

Strategy to Enhance Purchase Decisions through Promotions and Shopping Lifestyles to Supermarkets during the Coronavirus Pandemic: A Case Study IJT Mart, Deli Serdang Regency, North Sumatera

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Abstract

The retail sector in Indonesia has been undergoing strong growth in recent years. The retail sector itself sells products or merchandise of household uses, including daily necessities products, through a self-service method. This study uses five variables such as purchase decision, price, service quality, promotion, and lifestyle that aim to enhance the purchasing decision at retail IJC Mart during the coronavirus pandemic. This study used 100 respondents from Medan City, Binjai, and Deli Serdang Regency. The findings suggest that price and service quality have a positive effect on purchase decisions. Promotion leads to a decline in the effect of prices and level of service, and also lifestyle variables raise the influence of prices on customer purchasing decisions at IJC Mart during the coronavirus pandemic.

Keywords: Purchase Decision, Price, Service Quality, Promotion, Lifestyle.

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INTRODUCTION

Recent developments in the economic sector have led to rapid business development, and there are many retail actors, such as shops, supermarkets, minimarkets, and other actors. Supermarkets are spreading rapidly in many developing countries, complementing and partially replacing traditional food markets and grocery stores [1]. Humans generally only know the buying and selling transactions done in the traditional market only, but over time began to appear the existence of trading activities that are modern or better known as the supermarket. The supermarket itself has the meaning of shopping in stores, selling a variety of household items [2]. This sense may lead to fierce competition between these companies. On the other hand, there is a shift in lifestyles culture from conventional to contemporary as a transition in consumer purchasing trends. It will make it easier for customers to buy daily necessities from retailers.

In this case, the retail business in Indonesia has also experienced relatively rapid development in recent years. The retail business itself is selling products or

merchandise of household needs, including daily necessities products using a self-service system. As stated by [3], retail covers all activities involving the sale of goods or services directly to the end consumer for personal, non-business use. The advancement of the business world is not free from fierce competition and requires companies to be more creative and innovative in order to survive. This case is due to the increase in the people's purchasing power; thus, the demand for goods and services both in quality and quantity will also increase. Therefore, manufacturers must compete to offer a wide range of goods or services to win the competition.

In order to meet the needs of consumers, the quality of service becomes one of the basics that may influence consumers to choose a product. With satisfactory service for consumers, most new customers evaluate the experience felt even if only a small issue. In addition to the quality of service, price is a factor that is a concern and may affect the purchase decision. The price shall be the sum of money for a good or service traded [4]. Nevertheless, the price may also be a

consistency measure, where a high-quality product also reaches a high price. Price can affect customers when choosing to purchase a product. Additionally, promotion is relevant when it comes to consumer decision-making, where the promotion is taken out by businesses to communicate a message to customers that it may affect customer purchase decisions to the product. Lifestyle is another aspect that gives a new shopping activity in the contemporary shopping experience that helps shoppers feel at ease in retail.

Each customer makes different search decisions, some of which are also regular decisions. Purchase decisions are a key mechanism that was influencing marketing strategies. There are many factors affecting consumers in purchasing decisions; in this case, businesses have to respond to what they have to do about the sustainability of a business, and customers are highly versatile in shopping to satisfy their needs. The existence of supermarkets is a demand for any group in big cities, circumstances like this represent a phenomenon that is continuously important for shoppers to pick a location for any day or month's necessities, The critical nature of the consumer is usually characterized, among others, such as the consumer wanting the most goods possible, competitive prices, attractive promotions, and the quality of service that satisfies them, all of which are in one place namely the supermarket. In this case, IJC Mart, one of the retail business players located in Deli Serdang Regency, a single district of Medan-Binjai Km 13.5, is one of the retail businesses that sell household items such as Dispenser, Rice cooker, Gas stove, Dining cabinets, and another crockery. As one of the big retail business ventures, it should already maintain its existence. Nevertheless, in fact, IJC Mart has experienced a decline in sales in the last year, especially with the spread of the coronavirus.

Today, due to the spread of the coronavirus to Indonesia, retail businesses have become more wary of direct and indirect transmission, so that many consumers are afraid and even reluctant to come to retail for a while. The coronavirus is a stumbling block for retail businesses where everyone in retail will communicate and come in direct contact with merchandise that is the place where the virus is spread. IJC Mart anticipates this using government health protocols in serving its consumers by checking their body temperature, hand sanitizer, and handwashing in retail. IJC Mart intensively keeps its customers comfortable and safe to spend money during this corona pandemic.

Based on the pre-survey, there is a problem in IJC Mart. The competitiveness of the price of goods in IJC Mart is relatively high compared to similar retailers located in the trade route IJC Mart Binjai and Medan. Promotional media is used less effectively, such as rarely distributing brochures about discounted items

that are usually done by other retail businesses on potential consumers, so many consumers are unaware of the information. Employee responsiveness is often a problem for consumers, such as the lack of employee initiative in helping consumers who have difficulty finding the goods they are looking for, making some consumers have to reprimand or ask first to be helped by these employees. The corona pandemic made a significant decline in product visits and purchases at IJC Mart. This description is the basis of this research. The purpose of this study is:

- To find out and analyze the influence of prices on purchasing decisions moderated by lifestyle and promotional variables.
- To know and analyze the influence of service quality on purchasing decisions moderated by promotional variables.

LITERATURE REVIEW

Purchase Decision

Purchase decisions are part of consumer decisions that consist of visiting decisions, purchasing decisions, and usage decisions. The purchase decision is selecting a particular alternative to a product with a process of knowledge, learning, or unplanned for consumer consumption. Factors that influence the purchase decision are:

(1) Product brands; are anything that is attached to the product and gives the product identity to be positive or negative, high or low, and provides an assessment of the selection of products with similar products. (2) Sales location; is a place that is a transaction area between seller and buyer, which can be accessed and visited by consumers, either real or virtual. (3) Delivery distribution; is a facility provided by the seller to the buyer as part of the service in delivering the product to the buyer. (4) Promotions offered; are various methods used to introduce, strengthen, and present the product's identity and the values contained in it, and it is persuasive to potential consumers to make decisions. (5) The capability of resellers; is a technique used by the sales force of a product in persuading potential consumers by using marketing communications so that consumers reduce the selection of alternative products and decide to buy the product (6). Product benefits; is the value contained in a product; the value may exceed the benefits received from the product's price or vice versa. (7) Price suitability; is a form of sacrifice in the form of money made by consumers in making purchases. (8) Cost appropriateness; is a form of sacrifice that is abstract/difficult to make calculations other than money and willing to be sacrificed by consumers in making a purchase. (9) Store atmosphere; is an environment created by sellers in serving consumers. The environment as much as possible makes it comfortable for consumers to conduct transactions and alternative selection activities.

Price

Price is everything that consumers sacrifice for goods and services. Understanding the costs that consumers have to sacrifice, the higher the sacrifice's price, the less likely it is to decide on a product. Nevertheless, for luxury products that involve consumers' lifestyles, the case is different. The higher the product's price, the higher the prestige that consumers will have for the product. It depends on the type of product being created and the market-recognized conditions [5].

Quality of Service

The quality of service will basically be seen from the behavior of the service provided by the seller or company to the consumer / potential consumer. Service behavior is a form of behavior performed by companies/product providers in meeting consumers' needs by others. This action will affect the attitude of consumers when enjoying the services of the company. In serving consumers with their product needs, marketers need to look at something else. Consumers not only need the product but how to deliver the product and its value to the consumer. This principle makes service realized and must be addressed by marketers [6]. In performing services to consumers, the behavior of service is influenced by several factors that can have positive and negative effects on consumers [6]; (1) Form of service; is everything that is the order or procedure of the company in providing services from the beginning of arrival to the end of consumer departure and its continuity in the future. (2) Methods of service; is a technique applied by companies in serving consumers following its production process. (3) Service flow; is a relationship between divisions within a company working together to build an integrated service. (4) Service competence; is a form of ability of the person who serves the consumer in accordance with the field of knowledge he possesses and has evidence of such expertise. (5) Service uniforms; is a form of unique feature that distinguishes one company from another, so that consumers realize that there is a difference that companies have compared to other companies

Promotion

Promotional activities are done to disseminate information, get attention, create and grow desire, and develop consumers' desire to visit, buy, and use the products offered. Many promotional strategies attempt to build primary demand. Simultaneously, most promotional strategies seek to stimulate selective demand; that is, the desire to acquire a particular brand. The purpose of the promotion leads to the desire of consumers to buy the products or services produced. Therefore, efforts must be made to influence the

mindset of the end consumer in convincing the buyer. At the same time, the word promotion should be excellent and attractive to give the impression that the buyer does not want any product other than the goods offered to them [7].

Lifestyle

Lifestyle is a behavior inherent in the consumer, whether created or born by itself, following consumer thinking in dealing with the surrounding situation. Some consumers have an imitative nature, so that sometimes this lifestyle can evolve and change quickly and differ from one consumer to another. Factors influencing lifestyle: (1) Genetics; is a hereditary factor that makes a consumer have a lifestyle to follow his parents. (2) Personality; is embedded in the consumer's self; The consumer's soul from their birth to adulthood, and the need for learning in adjustments and changes in themselves in seeing something. Personality is difficult to change because it has existed since they were born into the world and in the process of learning. Personality can be seen in the theory of Myers Briggs and the Dark Triad [8]. (3) Emotions; is a feeling that arises as a result of an event/situation that sometimes comes quickly and quickly disappears. Opponents of emotions are moods in which feelings arise for a long time and last for a very long time. Human emotions are very numerous and easily expressed by the face. (4) Attitude; is a form of action that is an extension of the channel of emotion generated by the consumer to the situation. This act can be positive or negative. (5) Perception; is a view raised by the consumer in seeing something; this view is merely an assumption without the truth being known by the consumer. In making consumer perceptions make a quick assessment of a situation. (6) Life experience; is something that consumers can use throughout their lives and make it a learning experience in dealing with similar events. (7) Environmental trends or conditions; are a movement that arises in various economic, cultural, and social sectors that become the qibla of consumers in carrying out its activities. (8) Brand behavior; is an action produced by consumers on the use of a brand. Some brands can change the lives of consumers and how others view them. (9) Desire; is a feeling of wanting to have a product that is not a must to have. (10) Needs; is a feeling of wanting to have a product, and its nature is mandatory in fulfillment. The need becomes essential because it involves the consumer's life and life in carrying out their activities. Needs are basically much cheaper than desire.

Conceptual Framework

A conceptual framework is a chart that explains the direction of influence and the relationship between variables in research.

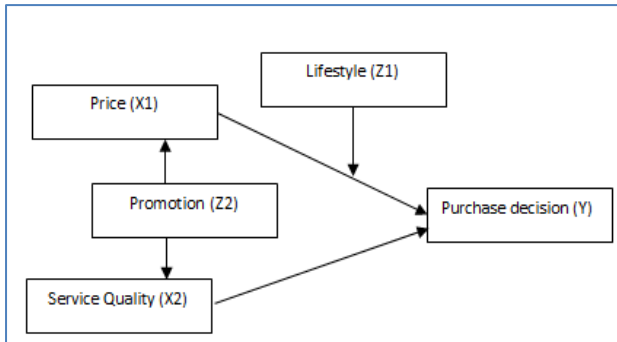


Fig-1: Conceptual Framework

RESEARCH METHODS

Types and Nature of Research

This research is a quantitative type that is research conducted with scientific calculations that are mathematical in reviewing the research results. This study also has a type of associative research that studies and analyzes the causes and consequences of a phenomenon and the research results; in conclusion, this research is quantitatively associative. The nature of the research used in this study is Cross-Sectional Design, which is the research conducted somewhere on

the research object and done in a short period or one time.

Time and Place of Research

This research was conducted at IJC Mart Sunggal - Deli Serdang North Sumatra Province at Jalan Medan - Binjai Km 13.5 in June - August 2020.

Population and Samples

The population is the real data of the object of research or observation that the amount is large, small, or infinite. The population in this study is consumers shopping at IJC Mart. The sample is part of the total population selected and selected to be the object of research or observation, and the data is representative of the population. The sample in this study was 100 respondents. The sampling technique uses Quota Sampling, a sampling technique based on the researcher's proportion/amount in the classes that will be sampled. In this study, quotas are taken from regional classes that are close to the object of study, namely consumers of Medan City (33%), Binjai City (33%) and Deli Serdang Regency (34%),

Operational Definition

Table-1: Operational Definitions

No	Variable Name	Definition	Indicators	Scale
1	Purchase Result (Y)	Purchase decisions are part of consumer decisions that consist of visiting decisions, purchasing decisions, and usage decisions. The purchase decision is selecting a particular alternative to a product with a process of knowledge, learning, or unplanned for consumer consumption.	1. Attitude 2. Intention 3. Consumer capabilities 4. Desire 5. Needs	Ordinal
2	Price (X1)	Price is everything that consumers sacrifice for goods and services [9].	1. Price range 2. Competitive pricing 3. Price compatibility with the product quality 4. Price compatibility with products Service	Ordinal
3	Service Quality (X2)	Service behavior is a form of behavior performed by companies/product providers in meeting consumers' needs by others [9].	1. Existence 2. Responsiveness 3. Four 4. Ethics	Ordinal
4	Lifestyle (Z1)	Lifestyle is a behavior inherent in the consumer, whether created or born by itself, following consumer thinking in dealing with the surrounding situation.	1. Appearance 2. Purpose of use 3. Self-confidence 4. Equipment used 5. Accessories used	Ordinal
5	Promotion (Z1)	The promotional activities carried out serve to disseminate information and get attention (attention)), create and grow desire (desire), and develop the desire of consumers to buy the products offered	1. Interest in content 2. Consumer understanding 3. Duration performed 4. Use of media 5. Promotions and promotional statements	Ordinal

Table-2: Scale Measurement

Directions	Negative			Positive		
	1	2	3	4	5	6
No	1	2	3	4	5	6
Description	Strongly Disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly Agree

Data Collection

Data collection is a process of finding and obtaining research data, either primary or secondary data, where the data is collected with methods that are considered by the research purpose. In this study, data collection was done by interview using a questionnaire and literature study.

Data Analysis Model

This study uses a model of multiple linear regression analysis model and is moderating (interaction test), with lifestyle as the first moderator and promotion as the second moderator.

Then the research equation is formed as follows:

$$Y1 = \alpha + \beta X1 + \beta X2 + e$$

$$Y2 = \alpha + \beta X1 + \beta Z1 + \beta X1Z1 + e$$

$$Y3 = \alpha + \beta X1 + \beta Z2 + \beta X1Z2 + e$$

$$Y4 = \alpha + \beta X2 + \beta Z2 + \beta X1Z2 + e$$

RESULTS & DISCUSSIONS**Characteristic Test**

In this study, the characteristic test used is the crosstab test, which is one of the descriptive tests on the data by crossing the data between rows and columns to obtain the results of the conflicting data. The test results of this study are as follows:

Table-3: Crosstab Gender and Respondent Age

		Age of Respondents				Total
		<20 years	21-30 years	31-40 years	41-50 years	
Gender	Men	11	14	8	0	33
	Women	15	34	13	5	67
Total		26	48	21	5	100

The table above shows that the dominant consumers visiting IJC Mart are women aged 21-30 years, as many as 34 respondents. This case shows that a lot of young women (ages 21-30) who spend during the pandemic, because in the household is the woman who manages the needs of the house, so that even in the

event of a corona pandemic women still take the risk to continue shopping will carry out their duties as housewives the stairs are visible from the comparison of the number of women and men visiting IJC Mart (67:33).

Table-4: Crosstab Gender and Number of Visits Per Week

		How many times did you visit				Total
		One time	2-3 times	4-5 times	5-6 times	
Gender	Men	23	8	2	0	33
	Women	40	22	4	1	67
Total		63	30	6	1	100

The table above shows that the dominant consumers visiting IJC Mart in one week are women aged 21-30 years, as many as 40 respondents. This shows that women are also more likely to buy convenience goods that last a week in addition to

women as a regulator of household needs. This case means that when the goods run out, then women will go back to shopping. Besides, women enjoy shopping in retail because it is comfortable and practical and can be a way to get rid of daily activities.

Table-5: Crosstab Education * Employment

		Employment of Respondents					Total
		Students	Private workers	Civil servants	Entrepreneurs	Other	
Respondent's Last Education	< Junior school	1	0	0	0	1	2
	High school	20	28	6	8	20	82
	Diploma	1	3	1	1	1	7
	Undergraduate	1	2	4	1	1	9
Total		23	33	11	10	23	100

The table above shows that the dominant consumers visiting IJC Mart are private high school graduates, as many as 28 respondents. This case shows

that in addition to the respondents being mostly young housewives, they are also private workers dominated by factory workers and SME workers who cross IJC Mart

every day because geographically, IJC Mart is flanked by three large cities nearby, namely, Binjai, Deli

Serdang and Medan. For example, someone who lives in the field and works in Binjai as a factory worker.

Table-6: Crosstab Subscriptions*Number of Visits Per Week

		How many times did you visit				Total
		One time	2-3 times	4-5 times	5-6 times	
Long Subscription	<1 year	29	10	3	1	43
	1-2 years	19	17	2	0	38
	3-4 years	15	3	1	0	19
Total		63	30	6	1	100

The table above shows that the dominant consumers visiting IJC Mart are consumers who subscribe <1 year and visit IJC Mart every week, as many as 29 respondents. This case indicates that the consumers are the new visitor (<1 year and shopping every week); such a consumer is a potential consumer that will have to be maintained to interact between retail and consumer to last a long time. Because most are housewives like the previous table, IJC Mart should glance at this potential market that will eventually grow and remain a loyal customer at IJC Mart.

Data Eligibility Test

This research data using the test of validity and reliability. As a result, all variables passed the test.

Classic Assumption Test

In the classical assumption test, this study uses the normality test, multicollinearity, and heteroskedasticity. As a result, all variables passed the test.

Data Analysis Test

This study's data analysis is a multiple linear regression analysis with a moderator variable using SPSS 23. The following are the results of the regression analysis:

Table-7: Partial Test of Equation I

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,378	2,759		1,950	.054
	Price (X1)	.505	.068	.544	7,452	.000
	Service Quality (X2)	.497	.097	.373	5,113	.000
a. Dependent Variable: Total Variable Purchase Decision						

The table above shows that there is a positive effect of price on purchasing decisions seen from the calculation value (7,452) > t-table of (0.677) and significant (0.000). The service quality variable also has a positive effect on the purchase decision variable seen from the calculation value (5,113) > table of magnitude (0.677) and significance (0,000). In this study, the results of the regression equation are as follows:

$$Y1 = 5,378 + 0.505X1 + 0.497X2$$

The above equation shows the effect of 0.505 given by the price variable and 0.497 by the service quality variable on the purchase decision. The price has a positive effect on the purchase decision, and one way means that when the price of the product goes up, then a consumer will increase the purchase decision by 0.505. The relationship of price influence to reverse purchase decision means negative influence; the lower the product price, the higher the consumer decides to make a purchase, but the relationship has a positive effect

(one way) in contrast to the quality of service that has a positive and one-way influence on purchasing decisions.

This case indicates that some products have unique characteristics/functions and functional specialties. The product has the brand name that has the highest positioning with perfect brand equity in the homogeneous product class so that the product can provide an image for its users so that even if the price of the product goes up. However, the product's image to the consumer is very high, especially food products. Consumers pay close attention to the packaging of the products marketed [10] because food products are always products overlooked by consumers and their rotation is high-speed. Retail basically has the characteristics of convenience goods and shopping goods. IJC Mart, for example, sells some frying pans with various brands competing in the top brands 2020, Maxim (40%), Maspion (27%), Happy Call (8.5%), and Kirin (6.1%) [9]. Consumers rarely think to change

their decision alternative for maxim products because the product has been tested in quality and service if the product is a little more expensive, but the consumer remains willing and even strongly believes that the product has been innovative and better than previous generations.

On quality, especially during this corona period, IJC Mart implements Indonesia's standard health

protocol. Every incoming consumer is checked for body temperature, using hand sanitizer, and provided a handwashing place. Retail sterilization is also maintained not to become a breeding ground for the coronavirus's growth and reproduction. This case impacts security and convenience for consumers in shopping to be confident and decide to purchase at IJC Mart.

Table-8: Partial Test of Equation II (Moderation X1 to Z1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
2 (Constant)	12,024	8,019		1,499	.137
Price (X1)	1,038	.439	1,118	2,363	.020
Lifestyle (Z1)	.215	.294	.219	.731	.466
X1Z1	-.017	.016	-.636	-1,084	.281

a. Dependent Variable: Total Variable Purchase Decision

The table above shows that there is a positive effect of price on purchasing decisions moderated by lifestyle seen from the calculation value (2,363) > t-table of (0.677) and significant (0.020). In this study, the results of the regression equation are as follows:

$$Y2 = 12.024 + 1,038X1 + 0.215Z1 - 0.017X1Z1$$

The above equation shows the influence of 1,038 given by the price variable moderated by the lifestyle variable on the purchase decision. This case shows that when the price is moderated by lifestyle, then the decision value's effect becomes 1,038. There is an increase in decision making of 0.533 (1,038 - 0.505). The increase is an almost double influence of price on purchase decision, and it is also accompanied by a constant increase in value from 5,378 until 12,024.

Lifestyle is more focused on how to increase self-esteem and provide different views between one consumer and another. So, lifestyle gives a minor

impact compared to the majority because when a consumer follows a lifestyle, the consumer must also be willing to pay more for something. Lifestyle is not an obligation, but it can provide an experience that homogeneous products do not get, and the majority do not even have a big name. The lifestyle that is continually changing with the development of time must be aligned with the strategy that the company will carry out [11]. IJC Mart sells its electronic products in the audio category; IJC Mart sells from the best to the class that can be cheap. The best brands competing at IJC Mart are Simbada, Logitech, Sony, Altech, and JBL. Consumers prefer Simbada, Sony, and JBL. Simbada is an old brand that survives in the home speaker market whose shape is more common than JBL, which has higher technology. Consumers are willing to use the product even though the price is high, for the sake of lifestyle demands and to keep up with the times. They are willing to sacrifice more money than other products with the same function but are not known.

Table-9: Partial Test of Equation III (Moderation X1 to Z2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
3 (Constant)	33,734	7,275		4,637	.000
Price (X1)	-.525	.419	-.566	-1,255	.213
Promotion (Z2)	-.610	.321	-.651	-1,902	.060
X1Z2	.041	.017	1,718	2,440	.017

a. Dependent Variable: Total Variable Purchase Decision

The table above shows that there is a negative effect of price on the purchase decision moderated by the promotion seen from the calculation value (-1,255) > t-table of (0.677) and insignificant (0.213). In this study, the results of the regression equation are as follows:

$$Y3 = 33,734 - 0,525X1 - 0,610Z2 - 0,041X1Z2$$

The table above shows the effect of - 0.525 given by the price variable moderated by the promotional variable on the purchase decision. This case shows that when the price is moderated by promotion, then it makes the effect of the value of the

decision to be - 0.525, means there is a decrease in decision making by -1,030 (-0.55 - 0.505); this decrease is almost double the effect of price on the purchase decision. The constant value increased from 5,378 to 33,734.

This case indicates that prices and promotions do not always work in a positive direction in improving purchasing decisions. Promotion in consumers' eyes is considered an addition and convenience in obtaining products such as price reduction, providing information, and telemarketing. However, if longer and uncoordinated, sometimes promotion has disturbing consumers when done excessively and too many terms and conditions apply, which is a writing small in a flyer,

for example. In this era of pandemics, IJC Mart continues to promote by distributing flyers, using sellers who use voice in telling potential consumers to stop by and stop by IJC Mart. This case makes consumers reluctant to come and make purchases at IJC Mart. Flyer is one of the media for spreading viruses because when a person picks up a flyer, that is when there is a transfer of particles between one taker and another. Excessive use of sound makes some airborne particles frighten consumers. Nevertheless, this can be avoided because consumers have secured themselves with masks and gloves so that the promotion can still be enjoyed by consumers and even consumers willing to queue to get products due to the promotional deadline during this pandemic.

Table-10: Partial Test of Equation IV (Moderation X2 to Z2)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	42,436	12,053		3,521	.001
	Service Quality (X3)	-.812	.436	-.609	-1,861	.066
	Promotion (Z2)	-1,191	.523	-1,271	-2,279	.025
	X2Z2	.055	.019	2,157	2,983	.004

a. Dependent Variable: Total Variable Purchase Decision

The table above shows that there is a negative effect of service quality on the purchase decision moderated by promotion seen from the calculation value (-1,861) > t-table of (0.677) and insignificant (0.066). In this study, the results of the regression equation are as follows:

$$Y4 = 42,436 - 0,812X2 - 1,191Z2 + 0,055X1Z2$$

The table above shows - 0.812 given by the service quality variable moderated by the promotional variable on the purchase decision; there is a decrease in the effect almost tripled by -1,309 (- 0.812 - 0.497). The constant value increased from 5,378 to 42,436.

This case shows that promotion and service can go hand in hand when a consumer needs information about a product. If this is done by selectively selecting consumers who need promotion, then promotion and service can run simultaneously and improve purchasing decisions. However, when done in excess, then it will reduce the purchase decision. This case will be seen with the multiplier value of the coefficient X2 and the constant value; what if the value multiplier of the coefficient X2 is very high, then the purchase decision will be adverse. This study's results can be seen based on the conceptual framework described in the image below.

CONCLUSIONS & SUGGESTIONS

Conclusion

(1) The coefficient of 0.505 was given by the price variable and 0.497 by the service quality variable on the purchase decision. The price has a positive effect

on the purchase decision, and one way means that when the price of the product goes up, then a consumer will increase the purchase decision by 0.505. (2) The coefficient of 1,038 was given by price variables moderated by lifestyle variables on purchasing decisions. This case shows that when the price is moderated by lifestyle, then the effect of the decision value becomes 1,038, meaning there is an increase in decision making of 0.533 (1,038 - 0.505); this increase is almost double the influence of price on the purchase decision is also accompanied by a constant increase in value from 5,378 to 12,024. (3) The coefficient of - 0.525 was given by the price variable moderated by the promotional variable on the purchase decision. This case shows that when the price is moderated by promotion, then it makes the effect of the value of the decision to be - 0.525, means there is a decrease in decision making by -1,030 (-0.55 - 0.505); this decrease is almost double the effect of price on the purchase decision. The constant value increased from 5,378 to 33,734. (4) The effect of service quality was (- 0.812) moderated by the promotional variable on the purchase decision; there is a decrease in the effect almost three times as much as -1,309 (- 0.812 - 0.497). The constant value increased from 5,378 to 42,436.

Suggestions

We recommend that IJC Mart increase the product variants of the middle and upper segments so that consumers who are very lifestyle-conscious will significantly appreciate their desire to shop at IJC Mart. The selection of several leader brands is also highly recommended to fulfill consumers' desires as a lifestyle demand. During this corona pandemic, IJC Mart should

conduct indirect promotions and further increase the security of virus transmission, making the incoming consumers feel guaranteed the cleanliness of their store environment. Pricing levels at IJC Mart are expected to be more diverse and comparable to competitor price levels. In this case, not low prices for all products, but low on products with a high level of sales and low sales prices, can be increased so that there is a price subsidy between products. It is recommended for future researchers to examine other variables that may have an impact on purchasing decisions within a retail, namely: store environment, location, facility integration, membership discounts, and wholesale prices.

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