test results obtained a t-value of 2.811 > t table 1.9817 and a significant value of 0.006 < 0.05, which means that the product quality variable has a positive effect on the consumer decision variable. Then the results of the promotion variable have a positive and significant effect on consumer decisions with a t-value of 6.552 > t table 1.9817 and a significant value of 0.000 < 0.05. Partially, the t-value of 2.104 > t table 1.9817 and a significant value of 0.038 < 0.05, which means that the price variable has a positive effect on the consumer decision variable. Furthermore, the t-value of 2.446 > t table 1.9817 and a significant value of 0.016 < 0.05, which means that the service variable has a positive effect on the consumer decision variable. The F test is conducted to test the independent variables, namely product quality, promotion, price and service simultaneously have a significant relationship or not to the dependent variable, namely consumer decisions. The determination of the F table value can be used the following equation: $df = k; n - k = 4; 115 - 4 = 4; 111$. After being calculated using the equation, $F_{table} = (4; 111)$ then the F table value is 2.45. The results of the F test in this study can be included in Table 7:

Table 7. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303.469	4	75.867	48.903	.000 ^b
	Residual	170.653	110	1.551		
	Total	474.122	114			

a. Dependent Variable: Consumer Decisions

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

Source: Research Data Processing, 2024.

Table 7. shows the F count value of 48.903 > Ftable 2.45 with a significance value of 0.000 < 0.05. From these results, it can be concluded that product quality, promotion, price and service simultaneously have a positive and significant effect on consumer decisions. The determination coefficient is carried out to analyze the contribution of the influence of independent variables, namely product quality, promotion, price and service on the dependent variable, namely consumer decisions. The results of the determination coefficient test can be included in Table 8:

Table 8. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		.800 ^a	.640	.627

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

b. Dependent Variable: Consumer Decisions

Source: Research Data Processing, 2024.

The R Square value from the determination coefficient analysis is 0.640, meaning that consumer decisions can be explained by the variables of product quality, promotion, price and service by 64%, while the remaining 36% can be explained by other variables not examined in this study.

DISCUSSION

The partial test results obtained a t-value of 2.811 > t table 1.9817 and a significant value of 0.006 < 0.05, which means that the product quality variable has a positive effect on consumer decision variables. The higher the product quality perceived by consumers, the more likely they are to choose to buy the product. The results of this study are in line with the findings of research conducted by Asmoro & Mahargiono (2022) and Huda (2022), which state that product quality has a positive and significant effect on purchasing decisions

Then the results of the promotion variable have a positive and significant effect on consumer decisions with a t-value of 6.552 > t table 1.9817 and a significant value of 0.000 < 0.05. The more effective the promotion is, the more likely consumers are to choose to buy the product. Successful promotions can shape positive consumer perceptions, increase the desire to acquire products, and influence purchasing decisions. The results of this study are in line with the findings of research conducted by Asmoro & Mahargiono (2022) and Huda (2022), which state that promotions have a positive and significant effect on purchasing decisions.

CONCLUSION

This study concludes that product quality, promotion, price, and service quality have a positive and significant influence on consumer purchasing decisions at Suzuya Mall Rantauprapat, both partially and simultaneously. The regression results indicate that promotion is the most dominant factor affecting purchasing decisions, followed by product quality, service quality, and price. The coefficient of determination shows that these four variables collectively explain a substantial proportion of consumer decision-making behavior, while the remainder is influenced by other factors not examined in this study. These findings emphasize the importance for retail managers to strengthen promotional strategies, maintain consistent product quality, implement competitive pricing, and improve service performance in order to enhance consumer satisfaction and purchasing decisions. This study contributes empirical evidence to consumer behavior and retail marketing literature and provides practical implications for improving competitiveness in modern shopping centers.

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