

Analysing The Impact Of Product Completeness, Service Quality, And Price Discount on Consumer Purchasing Decisions at CV. Sarijaya Agro Pemalang

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ABSTRACT

The agribusiness sector has become more competitive, so companies must optimize their marketing strategies to increase consumer purchases. This study aims to analyze consumer purchasing decisions and the factors that influence them. This is a quantitative study, with the population consisting of consumers of CV. Sarijaya Agro Pemalang and a sample of 100 respondents. The sampling technique used was non-probability sampling via the accidental sampling method. The collected data were analyzed using SPSS software to test classical assumptions, perform linear regression analysis, and conduct hypothesis testing. The results indicate that all variables—product completeness, service quality, and price discounts—influence purchasing decisions both partially and simultaneously.

INTRODUCTION

Competition among distributors and retailers of agricultural products is extremely fierce, especially with the emergence of modern agricultural stores, social media, and online marketplaces. Companies that produce agricultural products continue to innovate to meet the needs of their consumers. Amid this intense competition, business owners are required to keep pace with the digital age, implement strategies (Gan et al., 2025), and understand consumer behavior in order to influence their purchasing decisions. Consumer purchasing decisions are not merely transactional acts but rather the result of a series of considerations, perceptions, and complex external and internal influences.

Purchasing decisions are influenced by various factors, including both internal factors—such as consumer needs, preferences, and past experiences—and external factors, such as product availability, service quality, and the availability of price reductions or discounts.

A review of the research gap in previous studies shows that Gan et al. (2025) found that a centralized data management system for agricultural products significantly enhances traceability capabilities and overall profits through system collaboration and information integration, demonstrating the management advantage of optimizing resource allocation. Syahnadin et al. (2025) found that service quality, product availability, and price have a significant and positive impact on purchase decisions at MR. DIY in Tarakan City. Nagayomi

& Rizqiawan (2025) found that service quality, price, and product variety have a significant influence on purchasing decisions at Toko Maju Tani in Probolinggo.

Wininda et al, (2025) The effect of service quality has significant effect on consumer decision, and price perception does not have a significant effect on purchase decision. Walean & Pratama (2024) price not statistically significantly on consumer's purchase decision on non-subsidized NPK Fertilizer Market. Wicaksana & Hanif (2025) service quality and price a partial negative influence on customer satisfaction.

This study focuses on the decline in consumer purchasing decisions at CV Sarijaya Agro Pemalang, a distributor specializing in agricultural products—specifically pesticides, fungicides, herbicides, and other types of agricultural chemicals. This decline in purchases is attributed to an incomplete product selection in the store, service quality that consumers perceive as unsatisfactory, and price discounts that are too small for customers making large purchases.

One factor consumers consider when making a purchase decision is product completeness. Because product completeness refers to the process of procuring goods that align with the store's business model to be stocked in the store in appropriate quantities, at the right time, and at the right price to achieve the store's or company's objectives (Ma'ruf, 2020). The incompleteness of products sought by consumers can lead them to switch to competitors. Product completeness is often a key consideration for consumers; they should not have to look elsewhere to make up for any shortcomings in the product. Consumers are often disappointed by the incomplete nature of the products sold by CV Sarijaya Agro Pemalang whenever they make a purchase; this drives them to switch to other stores, resulting in a decline in purchasing decisions at CV Sarijaya Agro Pemalang (Amin & Sardanto, 2023).

Another factor that influences consumers' purchasing decisions is the quality of service provided by the store. Service quality is broadly viewed as the delivery of relatively exceptional or superior service to customers. Lavelock (2002: 87) states that service quality is a long-term consumer perspective and constitutes a cognitive evaluation of the service exchange (Utami, 2017). Service quality plays a crucial role in purchasing decisions (Nagayomi & Rizqiawan, 2025). For certain products, such as the agricultural products sold by CV Sarijaya Agro Pemalang, consumers require education on their proper use. This necessitates the role of store clerks in providing friendly, responsive service and demonstrating strong product knowledge to create satisfaction that drives purchasing decisions. However, CV Sarijaya Agro Pemalang's customers—the majority of whom are farmers—often express dissatisfaction with the service provided by the company's sales staff when inquiring about agricultural products. Because agricultural products have specific characteristics, sufficient product knowledge is essential, as their use can have a significant impact on both yield and quality.

Another factor that consumers consider when making purchasing decisions is price discounts, which serve as a key attraction for consumers. A price discount is a reduction in

price offered by the seller to the buyer as a reward for certain activities performed by the buyer (Fandy Tjiptono, 2017). Price is the main factor attracting consumers before they make a purchasing decision, as it significantly affects farming costs (Bela Arumawati et al., 2023). Offering price discounts creates a positive perception among consumers, thereby stimulating their interest in making bulk purchases. A common issue is that consumers often feel disappointed when purchasing products and rarely receive discounts as customers at CV Sarijaya Agro Pemalang. Consumers perceive this lack of recognition as a factor that reduces their interest in making purchases at CV Sarijaya Agro Pemalang, leading them to switch to other stores.

The phenomenon of the three factors influencing consumer purchasing decisions—due to product differentiation—requires a sufficient level of knowledge on the part of both sellers and buyers. Based on this phenomenon, existing theories, and previous research gaps, there is a need for a study titled “The Influence of Product Variety, Service Quality, and Price Discounts on Purchasing Decisions at CV Sarijaya Agro Pemalang.”

This study is expected to contribute to expanding the body of knowledge in marketing management regarding phenomena related to consumer behavior in decision-making.

Hypothesis is a provisional answer to the research question; therefore, the research question is typically formulated as a question (Sugiyono, 2019). Thus, a hypothesis can also be stated as a theoretical answer to the research question, not yet an empirical one. The hypotheses in this study are as follows:

- H1: Product completeness has a positive effect on purchasing decisions at CV Sarijaya Agro Pemalang.
- H2: Service quality has a positive effect on purchasing decisions at CV Sarijaya Agro Pemalang.
- H3: Price discounts have a positive effect on purchasing decisions at CV Sarijaya Agro Pemalang.
- H4: Product variety, service quality, and price discounts have a simultaneous effect on purchasing decisions at CV Sarijaya Agro Pemalang.

RESEARCH METHODOLOGY

The research design of this study is best characterized as a combination of quantitative causal research and qualitative research. Quantitative causal research aims to identify cause-and-effect relationships between two or more variables using a numeric data-based approach analyzed statistically. Qualitative research, on the other hand, aims not only to describe phenomena but also to test the influence of independent variables on dependent variables—specifically, whether product completeness, service quality, and price discounts have a direct impact on consumer purchasing decisions at CV Sarijaya Agro Pemalang. Quantitative research is based on quantitative data, which consists of numbers or numerical values (Suliyanto, 2018). Qualitative research is grounded in the scientific method because it adheres

to scientific principles—namely, concreteness/empiricism, objectivity, measurability, rationality, and systematicity (Sugiyono, 2019).

The population consists of customers of CV Sarijaya Agro Pematang; since the exact size of the population is unknown, the Cochran formula was used to determine the sample size (Suliyanto, 2018) for this study:

$$n = \frac{Z^2 p \cdot q}{e^2}$$

$$n = \frac{(1,96)^2 \times 0,5 \cdot 0,5}{(0,1)^2}$$

$$n = \frac{0,9604}{0,01} = 96,04$$

Based on calculations using Cochran's formula, the sample size for this study was determined to be 96.04 respondents, which was then rounded up to 100 respondents.

The data for this study consists of primary and secondary data. Primary data was collected through interviews aimed at eliciting information from respondents, while secondary data was collected via questionnaires—that is, by providing respondents with a set of written questions or statements to be answered using a Likert scale (Sugiyono, 2019). The secondary data for this study was collected from books, journals, and websites.

The collected data will then be analyzed using SPSS to perform classical assumption tests, to ensure that the obtained regression equations were accurate in their estimates, unbiased, and consistent (including tests for normality, heteroscedasticity, and multicollinearity); Data analysis using multiple linear regression is employed to examine the relationship between two or more independent variables and one dependent variable (Ghozali & Kusumadewi, 2023), along with hypothesis testing, specifically the t-test, F-test, and coefficient of determination test.

RESULTS AND DISCUSSION

Results

1. Tests of Classical Assumptions

Tests of classical assumptions include the normality test, the multicollinearity test, and the heteroscedasticity test.

1) Normality Test

The purpose of the normality test is to determine whether the residual variables in the regression model follow a normal distribution (Ghozali, 2018). Standardized residuals are normally distributed if the calculated K value is less than the table K value or if the significance level is greater than alpha (0.05). The results of the normality test for this study are shown in the following table:

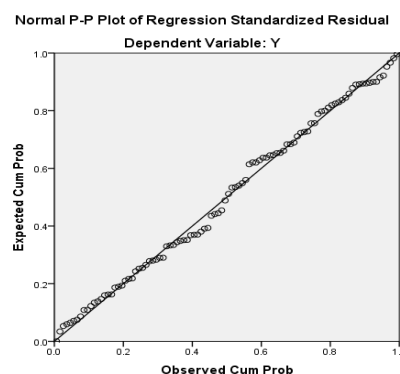
Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	-.0033187
	Std. Deviation	1.02456568
Most Extreme Differences	Absolute	.056
	Positive	.056
	Negative	-.055
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed using SPSS 21, 2025

Table 1. above shows the results of the normality test using the Kolmogorov-Smirnov (K-S) method on the study's residual data. Based on the test results, the Asymp. Sig. (2-tailed) value was 0.200, which is greater than 0.05 ($0.200 > 0.05$), indicating that the data in this study are normally distributed. Thus, it can be concluded that the assumption of normality in the regression model has been met.

The results of the normality test in the form of a p-plot can be seen in the figure below:

**Figure 2. P-Plot of Regression Standardized Residuals**

Based on figure 2 above, it can be explained that the normality test in the form of a P-plot—where the pattern of data point distribution follows the diagonal line on the graph—indicates conformity with a normal distribution.

In addition to the histogram, the normality test can also be observed from the P-Plot of Regression Standardized Residuals, as shown in the following figure:

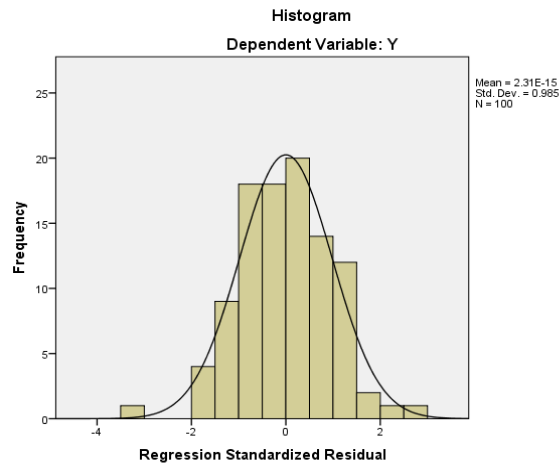


Figure 3. Histogram

Based on the histogram above, it can be seen that the histogram forms a bell curve, indicating that the data used in this study are normally distributed.

2) Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a relationship between the independent variables in the model, as measured by the correlation coefficient (r). This test can be assessed using the tolerance value and the variance inflation factor (VIF). A regression model is considered free of multicollinearity if the tolerance value is > 0.10 and the VIF value is < 10 . Conversely, if the VIF value exceeds 10, it can be concluded that multicollinearity is present in the regression model (Ghozali, 2018). The results of the multicollinearity test for this study are presented in the table below:

Table 2. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11508.333	2218.799		5.187	.000		
	Product Completeness	.199	.066	.272	3.015	.003	.533	1.875
	Service Quality	.348	.079	.413	4.435	.000	.501	1.995
	Price Discount	.234	.097	.199	2.399	.018	.635	1.574

a. Dependent Variable: Purchasing_Decisions

Source: Data processed using SPSS 21, 2025

Based on the table 2. above, it can be seen that the tolerance values for each variable are as follows: Product Completeness (X1) is 0.533; Service Quality (X2) is

0.501; and Price Discount (X3) is 0.635, meaning that all variables have tolerance values > 0.01 . Meanwhile, the VIF values for each variable are as follows: Product Completeness (X1) is 1.875; Service Quality (X2) is 1.995; and Price Discount (X3) is 1.574, meaning that all variables have VIF values < 10 . Therefore, it can be concluded that the regression model in this study does not exhibit multicollinearity.

3) Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is unequal variance among the residuals from one observation to another in the regression model (Ghozali, 2018). Heteroscedasticity can be detected through a scatterplot, where the data points are randomly scattered without forming a specific pattern, and their distribution extends both above and below zero on the Y-axis.

The results of the heteroscedasticity test using the graphical approach can be seen in the table below

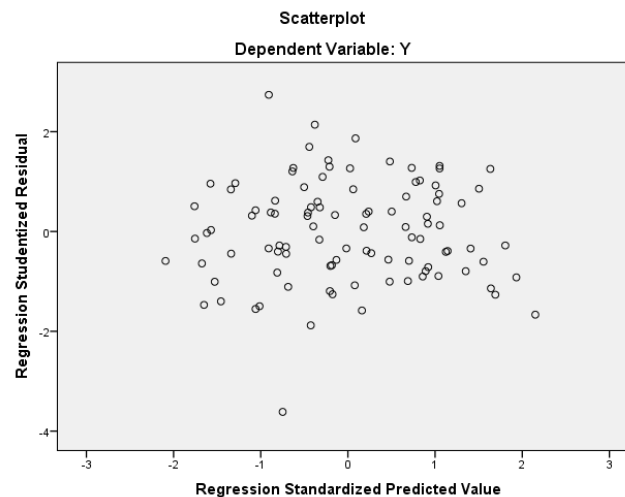


Figure 4. Scatterplot for the Heteroscedasticity Test

Based on the figure 4. above, it can be seen that the data points are randomly scattered on both sides of the Y-axis, so it can be concluded that there is no heteroscedasticity in the regression model.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to predict the magnitude of a relationship using independent variables whose values are already known. In multiple linear regression, the dependent variable is influenced by two or more independent variables, thereby establishing a functional relationship between the dependent variable (Y) and the independent variables (X1, X2, X3, etc.). The regression analysis in this study was conducted to determine the effect of the independent variables—Product Completeness (X1), Service Quality (X2), and Price Discount (X3)—on the dependent variable, Purchasing_Decisions (Y).

The results of the linear regression analysis in this study are presented in the table below:

Table 3. Results of the multiple linear regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11508.333	2218.799		5.187	.000
	Product Completeness	.199	.066	.272	3.015	.003
	Service Quality	.348	.079	.413	4.435	.000
	Price Discount	.234	.097	.199	2.399	.018
a. Dependent Variable: Purchasing Decisions						

Source: Data processed using SPSS 21, 2025

Based on the data above, in the “Unstandardized Coefficients” column, the constant (a) is shown in column B as 11,508.333, while the values for Product Completeness (X1) are 0.199; Service Quality (X2) are 0.348; and Price Discount (X3) are 0.234. Thus, the regression equation can be written in the following form:

$$\hat{Y} = 11508.333 + 0.199 (X_1) + 0.348 (X_2) + 0.234 (X_3)$$

From the multiple linear regression equation (X1, X2, X3 versus Y), the following can be explained:

- The constant of 11,508.333 means that if Product Completeness (X1), Service Quality (X2), and Price Discount (X3) are all zero, then the Purchase Decision (Y) is 11,508.333 units.
- The regression coefficient for the Product Completeness (X₁) variable is positive with respect to the Purchase Decision (Y) at 0.199; this means that if Product Completeness increases by 1—assuming all other variables remain constant—the Purchase Decision will increase by 0.199. In other words, the higher the Product Completeness, the greater the increase in consumer Purchase Decisions at CV Sarijaya Agro Pemalang.
- The regression coefficient for the Service Quality variable (X2) has a positive value of 0.348 with respect to Purchase Decision (Y); this means that if Service Quality increases by 1—assuming all other variables remain constant—then Purchase Decision will increase by 0.348. In other words, the higher the Service Quality, the more it increases consumers’ Purchase Decision at CV Sarijaya Agro Pemalang.
- The regression coefficient for the Price Discount variable (X3) has a positive value of 0.234 with respect to Purchase Decision (Y); this means that if Price Discount increases by 1—assuming all other variables remain constant—Purchase Decision

will increase by 0.234. In other words, the higher the Price Discount, the greater the increase in consumer Purchase Decision at CV Sarijaya Agro Pematang.

e)

3. Hypothesis Testing

1) t-Test (Partial Test)

The t-test is used to test the significance of the relationship between the independent and dependent variables (Ghozali, 2018). The calculated t-value is used to determine whether the independent variable has a significant effect on the dependent variable or not.

The results of the t-test can be seen in the following table:

Table 4. t-Test (Partial Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11508.333	2218.799		5.187	.000
	Product Completeness	.199	.066	.272	3.015	.003
	Service Quality	.348	.079	.413	4.435	.000
	Price Discount	.234	.097	.199	2.399	.018
a. Dependent Variable: Purchasing Decisions						

Source: Data processed using SPSS 21, 2025

Based on the table 4. above, the results of the t-test (partial test) for each variable in this study are as follows:

a) Product Completeness variable (X1)

The results of the t-test for the Product Completeness variable regarding the Purchase Decision show a calculated t-value > table t-value ($3.015 > 1.984$) and a significance level of $0.003 < 0.05$, meaning Hypothesis 1 is “accepted.” It can be concluded that Product Completeness has a positive and significant effect on the purchase decision for Sarijaya Agro Pematang.

b) Service Quality variable (X2)

The results of the t-test for the Service Quality variable (X2) against Purchase Decision (Y) showed a calculated t-value greater than the critical t-value ($4.435 > 1.984$) and a significance value of $0.000 < 0$. This means that Hypothesis 2 is “accepted.” It can be concluded that service quality has a positive and significant effect on consumer purchasing decisions at Sarijaya Agro Pematang.

c) Price Discount Variable (X3)

The results of the t-test for the Price Discount variable (X3) against Purchase Decision (Y) showed that the calculated t-value was greater than the critical t-value ($2.399 > 1.984$) and the significance level was $0.018 < 0.05$, meaning Hypothesis 3 is “accepted.” It can be concluded that the price discount

has a positive and significant effect on the purchase decision at Sarijaya Agro Pematang.

2) F-Test (Simultaneous Test)

The F-test (simultaneous test) is used to determine whether all independent variables collectively (simultaneously) have a significant effect on the dependent variable (Ghozali, 2018). The F-test can be conducted by comparing the calculated F-value with the table F-value. The results of the F-test (simultaneous) for this study can be seen in the following table:

Table 5. F-Test Results (simultaneous test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	843745416.297	3	281248472.099	44.609	.000 ^b
	Residual	605258603.013	96	6304777.115		
	Total	1449004019.310	99			
a. Dependent Variable: Purchasing decisions						
b. Predictors: (Constant), Price Discount, Product Completeness, Service Quality						

Source: Data processed using SPSS 21, 2025

Based on the table 5 above, it can be explained that the F-test (simultaneous test) yielded a calculated F-value of 44.609, which means that the calculated F-value is greater than the table F-value ($44.609 > 2.70$), with a significance level of $0.000 < 0.05$, meaning that Hypothesis 4 is "Accepted." Therefore, it can be concluded that product completeness, service quality, and price discounts have a simultaneous effect on purchasing decisions.

3) Test of the Coefficient of Determination

According to Sugiyono (2019), the coefficient of determination (R^2) is a tool for measuring the extent to which a model can explain the relationship between independent and dependent variables. To measure the relationship between independent and dependent variables, the formula $KD = R^2 \times 100\%$ is used. The results of the coefficient of determination test using SPSS program are as follows:

Table 6. Results of the Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.569	2510.932
a. Predictors: (Constant), Price Discount, Product Completeness, Service Quality				
b. Dependent Variable: Purchasing decisions				

Source: Data processed using SPSS 21, 2025

Based on the table 6 above, it can be seen that the test results for the coefficient of determination yielded an Adjusted R-Square value of 0.569. When this value is substituted into the formula $KD = R^2 \times 100\%$, we get $KD = 0.569 \times 100\% = 56.9\%$. Therefore, it can be concluded that the combined influence of product completeness, price discounts, and service quality on consumer purchasing decisions accounts for 56.9%, while the remaining 43.1% is influenced by the factors examined in this study.

Discussion

Based on the test results above, the findings regarding the researcher's hypotheses can be interpreted as follows:

The Effect of Product Completeness on Purchase Decisions at CV Sarijaya Agro Pemalang

The findings show that product variety has a positive effect on purchasing decisions, as indicated by a calculated t-value greater than the critical t-value ($3.015 > 1.984$) and a significance level of $0.003 < 0.05$, meaning Hypothesis 1 is "accepted." This indicates that when consumers perceive a store as offering a very comprehensive product selection, several psychological and practical benefits arise. The more comprehensive and diverse the range of products and brands offered by a store or business, the higher the consumer interest and the greater the incentive for consumers to select and purchase those products.

The theoretical implications of this study indicate that one of the variables influencing purchase decisions is product completeness. This finding supports the concept of product completeness, which states that a complete product leaves a positive impression on a business when it is able to provide goods that meet customers' needs and desires. The results of this study are consistent with the findings of (Syahnadin et al., 2025) 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. Arumawati et al, (2023) Product availability has a significant impact on purchasing decisions in-store UD. Eka Tani Ngronggot Nganjuk Regency. (Rosita & Purwanto, 2023) Product variety has a positive and significant influence on purchasing decisions at the store Harapan Tani

The practical implications of this study are that CV Sarijaya Agro Pemalang needs to ensure a complete and consistent product selection through effective inventory management, product variety, and proper merchandising so that consumers can easily meet all their needs in one place. This encourages purchasing decisions, increases customer satisfaction and loyalty, and can be leveraged as a promotional strategy and the basis for data-driven decision-making to boost sales. To improve consumer purchasing decisions, management has partnered with agricultural extension agents to educate employees on the technical functions of the products' active ingredients and to ensure that the store's product inventory is complete.

The Effect of Service Quality on Purchase Decisions at CV Sarijaya Agro Pemalang

The findings show that the t-value for the effect of service quality on purchase decisions is greater than the critical t-value ($4.435 > 1.984$), and the significance level is $0.000 < 0.05$, meaning Hypothesis 2 is “accepted.” This indicates that excellent service builds customer trust, creates a pleasant shopping experience, and ultimately becomes a key consideration for consumers when making repeat purchases.

The theoretical implication of this study is line with theory Kotler & Keller (2012) which states that responsive service and according to consumer expectations will strengthen the emotional bond between consumers and service providers. The results of this study are consistent with the research by Service quality has a significant on consumer purchasing decisions at Liza Boutique (Wininda & Syafrizal, 2025). (Putri & Rambulangi, 2025) Service quality has a positive effect on purchasing decisions at PT. Sulo Rantepao in North Toraja.

The practical implication of this study is that consumers are often disappointed with the service at CV Sarijaya Agro, as store staff lack knowledge about the benefits and proper use of agricultural chemicals. Therefore, CV Sarijaya Agro needs to improve service quality through prompt responses, friendly and professional service, clear product information, and reliable, technology-supported services. This will help build trust, simplify the purchasing process, and encourage purchasing decisions. Management needs to assign store employees with knowledge of agricultural chemicals to assist consumers in selecting products. Consumers who feel well-served and respected are more likely to take the next step—making a purchase.

The Effect of Price Discounts on Purchase Decisions at CV Sarijaya Agro Pemalang

The findings show that customer satisfaction has a positive effect on customer loyalty, as indicated by a t-value greater than the critical t-value ($2.399 > 1.984$) and a significance level of $0.018 < 0.05$, meaning Hypothesis 3 is “accepted.” This indicates that price discounts create added value for customers, making consumers feel they are saving money and encouraging them to make purchases.

Theoretical implications of this study: A price discount is a reduction from the price previously set by the company. This reduction can take various forms, such as direct cash discounts that lower the amount consumers must pay, or other forms of concessions such as product bonuses (Swastha, 2020). The results of this study are consistent with the research conducted by Ruliyani et al. (2024), which found that price has a positive effect on the decision to purchase agricultural chemicals (a study of retail store customers Giga Tani). Pricing that reflects the product’s quality and its benefits to consumers fosters customer satisfaction with the store Giga Tani. (Bela Arumawati et al., 2023) Price has a significant impact on in-store purchasing decisions

UD. Eka Tani Ngronggot Nganjuk Regency. (Aulia & Salim, 2024) Price influences purchasing decisions; this indicates that price is a factor consumers consider when deciding whether to purchase a product at Apotek Kimia Farma.

The practical implication of this study is that customers often feel disappointed and undervalued when purchasing large quantities of agricultural products without receiving a discount from CV Sarijaya Agro Pemalang. Discounts are highly valuable to customers because they can reduce agricultural operating costs. Management CV Sarijaya Agro Pemalang It is necessary to evaluate and implement pricing strategies (Gan et al., 2025) through well-planned and targeted discounts, such as offering price reductions at specific times, for bulk purchases, or on specific products for which the company wishes to boost sales. By implementing discounts effectively, a company can attract more customers, accelerate purchasing decisions, and increase sales volume.

The Effect of Product Variety, Service Quality, and Price Discounts on Purchase Decisions at CV Sarijaya Agro Pemalang

The results of this study show that in the F-test, the table F-value was 2.70 and the calculated F-value was 44.609, meaning that the calculated F-value is greater than the table F-value ($44.609 > 2.70$) with a significance level of $0.000 < 0.05$. This means that Hypothesis 4 is “accepted.” It can be concluded that product variety, service quality, and price discounts have a significant simultaneous effect on purchasing decisions.

These findings are supported by the results of the coefficient of determination test, which show that the combined influence of product completeness, price discounts, and service quality on consumer purchasing decisions accounts for 56.9%, while the remaining 43.1% is influenced by the factors examined in this study.

Service quality, product completeness and price on consumer purchasing decisions at MR. DIY in Tarakan City (Syahnadin et al., 2025). (Rosita & Purwanto, 2023) Harga dan Product variety has a simultaneous positive and significant effect on purchasing decisions at Harapan Tani store. (Agustina & Basari, 2023) The Simultaneous Effects of Price and Product Variety on Purchase Decisions (A Case Study of Supermarket Consumers Sumber Mulya Panawang Ciamis). (Nagayomi & Rizqiawan, 2025) Service quality, price, and variety simultaneously influence store purchasing decisions Petani Maju di Ponorogo.

CONCLUSION AND SUGGESTIONS

CV Sarijaya Agro Pemalang Pemalang needs to ensure a comprehensive and consistent product selection through effective inventory management, product variety, and proper merchandising so that consumers can easily meet all their needs in one place. This encourages purchasing decisions, increases customer satisfaction and loyalty, and can be leveraged as a promotional strategy and the basis for data-driven decision-making to boost sales.

Consumers are often disappointed with store service, so CV Sarijaya Agro It is necessary to improve service quality through prompt responses, friendly and professional service, clear product information, and reliable, technology-supported services, thereby building trust, simplifying the purchasing process, and encouraging purchasing decisions.

Discounts are very valuable to customers because they can reduce farming operating costs. CV Sarijaya Agro Pemalang By implementing effective discounts, companies can attract more customers and speed up purchasing decisions, which leads to increased sales volume.

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