The Effect of Service Quality, Promotion and Price On Minicalore Purchase Decisions (Study at Minicalore)

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ABSTRAK

Meningkatnya persaingan dalam industri sepatu online telah memengaruhi keputusan konsumen dalam memilih merek tertentu, salah satunya adalah sepatu merek Bata pada platform e-commerce Shopee. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kesadaran nilai, dan pengalaman terhadap minat beli sepatu merek Bata di Shopee. Metode penelitian yang digunakan adalah non-probability sampling dengan teknik purposive sampling, yang melibatkan 155 responden. Data dikumpulkan melalui kuesioner yang disebarkan secara online dengan pengukuran menggunakan skala Likert. Analisis data dilakukan menggunakan perangkat lunak SmartPLS 4, yang meliputi analisis outer model dan inner model. Hasil penelitian menunjukkan bahwa kualitas produk dan kesadaran nilai tidak berpengaruh terhadap minat beli, sedangkan pengalaman memiliki pengaruh positif dan signifikan terhadap minat beli sepatu merek Bata di Shopee. Temuan ini menunjukkan bahwa faktor-faktor seperti kualitas produk yang baik, kesadaran terhadap nilai produk yang ditawarkan, serta pengalaman berbelanja yang positif sangat penting dalam meningkatkan minat beli pada platform e-commerce seperti Shopee.

***Kata kunci** : Kualitas Produk, Kesadaran Nilai, Pengalaman, dan Minat Beli*

ABSTRACT

Increased competition in the online shoe industry has influenced consumer decisions in choosing certain brands, one of which is Bata brand shoes on the Shopee e-commerce platform. This research aims to analyze the influence of product quality, value awareness and experience on interest in purchasing Bata brand shoes on Shopee. The research method used was non-probability sampling with perposive sampling technique, involving 155 respondents. Data was collected through a questionnaire distributed online with measurements using a Likert scale. Data analysis was carried out using SmartPLS 4 software, which includes outer model and inner model analysis. The research results show that product quality and value awareness have no effect on purchase intention, while experience has a positive and significant influence on purchase interest in Bata brand shoes. "These findings show that factors such as good product quality, awareness of the value of the products offered, as well as a positive shopping experience are very important in increasing purchasing interest on e-commerce platforms such as Shopee.

Keywords : Product Quality, Value Awareness, Experience, and Purchase Intention

INTRODUCTION

Due to the rapid development of the food industry and the innovations that provide various options to meet consumer needs and desires, the food industry continues to experience growth in line with Indonesia's growing population. Demand for food and beverages also continues to rise. The Indonesian public's tendency to consume ready-to-eat food presents new opportunities for companies operating in the food industry. Companies perceive the food and beverage industry as having profitable prospects (Amani & Sari, 2024).

The food and beverage industry is one of the industries that supports Indonesia's industrial sector. According to data released by the Central Statistics Agency (BPS), the growth of large and medium manufacturing industries in the fourth quarter of 2023 increased by 4.74 percent compared to 2022. This increase was primarily due to a 9.93% increase in food industry production. Meanwhile, the beverage industry experienced a 2.77% decline. As the food and beverage industry grows, companies must improve their performance, based on the overall performance of a company, known as efficiency—the ability to obtain very minimal input levels to produce a certain level of output (Central Statistics Agency, 2023).

According to the Director General of Agro-Industry, the food and beverage industry grew by 3.75% in the first quarter of 2022, exceeding the 2.45% growth in the first quarter of 2021. The food and beverage industry is one of the priority sectors for development under the Making Indonesia 4.0 roadmap. Economic activity in the food industry has increased year-over-year. The low-calorie food industry has grown rapidly and become a daily necessity, especially in West Jakarta. West Jakarta is a popular destination, particularly for food stalls. The trend toward healthy lifestyles is currently a hot topic, leading people to start consuming low-calorie foods to aid in their diet and healthy lifestyle. Several low-calorie food stalls emerge each year, requiring businesses to develop effective strategies to win the competition (Central Statistics Agency, 2023).

According to data from the Central Statistics Agency (BPS) released in June 2022, there were 11,223 culinary businesses across Indonesia in 2020. Of these, 8,042 (71.65 percent) were restaurants, 269 (2.40 percent) were catering businesses, and the remaining 2,912 (25.95 percent) were in other categories. One such business is food stalls that serve low-calorie foods. Low-calorie food stalls are a popular alternative, especially for people pursuing a healthy lifestyle by consuming low-calorie foods. Food stalls now offer a wide variety of menu options to increase public interest in adopting a healthy lifestyle with low-calorie foods.

A growing number of low-calorie food outlets are popping up in Jakarta, especially West Jakarta. One such outlet is Minicalore, located at Jl. Taman Palem Lestari No. 15, Cengkareng, West Jakarta. Minicalore is a low-calorie food outlet with a marketing strategy that offers a wide variety of healthy, low-calorie foods with excellent product quality, ensuring a delicious experience.

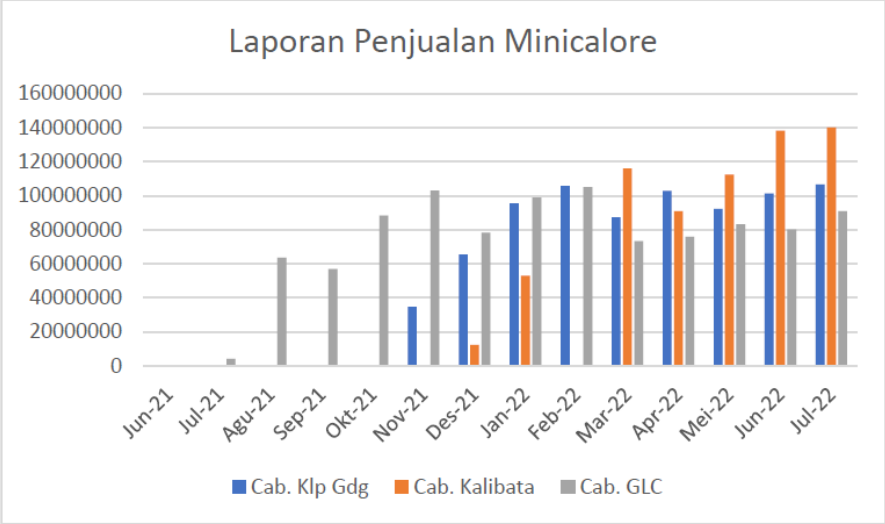


Figure 1. Minicalore Sales Report

Source: minicalore, 2022

Based on the data in Figure 1 above, it can be seen that Minicarole Green Lake City experienced fluctuations from July 2021 to July 2022. This fluctuation is likely due to several factors. To determine the underlying cause, the researcher conducted a pre-survey. The pre-survey will be distributed to Minicarole Green Lake City consumers to identify the factors contributing to the decline in Minicarole Green Lake City sales turnover. The following are the results of the pre-survey of Minicarole Green Lake City consumers.

Purchasing decisions are crucial for food stall businesses to prevent closures and losses, even bankruptcy. This is consistent with Ramadhani & Sulistyowati (2024) who stated that purchasing decisions are the stages consumers go through when deciding to purchase various products and brands, starting with need recognition, information search, information evaluation, making a purchase, and then evaluating post-purchase decisions. Purchasing decisions are the process by which consumers evaluate alternative options to determine whether to purchase a product or not. Several factors influence purchasing decisions, including service quality, promotion, and price.

According to Gani & Sayyidan (2024), service quality is how consumers assess the difference between reality and customer expectations regarding the services they receive or acquire. Service quality can be achieved through meeting customer needs and desires and delivering services accurately to meet customer expectations.

According to Hasanah & Suharto (2025), promotion is a means by which companies attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell. The conclusion is that promotion is the activity of communicating or informing consumers about the benefits of a product or service to encourage and persuade them to purchase it. According to Hakiki & Dewi (2024), price is the amount of money a customer must pay for a product. The amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service.

LITERATURE REVIEW

2.1 Marketing Management

Marketing is a set of activities and processes involving the creation, communication, delivery, and exchange of offerings that provide value for customers, clients, partners, and society at large. Marketers need to be careful in setting the right level of market expectations. If expectations are set too low, they may only satisfy those who buy the product but fail to attract enough consumers. Conversely, if expectations are too high, consumers may be disappointed (Satriadi et al., 2021). According to Kotler & Keller (2020), marketing is the result of business activities related to the flow of goods and services from producers to consumers. Marketing also has closely related activities and aims to satisfy the needs and desires of each individual through an exchange process. Marketing activities must also be able to satisfy consumers if the business is to continue or consumers have a positive opinion of the company (Qolbi & Hermansyah, 2023).

2.2 Buying Decision

The purchase decision is the next step after the intention or desire to buy arises. This decision will be realized when the interest or desire to buy has been established (Angelia & Widjaja, 2024). The purchase decision refers to the mental process in which an individual selects the most desirable alternative from among various available options. During the evaluation stage, consumers determine which product best meets their preferences, thus forming a purchase intention. They tend to choose products they perceive as superior (Judijanto et al., 2024).

2.3 Quality of Service

According to Kotler and Keller (2021), service quality is defined as the difference between reality and customer expectations regarding the service they receive. Purnawan et al. (2024) defines service quality as a customer's long-term cognitive evaluation of a company's service delivery. Ertanto (2024) defines service quality as consumers assessing the magnitude of the difference between reality and customer expectations regarding the services they receive or acquire. Service quality can be achieved through meeting customer needs and desires and delivering services accurately to meet customer expectations. Based on the above definitions, it can be concluded that service quality is an action offered by a service company to serve its customers in accordance with company standards.

2.4 Promotion

According to Phillips (2023), promotion is a means by which companies attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. Meanwhile, according to Kotler and Keller (2021), promotion is a one-way flow of information or persuasion that can direct an organization or individual to create transactions between buyers and sellers. According to Nugraha & Ahmadi (2024), promotion is defined as techniques or various methods designed to sell products or messages conveyed by a company to consumers about its products (Suryati et al., 2024). Rahayu & Kurniaty (2024) define promotion as sales and marketing activities in order to inform and encourage demand for products, services, and ideas from a company by influencing consumers to want to buy the products and services produced by the company.

2.5 Price

The amount of money charged for a good or service, or the sum of the monetary value exchanged by consumers for the benefits of owning or using the product or service (Hutasoit & Saputro, 2024). Price is the amount of money customers must pay for the product. According to the definition above, pricing policies are temporary, meaning producers must monitor market price developments and understand the company's position within the overall market situation (Abdullah et al., 2024). Price is the exchange value of a product or service expressed in monetary terms and is a primary consideration in purchasing decisions (Kusuma & Sukanti, 2024).

METHOD

3.1 Time and Place of Research

The time used to conduct the research through the distribution of questionnaires - the final preparation of the research to respondents was from June 2024 - January 2025. The research location used for the research was the Jabodetabek area and the intended research subjects were consumer respondents who had purchased minicalore products from the Green Lake branch.

3.2 Research Design

The approach used in this study is an associative quantitative approach, which is an approach whose aim is to find out the influence or relationship between two or more variables (Khurshid et al., 2022). The research technique used in this study was to collect data from respondents' answers obtained through questionnaires. In this case, it was to determine whether there was an influence between the variables of service quality (X1), promotion (X2), and price (X3) on purchasing decisions (Y).

3.3 Definition and Operationalization of Variables

3.3.1 Buying Interest

According to Kotler and Keller (2021), purchase interest refers to how likely a consumer is to purchase a brand or product, as well as how likely consumers are to switch from one brand to another.

3.3.2 Quality of Service

According to Kotler and Keller (2021), service quality is the extent to which a service meets or exceeds customer expectations. This encompasses various aspects such as speed of service, friendliness, accuracy, reliability, and attention to customer needs.

3.3.3 Promotion

According to Kotler and Keller (2021), promotion is a company's effort to inform, persuade, and remind consumers about the products or services offered through various communication media.

3.3.4 Price

Price is the amount of money charged to consumers to obtain a product or service. Price reflects the product's perceived value to consumers and is a key factor in purchasing decisions (Abdullah et al., 2024).

3.4 Population and Sample

A population is a generalization area consisting of objects or subjects that have certain properties and characteristics determined by the researcher to be studied and then conclusions drawn. Therefore, all those involved in the research are called the population, whether in the form of objects or people who have the characteristics or traits of the objects or subjects.

A sample is a subset of a population and its characteristics. If the population is large and the researcher does not have the opportunity to study everything in the population, for example due to limited resources, manpower, or time, this study uses purposive sampling, a sampling technique based on specific considerations and characteristics. The criteria used are as follows:

Table 1. Research Sample Criteria

Sample Criteria
Consumers located in Jabodetabek
Potential consumers who have purchased minicalore products

Source: data processed by the author, 2024.

If the sample size is too large, for example 400, the method becomes very sensitive, making it difficult to obtain a goodness of fit measure. Therefore, the number of samples in this study was determined based on the opinion of Abdullah et al., (2022) where the ideal and representative sample size depends on the number of question items in the research indicators multiplied by 5-10. The number of questions used was 34 indicators, so the minimum number of samples was 5 times the number of indicators or 34 x 5 = 170 samples and the maximum was 340 x 10 = 340 samples. Therefore, it can be concluded that the minimum number of samples used was 170 samples and the maximum was 340 samples. In this study, 170 samples were used.

3.5 Data Collection Techniques

To obtain the data needed for research, there are various methods or data collection techniques, as follows:

3.5.1 Library Research

Data is obtained by collecting and studying supporting books, student journals, and internet sources related to the research.

3.5.2 Questionnaires

According to Amarudin et al. (2022), a questionnaire is a data collection technique that involves asking a series of written questions or statements to respondents. This data collection technique is carried out by researchers by distributing a list of written questions (a questionnaire) to respondents using a tool called Google Forms.

RESULT AND DISCUSSION

4.1 Result of Measurement Model (Outer Model)

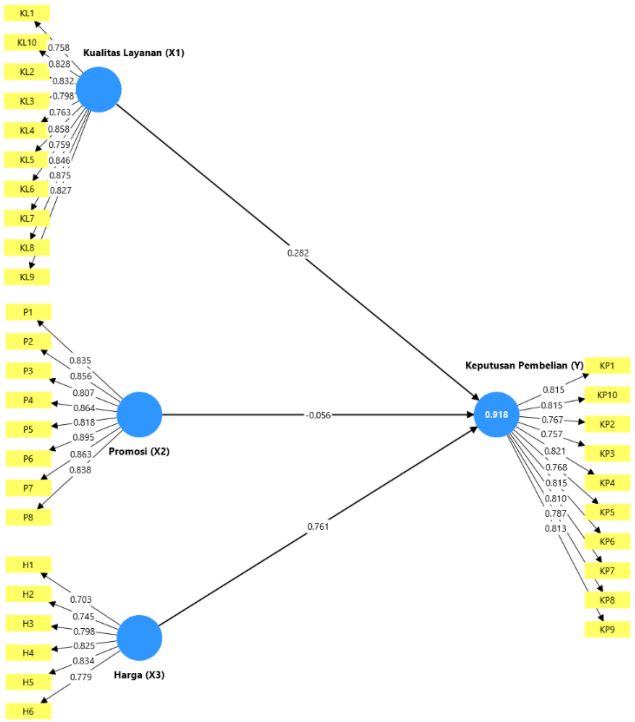


Figure 2. PLS Algorithm Results

Source: Smart PLS Processing Results, 2025.

Based on Figure 2, it shows that all indicators of each construct have an outer loading value of ≥ 0.70, so it can be stated that the indicators are valid and meet the outer loading criteria.

Table 2. Convergent Validity Test Results (Cross Loadings)

Variable	Indicator	Price (X3)	Buying Decision (Y)	Quality of Service (X1)	Promotion (X2)
Price (X3)	H1	0.703	0.590	0.709	0.773
	H2	0.745	0.667	0.753	0.803
	H3	0.798	0.757	0.565	0.504
	H4	0.825	0.821	0.679	0.648
	H5	0.834	0.815	0.647	0.563
	H6	0.779	0.767	0.537	0.486
Quality of Service (X2)	KL1	0.650	0.699	0.758	0.644
	KL10	0.653	0.668	0.828	0.820
	KL2	0.633	0.640	0.832	0.895
	KL3	0.646	0.619	0.798	0.863
	KL4	0.732	0.676	0.763	0.786
	KL5	0.646	0.704	0.858	0.758
	KL6	0.674	0.694	0.759	0.667
	KL7	0.717	0.779	0.846	0.742
	KL8	0.681	0.723	0.875	0.756
	KL9	0.640	0.731	0.827	0.742
Buying Decision (Y)	KP1	0.834	0.815	0.647	0.563
	KP10	0.719	0.815	0.818	0.864
	KP2	0.779	0.767	0.537	0.486
	KP3	0.798	0.757	0.565	0.504
	KP4	0.825	0.821	0.679	0.648
	KP5	0.685	0.768	0.658	0.604
	KP6	0.719	0.815	0.818	0.864
	KP7	0.753	0.810	0.644	0.590
	KP8	0.700	0.787	0.622	0.557
	KP9	0.731	0.813	0.815	0.765
Promotion (X2)	P1	0.597	0.614	0.780	0.835
	P2	0.686	0.698	0.813	0.856
	P3	0.742	0.754	0.789	0.807
	P4	0.719	0.815	0.818	0.864
	P5	0.597	0.633	0.754	0.818
	P6	0.633	0.640	0.832	0.895
	P7	0.646	0.619	0.798	0.863
	P8	0.687	0.653	0.761	0.838

Source: Primary data was processed using Smart-PLS, 2025.

Discriminant validity can be tested by examining the loading factor, which must be >0.7, or by comparing the square root of the AVE with the correlation values between model constructs (Ghozali, 2021). Table 2 shows that discriminant validity results >0.7 or higher indicate good discriminant validity.

Table 3. Results of the Average Variance Extracted Test

Variabel	Avarage Variance	Information

	Extraced	
Quality of Service (X1)	0.665	Valid
Promotion (X2)	0.718	Valid
Price (X3)	0.612	Valid
Buying Decision (Y)	0.635	Valid

Source: Primary data was processed using Smart-PLS, 2025.

According to (Ghozali, 2021), the average variance extracted value indicates that each construct has a value > 0.50. This indicates that each construct is valid and meets the requirements for average variance extracted.

Table 4. Discriminant Validity Test (Fornell Larcker)

	Qualitu of Service (X1)	Promotion (X2)	Price (X3)	Buying Decision (Y)
Quality of Service (X1)	0,854			
Promotion (X2)	0,781	0,847		
Price (X3)	0.611	0.634	0.872	
Buying Decision (Y)	0.784	0.779	0,714	0.949

Source: Primary data was processed using Smart-PLS, 2025

Table 4 shows that the loading factor value for each construct is greater than the value for the other constructs. This indicates that the latent variable meets the criteria for discriminant validity.

Table 5. Composite Reliability and Cronbach's Alpha Test Results

	Cronbach's Alpha	**Composite Reliability**	**Information**
Quality of Service (X1)	0.944	0.945	Reliabel
Promotion (X2)	0.944	0.947	Reliabel
Price (X3)	0.873	0.880	Reliabel
Buying Decision (Y)	0.936	0.937	Reliabel

Source: Primary data was processed using Smart-PLS, 2025

The data processing results in Table 5 show that Cronbach's alpha measures the lower limit of a construct's reliability, while composite reliability measures the actual reliability of a construct. The rule of thumb used for composite reliability is a value greater than 0.7 and a Cronbach's alpha value greater than 0.7 (Ghozali, 2021).

4.2 Structural Model Test Results (Inner Model)

Table 6. Test Results R^2

	R Square	**R-square adjusted**
Buying Decision (Y)	0.918	0.917

Source: Primary data was processed using Smart-PLS, 2025

Based on Table 6, it shows that the R-Square value of the purchasing decision construct has a value of 0.918. This indicates that the exogenous variables of service quality, promotion, and price can explain the endogenous variable, namely the purchasing decision, by 0.918 or 91.8%, and the remaining 8.2% is explained by other exogenous variables such as product quality, usage decisions, perceived ease of use, and perceived comfort.

Table 7. Q-Square Test Results

Variabel	SSO	SSE	Q^2 (=1-SSE/SSO)
Buying Decision (Y)	1.700.000	792.159	0.534

Source: Primary data was processed using Smart-PLS, 2025

The Goodness of Fit Test of the structural model in the inner model uses the predictive-relevance (Q^2) value. A Q-square value greater than 0 (zero) indicates that the model has predictive relevance. Based on Table 4.15, it shows that if the Q-square value is 0.534, which means it has a value > 0 so that the model has relevant predictive value. It can be concluded that this research model has good predictive relevance because it is greater than 0 (zero).

Table 8. Hypothesis Test Results

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV)	P Values	Information
Quality of Service (X1) -> Buying Decision (Y)	0.282	0.086	3.300	0.001	Berpengaruh positif dan signifikan
Promotion (X2) -> Buying Decision (Y)	-0.056	0.072	0.776	0.438	Tidak Berpengaruh dan signifikan
Price (X3) -> Buying Decision (Y)	0.761	0.038	20.169	0.000	Berpengaruh positif dan signifikan

Source: Primary data was processed using Smart-PLS, 2025

Based on Table 4.15 above, the results of the research model hypothesis testing are as follows:

1. Service quality (X1) has a t-statistic of 3.300 > 1.96, a p-value of 0.001 < 0.05, and an original sample value of 0.282. Therefore, the first hypothesis is accepted, meaning that service quality has a positive and significant effect on purchasing decisions.
2. Promotion (X2) has a t-statistic of 20.169 > 1.96, a p-value of 0.438 > 0.05, and an original sample value of -0.056. Therefore, the second hypothesis is rejected, meaning that promotion does not have a negative effect on purchasing decisions.
3. Price (X3) has a t-statistic of 0.776 < 1.96, a p-value of 0.000 > 0.05, and an original sample value of 0.761. Therefore, the third hypothesis is accepted, meaning that price has a positive effect on purchasing decisions.

CONCLUSION

1. The service quality variable (X1) has a positive and significant effect on the purchase decision for MiniCalorè Healthy & Tasty Daily Meal. This indicates that the better the quality of service provided, such as response time, reliability, empathy, and supporting facilities, the greater the consumer's tendency to make a purchase. Satisfactory service can build trust and increase customer satisfaction, which ultimately drives purchasing decisions.
2. The promotion variable (X2) does not have a significant effect on the purchase decision for MiniCalorè Healthy & Tasty Daily Meal. This is because the promotional strategy implemented has not been able to attract attention or build consumer interest effectively. The promotional information delivered may be irrelevant, insufficiently intensive, or not reaching the target market effectively, thus not sufficiently influencing consumers in making a purchasing decision.
3. The price variable (X3) has a significant effect on the purchase decision for MiniCalorè Healthy & Tasty Daily Meal. This is because the price offered is perceived as appropriate for the quality of the product received by consumers. Furthermore, MiniCalorè's price is relatively affordable and competitive compared to similar products, thus attracting purchase interest.

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