

SURAT TUGAS
2099/B.01/LPPM-UBSI/XI/2025

Tentang

PENELITIAN YANG DIPUBLIKASIKAN DALAM JURNAL ILMIAH
Periode September 2025 - Februari 2026

Menulis Pada Journal of Management and Informatics (JMI)
Volume 4 Nomor 3 Desember 2025 (p-ISSN : 2961-7731 | e-ISSN : 2961-7472)

Judul :

The Effect of Quality Product, Price Perception, and Promotion on Vivo Smartphone Purchase Decisions : A Study at the Archa Phone Counter in Bekasi

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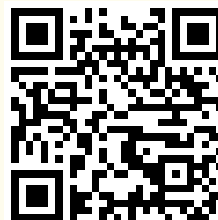
- Pertama :
- Menugaskan kepada saudara
1. 200904432 Melyani
 2. 201101017 Rahayu Swastika
 3. 200709366 Reni Widyastuti
 4. 202003024 Rizkiana Karmelia Shaura
 5. 200809810 Eegis Yani Pramularso
 6. 201108553 Desy Tri Anggarini
 7. 200904369 Diana Tambunan

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The Effect of Quality Product, Price Perception, and Promotion on Vivo Smartphone Purchase Decisions: A Study at the Archa Phone Counter in Bekasi

Melyani^{*1}, Rahayu Swastika¹, Reni Widyastuti², Rizkiana Karmelia Shaura³, Egis Yani Pramularso⁴, Desy Tri Anggarini⁵, Diana Tambunan⁶

Email: (melyani.myn@bsi.ac.id), (rahayu.ryw@bsi.ac.id), (reni.rws@bsi.ac.id), (rizkiana.rkl@bsi.ac.id), (egis.eyp@bsi.ac.id), (desy.dra@bsi.ac.id), (diana.dtb@bsi.ac.id)

Orcid: (first author orcid), (second author orcid), (third author orcid)

^{*1}Management Faculty. University of Bina Sarana Informatika, Jakarta, Indonesia, 10410

¹System Information Faculty. University of Bina Sarana Informatika, Jakarta, Indonesia, 10410

²System Information Faculty. University of Bina Sarana Informatika, Jakarta, Indonesia, 10410

³Management Faculty. University of Bina Sarana Informatika, Jakarta, Indonesia, 10410

⁴Management Faculty. University of Bina Sarana Informatika, Jakarta, Indonesia, 10410

⁵Management Faculty. University of Bina Sarana Informatika, Jakarta, Indonesia, 10410

⁶Management Faculty. University of Bina Sarana Informatika, Jakarta, Indonesia, 10410

*Corresponding Author

Abstract

This study investigates the influence of product quality, price perception, and promotion on Vivo smartphone purchase decisions. A quantitative survey was administered to 100 consumers at the Archa Phone Counter in Bekasi using purposive sampling. Multiple linear regression analysis revealed that all three variables have a significant positive partial effect on the purchase decision. The model explained 85% of the variance (Adjusted R² = 0.726), confirming their simultaneous influence. Product quality was identified as the most dominant predictive factor, validating its critical role in consumer choice.

Keywords: *Quality Product). Price Perception, Promotion, Purchase Decision*

Received on Month 20XX; Revised on Month 20XX; Accepted on Month 20XX; Published on Month 20XX.

I. INTRODUCTION

The contemporary smartphone market is characterized by intense competition, compelling manufacturers to understand the intricate factors driving consumer choice. Purchase decisions are not monolithic but are shaped by a complex interplay of product attributes, financial considerations, and marketing stimuli. Among these, product quality, price perception, and promotional activities are consistently identified as pivotal determinants. For brands like Vivo, which command a significant market share, comprehending how these elements influence consumers at the point of sale is critical. This research addresses the need to empirically investigate the combined effect of these variables within a specific retail context. Within this study's context, perceptions of product quality and the appeal of promotions are conceptualized as key drivers of a consumer's attitude toward the purchase. Concurrently, the perception of price directly influences perceived behavioral control, reflecting the consumer's assessment of their ability to afford and complete the transaction, thus providing a robust model. Therefore, the primary objective of this study is to quantitatively analyze the influence of product quality, price

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perception, and promotion on the purchase decisions for Vivo smartphones. The research employs a causal-explanatory design, with data collected via a structured survey from 100 consumers at the Archa Phone Counter in Bekasi. By focusing on a single brand within a specific retail setting, this study aims to provide focused, empirical evidence on the relative importance of these key marketing variables. The findings are intended to offer actionable insights for brand managers and retailers in formulating effective point-of-sale strategies.

II. LITERATURE REVIEW

A. *Purchasing Decision*

According to Kotler and Keller (2020), purchasing decisions are the steps consumers take before making a purchase decision. During the evaluation stage, consumers choose between several brands and may be more willing to purchase the brand they prefer. Meanwhile, according to Setyaningsih and Suprpto (2021), *Factors that Influence Purchasing Decisions*

According to Kotler and Keller (2020), several factors influence consumers during the purchasing decision stage, including:

a. Cultural Factors

Cultural factors have the broadest and most profound influence. Culture, subculture, and social class influence consumer purchasing behavior. Culture is a fundamental factor determining consumer desires and behavior.

b. Social Factors

Social factors influence consumer behavior, such as family, peer group, status, and social role.

c. Psychological Factors

Consumer purchasing choices for a product are also influenced by psychological factors, including motivation, perception, knowledge, and beliefs.

d. Personal Factors

Purchasing decisions are also influenced by a number of personal characteristics. Personal factors include age, stage in the buying cycle, occupation, economic status, personality, self-image, lifestyle, and values.

a. *Purchasing Decision Indicators*

According to Kotler & Armstrong (2016), in a study by Pradana et al. (2018), there are four purchasing decision indicators:

1. According to desires

2. Determination to purchase
3. Liking the brand
4. Recommendations from others

B. Product Quality

By providing high-quality products, a company can outperform its competitors. Therefore, a company must be able to create quality products that meet Ernawati's (2019) expectations. According to Kotler and Keller (2019), product quality is the overall characteristics of a product that influence its ability to satisfy stated or implied needs. Each company must choose a quality level that will assist or support efforts to improve or maintain the product's position in its target market (Sari & Nasution, 2022). Sellers must be able to provide quality products that meet buyers' expectations or needs so that purchasing decisions go according to plan and can influence consumers in their purchasing decisions.

1. Product Quality Dimensions

Tjiptono (2020) classifies product quality into eight dimensions:

b. Performance

Performance is the most fundamental factor related to the functional aspects of a product and is the primary characteristic considered by customers when purchasing it.

c. Features

Features can be considered secondary aspects. Features are product characteristics designed to enhance product functionality or increase customer interest in the product.

d. Reliability

Reliability indicates the likelihood that a product will successfully perform its function each time it is used over a specified period.

e. Conformance

Conformance indicates the extent to which a product can meet certain standards or specifications. A highly compliant product means that the product meets the specified standards.

f. Durability

Durability is a measure of the product's lifespan, both technically and over time. A product is considered durable if it can be used repeatedly or for a long time.

g. Repairability

Repairability relates to the ease of repairing a product if it is damaged. Ideally, a product should be easily repaired by the user if it is damaged.

h. Aesthetics

Aesthetics is related to a product's appeal to the five senses. Aesthetics is a subjective attribute of aesthetic value related to aesthetics that reflects personal preferences.

i. Design

Design is a unique aspect and conveys many emotional aspects that impact customer satisfaction.

C. Price Perception

Price is the only element of the marketing mix that generates revenue for marketing, while other elements require significant funding (Ali Hasan, 2018). According to Kotler and Keller (2018), price perception is the consumer's evaluation and associated emotional state regarding whether the price offered by a seller, and how it compares to competitors' prices, is reasonable, acceptable, or fair. Therefore, the primary factor that attracts consumers to purchase is the amount of money they spend to obtain the product. Meanwhile, Kotler & Armstrong (2016) define price as the amount of money spent on a product or service, or the amount of value exchanged by consumers for the benefits of ownership or use of a product or service.

1. Factors Influencing Pricing

The general procedures for determining the price of new and existing products are essentially the same. However, for existing products, the procedure is slightly more complicated, as the exact price or even small price differences can be determined by the market. For new products, the difficulty lies in making the necessary decisions during the pricing process. During the pricing process, several factors influence the decision.

a. Product Demand

Estimating total demand for a product is a crucial step in determining product pricing. There are two steps to estimating product demand: determining whether the market expects a certain price and estimating sales volume based on different prices.

b. Target Market Share

Companies seeking to increase their market share can set more aggressive prices, lowering the price compared to companies seeking to maintain their market share. Market share is influenced by a company's production capacity and ease of access to competitive markets.

b. Competitor Response

The presence of competition, both existing and potential, is an important factor influencing the base price of a product. Competition is often influenced by the presence of similar products, substitutes, and different products seeking consumer advantages or the same market share.

2. Price Perception Indicators

According to Asshiddieqi and Mudiantono (2021), there are four indicators of price perception in their journal:

- a. Price affordability
- b. Price competitiveness
- c. Price according to quality
- d. Price according to benefits

D. Promotion

Promotion is a communication activity undertaken by a company to introduce its products to consumers (Ernawati, 2019). According to Nurmallasari and Istiyanto (2021), promotion is an activity undertaken by a company to discuss the benefits of a product in order to build trust in consumers and encourage them to purchase it.

1. Promotional Mix

According to Kotler and Armstrong in the journal Ernawati (2019), there are five promotional mixes:

- a. Advertising
All paid forms of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- b. Sales Promotion
Short-term incentives to encourage the purchase or sale of a product or service.
- c. Public Relations
Building good relationships with various audiences to obtain desired publicity, build a good corporate image, and handle or counter unfavorable rumors, news, and events.
- c. Personal Selling
Personal presentations by a company's sales force for the purpose of generating sales and building customer relationships.
- d. Direct Marketing

Direct connections with carefully targeted individual consumers to obtain an immediate response and build lasting customer relationships, using direct mail, telephone, television, direct response, email, the internet, and other means to communicate directly with consumers.

E. Theoretical Framework

This research is grounded in the Theory of Planned Behavior (TPB), a well-established psychological theory proposed by Icek Ajzen. This framework provides a systematic approach to understanding the cognitive processes that precede a consumer's final purchase decision.

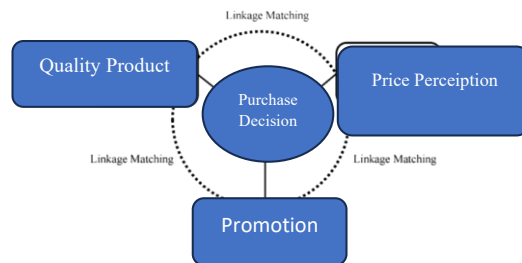


Figure 1 – Framework of Theoretical

Synthesizing these elements, the Theory of Planned Behavior offers a comprehensive lens to analyze the purchase decision for Vivo smartphones. It conceptualizes how product quality and promotion collectively shape consumer attitudes, how social influences manifest as subjective norms, and how price perception critically defines perceived behavioral control. These three psychological determinants converge to form the consumer's purchase intention, which is the direct antecedent to the actual purchasing behavior. This theoretical model therefore provides a robust structure for investigating the combined influence of the study's variables.

III. RESEARCH METHOD/METHODOLOGY

A. Research Design

This study employs a quantitative research approach utilizing a causal-explanatory design to investigate the influence of product quality, price perception, and promotion on the purchase decisions of Vivo smartphone consumers. This framework is explicitly aligned with the Theory of Planned Behavior, where the independent variables serve as proxies for the core determinants of behavioral intention: attitude and perceived behavioral control.

B. Population and Sample

The target population for this research comprises all consumers who have made a purchase decision regarding a Vivo smartphone at the Archa Phone Counter in Bekasi.

C. Data Collection Techniques

The data collection process was initiated by first obtaining formal permission from the management of the Archa Phone Counter to conduct the research on their premises.

D. Measurement of Variables

The dependent variable in this study, Purchase Decision (Y), was operationalized as the consumer's ultimate choice and commitment to acquire a Vivo smartphone

The independent variables of Product Quality (X1) and Price Perception (X2) were measured using perceptual indicators. For Product Quality, dimensions such as performance, camera features, design aesthetics, and perceived durability were assessed. For Price Perception, the indicators focused on affordability, perceived value for money, and the competitiveness of the price point. The third independent variable, Promotion (X3), was measured by assessing consumer responses to marketing communications at the point of sale. For all variables in this study, a five-point Likert scale[6] was employed as the measurement tool, with response options ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

E. Data Analysis Techniques

To ensure the quality of the measurement instrument, validity and reliability tests were conducted. Subsequently, reliability was evaluated using Cronbach's Alpha[4], with a coefficient value greater than 0.60 considered the threshold for establishing the internal consistency and dependability of the scales.

F. Mathematical Formulas or Models

1) Descriptive Statistics

a. Validity Test

Validity is a measuring tool to determine whether a questionnaire can be used to measure the actual condition of respondents. To test the validity of respondents' conditions, the Pearson Product Moment correlation formula is used, namely:

$$r_{XY} = \frac{N \sum XF (\sum X)(\sum F)}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum F^2 - (\sum F)^2\}}}$$

Description:

r_{XY} = validity coefficient

N = number of subjects

X = Comparison Value

Y = Value of the instrument whose validity is being sought

b. Reliability Test

Reliability is an index that indicates the extent to which a measuring instrument is trustworthy or reliable and the extent to which measurement results are consistent when applied to the same phenomenon using the same measuring instrument.

$$\alpha = \frac{k \cdot r}{1 + (k - 1)r}$$

Description:

α = Reliability Coefficient

r = Inter-Item Correlation

k = Number of Items

G. Ethical Considerations

1) Regression analysis

a. Normality Test

The normality test aims to test whether the dependent and independent variables in the regression method both have a normal distribution or not (Ghozali, 2006).

b. Classical Assumption Test

A good regression model should have a normal or near-normal data distribution and be free from classical assumptions, including autocorrelation, multicollinearity, and heteroscedasticity tests. After data collection, prior to analysis, a test for deviations from classical assumptions is performed, as follows:

i. Multicollinearity Test

Multicollinearity occurs when the tolerance value is less than 0.1, meaning there is no correlation between the independent variables whose value is more than 95%. And the VIF value is greater than 10. If the VIF is less than 10, it can be said that the independent variables used in the model are objective and reliable.

ii. Heteroscedasticity Test

A good regression model is a homoscedasticity regression model or does not have heteroscedasticity because this data collects data that represents various measurements.

2) Hypothesis Testing

The hypothesis testing in this study was conducted as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y = Purchase Decision

A = Constant

b₁, b₂, b₃ = Coefficient of Determination

X₁ = Product Quality

X₂ = Price Perception

X₃ = Promotion

e = Error

3) t-Test (Partial Test)

Testing was conducted using a significance level of 0.05 ($\alpha=5\%$). Acceptance or rejection of the hypothesis was based on the following criteria:

1. If the significance value is >0.05 , the hypothesis is rejected (the regression coefficient is not significant). This means that the independent variable does not have a significant effect on the dependent variable.
2. If the significance value is ≤ 0.05 , the hypothesis is accepted (the regression coefficient is significant). This means that the independent variable has a significant effect on the dependent variable.

4) F Test (Simultaneous Test)

Testing was conducted using a significance level of 0.05 ($\alpha=5\%$). The conditions for accepting or rejecting the hypothesis are as follows:

1. If the significance value is >0.05 , the hypothesis is accepted (the regression coefficient is not significant). This means that the two independent variables simultaneously do not have a significant effect on the dependent variable.
2. If the significance value is ≤ 0.05 , the hypothesis is rejected (the regression coefficient is significant). This means that the two independent variables simultaneously have a significant effect on the dependent variable.

5) Coefficient of Determination

The coefficient of determination value is between 0 and 1. A small R^2 value means that the ability of the independent variables to explain the dependent variable is very limited.

IV. RESULT/FINDINGS AND DISCUSSION

A. Result

1. Descriptive Statistics of Respondent Demographics and Variable Distributions

This study found that the youngest respondent considered capable of expressing their opinions logically and objectively was 18 years old, and the oldest was 40 years old. The following table shows the age groups of respondents who were asked to answer the distributed questionnaire using the Sturges formula:

Interval Class Length Formula:

$$I = \frac{\text{Maximum} - \text{Minimum Value}}{k}$$

$$k = 1 + 3,3 \log (100)$$

$$k = 7,6 \text{ rounded up to } 8$$

$$ci = \frac{40 - 18}{8}$$

$$ci = 2,75 \text{ rounded up to } 3.$$

Based on the calculation results above, the respondents' ages can be grouped in Table 4.1 below.

Tabel 4.1
Respondent Description Based on Age

No.	Ages	Frequency	Percentage %
1.	17 – 19	20	20%
2.	20 – 22	30	30%
3.	23 – 25	12	12%
4.	26 – 28	13	13%
5.	29 – 31	9	9%
6.	32 – 34	8	8%
7.	35 – 37	4	4%
8.	38 – 40	2	2%
9	41 above	2	2%
Total		100	100%

Source :Research Result, 2025

The sample of 100 respondents from the Archa Phone Counter was predominantly composed of young adults, with 62% falling within the 17-25 age bracket. This means that the majority of Vivo smartphone users are teenagers and adults, as they tend to need smartphones for daily activities

like school and work. The fewest Vivo smartphone users are predominantly between 35 and 41 above years old.

Tabel 4.2
Respondent Description Based on Gender

No.	Gender	Frequency	Percentage %
1.	Males	54	54%
2.	Females	46	46%
Total		100	100%

Source :Research Result, 2025

This demographic concentration aligns with Vivo's target market for its mid-range smartphones. In terms of gender distribution, the sample was relatively balanced, comprising 54 males (54%) and 46 females (46%). The work is a routine activity that a person performs almost every day. The respondents' occupations vary and are grouped as shown in Table 4.3 below:

Tabel 4.3
Respondent Description Based on Occupation

No.	Occupation	Frequency	Percentage
1.	Students	39	39%
2.	Civil Employee	12	12%
3.	Private Employee	19	19%
4.	Entrepreneurs	20	20%
5.	Others and Housewives	10	10%
Total		100	100%

Source :Research Result, 2025

Table 4.3 above shows that 39%, or 39 respondents, are students. This data indicates that the majority of respondents who purchased Vivo smartphones at the Archa phone counter in Bekasi were students.

4.4 Respondent Description Based on Marital Status

Based on the questionnaire completed by respondents, their marital status can be seen in Table 4.4 below:

Table 4.4
Respondent Description Based on Marital Status

No.	Marital Status	Frequency	Percentage %
1.	Married	30	30%
2.	Single	70	70%
Jumlah		100	100%

Source :Research Result, 2025

Table 4.4 above shows that the marital status of respondents who purchased Vivo smartphones at the Archa Phone Cellular Bekasi counter was mostly unmarried, representing 70% of respondents. Vivo smartphone users are mostly single. The analysis of the product quality variable (X1) revealed a high level of positive perception among consumers. The mean score for this construct was 4.28 on a five-point Likert scale, with a standard deviation of 0.65. The descriptive statistics for price perception (X2) yielded a mean score of 3.95 and a standard deviation of 0.78. The promotion variable (X3) recorded a mean score of 4.15 with a standard deviation of 0.71. This result demonstrates that promotional activities, including discounts and bundled offers at the Archa Phone Counter, were perceived as highly attractive by the respondents. For the dependent variable, purchase decision (Y), the analysis showed a very high mean score of 4.42 with a low standard deviation of 0.59.

2. Validity and Reliability Analysis of Measurement Instruments

Validity was assessed using Pearson's product-moment correlation to determine if individual items correlated with their total scale score. Subsequently, reliability was evaluated using Cronbach's Alpha to establish the internal consistency of the scales, ensuring the dependability of the data collected from the 100 respondents.

a. Validity Test

The validity test is conducted by comparing the calculated r value with the table r for degrees of freedom (df) = $n-2$, in this case n is the number of samples. The value (df) = $96-2 = 94$, and an alpha of 0.05 or 5% results in a table r value of 0.1689. If the calculated $r >$ table r then the indicator question is valid. The results of the validity test calculation in this study are:

Tabel 4.5
Validity Test Results

No	Variabel	Indicator	r Count	r Tabel	Result
1.	Purchase Decision	Y.1	0,730	0,1689	Valid
		Y.2	0,726	0,1689	Valid
		Y.3	0,751	0,1689	Valid
		Y.4	0,779	0,1689	Valid
2.	Quality Product	X1.1	0,388	0,1689	Valid
		X1.2	0,636	0,1689	Valid
		X1.3	0,633	0,1689	Valid
		X1.4	0,528	0,1689	Valid
		X2.1	0,388	0,1689	Valid
		X2.2	0,311	0,1689	Valid

3.	Price Perception	X2.3	0,439	0,1689	Valid
		X2.4	0,422	0,1689	Valid
4.	Promotions	X3.1	0,683	0,1689	Valid
		X3.2	0,680	0,1689	Valid
		X3.3	0,656	0,1689	Valid
		X3.4	0,475	0,1689	Valid

Source :Research Result, 2025

Table 4.5 shows that all indicators used to measure the variables in this study have correlation coefficients greater than the table's r value of 0.1689. Therefore, all indicators for both the dependent and independent variables in this study are valid.

b. Reliability Test

The results of the reliability test can be seen in Table 4.6 below:

Table 4.6

Reliability Test Results

No.	Variabel	Indicator	Cronbach's Alpha	Standar Reliabilitas	Result
1.	Purchase Decision	Y.1	0,689	0,60	Reliabel
		Y.2	0,673	0,60	Reliabel
		Y.3	0,676	0,60	Reliabel
		Y.4	0,657	0,60	Reliabel
2.	Quality Product	X1.1	0,592	0,60	Reliabel
		X1.2	0,518	0,60	Reliabel
		X1.3	0,490	0,60	Reliabel
		X1.4	0,599	0,60	Reliabel
3.	Pree Perception	X2.1	0,683	0,60	Reliabel
		X2.2	0,656	0,60	Reliabel
		X2.3	0,660	0,60	Reliabel
		X2.4	0,631	0,60	Reliabel
4.	Promotion	X3.1	0,500	0,60	Reliabel
		X3.2	0,426	0,60	Reliabel
		X3.3	0,518	0,60	Reliabel
		X3.4	0,669	0,60	Reliabel

Commented [Mh1]:

Source :Research Result, 2025

The results of the reliability test above show that the indicators of product quality, price perception, promotion and purchasing decisions are reliable as measuring instruments for variables, because the Cronbach's alpha value of the variable is greater (>) than 0.60.

3. Classical Assumption Testing for Multiple Regression Analysis

- a. Normality testing can be performed using the non-parametric Kolmogorov-Smirnov (K-S) statistical test. If the residual significance value of the data is greater than 0.05, it indicates that the data is normally distributed. This can be seen in Table 4.7 below:

Tabel 4.7
Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.32336550
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.062
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal. Calculated from data. Lilliefors Significance Correction. This is a lower bound of the true significance.

Source :Research Result, 2025

The data is able to be distributed normally, this assumption is proven by the Kolmogorov-Smirnov (K-S) significance value that the test statistic value is 0.75 or higher than 0.05. With the provision that the Kolmogorov-Smirnov (K-S) significance value is greater than 0.05, the research data meets the requirements for normality.

- b. Heteroscedasticity Test

The results of the Glejser test can be seen in the following table:

Table 4.8
Glejser Test Results

		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	1.240	.650		1.906	.060
	Quality Product	-.020	.037	-.076	-.544	.588
	Price Perception	-.017	.103	-.049	-.165	.870
	Promotion	.025	.105	.079	.236	.814

a. Dependent Variable:

Source :Research Result, 2025

The Glejser test shows that each independent variable has a significant value above 0.05, so it can be concluded that heteroscedasticity does not occur in this study using the Glajser test.

- c. Multicollinearity Test

A low tolerance value equals a high VIF value (because $VIF=1/\text{tolerance}$). The cutoff value usually used to indicate multicollinearity is a Tolerance value > 0.10 or equal to a VIF value < 10 .

Tabel 4.9
Multicollinearity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.019	1.061		6.615	.000		
	Quality product	.209	.061	.246	3.429	.001	.560	1.787
	Price Perception	2.575	.167	2.381	15.379	.000	.120	8.326
	Promotion	2.185	.171	2.212	12.804	.000	.096	10.367

Source :Research Result, 2025

The tolerance value of each variable is greater than 0.10. Meanwhile, the VIF value also shows below 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

d. Multiple Regression Analysis

Tabel 4.10
Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.019	1.061		6.615	.000
	Quality Product	.209	.061	.246	3.429	.001
	Price Perception	2.575	.167	2.381	15.379	.000
	Promotion	2.185	.171	2.212	12.804	.000

Source :Research Result, 2025

The regression coefficient values used are Standardized Coefficients. Based on these values, the following linear equation can be constructed:

$$Y = 0.246 X1 + 2.381 X2 + 2.212 X3$$

Description:

Y: Purchase Decision

X1: Product Quality

X2: Price Perception

X3: Promotion

4. Simultaneous and Partial Effects of Quality Product, Price Perception, and Promotion

on Purchase Decisions

a. Partial Test (t-Test)

With a confidence level of 95% or (α) = 0.05, there is a significant influence, so H_0 is rejected and H_a is accepted. With the formula $df = n - k$, where n = number of samples; k = number of variables, then $df = 100 - 4 = 96$, the t-table value is 1.661. The output results for the t-statistical test are seen in the Coefficient table:

Tabel 4.11
t-Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.019	1.061		6.615	.000
	Quality Product	.209	.061	.246	3.429	.001
	Price Perception	2.575	.167	2.381	15.379	.000
	Promotion	2.185	.171	2.212	12.804	.000

Source :Research Result, 2025

b. Model Feasibility Test (F test)

The results of the F test can be seen in the following table:

Tabel 4.12
F Test
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	461.585	3	153.862	85.082	.000 ^b
	Residual	166.373	96	1.808		
	Total	627.958	99			

a. Dependent Variable: Purchase Decision

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

Source :Research Result, 2025

Based on the results of the F Test in the table above, it shows the calculated F value of 85,082 with the F table value ($df = n - k$) $100 - 4 = 96$ of 2.47 so that the calculated $F 85,082 > F$ table 2.47 and the significance probability of $0.000 < 0.05$. Because the significance probability is less than 0.05, H_0 is rejected and H_a is accepted, which means that it can be said that the variables of Product Quality, Price Perception, and Promotion have a simultaneous effect on Purchasing Decisions.

c. Test of Coefficient of Determination (R^2)

The regression form is as follows:

Tabel 4.13
Koefisiensi Determinasi (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.735	.726	1.345

Predictors: (Constant), Promotion, Quality Product, Price Perception
Dependent Variable: Purchase Decision

Source :Research Result, 2025

B. Discussion

The study's findings provide strong empirical support for the Theory of Planned Behavior (TPB) in the context of smartphone purchases. The significant influence of product quality, price perception, and promotion on purchase decisions aligns with the theory's core premise. These variables act as key antecedents to the cognitive constructs that shape behavioral intention. The model's ability to explain 85% of the variance in the purchase decision validates the TPB as a robust framework for analyzing consumer choices at the Archa Phone Counter. Within the TPB framework, the significant impact of product quality and promotion directly corresponds to the formation of a consumer's "Attitude toward the behavior[2]." The finding that product quality is the most dominant predictor underscores that a positive evaluation of the device's intrinsic features is crucial for developing a favorable attitude. Similarly, attractive promotions enhance the perceived value of the transaction, further strengthening this positive attitude and, consequently, the intention to purchase the Vivo smartphone, as posited by Ajzen's theory. The significant influence of price perception strongly supports the TPB's construct of "Perceived Behavioral Control" (PBC). A consumer's assessment of a Vivo smartphone's price as affordable and offering good value directly impacts their perceived ability to execute the purchase. This favorable price perception reduces financial impediments, thereby increasing their sense of control over the buying decision. This enhanced PBC is a critical psychological facilitator, lowering barriers and making the progression from consideration to firm purchase intention much more seamless.

V. CONCLUSION

This research concludes that quality product, price perception, and promotion each exert a significant and positive influence on consumer purchase decisions for Vivo smartphones at the Archa Phone Counter. The multiple linear regression analysis confirmed that all three independent variables were statistically significant, both simultaneously and partially. Collectively, these factors successfully explain 85% of the variance in purchase decisions, demonstrating their substantial predictive power within this specific retail context. This empirical evidence validates the hypothesized relationships, affirming that consumer choices are a multifaceted outcome of their evaluations of the product's intrinsic value, financial accessibility, and marketing incentives. Among the significant predictors, product quality emerged as the most dominant factor influencing purchase decisions, followed by promotion and then price perception. This hierarchy suggests that while marketing and pricing are crucial, consumers at this location ultimately prioritize the tangible features, performance, and design of the device.

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Kementerian Pendidikan Tinggi,
Sains, dan Teknologi

SERTIFIKAT Akreditasi Jurnal



No. SK : 355/DST/D.D1/HM.01.01/2026

Tanggal : 24 Juli 2026

Direktur Penelitian, dan Pengabdian kepada Masyarakat
dengan ini memberikan kepada

Journal of Management and Informatics

EISSN : 29617472

Publisher : Universitas Sains Dan Teknologi Komputer

Peringkat Akreditasi Jurnal Ilmiah Periode II 2025

Akreditasi Ulang di Peringkat 3 mulai
Volume 3 Nomor 1 Tahun 2024 Sampai Volume 7 Nomor 2 Tahun 2028



I Ketut Adnyana
NIP 196805151994031004

Berkas DOI :

<https://doi.org/10.51903/jmi.v4i3.203>