

THE INFLUENCE OF PRODUCTS, PRICES, PROMOTIONS, AND PLACES ON PURCHASE DECISIONS AT PANGLONG SAKAI SAMBAYAN IN BRANTI RAYA SOUTH LAMPUNG

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Abstract

This study is focused on examining the contribution level of purchase decisions determined by product, price, promotion, and location factors. This study makes all consumers who make purchase transactions during 2025 as a research population, with a total population of 110 study subjects. The quantity of study respondents adapting the calculation to Slovin calculation with a 5% degree of error was recorded as 86 individuals as study respondents. Referring to the results of the interpretation of quantitative empirical evidence through a review of multiple linear regression mechanisms, the regression mathematical equation $Y = 0.454X_1 + 0.54X_2 + 0.046X_3 + 0.245X_4 + e$ was identified. Testing per aspect by t-test indicates that the product, price, and promotion determine the purchase decision, while the place aspect does not determine individually. However, the results of the F test prove that all triggering factors collectively influence the purchase decision at Panglong Sakai Sambayan. The value of the determination coefficient proves that promotion, location, and price show a determination contribution of 52.6% to the purchase action.

Keywords: Commodities, Tariffs, Adverts, Areas, Spending Actions

1. Introduction

The increasingly intensive business competition conditions require business actors to be able to adjust to market developments and be oriented towards meeting consumer needs. Therefore, in addition to product quality, marketing, service, and pricing aspects are strategic elements in maintaining business sustainability and competitiveness. This problem does not solely affect entities on a giant scale, but also occurs in building material sales entities that play an important role in supporting infrastructure development and renovation activities (Rijal et al., 2024). Panglong is a business unit in the trade sector that carries out distribution and sales activities of various types of materials and construction materials. Panglong plays an important role as part of the building materials distribution chain, as it acts as an intermediary between producers and end consumers, both individuals and construction companies. On that basis, this study determined Panglong Sakai Sambayan, which is located on Jalan Raya Branti, KM 27, Sinar Branti, Natar, Branti Raya, South Lampung, as a local business entity that focuses on distributing construction materials as a study site.

Along with the increase in development activities in the South Lampung area, especially in Natar District and its surroundings, the demand for construction materials has also increased, thus opening up opportunities and increasing competition between

business actors. Products are the result of a company's offerings to the market, both in the form of tangible objects and services, which are designed to respond to consumer demands and expectations. The product includes not only the physical aspect, but also the

benefits, uses, and satisfaction experiences provided to consumers. Products that suit consumer needs tend to increase buying interest and loyalty (Kitjaroenchai & Chaipoopiratana, 2022). In addition to the product, price is also an important consideration because consumers compare prices with the benefits received. Price refers to the monetary value set by the seller and paid by the buyer in order to acquire a product or service, taking into account the elements of cost, profit, and value perception (Dermawan et al., 2023).

Promotion can be interpreted as a series of communication activities carried out by companies to convey information, attract attention, and build market audience confidence about the item or service being marketed (Siagian & Cahyono, 2021). Marketing implementation can be realized through various activities, such as publicity, discounts, special offers, and direct marketing activities that aim to grow buying interest (Hanaysha, 2022). Place is an aspect of marketing that includes distribution activities and distribution of products so that they can be available and accessed by consumers, through appropriate and efficient distribution channels. Venues include various decisions regarding location, marketing channels, transportation, and product availability to make them easily accessible to consumers (Pfoertsch, 2024).

The commodity market strategy, tariffs, adverts and areas affect Panglong Sakai Sambayan's commodity spending actions ultimately have an impact on sales figures. This can be observed from Panglong Sakai Sambayan's sales data over the past five years. Sales recorded growth in 2021, but after that period there was a gradual decline that continued until 2024. This situation reflects that the implementation of the market strategy, containing product components, prices, promotions, and venues has not reached the optimal level of effectiveness. Good products are indeed able to attract consumers, but without competitive price support, effective promotions, and smooth distribution, purchasing power and consumer loyalty are difficult to maintain. Therefore, the decline in sales is suspected to be related to the weak management of several elements of the marketing mix, especially promotions and venues.

A number of previous studies still show differences in findings between researchers. The results of the research of Farid *et al.*, (2023) prove the emergence of substantial determination of market strategies regarding consumer buying interest in dairy products, especially product and promotional factors. Similar findings were also reported by Hikolo et al., (2019) which proved that simultaneously tariffs and advertisements affect spending actions in the restaurant sector. On the other hand, the findings of the study by Suroso *et al.*, (2025) obtained inconsistent findings, where the promotional factor was shown to not determine substantially regarding the purchase decision per aspect. On the basis of this presentation, the author considers it necessary to study in more detail through the study "The Influence of Products, Prices, Promotions, and Places on Purchase Decisions at Panglong Sakai Sambayan in Branti Raya South Lampung".

2. Theoretical Background

2.1 Marketing Mix Theory

The concept of marketing mix starts from the view that a marketer acts as a mixer of ingredients in crafting an effective marketing strategy. Neil H. Borden introduced the term marketing mix in his article "The Concept of the Marketing Mix" (1964), detailing a number of elements that marketers can manage to influence the target market. In order to facilitate the implementation of the concept proposed by Borden, E. Jerome McCarthy formulated the simplification of marketing elements into four essential components familiar with the 4Ps, namely product, price, venue, and promotion.

2.2 Products

Products include all forms of offerings that the company provides to consumers, whether in the form of tangible objects, services, ideas, or a combination of them, with the aim of meeting needs and desires (Liang *et al.*, 2022). Products not only represent material forms, but also reflect added value, usability, and consumer satisfaction (Mikul & Mittal, 2024).

2.3 Pricing

Price is a parameter that must be paid by the market audience to get an item or service and is a substantial component of the market strategy that determines the interpretation of the value and competitiveness of the item (Rizzon *et al.*, 2023). Proper pricing through various strategies can drive purchasing decisions and strengthen brand image (Suryani *et al.*, 2024).

2.4 Promotions

Promotions are various forms of sales interaction designed to educate and influence consumers so that they are interested in buying a product. Promotion functions to build value perception, increase buying interest, and encourage purchase decisions according to consumer needs (Sehangunaung *et al.*, 2023).

2.5 Venue

The place is related to the selection of strategic locations so that the product is easily accessible to the target consumer. Understanding consumer spending behavior and patterns is important to determine the right location, as strategic product placement can increase sales opportunities and strengthen the company's competitiveness (Chikweche *et al.*, 2022).

2.6 Purchase Decision

This process describes the buyer's mechanism when determining a choice of a product or service through the assessment of various alternatives (Cheng *et al.*, 2024). This mechanism is influenced by internal components of the market audience, for example, needs, triggers, perceptions, and external components including price, product quality, promotional activities, and recommendations from surrounding parties (Wang *et al.*, 2023).

2.7 Formulation of Initial Suspicion

2.7.1 The Role of Commodities in Spending Actions

According to Girsang (2023), products include all forms of offerings that are introduced to the market to answer consumer needs and desires. Products are a key element in marketing because their quality and characteristics determine the value perceived by consumers. Products that are able to meet consumer needs accompanied by good quality tend to encourage increased purchase decisions. These findings are in line with the empirical findings of the study (Sofiah *et al.*, 2023) it is proven that there is a product determination on the purchase decision. On that basis, the initial assumption was formulated as H1: Products have a positive and substantial demeanor of the spending action.

2.7.2 The Role of Tariffs on Spending Actions

Referring to Repi *et al.*, (2022), prices have a strategic role in increasingly intensive industrial competition and limited demand levels, thus influencing consumer purchasing

decisions. The compatibility between price, quality, and benefits of products will drive buying interest, considering that consumers judge the value of products based on the comparison between prices and benefits obtained. This is clarified through empirical studies (Siatama et al., 2023) proving the findings of price determination on purchase decisions, so that the assumption is formulated H2: Tariffs have a positive and substantial impact on the act of spending.

2.7.3 The Role of Spending Ads

Advertising is a substantial segment of market strategy that plays a role in commercializing items and services and influencing the behavior of market audiences (Fatih et al., 2023). The effectiveness of promotional activities relevant to consumer needs can build consumer confidence, ultimately improving purchasing decisions. This is evidenced by research by Hestiana *et al.*, (2023) which was able to show the existence of a promotional determination for the purchase decision, so the third hypothesis was proposed, namely H3: A positive and substantial warning for the act of spending.

2.7.4 The Role of Place on Spending Actions

Referring to Wahyuningtyas & Habib (2024), place is a basic factor in running a business because it is related to the affordability and availability of products for the target market. A business location that is strategic, easily accessible, and in an environment that supports business activities can increase the comfort and satisfaction of the market audience. This point is evidenced by the study of Fahriana et al., (2023) able to prove that place influences purchasing decisions, the fourth assumption put forward is H4: Place has a positive and substantial detemation of the act of spending.

2.7.5 The Role of Commodities, Tariffs, Warnings and Places in Shopping Actions

According to Suryani *et al.*, (2024), the marketing mix refers to a series of industrial tools to influence the behavior of the market audience in order to optimize commercials. These components include four core aspects, namely product, price, venue, and promotion. These four components have a crucial role in determining purchasing decisions, because items that align with parameters, prices that are proportional to benefits, tactical locations, and optimal promotions can optimize the motivation and trust of market audiences. This claim is supported by a study by Saputra *et al.*, (2023) that verified products, prices, promotions, and places to determine the purchase decision. Thus, the fifth assumption proposed, namely H5: Product, price, promotion, and place have a positive and significant effect on the purchase decision.

3. Methods

This empirical study applies a numerical approach review, referring to Riyanto & Hatmawan (2020) aiming to assess the phenomenon factually by applying numerical data, so that the conclusions obtained can be generalized. The study population encompasses the entire market audience that made purchases in Panglong Sakai Sambayan by 2025.

Table 1. Population in 2020-2025 Panglong Sakai Sambayan

Year	Number of Consumers	Growth (%)	Remarks
2020	156	–	The beginning of the business began to attract customers
2021	188	+20,5%	Increase due to increased promotions and demand

Year	Number of Consumers	Growth (%)	Remarks
2022	139	-26,1%	Decline after peak sales
2023	130	-6,5%	Consumers are starting to decline
2024	121	-6,9%	Competition increases and purchasing power decreases
2025	110	-9,09%	

Source: Panglong Sakai Sambayan, (2025)

This research uses Purposive Sampling, with illustrations selected from special characteristics, namely consumers who have bought at Panglong Sakai Sambayan. The total respondents were determined using the slovin formula with an error rate of 5%, so that 86 respondents were obtained as representatives of the population. The information used consists of primary and secondary. Primary information is collected through a list of questions filled out by consumers, while secondary information comes from company archives, books, journals, online media, and other relevant sources. Data was obtained through a field study with an online questionnaire (Google Form), containing questions according to the research variables. All questions were measured using a five-point likert instrument, where response choices ranged from "strongly disagree" to "strongly agree".

3.1 Dataset Interpretation Procedure

3.1.1 Validity Test

Validity verification is used to understand the extent to which research measurement instruments can be used as a variable tool that is the focus of research. Furthermore, the test was carried out by assessing the conformity of the calculation r-value to the r-value of the table at a substantial level of 0.05. An instrument is categorized as valid if the value r obtained at the moment of the value is higher than the r-value of the table.

3.1.2 Reliability Test

An analysis was adapted in order to assess the reliability and stability of the research media. The instrument is considered to have an adequate level of reliability if a Cronbach's Alpha level exceeds 0.60 which corroborates the reliability of the measuring instrument because it is able to produce stable and consistent data.

3.1.3 Multiple Linear Regression Mechanism Review

This study adapts the multiple linear regression perspective to examine the determination of trigger factors over response factors. The form of regression correspondence is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

3.1.4 Determination Coefficient Test (R²)

The level of determination plays a role in determining the estimation of the determination of the triggering factor for the change in the response factor. The R² value is expressed in percentages to indicate the level of ability of the regression model.

3.1.5 Partial test (t-test)

Aspect-by-aspect verification is applied to assess the determination of each trigger separately against the response factor. The baseline of the empirical study is determined

by the comparison between the calculated t value and the t shown in the table at a significance level of 5%.

3.1.6 Simultaneous Test (F Test)

Verification F was adapted to assess the combined influence of trigger factors on response factors. The regression correspondence is considered substantial when the level of F of the calculation exceeds the F table.

4. Results and Discussion

4.1 Validity Test

Question indicator in a questionnaire, a statement is considered valid if the r obtained from the calculation exceeds the r number contained in the table. In this study, the significance level was set at 0.05 with the degree of error estimated as n-2, i.e. 86-2, resulting in a table r level of 0.212.

Table 2. Validity Verification Results

No.	Variable	Item	r Count	r Table	Remarks
1	Products	P1	0,816	0,212	VALID
		P2	0,873	0,212	VALID
2	Pricing	P1	0,840	0,212	VALID
		P2	0,841	0,212	VALID
3	Promotions	P1	0,834	0,212	VALID
		P2	0,868	0,212	VALID
4	Location	P1	0,840	0,212	VALID
		P2	0,841	0,212	VALID
5	Purchase Decision	P1	0,599	0,212	VALID
		P2	0,598	0,212	VALID
		P3	0,567	0,212	VALID
		P4	0,578	0,212	VALID
		P5	0,453	0,212	VALID
		P6	0,673	0,212	VALID

Source: data processed (2025).

In accordance with Table 2, all question items in the variables Product (X1), Price (X2), Promotion (X3), Place (X4), and Purchase Decision (Y) have r Calculation exceeds r Table, so it can be concluded that claims regarding each of these variables can be accepted and applied in the research.

4.2 Reliability Test

To ensure the consistency of the questionnaire measurement results, this study applied a reliability test. In this study, a factor was declared reliable if Cronbach's Alpha level exceeded the limit of 0.60. The results of the reliability test analysis are shown as follows:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha
Products (X1)	0,718
Price (X2)	0,793
Promotions (X3)	0,618
Venue (X4)	0,620
Purchase Decision (Y)	0,803

Source: data processed (2025)

Based on the test results according to table 3, it shows cronbach's alpha of 0.718 product indicator (X1), cronbach's alpha number 0.793 price indicator (X2), cronbach's alpha level of 0.618 promotion indicator (X3), cronbach's alpha number 0.620 for the place variable (X4), and cronbach's alpha number 0.803 for the purchase decision variable (Y). With these results, the questionnaire instrument in this study can be used reliably and consistently as a variable measurement tool because the Cronbach's Alpha level of each variable exceeds the limit of 0.60.

4.2 Multiple Linear Regression Analysis

This study adapts a multiple linear regression approach to estimate the combined impact of commodity, tariff, advertence and venue factors on the spending actions of market audiences. The data of this study was analyzed through SPSS software version 25. The results of the data processing are the basis for drawing conclusions about the relationship and impact of each variable in determining purchasing decisions.

Table 4. Multiple Linear Regression Analysis Findings

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.389	3.006		4.454	.000
	Products	.454	.252	.203	2.003	.003
	Pricing	.545	.258	.229	2.113	.000
	Promotions	.046	.218	.022	1.996	.003
	Location	.245	.252	.107	.969	.335

a. Dependent Variable: Purchase Decision

Source: data processed (2025)

The interpretation of the multiple linear regression model is described as follows:

- 1) The constant level result of 13.389 indicates that without taking into account commodity factors, tariffs, adverts, and venues, spending action remains increasing by 13.389.
- 2) A product coefficient of 0.454 indicates that every increase in one unit in the product is followed by an increase in purchasing decisions of 0.454, which means that the higher quality of the commodity will encourage an increase in spending actions.
- 3) The result of the price coefficient of 0.545 shows a positive relationship, where every price increase of one unit increases the purchase decision by 0.545, which means that the price increase will be followed by an increase in the purchase decision.
- 4) The value of the promotion variable coefficient shows a positive number of 0.046. This means that if the promotion is increased by one unit, the decision to make a purchase increase by 0.046, which signifies a positive relationship between the promotion and the purchase decision.
- 5) The coefficient of the place variable shows a number of 0.245 which indicates that each addition of one unit of place has an impact on an increase in purchase decisions by 0.245. Therefore, the better the place factor, the higher the tendency to make the decision to buy.

4.3 Coefficient Determination Test

The determination coefficient (R^2) is used as a benchmark to assess the magnitude of changes in the bound variables that can be explained by the model. The closer the value

is to one, the stronger the role of the triggering variable factor in interpreting the dynamics of the response factor.

Table 5. Determination Coefficient Test Findings

Model Summary				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.397a	.526	.116	3.944
a. Predictors: (Constant), Venue, Price, Promotion, Product				

Source: data processed (2025)

4.4 Partial Test (t-test)

Verification t is used to estimate the determination of each trigger factor over the response factor. Provisional conjecture is accepted if the value t of the calculation exceeds t the table, while the provisional conjecture is rejected if the t calculation does not exceed the t table. The t-level of the table of 1.989 was identified based on a statistical distribution table with degrees of freedom (df) calculated using the formula $df = n - k - 1$, which is 86-4-1.

Table 6. Partial Test Findings (t-Test)

Variable	t-Count	t-Table	Sig	Alpha (α)
Products (X1)	2,003	1,989	0,003	0,05
Price (X2)	2,113	1,989	0,000	0,05
Promotions (X3)	1,996	1,989	0,003	0,05
Venue (X4)	0,969	1,989	0,335	0,05

Source: data processed (2025)

Based on Table 6, the following outputs are identified:

- 1) The Product Variable (X1) recorded t count 2.003 > t table 1.989 with a significance level of 0.003 < 0.05, indicating a one-way and substantial contribution to the expenditure action in Panglong Sakai Sambayan so that H1 was accepted.
- 2) The Price variable (X2) obtained t calculation 2.113 > t table 1.989 with a significance level of 0.000 < 0.05, this finding indicates that the tariff has a one-way and substantial determination of the spending action in Panglong Sakai Sambayan, so H2 is accepted.
- 3) The Promotion variable (X3) obtained t calculation 1.996 > t table 1.989 significance level 0.003 < 0.05, this evidence indicates that the promotion determines unidirectional and substantial to the expenditure action in Panglong Sakai Sambayan, so that H3 is accepted.
- 4) The Place variable (X4) obtained a calculated t level of 0.969 < t of the table 1.989, a significance level of 0.335 > 0.05. These findings partially clarify that the venue variable was not proven to significantly influence the purchase decision at Panglong Sakai Sambayan, so H4 was not accepted.

4.5 Simultaneous Test (F)

Through the F test, it can be evaluated whether the combined determination of all the triggers is significant over the response factor. The initial assumption is considered approved when the significance level of the F test exceeds 0.05, and is rejected if the value is below 0.05. The calculation of F of the table is carried out with the formula $(k; n - k) = (4; 86 - 4) = (4; 82)$ so that the number 2.48 is obtained.

Table 7. Simultaneous Test Findings (F Test)

ANOVA						
Models		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	235.199	4	58.800	3.780	.000b
	Residual	1260.150	81	15.557		
	Total	1495.349	85			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Venue, Price, Promotion, Product						

Source: data processed (2025)

Table 7 shows that the value of F is greater than the F of the significance level table below 0.05, corroborating the factors of commodity, tariffs, adverts, and places that together determine the one-way and substantial cost of the spending action, as well as the initial assumption that H5 is accepted.

4.6 Discussion

4.6.1 The Role of Commodities in Spending Actions

Referring to the findings of partial data verification, the product significantly and positively determined the purchase decision on Panglong Sakai Sambayan, which was indicated by a calculated t value of $2.003 > t \text{ table } 1.989$ and a significance of $0.003 < 0.05$, so H1 was accepted.

The findings of the following study emphasize the importance of product quality, especially in terms of health, freshness, taste, and quality of ingredients in determining consumer purchase decisions. This emphasizes that good product management, including maintaining quality, consistency of appearance, function, and benefits, is a core trigger in determining spending actions. In addition, product variety and innovation are needed to increase attractiveness and adapt to consumer tastes. This empirical evidence supports a study (Farid et al., 2023) that proves consumer spending actions are determined by commodities.

4.6.2 The Role of Status on Spending Actions

Referring to the findings of the partial data test, the purchase decision in Panglong Sakai Sambayan was determined unilaterally and substantially by the price, corroborated by the t-level of the calculation reaching $2.113 > t \text{ table } 1.989$, and the significance level of $0.000 < 0.05$, as a result of which H2 was accepted.

The study revealed that tariffs are a significant parameter that determines purchasing decisions, consumer market audiences consider the compatibility between price and product quality. While high prices may lower buying interest in consumers with limited purchasing power, a perception of value comparable to quality as well as attractive pricing and packaging strategies can improve purchasing decisions. This study highlights how crucial it is to implement a price setting and management strategy that is competitive and in line with consumers' purchasing power, this finding corroborates the study of Bangun Rara' et al., (2023) arguing that the spending actions of market audiences are determined by price.

4.6.3 The Role of Promotion on Purchase Decisions

The findings of each aspect prove that the purchase decision in Panglong Sakai Sambayan was positively and substantially determined by the promotion, as evidenced

by the t-level of $1.996 > t$ table 1.989 and the significance value of $0.003 < 0.05$, as a result of which H3 was accepted. These empirical results show that promotions contribute greatly to consumer purchasing decisions, especially through the effect of promotional attractiveness, promotion frequency, and suitability of promotional forms to consumer needs. Attractively and consistently designed promotions can drive consumer awareness, buying interest, and participation in promotional programs such as discounts or special offers, ultimately strengthening purchasing decisions. The results of the study showed that in Panglong Sakai Sambayan, the promotional strategies implemented by the company played a positive role in attracting consumers and influencing spending actions. These results confirm the urgency of a planned and effective promotional strategy to strengthen spending actions, and support the study of Jennah & Andy Ismail, (2023) which states that market audience spending actions are determined by advertising.

4.6.4 The Role of Place over the Purchase Action

Referring to the findings of data verification per aspect, the purchase decision in Panglong Sakai Sambayan was not influenced by the place, indicated by the t-level of $0.969 < t$ of the table of 1.989 and the significance level of $0.335 > 0.05$, so H4 was rejected. These findings indicate that location is not the main determinant for consumers in making purchasing decisions. However, supporting factors such as product availability, ease of access, location comfort, and smooth distribution still need to be considered because they can support the shopping experience and consumer satisfaction indirectly. In the context of Panglong Sakai Sambayan, this result can be considered that although location arrangement or venue layout does not play a direct role in purchasing decisions, companies still need to ensure basic convenience for consumers, such as ease of access, neat layout, and cleanliness of the store environment. The results of this analysis corroborate the findings of Aprianti (2022) who stated that location does not have an influence on spending actions.

4.6.5 The Role of Commodities, Tariffs, Adverts, and Places in Spending Actions

Simultaneous tests show that if the product, price, promotion, and place determine positively and substantially the purchase decision, indicated by the level F count $3.780 > F$ table 2.48 and significance $0.000 < 0.05$, consequently H5 is accepted. Based on the findings of the data analysis, the four variables combined are able to determine the purchasing decisions of the market audience, although the partial analysis shows that not all variables have a significant impact. In the context of Panglong Sakai Sambayan, the results of the study prove that a market strategy that combines products, prices, promotions, and places simultaneously determines satisfaction, loyalty, and purchasing decisions. The results of this analysis corroborate the findings of Pahmi et al., (2023) who stated that consumers' decisions in making purchases are determined by products, prices, promotions, and places.

5. Conclusion

The final results of this study prove that purchasing decisions in Panglong Sakai Sambayan are significantly influenced by product, price and promotional variables. Product factors dominate consumer considerations in considering quality, completeness, and reliability before making a purchase. Consumer interest and confidence have also increased along with relatively superior pricing and optimal promotional strategies. In contrast, the place factor does not show a meaningful impact on consumer purchasing

decisions. However, simultaneously these four factors still have a significant influence on consumer purchasing decisions.

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