

## The Influence of Promotion, Service Quality, Price, and Store Atmosphere on Purchasing Decisions

Nurlia Fauza<sup>1</sup>, Wiku Suryomurti<sup>2</sup>

Tazkia Islamic University College

nurliafauzah@gmail.com<sup>1</sup>, wiku.suryomurti@tazkia.ac.id<sup>2</sup>

### ABSTRACT

*The study aims to find out the impact of promotions, quality of service, price, and store atmosphere on purchasing decisions at Amor Cakes & Bakery of Islamic university students in Bogor. This type of research is explanatory research that explains or proves the relationship between variables through the testing of hypotheses. The sample technique used purposive sampling with a total of 109 respondents. The selected respondents were students of IAI Tazkia who had purchased Amor Cakes & Bakery products. The research used double linear regression analysis using SPSS ver. 20 and Eviews ver. 12. The results of this study show that (1) promotion has a positive and significant impact on the purchase decision, (2) service quality has a positive impact and significant effect on the purchasing decision; (3) price positively and significantly influences on the purchase decisions, (4) store atmosphere variable have a negative and significant influence on the decision of purchase of Amor Cakes & Bakery. (5) promotion variables, quality of service, price, and quality of services simultaneously have a significant and positive impact on purchasing decisions.*

**Keywords:** *Promotion; Quality of Service; Price; Store Atmosphere; Purchase Decision*

### INTRODUCTION

Economic progress in Indonesia has experienced significant improvements. The progress of development and growth of the economy and industrial sector in Indonesia has achieved rapid development, outperforming past achievements (Yuana, 2018). This economic improvement not only includes overall economic growth, but also has an impact on increasing people's income. This impact also affects changes in people's lifestyles, making them more consumptive orientation. Business opportunities are increasingly diverse, and one of the promising sectors is the cake and bakery industry. The development of the Cakes and bakery business is increasingly rapid and competitive in this modern era. Customers have a large selection of Cakes and bakery shops to meet their dessert or special cake needs. Therefore, cake and bakery business owners need to have a deep understanding of the factors that influence consumer purchasing decisions.

Consumer knowledge of a need or problem is the first step in making a purchasing decision (Rohmah et al., 2021). The purchase decision taken by consumers is an action taken with the intention of getting the desired product (Situngkir & Rahayu, 2021). According to Kotler (2014: 184), consumer purchasing decisions refer to the final decisions taken by individuals or households to obtain goods and services for personal consumption. Each manufacturer generally develops various strategies with the aim that consumers are interested and decide to buy their products. Setiadi (2003: 8) defines decision making as a process that involves the integration of knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions are the result of the influence of the development of consumer behavior. The behavioral potential of consumers can be optimized to draw their attention back. To understand consumers and design effective marketing strategies, it is necessary to understand what they think (cognition), what they feel (influence), what they do (behavior), and what and where or events around them (Setiadi, 2003: 3). Consumer purchasing decisions are influenced by various factors, including promotion, service quality, price, and store atmosphere.

If you want to play a role in business, a business person must have promotional skills. Promotion is a core component of the marketing process as a means of corporate communication to the target market (Budi, 2013). Promotion is an effort to gain the trust of consumers who will make purchases which are part of the type of communication to inform and invite potential consumers related to products and services, remember and target (Alma, 2018). Promotion is a program created to increase encouragement or interest in consumers so they want to buy goods or services during a time interval determined by the marketer (Puspita & Zaerofi, 2024).

Service quality is defined as a form of service provided with the aim of meeting buyer expectations (Assegaff, 2009). Service quality can be interpreted as an advantage that is well managed, focusing on the level of excellence to meet consumer desires. If consumers experience service in accordance with their expectations, it can be considered that the quality of service is considered good. If the service exceeds consumer expectations, it can be considered as an ideal level of service (Tjiptono, 2009).

According to (Hasan, 2018), price refers to all forms of monetary costs incurred by consumers to acquire, own, or use a combination of goods and services contained in a product. Store atmosphere is a plan that combines physical messages and refers to changes in the planning of the purchasing environment with a specific emotional impact that encourages consumers to make purchases (Gilbert in Foster, 2008).

### **Problem Statement**

1. How does the promotion affect the purchase decision of Amor Cakes & Bakery for IAI Tazkia students?
2. How does the quality of service affect the purchase decision of Amor Cakes & Bakery for IAI Tazkia students?
3. How does price affect the purchase decision of Amor Cakes & Bakery for IAI Tazkia students?
4. How does store atmosphere affect Amor Cakes & Bakery purchasing decisions for IAI Tazkia students?
5. How does promotion, service quality, price, and store atmosphere simultaneously affect the purchase decision of Amor Cakes & Bakery for IAI Tazkia students?

### **Research Objectives**

Based on the formulation of the problem that has been proposed, the objectives of this study are:

1. To find out the effect of promotion on the purchase decision of Amor Cakes & Bakery on IAI Tazkia students.
2. To find out the effect of service quality on Amor Cakes & Bakery purchasing decisions for IAI Tazkia students.
3. To find out the effect of price on the purchase decision of Amor Cakes & Bakery for IAI Tazkia students.
4. To find out the influence of store atmosphere on the purchase decision of Amor Cakes & Bakery for IAI Tazkia students.
5. To find out the influence of promotion, service quality, price, and store atmosphere simultaneously on the purchase decision of Amor Cakes & Bakery for IAI Tazkia students.

### **RESEARCH & METHODOLOGY**

This study used a quantitative approach. The analysis unit of this study was an active student from the Islamic Institute of Tazkia, who had previously shopped at Amor Cakes & Bakery. In sample selection, this study selects samples based on specific criteria needed for research (purposive sampling). This research requires answers with the following criteria: a) Active students of the Islamic Institute of Tazkia. b) Ever had a cake at Amor Cakes & Bakery.

Questionnaires were given to respondents or students of the Islamic Institute of Tazkia. This questionnaire consists of several parts: a) Identity of respondents; b) exogenous variables (promotion, quality of service, price, and store atmosphere); and c) endogenous variables

(purchase decisions). The survey uses the Likert scale, where respondents provide a list of choices.

This study used quantitative methods with a descriptive approach. According to Arikunto (2016), this method is useful for providing objective descriptions or graphs of certain events using numbers as a benchmark based on data collection, data analysis, and conclusions from relevant data. The data collection tool is a questionnaire that uses promotion, service quality, price, and store atmosphere as independent variables (variable X), and Amor Cakes & Bakery purchase decisions as dependent variables (variable Y). The indicator used in the questionnaire is the Likert scale with a range between 1 to 5, with the following description:

Value	Information
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Totally Agree

## RESULT AND DISCUSSIONS

### Test Instruments

Table 1 shows the validity test results of five variables used in this study, namely promotion, service quality, price, store atmosphere and purchase decision with a sample of 30 respondents.

**Table 1 Validity Test Results.**

Variable	Question	Rcount	Rtable	Information
Promotion	X1.1	0,736	0,361	Valid
	X1.2	0,841	0,361	Valid
	X1.3	0,921	0,361	Valid
	X1.4	0,696	0,361	Valid
Quality of Service	X2.1	0,876	0,361	Valid
	X2.2	0,748	0,361	Valid
	X2.3	0,874	0,361	Valid

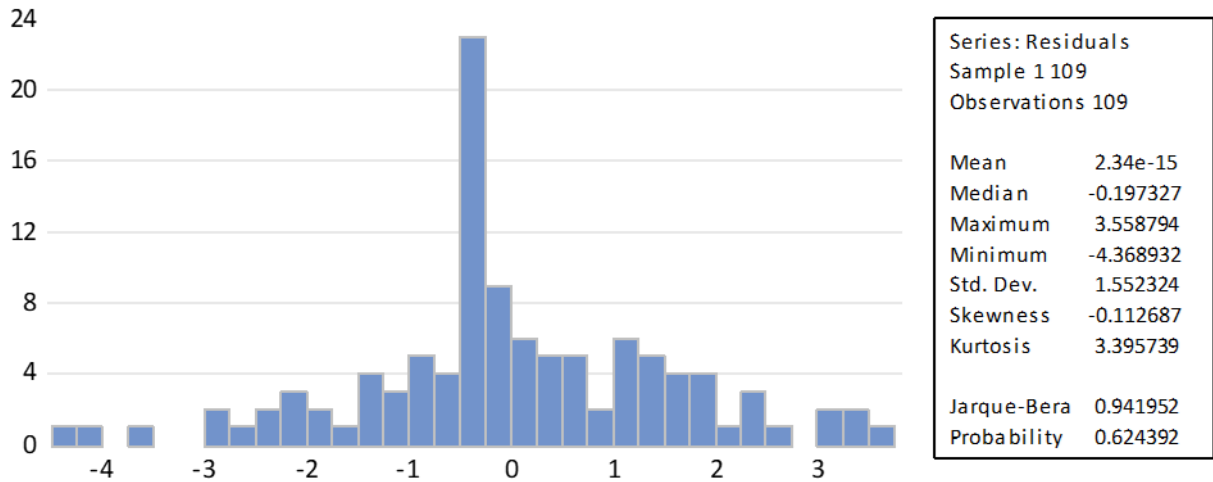
	X2.4	0,938	0,361	Valid
	X2.5	0,795	0,361	Valid
Price	X3.1	0,851	0,361	Valid
	X3.2	0,869	0,361	Valid
	X3.3	0,902	0,361	Valid
	X3.4	0,896	0,361	Valid
Store Atmosphere	X4.1	0,777	0,361	Valid
	X4.2	0,864	0,361	Valid
	X4.3	0,727	0,361	Valid
	X4.4	0,759	0,361	Valid
Purchasing Decision	Y1	0,911	0,361	Valid
	Y2	0,835	0,361	Valid
	Y3	0,742	0,361	Valid
	Y4	0,909	0,361	Valid
	Y5	0,903	0,361	Valid

Based on table 1 above, it can be seen that all statement items that measure independent variables, namely promotion, service quality, price, and store atmosphere and dependent variables, namely purchase decisions, all statement items are declared valid. This occurs because the whole item statement produces a correlation value greater than 0.361.

### Reliability Test

Based on the results of reliability tests using Eviews, Cronbach Alpha correlation values were obtained on the variables of promotion (0.891), service quality (0.932), price (0.929), store atmosphere (0.886), and purchase decision (0.928). This is considered reliable because the Cronbach Alpha value is greater than 0.60.

**Classical Assumption Test**



**Figure 1 Normality Test**

The probability value in the normality test using Eviews is 0.624. The resulting value is greater than 0.05, indicating that the data is normally distributed.

**Variance Inflation Factors**

Date: 12/15/23 Time: 13:49

Sample: 1 109

Included observations: 109

Variable	Coefficient Variance	Uncentered VF	Centered VF
C	1.386202	60.38068	NA
X1	0.006052	68.51882	1.732153
X2	0.005729	121.3049	2.328447
X3	0.009559	117.6355	3.326273
X4	0.012071	150.1531	3.564782

**Figure 2 Multicollinearity Test**

In the multicollinearity test using Eviews, the result of Centered VIF variables promotion (1,732), service quality (2,328), price (3,326), and store atmosphere (3,564) were obtained. It shows that each independent variable is already connected, because the value of the centered VIF is smaller than 10.

### Heteroskedasticity Test: Breusch-Pagan-Godfrey

Null hypothesis: Homoskedasticity

F-statistic	1.935633	Prob. F(4,104)	0.1100
Obs*R-squared	7.552505	Prob. Chi-Square(4)	0.1094
Scaled explained SS	8.235958	Prob. Chi-Square(4)	0.0833

**Figure 3 Heteroscedasticity Test**

In the heteroscedasticity test using Eviews, it shows that the data is spread well or there is no heteroscedasticity, evidenced by the value of Prob. Chi-Square is 0.109 or greater than 0.05.

### Statistical Test

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.314987	1.177371	0.267534	0.7896
X1	0.237751	0.077792	3.056232	0.0028
X2	0.264577	0.075691	3.495485	0.0007
X3	0.203621	0.097772	2.082611	0.0397
X4	0.482822	0.109867	4.394588	0.0000

**Figure 4 Partial Test (T Test)**

The promotion variable (X1) has a positive and significant influence on the purchase decision of Amor Cakes & Bakery in students of the Islamic Institute of Tazkia. This is evidenced by the value of the coefficient of 0.237 and the probability value is smaller than 0.05, which is 0.002.

The variable of service quality (X2) has a positive and significant influence on the purchase decision of Amor Cakes & Bakery in students of the Islamic Institute of Tazkia. This is

evidenced by the value of the coefficient 0.264 and the probability value is smaller than 0.05 which is 0.000.

The price variable (X3) has a positive and significant influence on the purchase decision of Amor Cakes & Bakery in students of the Islamic Institute of Tazkia. This is evidenced by the value of the coefficient 0.203 and the probability value is smaller than 0.05 which is 0.039.

The store atmosphere variable (X4) has a positive and significant influence on the purchase decision of Amor Cakes & Bakery in students of the Islamic Institute of Tazkia. This is evidenced by the value of the coefficient 0.482 and the probability value is smaller than 0.05 which is 0.000.

<b>F-statistic</b>	<b>88.62986</b>
<b>Prob(F-statistic)</b>	<b>0.000000</b>

**Figure 5 Simultaneous Test (F Test)**

The value of Prob (F-statistic) is 0.000. The value is smaller than 0.05, indicating that the variables promotion (X1), service quality (X2), price (X3), and store atmosphere (X4) have a simultaneous influence value on the variable of Amor Cakes & Bakery purchase decision in students of the Islamic Institute of Tazkia (Y).

<b>R-squared</b>	<b>0.773183</b>
<b>Adjusted R-squared</b>	<b>0.764459</b>

**Figure 6 Test Coefficient of Determination (Test R2)**

The Adjusted R-Squared value is 0.764, indicating that variable Y can be described by variables X1, X2, X3, and X4 by 76.4% and the remaining 23.6% described by other variables that have not been used in this study.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the analysis of multiple line regression calculations, it can be seen: According to the results of the t test, it is partially known that promotion (X1) has a positive and partially significant influence on the purchase decision of Amor Cakes & Bakery in students of the Islamic Institute of Tazkia (Y). According to the results of the t test partially, it is known that the quality of service (X2) has a positive and partially significant influence on the purchase decision of Amor Cakes & Bakery for students of the Islamic Institute of Tazkia (Y). According to the results of the t test partially, it is known that the price (X3) has a positive and partially significant

influence on the purchase decision of Amor Cakes & Bakery for students of the Islamic Institute of Tazkia (Y). According to the results of the t test partially, it is known that store atmosphere (X4) has a positive and partially significant influence on the purchase decision of Amor Cakes & Bakery in students of the Islamic Institute of Tazkia (Y). Based on the results, it was found that the variables of promotion (X1), service quality (X2), price (X3), and store atmosphere (X4) had a positive and significant influence simultaneously on the purchase decision of Amor Cakes & Bakery in students of the Islamic Institute of Tazkia (Y).

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