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The Effect of Product Quality, Price, Service Quality, and Promotion on Purchase Decisions

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Abstract

Purchase decisions in gadget accessories retail are influenced by various marketing factors, including product quality, price, service quality, and promotion. Understanding the contribution of these factors is essential for retailers to develop effective marketing strategies and remain competitive. This study examines the partial and simultaneous effects of product quality, price, service quality, and promotion on purchase decisions. A quantitative approach with a survey method was employed, involving 100 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression in SPSS. The findings reveal that product quality, price, and service quality do not have significant partial effects on purchase decisions. Conversely, promotion has a positive, significant effect and is the strongest predictor. Simultaneously, all four independent variables significantly influence purchase decisions. These findings indicate that promotion plays a central role in shaping consumer purchase decisions. Therefore, the store should prioritize promotional strategies while maintaining product quality, competitive pricing, and service standards to support its marketing performance and encourage consumer purchases.

Keywords

Price, Product Quality, Promotion, Purchase Decisions, Service Quality.

1. Introduction

Information and communication technology has expanded the role of mobile devices in everyday life, including communication, information access, transactions, and work. In Indonesia, 68.65% of the population owned a mobile phone in 2024 (Badan Pusat Statistik, 2025). Internet penetration also continued to increase, reaching 79.5% in 2024, equivalent to approximately 221.56 million users, and 81.72% in 2026, or around 235 million users (APJII, 2024; Indonesia Baik, 2026). This expansion has supported demand for complementary products such as phone cases, screen protectors, chargers, data cables, earphones, headsets, power banks, and speakers. As consumers can choose among accessories with similar functions but different features and prices, retailers must understand the factors shaping purchase decisions.

Purchase decisions reflect consumers' evaluation of alternatives in relation to their needs and preferences (Kotler & Keller, 2016). In gadget-accessory retail, product quality may influence whether an item is perceived as functional, durable, and suitable for its intended use. Price may shape consumers' assessments of the benefits received relative to the financial cost. Service quality may affect the shopping experience through employees' product knowledge, responsiveness, and assistance, while promotion communicates product information and offers that can attract attention and inform comparisons. These factors may therefore operate individually and collectively when consumers choose among competing products (Nurchayati et al., 2022).

However, empirical findings on these relationships are inconsistent. Kusumo (2021), studying consumers at Super Dazzle Store in Yogyakarta, found significant effects of product quality and perceived price on purchase decisions, whereas promotion was not significant. In contrast, Mutmainnah (2022), whose study focused on gadget accessories consumers at Dazzle Yogyakarta, reported that product quality had a positive but insignificant effect, while price, service quality, and social-media promotion had positive and significant effects. Research by Yahya and Sukandi (2022) found that price, product quality, and promotion positively and significantly influenced purchase decisions on Shopee. Other studies have also reported the influence of price, including Arisandi (2025). At the combined-variable level, Putri et al. (2021) and Dalimunthe and Zebua (2025) found that product quality, price, service quality, and promotion jointly affected purchase decisions. Taken together, these studies indicate that the relevance of individual marketing factors may vary across retail settings, product categories, and consumer contexts.

This inconsistency, particularly in the findings on product quality and promotion, provides a basis for further testing. Moreover, much of the cited evidence comes from other stores or online marketplaces; therefore, the combined effects of these four variables require examination in the specific context of Maestro Gadget Accessories Store in Yogyakarta. The store sells a range of accessories that differ in brand, material, design, function, and price. Its in-store purchase process also allows consumers to compare alternatives, obtain product information, and receive recommendations directly from employees. These characteristics make the setting relevant for examining how product-related evaluations and the retail experience relate to purchase decisions.

According to the internal sales records provided by Maestro Gadget Accessories, from 1 January to 30 September 2024, the store recorded 4,705 invoices and revenue of IDR 690,694,501, with an average revenue of IDR 146,799 per invoice. During the same period in 2025, the store recorded 7,646 invoices and revenue of IDR 1,002,169,000, while average revenue per invoice declined to IDR 131,071. From 1 January to 5 October 2026, the store recorded 6,214 invoices and revenue of IDR 716,411,500, with average revenue per invoice further declining to IDR 115,289.

Although the observation periods are not identical, the figures show that average revenue per invoice declined across the reported periods, while total revenue and invoice count were highest in 2025.

This pattern does not establish causation, but it highlights the value of examining factors associated with consumers' purchase decisions. The study contributes by testing product quality, price, service quality, and promotion together in a physical gadget-accessory retail setting where prior findings are mixed. It extends the contextual evidence beyond the stores and marketplace settings examined in earlier studies and provides store-specific evidence that may inform marketing decisions. Accordingly, this study examines the partial and simultaneous effects of product quality, price, service quality, and promotion on purchase decisions at Maestro Gadget Accessories Store in Yogyakarta.

2. Literature Review and Hypothesis Development

2.1. The Effect of Product Quality and Price on Purchase Decisions

Product quality refers to a product's ability to meet consumer needs and expectations. Kotler and Keller (2016) define it as the capacity to perform intended functions, including durability, reliability, precision, and ease of use. In gadget accessories, consumers may assess phone case materials, screen protector performance, cable quality, charger durability, and accessory reliability. Products meeting expectations may be considered for purchase, although consumers also assess price, service, and promotion. Price is the amount consumers pay to obtain a product. Sánchez-Fernández and Iniesta-Bonillo (2007) explain that it is an important marketing mix element because it reflects consumers' sacrifice for perceived value. Customers may compare prices among accessories with similar functions and assess whether prices match product quality and benefits (Wang et al., 2022). A reasonable price may encourage purchase decisions, while a disproportionate price may reduce interest.

Mutmainnah (2022) found that product quality had a positive but insignificant effect on purchase decisions at Dazzle in Yogyakarta, whereas Saputro et al. (2025) reported an effect. Regarding price, Dalimunthe and Zebua (2025) found a significant effect on purchase decisions, while Putri et al. (2021) and Maky et al. (2024) found no statistically significant effect. These inconsistencies suggest that the effects of product quality and price may differ across retail contexts and consumer preferences. Accordingly, this study examines both factors at Maestro Gadget Accessories Store in Yogyakarta.

H1: Product quality has a significant effect on purchase decisions.
H2: Price has a significant effect on purchase decisions.

2.2. The Effect of Service Quality and Promotion on Purchase Decisions

Service quality refers to a company's ability to deliver services that meet consumer expectations. Tjiptono and Diana (2019) explain that it concerns the level of service excellence provided to fulfill customer expectations. In gadget accessories stores, service quality is reflected in employees' ability to provide product information, help consumers select suitable products, deliver prompt and accurate service, and respond effectively to customer needs. These interactions may help consumers evaluate available alternatives and influence their purchase decisions. Promotion, meanwhile, refers to marketing communication activities used to convey product information, generate interest, and encourage consumer action (Kotler & Keller, 2016). In gadget accessories retail businesses, promotion may communicate product features, prices, special offers, and sales programs. Such information can

increase consumer awareness and interest, helping them consider available products before making purchase decisions.

Previous studies by Putri et al. (2021), Dalimunthe and Zebua (2025), and Saputro et al. (2025) found that service quality influenced purchase decisions. These findings indicate that the quality of assistance and interaction provided by retail employees may contribute to consumer purchase behavior. Regarding promotion, Mutmainnah (2022) reported that it influenced purchase decisions. However, Dianamurti and Damayanti (2023) and Maky et al. (2024) found that promotion did not significantly affect purchase decisions. These differences highlight the need to examine both factors in specific retail contexts. Accordingly, this study investigates the effects of service quality and promotion on purchase decisions at Maestro Gadget Accessories Store in Yogyakarta.

H3: Service quality has a significant effect on purchase decisions.
H4: Promotion has a significant effect on purchase decisions.

2.3. The Simultaneous Effect on Purchase Decisions

Purchase decision refers to the process through which consumers evaluate alternatives and select products or brands based on their needs and preferences. Kotler and Keller (2016) explain that consumers consider various alternatives before making purchase decisions, which may be influenced by product characteristics and marketing activities. In gadget accessories retail, consumers encounter products with different materials, designs, brands, durability, prices, and benefits, even when they serve similar functions. Consequently, purchase decisions may involve several considerations simultaneously. Product quality enables consumers to assess product performance and reliability, price reflects the financial sacrifice required, service quality shapes the shopping experience, and promotion provides information about products and available offers (Virgiawan et al., 2024). These factors may collectively influence consumers' perceptions and final choices.

Previous studies support the simultaneous influence of these marketing factors on purchase decisions. Dalimunthe and Zebua (2025) found that product quality, price, service quality, and promotion jointly influenced purchase decisions. Similarly, Mutmainnah (2022) reported that product quality, price, service quality, and social media promotion simultaneously affected purchase decisions for gadget accessories at Dazzle in Yogyakarta. These findings suggest that consumer purchase behavior is better understood by examining the combined contribution of multiple marketing factors. Nevertheless, their influence may differ across retail settings and consumer preferences. This study examines the simultaneous effects of product quality, price, service quality, and promotion on purchase decisions at Maestro Gadget Accessories Store in Yogyakarta.

H5: Product quality, price, service quality, and promotion simultaneously influence purchase decisions.

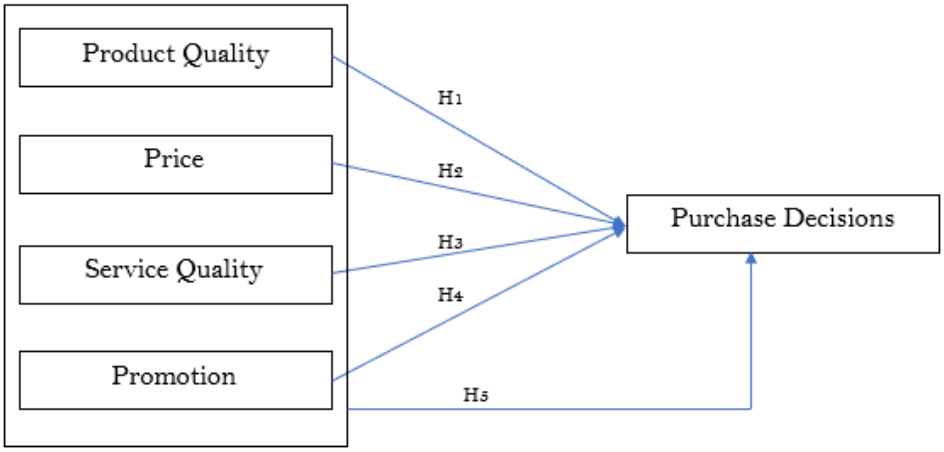


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework examining the effects of product quality, price, service quality, and promotion on purchase decisions. The framework proposes five hypotheses (H1–H5): H1 examines the effect of product quality on purchase decisions, H2 assesses the effect of price, H3 investigates the effect of service quality, and H4 evaluates the effect of promotion. Furthermore, H5 represents the simultaneous influence of product quality, price, service quality, and promotion on purchase decisions. The framework positions these four variables as independent variables and purchase decisions as the dependent variable, providing the basis for developing and testing the proposed hypotheses.

3. Methods

This study used a quantitative, explanatory, cross-sectional survey design to examine the effects of product quality, price, service quality, and promotion on purchase decisions. The explanatory design tested the proposed hypotheses and assessed both partial and simultaneous effects of the independent variables on the dependent variable. Data were collected at a single point in time through questionnaires to capture consumer perceptions during the research period (Sofya et al., 2024). Statistical analysis was determined based on the research design, variable characteristics, and hypotheses (Kim et al., 2024).

The study was conducted at Maestro Gadget Accessories Store in Yogyakarta and involved consumers who had purchased its products. Since the population size was unknown and fluctuated over time, purposive sampling was applied. Respondents were required to be at least 17 years old, have prior purchase experience, be familiar with or have experienced the store's service process, complete the questionnaire, and not be store employees. Based on a sample size calculation using a 95% confidence level and a 10% margin of error, following Pratiwi and Sumaryanto (2024), 100 respondents were selected. Primary data were collected through questionnaires distributed directly or via digital platforms.

The study examined four independent variables: product quality, price, service quality, and promotion, with purchase decision as the dependent variable. Product quality was measured through seven indicators: product performance, reliability, conformance to specifications, durability, features, aesthetics, and perceived quality. Price was assessed using affordability, price-quality consistency, price-benefit consistency, and price competitiveness. Service quality was measured through tangibles, reliability, responsiveness, assurance, and empathy (Putry & Kusumasari, 2026). Promotion was assessed through advertising, sales promotion, personal

selling, public relations/publicity, and direct marketing (Ardiansyah et al., 2026). Purchase decisions were measured using product choice, brand choice, store choice, purchase timing, purchase quantity, and payment method (Dalimunthe & Komalasari, 2024). All indicators were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to capture respondents' levels of agreement with the questionnaire statements (Jebb et al., 2021).

Descriptive statistics were used to summarize the distribution of the research variables. Instrument validity was assessed using Pearson product–moment correlations, with items considered valid when the calculated correlation coefficient exceeded the critical value. Reliability was evaluated using Cronbach's alpha, with values≥ 0.70 indicating acceptable internal consistency (Boateng et al., 2018). Classical assumption tests included the one-sample Kolmogorov–Smirnov test and Shapiro-Wilk test for normality, tolerance and Variance Inflation Factor (VIF) values for multicollinearity, and scatterplot inspection for heteroscedasticity. Multiple linear regression was employed to examine the effects of the four independent variables on purchase decisions. Hypotheses were tested at a 5% significance level using t-tests, an F-test, and the coefficient of determination (R^2) to assess partial effects, joint effects, and explanatory power, respectively (Kim et al., 2024).

4. Results

Based on the descriptive statistical analysis presented in Table 1, all research variables were measured using responses from 100 respondents. Product quality, measured using 13 statement items, had a minimum value of 18, a maximum value of 65, a mean of 59.96, and a standard deviation of 7.746. Price, measured using 8 statement items, had a minimum value of 16, a maximum value of 40, a mean of 35.97, and a standard deviation of 5.090. Similarly, service quality, measured using 8 statement items, recorded a minimum value of 16, a maximum value of 40, a mean of 37.12, and a standard deviation of 4.582. Meanwhile, promotion, measured using 10 statement items, had a minimum value of 20, a maximum value of 50, a mean of 45.59, and a standard deviation of 5.951.

Table 1. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	18	65	59.96	7.746
Price	100	16	40	35.97	5.090
Service Quality	100	16	40	37.12	4.582
Promotion	100	20	50	45.59	5.951
Purchase Decision	100	24	60	55.10	6.198
Valid N (listwise)	100				

Purchase decision, measured using 12 statement items, recorded a minimum value of 24, a maximum value of 60, a mean of 55.10, and a standard deviation of 6.198. The mean values represent the average scores for each research variable, while the standard deviations indicate the degree of variation in respondents' scores relative to their respective means. However, differences in the number of measurement items and the maximum possible scores should be considered when comparing mean values across variables. Therefore, conclusions about the relative levels of respondents' assessments should also account for the measurement scales used for each variable.

Table 2. Validity Test

Variable	Item	R-count	R-table	Sig.	Cronbach's Alpha
Product Quality (X1)	X1.1	0.775	0.1966	0.000	0.976
	X1.2	0.920	0.1966	0.000	
	X1.3	0.935	0.1966	0.000	
	X1.4	0.838	0.1966	0.000	
	X1.5	0.913	0.1966	0.000	
	X1.6	0.935	0.1966	0.000	
	X1.7	0.875	0.1966	0.000	
	X1.8	0.876	0.1966	0.000	
	X1.9	0.893	0.1966	0.000	
	X1.10	0.894	0.1966	0.000	
	X1.11	0.856	0.1966	0.000	
	X1.12	0.901	0.1966	0.000	
	X1.13	0.889	0.1966	0.000	
Price (X2)	X2.1	0.857	0.1966	0.000	0.958
	X2.2	0.875	0.1966	0.000	
	X2.3	0.909	0.1966	0.000	
	X2.4	0.927	0.1966	0.000	
	X2.5	0.874	0.1966	0.000	
	X2.6	0.911	0.1966	0.000	
	X2.7	0.838	0.1966	0.000	
	X2.8	0.860	0.1966	0.000	
Service Quality (X3)	X3.1	0.887	0.1966	0.000	0.971
	X3.2	0.909	0.1966	0.000	
	X3.3	0.910	0.1966	0.000	
	X3.4	0.925	0.1966	0.000	
	X3.5	0.911	0.1966	0.000	
	X3.6	0.938	0.1966	0.000	
	X3.7	0.931	0.1966	0.000	
	X3.8	0.897	0.1966	0.000	
Promotion (X4)	X4.1	0.843	0.1966	0.000	0.971
	X4.2	0.902	0.1966	0.000	
	X4.3	0.897	0.1966	0.000	
	X4.4	0.883	0.1966	0.000	
	X4.5	0.900	0.1966	0.000	
	X4.6	0.918	0.1966	0.000	
	X4.7	0.929	0.1966	0.000	
	X4.8	0.907	0.1966	0.000	
	X4.9	0.861	0.1966	0.000	
	X4.10	0.888	0.1966	0.000	
Purchase Decision (Y)	Y1	0.787	0.1966	0.000	0.952
	Y2	0.844	0.1966	0.000	
	Y3	0.733	0.1966	0.000	
	Y4	0.736	0.1966	0.000	
	Y5	0.859	0.1966	0.000	
	Y6	0.854	0.1966	0.000	
	Y7	0.846	0.1966	0.000	
	Y8	0.735	0.1966	0.000	
	Y9	0.806	0.1966	0.000	
	Y10	0.849	0.1966	0.000	
	Y11	0.837	0.1966	0.000	
	Y12	0.873	0.1966	0.000	

Table 2 presents the results of the validity and reliability tests for all research variables. The validity test was conducted by comparing the calculated correlation coefficient (r-count) with the r-table value of 0.1966 at a significance level of 5%. The

results indicate that all statement items have r-count values greater than the r-table value, ranging from 0.733 to 0.938. Furthermore, all items have significance values of 0.000, which are below 0.05. These results indicate that all statement items for product quality, price, service quality, promotion, and purchase decision are valid and suitable for further analysis. The reliability test results show that the Cronbach's alpha values for product quality, price, service quality, promotion, and purchase decision are 0.976, 0.958, 0.971, 0.971, and 0.952, respectively. All values exceed the commonly used threshold of 0.70, indicating that each research variable has excellent internal consistency. Therefore, all questionnaire items are valid and reliable, and the research instrument is appropriate for subsequent statistical analyses.

Table 3. Normality Test

Test	Statistics	df	Sig.
Kolmogorov-Smirnov	0.145	100	0.000
Shapiro-Wilk	0.945	100	0.000

Based on the normality test results presented in Table 3, the significance values for both the Kolmogorov–Smirnov and Shapiro–Wilk tests were 0.000 (reported as $p < 0.001$). Because these values are below the 0.05 significance threshold, both tests indicate that the residuals do not meet the normality assumption. Meanwhile, the Normal Q–Q Plot shows that most data points follow the direction of the diagonal line, although deviations are observed at several points. Therefore, while the graphical assessment suggests that the residuals generally approximate the expected distribution, the statistical test results indicate that the residual normality assumption has not been fully met.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF
Product Quality	0.153	6.546
Price	0.256	3.909
Service Quality	0.184	5.430
Promotion	0.257	3.892

Based on Table 4, all independent variables have tolerance values above 0.10 and VIF values below 10. Therefore, under the tolerance and VIF criteria used in this study, all variables meet the established thresholds. However, the collinearity diagnostics table shows that the highest condition index is 57.508 in the fifth dimension. In the same dimension, the variance proportions for product quality and service quality are 0.79 and 0.73, respectively. These findings indicate a potentially strong linear relationship between the two independent variables. Consequently, the multicollinearity test results should be interpreted with caution. Although the tolerance and VIF criteria are satisfied, the additional diagnostic results suggest a potential multicollinearity issue that warrants further attention when interpreting the regression coefficients for product quality and service quality.

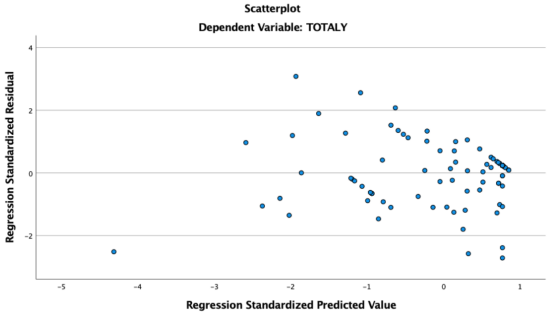


Figure 2. Heteroscedasticity Test

Based on the scatterplot in Figure 2, the residuals are distributed both above and below zero. However, several points are relatively distant from the main cluster, and the distribution pattern warrants further examination. Therefore, visual inspection of the scatterplot alone is insufficient to conclusively determine whether the regression model is free from heteroscedasticity.

Table 5. R-Squared

Test	Value
R	0.876
R-Square	0.768
Adjusted R Square	0.758
Std. Error of the Estimate	3.050

Based on Table 5, the R-squared value is 0.768, while the adjusted R-squared value is 0.758. The adjusted R-squared value of 0.758 indicates that the model comprising product quality, price, service quality, and promotion explains 75.8% of the variation in purchase decisions after adjusting for the number of independent variables. Meanwhile, the remaining 24.2% of the variation in purchase decisions is not explained by the variables included in this research model and may be associated with other factors not examined in this study.

Table 6. Partial T-Test

Variable	Unstd. Coef. B	Std. Error	Std. Coef. Beta	t	Sig.	95% CI Lower Bound	95% CI Upper Bound
Constant	12.905	2.571		5.020	0.000	7.801	18.009
Product Quality	-0.108	0.101	-0.135	-1.064	0.290	-0.309	0.093
Price	0.192	0.119	0.158	1.617	0.109	-0.044	0.429
Service Quality	0.134	0.156	0.099	0.858	0.393	-0.176	0.443
Promotion	0.806	0.102	0.774	7.937	0.000	0.605	1.008

Table 6 shows that the regression coefficients indicate that product quality has a negative relationship with purchase decisions, whereas price, service quality, and promotion have positive relationships, with the other variables held constant. However, the partial t-test results must be used to assess the statistical significance of each relationship. The partial t-test results show that product quality has a negative but insignificant effect on purchase decisions ($B = -0.108$; $t = -1.064$; $p = 0.290$). Price has a positive but insignificant effect ($B = 0.192$; $t = 1.617$; $p = 0.109$), as does service quality ($B = 0.134$; $t = 0.858$; $p = 0.393$). Therefore, H1, H2, and H3 are not supported. In contrast, promotion has a positive and significant effect on purchase decisions ($B = 0.806$; $t = 7.937$; $p < 0.001$), indicating that higher promotion scores are associated with higher purchase decision scores. Thus, H4 is supported, making promotion the only variable with a statistically significant partial effect on purchase decisions.

Table 7. ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2919.524	4	729.881	78.484	0.000
Residual	883.476	95	9.300		
Total	3803.000	99			

The F-test was conducted to examine the simultaneous effects of product quality, price, service quality, and promotion on purchase decisions. Based on Table 7, the calculated F-value was 78.484, with $p < 0.001$. Since the significance level is below 0.05, the results indicate that product quality, price, service quality, and promotion simultaneously have a statistically significant effect on purchase decisions at Maestro Gadget Accessories Store in Yogyakarta.

5. Discussion

The results indicate that product quality has a negative but statistically insignificant effect on purchase decisions ($B = -0.108$; $t = -1.064$; $p = 0.290$). This suggests that variations in consumers' perceptions of product quality do not sufficiently explain their purchase decisions at Maestro Gadget Accessories Store. This finding differs from Kusumo (2021), Putri et al. (2021), and Pratiwi and Sumaryanto (2024), who found that product quality significantly influenced purchase decisions. These differences may reflect variations in product characteristics, consumer preferences, and retail contexts. In gadget accessories retail, consumers may prioritize other considerations, such as promotional offers and product suitability, rather than product quality alone.

Price has a positive but statistically insignificant effect on purchase decisions ($B = 0.192$; $t = 1.617$; $p = 0.109$). Although the positive coefficient indicates that higher price scores are associated with higher purchase decision scores, the relationship is not statistically significant. This finding is consistent with Putri et al. (2021) and Choiri et al. (2026), who also reported that price did not significantly influence purchase decisions. However, it differs from Dianamurti and Damayanti (2023) and Apriyani and Murniyati (2026), who found a significant effect of price on consumer purchase decisions. These differences suggest that price considerations may vary according to product characteristics, perceived benefits, and consumer preferences. Thus, price alone may not determine consumers' decisions when purchasing gadget accessories.

Service quality has a positive but statistically insignificant effect on purchase decisions ($B = 0.134$; $t = 0.858$; $p = 0.393$). This indicates that service quality has not demonstrated a statistically significant contribution to consumers' purchase decisions at Maestro Gadget Accessories Store. This finding differs from previous studies, such as Dianamurti and Damayanti (2023) and Muliadi et al. (2024), which reported a significant effect of service quality on purchase decisions. Nevertheless, employee assistance and the provision of product information remain important aspects of the shopping experience that may support consumer satisfaction and purchase decisions. Therefore, improving service quality remains relevant to enhancing the overall shopping experience.

In contrast, promotion has a positive and statistically significant effect on purchase decisions ($B = 0.806$; $t = 7.937$; $p < 0.001$). Its standardized beta coefficient ($\beta = 0.774$) is also the highest among the independent variables, indicating its strongest relative contribution to the regression model. This finding is consistent with Putri et al. (2021) and Parwati et al. (2025), who reported that promotion significantly influenced purchase decisions. However, these findings differ from Ahdiman and Setiawan (2026), who found that promotion has no significant effect on purchase decisions. These results highlight the importance of promotional activities in attracting consumer attention, communicating product information, and encouraging purchases. Therefore, the store should maintain and improve its promotional strategies to stimulate consumer purchase decisions.

The simultaneous test demonstrates that product quality, price, service quality, and promotion jointly have a statistically significant effect on purchase decisions ($F = 78.484$; $p < 0.001$). This finding is consistent with Mutmainnah (2022) and Ardiansyah et al. (2026), who reported that marketing factors collectively influenced

purchase decisions. Although product quality, price, and service quality do not have significant individual effects, their combined contribution with promotion produces a significant regression model. Furthermore, the adjusted R^2 value of 0.758 indicates that the four independent variables explain 75.8% of the variation in purchase decisions, while the remaining 24.2% is attributable to factors outside the research model. These findings show that marketing factors influence purchase decisions, with promotion as the only variable with a significant partial effect and the strongest relative contribution.

6. Conclusion

This study examined the effects of product quality, price, service quality, and promotion on purchase decisions at Maestro Gadget Accessories Store in Yogyakarta. The findings indicate that product quality, price, and service quality do not have statistically significant partial effects on purchase decisions. In contrast, promotion has a positive and significant effect and emerges as the strongest predictor of consumer purchase decisions. Nevertheless, the four variables collectively have a significant influence on purchase decisions. These findings suggest that promotional activities play an important role in attracting consumers and encouraging purchases. Although these factors do not individually demonstrate significant effects, they remain important considerations in developing an integrated marketing strategy that addresses consumers' needs and preferences.

This study has several limitations. First, the research focuses exclusively on consumers of one gadget accessories store in Yogyakarta, which may restrict the generalizability of the findings to other retail businesses. Second, the analysis examines only four independent variables, while other factors may also influence consumer purchase decisions. Future research should incorporate additional variables, such as brand image, customer trust, product availability, and perceived value, to develop a more comprehensive understanding of purchase behavior. Further studies may also involve larger and more diverse respondent groups, compare different retail businesses, and extend the observation period. These directions are expected to provide broader insights into consumer purchase decisions and strengthen the applicability of future research findings in the gadget accessories retail sector.

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