
The Influence of Product Quality, Price, and Promotion on Purchase Decisions at Karya Baru Furniture Store, Banjar Baru

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Abstract

The purpose of this study was to determine (1) To analyze the significance of the effect of Quality, Price, and Promotion simultaneously on Purchase Decisions (2) To analyze the significance of the effect of Quality, Price, and Promotion partially on Purchase Decisions (3) To analyze the significance of the influence of Quality, Price, and Promotion which is more dominant on the Purchase Decisions at Karya Baru Furniture Banjar Baru. The method used in this study is a quantitative method that is associative causally. The sampling technique used in this study is the Lemeshow formula because the sample size is derived from a total population that is not precisely known in quantitative research., so that the sample used in this study was 68 respondents. Data collection using observation techniques, questionnaires and documentation studies. Data analysis technique using multiple linear regression. The results showed that (1) Quality, Price, and Promotion variables have a significant simultaneous effect on Purchase Decisions, (2) Quality, Price, and Promotion variables have a significant partially effect on Purchase Decisions, (3) Price variable is a variable that has a dominant effect on Purchase Decisions at Karya Baru Furniture Banjar Baru.

Keywords: Quality, Price, Promotion, Purchase Decisions

1. Introduction

In the world of entrepreneurship, marketing is a key factor in supporting business activities, especially in increasingly competitive industries. Marketing includes various strategies such as promotion, pricing, and product quality to attract consumer interest. The furniture industry in Indonesia continues to grow, supported by the availability of raw materials and skilled labor. Toko Mebel Karya Baru Banjar Baru is one of the businesses operating in this industry, offering various furniture products such as bed frames, wardrobes, and tables. However, in recent years, the store has experienced fluctuating sales influenced by factors such as promotion, product quality, and price competition.

Consumer purchasing decisions are influenced by various factors, including price, promotion, and product quality. Consumers tend to choose products that are affordable yet maintain high quality. Therefore, companies need to implement effective marketing strategies, such as

promotions through print and electronic media, exhibition events, and pricing strategies that align with market demands. Strong promotions can increase consumer awareness of products, while good quality ensures customer satisfaction and loyalty.

With increasing business competition, Toko Mebel Karya Baru Banjar Baru needs to understand the factors that influence purchasing decisions to improve sales. This study aims to analyze the impact of product quality, price, and promotion on consumer purchasing decisions. By implementing the right marketing strategies, the store can enhance its competitiveness and achieve better business growth in the future., the questions in this research are:

1. Do product quality, price, and promotion have a significant simultaneous effect on purchasing decisions at Toko Mebel Karya Baru Banjar Baru?
2. Do product quality, price, and promotion have a significant partial effect on purchasing decisions at Toko Mebel Karya Baru Banjar Baru?
3. Among the variables of product quality, price, and promotion, which variable has the most dominant influence on purchasing decisions at Toko Mebel Karya Baru Banjar Baru?

2. Literature Review

2.1 Product Quality

A product is a crucial aspect for a company to sustain its existence and achieve its goals. A company must be able to create products that attract consumer interest. Therefore, the company should develop goods by considering the needs, desires, and preferences of its target consumers. If a company produces products that meet the needs, wants, and preferences of buyers, it will be easier to achieve its objectives in increasing profits and sales. According to Tjiptono (2018: 131), "A product is everything that can be offered by a producer to be noticed, desired, sought after, purchased, used, and consumed to fulfill the needs and wants of the relevant market." Meanwhile, Sudaryono (2020: 107) defines a product as "something that can be offered in the market to be owned, noticed, used, or consumed in order to fulfill needs and desires."

Quality serves as a benchmark for a product to meet a certain standard suitable for its intended use. Every individual consumer naturally seeks high-quality products. Therefore, companies must understand the quality that consumers desire to attract their attention and interest.

According to Abubakar (2018: 33), "Most consumers are unwilling to buy products at high prices, even if the products are of high quality. Product quality consists of durability, reliability, precision, and ease of operation and repair." Meanwhile, Haris (2019: 43) defines product quality as "the ability of a product to perform its functions, including durability, reliability, precision, ease of operation and repair, as well as other valuable attributes."

Here are the indicators of product quality according to Firmansyah (2019: 16):

a. **Performance**

This refers to the special features of a purchased product. *Example:* When consumers buy furniture products, they receive fast and excellent service.

b. **Additional Features**

These are unique complementary elements that enhance the product's benefits, increasing consumer interest. *Example:* The raw materials used in furniture products are of high quality and have attractive designs.

c. **Reliability**

This indicates the probability of a product functioning properly or failing within a specific period. *Example:* Some products may have wood knots, which can be caused by poor-quality raw materials.

d. **Conformance to Specification**

This refers to the extent to which the design and operation meet predetermined standards, ensuring the product is free from defects. *Example:* The design of a product aligns with the price offered.

e. **Durability**

This relates to the lifespan of a product and how long it can be used efficiently. *Example:* Purchased furniture has a long economic lifespan and remains durable.

f. **Aesthetic**

This refers to the visual appeal of a product, including its shape, design, and sensory perception. *Example:* The shape, carvings, model, and choice of paint colors on furniture create an attractive impression for consumers.

2.2 Price

According to Tjiptono (2019, p. 234), price is directly related to revenue and profit. It is the only element in the marketing mix that generates income for a company. Tjiptono (2019, p. 133) defines price as the value of a product, "a statement of value." Value is the ratio between perceived benefits and the costs incurred to acquire a product (such as reliability, durability, performance, and resale value). Meanwhile, according to Kotler and Keller (2018, p. 115), price is an element of the marketing mix that not only determines profitability but also serves as a signal to communicate a product's value proposition. Based on these expert opinions, it can be concluded that price is the amount of money required to exchange for a product or service that meets consumer needs. It is also a crucial component of the marketing mix that plays a significant role in marketing strategy.

Price plays a key role in the buyer's decision-making process, as stated by Tjiptono (2019, p. 152):

1. **Allocation Role:** Price functions as a tool that helps buyers decide how to obtain the highest expected utility based on their purchasing power. Buyers compare prices across various available alternatives and then allocate their funds accordingly.

2. **Informational Role:** Price serves as an indicator that "educates" consumers about product factors such as quality. This is particularly useful in situations where buyers find it difficult to objectively assess a product's attributes or benefits.

According to Kotler and Keller (2019, p. 278), there are four indicators that characterize price:

1. **Price Affordability:** Consumers are still able to afford the price set by the producer.
2. **Price Suitability with Product Quality:** The price reflects the value and quality of the product being purchased.
3. **Price Competitiveness:** The ability of a product to compete with other similar products in the market.
4. **Price Suitability with Benefits:** The benefits provided by the product should align with the price set.

2.3 *Promotion*

Philip Kotler (as cited in Junaedi, 2020:5) defines promotion as various activities carried out by a company to communicate the benefits of its products and persuade target customers and consumers to purchase them. Promotion is one of the key variables in the marketing mix that plays a crucial role in selling a product. Sales promotions include coupons, premiums, contests, and purchase guarantees designed to stimulate consumer demand, traders, and salespeople (Al Mubarak, 2019:27). Promotion is a type of marketing activity aimed at boosting demand (Sari, 2019). The more aggressive a company's promotional activities, the more likely consumers will be attracted and influenced to buy the offered product.

According to Kotler and Keller (2019), promotion involves various ways to inform, persuade, and remind consumers—either directly or indirectly—about a product or brand being sold.

Based on Alma (2019:131), the commonly used promotional elements include:

1. **Advertising**, which consists of advertisements in various media.
2. **Personal selling**, where sales personnel (such as in-store sales assistants) interact with potential buyers.
3. **Sales promotion**, which includes incentives like discounts, gifts, lotteries, and coupons to attract customers.
4. **Public relations**, which involves providing information to the public about the company, its products, and management to create a positive corporate image.

Thus, promotion can be concluded as a key determinant of a successful marketing program. No matter how high the quality of a product is, if consumers have never heard of it and are not convinced of its usefulness, they will not purchase it. Promotional activities include advertising, sales promotions, personal selling, and publicity.

Kotler and Armstrong (as cited in Ratnaningrum, 2019:46) explain that promotion has the following objectives:

1. Encouraging short-term purchases while fostering long-term customer relationships.

2. Advertising the company's products while expanding its market reach.
3. Assisting sales personnel by increasing support for existing and new products, as well as attracting new customers.

According to Kotler and Keller (as cited in Ratnaningrum, 2019:38), promotion indicators are divided into five categories:

1. **Promotion Reach:** the number of promotions conducted by the company through available promotional media.
2. **Promotion Quality:** the benchmark for assessing the effectiveness of the promotion.
3. **Promotion Quantity:** consumer evaluation of the promotions carried out.
4. **Promotion Timing:** the duration of the promotional activities conducted by the company.
5. **Target Accuracy:** the alignment of promotional efforts with the intended target market to achieve company goals.

2.4 Purchasing Decisions

The main theory used in purchasing decision-making is referred to by Kotler (2019). Consumer purchasing decisions can be influenced by psychological factors such as motivation, perception, learning, beliefs, and attitudes. When making a purchasing decision, an individual goes through several stages, beginning with recognizing the need for a product.

According to Olson (as cited in Sangadji & Sopiah, 2018), a purchasing decision is a problem-solving process that includes all the steps a consumer goes through to identify a problem, seek solutions, evaluate alternatives, and make a final choice. A decision involves problem analysis, starting from identifying the issue to forming conclusions or recommendations. These recommendations then serve as the basis for decision-making. Therefore, any inaccuracies or hidden errors in recommendations due to a lack of careful problem analysis can have significant consequences (Fahmi, 2016, as cited in Khusyairi et al., 2019). Based on these definitions, a purchasing decision can be concluded as a customer's action in selecting from various available alternatives and deciding to buy (Carissa & Monika, 2019).

According to Sangadji & Sopiah (2019:35), three main factors influence consumer decision-making:

1. Psychological Factors
 - a. Includes perception, motivation, learning, attitudes, and personality.
 - b. Attitudes and beliefs significantly affect consumer purchasing decisions.
2. Situational Factors
 - a. Includes shopping infrastructure, such as parking facilities, store buildings, store interiors/exterior, air conditioning, lighting, and prayer facilities.
 - b. Shopping time (morning, afternoon, evening, or night).
 - c. Product usage, which varies based on emotions such as happiness, sadness, disappointment, or excitement.
 - d. The conditions during the purchase process influence consumer decisions.

3. Social Factors

Includes laws and regulations, family, reference groups, social class, and culture.

Purchasing decisions serve as the foundation for developing high-quality products. It is crucial for producers to understand the factors that influence purchasing decisions (Inayah, 2019). One of the company's objectives is to gain profits through product and service sales. By using effective marketing strategies, companies can influence consumer purchasing decisions. A consumer's decision to buy a product is highly desirable for companies, especially marketers.

According to Stephen & Coulter (as cited in Hanum & Sahral, 2018), the decision-making process can be facilitated through the following steps:

1. Clearly defining the problem in a way that is easy to understand.
2. Listing potential issues and prioritizing them to ensure a systematic and controlled approach.
3. Identifying each issue to provide a more precise and directed analysis.
4. Mapping each issue based on its category and using appropriate models or testing tools.

According to Setiadi (2003:215) in Segarawanti & Wahyu (2019), consumer decision-making involves integrating knowledge to evaluate two or more behavioral alternatives and selecting one of them. The outcome of this integration is a choice presented cognitively as an intention to act. Meanwhile, Tjiptono (2008:156) in Segarawanti & Wahyu (2019) defines consumer purchasing decisions as actions taken by individuals who are directly or indirectly involved in obtaining and using a product or service.

Understanding consumer behavior provides insights into how consumers make purchasing decisions and how they use and manage their purchases. Companies must pay attention to these factors to attract consumer interest and drive sales, ensuring that their sales targets are met.

3. Research Methodology

The population in this study consists of consumers who purchase furniture at Toko Mebel Karya Baru Banjar Baru. The sampling method uses Lemeshow's formula, which is applied because the total population size is not precisely known in this quantitative research. Based on the sampling method using Lemeshow's formula, the sample size in this study is 68 respondents. The type of data used in this research is quantitative. Data or information collection is obtained from direct observation, questionnaires and documentation studies. The data analysis techniques used in this research are instrument validity and reliability testing, classical assumption testing and hypothesis testing. Next, the data was analyzed using multiple regression analysis with the following regression equation: $Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$

4. Research Results

4.1 Validity test

The Validity Test is conducted to determine the accuracy of the research instrument in performing its function. The validity test results are obtained using the Product Moment

Correlation method. If an item has a Significance value (Sig.) < 0.05 (α) or the calculated r-value (correlation coefficient) > r-table value, then the item is considered valid, meaning that the research instrument can effectively measure what it is intended to measure. The results of the validity test are presented in the following table 1.

Table 1 Validity Test Results

Variable	Question Items	r Count	r Table	Information
Product Quality (X ₁)	X _{1.1}	0.800	0.235	Valid
	X _{1.2}	0.771	0.235	Valid
	X _{1.3}	0.798	0.235	Valid
	X _{1.4}	0.794	0.235	Valid
	X _{1.5}	0.803	0.235	Valid
	X _{1.6}	0.764	0.235	Valid
Price (X ₂)	X _{2.1}	0.876	0.235	Valid
	X _{2.2}	0.722	0.235	Valid
	X _{2.3}	0.855	0.235	Valid
	X _{2.4}	0.806	0.235	Valid
Promotion (X ₃)	X _{2.1}	0.867	0.235	Valid
	X _{2.2}	0.875	0.235	Valid
	X _{2.3}	0.864	0.235	Valid
	X _{2.4}	0.859	0.235	Valid
	X _{2.5}	0.844	0.235	Valid
Purchase Decisions (Y)	Y ₁	0.753	0.235	Valid
	Y ₂	0.891	0.235	Valid
	Y ₃	0.846	0.235	Valid
	Y ₄	0.745	0.235	Valid

Source: Processed data, 2025

Based on the table above, the validity test for the variables Product Quality (X₁), Price (X₂), Promotion (X₃), and Purchase Decision (Y) indicates that all statement items within these variables have a correlation coefficient (r calculated) greater than the r table value (r calculated > 0.235 at $\alpha = 0.05$). This demonstrates that the statement items are valid.

4.2 Reliability Test

Reliability testing is a term used to indicate the extent to which measurement results remain relatively consistent when repeated two or more times. Reliability is tested by examining the Cronbach's Alpha value of the research instrument that has been previously declared valid. If the tested research instrument has a Cronbach's Alpha value > 0.6, then the instrument can be considered reliable for use. The results of the reliability test can be seen in Table 2

Table 2 Reliability Test Results

Variable	R Alpha	Information
Product Quality (X ₁)	0,797	Reliable
Price (X ₂)	0,820	Reliable
Promotion (X ₃)	0,819	Reliable
Purchasing Decision (Y)	0,815	Reliable

Source: Processed data, 2025

From Table 2, the test results show that the Cronbach's Alpha value for the variables Product Quality (X₁), Price (X₂), Promotion (X₂) and Purchasing Decision (Y) is greater than 0.6, meaning that the variables in this study are reliable. This is in accordance with the assertion (Ghozali, 2018) which states that a test tool should be reliable with the assumption that it has a Cronbach's Alpha coefficient value above 0.6.

4.3 Hypothesis test

Table 3 Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.361	.882		-1.543	.128
	Product Quality (X ₁)	.207	.055	.272	3.736	.000
	Price (X ₂)	.523	.082	.453	6.353	.000
	Promotion (X ₃)	.208	.068	.294	3.062	.003

Source: Processed data, 2025

Based on the results of multiple linear regression analysis in table 3, the mathematical multiple linear regression equation is $Y = -1.361 + 0.207X_1 + 0.523X_2 + 0.208X_3 + e$

The regression equation can be explained as follows:

1. A constant value of -1.361 indicates that if the variables Product Quality (X₁), Price (X₂), and Promotion (X₃) remain constant, the Purchase Decision at Toko Mebel Karya Baru Banjar Baru will be -1.361.
2. The regression coefficient for Product Quality (X₁) of 0.207 indicates that each one-unit increase in Product Quality (X₁) will result in a 0.207 increase in the Purchase Decision at Toko Mebel Karya Baru Banjar Baru.
3. The regression coefficient for Price (X₂) of 0.523 indicates that each one-unit increase in Price (X₂) will result in a 0.523 increase in the Purchase Decision at Toko Mebel Karya Baru Banjar Baru.
4. The regression coefficient for Promotion (X₃) of 0.208 indicates that each one-unit increase in Promotion (X₃) will result in a 0.208 increase in the Purchase Decision at Toko Mebel Karya Baru Banjar Baru.

4.4 F Test (Simultaneous)

The results of the F-test can be seen in the ANOVA table below. This table provides information on whether there is an effect of the independent variables on the dependent variable simultaneously. If the Sig. value is < 0.05 and the calculated F value is greater than the F table value, then there is a significant effect of the independent variables on the dependent variable.

Table 4 ANOVA^(a)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.198	2	48.599	14.838	.000 ^b
	Residual	101.537	31	3.275		
	Total	198.735	33			

a. Dependent Variable: Employee performance

b. Predictors: (Constant), Compensation, Motivation

Source: Processed data, 2025

From table 4, it is known that the calculated F value (241.818) is greater than the F table value (2.748), and the Sig. value in the table is $0.000 < 0.05$. Therefore, it can be concluded that the estimated linear regression model is appropriate for use. This indicates a significant simultaneous effect of the independent variables Product Quality (X_1), Price (X_2), and Promotion (X_3) on Purchase Decision at Toko Mebel Karya Baru Banjar Baru.

4.5 t Test (Partial)

Based on Table 3, it can be observed that:

1. The Sig. value for the Product Quality variable (X_1) is $0.00 < 0.05$, and the t-calculated value (3.736) $>$ t-table value (1.998). Thus, H_0 is rejected, and H_1 is accepted. This means there is a significant positive (direct) effect of Product Quality (X_1) on Purchase Decision at Toko Mebel Karya Baru Banjar Baru. (H_2 Accepted)
2. The Sig. value for the Price variable (X_2) is $0.00 < 0.05$, and the t-calculated value (6.353) $>$ t-table value (1.998). Thus, H_0 is rejected, and H_2 is accepted. This means there is a significant positive (direct) effect of Price (X_2) on Purchase Decision at Toko Mebel Karya Baru Banjar Baru. (H_2 Accepted)
3. The Sig. value for the Promotion variable (X_3) is $0.00 < 0.05$, and the t-calculated value (3.062) $>$ t-table value (1.998). Thus, H_0 is rejected, and H_3 is accepted. This means there is a significant positive (direct) effect of Promotion (X_3) on Purchase Decision at Toko Mebel Karya Baru Banjar Baru. (H_2 Accepted)

4.6 Dominance Test

The beta coefficient is used to determine the strength of each independent variable in influencing the dependent variable. The purpose of the beta test is to identify which independent variable has the most dominant or significant impact on the dependent variable. However, if the independent variables being tested are to be compared in terms of their influence on the dependent variable,

the regression coefficients of these independent variables must be standardized. The standardized regression coefficient is represented by the beta value. Since it has been standardized, the independent variables can be compared to determine which one has the dominant influence on the dependent variable.

Based on Table 3, the Beta values obtained are as follows: Product Quality (X_1) = 0.272, Price (X_2) = 0.453, and Promotion (X_3) = 0.294. Therefore, it can be concluded that the Price variable (X_2) has the most dominant influence on Purchase Decision at Toko Mebel Karya Baru Banjar Baru (H_3 Accepted).

5. Discussion

Work motivation and compensation variables simultaneously have a significant effect on employee performance

Product quality, price, and promotion simultaneously have a significant influence on purchase decisions at Toko Mebel Karya Baru due to the following reasons:

- a. Interaction Between Factors: Consumers tend to consider these three factors together before making a purchase decision. High-quality but expensive products require promotional support to attract consumers. Meanwhile, affordable prices without adequate product quality may reduce consumer interest.
- b. Synergistic Effect: When these three factors are well-managed, they result in increased consumer trust, loyalty, and sales volume.
- c. Market Competition: In the furniture industry, stores that maintain a balance between quality, price, and promotion have a greater chance of winning the competition.

This study's findings are consistent with previous research by Safrida and Musmulyadi (2021), Ardian Habibullah (2021), Alyssa Milano; Agus Sutardjo; Rizka Hadya (2021), and Dika Putra Pratama (2020), which also concluded that product quality, price, and promotion have a significant impact on purchase decisions.

Product Quality Has a Significant Partial Influence on Purchase Decisions at Toko Mebel Karya Baru Banjar Baru

In the business world, consumer purchasing decisions are influenced by various factors. For furniture stores like Karya Baru in Banjar Baru, the primary factors that often attract consumer attention are product quality, price, and promotion. The combination of these three factors can influence consumer interest and satisfaction, ultimately determining the store's success in attracting customers.

Product Quality plays a crucial role in building customer trust and loyalty. In the context of a furniture store:

- a. Durability and Usability: Consumers tend to choose furniture that is long-lasting, sturdy, and meets their expectations.

- b. Design and Aesthetics: Modern and trendy furniture has a higher appeal.
- c. Materials Used: High-quality materials, such as solid wood or other premium materials, create added value.

If the product quality does not meet expectations, even if the price and promotion are attractive, consumers may hesitate to make a purchase. These findings align with research conducted by Safrida and Musmulyadi (2021), which explains that while the product variable has a positive influence, it does not significantly affect purchasing decisions. Meanwhile, promotion and price have a positive and significant influence on purchase decisions. This conclusion is also in line with Sudaryono (2020: 107), who stated that *"A product is something that can be offered in the market to be owned, noticed, used, or consumed to fulfill desires and needs."*

Price Has a Significant Partial Influence on Purchasing Decisions at Toko Mebel Karya Baru Banjar Baru

Price is one of the key factors in purchasing decisions. Consumers tend to compare prices between stores before purchasing a particular product. In this context:

- a. Competitive Pricing: A price that matches the product's quality will provide good value for consumers.
- b. Affordability: Toko Mebel Karya Baru needs to set prices that are accessible to its target market in Banjar Baru.
- c. Discounts or Special Offers: Affordable prices with additional offers can attract consumer attention.

A price perceived as too high compared to the product's quality may reduce consumer interest in purchasing. This aligns with Tjiptono (2019), who stated that price is directly related to revenue and profit. Price is the only element of the marketing mix that generates income for the company.

Promotion Has a Significant Partial Influence on Purchasing Decisions at Toko Mebel Karya Baru Banjar Baru

Promotion is an effective way to attract consumer attention and increase sales. Promotional strategies that can be implemented include:

- a. Special discounts or price reductions: Offering special prices at certain times can influence purchasing decisions.
- b. Customer loyalty programs: For example, providing points or rewards for loyal customers.
- c. Creative advertising: Utilizing social media, brochures, or local advertisements to highlight product advantages.
- d. Exhibitions or events: Organizing special events in Banjar Baru can attract potential buyers.

Effective promotions can increase consumer interest in a product, even if they had no prior intention of purchasing. In line with Kotler and Keller (2019), promotion includes various ways to inform, persuade, and remind consumers—both directly and indirectly—about a product or brand being sold.

Price Has a Dominant Influence on Purchasing Decisions at Toko Mebel Karya Baru Banjar Baru

Consumer Purchasing Power in Banjar Baru as a region with diverse income levels, consumers in Banjar Baru tend to be more price-sensitive. Affordable prices become a key factor in attracting consumer attention, especially for furniture products, which are considered secondary needs. Consumers with limited purchasing power are more likely to prioritize price within their budget over other aspects.

Perceived Value (Value for Money) Consumers often associate price with the benefits or value they receive from a product. Products priced as "reasonable" or "cheaper" compared to competitors tend to be chosen, even if the quality is not entirely premium. If the price is perceived as too high, consumers may hesitate to purchase, even if the quality and promotions are appealing.

Price Competition in the Furniture Market in the furniture industry, price is often used as a competitive tool to attract customers. With many furniture stores in Banjar Baru, consumers have numerous options, making them more likely to choose stores that offer more competitive prices. Stores that fail to provide competitive pricing risk losing customers to competitors.

Consumer Priorities for Practical Needs furniture is often viewed as a long-term investment. Consumers tend to seek products with more affordable prices, even if the quality is slightly below standard. For some consumers, price is more important than aesthetics or promotions as long as the product meets their basic needs.

Limited Effectiveness of Promotions Without Attractive Pricing aggressive promotions, such as discounts or bundling, will only be effective if the final product price is considered reasonable. Consumers tend to take advantage of promotions to obtain lower prices rather than being attracted solely by the promotion itself. If the discounted price still does not meet their expectations, the promotion will not significantly impact their purchasing decision.

Affordability as a Quick Decision-Making Factor Price is an easily evaluated factor for consumers. Unlike product quality, which requires testing or time to assess, price can be immediately compared and used as a basis for quick decision-making.

6. Conclusion

Based on the results of the analysis and discussion presented in the previous chapters, the conclusions of this study are:

- a. Product Quality, Price, and Promotion Have a Significant Simultaneous Influence on Purchasing Decisions at Toko Mebel Karya Baru Banjar Baru.
- b. Product Quality, Price, and Promotion Have a Significant Partial Influence on Purchasing Decisions at Toko Mebel Karya Baru Banjar Baru.
- c. Price Is the Dominant Variable Influencing Purchasing Decisions at Toko Mebel Karya Baru Banjar Baru.

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