

Advances in Business & Industrial Marketing Research

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Service Quality, Product Completeness and Price on Consumer Purchasing Decisions

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	ABSTRACT
Keywords: service quality; product completeness; price; purchasing decision; consumer behavior.	Purpose: This study aims to examine the influence of service quality, product completeness, and price on consumer purchasing decisions at MR.DIY in Tarakan City.
Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.	Research Design and Methodology: A quantitative approach was applied using a survey method. The data were collected through non-probability sampling with a purposive sampling technique. The sample consisted of 190 consumers who had made at least two purchases at MR.DIY. The variables in this study were measured using a Likert scale. Multiple linear regression analysis was employed as the primary statistical tool, processed through SPSS version 25.
Copyright © 2025 ABIM. All rights reserved.	Findings and Discussion: The results revealed that service quality has a positive and significant influence on purchasing decisions, indicating that better service can enhance consumers' intention to buy. Similarly, product completeness showed a significant positive effect, suggesting that a wide variety of available products increases consumer confidence in making a purchase. Price also demonstrated a considerable positive impact, confirming that affordable and competitive pricing supports consumer decision-making.
	Implications: This study implies that retail management, particularly at MR.DIY Tarakan should focus on improving service delivery, ensuring product availability tailored to local needs, and offering competitive pricing strategies to stimulate customer purchasing behavior and business sustainability.

Introduction

In recent years, the global retail industry has experienced significant and rapid development, primarily driven by the rise of the middle class. This economic shift has increased demand for supermarkets and convenience stores, particularly in urban areas where purchasing power and lifestyle preferences have undergone significant changes. The expansion of the middle to upper-middle class in Indonesia has led to lifestyle changes that favor modern shopping experiences. Urban consumers now prefer to shop in organized and air-conditioned shopping centers that offer convenience, variety, and quality in one place. Alongside this development, the retail sector in Indonesia faces intensifying competition between local and foreign retailers. These players vie for market share by offering a diverse range of products and enhanced shopping experiences. In particular, demand for household supplies and equipment is rising, especially in major cities. Urban dwellers with high mobility levels

prioritize products that help simplify domestic tasks and improve everyday efficiency. Furthermore, these consumers expect high-quality service every time they shop, reflecting a growing emphasis on customer satisfaction and experience. Product quality and excellent service delivery are now key determinants in consumer purchasing decisions.

One notable player in the household retail segment is MR.DIY opened its first store in July 2005 in Kuala Lumpur, Malaysia. Since then, MR.DIY has expanded its operations to become the largest home improvement retail chain across several Southeast Asian countries, including Malaysia, Singapore, Thailand, Brunei, Indonesia, the Philippines, and Cambodia. With stores averaging 1,000 square meters, MR.DIY offers a comfortable and unique shopping experience designed for families. The company serves more than 188 million customers annually through its regional outlets. MR.DIY operates through direct management and partnerships with major retailers and mall owners, including Aeon, ITC Group, Pakuwon, Lippo Group, Ramayana, and Citimall. The brand features ten product categories, including tools and household appliances, sports goods, electronics, jewelry, and cosmetics, totaling over 18,000 competitively priced items per store. In Indonesia, MR.DIY first entered Tarakan City in May 2022 and now has two operational outlets. These stores are well-known in the community for offering a wide range of essential household products, kitchen tools, cleaning supplies, stationery, school supplies, and more. Additionally, MR.DIY Tarakan frequently holds promotional campaigns, including discounts and themed sales, supported by their "Always Low Prices" branding. A 7-day product guarantee further enhances customer confidence in their purchases.

Despite its efforts, MR.DIY in Tarakan faces several challenges affecting sales performance and customer retention. Sales data from MR.DIY on Jl. Yos Sudarso reveals a concerning trend. While January 2024 saw sales exceed the target with IDR 1.38 billion realized against a target of IDR 1.2 billion, subsequent months showed declining figures. For instance, in April, actual sales reached only IDR 1.0 billion against a target of IDR 1.2 billion, and in June, the target had already been lowered to IDR 1.0 billion. However, actual sales fell further to just IDR 900 million. This pattern suggests a diminishing momentum in customer engagement and purchasing activity. Interviews with several customers reveal specific pain points, including dissatisfaction with the quality of customer service, unhelpful or unfriendly staff, and a lack of clear product information. Furthermore, issues related to product availability are prominent. Customers often find that stock runs out quickly and the product arrangement is disorganized. In terms of pricing, although MR.DIY promotes affordability; however, some consumers perceive its prices as higher than those of comparable stores. These issues, including suboptimal service, limited product availability, and perceived price inequality, form a structured phenomenon that directly influences customers' purchasing decisions and represents the foundation for this study.

Previous studies have investigated the impact of service quality, product assortment, and pricing on purchasing decisions. For instance, the study by Nurjamilah *et al.*, (2023) Concluded that service quality, product completeness, and price all positively and significantly affect consumer purchasing decisions. This reinforces the argument that these factors are critical in shaping consumer behavior. Service quality, in particular, has been the focus of various academic discussions. According to Febitasari *et al.*, (2022) Service quality refers to a structured set of strengths that must be appropriately managed to meet customer expectations. Similarly, Simamora in Febitasari *et al.*, (2022) Defines service quality as a response to consumer desires, emphasizing the fulfillment of customer needs and expectations. Service, in this context, is not merely a transactional activity, but also encompasses the attitude and character of service providers. Widia *et al.*, (2022) found that service quality positively affects purchasing decisions. However, this finding is challenged by Fadillah, (2023) who argues that service quality does not significantly influence purchasing behavior. These contrasting results indicate that the impact of service quality may be context-dependent and influenced by market dynamics and consumer characteristics. In addition to service quality, product assortment also plays a key role. Kotler & Armstrong, (2008) and Melisa & Fietroh, (2021) Define product completeness as the availability of all products offered for ownership, use, or consumption. Further asserts that product assortment significantly affects consumers when making purchase decisions in MR.DIY, a critical factor in attracting customers, is the availability of a wide range of products, including tools, household items, electronics, stationery, and personal accessories. However, disparities in findings persist. Emor

et al., (2019) Argue that product completeness does not significantly influence purchase decisions, contradicting the findings of (Widia *et al.*, 2022). Another critical factor is price. Kotler and Armstrong in Jacobus *et al.*, (2022) Define price as the amount of money paid for a product or service or the value exchanged by consumers to gain the benefits of ownership or usage. Price sensitivity often guides consumer behavior, especially in competitive markets. Febitasari *et al.*, (2022) Found that price positively affects purchasing decisions, while Mulyana (2021) Reported no significant influence. These inconsistencies underscore the need for further research to clarify the roles of these variables.

While existing literature provides valuable insights, the findings remain inconsistent across different studies. For example, the influence of service quality on purchase decisions is supported by Widia *et al.*, (2022) but contradicted by Fadillah (2023). Likewise, Emor *et al.*, (2019) found no significant relationship between product assortment and purchasing decisions, in contrast to the findings of Widia *et al.*, (The effect of price is similarly debated, with Febitasari *et al.*, (2022) emphasizing a positive influence, while Mulyana, (2021) suggests otherwise. These conflicting findings highlight a theoretical and empirical research gap, indicating that the impact of service quality, product assortment, and pricing may vary depending on consumer behavior and market context. There is a lack of research focusing on MR.DIY in the context of Tarakan City. Despite efforts by MR. DIY efforts to maintain competitive pricing and offer promotional events have led to a downward trend in sales performance. For example, MR.DIY on Jl. Yos Sudarso recorded a decrease in actual sales from IDR 1.38 billion in January 2024 to IDR 900 million in June 2024, with lowered sales targets reflecting this decline. Customer interviews revealed dissatisfaction related to poor service, limited product availability, and perceptions of high prices compared to competitors. These issues highlight a notable discrepancy between theoretical expectations and real-world outcomes, underscoring the need to revisit and empirically test these relationships within a localized context.

This study offers novelty by examining the simultaneous effects of service quality, product assortment, and price on purchasing decisions within the specific context of MR.DIY in Tarakan City—an area that remains underexplored in the current body of literature. The research addresses practical challenges, such as declining sales performance and customer dissatisfaction, while bridging the gap between previous contradictory findings. Therefore, this study aims to empirically examine the extent to which service quality, product completeness, and pricing influence consumers' purchasing decisions at MR.DIY Tarakan. The findings are expected to offer theoretical contributions and practical implications for retail management strategies tailored to the needs and preferences of local consumers.

Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991) It has been widely utilized in consumer behavior studies due to its robust ability to predict individual intentions and behaviors. This theory postulates that an individual's behavioral intention is influenced by three core components: attitude toward the behavior, subjective norms, and perceived behavioral control. As observed in contemporary consumer research, the Theory of Planned Behavior (TPB) remains highly relevant in explaining purchasing decisions, particularly in retail environments where variables such as service quality, product assortment, and price significantly influence consumer responses. (Fitriana & Suprehatin, 2018). The first element, attitude toward the behavior, refers to the degree to which a consumer evaluates the outcome of a behavior as favorable or unfavorable consumers who perceive MR as favorable. DIY's responsive and courteous services, complete product offerings, and reasonable pricing will likely form a positive attitude toward purchasing there. This is supported by Evelyn (2021), who found that favorable perceptions of product attributes and services lead to higher purchasing intentions among millennial consumers. Additionally, Septiana *et al.*, (2024) demonstrate that customer satisfaction is significantly influenced by perceptions of product completeness and service quality in retail environments, thereby reinforcing positive purchase attitudes. Subjective norms, the second component, refer to the perceived social pressure to perform or abstain from a behavior. For MR. DIY consumers in Tarakan, purchasing decisions may be significantly influenced by social groups, such as family or friends, mainly when these groups express favorable opinions about

MR. DIY's pricing or product variety. In line with this, Safitri *et al.*, (2024) emphasize the importance of peer influence in shaping consumption behavior among Generation Z, particularly in response to concerns about affordability and convenience. Perceived behavioral control, the final component of TPB, addresses the ease or difficulty of performing the behavior as perceived by the individual. When consumers find it easy to locate products, access information, and complete transactions efficiently, their perceived control increases, thus enhancing purchase intentions. Wijaya *et al.*, (2020) highlight that factors such as product availability and clarity in promotional communication are crucial in strengthening consumers' perceived control over eco-friendly products, findings that are equally relevant in modern retail settings. Given the structured influence of these three constructs, TPB provides a strong theoretical foundation for evaluating how service quality, product assortment, and pricing affect purchase decisions. The framework's application in this study is further justified by empirical evidence from local and regional studies. Pramana *et al.*, (2023), confirming its ongoing relevance in dynamic consumer markets.

Service marketing

Service marketing is a critical component within a broader service delivery system in which companies interact with customers across multiple stages—from advertising to billing, including the moment the service itself is delivered. (Lovelock *et al.*, 2007). Unlike tangible goods marketing, service marketing involves managing the intangible nature of offerings and ensuring consistent customer experiences throughout the service process. These interactions collectively shape the customer's perception and overall satisfaction. According to Kotler & Armstrong (2010) Marketing is a managerial and social process through which individuals or groups obtain what they need and want by creating and exchanging valuable products with others. In the services context, however, marketing requires additional elements beyond the traditional 4Ps (Product, Price, Place, Promotion). Kotler emphasizes that three additional variables—People, Process, and Physical Evidence—are essential in service marketing to address the unique characteristics of services, such as intangibility, inseparability, variability, and perishability. The product component involves planning and developing appropriate service offerings, including modifications and enhancements that enhance customer satisfaction. Meanwhile, price serves as a managerial tool to establish base pricing and manage discounts, delivery charges, and other factors that influence consumer perceptions of value.

The place element, also known as distribution, refers to the selection and management of channels that facilitate the delivery of services to the target market, encompassing both physical and transactional systems. Promotion includes advertising, personal selling, sales promotions, and publicity to inform and attract potential customers. People represent everyone involved in the service delivery process, including employees, customers, and other stakeholders, who collectively shape the buyer's perception. Process refers to the procedures and workflows that define how services are rendered, highlighting the importance of efficiency and consistency. Finally, physical evidence encompasses all tangible aspects that support and reinforce the intangible service experience, such as brochures, websites, equipment, or the physical environment. These seven components—product, price, place, promotion, people, process, and physical evidence—form the foundation of the extended marketing mix in service industries. Understanding and effectively managing these elements allows companies to distinguish their services and deliver lasting value in highly competitive markets.

Purchase Decision

According to Kotler & Armstrong (2010), a purchase decision is a process consumers undertake regarding which brand to purchase. This definition emphasizes the deliberative aspect of consumer behavior in selecting a specific brand or product. Similarly, Chapman and Wales, as cited in Emor *et al.*, (2019), define a purchase decision as the consumer's desire to acquire a product, which is typically influenced by their perception of the product's ability to meet their needs. This is supported by Sari, M.A. in Fajrotul Nurjamilah *et al.*, (2023), who explain that a purchase decision is an individual action, whether direct or indirect, in the effort to obtain and use a product or service that fulfills a particular necessity. In further elaboration, as cited in Lianardi & Chandra (2019), Kotler and Keller identify five key stages in the decision-making process: need recognition, information search, alternative

evaluation, purchase decision, and post-purchase behavior. In the need recognition stage, a gap between the current and desired state drives the formation of a purchase motive, often triggered by internal stimuli or external environments. During the information search stage, the consumer's search intensity depends on the urgency of the need and the ease of accessing information. The alternatives are evaluated, where consumers compare available options based on the gathered data.

Consumers narrow their choices to a preferred product at the purchase stage, considering rational evaluation and emotional influences. The final stage—post-purchase behavior—is crucial, as it directly influences the consumer's level of satisfaction. If the product fails to meet expectations, negative attitudes may form, which can reduce the likelihood of repurchase. Conversely, satisfaction fosters brand loyalty. Furthermore, Kotler in Lianardi & Chandra, (2019) Identifies six indicators influencing purchase decisions: product choice, brand choice, dealer choice, purchase timing, quantity of purchase, and payment method. Product choice refers to the process by which consumers select items based on their perceived value and utility. In contrast, brand choice involves selecting brands with distinctive attributes—location, product availability, and shopping convenience shape dealer choice. Purchase timing varies by individual preferences, while purchase quantity reflects the desired volume or variety of products. Lastly, the payment method reflects technological advancements and customer preferences, significantly influencing the ease of transactions. Altogether, these stages and indicators provide a comprehensive framework for understanding consumer purchase behavior in modern retail contexts.

Service quality

Service quality is a key determinant of customer satisfaction and purchasing behavior in the service industry. According to Kotler, as cited in Melisa & Fietroh (2021) Service quality refers to the performance delivered by one party to another, typically in the form of intangible actions that do not result in ownership of any goods. This definition highlights the intangible and experiential nature of service encounters. Tjiptono, as cited in Fadillah (2023) Expands on this concept by explaining that service quality involves fulfilling customer needs and wants through accurate and timely delivery of services that align with customer expectations. In essence, service quality evaluation is primarily influenced by the degree to which the service meets or fails to meet customers' expectations. Since services are immediately judged upon delivery, understanding and meeting customer expectations is crucial for creating a positive service experience and influencing subsequent purchasing decisions.

Parasuraman *et al.*, (1988) Introduced a widely accepted model for measuring service quality through five core dimensions. The first dimension, tangibles, refers to the physical aspects of service delivery, such as the condition of buildings, parking spaces, waiting areas, staff appearance, promotional materials, and communication tools. High-quality tangibles help form positive customer expectations before the service is even experienced. The second dimension, reliability, emphasizes an organization's ability to deliver services accurately and consistently as promised. This includes the timely execution of tasks, error-free processes, and friendly, dependable interactions. The third dimension, responsiveness, captures the willingness and readiness of employees to assist customers promptly and effectively. Assurance, the fourth dimension, includes employee competence, courtesy, and the ability to instill trust while ensuring the customer's physical and emotional safety. Ultimately, empathy involves providing personalized and sincere attention to each customer, facilitating effective communication, and genuinely understanding individual needs and concerns.

Product assortment

Product assortment is crucial in influencing consumer purchasing decisions, particularly in retail environments where variety and availability significantly shape perceptions of value. According to Kotler & Armstrong (2008), product assortment encompasses all types of goods a manufacturer produces that consumers can own, use, or consume. Consumers purchase products based on their ability to fulfill specific needs or offer certain benefits. Utami, as cited in Arianto & Patilaya (2018), further emphasizes that product assortment includes the depth and breadth of available products, their quality, and consistent availability in stores. A comprehensive assortment enhances the store's capability to meet diverse customer demands. Gilbert, as cited in Lianardi & Chandra (2019), outlines

several key factors considered by retailers in managing product assortment: variety (the range of different products available), width or breadth (the inclusion of complementary products), depth (the number of variations within a product category), consistency (maintaining availability, quality, and competitive pricing), and balance (aligning product types with customer preferences).

Kotler, as cited in Jacobus *et al.*, (2022), identifies four indicators of effective product assortment: brand diversity, referring to the range of product brands available; product completeness, indicating the availability of all variations within a product category; product variety, representing the number of product types across categories; and product quality, which highlights the importance of offering high-quality goods to enhance consumer satisfaction. Each of these dimensions contributes to the perceived richness of a store's offerings and can significantly affect consumer loyalty and store preference. Additionally, as cited in Indrasari (2019) Kotler presents a hierarchical view of product assortment that includes seven levels: need family, product family, product class, product line, product type, and others. This hierarchy demonstrates how individual products relate to broader categories, further illustrating the importance of strategic assortment management. A store that consistently maintains a broad and relevant product assortment will likely satisfy consumer needs, retain loyal customers, and create a strong competitive advantage.

Price

Price plays a crucial role in consumer decision-making and is often regarded as one of the most influential elements in the marketing mix. According to Kotler and Keller (2008), price refers to the amount of money charged for a product or service, or the value exchanged by customers for the benefits of owning or using the product or service. This perspective highlights that price is not only a monetary figure but also a reflection of the product's perceived value. As cited in Emor *et al.*, (2019) Hasan emphasizes that price represents the total monetary cost consumers incur to obtain, possess, and benefit from a combination of goods and services. Setting the right price is particularly crucial when introducing new products, as pricing decisions are often complex and require consideration of various external and internal factors to achieve a competitive and sustainable market position. Kotler & Armstrong, (2010) Outline four indicators that characterize pricing strategies: price affordability, price-quality alignment, price-benefit suitability, and price competitiveness. First, price affordability implies that consumers should be able to access a range of price options within a brand, allowing for choices that fit various budgets. Second, the alignment between price and product quality suggests that consumers often perceive higher prices as indicators of superior quality. Third, price-benefit suitability reflects the idea that a purchase is justified when the perceived benefits of a product meet or exceed the cost of the product. If the product's value is lower than its price, consumers may hesitate or decide against the purchase. Finally, price competitiveness refers to how a product's price compares with similar offerings in the market, as consumers often evaluate prices before making a purchasing decision. These four dimensions are crucial for businesses seeking to establish prices that attract customers, accurately reflect the value of the product, and foster long-term loyalty.

Hypothesis

Service quality is a crucial variable that influences consumer behavior, particularly in the purchase decision-making process within service marketing contexts. According to Kotler, as cited in Fietroh (2021), service quality refers to the performance delivered by one party to another in the form of intangible actions that do not result in ownership of any physical goods. This performance becomes a central element in shaping consumer perceptions and satisfaction. Fadillah (2023), further explains that service quality meets customer needs and wants by delivering services in a manner that aligns with their expectations. Therefore, services must precisely reflect what consumers require, as they immediately evaluate the service based on whether it meets or fails to meet their expectations. A well-delivered service creates a positive impression, fosters consumer trust, and enhances their intention to make a purchase. Service quality impacts the buying decision process and plays a significant role in achieving company sales objectives. Several studies support the positive relationship between service quality and purchase decisions. Research by Nurjamilah *et al.*, (2023) on "Kopima Aja," Lianardi & Chandra (2019) on Swalayan Juni Pekanbaru, and Melisa & Fietroh (2021) on Baby Shop

Roberto Sumbawa found that service quality has a significant positive effect on purchasing decisions. However, Fadillah (2023) reported different results, finding no significant impact of service quality on purchase decisions at Yamaha Dealer Suryanata Amuntai. These differences may be attributed to contextual factors such as industry type, consumer characteristics, or service environment.

H₁: It is assumed that service quality has a positive influence on purchase decisions

Product assortment is a significant variable influencing consumer purchase decisions in retail contexts. According to Kotler and Keller (2008), product assortment encompasses all products manufactured and offered to consumers for ownership, use, or consumption. Consumers tend to purchase products that fulfill specific needs or deliver certain benefits. Utami, as cited in Arianto & Patilaya (2018), elaborates that product assortment includes the depth, breadth, and quality of products offered, along with their consistent availability in stores. The presence of a wide range of products not only enhances store appeal but also influences consumer confidence and satisfaction. A store failing to maintain stock may result in a loss of trust, discouraging future purchases. A comprehensive product assortment enables customers to explore various options, thereby increasing their interest and the likelihood of making a purchase. Several empirical studies have supported this. For example, Purwantoro (2019) Found that product assortment, pricing, and layout positively affect purchase decisions at Grace Mart Bangun Jaya. Similarly, Arianto & Patilaya (2018) Revealed that product completeness and product quality influence consumer purchasing behavior at PT Mitra Busana Sentosa Bintaro. Jacobus *et al.*, (2022) Reported a significant impact of product variety, price, and promotion on consumer behavior at Freshmart Superstore Bahu Manado during the COVID-19 pandemic. However, a contrasting result was presented by Febitasari *et al.*, (2022), who found no significant effect of product assortment on purchase decisions in minimarkets in Kecamatan Barat. These mixed findings underscore the influence of contextual and demographic factors on shaping consumer perceptions.

H₂: It is assumed that product assortment has a positive influence on purchase decisions

Price is a fundamental variable in marketing that plays a direct role in influencing consumer purchase decisions. According to Kotler and Armstrong (2008), price refers to the amount of money charged for a product or service or the value customers exchange to obtain the benefits of owning or using that product or service. As cited in Emor *et al.*, (2019), Hasan emphasizes that price represents all monetary costs consumers incur to acquire, possess, and utilize a combination of goods and services. Establishing an initial selling price—especially for new products—can be challenging, as it involves a complex decision-making process that requires careful consideration of both internal and external factors affecting price sensitivity and consumer perceptions. In this study, the concept of price specifically refers to competitive pricing, which is crucial because consumers often compare prices across stores before making a purchase decision. The purchasing process is influenced by whether consumers perceive the price to align with the value and quality of the product offered. MR.DIY is considered to provide affordable prices that match product benefits and quality, making pricing a strong determinant of customer purchase intentions. Empirical evidence supports this notion. Studies by Febitasari *et al.*, (2022), Jacobus *et al.*, (2022), and Ahmadi (2019) have found that price has a significant and positive influence on purchase decisions in retail settings, such as minimarkets, supermarkets, and convenience stores. However, contrasting findings from Mulyana (2021) in the context of online fashion purchases via Shopee suggest that price may not always influence purchasing behavior, highlighting the role of contextual factors.

H₃: It is assumed that price has a positive influence on purchase decisions.

Based on the theoretical basis, previous research, and problem formulation in this study, this conceptual framework is presented as follows:

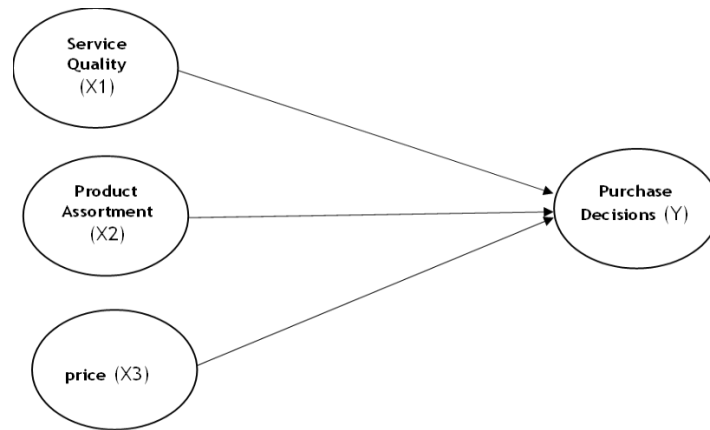


Figure 1. Conceptual Framework

Research Design and Methodology

This study employs a quantitative research design, utilizing a survey method. Quantitative research is grounded in the positivist philosophy and examines specific populations or samples through data collection instruments and statistical analysis (Sugiyono, 2018). This approach aims to describe phenomena and test hypotheses using numerical data. The survey method enables data collection directly from respondents through structured questionnaires to assess the influence of service quality, product assortment, and price on purchase decisions at MR.DIY in Tarakan City. The target population in this research includes all consumers who have shopped at MR.DIY in Tarakan City, North Kalimantan. The sample was determined using purposive sampling with specific criteria: consumers who have made at least two purchases at MR.DIY and are at least 17 years old. Due to the indeterminate size of the population, the sampling method follows the recommendation by Hair (2021), suggesting a minimum sample size of 5-10 respondents per estimated parameter. Given that the questionnaire contains 19 items, the study used a 10:1 ratio, resulting in a sample size of 190 respondents. This falls within the ideal range of 100-200 for social research with a 10% margin of error. Data collection was conducted through a structured questionnaire distributed to the MR.DIY customers in Tarakan. The questionnaire consists of both primary and secondary data. Primary data were collected directly from respondents, while secondary data were obtained from relevant literature, including journals, books, and online sources. The questionnaire development was based on validated constructs, including measurement items for each variable.

The dependent variable in this study is the purchase decision, measured using six indicators developed by Kotler and Keller (2010) and Lianardi & Chandra (2019): product choice, brand choice, dealer choice, purchase timing, purchase amount, and payment method. These indicators assess how consumers decide what to buy, from which brand and store, at what time, quantity, and using which payment method. The independent variables include service quality, product assortment, and price. Service quality is measured using five dimensions based on Parasuraman *et al.*, (1988): tangibility (appearance of physical facilities, equipment, personnel), reliability (ability to perform the promised service dependably), responsiveness (willingness to help customers and provide prompt service), assurance (knowledge and courtesy of employees and their ability to inspire trust), and empathy (caring and individualized attention to customers). These indicators reflect how well the service delivery meets customer expectations. The product assortment is assessed based on Kotler and Keller (2008), Utami (in Arianto & Patilaya (2018), and Jacobus *et al.*, (2022), covering four indicators: product brands (number of brands offered), product completeness (availability of variations within a category), product variety (range of product categories), and product quality (degree of excellence and reliability perceived by consumers). Price is measured through four indicators derived from Kotler & Armstrong (2010): price affordability (accessibility of price options within a brand), price-quality match (perceived consistency between price and product quality), price-benefit alignment (the extent to which perceived benefits match or exceed the cost), and price competitiveness (how prices compare to those of other retailers).

Data analysis was conducted through several stages. First, data validity and reliability were tested using Pearson correlation and Cronbach's Alpha, respectively, with reliability confirmed at α greater than 0.60 (Ghozali, 2018; Sujarweni, 2014). Classical assumption tests, including normality (Kolmogorov-Smirnov), multicollinearity (tolerance and VIF), heteroscedasticity (significance of residual variance), and autocorrelation (Durbin-Watson), were also conducted to ensure the accuracy of regression modeling. The primary method for hypothesis testing was multiple linear regression analysis using the formula: $Y = \alpha + B_1X_1 + B_2X_2 + B_3X_3 + e$, where Y = purchase decision, X_1 = service quality, X_2 = product assortment, X_3 = price, α = constant, B = regression coefficient, and e = error term. The significance of individual predictors was assessed through t-tests, with hypotheses accepted when p-values were less than 0.05 and t-statistics exceeded the critical t-value. This approach ensured that the influence of each independent variable on the dependent variable was accurately and reliably evaluated.

Findings and Discussion

Findings

Based on Table 1, the majority of MR.DIY Kota Tarakan consumers are aged 17-25 years, accounting for 71% (135 respondents), followed by those aged 26-35 (21%), 36-45 (5.9%), and over 45 years (2.1%). In terms of gender, 56.3% of respondents are female (107 respondents), while 43.7% are male (83 respondents), indicating that female customers tend to shop more frequently at MR.DIY Kota Tarakan. Regarding education, most respondents have a senior high school (SMA) education level (45.8%), followed by undergraduate (S1) at 44.2%, junior high school (SMP) at 9%, and the remaining 1.0% are elementary (SD) and diploma graduates. In terms of monthly income, the majority of respondents earn between Rp.0-Rp.500.000 (54.2%), followed by greater than Rp.2.000.000 (18.9%), Rp.1.500.000-Rp.2.000.000 (13.7%), Rp.500.000-Rp.1.000.000 (11.6%), and Rp.1.000.000-Rp.1.500.000 (1.6%). These findings suggest that MR.DIY Kota Tarakan's primary consumers are young, female, with high school education, and low income.

Table 1. Respondent Profile

Variable	Measurement	n	%
Age	17-25	135	71%
	26-35	40	21%
	36-45	11	5.9%
	>45	4	2.1%
	Total	190	100%
Gender	Male	83	43.7%
	Female	107	56.3%
	Total	190	100%
Education	Elementary School	1	0.5%
	junior high school	17	9%
	High School	87	45.8%
	Diploma	1	0.5%
	Bachelor	84	44.2%
	Total	190	100%
Income	0-Rp.500.000,00	103	54.2%
	Rp. 500.000-Rp. 1.000.000	22	11.6%
	Rp. 1.000.000-Rp. 1.500.000	3	1.6%
	Rp. 1.500.000-Rp. 2.000.000	26	13.7%
	>Rp.2.000.000	36	18.9%
	Total	190	100%

Source: primary data processed, 2024

Validity and Reliability Test

This study used a sample of 190 respondents, resulting in a degree of freedom (df) of 188. At a 5% significance level, the r-table value is 0.142. The validity test results for each variable are presented in the following table. Reliability testing was conducted using a one-shot method with SPSS and Cronbach's Alpha. According to Sujarweni (2015), a variable is considered reliable if Cronbach's Alpha is more significant than 0.60, while a value below 0.60 indicates the variable is not reliable.

Table 2. Validity and Reliability Test Results

Variable	Statement Code	Pearson Correlation (r-count)	r-table Value	Validity Description	Cronbach's Alpha	Reliability Description
Service Quality (X1)	X1.1	0.621	0.142	Valid	0.665	Reliable
	X1.2	0.613		Valid		
	X1.3	0.695		Valid		
	X1.4	0.670		Valid		
	X1.5	0.675		Valid		
Product Assortment (X2)	X2.1	0.701	0.142	Valid	0.638	Reliable
	X2.2	0.712		Valid		
	X2.3	0.684		Valid		
	X2.4	0.680		Valid		
Price (X3)	X3.1	0.724	0.142	Valid	0.603	Reliable
	X3.2	0.669		Valid		
	X3.3	0.653		Valid		
	X3.4	0.675		Valid		
Purchase Decision (Y)	Y.1	0.665	0.142	Valid	0.672	Reliable
	Y.2	0.641		Valid		
	Y.3	0.654		Valid		
	Y.4	0.562		Valid		
	Y.5	0.653		Valid		
	Y.6	0.510		Valid		

Source: Primary data processed, 2024

Based on the results presented in Table 2, it is evident that all statement indicators across the four variables have r-count values more significant than the r-table value of 0.142. This indicates that each indicator meets the validity criteria, and therefore, all variables in the study are considered valid. Furthermore, referring to Table 2, it can be concluded that each indicator statement within the four variables yields a Cronbach's Alpha value greater than 0.60. This confirms that all variables demonstrate adequate internal consistency and are thus considered reliable.

Normality Test

The normality test aims to determine whether the dependent and independent variables have a normal, approximately normal, or non-normal distribution. To assess whether the data are normally distributed, the Kolmogorov-Smirnov statistical test is applied. The residuals are considered normally distributed if the p-value is more significant than 0.05 (Ghozali, 2018). The results of the normality test are presented in the following table:

Table 3. Normality Test Results (*One-Sample Kolmogorov-Smirnov Test*)

			Unstandardized Residual
N			190
Normal Parameters ^{a,b}	Mean		.1804970
	Std. Deviation		2.42075635
Most Extreme Differences	Absolute		.060
	Positive		.034
	Negative		-.060
	Test Statistic		.060
	Asympt. Sig. (2-tailed)		.092 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.483 ^d
	99% Confidence Interval	Lower Bound	.470
		Upper Bound	.496

Source: Primary data processed, 2024

Based on the results in Table 3, the normality test using the Kolmogorov-Smirnov (K-S) statistic shows an Asymptotic P-Value. Sig. (2-tailed) value of 0.092. Since this value is more significant than 0.05, it can be concluded that the data are normally distributed.

Multicollinearity and Heteroscedasticity Test

After confirming a normal distribution, the multicollinearity test is conducted to check for correlations among independent variables in the regression model. A reliable model should show no such correlations. Multicollinearity is identified using tolerance values of ≤ 0.10 or VIF values of ≥ 10 (Ghozali, 2018). The heteroscedasticity test is used to determine the consistency of variance across residuals. A significance value smaller than 0.05 indicates heteroscedasticity, while a value greater than 0.05 indicates homoscedasticity, suggesting that the model meets the assumption of equal residual variance (Ghozali, 2018).

Table 4. Multicollinearity and Heteroscedasticity Tests

Variable	Tolerance	VIF	Multicollinearity Description	Sig.	Heteroscedasticity Description
Service Quality (X1)	0.759	1.318	No Multicollinearity	0.218	No Heteroscedasticity
Product Completeness (X2)	0.640	1.562	No Multicollinearity	0.134	No Heteroscedasticity
Price (X3)	0.682	1.466	No Multicollinearity	0.330	No Heteroscedasticity

Source: Primary data processed, 2024

Based on Table 4, all variables have tolerance values greater than 0.10 and VIF values smaller than 10, indicating that the variables service quality (X1), product completeness (X2), and price (X3) do not exhibit multicollinearity. Based on the results in Table 4, all independent variables have significance values greater than 0.05, indicating that no heteroscedasticity issues are present.

Autocorrelation Test

The autocorrelation test aims to determine whether there is a relationship between the residual errors in a regression model at a given period and the residual errors in the previous period ($t-1$). If such a relationship exists, it may indicate the presence of autocorrelation issues. One method used to detect autocorrelation is the Durbin-Watson (DW) statistic.

1. If d is more minor than dL or d is greater than $4 - dL$, the null hypothesis is rejected, indicating autocorrelation exists.
2. If dU is more minor than d smaller than $4 - dU$, the null hypothesis is accepted, indicating no autocorrelation in the regression model.
3. If dL is smaller than dU or $4 - dU$ is more minor than d is smaller than $4 - dL$, there is no clear conclusion as the result falls within the zone of uncertainty.

Table 5. Autocorrelation Test Results (*Model Summary*)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.655 ^a	.429	.420	2.551	2.177

Source: Primary data processed, 2024

($n = 190$) ($d = 2.177$) ($dL = 1.730$) ($du = 1.794$) ($4 - dL = 2.27$) ($4 - du = 2.206$)

- Result = du smaller than d smaller than $4 - du$
- Result = 1.794 smaller than 2.177 smaller than 2.206 . The conclusion is that there is no autocorrelation.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was employed to investigate the impact of two or more independent variables on a dependent variable. This analysis aims to determine whether service quality, product completeness, and price affect purchase decisions.

Table 6. Multiple Regression Test Results

Variable	Unstandardized Coefficients (B)	Std. Error	Beta	t	Sig.
Constant	7.561	1.481	—	5.104	0.000
Service Quality (X1)	0.254	0.072	0.224	3.529	0.001
Product Completeness (X2)	0.406	0.085	0.330	4.773	0.000
Price (X3)	0.329	0.086	0.256	3.814	0.000

Dependent Variable: Purchase Decision (Y)

Source: Primary data processed, 2024

The regression equation is as follows:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + e$$

$$Y = 7.561 + 0.254X_1 + 0.406X_2 + 0.329X_3 + e$$

Based on the regression equation, the interpretation is as follows:

- $\alpha = 7.561$ represents a constant value, which means that if the variables of service quality (X1), product completeness (X2), and price (X3) are assumed to be zero or constant (i.e., no change), then the purchase decision (Y) at MR remains unchanged. DIY in Tarakan City would be 7.561.
- $B_1 = 0.254$ is the regression coefficient for the service quality variable, indicating that the service quality (X1) affects the purchase decision (Y) by 25.4%.
- $B_2 = 0.406$ is the regression coefficient for the product completeness variable, showing that product completeness (X2) influences the purchase decision (Y) by 40.6%.
- $B_3 = 0.329$ is the regression coefficient for the price variable, indicating that the price (X3) influences the purchase decision (Y) by 32.9%.

The three independent variables, namely service quality (X1), product completeness (X2), and price (X3), together influence the purchase decision (Y) at MR. DIY in Tarakan City by 98.9%. The remaining 1.1% is influenced by other unobserved variables that were not included in the analysis model.

Partial Test (t-Test) Results

Hypothesis testing was conducted using the t-test. The purpose of the t-test is to determine whether each independent variable (X) has a partial or individual effect on the dependent variable (Y). The t-value was obtained from the SPSS output, while the t-table value was derived from statistical tables considering the significance level and degrees of freedom. This test was conducted by comparing the t-value of each regression coefficient to the critical t-value from the specified significance level. If the t-value is greater than the t-table value, the hypothesis is accepted or supported; otherwise, it is rejected (Ghozali, 2018).

This study used a significance level (α) = 0.05 and a degree of freedom (df) = n-k, where n is the sample size and k is the number of independent variables. Based on this, the degrees of freedom were calculated as 190 - 3 = 187. Therefore, the required t-table value is 1.973. The results of the t-test are presented in the table below:

Table 7. Partial Test (t-Test) Results

Variable	t-Value	t-Table	Sig. (t)	Sig. (α)	Conclusion
X1	3.529		0.001		Supported
X2	4.773	1.973	0.000	0.05	Supported
X3	3.814		0.000		Supported

Source: Primary data processed, 2024

Based on the results in Table 7, the following conclusions can be drawn:

- Hypothesis 1: The t-value for the service quality variable (X1) is 3.529, which is greater than the t-table value of 1.973. The significance value is less than 0.05 (0.001 smaller than 0.05), indicating a significant effect of service quality on purchase decisions. Thus, Hypothesis 1 is supported.

- Hypothesis 2: The t-value for the product completeness variable (X2) is 4.773, which is greater than the t-table value of 1.973. The significance value is less than 0.05 (0.000 smaller than 0.05), indicating a significant effect of product completeness on purchase decisions. Thus, Hypothesis 2 is supported.
- Hypothesis 3: The t-value for the price variable (X3) is 3.814, which is greater than the t-table value of 1.973. The significance value is less than 0.05 (0.000 smaller than 0.05), indicating a significant effect of price on purchase decisions. Thus, Hypothesis 3 is supported.

Discussion

Service Quality on Purchasing Decisions

The results of this study reveal that service quality has a significant and positive influence on purchase decisions. This finding indicates that better service quality leads to more substantial consumer purchasing decisions. As defined by Kotler, service quality refers to the performance delivered by one party to another in the form of intangible actions that do not result in ownership. This concept underscores that although service is not a physical product, it holds intrinsic value to the recipient. The data support this interpretation, indicating that customer perceptions of employee appearance and promotional skills have a significant impact on purchasing behavior. On the other hand, aspects such as attentiveness and understanding customer needs appear to have a slightly lower influence, suggesting areas for further enhancement in service delivery. These findings align closely with the theoretical framework provided by Kotler, who emphasizes the role of service quality as a critical factor in customer satisfaction and decision-making. The theory posits that high-quality service creates value through effective interaction, responsiveness, and the perceived reliability of service providers. The stronger the service performance perceived by the customer, the greater the likelihood of purchase intent. This aligns with the behavioral assumption that consumers evaluate their overall experience before making a purchase.

Compared to previous research, the present study confirms and supports earlier findings from Nurjamilah *et al.*, (2023), Lianardi and Chandra (2019), and Melisa and. These studies consistently demonstrate that service quality has a significant influence on consumer purchase behavior across various retail settings. The congruence among these studies strengthens the credibility of the current findings. All prior research highlights similar elements of service quality, such as staff responsiveness, appearance, and attention to customer needs, as influential factors driving purchase intentions. While some studies place slightly more emphasis on customer empathy, this study's results remain consistent in underscoring the importance of staff professionalism and clear communication. The minor differences in levels of influence across service quality dimensions do not contradict previous research; instead, they offer complementary insights into how different aspects of service contribute to purchase decisions. Practically, the findings suggest that MR.DIY in Tarakan City should prioritize continuous staff training, improving customer engagement, and responsiveness. Enhancing employee capacity to understand and respond to customer needs will likely strengthen purchase decisions and foster long-term customer loyalty.

Product Completeness on Purchasing Decisions

The findings of this study indicate that product completeness has a significant and positive impact on consumer purchasing decisions. This supports the notion that the availability of a wide variety of products, particularly those that meet daily household needs, encourages customers to make purchasing decisions. According to Kotler & Keller, (2008) product completeness refers to the range, depth, and consistency of products offered, as well as their ability to fulfill consumer needs. In this context, the highest level of agreement among respondents was associated with the availability of essential household items, indicating that product diversity is critical in supporting purchasing behavior. Meanwhile, the relatively lower rating for local or regional products suggests that the current assortment could be further tailored to align with local preferences and cultural relevance. This finding aligns with the theoretical framework proposed by Arianto & Patilaya, 2018) who emphasized that product completeness encompasses both the number of available items and how well these items align with consumer expectations. When consumers perceive that a store offers a

wide range of products that align with their values and needs, they are more likely to make confident purchasing decisions. Furthermore, Kotler and Keller (2008) argue that consumer behavior is influenced by how effectively a product delivers utility and satisfaction.

This study's findings are also consistent with prior empirical evidence. Purwantoro (2019) Found that a complete product layout directly impacts consumer purchasing activity, while Arianto & Patilaya (2018) Identified product assortment as a key driver of satisfaction and purchase intention. Jacobus *et al.*, (2022) It was also emphasized that even during crises, such as the COVID-19 pandemic, consumers preferred retail outlets with diverse and comprehensive offerings. The results of this research reinforce these conclusions, adding a new dimension: the need for increased attention to local product representation. Although previous studies have primarily focused on general product availability, this study highlights the growing importance of regional and cultural customization in retail offerings. This does not contradict earlier research, but instead extends the understanding of product completeness, which encompasses not only quantity but also cultural relevance. Practically, these findings imply that MR.DIY Tarakan should continue to maintain a diverse product range while incorporating local and culturally relevant items into its inventory. Doing so will increase customer satisfaction and strengthen purchase decisions.

Price on Purchasing Decisions

The findings of this study indicate that price has a significant and positive influence on consumer purchasing decisions at MR.DIY in Tarakan City. This suggests that consumers perceive the prices offered as fair, affordable, and aligned with the benefits they receive from the products. The highest level of agreement was found in the perception that product prices correspond to the expected benefits, highlighting how consumers value the utility gained in relation to the monetary cost. On the other hand, the relatively lower agreement with the statement regarding price similarity to other stores suggests that while MR.DIY prices are reasonable; they may not be viewed as significantly different from those of competitors. This highlights that consumers value the nominal price and how well it reflects the benefits obtained. The results of this study are consistent with the theoretical framework presented by Kotler and Armstrong (2008), who define price as the amount of money charged for a product or service or the value exchanged to obtain its benefits. Hasan (in Emor *et al.*, (2019)) further emphasizes that price represents the monetary cost consumers are willing to pay for a product's utility. This concept reinforces that customers assess price as a financial burden and a representation of value received; in the case of MR.DIY, the affordability of its products, paired with their perceived usefulness, significantly influences consumers' purchase decisions.

These findings align with previous research. Febitasari *et al.*, (2022) Found that price influences purchase behavior, especially when it aligns with customer expectations. Similarly, Jacobus *et al.*, (2022) Emphasized the importance of competitive pricing in enhancing purchase decisions in retail environments. Ahmadi (2019) Confirmed that price plays a critical role in retail marketing strategies, influencing how consumers evaluate their overall shopping experience. Together, these studies validate the current findings by demonstrating the consistent importance of price as a motivating factor. While some previous studies have emphasized the role of promotional strategies or store layout, this study highlights price as a standalone determinant with a strong influence, even when considered in conjunction with other marketing mix elements. Practically, these findings imply that MR.DIY should maintain its pricing strategy while ensuring that prices align with the perceived value of the product. Emphasizing transparency, affordability, and value for money can further strengthen consumer trust and reinforce purchase intentions.

Conclusion

This study investigated the influence of service quality, product completeness, and price on consumer purchasing decisions at MR.DIY in Tarakan City. The research employed a quantitative approach, using a structured questionnaire distributed to consumers who had made at least two purchases at the store. The objective was to determine whether the independent variables had a significant impact on consumer decision-making. The results revealed that each variable—service quality, product completeness, and price—positively and significantly influenced purchasing decisions.

These findings support the conceptual framework and provide a comprehensive understanding of consumer behavior in a contemporary retail setting.

This research contributes to both academic knowledge and practical application. Theoretically, the study reinforces the relevance of marketing mix elements in shaping customer decision-making processes, particularly within retail businesses. Its originality lies in exploring these variables within the unique demographic and cultural setting of Tarakan City, where consumer expectations may differ from national patterns. Practically and managerially, the study implies that MR.DIY management should enhance employee attentiveness, ensure a more expansive and culturally relevant product assortment, and develop competitive pricing strategies. These actions can strengthen customer satisfaction and increase purchase intentions in a competitive retail environment.

However, this study is not without limitations. The sample size of 190 respondents may not be sufficient to generalize the results to a broader population. Furthermore, the reliance on self-reported data via questionnaires introduces the risk of bias or inaccuracies due to respondents' misunderstandings or lack of engagement. The conclusions were drawn solely from hypothesis testing without the support of qualitative insights. Future research should adopt a mixed-methods approach, utilizing larger samples, in-depth contextual analysis, and more diverse instruments to uncover nuanced insights. It is also recommended that future studies incorporate additional variables such as brand image, store atmosphere, or digital experience to enrich the understanding of purchasing behavior.

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