



The Effect of Service Quality, Price, and Trust on Consumer Purchasing Decisions at Amarta Shop, Ponorogo Regency

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Abstract. *Complex business competition in the modern era encourages every business actor to adapt a lot to their environment. One of them is by providing maximum service, both physically and online. Amarta Shop, Ponorogo Regency is the object of this research, to measure the quality of service obtained by consumers. The method used in this research is descriptive qualitative, by distributing questionnaires to obtain primary data that supports the results of this study. The results of this study indicate three things, namely (1) service quality affects consumer purchasing decisions, (2) competitive prices also encourage loyalty from consumers, so that in this aspect the Amarta store must pay attention to responsiveness, empathy and build trust with consumers. (3) The price aspect encourages loyalty from consumers, so the Amarta Store shows a good perception in the price aspect. From these three aspects, it shows that the service quality aspect has an influence on consumer decision making, the price aspect also shows influence, as well as the trust aspect.*

Keywords: *Service quality, price, consumer trust, purchase decision, amarta store*

1. Introduction

In the increasingly complex dynamics of business competition in the modern era, digitalization has become a key element in marketing and sales strategies. Businesses no longer rely solely on conventional (offline) methods, but are gradually turning to digital platforms to expand their market reach (Ho, T. C., Lin, C. C., & Chen, 2021). This development not only changes distribution patterns but also has implications for the diversity of products offered. The increasing variety of products in the market requires businesses to continue to adapt and innovate to maintain competitiveness. This increasing competition does not only occur in the goods sector, but also extends to electronic-based services (Lemon & Verhoef, 2016). Therefore, companies are increasingly focusing on customer retention strategies as a measure to survive and thrive in a dynamic business landscape.

Intense competition is also felt in the convenience store industry, which faces significant challenges along with the rapid growth of the modern retail sector. One of the main factors influencing the dynamics of this industry is the change in consumer preferences that increasingly prioritize the aspects of convenience and comfort (Stiglitz, 1987). Convenience stores are not only competing with conventional retailers, but also with e-commerce platforms that offer easy online shopping with fast delivery systems (Lichtenstein et al., 1993). Today's consumers want a more streamlined shopping experience, both through in-person interactions in physical stores and within the digital ecosystem (Jang, H., Lee, S., & Kim, 2022).

In addition to changing consumer preferences, technological innovation is also a strategic element in improving the competitiveness of convenience stores. The

implementation of digital technologies such as electronic payments, self-checkout systems, and mobile-based applications are adaptive steps that enable operational efficiency and improved customer service quality (Roy et al., 2014). The use of data analytics is also an essential aspect in understanding consumer behavior and optimizing stock management to better match market demand (Lee, D., & Kim, 2023).

Furthermore, the convenience store industry's success in facing competition is determined by product quality and strategic location and the effectiveness of digital communication. Social media such as Instagram, TikTok, and official websites have become crucial marketing tools in attracting consumers, especially millennials and Gen Z, who are more familiar with digital platforms. Through social media, convenience stores can promote products, offer various promotional programs, and build closer engagement with customers through interactive and creative content (Kim, J., & Park, 2023).

By considering these various factors, it can be concluded that business sustainability in the digital era requires companies, including the convenience store industry, to continue to innovate, optimize the use of technology, and build closer relationships with consumers through effective digital marketing strategies.

In the face of growing business competition, convenience stores are adopting an integrated approach through the utilization of social media and websites to create a holistic digital communication ecosystem (Zibarzani et al., 2022). This strategy not only serves as a means of product promotion, but also enables more intensive two-way interaction with customers. Through active engagement on digital platforms, convenience stores can build stronger customer loyalty, which is a crucial factor in maintaining competitiveness in the retail industry (Yoon, M., & Choi, 2023).

Communication technology, particularly social media and websites, has become an integral part of convenience stores' business strategies. It not only contributes to increased sales volume but also strengthens business image and expands consumer reach in the digital realm (Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, 2018). Thus, convenience stores are not only transaction-oriented, but also build a stronger brand identity in the minds of consumers.

One example of the implementation of this strategy can be found at Amarta Store, a Hajj and Umrah souvenir shop located in Ponorogo. The store provides a wide range of typical souvenirs from the Middle East, such as food (dates, chocolate nuts, and raisins) and souvenirs (prayer beads, headscarves, and wallets). Spikes in demand occur especially during the Hajj season, when many customers purchase souvenir packages as part of their pilgrimage preparations. In addition, Toko Amarta also offers a range of worship accessories and equipment, including prayer mats with various designs. The store owner emphasizes their commitment to product quality to maintain customer satisfaction and strengthen their loyalty to the store.

Geographically, Toko Amarta is strategically located on the Ponorogo protocol road, which provides an advantage in attracting consumers. Purchases are made both directly (offline) and online (online). However, in this study, the main focus is on offline purchases, by analyzing various factors that influence consumer decisions in shopping at the store.

Researching consumer purchasing decisions is an important aspect for convenience stores like Toko Amarta. A deep understanding of local consumer preferences and behavior can provide strategic insights for business owners in designing more effective marketing policies (Schiffman, L. G., & Kanuk, 2010). Thus, a business strategy based on the analysis of

consumer behavior (Zhang, et.al., 2021) can be key in maintaining competitiveness and ensuring business sustainability amidst evolving market dynamics.

According to Kotter, (1996) Purchasing decisions involve five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. This process takes place from before the purchase is made until it has a long-term impact afterwards.

Service-based pricing is a strategy that refers to pricing based on the quality, complexity, and value of the services provided (Nguyen, L. T., Pham, T. D., & Tran, 2023). Amarta stores use differential pricing for specific market segments. For example, the premium service for Muslim consumers, the store sells at a price that matches the quality of the product for customers who want better results or experience. This kind of pricing allows the store/company to maximise revenue by offering different levels of services according to the needs and abilities of consumers. (Kotler, P., & Keller, 2016)

The problem formulations in this study, based on the explanation in the background that has been submitted, are: First, how is the description of Service Quality, Price, and Trust on Consumer Purchasing Decisions at Amarta Shop in Ponorogo Regency? Second, what is the effect of Service Quality, Price, and Trust on Consumer Purchasing Decisions at Amarta Shop in Ponorogo Regency? Third, which of Service Quality, Price, and Trust, has the dominant effect on Consumer Purchasing Decisions at the Amarta Shop in Ponorogo Regency?

2. Methods

This research uses quantitative data, namely data obtained from questionnaires on respondents' answers. Furthermore, the data is coded according to the Likert scale. The data collected and tabulated for processing analysis using the SPSS statistical program. The population is the entire research subject or the total unit of analysis whose characteristics will be studied. Based on this understanding, the population in this study includes all visitors to the Amarta Shop, Ponorogo Regency. According to observations, the average number of visitors in a week who make buying transactions is 200 people. Researchers use incidental sampling techniques by observing the average number of people who buy products.

The data sources in this study consist not only of primary data obtained directly from respondents after they fill out the questionnaire. In addition, secondary data is not ignored, but collected from various sources available at the research location to ensure a more comprehensive understanding of the problem under study.

The following is an explanation of the measurement of the research variables: Service Quality, Price, Trust, and Purchase decisions are as follows:

Table 1. Variables, Indicators, and Questionnaire Items

| Variable | Aspect | Indicator |
|----------------------|----------------|--|
| Service Quality (X1) | 1. Reliability | <ol style="list-style-type: none"> 1. This store always has products in stock whenever I shop. 2. I am always satisfied with the consistency of the service provided every time I shop here. |

| Variable | Aspect | Indicator |
|------------------------------|------------------------|--|
| | 2. Responsiveness | <ol style="list-style-type: none"> 1. I always get immediate assistance when I need information at this store 2. This shop provides responsive service whenever I Need help. |
| | 3. Assurance | <ol style="list-style-type: none"> 1. I feel confident in the quality of the products offered by this shop. 2. This store provides a sense of security in shopping because of professional services |
| | 4. Emphaty | <ol style="list-style-type: none"> 1. This store always understands my taste as a customer. 2. I feel that I am treated with care by the staff at this store. |
| | 5. Tangible | <ol style="list-style-type: none"> 1. The store has a clean and comfortable atmosphere for shopping. 2. Products on the shelves are neatly organized and easily accessible. |
| | | |
| Price (X2) | 1. Sensitivity Price | <ol style="list-style-type: none"> 1. I feel that the price of the products in this shop is comparable to the quality offered. 2. I tend to shop here again because of the competitive prices. |
| | 2. Price Competition | <ol style="list-style-type: none"> 1. This store offers better prices compared to other stores in the neighborhood. 2. The competitive price offer at this store encourages me to shop more often. |
| Trust (X3) | 1. Costumer Loyalty | <ol style="list-style-type: none"> 1. I feel comfortable shopping at this store with confidence in its commitment to customers. 2. I trust the integrity of this store in providing information about products |
| | 2. Costumer Experience | <ol style="list-style-type: none"> 1. This store always offers solutions to my shopping needs. 2. My interactions with employees at this store are always positive |
| Consumer Buying Decision (Y) | 1. Purchase Intention | <ol style="list-style-type: none"> 1. I am sure that I will buy goods from this store when I do my next shopping. 2. I have considered rationally to buy at this store |
| | 2. Puschase Frequency | <ol style="list-style-type: none"> 1. I often visit this store to shop for the products I need. 2. I feel comfortable shopping here so I come back again to buy products. |
| | 3. Positive Reviews | <ol style="list-style-type: none"> 1. Positive reviews from other customers influence my decision to shop at this store. 2. This store has a good reputation based on positive reviews from previous consumers |

3. Results and Discussion

The statement items that have been answered by respondents need to be tested, to know whether it is true that the respondents understand the items asked by the researcher. To find out the level of understanding/validity of respondents on the questionnaire items, a validity test was carried out. In addition, researchers also want to know the level of consistency of respondents' answers to what has been asked. To find out the consistency of respondents in answering the questionnaire items, a reliability test was carried out. Below are the results of validity and reliability testing using the SPSS program, summarized in the following table:

3.1. Validity Test Results

The results of the validity test on a total of 24 statement items that measure the variables of Service Quality (X₁), Price (X₂), Trust (X₃), and Purchase decisions (Y) are as follows:

Table 2. Validity Test Results and Questionnaire Items

| Variable | Item | Correlation Coefficient | r Table | Sig | Description |
|-----------------------------------|--------------------|-------------------------|---------|-------|-------------|
| Service Quality (X ₁) | X _{1.1.1} | 0,871 | 0,138 | 0,000 | Valid |
| | X _{1.1.2} | 0,756 | 0,138 | 0,000 | Valid |
| | X _{1.2.1} | 0,801 | 0,138 | 0,000 | Valid |
| | X _{1.2.2} | 0,823 | 0,138 | 0,000 | Valid |
| | X _{1.3.1} | 0,782 | 0,138 | 0,000 | Valid |
| | X _{1.3.2} | 0,571 | 0,138 | 0,000 | Valid |
| | X _{1.4.1} | 0,745 | 0,138 | 0,000 | Valid |
| | X _{1.4.2} | 0,764 | 0,138 | 0,000 | Valid |
| | X _{1.5.1} | 0,864 | 0,138 | 0,000 | Valid |
| | X _{1.5.2} | 0,744 | 0,138 | 0,000 | Valid |
| Price (X ₂) | X _{2.1.1} | 0,602 | 0,138 | 0,000 | Valid |
| | X _{2.1.2} | 0,520 | 0,138 | 0,000 | Valid |
| | X _{2.2.1} | 0,587 | 0,138 | 0,000 | Valid |
| | X _{2.2.2} | 0,497 | 0,138 | 0,000 | Valid |
| Trust (X ₃) | X _{3.1.1} | 0,637 | 0,138 | 0,000 | Valid |
| | X _{3.1.2} | 0,625 | 0,138 | 0,000 | Valid |
| | X _{3.2.1} | 0,739 | 0,138 | 0,000 | Valid |
| | X _{3.2.2} | 0,695 | 0,138 | 0,000 | Valid |
| Buying Decision (Y) | Y _{1.1} | 0,525 | 0,138 | 0,000 | Valid |
| | Y _{1.2} | 0,711 | 0,138 | 0,000 | Valid |
| | Y _{2.1} | 0,574 | 0,138 | 0,000 | Valid |
| | Y _{2.2} | 0,768 | 0,138 | 0,000 | Valid |
| | Y _{3.1} | 0,785 | 0,138 | 0,000 | Valid |
| | Y _{3.2} | 0,786 | 0,138 | 0,000 | Valid |

The r table value is known to be 0.138 with a basic calculation of the number of respondents of 200, with an error tolerance level of 5%. The test results above show that all 24 questionnaire items have a calculated r value above the r table value of 0.138. Or all probability

values (sig 2-tail) of 24 questionnaire items produce a probability value below 0.05. This comparison shows that respondents understand the 24 questionnaire items submitted by the researcher. Thus, all questionnaire items in this study were declared valid.

3.2 Reliability Test Result

In addition to the validity test, each item of the questionnaire/research instrument on each variable is expected the respondent answered consistently / reliably. A variable is said to be reliable if the Cronbach Alpha value obtained from the calculation exceeds or is greater than the cut-off determined by 0.6.

Table 3. Reliability Test Results

| Variable | <i>Alpha Cronbach</i> | r Table | Description |
|-----------------------------------|---------------------------|---------|-------------|
| Service Quality (X ₁) | 0,710 | 0,6 | Reliabel |
| Price (X ₂) | 0,749 | 0,6 | Reliabel |
| Trust (X ₃) | 0,836 | 0,6 | Reliabel |
| Buying Decision (Y) | 0,719 | 0,6 | Reliabel |

The test results above show that the Alpha Cronbach value for the four variables studied produces an Alpha Cronbach value above the cut-off provision number (0.6). This comparison shows that respondents are consistent in answering the 24 questionnaire items submitted by the researcher. Thus, all questionnaire items in this study were declared reliable.

3.3 Analysis of Research Results

a. Service Quality (X1)

Table 4. Frequency Distribution of Service Quality Variables (X1)

| Question Items | Respodents Answer Score | | | | | | | | | | Average |
|------------------------------------|-------------------------|-----|------|------|-----|------|-----|------|------|------|-------------|
| | STS=1 | | TS=2 | | N=3 | | S=4 | | SS=5 | | |
| | F | % | F | % | F | % | F | % | F | % | |
| X _{1.1.1} | 7 | 3,5 | 18 | 9,0 | 42 | 21,0 | 67 | 33,5 | 66 | 33 | 3,83 |
| X _{1.1.2} | 2 | 1,0 | - | - | 38 | 19,0 | 74 | 37,0 | 86 | 43,0 | 4,21 |
| X _{1.1} – Reliability | | | | | | | | | | | 4,02 |
| X _{1.2.1} | - | - | 12 | 6,0 | 52 | 26,0 | 69 | 34,5 | 67 | 33,5 | 3,95 |
| X _{1.2.2} | 6 | 3,0 | 2 | 1,0 | 62 | 31,0 | 67 | 33,5 | 63 | 31,5 | 3,89 |
| X _{1.2} – Responsivisness | | | | | | | | | | | 3,92 |
| X _{1.3.1} | 9 | 4,5 | 17 | 8,5 | 56 | 28,0 | 57 | 28,5 | 61 | 30,5 | 3,72 |
| X _{1.3.2} | 4 | 2,0 | - | - | 61 | 30,5 | 85 | 42,5 | 50 | 25,0 | 3,88 |
| X _{1.3} - Assurance | | | | | | | | | | | 3,80 |
| X _{1.4.1} | 2 | 1,0 | 6 | 3,0 | 48 | 24,0 | 60 | 30,0 | 84 | 42,0 | 4,09 |
| X _{1.4.2} | 8 | 4,0 | - | - | 55 | 27,5 | 78 | 39,0 | 59 | 29,5 | 3,90 |
| X _{1.4} - Emphaty | | | | | | | | | | | 3,99 |
| X _{1.5.1} | 4 | 2,0 | 22 | 11,0 | 49 | 24,5 | 63 | 31,5 | 62 | 31,0 | 3,78 |
| X _{1.5.2} | 2 | 1,0 | - | - | 54 | 27,0 | 88 | 44,0 | 56 | 28,0 | 3,98 |

| Question Items | Respodents Answer Score | | | | | | | | | | Average |
|-----------------------------------|-------------------------|---|------|---|-----|---|-----|---|------|---|---------|
| | STS=1 | | TS=2 | | N=3 | | S=4 | | SS=5 | | |
| | F | % | F | % | F | % | F | % | F | % | |
| X _{1.5} - Tangible | | | | | | | | | | | 3,88 |
| X ₁ – Kualitas Layanan | | | | | | | | | | | 3,93 |

The data above shows that the average reliability indicator is 4.02, reflecting that the reliability aspect of the service is rated very well by customers. The average responsiveness indicator is 3.92, reflecting that the responsiveness of the service is rated fairly well, although there is still room for improvement. The average of the assurance indicator is 3.80, indicating that this aspect is rated fairly well but requires improvement in customer confidence in the service. The average of the empathy indicator is 3.99, indicating that staff empathy towards customers is rated well by respondents. The average of the physical aspect indicators is 3.88, reflecting that the physical aspects of the store are rated well by customers.

Therefore, it can be justified that the Overall Average of Service Quality Variables (X₁) is 3.93. This value indicates that the store's service quality is generally rated favorably by customers. The highest mean value is in indicator X_{1.1.2} (Service consistency) with an average of 4.21, reflecting that customers are very satisfied with the consistency of the services provided. The lowest mean value is in indicator X_{1.3.1} (Confidence in products) with an average of 3.72, indicating that customer confidence in product quality needs to be further strengthened.

b. Price Description (X₂)

Price (X₂) is measured by two indicators, namely price sensitivity and price competition. The number of questionnaire items is four. The results of the analysis of the answers of 200 respondents on the measurement of the price variable can be presented in the table below:

Table 5 Price Frequency Distribution (X₂)

| Question Items | Respondent Aswer Score | | | | | | | | | | Average |
|--------------------------------------|------------------------|---|------|-----|-----|------|-----|------|------|------|---------|
| | STS=1 | | TS=2 | | N=3 | | S=4 | | SS=5 | | |
| | F | % | F | % | F | % | F | % | F | % | |
| X _{2.1.1} | - | - | | | 52 | 26,0 | 71 | 35,5 | 77 | 38,5 | 4,12 |
| X _{2.1.2} | - | - | 1 | 0,5 | 15 | 7,5 | 68 | 34,0 | 116 | 58,0 | 4,49 |
| X _{2.1} – Sensitivity Price | | | | | | | | | | | 4,32 |
| X _{2.2.1} | - | - | 1 | 0,5 | 51 | 25,5 | 62 | 31,0 | 86 | 43,0 | 4,16 |
| X _{2.2.2} | - | - | - | - | 21 | 10,5 | 64 | 32,0 | 115 | 57,5 | 4,47 |
| X _{2.2} – Price Competition | | | | | | | | | | | 4,32 |
| X ₂ – Price | | | | | | | | | | | 4,32 |

The data above shows that the average price sensitivity indicator is 4.32, reflecting that product prices are considered very supportive and affordable. The average price competition indicator is 4.32, reflecting that the competitive pricing strategy is considered very good by customers.

Therefore, it can be justified the highest mean value is in indicator X2.1.2 (Competitive prices encourage loyalty) with an average of 4.49, reflecting that competitive prices are an important factor in increasing customer loyalty. The lowest mean value is in indicator X2.2.1 (Prices are better than other stores), with an average of 4.16, which indicates that price comparisons with competitors still have room for improvement.

c. Trust Description (X3)

Trust (X3) is measured by two indicators, namely consumer loyalty and consumer experience. The number of questionnaire items is four statement items. The results of the analysis of the answers of 200 respondents on the measurement of consumer confidence can be tabulated in the table below:

Table 6. Frequency Distribution of Trust (X3)

| Question Items | Respondent Answer Score | | | | | | | | | | Average |
|--|-------------------------|---|------|---|-----|------|-----|------|------|------|---------|
| | STS=1 | | TS=2 | | N=3 | | S=4 | | SS=5 | | |
| | F | % | F | % | F | % | F | % | F | % | |
| X _{3.1.1} | - | - | - | - | 38 | 19,0 | 92 | 46,0 | 70 | 35,0 | 4,16 |
| X _{3.1.2} | - | - | - | - | 27 | 13,5 | 73 | 36,5 | 100 | 50,0 | 4,36 |
| X _{3.1} – Consumen Loyalty | | | | | | | | | | | 4,26 |
| X _{3.2.1} | - | - | - | - | 31 | 15,5 | 88 | 44,0 | 81 | 40,5 | 4,25 |
| X _{3.2.2} | - | - | - | - | 20 | 10,0 | 83 | 41,5 | 97 | 48,5 | 4,38 |
| X _{3.2} – Consumen Experience | | | | | | | | | | | 4,31 |
| X ₃ – Trust | | | | | | | | | | | 4,29 |

The data above shows that the average customer loyalty indicator is 4.26, indicating a good level of customer loyalty to this store. The average consumer experience indicator is 4.31, reflecting that customers are satisfied with their experience shopping at this store.

Therefore, it can be justified that the Overall Average of Trust Variables (X3) is 4.29. This value indicates that customer trust in this store as a whole is at a very good level. The highest mean value is in indicator X3.2.2 (My interactions with employees in this store are always positive), with an average of 4.38, reflecting that interactions between employees can be a mainstay in store governance. The lowest mean value is in indicator X3.1.1 (Shopping convenience and commitment to customers) with an average of 4.16, which indicates that although the convenience and commitment of the store are good, there is still room to improve the level of customer comfort.

d. Buying Decision (Y)

Purchasing decisions (Y) are measured into three indicators, namely purchase intention, purchase frequency, and positive reviews. The number of questionnaire items is six. The results of the analysis of the answers of 200 respondents on the measurement of purchasing decision variables are tabulated in the table below:

Table 7. Frequency Distribution of Purchasing Decisions (Y)

| Question Item | Respondent Answer Score | | | | | | | | | | Average |
|--------------------------------------|-------------------------|---|------|---|-----|------|-----|------|------|------|-------------|
| | STS=1 | | TS=2 | | N=3 | | S=4 | | SS=5 | | |
| | F | % | F | % | F | % | F | % | F | % | |
| Y _{1.1.} | - | - | - | - | 43 | 21,5 | 89 | 44,5 | 68 | 34,0 | 4,12 |
| Y _{1.2.} | - | - | - | - | 118 | 59,0 | 24 | 12,0 | 58 | 29,0 | 3,70 |
| Y _{1.} – Puschase Intention | | | | | | | | | | | 3,91 |
| Y _{2.1} | - | - | - | - | 29 | 14,5 | 75 | 37,5 | 96 | 48,0 | 4,33 |
| Y _{2.2} | - | - | - | - | 87 | 43,5 | 32 | 16,0 | 81 | 40,5 | 3,97 |
| Y ₂ – Puschase Frequency | | | | | | | | | | | 4,15 |
| Y _{3.1} | - | - | - | - | 54 | 27,0 | 70 | 35,0 | 76 | 38,0 | 4,11 |
| Y _{3.2} | - | - | - | - | 52 | 26,0 | 68 | 34,0 | 80 | 40,0 | 4,14 |
| Y ₃ – Positive Review | | | | | | | | | | | 4,12 |
| Y – Buying Decision | | | | | | | | | | | 4,06 |

The data above shows that the average purchase intention indicator is 3.91, this shows that consumers' purchase intention towards this store is good but there is still an opportunity to strengthen the rational consideration factor in purchasing decisions. The average purchase frequency indicator is 4.15, which indicates that customers often visit this store and feel comfortable shopping there. The average of the positive reviews indicator is 4.12, indicating that customers' purchasing decisions are greatly influenced by positive reviews.

Therefore, it can be justified that the Overall Average of Purchasing Decision Variables (Y) is 4.06. This value indicates that consumer purchasing decisions for this store are at a very good level, driven by purchase intention, purchase frequency, and the influence of positive reviews. The highest mean value is in indicator Y2.1 (Often visit this store to shop) with an average of 4.33, indicating that this store has a high level of visits and is attractive to customers. The lowest mean value is in indicator Y1.2 (Rational consideration for buying at this store) with an average of 3.70, indicating that although many customers consider it rational for buying, there is potential to clarify more rational reasons or advantages in purchasing decisions.

3.4. Hypothesis Test Results

Hasil pengujian analisis regresi linier berganda variabel penelitian dengan menggunakan program SPSS untuk membuktikan hipotesis penelitian dapat dirangkum dibawah ini;

Tabel 8. Testing Independent and Dependent Variables

| No | Independent Variable | Dependent Variable | Coef. Regresi | Prob. Sig. T | (α) | Results |
|----|----------------------|-----------------------------|---------------|--------------|------|----------------|
| 1 | X1- Service Quality | Y- Consumen Buying Decision | 0,229 | 0,00 | 0,05 | X1 effect on Y |
| 2 | X2-Price | Y- Consumen Buying Decision | 0,425 | 0,00 | 0,05 | X2 effect on Y |
| 3 | X3- Trust | Y- Consumen Buying Decision | 0,332 | 0,00 | 0,05 | X3 effect on Y |

Conclusions

First, the results show that the reliability dimension, particularly in service consistency, received the highest appreciation from customers, although there are important notes related to product availability that need to be improved. The responsiveness dimension showed positive results, but several respondents gave neutral ratings, indicating the need for improvement in service speed and effectiveness. Improved responsiveness is important to strengthen consumer trust and encourage purchase intent. In the aspect of assurance, although the professionalism of the staff was rated as good, efforts are still needed to strengthen customer confidence in the product, one of which is through providing clearer and more educational information.

Overall, this study found that service quality contributes directly to consumer purchasing decisions, which is reflected in increased purchase frequency and positive customer reviews. Store physical comfort is also an important supporting factor in building customer loyalty. Therefore, improvements in the aspects of responsiveness, empathy, and product assurance are highly recommended to strengthen customer loyalty and improve the reputation of Toko Amarta in the future.

This study proves that service quality has a significant effect on consumer purchasing decisions at Amarta Store, Ponorogo Regency. The dimensions of reliability, responsiveness, assurance, empathy, and physical aspects play an important role in shaping consumer satisfaction and purchase intention. Service reliability, especially service consistency, is the main strength that customers appreciate, while responsiveness and confidence in products still need to be improved. In general, good service quality management is proven to increase purchase frequency and strengthen store reputation through positive customer reviews.

Second, the effect of pricing strategy on consumer purchasing decisions at Amarta Store, Ponorogo Regency, focusing on two main indicators, namely price sensitivity and price competition. The results showed that the majority of customers felt that the price of the products offered was justified by the quality received, and competitive prices were an important factor in encouraging consumer loyalty. This reinforces the view that the right price can increase satisfaction and purchase frequency.

In terms of price competition, most customers consider prices at Toko Amarta to be better than those of competitors, although there are still a small number who consider the difference to be insignificant. However, competitive prices still make a positive contribution to shopping convenience and purchase intentions. Thus, an effective pricing strategy proves to be an important key in increasing consumer loyalty and purchasing decisions.

This study confirms that the pricing strategy plays a significant role in shaping positive customer perceptions and driving purchasing decisions at Toko Amarta. Pricing that is in accordance with product quality and more competitive than competitors is able to increase customer loyalty and purchase frequency. For this reason, it is recommended that Toko Amarta continue to strengthen its competitive pricing strategy in order to maintain and increase its advantage in local market competition.

Third, the influence of customer trust on purchasing decisions at Toko Amarta, focusing on two main indicators: consumer loyalty and consumer experience. The results show that most customers in Ponorogo Regency have a high level of trust in the store, mainly due to positive interactions between customers and employees. Strong interpersonal relationships play an important role in creating a sense of comfort, strengthening trust, and

ultimately driving purchasing decisions, in line with the theory proposed by Morgan & Hunt (1994).

In addition, the consumer experience indicator shows that customers are satisfied with the services and solutions provided by the store in meeting their needs. This positive experience strengthens trust and encourages customer loyalty. These findings prove that trust built through shopping convenience, satisfying experiences, and store commitment to customers has a major influence on purchasing decisions and can encourage repeat purchases in the future.

This research proves that customer trust in Toko Amarta plays a crucial role in purchasing decisions. Good interpersonal relationships, positive shopping experiences, and commitment to customer needs are the main factors that strengthen loyalty and encourage purchase frequency. To maintain and increase competitive advantage, Toko Amarta is advised to continue building trust through improving the quality of customer interactions and services.

Recommendation

First, to improve service quality at Toko Amarta, three strategic steps are suggested. First, increase customer confidence in the product by providing clear and educational additional information. Second, speed up responses to customers through staff training in communication and problem-solving skills. Third, improve the physical aspects of the store, such as cleanliness, comfort, lighting, and layout, to create a more pleasant shopping experience. With these measures, it is expected that customer satisfaction, loyalty, and purchase frequency can be continuously improved.

Second, Product prices at Toko Amarta have been rated very favorably by customers, so it is recommended that management maintain this competitive pricing strategy. In addition, it is necessary to increase promotional efforts that highlight price advantages over competitors, both through social media, banners, and loyalty programs. Thus, customers' positive perceptions of price can be stronger, encouraging increased purchasing decisions and long-term loyalty.

Third, Customer trust in Toko Amarta is already at a very good level, supported by a positive shopping experience and high customer loyalty. To maintain and strengthen this advantage, management is advised to improve store governance, especially in creating shopping convenience. This can be done through improving the quality of customer service, such as greeting customers more friendly, providing more proactive assistance, and speeding up the transaction process at the cashier. In addition, it is necessary to optimize the shopping experience by improving store layout, enriching product variety, providing small rest areas for customers, and paying attention to a clean, bright and comfortable store atmosphere. With these improvements, customers will feel more valued, which in turn strengthens loyalty and encourages repeat purchases.

Fourth, Purchasing decisions at Toko Amarta are good, but to increase sales even more, it is recommended that stores start promoting online sales. Utilising e-commerce platforms or social media can be an effective strategy to reach a wider range of customers, especially in today's digital era. By presenting an online store, customers can easily access products anytime and anywhere, thereby increasing purchase frequency and strengthening brand awareness.

Conflicts of Interest

The author declares that there is no conflict of interest.

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