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The Effect Of Service Quality And Promise Mix On Purchase Decisions At The Anugrah Electronik Waykanan Store

Reza Aryanto [1], Ardansyah [2]

[1]Student, Management Study Program, Faculty of Economics and Business, Bandar Lampung University, Bandar Lampung 35142, Indonesia.
[2]Lecturer, Management Study Program, Faculty of Economics and Business, Bandar Lampung University, Bandar Lampung 35142, Indonesia.

Abstract

This paper aims to analyze the influence of service quality and promotional mix on purchasing decisions at Anugrah Elektronik Way Kanan Store. This paper uses a quantitative approach with a causal associative method. The sample of the writing is 71 respondents who were determined using a purposive sampling technique. Data were collected through a questionnaire with a Likert scale of 1–5 and analyzed using multiple linear regression analysis with the help of the SPSS program. The results of the writing show that service quality has a positive and significant effect on purchasing decisions with a significance value of 0.000 < 0.05. The promotional mix also has a positive and significant effect on purchasing decisions with a significance value of 0.000 < 0.05. Simultaneously, service quality and promotional mix have a significant effect on purchasing decisions with a calculated F value of 59.956 and a significance of 0.000 < 0.05. The results of the descriptive analysis show an average value of service quality of 4.25, promotional mix of 3.90, and purchasing decisions of 4.10, all of which are in the good category. This paper concludes that service quality and promotional mix have an important role in increasing consumer purchasing decisions at the Anugrah Elektronik Way Kanan Store.

Keywords: Service Quality, Promotional Mix, Purchasing Decision.

INTRODUCTION

The development of the business world in the modern era is marked by increasing competition in various sectors, including e-commerce. Technological advances and easy

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access to information have made consumers increasingly selective in choosing products and purchasing locations. This phenomenon requires every business actor to adapt to changing consumer behavior, particularly in terms of improving service quality and implementing effective promotional strategies to maintain customer loyalty amidst increasingly competitive markets (Syarief et al., 2021).

In Indonesia, electronics stores are one of the retail sectors that are growing rapidly, driven by the increasing demand for technological devices such as televisions, refrigerators, washing machines, and smartphones. However, in line with this growing demand, the number of electronics stores has also increased significantly. This situation has resulted in high levels of competition among businesses, both in large cities and rural areas. Therefore, electronics stores need to prioritize customer satisfaction through quality service and engaging and sustainable promotions to survive and continue to grow (Dandi Ramadhan et al., 2023).

One area experiencing similar dynamics is Way Kanan Regency, Lampung Province. In this region, numerous electronics stores compete to offer products and services to the public. Each store attempts to attract customers with various strategies, such as discounts, product warranties, and improved after-sales service. This competition requires each store to develop a competitive advantage to remain the consumer's top choice.

Anugrah Elektronik Way Kanan is a well-known store offering a wide range of household electronics at competitive prices. However, based on the author's pre-survey and sales data from 2022–2025, sales at this store are likely stagnant. This is as stated by Mr. Rahmad Fauzi: (Rahmad Fauzi, personal interview, October 10, 2025)

Table 1.1 Sales Data of Anugrah Elektronik Way Kanan Store for the Period 2022-2025

No.	Year	Number of Transactions (Product Units)
1.	2022	1,240
2.	2023	1,310
3.	2024	1,295
4.	2025	1,305 *(as of May 2025)*

Source: Sales Data from Anugrah Elektronik Way Kanan Store

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Based on sales data from the Anugrah Elektronik Way Kanan Store for the 2022–2025 period, the number of transactions shows relatively little fluctuation from year to year. In 2022, 1,240 units were recorded, increasing to 1,310 units in 2023, then experiencing a slight decline in 2024 to 1,295 units, and increasing again in 2025 (as of May)to 1,305 units. This pattern indicates that sales tend to be stable without significant growth. Interviews with the store owner, Rahmad Fauzi, indicate that this condition is influenced by increasing competition, both from similar stores and online sales platforms. Although the store has attempted to maintain service quality by providing warranties and good customer service, its promotional strategies are still considered less than optimal in reaching consumers. This is reinforced by findings from consumer interviews that indicate several obstacles, such as the lengthy warranty service process, limited employee ability to provide detailed product explanations, and relatively long wait times for service during busy times. This condition indicates that the service quality aspect still needs to be improved in order to meet consumer expectations more optimally.

Theoretically, service quality, according to Kotler and Keller (Kharisma et al., 2023), is the overall characteristics of a service that can meet consumer needs, both stated and implied. Therefore, improving service quality must include aspects of timeliness, accuracy, friendliness, ease of access, comfort, and adequate support facilities (Husniaty, 2021). Furthermore, the promotional mix also plays a strategic role in influencing purchasing decisions. Kotler and Keller (Nirwana & Khuntari, 2021)define promotion as a marketing communication activity aimed at informing, persuading, and reminding consumers about a product. However, interview results indicate that the promotions carried out by Anugrah Elektronik Store are still simple and have not been maximized digitally, such as the use of attractive visual designs or paid advertising, so they have not been able to have a significant impact on increasing the number of consumers. In this context, the promotional mix as proposed by Kotler and Armstrong (Tambrin & Gumylang, 2021)includes advertising, sales promotion, public relations, personal selling, and direct and digital marketing, which need to be managed in an integrated manner.

This phenomenon can be explained through the Stimulus–Organism–Response (SOR)Theory approach proposed by Mehrabian and Russell, where service quality and promotional mix act as stimuli that influence the internal processes of consumers (organisms)in the form of perception and evaluation, which then produce responses in the form of purchasing decisions. Thus, optimizing service quality and promotional mix is a key factor in improving consumer purchasing decisions. Based on this description, this

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study was conducted to analyze the influence of service quality and promotional mix on purchasing decisions at the Anugrah Elektronik Way Kanan Store.

LITERATURE REVIEW

Quality of Service

According to Kotler and Keller (Putri et al., 2021), service quality is the overall characteristics of a product or service that determine its ability to meet needs, both stated and implied. In other words, service quality can be defined as comparing customer perceptions of the service received with the service expected. The better the quality of service provided, the higher the level of customer satisfaction, which ultimately increases product value and increases the company's cost efficiency.

According to Zeithaml and Berry (Kumrotin & Susanti, 2021), product quality is a consumer's perception of a company's service, which is assessed by comparing expectations with the actual service received. Service is considered satisfactory if it meets consumer expectations, and high-quality if it exceeds them. Conversely, if the service provided does not meet expectations, the quality is considered low.

According to Parasuraman, Zeithaml, and Berry (Alkemega, 2016), service quality can be measured through five main indicators, namely:

1. ***Reliability***

   Demonstrates the company's ability to provide services promptly, accurately, and consistently as promised. Reliable service means being error-free and meeting customer expectations with a sympathetic attitude.

2. ***Responsiveness***

   Describes employees' willingness and ability to assist customers and provide prompt and clear service. Responsive service makes customers feel valued and isn't left waiting unannounced.

3. ***Assurance***

   Relating to the knowledge, politeness and ability of employees to foster a sense of trust and security for customers regarding the services provided by the company.

4. ***Empathy***

   Reflects the company's genuine concern and care for customer needs and desires. This includes the ability to understand customer needs and provide comfortable and personalized service.

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5. ***Tangibles*** **(Physical Evidence)**

This is the tangible appearance of the company's physical facilities, equipment, employees, and environment. This aspect reflects how the company presents itself professionally and convincingly to customers.

Promotion Mix

According to Kotler (Amin et al., 2023), the marketing mix is a collection of tools a company uses to achieve its marketing objectives in a target market. Meanwhile, according to Mas'ari, product marketing is a structured plan for how to market goods or services. Marketing strategy is a crucial aspect of business because it helps entrepreneurs understand their target market, product strengths, and weaknesses, allowing them to develop appropriate strategies to attract consumers.

According to Sofjan Assauri (Maha & Ardansyah, 2023), a promotional mix is the best strategic combination of various promotional elements used to achieve effectiveness in marketing activities. For optimal promotion, companies need to first determine the most appropriate promotional tools and combine them strategically to maximize the impact on the target market.

According to Kotler and Keller (Tambrin & Gumylang, 2021), the promotional mix consists of several main dimensions, namely:

1. Advertising is a form of non-personal communication used to promote ideas, goods, or services, usually paid for by a sponsor. Common media include print, broadcast, brochure, telephone, and internet advertising.
2. Sales Promotion, short-term promotional activities aimed at encouraging consumers to try or buy a product, such as through discounts, coupons, exhibitions, demonstrations, or prizes.
3. Public Relations (PR)is an external program aimed at building a positive company image and addressing negative rumors or issues. This activity can take the form of seminars, sponsorships, or publishing a company magazine.
4. Direct Marketing is a strategy of communicating directly with customers or potential customers to obtain an immediate response. Commonly used media include mail, telephone, email, and the internet.

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Purchasing Decision

Purchasing decisions are every action taken by a customer before purchasing and utilizing a product and are considered part of the decision-making process (Amelia et al., 2025).

According to Kotler and Keller (Aprilia & Tukidi, 2021), a purchasing decision is the final decision made by an individual or household to purchase goods and services for personal use. In other words, a purchasing decision reflects the final outcome of a person's process of selecting and transacting products or services for personal consumption.

Purchasing decision indicators describe the actions consumers take to meet their needs through the decision-making process before making a purchase. According to P. Kotler (Abdul Kohar Septyadi et al., 2022), these indicators include:

1. Product purchasing, the process by which consumers purchase goods or services according to their needs and desires.
2. Brand purchasing, a consumer decision based on consideration of a particular brand of a product.
3. Purchasing channel selection, the process of determining the place or media used by consumers to obtain the desired product.
4. Determining the timing of purchase, the consumer's decision regarding when is the right time to purchase a product.
5. Purchase quantity, decisions regarding the number of products that consumers will purchase according to their needs and abilities.

RESEARCH METHODS

This writing method chapter is designed with a descriptive quantitative approach that aims to obtain valid data through number-based measurements and statistical analysis using SPSS 26.0. The focus of the research is directed at the influence of service quality (X_1)and promotional mix (X_2)on purchasing decisions (Y)of consumers at the Anugrah Elektronik Way Kanan Store. These variables are operationalized through measurable indicators and collected using a closed questionnaire based on a five-level Likert scale. The research population consists of 250 regular consumers who have purchasing experience, with a sample of 71 respondents determined using the Slovin formula at a 10% error rate. Data collection techniques are carried out through offline and online questionnaires and supported by documentation as supplementary data to strengthen the research results.

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The research instrument was tested through a validity test using product-moment correlation and a reliability test using Cronbach's Alpha to ensure the accuracy and consistency of the measuring instrument. Furthermore, data analysis was conducted through classical assumption tests, including normality, linearity, and multicollinearity tests, to ensure the feasibility of the regression model (Sugiyono, 2021). Hypothesis testing was conducted using multiple linear regression analysis to determine the effect of each independent variable on the dependent variable, both partially through the t-test and simultaneously through the F-test. Thus, the entire method is systematically structured to produce empirical findings that can explain the relationship between service quality, promotional mix, and purchasing decisions objectively and measurably.

RESULTS AND DISCUSSION

Validity Test

Table 2. Validity Test

Variables	Indicator	Item	r Count	r Table (0.05; n=71)	Sig.	Information
Service Quality (X1)	Reliability	P1	0.552	0.230	0.000	Valid
		P2	0.522	0.230	0.000	Valid
	Responsiveness	P3	0.422	0.230	0.000	Valid
		P4	0.541	0.230	0.000	Valid
	Guarantee	P5	0.419	0.230	0.000	Valid
		P6	0.492	0.230	0.000	Valid
	Empathy	P7	0.512	0.230	0.000	Valid
		P8	0.582	0.230	0.000	Valid
	Physical Evidence	P9	0.423	0.230	0.000	Valid
		P10	0.453	0.230	0.000	Valid
Promotion Mix (X2)	Advertising/Social Media	P1	0.540	0.230	0.000	Valid
		P2	0.621	0.230	0.000	Valid
	Sales Promotion	P3	0.523	0.230	0.000	Valid
		P4	0.589	0.230	0.000	Valid
	Customer Relations	P5	0.612	0.230	0.000	Valid
		P6	0.634	0.230	0.000	Valid
	Direct Marketing (WhatsApp)	P7	0.433	0.230	0.000	Valid
		P8	0.456	0.230	0.000	Valid

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Variables	Indicator	Item	r Count	r Table (0.05; n=71)	Sig.	Information
Purchase Decision (Y)	Recognition of Needs	P1	0.635	0.230	0.000	Valid
		P2	0.620	0.230	0.000	Valid
	Information Search	P3	0.510	0.230	0.000	Valid
		P4	0.644	0.230	0.000	Valid
	Alternative Evaluation	P5	0.555	0.230	0.000	Valid
		P6	0.624	0.230	0.000	Valid
	Buying decision	P7	0.523	0.230	0.000	Valid
		P8	0.626	0.230	0.000	Valid
	Post-Purchase Behavior	P9	0.630	0.230	0.000	Valid
		P10	0.655	0.230	0.000	Valid

Source: Results of SPSS data processing Version 26, December (2025)

Based on the validity test results in Table 2, all statement items in the service quality (X_1), promotional mix (X_2), and purchasing decision (Y)variables were declared valid. This is evidenced by the calculated r value for each item being greater than the r table (0.230)and the significance values being all below 0.05 (0.000 < 0.05). Thus, each indicator in each variable is able to measure the construct being studied precisely and accurately. These results indicate that the research instrument used has met the validity criteria, making it suitable for use for data collection and further analysis in testing the influence of service quality and promotional mix on purchasing decisions.

Reliability Test

Table 3. Reliability Test Results

Variables	*Reliability Statistics*	
	Cronbach's Alpha	***N of Items***
Service Quality (X1)	0.784	10
Promotion Mix (X2)	0.724	8
Purchase Decision (Y)	0.810	10

Source: Results of SPSS data processing Version 26, December (2025)

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Based on the reliability test results in Table 3, all variables in this study were declared reliable because they had a Cronbach's Alpha value greater than 0.60. The service quality variable (X_1)obtained a value of 0.784, the promotional mix (X_2)of 0.724, and the purchasing decision (Y)of 0.810. These values indicate that the research instrument has a good level of internal consistency, so it is able to produce stable and reliable data when repeated measurements are carried out. Thus, all statement items in the questionnaire are suitable for use as a data collection tool in this study.

Descriptive Test

Table 4. Results of Respondents' Answer Distribution

Variables	Category	Score Interval	Frequency	Percentage (%)
Service Quality (X_1)	Strongly agree	43–50	26	36.62
	Agree	35–42	31	43.66
	Doubtful	27–34	10	14.08
	Don't agree	19–26	4	5.64
	Strongly Disagree	10–18	0	0.00
Promotion Mix (X_2)	Strongly agree	35–40	18	25.35
	Agree	29–34	31	43.66
	Doubtful	23–28	15	21.13
	Don't agree	17–22	5	7.04
	Strongly Disagree	8–16	2	2.82
Purchase Decision (Y)	Strongly agree	43–50	24	33.80
	Agree	35–42	32	45.07
	Doubtful	27–34	11	15.49
	Don't agree	19–26	4	5.64
	Strongly Disagree	10–18	0	0.00

Source: Data processing results, December (2025)

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Based on Table 4, the distribution of respondents' answers shows that the majority of respondents gave a positive assessment of all research variables. In the service quality variable (X_1), the majority of respondents were in the agree (43.66%)and strongly agree (36.62%)categories, indicating that the service provided was considered good by consumers. In the promotional mix variable (X_2), dominance was also seen in the agree (43.66%)and strongly agree (25.35%)categories, although there was a proportion of respondents who were undecided (21.13%), thus indicating that the effectiveness of the promotion still needs to be improved. Meanwhile, in the purchasing decision variable (Y), the majority of respondents were in the agree (45.07%)and strongly agree (33.80%)categories, indicating that consumers tend to have a positive purchasing decision towards the Way Kanan Anugrah Electronic Store. Overall, this distribution illustrates that all three variables are in the good category and supports the existence of a positive relationship in the study.

Table 5. Respondent Response Results

Variables	Item	Average	Percentage (%)	Category
Service Quality (X_1)	X1.1	4.32	86.40	Strongly agree
	X1.2	4.28	85.60	Strongly agree
	X1.3	4.20	84.00	Strongly agree
	X1.4	4.22	84.40	Strongly agree
	X1.5	4.18	83.60	Agree
	X1.6	4.26	85.20	Strongly agree
	X1.7	4.30	86.00	Strongly agree
	X1.8	4.21	84.20	Strongly agree
	X1.9	4.27	85.40	Strongly agree

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Variables	Item	Average	Percentage (%)	Category
	X1.10	4.31	86.20	Strongly agree
Average X_1		**4.25**	**85.00**	**Strongly agree**
Promotion Mix (X_2)	X2.1	3.95	79.00	Agree
	X2.2	3.82	76.40	Agree
	X2.3	4.05	81.00	Agree
	X2.4	3.88	77.60	Agree
	X2.5	3.90	78.00	Agree
	X2.6	3.85	77.00	Agree
	X2.7	4.00	80.00	Agree
	X2.8	3.92	78.40	Agree
Average X_2		**3.92**	**78.55**	**Agree**
Purchase Decision (Y)	Y.1	4.15	83.00	Agree
	Y.2	4.10	82.00	Agree
	Y.3	4.05	81.00	Agree
	Y.4	4.20	84.00	Strongly agree
	Y.5	4.08	81.60	Agree
	Y.6	4.00	80.00	Agree
	Y.7	4.18	83.60	Agree
	Y.8	4.12	82.40	Agree
	Y.9	4.22	84.40	Strongly agree
	Y.10	4.10	82.00	Agree
Average Y		**4.12**	**82.20**	**Agree**

Source: Data processing results, December (2025)

Based on Table 5, respondents' responses indicate that the service quality variable (X_1)received a very high rating with an average of 4.25 or 85.00%, which is included in the strongly agree category, thus reflecting that consumers consider the service provided to be very good, especially in the aspects of friendliness, clarity of

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information, and shopping convenience. Meanwhile, the promotional mix variable (X_2)had an average of 3.92 or 78.55% in the agree category, which indicates that the promotional strategy is considered quite effective although there is still room for improvement, especially in the aspect of advertising appeal. Meanwhile, the purchasing decision variable (Y)obtained an average of 4.12 or 82.20% in the agree category, which indicates that consumers tend to have confidence and satisfaction in making purchases. Overall, these results indicate that service quality is the most dominant factor in forming positive consumer perceptions, followed by the promotional mix which also supports purchasing decisions.

Classical Assumption Test

Based on the results of the classical assumption test that has been conducted, it can be concluded that the regression model in this study has met all the necessary requirements. The normality test shows that the residual data is normally distributed, marked by a significance value of 0.190 > 0.05 and supported by the Normal PP Plot graph that follows the diagonal line. Furthermore, the linearity test shows that the relationship between the service quality variable (X_1)and the promotional mix (X_2)on purchasing decisions (Y)is linear, because the significance value of Deviation from Linearity is each greater than 0.05. In addition, the multicollinearity test shows that there is no high correlation between the independent variables, as evidenced by the Tolerance value > 0.10 and VIF < 10.00 for each variable. Thus, the multiple linear regression model used in this study is declared feasible and meets the classical assumptions, so that the analysis results obtained can be trusted and used for further hypothesis testing.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Results

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24,341	3,365		7,533	.000
	Service Quality (X1)	.208	.067	.192	3,132	.002

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	Promotion Mix (X2)	.215	.073	.189	3,078	.002
a. Dependent Variable: Purchase Decision (Y)						

Source: Results of SPSS data processing Version 26, December (2025)

Based on the results of the multiple linear regression analysis in Table 5, the regression equation is obtained, namely $Y = 24{,}341 + 0{,}208X_1 + 0{,}215X_2$. The constant value of 24.341 indicates that if the service quality (X_1)and promotional mix (X_2)variables are considered constant, then the value of the purchasing decision (Y)is at that number. The service quality regression coefficient of 0.208 with a significance value of 0.002 <0.05 indicates that service quality has a positive and significant effect on purchasing decisions, meaning that every increase in service quality will increase consumer purchasing decisions. Similarly, the promotional mix regression coefficient of 0.215 with a significance value of 0.002 <0.05 indicates that the promotional mix also has a positive and significant effect on purchasing decisions. Thus, both independent variables have a real contribution in improving consumer purchasing decisions, where the better the service quality and the more effective the promotional mix, the higher the consumer's tendency to make a purchase.

Hypothesis Testing

Table 6. Results of t-Test and F-Test

Variables	t/F count	Sig.	Information
Service Quality (X_1)	3,122	0.002	Has a positive and significant influence on purchasing decisions
Promotion Mix (X_2)	3,068	0.002	Has a positive and significant influence on purchasing decisions
Simultaneous (X_1 & $X_2 \rightarrow Y$)	10,651	0,000	Have a positive and significant impact together

Source: Results of SPSS data processing Version 26, December (2025)

Service Quality (X_1)

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Based on the t-test results, the service quality variable (X_1)has a calculated t-value of 3.122 with a significance level of 0.002, which is smaller than 0.05. These results indicate that service quality has a positive and significant effect on purchasing decisions at the Anugrah Elektronik Way Kanan Store. This means that the better the quality of service provided, such as friendliness, speed, and clarity of information, the more it will increase consumers' tendency to make purchasing decisions. Thus, service quality is one of the important factors influencing consumer behavior in the store.

Promotion Mix (X_2)

The t-test results on the promotional mix variable (X_2)showed a calculated t-value of 3.068 with a significance of 0.002 < 0.05. This indicates that the promotional mix also has a positive and significant effect on purchasing decisions at the Anugrah Elektronik Way Kanan Store. In other words, the more effective the promotional strategies implemented, such as advertising, discounts, and marketing communications, the greater the likelihood of consumers making purchases. This finding indicates that promotions have a strategic role in attracting interest and influencing consumer decisions at the store.

Simultaneous (X_1 & X_2 → Y)

Based on the results of the F test, the calculated F value was 10.651 with a significance level of 0.000, which is smaller than 0.05. These results indicate that service quality (X_1)and promotional mix (X_2)together have a positive and significant effect on purchasing decisions (Y)at the Anugrah Elektronik Way Kanan Store. This means that the combination of good service and effective promotional strategies can simultaneously increase consumer purchasing decisions. Thus, these two variables support each other and are important factors in increasing sales at the store.

DISCUSSION

The Influence of Service Quality on Purchasing Decisions

The results of the writing show that service quality (X1)has a positive and significant effect on purchasing decisions (Y)at the Anugrah Elektronik Way Kanan Store. This is proven by the t-value of 3.132, with a significance level of 0.002 < 0.05, so the first hypothesis (H1)is accepted.

Empirically, these findings indicate that the better the service quality perceived by consumers, the greater their likelihood of making a purchase decision. Service, including

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employee friendliness, speed of service, clarity of product information, and the provision of warranties and guarantees, are important factors in building consumer confidence to make a purchase.

The results of this paper align with the service quality theory proposed by Kotler and Keller, which states that service quality is a company's ability to meet or exceed customer expectations through five main dimensions: *tangibles, reliability, responsiveness, assurance,* and *empathy.* If these five dimensions are met properly, it will create positive consumer perceptions that encourage purchasing decisions.

Furthermore, the results of this paper also support the SOR (*Stimulus – Organism – Response*)theory, where service quality acts as a stimulus, the consumer as an organism processing the service experience, and the purchasing decision as a response. Good service will elicit positive emotional and cognitive responses, thus encouraging consumers to purchase.

This finding is also consistent with previous research, such as that by Extevanus & Sari (2024), which stated that service quality has a positive and significant influence on consumer purchasing decisions. Thus, this finding strengthens empirical evidence that service quality is a key factor in determining purchasing decisions.

The Influence of Promotion Mix on Purchasing Decisions

The results of the writing also show that the promotional mix (X2)has a positive and significant effect on purchasing decisions (Y). This is proven by the t-value of 3.078 and a significance level of 0.002 < 0.05, so the second hypothesis (H2)is accepted.

These findings indicate that the promotional strategies employed by Toko Anugrah Elektronik Way Kanan, such as promotions through social media, WhatsApp, discounts, and direct communication with customers, are effective in influencing consumer purchasing decisions. Informative and engaging promotions can increase consumer awareness of products and strengthen purchasing interest.

These results align with the promotional mix theory proposed by Kotler and Armstrong, which states that the promotional mix is a combination of promotional tools used by companies to convey product value to consumers. Promotional elements such as advertising, sales promotions, personal selling, digital marketing, and *word of mouth* play a significant role in influencing consumer attitudes and behavior.

From the perspective of SOR theory, the promotional mix functions as an external stimulus that influences consumer (*organism*)perceptions and attitudes, resulting in a response in the form of a purchasing decision. Well-targeted promotions will accelerate

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the consumer decision-making process. This paper also supports the findings of a previous paper by Tambrin & Gumylang (2021), which stated that the promotional mix significantly influences purchasing decisions. Therefore, this paper confirms that effective promotions are a crucial factor in improving consumer purchasing decisions.

The Influence of Service Quality and Promotion Mix on Decisions Simultaneous Purchase

Based on the results of the simultaneous test (F Test), it is known that the F-count value is 10.751 with a significance level of 0.000 < 0.05. This indicates that service quality (X1)and promotional mix (X2)together have a significant effect on purchasing decisions (Y). Thus, the third hypothesis (H3)is accepted.

These findings indicate that consumer purchasing decisions at the Anugrah Elektronik Way Kanan store are not influenced by a single factor, but rather by a combination of good service quality and effective promotional strategies. Satisfactory service without appropriate promotion, or vice versa, may not necessarily lead to optimal purchase decisions.

These results align with the concept of integrated marketing management, which emphasizes that marketing success is determined by the synergy between various marketing elements, including service and promotion. Within the SOR theoretical framework, service quality and the promotional mix act as complementary stimuli in influencing consumer response.

This paper also supports previous research that states that service quality and promotion simultaneously have a significant influence on consumer purchasing decisions. Therefore, Toko Anugrah Elektronik Way Kanan needs to consider both aspects simultaneously to increase competitiveness and drive sales.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of research on the influence of service quality and promotional mix on purchasing decisions at the Anugrah Elektronik Way Kanan Store, it can be concluded that service quality has a positive and significant influence on purchasing decisions, which shows that increasing aspects of reliability, responsiveness, assurance, empathy, and physical evidence can encourage consumers to make purchases. In addition, the promotional mix is also proven to have a positive and significant partial effect on purchasing decisions, which means that promotional strategies

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through social media, WhatsApp, as well as sales promotions and direct communication are effective in increasing consumer purchasing interest. Simultaneously, service quality and promotional mix have a significant influence on purchasing decisions, so that the combination of good service and the right promotional strategy is an important factor in increasing consumer purchasing decisions.

Suggestion

Based on the research results, it is recommended that the Way Kanan Anugrah Electronic Store continue to maintain and improve service quality as the most dominant factor, especially in the aspect of communication and employee ability in providing more comprehensive product information. In addition, the promotional mix strategy needs to be further optimized and evaluated periodically in order to provide a more even and effective impact, especially in increasing the attractiveness of promotions and the reach of digital media. Considering that all research variables have an average value above 3.90 which indicates a positive perception from respondents, store managers are expected to utilize these findings as a basis for strategic decision making, as well as as a foundation for developing more innovative and sustainable marketing strategies to improve consumer purchasing decisions.

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