

The Influence Of Service Quality, Promotion, And Location On Purchasing Decisions At The MR.DIY Margonda Store

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Abstract

This study aims to analyze the influence of Service Quality (X1), Promotion (X2), and Location (X3) partially and simultaneously on Purchasing Decisions (Y) of consumers at MR. DIY Margonda Store, Depok. The research method used is a quantitative causality approach with a population of MR. DIY Margonda consumers. A sample of 130 respondents was determined through a purposive sampling technique with a Likert scale questionnaire instrument. Data were processed using SPSS 25 software including validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficients of determination (R^2). The results of the study indicate that partially, Service Quality has a positive and significant effect on Purchasing Decisions (t count = 3.215 > t table = 1.979; sig = 0.002), likewise Promotion has a positive and significant effect (t count = 3.352 > t table = 1.979; sig = 0.001). Meanwhile, Location does not have a significant partial effect (t count = 0.664 < t table = 1.979; sig = 0.508). Simultaneously, Service Quality, Promotion, and Location have a positive and significant effect on Purchasing Decisions (F count = 19.597 > F table = 2.674; sig = 0.000). The R Square value of 0.318 indicates that 31.8% of the variation in Purchasing Decisions is explained by the three independent variables, while the remaining 68.2% is influenced by other factors outside this research model.

Keywords: service quality; promotion; location; purchasing decisions

INTRODUCTION

A purchasing decision is a process consumers undertake to select, evaluate, and ultimately decide to purchase a product or service based on personal considerations and needs. This process involves identifying needs, searching for information, evaluating alternatives, and ultimately deciding to purchase a particular product. Ma'arif and Budiarti

(2022) showed that consumer choices in MR. DIY are largely determined by the quality of the goods and services they receive during the purchasing process.

This purchasing decision phenomenon is increasingly relevant in the context of modern retail stores such as MR. DIY, where consumers are faced with competitive product choices and promotional offers. Yholanda et al. (2024) found that consumers are strongly influenced by store layout, consumer behavior, and ongoing promotions. Putri et al. (2024) highlighted the contribution of product quality, price, and promotions to purchasing decisions at MR. DIY Lumajang. Meanwhile, Fajar (2015) found that promotions and location had no significant influence on purchasing decisions at Bank Mandiri Surabaya, while service quality had a significant influence. These varied findings indicate a relevant research gap to be re-examined in the context of the MR. DIY Margonda Store, Depok.

Based on the description, the following problems were identified: (1) there is still a gap in achieving service quality which impacts purchasing decisions; (2) the effectiveness of promotions is considered less than optimal in forming positive consumer perceptions; and (3) the location aspect has not fully created maximum comfort and appeal for consumers.

This research was formulated to answer: (1) whether service quality has a significant effect on purchasing decisions partially; (2) whether promotion has a significant effect partially; (3) whether location has a significant effect partially; and (4) whether service quality, promotion, and location have a significant effect simultaneously. The purpose of this research is to analyze the influence of service quality, promotion, and location on consumer purchasing decisions at MR. DIY Margonda Store, both partially and simultaneously.

Service quality is the degree to which the service provided to consumers meets their expectations and needs (Nazaruddin et al., 2024), encompassing the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Promotion is a marketing communication activity to introduce products and influence consumers in purchasing activities (Septyadi, 2022), including advertising, sales promotions, personal selling, and direct marketing. The sales location is the physical place where the buying and selling transaction takes place, with dimensions of accessibility and visibility. The purchasing decision is the consumer's process in selecting and deciding on a purchase, with dimensions of product/store selection and purchase amount.

Based on theoretical studies and previous research, this study proposes the following hypotheses: H1: Service Quality influences Purchasing Decisions. H2: Promotion influences Purchasing Decisions. H3: Location influences Purchasing Decisions. H4: Service Quality, Promotion, and Location simultaneously influence Purchasing Decisions.



RESEARCH METHODS

This study used a quantitative approach with an associative/causal research type (Sugiyono, 2023). The study population was the general public who had shopped at the MR. DIY Margonda Store, Depok. The sampling technique used non-probability sampling with a purposive sampling approach, with the criteria for respondents being at least 17 years old and having shopped at the research location. Referring to Ferdinand's (2014) guidelines, with 26 indicators multiplied by 5, a minimum sample of 130 respondents was obtained.

Data collection was conducted through a questionnaire with a Likert scale of 1-5. The data were processed using SPSS 25 through the following stages: validity test (Corrected Item-Total Correlation), reliability test (Cronbach's Alpha > 0.60), classical assumption test (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, partial (t-test) and simultaneous (F-test) hypothesis tests, and coefficient of determination (R^2) tests.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

All statement items in the four variables were declared valid (Corrected Item-Total Correlation > 0.30). Cronbach's Alpha values of 0.848 (Service Quality), 0.829 (Promotion), 0.688 (Location), and 0.664 (Purchase Decision) indicated that all instruments were reliable (> 0.60).

Classical Assumption Test

The Kolmogorov-Smirnov normality test yielded a Test Statistic of 0.078; based on the Normal P-Plot graph, the data follows a diagonal line so that the assumption of normality is met graphically. The multicollinearity test shows that the Tolerance value of all variables is above 0.10 and the VIF is below 10 (X1: 0.593/1.687; X2: 0.693/1.444; X3: 0.629/1.589), so that there is no multicollinearity. The scatterplot test shows a random distribution of points without a particular pattern, so the model is free from heteroscedasticity.

Multiple Linear Regression Analysis

The results of the regression analysis produce the equation: $Y = 4.392 + 0.149 X_1 + 0.155 X_2 + 0.068 X_3$. The constant value of 4.392 indicates the magnitude of the Purchase Decision when the three independent variables are zero. The regression coefficients X_1 , X_2 , and X_3 indicate a positive direction of influence on the Purchase Decision.

Table 1. Partial Test Results (t-Test)

Variables	B	t count	t table	Sig.	Information
Service Quality (X1)	0.149	3,215	1,979	0.002	Significant
Promotion (X2)	0.155	3,352	1,979	0.001	Significant
Location (X3)	0.068	0.664	1,979	0.508	Not Significant

Source: Data processed with SPSS 25, 2026

Table 1 shows that Service Quality (t count 3.215 > t table 1.979; sig 0.002 < 0.05) and Promotion (t count 3.352 > t table 1.979; sig 0.001 < 0.05) have a positive and significant effect on Purchasing Decisions, so H1 and H2 are accepted. Location (t count 0.664 < t table 1.979; sig 0.508 > 0.05) does not have a significant effect partially, so H3 is rejected.

The simultaneous test (F test) produces a calculated F of 19.597 with a significance of 0.000. Because the calculated F > F table (2.674) and sig. < 0.05, then H4 is accepted: Service Quality, Promotion, and Location simultaneously have a positive and significant effect on Purchasing Decisions. The determination coefficient test produces an R of 0.564 and an R Square of 0.318, meaning that the three independent variables explain 31.8% of the variation in Purchasing Decisions, while the remaining 68.2% is explained by other variables outside the model.

DISCUSSION

Service quality has a positive and significant influence on purchasing decisions. Responsive, friendly, and knowledgeable employees provide a positive shopping experience that increases consumer trust. This finding aligns with Firdaus (2024), Ritonga (2025), and Arianto and Octavia (2021).

Promotion proved to have a positive and significant effect, with the largest regression coefficient (0.155) among the three independent variables. Promotion through advertising, discounts, and direct marketing proved effective in attracting consumer purchasing interest. This finding is consistent with Yholanda et al. (2024), Septyadi et al. (2022), Sari (2020), and Hidayat (2020).

Location was not shown to have a significant partial effect, possibly because MR. DIY Margonda's location is already widely known, making it no longer a primary consideration for consumers, who prioritize service quality and promotions. This finding aligns with Cynthia et al. (2022) and Sya'rani (2024).

Although partially location is not significant, simultaneously the three variables have a significant effect on purchasing decisions, indicating that the combination of good



service, attractive promotions, and strategic locations collectively encourage purchases, in line with Hidayat's (2020) view.

CONCLUSION

Service Quality and Promotion each have a positive and significant effect on Purchasing Decisions partially, while Location has no significant effect partially. Simultaneously, Service Quality, Promotion, and Location have a positive and significant effect on Purchasing Decisions, with the ability to explain variation of 31.8% ($R^2 = 0.318$).

MR. DIY Margonda management is advised to improve service quality through regular employee training and optimize digital promotions, given that promotion has the greatest impact. Location advantages should still be maintained in terms of accessibility and parking availability. Future researchers are advised to add other variables such as price, product quality, or store atmosphere, and expand the research sample.

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