

## Unlocking Buyer Intent: How the Marketing Mix Shapes Purchasing Decisions at Ummah Cahaya Restaurant

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### Abstract

This study aims to examine the influence of product, price, location, and promotion on consumer purchasing decisions at RM Ummi Cahaya. Employing an associative and quantitative research design, the study involved a sample of 95 respondents selected from a population of 1,800 customers who made purchases in 2023. Data were collected through structured questionnaires and analyzed using SPSS Version 25, incorporating validity and reliability tests, multiple linear regression analysis, and hypothesis testing. The findings reveal that product, price, and location each have a positive and significant impact on purchasing decisions. However, promotion does not exhibit a significant influence. Collectively, the variables of product, price, location, and promotion demonstrate a simultaneous positive and significant effect on consumer purchasing decisions at RM Ummi Cahaya. These results suggest that enhancing product quality, competitive pricing, and strategic location may effectively increase customer purchase intentions, while promotional strategies may require further optimization to yield meaningful impact.

**Keywords:** Marketing Mix, Purchase Decision, Ummi Cahaya

### Introduction

The small and medium-sized restaurant industry in Medan City is an important part of the culinary sector in the area. Medan, as the capital of North Sumatra Province, is known for its rich and diverse culinary scene, reflecting local culture and traditions as well as the influences of various ethnic groups residing in the city. In the world of the culinary business, competition among restaurants is becoming increasingly fierce (Amelia, 2024). Every business operator must have the right strategy to attract consumer interest and increase sales (Hou et al., 2024). One of the important elements in a marketing strategy is the marketing mix, which includes product, price, place, and promotion. Ummi Cahaya Restaurant, as one of the players in the culinary industry, needs to understand and implement the marketing mix effectively to influence consumer purchasing decisions.

Many Padang restaurants have joined food delivery platforms such as GoFood, GrabFood, and others, making it easier for consumers to order food (Amelia & Tambunan, 2024). The use of social media for promotion, announcing new menus, and interacting with customers has led restaurant owners to strive harder to maintain their businesses in the era of intense competition in the culinary industry in Medan, especially in the aspect of rice stalls (Nasib, 2024). Therefore, business actors need to try promotional activities. one of which that can be applied is the marketing mix (Nasib, Pranata, et al., 2023).

One of the main components of the marketing mix is the product, where the product is the first component in the marketing mix that includes everything offered to the market to meet the needs and desires of consumers. Ummi Cahaya Restaurant offers a variety of food and beverage menus with distinctive and high-quality flavors. However, to compete with other restaurants, Ummi Cahaya needs to continuously innovate in menu development and maintain the consistency of the quality of the products offered. An interesting menu variation and innovation in presentation can be a determining factor in attracting consumer interest (Amelia & Ayani, 2020).

Price is the second important component in the marketing mix that influences consumer perception of a product's value. Setting competitive prices can be a strategy to attract customers



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(Marpaung et al., 2021). However, setting prices too low can negatively impact consumers' perception of product quality (N. Sari et al., 2023). Therefore, Rumah Makan Umami Cahaya must be able to balance affordable prices with the quality of the products offered. The right pricing strategy, such as discounts, special price promotions, and value packages, can help attract more customers (A. Fadli et al., 2021).

Location or distribution is the third component in the marketing mix that involves the location and the way products are delivered to consumers (Faris et al., 2023). A strategic location greatly influences the accessibility and convenience for consumers visiting Rumah Makan Umami Cahaya. Moreover, with the development of technology, presence on online ordering platforms has also become an important factor. The ease of access through food delivery services and partnerships with delivery platforms can expand market reach and increase sales. The location problem faced by RM Umami Cahaya is the very small parking lot, making it difficult for customers who come.

Promotion is the final component in the marketing mix that relates to communication activities carried out to attract consumer attention (Umam et al., 2022). Effective promotion can increase brand awareness and encourage purchasing decisions (Salsabillah, 2022). Umami Cahaya Restaurant needs to utilize various promotional channels such as social media, advertising, and event marketing to increase brand exposure. In addition, loyalty programs and promotional campaigns such as discounts and meal vouchers can help retain loyal customers and attract new ones. Currently, there are not many promotions conducted by Umami Cahaya to increase sales and attract potential customers, so the existing customers are only loyal customers who are already accustomed to making purchases at RM Umami Cahaya.

Consumer purchasing decisions are influenced by various factors in the marketing mix. A deep understanding of consumer preferences and behavior is crucial for designing effective marketing strategies. With a proper analysis of the marketing mix, Rumah Makan Umami Cahaya can identify the strengths and weaknesses in its marketing strategy and make the necessary improvements to enhance customer satisfaction and purchasing decisions.

## Theoretical Review

### Buying decision

Consumer purchase decisions significantly influence market behavior and directly affect corporate sustainability (N. Sari et al., 2023). Amidst intensifying commercial competition, customer purchasing decisions serve as a critical metric for organizations to sustain, evolve, and compete effectively (Effendi et al., 2023). Every purchasing decision signifies the degree to which the provided product or service meets market demands, preferences, and expectations. The viability of a business is mostly dictated by the revenue generated from consumer transactions (M. Nasib, 2022). A strong trend in consumer purchasing decisions will bolster stability and profit growth (Tezar Arianto et al., 2021). A decline in purchasing levels may serve as a preliminary indicator of deteriorating firm performance, which could lead to losses (A. Lubis et al., 2022). Consequently, it is essential for company stakeholders to comprehend the diverse aspects that affect purchasing decisions to formulate more successful marketing tactics, product developments, and services (Umam et al., 2022).

Numerous aspects that affect purchasing decisions encompass product quality, pricing, promotional strategy, brand image, customer service, and prior shopping experience (Nasib, Simanjuntak, et al., 2024). When these factors are optimally fulfilled, consumers generally experience satisfaction and are incentivized to make repeat purchases (Martin & Nasib, 2021). This satisfaction enhances client loyalty and broadens market reach via favorable recommendations and evaluations (Wasiman, 2021). Acquisition choices could indicate the efficacy of a company's marketing strategy (Aditi et al., 2022). An effective marketing approach not only captures consumer attention but also persuades them to make a purchase (Pebri et al., 2020). Consequently, purchasing decisions serve as a metric for marketing efficacy and a reflection of business competitiveness in a competitive market (Rivai et al., 2021). Moreover, consistency in purchasing decisions enables business entities to execute financial and operational planning with greater precision (Martin, 2021). Consistent revenue from client transactions enables enterprises to innovate products, enhance service quality, broaden market

presence, and engage in workforce development (E. H. Sihombing & Nasib, 2020). All of these contribute to fortifying the business's long-term position (Nasib et al., 2022).

## Marketing Mix

Experts assert that the marketing mix comprises a collection of tactical marketing instruments that the corporation can manipulate, including product, pricing, venue, and promotion (N. Lestari et al., 2019). The deliberate amalgamation of these four factors is employed to elicit the desired response from the target market (Nasib, Harianto, et al., 2024). The marketing mix serves as a crucial foundation in the formulation of marketing strategies, as it integrates many complimentary activities to attain optimal and satisfactory outcomes (Khairani, 2023). The marketing mix serves as both an operational instrument and a framework that enables organizations to comprehend the most effective methods for reaching, influencing, and retaining clients (I. Lestari & Nasib, 2021). The product, as the primary element, denotes all that is provided to consumers to satisfy their demands (S. Nasib, 2021a). Price denotes the rate of exchange that consumers are required to pay to acquire the commodity (Razaq et al., 2024). The concept of place or distribution pertains to the methods by which a product is delivered to consumers, whereas promotion pertains to the company's communication strategies aimed at articulating the value of its products (N. M. Z. F. A. Fadli, 2020).

The marketing mix comprises a collection of efficient instruments utilized in a company's marketing endeavors, wherein all components can be managed to affect the reactions of the target market (Syaifullah, 2021). The marketing mix concept has four primary aspects, referred to as the 4P: product, pricing, place/distribution, and promotion (Febrianty, Siti Mardah, Rini Martiwi, Ririn Andriana, Susanti Sundari, Bambang Supriadi, M. Zamroji Almursyid, Rintan Br Saragih, Nasib, Eny Endah Pujiastuti, Solehatin Ika Putri, Keny Rahmawati, 2024). In the realm of service marketing, three additional elements people, physical evidence, and process are incorporated, collectively referred to as the 7P framework. The marketing mix in the service industry comprises seven essential components: product, price, site, promotion, people, physical evidence, and process. Each of these components contributes to the formation of a cohesive and gratifying service experience for consumers. The subsequent section will elucidate the definition of each element of the 4P according to the perspective of (Novirsari, 2022):

### 1. Product

The quality of a product significantly influences consumer satisfaction and motivates repeat purchases (N. S. E. E. Sari, 2020). Products that fulfill consumer expectations about functionality, durability, and comfort will generate a favorable experience, therefore fostering loyalty (A. F. Nasib, 2019). Content consumers are inclined to trust the brand and are more predisposed to engage in repeat purchases (Amelia et al., 2023). Moreover, high-quality products enhance the company's reputation and augment prospects for word-of-mouth promotion (E. H. Sihombing et al., 2023). Consequently, consistently upholding product quality is a fundamental strategy for organizations to retain clients and enhance long-term business sustainability (Herwan Nafil, 2019).

### 2. Price

Competitive pricing is a potent method for enhancing a company's competitive edge in a highly contested market (Rezeki et al., 2024). By establishing prices that align with consumer-perceived value, organizations can garner market interest without compromising quality (N. S. M. Z. R. Daulay, 2021). An effective pricing plan can enhance perception, boost sales volume, and enlarge market share (Nofriza, 2022). Moreover, competitive price can serve as a significant differentiator from rivals, particularly when paired with excellent service and high-quality items (Nasib, Syaifuddin, et al., 2023a). This renders the organization exceptional and sustainable in the competitive landscape (Junaidi et al., 2022).

### 3. Place

The strategic placement of a business significantly impacts client loyalty (Widy & HS, 2021). Locations that are readily accessible, proximate to consumer activity hubs, and equipped with sufficient supporting amenities will enhance client comfort and pleasure during transactions (Ningsih, 2020). Customers generally choose establishments that optimize time and cost efficiency, hence increasing the likelihood of repeat patronage (S. Nasib, 2021b). Moreover,

appealing and secure environments foster good experiences that enhance customers' emotional connections with brands (Husni, 2023). Consequently, selecting the appropriate site is a crucial element in establishing enduring client loyalty (Nasib, Syaifuddin, et al., 2023b).

#### 4. Promotion

Promotions substantially affect consumer repurchase choices (N. S. Z. R. Daulay, 2021). Efficient promotional tactics, such discounts, special offers, or loyalty programs, can enhance consumer inclination to repurchase the same product or service (E. H. Sihombing et al., 2024). Promotions act as reminders of the product's worth and benefits, while also enhancing brand recognition among consumers (Z. Lubis et al., 2023). Consumers are more inclined to make repeat purchases when they perceive greater benefits from the incentives provided (Munandar et al., 2022). Consequently, effective promotion not only stimulates immediate sales but also fortifies enduring client relationships (I. Lestari et al., 2020).

## Methodology

This study methodology employs both primary and secondary data. Primary data were acquired directly from respondents via questionnaires and interviews, whilst secondary data were sourced from documentation and pertinent literature. Data gathering involved administering Likert scale questionnaires to 95 participants and conducting semi-structured interviews to explore the information more thoroughly. Data analysis encompasses validity and reliability assessments to confirm the accuracy and consistency of the instruments, with classical assumption tests (normality, heteroscedasticity, and multicollinearity) to ascertain the appropriateness of the regression model. A multiple linear regression analysis is performed to assess the impact of product, price, location, and promotion variables on purchasing decisions. Hypothesis testing was performed using a t-test, an F-test, and supplemented with the coefficient of determination ( $R^2$ ) to assess the contribution of independent factors to the dependent variable.

## Results and Discussions

### Result

#### Validity Test

**Table 1. Product Variable Validity Test ( $X^1$ )**

No	Variable	Items	r count	r table	Description
1	Product ( $X^1$ )	Item 1	0.891	0.1996	Valid
2		Item 2	0.786	0.1996	Valid
3		Item 3	0.774	0.1996	Valid
4		Item 4	0.758	0.1996	Valid

Source: Data processed by SPSS V. 25

Based on the results of the validity test for the Product variable with 4 statement items, it can be concluded that all question items are valid because they have an  $r_{\text{value}}$  value greater than 0.1996.

**Table 2. Price Variable Validity Test ( $X^2$ )**

No	Variable	Items	r count	r table	Description
1	Price ( $X^2$ )	Item 1	0.771	0.1996	Valid
2		Item 2	0.859	0.1996	Valid
3		Item 3	0.656	0.1996	Valid
4		Item 4	0.755	0.1996	Valid
5		Item 5	0.669	0.1996	Valid

Source: Data processed by SPSS V. 25

Based on the results of the validity test for the Price variable with 5 statement items, it can be concluded that all question items are valid because they have an  $r_{\text{value}}$  value greater than 0.1996.

**Table 3. Location Variable Validity Test (X<sup>3</sup>)**

No	Variable	Items	r count	r table	Description
1	(X3)	Item 1	0.754	0.1996	Valid
2		Item 2	0.727	0.1996	Valid
3		Item 3	0.748	0.1996	Valid
4		Item 4	0.757	0.1996	Valid
5		Item 5	0.812	0.1996	Valid
6		Item 6	0.790	0.1996	Valid
7		Item 7	0.778	0.1996	Valid
8		Item 8	0.801	0.1996	Valid

Source: Data processed by SPSS V. 25

Based on the results of the validity test for the Location variable with 8 statement items, it can be concluded that all question items are valid because they have an  $r_{\text{value}}$  value greater than 0.1996.

**Table 4. Promotion Variable Validity Test (X<sup>4</sup>)**

No	Variable	Item	r count	r table	Description
1	Promotion (X4)	Item 1	0.784	0.1996	Valid
2		Item 2	0.823	0.1996	Valid
3		Item 3	0.840	0.1996	Valid
4		Item 4	0.854	0.1996	Valid
5		Item 5	0.827	0.1996	Valid
6		Item 6	0.517	0.1996	Valid

Source: Data processed by SPSS V. 25

Based on the results of the validity test for the Promotion variable with a total of 6 statement items, it can be concluded that all question items are valid because they have a  $r_{\text{value}}$  value greater than 0.1996.

**Table 5. Validity Test of Purchase Decision Variables (Y)**

No	Variable	Item	r count	r table	Description
1	Location (X4)	Item 1	0.781	0.1996	Valid
2		Item 2	0.765	0.1996	Valid
3		Item 3	0.748	0.1996	Valid
4		Item 4	0.742	0.1996	Valid
5		Item 5	0.826	0.1996	Valid
6		Item 6	0.800	0.1996	Valid
7		Item 7	0.792	0.1996	Valid

Source: Data processed by SPSS V. 25

Based on the results of the validity test for the purchase decision variable with 7 statement items, it can be concluded that all question items are valid because they have an  $r_{\text{value}}$  value greater than 0.1996.

### Reliability Test

**Table 6. Reliability Test**

Reliability Statistics			
Variable	Cronbach's Alpha	N of Items	Status
Product	0.815	4	reliabel
Price	0.791	5	Reliabel
Location	0.785	8	Reliabel
Promotion	0.795	6	Reliabel
Purchase Decision	0.790	7	Reliabel

Source: Data processed by SPSS V. 25

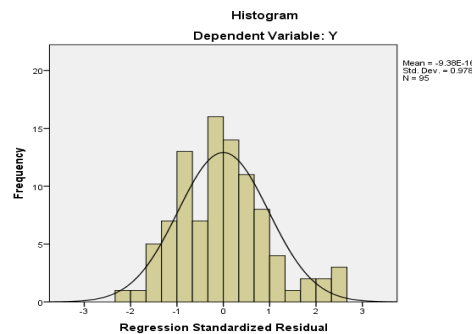
Based on the table above, the reliability test results for the five research variables show a Cronbach's alpha value  $> 0.60$ , which means the questionnaire items in this study are considered reliable.



## Classical Assumption Test

### Normality Test

**Figure 2. Normality Test**



Based on the histogram graph above, it can be seen that the histogram graph provides a symmetric distribution. Thus, the graph indicates that the regression model does not violate the normality assumption.

### Multicollinearity Test

**Table 7. Multicollinearity Test**

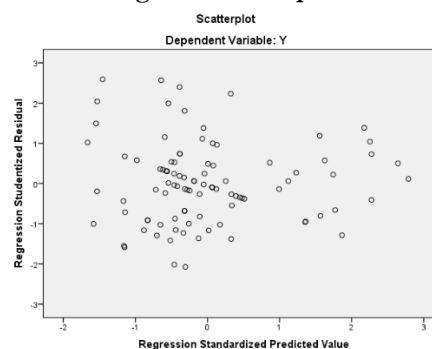
Coefficients <sup>a</sup>			
Model	Collinearity Statistics		
	Tolerance	VIF	
1 (Constant)			
Product.X1	.494	2.023	
Price.X2	.401	2.491	
Location.X3	.131	7.607	
Promotion.X4	.124	8.050	

a: Dependent Variable: Purchase Decision Y

Based on table 7 above, it can be seen that the results of the analysis calculations show that the VIF values of each independent variable are less than 10 and the tolerance values are greater than 0.10, so it can be concluded that the regression model does not contain multicollinearity symptoms.

### Heteroscedasticity Test

**Figure 3. Scatterplot**



From the results of the graphical method test in figure 4.3, it can be seen that the output Scatterplot above shows that the points are scattered and do not form any clear specific pattern. Therefore, it can be concluded that there is no issue of heteroscedasticity.

## Multiple Regression Test

**Table 8. Multiple Regression Test**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.217	2.366		.515	.608
Product.X1	.411	.178	.209	2.314	.023
Price.X2	.323	.162	.200	3.997	.009
Location.X3	.332	.155	.375	2.141	.035
Promotion.X4	.133	.215	.111	1.617	.539

a: Dependent Variable: Purchase Decision Y

Based on the multiple linear regression calculations in table 8, the formula can be determined as follows:

$$Y = 1,217 + 0,411 (X^1) + 0,323 (X^2) + 0,332 (X^3) + 0,133 (X^4) + e$$

## Hypothesis Test

### Partial Test (t-test)

**Table 9. Partial Test (t-test)**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.217	2.366		.515	.608
Product. X1	.411	.178	.209	2.314	.023
Price. X2	.323	.162	.200	3.997	.009
Location. X3	.332	.155	.375	2.141	.035
Promotion. X4	.133	.215	.111	1.617	.539

a: Dependent Variable: Purchase Decision Y

Based on the calculation results from the table above, the  $t_{table}$  value with a significance level of 0.05 and degrees of freedom ( $df = (n - k \text{ or } (95 - 4) = 91$ ), resulting in a  $t_{table}$  value of 1.986, the values of each variable can be determined as follows:

1. Product Variable on Purchase Decision

Based on table 9 above, the  $t_{value}$  obtained is 2.314, which means  $t_{value} > t_{table}$  ( $2.314 > 1.986$ ) with a significance of  $0.023 < 0.05$ , thus  $H_a$  is accepted and  $H_o$  is rejected, meaning the hypothesis ( $H_a$ ) shows that the Product has a positive and significant effect on the purchasing decision at RM Ummi Cahaya.

2. The Influence of Price on Purchase Decisions

Based on table 9 above, the  $t_{value}$  obtained is 3.997, which means  $t_{value} > t_{table}$  ( $3.997 > 1.986$ ) with a significance of  $0.009 < 0.05$ , so  $H_a$  is accepted and  $H_o$  is rejected. This means the hypothesis ( $H_a$ ) shows that the price variable has a positive and significant effect on the purchase decision at Rm Ummi Cahaya.

3. The Influence of Price on Purchase Decisions

Based on table 9 above, the  $t_{value}$  obtained is 2.141, which means  $t_{value} > t_{table}$  ( $2.141 > 1.986$ ) with a significance of  $0.035 < 0.05$ , so  $H_a$  is accepted and  $H_o$  is rejected, meaning the hypothesis ( $H_a$ ) shows that the location variable has a positive and significant effect on the purchasing decision at Rm Ummi Cahaya.

4. The Influence of Promotion on Purchase Decisions

Based on table 9 above, the  $t_{value}$  obtained is 1.617, which means  $t_{value} < t_{table}$  ( $1.617 < 1.986$ ) with a significance of  $0.539 > 0.05$ , thus  $H_a$  is rejected and  $H_o$  is accepted, meaning the hypothesis ( $H_o$ ) shows that the promotion variable does not have a positive and significant effect on the purchasing decision at Rm Ummi Cahaya.

### Simultaneous Test (F Test)

**Table 10. Simultaneous Test (F Test)**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1221.301	4	305.325	39.535	.000 <sup>b</sup>
	Residual	695.057	90	7.723		
	Total	1916.358	94			
a: Dependent Variable: Purchase Decision						
b: Predictors: (Constant), Product, Price, Location, Promotion						

Based on the calculation results obtained  $F_{\text{value}} = 39.535$  to determine the value of  $F_{\text{value}}$  with a significance level of 5% with degrees of freedom,  $df = (n-k)$  or  $(95-4 = 51)$  the result obtained for  $F_{\text{tabel}}$  is 2.472. So the results of the calculation of  $F_{\text{value}} > F_{\text{tabel}}$  ( $39.535 > 2.550$  with the sig value obtained ( $0.000 < 0.05$ ), so simultaneously the independent variables of product, price, location and promotion have a positive and significant effect on purchasing decisions at Ummi Cahaya RM.

### Determination Test (R Square)

**Table 11. Determination Test (R Square)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.798 <sup>a</sup>	.637	.621	2.779
a: Predictors: (Constant), Product, Price, Location, Promotion				
b: Dependent Variable: Purchase Decision				

The results of the determination test above show that the coefficient of determination value (as seen from R Square) is 0.637, which means that 63.7% of the variance in purchase decision values at RM Ummi Cahaya is determined or explained by independent variables such as product, price, location, and promotion, while the remaining 36.3% is influenced by other variables not examined in this study, such as brand image, packaging, and others.

## Discussions

### The Influence of the Product on Purchase Decisions

The product exerts a substantial and favorable impact on purchasing decisions at RM Ummi Cahaya, demonstrated by a t-value of 2.314, which exceeds the t-table value of 1.986, with a significance level of 0.023, which is less than 0.05. The primary determinants of enhancing consumer purchasing interest include the quality of food taste, cleanliness, freshness of raw materials, and consistency in presentation. Menu variations that correspond with consumer tastes, innovations in menu offerings, and appealing packaging for take-away services also enhance purchasing decisions. Consequently, RM Ummi Cahaya must consistently uphold and enhance the quality and diversity of its product offerings.

The findings of this study align with other research indicating that high-quality items significantly contribute to a company's financial stability (Bhastary, 2021)(Darmayanti & Aminah, 2023)(Nur Fatiha Utami Nasution et al., 2023). Products that fulfill consumer expectations generate happiness and loyalty, which directly influences enhanced sales and sustainable revenue streams (A. Fadli et al., 2022). Ensuring product quality diminishes complaints and returns, thereby lowering operational expenses (Pranata, 2021). Moreover, favorable impressions of quality enhance the brand's market position, increasing the company's competitiveness (Hou, 2021). Consequently, product quality is not merely a technical consideration, but also the fundamental basis for sustaining business continuity and fostering growth (Siregar, 2021).



### The Influence of Price on Purchase Decisions

Price also shows a positive and significant influence on purchasing decisions, with a t-value of  $3.997 > t\text{-table } 1.986$  and a significance of  $0.000 < 0.05$ . RM Ummi Cahaya sets prices based on market analysis, considering production costs, and adjusting to consumer purchasing power. Pricing strategies such as discount promotions, psychological pricing, and value packs help attract various market segments. Prices that align with consumer perception will enhance satisfaction, loyalty, and directly influence purchasing decisions.

The findings of this study align with other research indicating that competitive pricing might enhance a company's product competitiveness in the market (Bhirawidha, 2025). An effective price strategy enhances a product's appeal to consumers, particularly in highly competitive environments (Ling et al., 2023). Prices that align with the value and quality provided can stimulate purchasing decisions, enhance consumer happiness, and broaden market share (Muflikh et al., 2024). Consequently, competitive pricing serves both as a promotional instrument and as a strategic approach to enhance sales volume and sustain the company's market position amid competition (Ali et al., 2021).

### The Influence of Location on Purchase Decision

The location variable also has a positive and significant effect on purchasing decisions, with a t-value of  $2.141 > t\text{-table } 1.986$  and a significance of  $0.000 < 0.05$ . The location of RM Ummi Cahaya, which is easily accessible, close to public transportation routes, and situated in a strategic environment, enhances consumer convenience and comfort. The clarity of the signboard, good lighting, and supporting facilities are additional factors that strengthen customers' decision to purchase.

This study's results corroborate earlier findings that highlight the significant impact of strategic business location selection on a company's first sales success (Handayani, 2022). A conveniently accessible site, either in a bustling center or in proximity to the target market, can enhance exposure and attract a greater number of visitors (Irawan, 2021). This component is crucial, particularly for enterprises that depend on direct consumer engagement (Muammar Rifqi et al., 2023). A strategic placement enhances convenience and time efficiency for clients, potentially fostering greater purchasing decisions (Pebri et al., 2020). Consequently, identifying the site is an essential preliminary step in establishing a company's competitive edge (Tirtayasa et al., 2024).

### The Influence of Promotion on Purchase Decisions

Unlike other variables, promotion does not have a significant effect on purchasing decisions, with a t-value of  $1.617 < t\text{-table } 1.986$  and a significance of  $0.539 > 0.05$ . This is due to the lack of effectiveness of the applied promotion strategy, such as the selection of inappropriate media, unappealing promotional message content, or timing that does not align with consumer needs. Therefore, RM Ummi Cahaya needs to re-evaluate its promotional strategy to make it more relevant and impactful on purchasing decisions.

This study's results reinforce prior findings indicating that promotion has a crucial role in reducing the likelihood of business failure (Aditi et al., 2022). Effective advertising can enhance consumer knowledge of the supplied items or services, cultivate a favorable corporate image, and broaden market reach (N. S. Sihombing et al., 2025). An effective promotional approach enhances consumer recognition, comprehension, and interest in purchasing products, hence facilitating increased sales (Tirtayasa et al., 2024). This boost will enhance the company's financial stability and diminish the risk of losses or business failure amid competitive market conditions (Alimin et al., 2025).

### Conclusions

The results of this study demonstrate that product quality, pricing, and location have a significant and positive impact on consumer purchasing decisions at RM Ummi Cahaya. High-quality products that align with consumer preferences, competitive prices that reflect value, and accessible,

strategic locations serve as key drivers of consumer interest. In contrast, promotional activities were found to have no significant effect, indicating a need to reevaluate current promotional strategies. Collectively, the four variables significantly influence purchasing behavior, suggesting that a well-integrated marketing strategy focusing on enhancing product quality, offering value-driven pricing, selecting optimal locations, and improving promotional efforts can increase consumer engagement, satisfaction, and long-term loyalty.

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