

The Influence of Promotion Strategies and Pricing on Consumer Purchase Decisions at Toko Grosir Sembako Jasa Niaga Marbau Labuhanbatu Utara

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Abstract

Tujuan penelitian ini adalah untuk menguji dampak harga dan taktik promosi terhadap pilihan belanja konsumen di Toko Grosir Jasa Niaga Marbau Labuhanbatu Utara. Peneliti dalam penelitian ini menggunakan strategi kuantitatif berdasarkan data survei. Sebanyak 75 partisipan yang mengisi survei dipilih menggunakan metode sampel purposif, dan jawaban mereka menjadi sumber data utama. Data dianalisis dengan bantuan SPSS versi 25, yang mencakup uji reliabilitas dan validitas serta uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^3). Dengan nilai t yang dihitung sejumlah 2,374 dan ambang batas signifikansi 0,020, temuan memperlihatkan sebagian, metode promosi tidak berdampak signifikan kepada pilihan pembelian. Di sisi lain, pilihan pembelian dipengaruhi secara positif dan signifikan oleh harga (nilai $t = 7,039$, $p = 0,000$). Nilai F ditentukan sejumlah 346,425 pada tingkatan sig. 0,000, yang memperlihatkan baik harga maupun teknik promosi memiliki dampak substansial pada pilihan pembeli. Dengan R^2 sejumlah 0,906, kita dapat melihat bahwa harga dan strategi promosi menyumbang 90,6% dari varians dalam pilihan pembelian, sedangkan faktor lain menyumbang 9,4% sisanya. Temuan penelitian memperlihatkan pelanggan di Toko Grosir Jasa Niaga Marbau di Labuhanbatu Utara sebagian besar melihat harga saat melakukan pembelian, dan bahwa pendekatan periklanan toko tersebut tidak efektif.

Keywords: Strategi Promosi, Penetapan Harga, Keputusan Pembelian, UMKM, Labuhanbatu Utara

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INTRODUCTION

Trade, like all other industries, has experienced tremendous growth in this era of globalization. The impact of globalization on people's perspectives, lifestyles, and technological advancements is inseparable from the changes that occur directly and indirectly. Due to internal and external factors contributing to economic uncertainty, competition has intensified in recent years. Raw resources have become more accessible, a wide variety of interrelated goods are available, and customer expectations are increasingly diverse. (Susanti et al. 2024).

The business world in the trade sector is undergoing rapid change along with technological advancements and increasing competition among businesses. This situation requires every business, including traditional retailers, to implement

appropriate marketing strategies to maintain their existence and increase consumer purchasing decisions.

Grocery wholesalers are a type of traditional retail business that plays a vital role in meeting the community's basic needs. Grocery wholesalers significantly benefit the community, especially small traders and household consumers, by providing daily necessities at relatively affordable prices. One such grocery wholesaler operating in Marbau District, North Labuhanbatu Regency, is the Jasa Niaga Marbau Grocery Wholesaler.

Toko Jasa Niaga is a traditional retail store that offers both wholesale and retail sales. Toko Jasa Niaga sells a variety of basic necessities, primarily staple foods. Established approximately 30 years ago, this store still operates today.

However, in recent years, Jasa Niaga Marbau Grocery Wholesale Store has faced increasing competition from modern minimarkets and other wholesale stores offering a variety of promotions and more competitive prices. This has resulted in fluctuations in customer numbers and sales volume.

Based on initial observations and information from the store, the number of consumers making purchases has decreased during certain periods. For example, when there are no promotions or when prices for certain staple goods increase, the number of daily shoppers is estimated to decrease by around 10–20% compared to normal days. Conversely, when the store offers discounts or purchase bonuses on certain products, the number of shoppers tends to increase, particularly among retailers and regular customers.

Another phenomenon observed is consumers' high sensitivity to price. Consumers often compare prices between stores before making a purchase. Relatively small price differences, for example for rice, cooking oil, and sugar, can be enough to influence consumers to switch to a competitor. This demonstrates the significant role pricing plays in influencing consumer purchasing decisions.

The promotions implemented by the Jasa Niaga Marbau Grocery Wholesale Store are still conventional and unstructured, such as word-of-mouth and occasional discounts without long-term planning. As a result, not all consumers are aware of the promotions offered, resulting in suboptimal potential for increased purchasing decisions.

Need, price, promotions, and perceived product value are some of the considerations consumers evaluate when making purchasing choices. It is widely believed that promotional methods and pricing play a substantial role in influencing customers' shopping choices in grocery stores.

These findings call for further investigation into the impact of price and promotional techniques on shopper choice in the Marbau Commercial Services Market. Hopefully, store managers can use this study's findings as a foundation for more innovative and competitive advertising campaigns.

METHODOLOGY

Types and Approaches of Research

This study employed a quantitative technique based on survey methodology. A consumer survey conducted at the Jasa Niaga Marbau Wholesale Store provided the primary data. Promotion methods and pricing were independent factors in this study, with purchasing choices as the dependent variable. A five-point Likert scale

was used to measure the variables. The following statistical methods were used to analyze the data: SPSS software, multiple linear regression analysis, t-test, F-test, reliability testing, classical assumption testing, and coefficient of determination (R^2).

Research instrument testing

Validity Test

Validity tests are used to measure whether the statements in the questionnaire are able to measure the variables being studied (Syamsul et al. 2023). Validation tests are carried out using Pearson product moment correlation, with the formula:

$$r_{xy} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

The criteria for making decisions regarding validity testing are as follows:

If the calculated r value (Pearson) is greater than the r table, then the null hypothesis is rejected, which means the statement item is declared valid. Conversely, if the calculated r value (Pearson) does not exceed the r table, then the null hypothesis cannot be rejected, resulting in the statement item being declared invalid. Validity tests are carried out on each statement item in each research variable.

Reliability Test

A reliability test is a measure that indicates the level of consistency or stability of measurement results when measurements are carried out repeatedly on the same object and instrument. (Syamsul et al. 2023)

Classical assumption test

Normality Test

The purpose of the normality test (Sahir, 2022) is to determine whether the data on the dependent and independent variables follow a normal distribution. Using graphical analysis and statistical testing, one can ensure that a feasible regression model meets the normality assumption.

The following is a list of decision-making criteria for normality tests:

- a. Data is considered normally distributed, and the hypothesis is accepted, if the significance value or probability value is greater than 0.05.
- b. Because the data does not follow a normal distribution, the hypothesis is rejected if the probability or significance value is less than 0.05.

Heteroscedasticity Test

When the variance of variables in a model is not uniform, this is called heteroscedasticity. This finding indicates that the residual variance varies across the regression model data. Therefore, to determine whether this phenomenon is accounted for in the research model, a heteroscedasticity test is performed (Machali, 2021).

Multicollinearity Test

The purpose of a multicollinearity test is to determine whether the independent variables in a regression model are significantly correlated.

Multicollinearity occurs when there is a high correlation between the independent variables; this indicates that the information measured by these variables is comparable. This problem can affect the regression model's ability to explain how each independent variable affects the dependent variable (Machali, 2021).

Multiple linear regression analysis

The study's regression model is constructed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Hypothesis Testing

To see how each independent variable in a regression model partially affects the dependent variable, one can use a t-test (Sahir, 2022). Another way to look at the t-test is at the significance level, namely:

- a. If the significance value does not exceed 0.05, then the null hypothesis is rejected and the alternative hypothesis is accepted. (H_0) (H_a)
- b. If the significance value exceeds 0.05, then the null hypothesis is accepted and the alternative hypothesis is rejected. (H_0) (H_a)

F test (simultaneous)

The F statistic is used to understand whether independent variables jointly or simultaneously influence the dependent variable. Decision-making can be done by comparing the calculated F value with the F table or by looking at the significance probability value (Ghozali, 2021).

Coefficient of determination (R²)

The coefficient of determination (R²) is used to assess the extent to which an independent variable explains variation in the dependent variable. The coefficient of determination value lies between zero and one. If the value is close to one, then almost all information from the independent variable is needed to predict variation in the dependent variable; if the value is very small, then the independent variable can only explain a small portion of the variation in the dependent variable. (Ghozali, 2021)

Location and Time of Research

This research was conducted at the Jasa Niaga Marbau Grocery Wholesale Store in North Labuhanbatu, located on Jalan Besar Marbau, Marbau District, North Labuhanbatu Regency, North Sumatra Province. This research was conducted from December 2025 to February 2026.

Population and Sample

The word "population" refers to a large group of objects or people that have characteristics that researchers use to categorize and analyze (Sugiyono, 2020). In statistics, a sample represents a small part of a larger population (Pasaribu et al., 2025).

Sampling Techniques

This study employed a non-probability sampling strategy based on purposive sampling methodology to select respondents according to specific criteria related to the research objectives, as the population size could not be accurately estimated. Hair (2023) provides a method for determining sample size, suggesting that a minimum of 5–10 times the number of indicators is required. Since there are a total of fifteen indicators across the three variables (five for each), the minimum sample size required is seventy-five respondents.

RESULT AND DISCUSSION

Respondent Characteristics

When broken down by age group, 43 respondents (57.3% of the total) were in the 20-25 age group, 17 respondents (22.7%) were in the 25-30 age group, and 12 respondents (16.0%) were in the 30-35 age group. The 15-20 age group had 2 respondents (2.7%), while the 35-40 age group had the fewest number of respondents, only 1 respondent (1.3%). From this, it can be concluded that the majority of respondents were young individuals who had just entered the working age. In terms of gender, of the total respondents, 51 were female (or 68.0%), while 24 were male (or 32.0%). From this composition, it can be concluded that the majority of research participants were female.

Instrument Test

Validity Test

Table 1. Validity Test Results Table

Variables	Indicator	r Count	r table	Significant	α	Information
Promotion Strategies (X1)	X1.1	0.841	0.2242	0.00	0.05	Valid
	X1.2	0.809	0.2242	0.00	0.05	Valid
	X1.3	0.831	0.2242	0.00	0.05	Valid
	X1.4	0.854	0.2242	0.00	0.05	Valid
	X1.5	0.803	0.2242	0.00	0.05	Valid
Pricing (X2)	X2.1	0.747	0.2242	0.00	0.05	Valid
	X2.2	0.797	0.2242	0.00	0.05	Valid
	X2.3	0.835	0.2242	0.00	0.05	Valid
	X2.4	0.758	0.2242	0.00	0.05	Valid
	X2.5	0.805	0.2242	0.00	0.05	Valid
Purchase Decision (Y)	Y.1	0.807	0.2242	0.00	0.05	Valid
	Y.2	0.858	0.2242	0.00	0.05	Valid
	Y.3	0.815	0.2242	0.00	0.05	Valid
	Y.4	0.764	0.2242	0.00	0.05	Valid
	Y.5	0.863	0.2242	0.00	0.05	Valid

For this research sample of 75 participants, the correlation coefficients for all indicators used to assess the variables were greater than the table's r value, which was 0.2242, according to the validity test results table. Therefore, all indicators in this study can be concluded as valid based on these findings.

Reliability Test

Table 2. Reliability Test Results Table

Variables	Cronbach's Alpha	Standard	Information
Promotion Strategy (X1)	0.885	0.60	Reliable
Pricing (X2)	0.846	0.60	Reliable
Purchase Decision (Y)	0.877	0.60	Reliable

Based on the reliability table using Cronbach's Alpha of 0.60, it is stated that all variables, both independent and dependent, in this study are reliable. Because the Alpha value is greater than 0.60, the results of this study indicate that the measurement tool in the study has met the Reliability Test (consistent and can be used as a measuring tool).

Classical Assumptions

The model's inaccuracy in producing correct parameter values was investigated using classical assumption tests. This study employed the Normality Test, Multicollinearity Test, and Heteroscedasticity Test as standard assumption tests.

Normality Test

Table 3. Normality Test Results Table

		Unstandardized Residual
N		75
Normal Parameters(a,b)	Mean	,0000000
	Standard Deviation	2.92940366
Most Extreme Differences	Absolute	,135
	Positive	,099
	Negative	-,135
Kolmogorov-Smirnov Z		1,169
Asymp. Sig. (2-tailed)		,130

Based on the Normality Test Results Table, it can be explained that the Normality Test using the Kolmogorov Smirnov significance value of $0.130 > 0.05$, means that the regression in this study is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results Table

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,125	8,015
	X2	,125	8,015

Based on the table, the results of the multicollinearity test show the following values:

- a) The Promotion Strategy Coefficient (X1) has a tolerance result of 0.125 exceeding 0.10 and a VIF figure of 8.015 less than 10. This indicates that it is purely independent and there is no multicollinearity. As a result, the regression model is suitable for use in conducting testing.

- b) The Pricing Coefficient (X2) has a tolerance result of 0.125 exceeding 0.10 and a VIF figure of 8.015 less than 10. This indicates a pure stand-alone and no multicollinearity. As a result, the regression model is suitable for use in testing.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	1,273	,624		2,041	,045
	X1	,108	,078	,453	1,384	,171
	X2	-,137	,084	-,535	-1,635	,106

Based on the Heteroscedasticity Test Results Table, it can be explained that the results of the Heteroscedasticity test show that all independent variables (Promotion Strategy and Pricing) have a significance value of more than 0.05. As a result, it can be said that in this study, Heteroscedasticity did not occur.

Multiple Linear Regression Equation

Table 6. Multiple Linear Regression Equation Results Table

Model		Unstandardized Coefficients
		B
1	(Constant)	,182
	X1	,238
	X2	,759

Source of output results SPSS Ver.25 (2026).

$$Y = 0.182 + 0.238 X1 + 0.759 X2$$

Based on the Multiple Linear Regression Test Table, all independent variables (Promotion Strategy and Pricing) have a positive influence on the dependent variable.

- If the Promotion Strategy variable increases by 1 point, the Purchase Decision increases by 0.232.
- If the Pricing variable increases by 1 point, the Purchase Decision increases by 0.369.

Results of the Coefficient of Determination (R2) Test

Table 7. Results of the Determination Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,952(a)	,906	,903	1.07381

Based on the R2 determination results table, it can be explained that the results of the calculation of the R2 Determination Coefficient, the R Square value obtained was 0.906, this means that 90.6% of Purchasing Decisions can be influenced

by Promotion Strategy and Pricing variables, 9.4% are influenced by variables not examined in this study.

t-Test Results

Table 8. t-Test Results Table

Model		Unstandardized Coefficients		Beta	Standardized Coefficients		t	Sig.
		B	Std. Error		B	Std. Error		
1	(Constant)	,182	,803		,226	,822		
	X1	,238	,100	,243	2,374	,020		
	X2	,759	,108	,721	7,039	,000		

Based on the t-test results table, it can be explained that the t-test is a test to understand the significance of the influence of the independent variable (X) on the dependent variable (Y). By comparing the t-table value with the calculated t-value, if the calculated t-value exceeds the t-table, then the independent variable influences the dependent variable, conversely, if the calculated t-value does not exceed the t-table value, then the independent variable does not influence the dependent variable.

a. Promotion Strategy (X1)

The results of the t-test for the Promotion Strategy variable (X1) obtained a calculated t-value of 2.374 at a significance level of 0.020. Using a significance limit of 0.05, the t-table was obtained 3.123, this means that $t_{count} = 2.374 < t_{table} = 3.123$, which means that hypothesis 1 (H1) is rejected.

b. Pricing (X2) obtained a t count of 7.039 at a sig. 0.05 level and a t table of 3.123, which means that $t_{count} = 7.039 > t_{table} = 3.123$, which means that hypothesis 2 (H2) is accepted.

F Test Results

Table 9. F Test Results Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	798,899	2	399,450	346,425	,000(a)
	Residual	83,021	72	1,153		
	Total	881,920	74			

Based on the F-test results table, it can be explained that the ANOVA analysis with an F value can be used to predict the contribution of the Promotion Strategy and Pricing variables to Purchase Decision. From the calculation, the F-value is 346.425 with a significance level of 0.000 and the F-value table is 0.000.3.123. Since the calculated $F > F_{table}$, it can be concluded that the two independent variables, Promotion Strategy and Pricing, influence Purchasing Decisions. Consequently, the regression model obtained is suitable for use in predicting. Therefore, it can be concluded that the second hypothesis (H2) is accepted.

Discussion

In general, this study shows the results of a descriptive analysis of the respondents' assessment conditions regarding the research variables. This can be shown by the high number of responses of agreement from respondents regarding the conditions of each variable. From these results, it was further obtained that the two independent variables, namely Promotion Strategy and Pricing, have a significant influence on Purchasing Decisions in Marbau Commercial Services Grocery Wholesale Store, North Labuhanbatu. The explanation of each variable is as follows:

Influence of Promotional Strategy on Purchasing Decisions (X1)

The results of testing hypothesis 1 (H1) Promotional Strategy does not influence the Purchasing Decision of the Jasa Niaga Marbau Labuhanbatu North Grocery Wholesale Store shows that the calculated t number = 2.374 is at a sig. level of 0.020 using a significance limit of 0.05 after comparing the calculated t and the table t is that the calculated t value is $2.374 < t \text{ table} = 3.123$, meaning that hypothesis one (H1) states that the Promotional Strategy does not influence the Purchasing Decision at the Jasa Niaga Marbau Labuhanbatu North Grocery Wholesale Store.

Effect of Pricing (X2)

The results of testing hypothesis 2 (H2) Pricing influences Purchasing Decisions at the Jasa Niaga Marbau Grocery Wholesale Store, North Labuhanbatu, show that the calculated t-value = 7.039 at a sig. level of 0.000 using a significance limit of 0.05 after comparing the calculated t-value and the table t-value is that the calculated t-value is $7.039 > t\text{-table} = 3.123$, meaning that Hypothesis one (H1) states that Pricing Decisions influence Purchasing Decisions at the Jasa Niaga Marbau Grocery Wholesale Store, North Labuhanbatu.

CONCLUSION

Based on the results of the hypothesis testing, it is concluded that the promotional strategy (X1) does not significantly influence purchasing decisions at the Jasa Niaga Marbau Labuhanbatu Utara Grocery Wholesale Store. This is indicated by the calculated t value of 2.374 with a sig. level of 0.020 which does not exceed the significance limit of 0.05, but in comparison with the t table (3.123) shows that the calculated t does not exceed the t table, as a result, the hypothesis stating that the influence of promotional strategies on purchasing decisions cannot be accepted. On the other hand, pricing (X2) significantly influences purchasing decisions at the Jasa Niaga Marbau Labuhanbatu Utara Grocery Wholesale Store. This is evidenced by the calculated t value of 7.039 with a sig. level of 0.000 which does not exceed 0.05, and the calculated t value exceeds the t table (3.123). Therefore, the hypothesis stating that pricing influences purchasing decisions can be accepted. It was concluded that the price factor was the main consideration for consumers in making purchasing decisions, while promotional strategies had not had a significant influence in encouraging purchasing decisions on the research objects.

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