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A QUANTITATIVE ASSESSMENT OF THE PRICE INFLUENCE ON CONSUMER PURCHASE DECISIONS FOR ELECTRONIC GOODS

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ABSTRACT

The demand for electronic products continues to increase in tandem with the advancement of technology and the evolving needs of society. However, consumers' purchasing decisions are not solely influenced by desire or necessity, but also by price considerations. Price often serves as a decisive factor, particularly in the purchase of high-value electronic goods, as it reflects both the perceived quality and utility of a product. This study aims to examine the influence of price on consumer purchasing decisions for electronic goods at Toko Perancis Jaya, located in Muara Sabak Barat. Employing a quantitative research design, this study involved a population of 134 respondents, from which 100 samples were selected using purposive sampling and the Slovin formula. Data were analyzed using simple linear regression through SPSS version 25. The findings reveal that price has a significant positive influence on consumer purchasing decisions. The coefficient of determination (R^2) was found to be 0.839, indicating that 83.9% of the variance in consumer decisions can be explained by price, while the remaining 16.1% is attributed to other factors not examined in this study. These results highlight the critical role of pricing strategies in shaping consumer behavior in the electronic retail sector.

Keywords: *price, purchasing decisions, consumer behavior, electronic goods, quantitative research.*

INTRODUCTION

In today's competitive retail landscape, consumer purchasing behavior has become increasingly complex, particularly in markets characterized by rapid technological advancement and price sensitivity. Among the most significant factors influencing consumers' decisions is price a component that not only reflects the perceived value of a product but also affects consumer confidence, trust, and buying power. In the context of electronic goods, where product prices often

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vary based on features, brand reputation, and perceived quality, pricing strategies play a central role in determining the success or failure of a business.

Previous research has consistently demonstrated that price significantly influences purchasing decisions, Ridho Saputra, for instance, found that the price of a product has a measurable and statistically significant effect on consumer behavior, particularly among young consumers shopping for branded goods in urban retail environments.[1] Similarly, Ramadhana Wahyu Febbianto emphasized the importance of balancing price and quality to achieve consumer satisfaction and loyalty.[2] Both studies highlight that when prices are perceived as too high, consumers may postpone or cancel purchases. Conversely, prices that are perceived as too low may lead consumers to question the quality of the product or the legitimacy of the seller.[3]

In the retail sector, especially in electronics, this pricing paradox is particularly evident. Consumers are constantly engaged in evaluating whether the price they pay is justified by the quality and features they receive. Philip Kotler and Gary Armstrong have noted that price is the most flexible element in the marketing mix and can be adjusted rapidly in response to market dynamics, making it a powerful lever for business profitability and competitiveness.[4] Thus, price becomes not only a number attached to a product but a psychological signal to the consumer, shaping their expectations and decisions.

This study takes as its focus Toko Perancis Jaya**,** an electronics store located in Muara Sabak Barat, which serves as a case study to analyze the relationship between price and consumer purchase decisions. The store is a sole proprietorship owned by Hermansyah and offers a wide range of electronic products, including brands such as Sharp, LG, and Miyako, it is strategically located near the main traffic route, providing both walk in access and delivery services. The business allows transactions through both cash and installment methods, thereby catering to a diverse range of customers.

Despite these strengths, the store faces increasing competition from other electronics retailers in the area. A direct price comparison, for instance, reveals that a Sharp washing machine (7kg) sells for Rp 1,600,000 at Toko Perancis Jaya, while a nearby competitor offers the same item for Rp

[1] Ridho Saputra, *Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian pada Distro Lebel Store Pekanbaru*, 2020, hlm. 135.

[2] Ramadhana Wahyu Febbianto, *Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Perusahaan Batik Fendy Klaten*, 2017, hlm. 62.

[3] Philip Kotler & Gary Armstrong, *Principles of Marketing*, 17th ed. (Pearson, 2018).

[4] Nori Nottalia, *Pengaruh Harga, Promosi, dan Kualitas Pelayanan terhadap Keputusan Pembelian pada Indomaret Cabang Dinoyo Barat*, 2022, hlm. 68.

1,550,000. Although the price difference is relatively small, consumer sensitivity to price can shift demand toward the more competitively priced alternative.[5] This phenomenon reflects findings from Nori Nottalia and Cindy Magdalena Gunarsih, who observed that even minimal price differences in homogeneous products can significantly influence consumer choices.[6]

Toko Perancis Jaya has responded to these market dynamics by employing various marketing strategies, including social media promotion through Facebook and WhatsApp, as well as offering e-catalog services. These digital tools allow customers to access product information, compare prices, and make decisions more efficiently. Research by Gunarsih has indicated that the integration of digital pricing information into consumer decision-making processes enhances transparency and increases buyer confidence.[7]

One of the store's notable tactics is the use of periodic discounts during public holidays or store anniversaries. Promotions are often accompanied by product listings that specify the brand, model, and type of item being offered. While such discounts temporarily increase demand, there is also a risk that demand will fall once the promotional period ends, thereby requiring the store to find a sustainable pricing strategy that balances profitability and competitiveness over the long term[8]. Apart from pricing, another factor influencing consumer decisions is the availability of product variety. Although the store offers a good selection of major brands, the lack of timely updates in inventory poses a limitation. For example, when customers inquire about analog tube televisions, they are often disappointed to find that such items are no longer stocked due to discontinued production. While this aligns with industry-wide shifts toward digital products, it also demonstrates the need for storeowners to align supply with changing consumer preferences.

The challenges faced by Toko Perancis Jaya reflect a broader issue in the electronics retail market how to maintain competitive pricing while ensuring quality, variety, and customer satisfaction. As emphasized by Yudhistira Adwimurti and Sumarhadi, pricing and promotion must work in synergy with product quality in order to drive sustainable purchasing behavior[9]. Therefore, understanding how price influences consumer decision-making is crucial for retailers who wish to remain relevant and profitable.

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[5] Yudhistira Adwimurti & Sumarhadi, *Pengaruh Harga dan Promosi terhadap Keputusan Pembelian dengan Kualitas Produk sebagai Variabel Moderasi*, 2023, Vol. 3, hlm. 76.

[6] Imron Hidayat, *Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian (Studi pada Toko Hero Kesugihan Cilacap)*, 2021, hlm. 3.

[7] Cindy Magdalena Gunarsih, *Pengaruh Harga terhadap Keputusan Pembelian Konsumen di Toko Pelita Jaya Buyungon Amurang*, Vol. 2.

Based on the background described above, this study aims to examine the influence of price on consumer purchasing decisions at Toko Perancis Jaya**,** using a quantitative approach to determine the extent to which pricing affects consumer behavior. The insights gained are expected to contribute to a deeper understanding of retail pricing strategy, especially in competitive and price-sensitive markets such as electronics.

RESEARCH METHODOLOGY

This study employs a quantitative research method, emphasizing the collection, analysis, and presentation of data in numerical form. This approach prioritizes the use of statistical techniques to examine relationships between variables objectively and systematically. By relying on empirical measurement and structured data, the study seeks to generate generalizable insights into consumer behavior patterns.[8] The research is classified as causal-comparative, aiming to assess the cause-and-effect relationship between variables—in this case, the influence of price **(**independent variable**)** on consumer purchasing decisions **(**dependent variable**)** for electronic products sold at Toko Perancis Jaya. Unlike experimental designs, this type of study does not involve manipulation of variables, but rather explores naturally occurring phenomena through respondent perceptions.[9]

The population of this study includes all customers who made repeat purchases at Toko Perancis Jaya, located in Muara Sabak Barat District, during a three-month observation period from November 15, 2023, to February 15, 2024. The total population recorded was 134 consumers**.** To determine the appropriate sample size, the Slovin formula was applied. This technique is particularly useful when the behavior of the population is not fully known or when resources are limited. It provides a statistically valid method for estimating the minimum number of respondents required to achieve representative results. Based on this method, the final sample size consisted of 100 respondents, selected to reflect the characteristics of the broader customer base.[10.] The collected data were then analyzed using a bivariate regression analysis, which examines the strength and direction of the relationship between a single independent variable (price) and a dependent variable (purchase decision). This analysis was conducted using IBM SPSS Statistics version 25, which enabled accurate, efficient, and structured data processing suitable for statistical inference.

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[8] Sidik Priadana & Denok Sunarsi, *Metode Penelitian Kuantitatif* (Tangerang Selatan: Pascal Books, 2021), p. 41

[9] Karimudin Abdullah, *Metodologi Penelitian Kuantitatif* (Aceh: Yayasan Penerbit Muhammad Zaini, 2022), p. 19.

[10] Danang Sunyoto, *Metode dan Instrumen Penelitian: Untuk Ekonomi dan Bisnis* (Yogyakarta: CAPS, 2013), p. 16.

RESULTS AND DISCUSSION

The Influence of Pricing on Consumer Purchase Decisions for Electronic Goods

Pricing has long been recognized as one of the most decisive factors in influencing consumer behavior, particularly in the electronics sector where price variations are significant and often closely tied to perceptions of quality, brand image, and product utility. According to Kotler and Armstrong, price is the most flexible element in the marketing mix, capable of being adjusted quickly and directly influencing company revenue.[1] In the context of retail electronics, price sensitivity among consumers becomes a key determinant in their decision-making process.[11]

The findings of this study affirm the theoretical assumption that price significantly influences consumer purchase decisions. This is evidenced by the results of the simple linear regression analysis, which yielded a significance value (Sig.) of 0.000, lower than the threshold of 0.05. This statistical output confirms a strong and positive correlation between the price variable (X) and the consumer purchase decision variable (Y), leading to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1). Furthermore, the t-value of 22.564 exceeded the critical t-table value of 1.984, reinforcing the conclusion of a statistically significant relationship between price and consumer purchasing decisions.

The coefficient of determination (R^2) was recorded at 0.839, meaning that approximately 83.9% of the variance in consumer purchasing decisions at Toko Perancis Jaya can be explained by the price variable alone. The remaining 16.1% is presumed to be influenced by other unmeasured variables, such as product quality, brand image, customer service, or promotional activities. The validity and reliability tests of the research instruments further strengthen these findings. All items on the price and consumer decision variables demonstrated correlation coefficients (*r-count*) higher than the r-table value of 0.196, indicating that each item was valid. The Cronbach's Alpha values for both variables were 0.818, confirming that the instruments were highly reliable. From a behavioral economics perspective, consumers tend to anchor their perceived value based on price, especially in categories such as electronics where the perceived trade-off between cost and utility is often scrutinized.[12] In this case, consumers at Toko Perancis Jaya displayed heightened price awareness, often comparing prices with competing stores, which influenced their decision to proceed or delay purchases.

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[11] Philip Kotler & Gary Armstrong, Principles of Marketing, 17th ed. (Pearson, 2017), p. 343.

[12] Zeithaml, Valarie A. (1988). "Consumer Perceptions of Price, Quality, and Value: A Means–End Model and Synthesis of Evidence," Journal of Marketing, 52(3), 2–22. https://doi.org/10.1177/002224298805200302

The interview data also support this conclusion. For example, when price differences between similar products at competing stores reached even modest margins (e.g., IDR 50,000), consumers showed a tendency to seek alternative sellers. This indicates that while product availability and service play a role, pricing remains the dominant factor affecting the final decision. In summary, the study highlights that pricing strategy is a critical tool in shaping consumer purchase behavior in electronic retail. A competitively structured pricing model that aligns with consumer expectations can increase purchase intent, customer retention, and overall sales performance. Conversely, misaligned pricing either too high or too low can lead to perceptions of inaccessibility or inferior quality, respectively, thus negatively affecting purchase decisions.

Moreover, behavioral economics theory explains that consumers often use price as a proxy for product quality, especially in high-involvement categories like electronics.[13] Lower-than-average prices may lead to perceptions of inferior quality, while prices that exceed market norms risk diminishing accessibility. In everyday retail practice, Toko Perancis Jaya's price-sensitive consumer base makes even small variations—such as a higher margin of IDR 50,000 compared to competitor stores—material in purchase decisions. This finding supports the behavioral pricing model known as the price-quality heuristic, indicating that consumers interpret price increases as potential quality indicators when other product information is lacking.

Implications of Price Sensitivity for Retail Strategy in Local Electronic Markets

The findings of this study underscore the critical role of price sensitivity in shaping consumer behavior within local electronic markets, particularly at Toko Perancis Jaya. In highly competitive retail environments, even slight price variations can significantly influence consumer decision-making. The tendency of consumers to compare prices among similar electronic products such as washing machines and televisions illustrates a market dynamic where price becomes a dominant factor, especially when product differentiation is minimal.

This sensitivity is especially pronounced in regions like Muara Sabak Barat, where consumers are both price-aware and value-conscious. In such settings, retailers must align their pricing strategies with consumer expectations while maintaining profitability. A difference of only IDR 50,000 between Toko Perancis Jaya and competing stores like Toko Bintang Jaya was noted to influence buyer preferences demonstrating the elasticity of demand in response to small price differentials. According to Kotler and Keller (2016), pricing is not merely about setting numerical

[13] Valarie A. Zeithaml, "Consumer Perceptions of Price, Quality, and Value: A Means–End Model and Synthesis of Evidence," *Journal of Marketing* 52, no. 3 (1988): 2–22.

values but about creating customer perceptions.[14] When consumers perceive a product to be fairly priced in relation to its quality and service, the likelihood of purchase increases. This notion is reinforced in the context of Toko Perancis Jaya, where customer decisions were swayed not only by posted prices but also by seasonal discounts, delivery services, and the availability of installment options.

Retailers in similar local markets can draw from these insights to formulate more dynamic pricing strategies, such as bundling, price-matching policies, or limited-time offers. These approaches can help maintain consumer loyalty and reduce the probability of switching to competitors. In addition, price transparency facilitated through digital channels such as Facebook, WhatsApp, and online catalogs has become a key driver in sustaining customer trust and engagement.[15] However, pricing alone cannot carry the burden of retail strategy. While competitive pricing can attract footfall, consumer retention depends on broader factors such as product variety, customer service, and perceived value. The data from this study suggest that despite offering similar prices, Toko Perancis Jaya's slower update cycle on new product models may undermine its appeal. Consumers increasingly seek up-to-date electronics aligned with current technological trends, and the failure to meet this demand can erode competitiveness.

Furthermore, Monroe's Price-Perceived Value Theory supports the idea that consumers evaluate purchases based on the balance between perceived benefits and price.[16] In the case of Toko Perancis Jaya, the perceived benefit (e.g., quality service, product variety) must be continuously reinforced to justify prices that are on par with competitors. In conclusion, understanding and responding to price sensitivity is vital for retail survival and growth in regional electronic markets. Retailers like Toko Perancis Jaya must adopt an integrative approach that combines competitive pricing with product relevance, personalized service, and digital engagement to strengthen market position and consumer satisfaction.

CONCLUSION

The results of this study confirm that price is a significant and influential factor in consumer purchasing decisions within the electronic goods sector, particularly at the local retail level

[14] Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

[15] Rahayu, S., & Yulianto, E. (2022). Peran media sosial dalam meningkatkan loyalitas pelanggan pada UMKM. *Jurnal Ilmu Manajemen*, 10(1), 15–24. https://doi.org/10.22219/jim.v10i1.2187

[16] Monroe, K. B. (1990). *Pricing: Making Profitable Decisions*. McGraw-Hill.

exemplified by Toko Perancis Jaya in Muara Sabak Barat. The analysis reveals that 83.9% of the variation in consumer decisions can be explained by price factors, while the remaining 16.1% is attributable to other variables not examined in this research. These findings validate the central hypothesis that competitive pricing has a direct and substantial impact on consumer behavior in electronic retail markets. The study also demonstrates that consumers in this region exhibit high price sensitivity, where even marginal differences in pricing between competing retailers can influence buyer preferences. While price remains a critical driver of consumer decisions, the effectiveness of pricing strategies is enhanced when accompanied by other elements such as product availability, up-to-date inventory, responsive customer service, and digital engagement platforms. The ability of a store to communicate value beyond price through service quality, brand trust, and promotional strategies ultimately determines its competitiveness and market sustainability.

From a managerial perspective, this implies that electronic retailers must adopt a holistic approach to pricing strategy. Beyond setting competitive prices, they must ensure that the perceived value of their offerings aligns with consumer expectations. Retailers must also recognize the role of digital media in shaping consumer awareness and must consistently update their product catalogs to remain competitive. In conclusion, price significantly affects consumer decision-making in the purchase of electronic products, but optimal outcomes are achieved when pricing is strategically integrated with broader elements of retail management. These findings not only provide practical implications for local retailers but also contribute to the growing literature on consumer behavior and retail pricing strategies in emerging market contexts.

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