The Influence Of Perceptions Of Price, Product of Completeness, and Excellent Service Quality on Purchasing Decisions Mranggen Media Graphics Shop

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ABSTRACT

Science and technology are developing very fast from time to time. It requires companies to work quickly, innovatively, and creatively to remain competitive with their competitors and increase purchasing decisions at the Graphic Media Manager store. This research analyzes the influence of Price Perceptions, Product Completeness, and Excellent Service Quality on purchasing decisions at the Graphic Media Mranggen store. This research uses a purposive sampling method. The sample used in this research was 96 respondents from the customers of the Graphic Media Mranggen store. Data analysis in this research used the SPSS version 25 program. Tests included validity tests by comparing calculated r with r tables, reliability tests using Cronbach Alpha, and classical assumption tests, which included normality tests, multicollinearity tests, and heteroscedasticity tests. Multiple analysis tests are used to test how much influence the independent variable has on the dependent variable, prove the research hypothesis, and test the hypothesis with the t-test-test, f-test, and coefficient of determination test (R^2). This research shows that the variables of Price of Perception, Product Completeness, and Excellent Service Quality positively and significantly affect purchasing decisions at the Graphic Media Mranggen store. The results of this research give the impression that price perception, product completeness, and excellent service quality are factors that need to be considered to improve consumer purchasing decisions to achieve the goals set by the company.

Keywords: *Price of Perception; Product of Completeness; Excellent Excellent Service Quality; Purchasing Decision;*

INTRODUCTION

This development will certainly be a challenge and opportunity for business actors. Companies must find the most appropriate strategy based on the current changes in societal behavior. Marketing is one strategy that must be adapted to people's behavior. Marketing is an activity and process of creating and communicating products and services to consumers (Tjiptono, 2020). Choosing a good marketing method will enable the company to maintain its survival, develop it, and achieve its goals to obtain the desired profits.

One business that feels the tight competition in the retail business is the Graphic Media printing shop. This competition is characterized by the emergence of many similar businesses operating in the same field to meet the needs of their customers. The Graphic

Media Store is a retail company that does not produce products that consumers sell but resells stationery products directly to consumers. The graphic media store has different prices depending on the brand and quality it offers. Apart from that, many product variants complement the store, which is one of the characteristics of the store. This requires the graphic media shop owner to think hard about improving his business and making it superior to competitors. With the increasing number of similar competitors, companies must pay attention to the factors influencing purchasing decisions at the Graphic Media store.

Based on initial observations of the company's inability to achieve the specified targets because the company has not been able to implement appropriate marketing strategies, many things can be used as evaluation material. In this condition, companies need to observe consumer behavior. This will make it easier for companies to look for what consumers currently need, making it easier for companies to implement the right strategy. The highest revenue occurred for various reasons, one of which was that the company could understand consumer behavior. However, there was a decline in resales due to the company's need for more innovation in implementing its strategy due to frequently changing consumer tastes. The sales data for the last four years at the Graphic Media store can be seen in the following table.

Table 1. Mranggen Media Graphic Store Sales Data for 2019-2022

No	Year	Sales	Target Sales	Percentage.
1	2019	IDR. 540.000.000	IDR. 720.000.000	75%
2	2020	IDR. 612.000.000	IDR. 720.000.000	85%
3	2021	IDR. 738.000.000	IDR. 720.000.000	100%
4	2022	IDR. 530.000.000	IDR. 720.000.000	72%

Source: Media Graphics Store, 2024

The table above shows that sales at the Graphic Media Store over the last four years have yet to be consistent. In 2019, the target was IDR 720,000,000, and sales were only IDR 540,000,000, with a sales percentage of 75%. Then, in 2020, with a target of IDR 720,000,000, sales were only IDR 612,000,000 with a sales percentage of 85%. Then, in 2021, it exceeded the target of IDR 720,000,000 with sales of IDR 738,000,000

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with a percentage of 100%, and in the last year, 2022, with a target of IDR 720,000,000 and sales of only IDR 530,000,000 with a sales of percentage of 72%.

In 2019, sales decreased/were far from the target of IDR 72,000,000 or 13% in 2020. From 2020 to 2021, sales increased by IDR 126,000,000 or 20%, but from 2021 to 2022, sales decreased again by IDR 208,000,000 or 28%. Various efforts have been made, such as implementing low prices by quality, adding more complete products, and providing maximum customer service. However, the efforts still need to be more optimal in achieving sales targets at the Graphic Media store.

THEORETICAL REVIEW

Consumer behavior

Fulfilling consumer needs and desires is one of the things that companies prioritize in their efforts to fulfill the needs or desires of their customers. Consumer behavior is an action that refers to the final purchasing behavior carried out by consumers to fulfill their needs or desires. According to (Priansa, 2017), consumer behavior is a study that examines purchasing units and exchange processes involving the acquisition of consumption and disposal of goods or services, experiences, and ideas from thought processes.

Price of Perception

Perception is a description of the information obtained and selected from the prices offered so that products with different prices can be compared E. J. I. j. M. Dzulkharnain (2019) and Kotler and Keller (2016) state that price is the amount of money sellers give buyers as wages for the products or services purchased by consumers. Price is the most important part and is often used as evaluation material because price can influence consumer shopping attitudes. From the definition above, the Price of Perception is how consumers or buyers understand the information they obtain from other consumers or personal shopping experiences regarding the pricing of a product or service the company offers.

According to Fietroh (2021), indicators in Price of Perception are as follows:

1. An affordable price

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2. Match between price and quality of products offered

3. Price competitiveness

4. Match the price with the benefits it has

Product of Completeness

According to Emor (2019), products are all goods sellers offer to buyers to meet the buyer's needs and desires. Both goods and services that can be bought and sold are called products (Firmansyah, 2019:2). According to Fadhilah et al. (2023), Product of Completeness is a strategy carried out by companies to diversify their products to meet the wants and needs of their consumers. From the definition above, Product Completeness is a marketing strategy the company uses to provide all kinds of products, starting from color, shape, function, price, brand, etc., available in one store.

According to Manopo, Winerungan, and Rondonuwu (2023). The ProductProduct of Completeness indicators can be measured from the following:

1. Product brand

2. Product of Completeness

3. Product size or diversity

4. Product Quality

Excellent Service Quality

According to Z. J. J. R. E. Qoyum (2018), service is every action or activity offered by one party to another party concerned. Excelent Service Quality is the level of excellence that is expected to fulfill customer desires Tjiptono (2020), while according to Lianardi and Chandra (2019), Excelent Service Quality is an action that refers to a company's ability to offer products and services that are by what customers expect. From the definition above, Excellent Service Quality is an action or activity carried out by a person in an organization that is related to meeting needs and timeliness to fulfill consumer desires as promised by the company in achieving its vision and mission.

According to Kotler and Keller (2016), there are several indicators for measuring excellent service Quality, including:

1. Tangible (Facts)

2. Reliability (Reliability)

3. Responsiveness (response-ability)

4. Assurance (dependent)

5. Empathy (empathy)

Buying decision

According to Kotler and Armstrong (Keller & Armstrong, 2016), purchasing decisions are part of consumer behavior regarding the study of how individuals, groups, and organizations choose, buy, and use goods and services according to consumer desires. Purchasing decisions are the stages consumers use when buying a product or service (Nasution, Putri, & Lesmana, 2019). Meanwhile, according to Anang (2019), purchasing decisions are the process of formulating strategies from various alternatives to determine a choice on one particular alternative. From the definition above, it can be concluded that a purchasing decision is a final process carried out by consumers to determine their purchasing decisions regarding a product or service. A purchasing decision results from a consumer's thoughts about whether or not to buy a good or service with certain considerations.

According to (Kotler & Keller, 2016), there are several indicators in measuring purchasing decisions, namely:

1. A product is stable.
2. There are buying habits.
3. Recommendations from others.
4. There are repeat purchases.

The influence of Price of Perceptions on purchasing decisions

This price of perception is closely related to consumers' understanding of price information, giving each different meaning. According to Firmansyah (2019: 216), price is important in the sale and purchase agreement between the producer and the consumer. A product's feasibility level can be seen through pricing because companies usually determine an agreed price before the goods are released. Research conducted by Melisa and Fietroh (2021) found that the price of perceptions positively affects purchasing

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decisions. This happens when the price offered is high; then the purchasing decision will be low; conversely, if the price set is low, the purchasing Decision will be high. This is supported by research conducted by E. J. I. J. M. Dzulkharnain (2019), who states that the Price of Perceptions has positively and significantly influenced purchasing decisions. From the description above, the research hypothesis is as follows:

H1: If the Price of Perception is good, purchasing decisions will increase

The influence of Product Completeness on purchasing decisions

Products that are complete and varied, ranging from price diversity and brands to colors, will add value to a company, making it superior to its competitors in product variants. The completeness of this ProductProduct will retain consumers who are used to making purchasing decisions at the shop, and also, with the complete ProductProduct, it will be able to attract new customers. This is supported by research conducted by E. Dzulkharnain (2019), which states that Product Completeness positively affects purchasing decisions. This illustrates that the more product variations offered, the better it will be in the eyes of consumers because consumers can save time looking for the products that consumers want in places that provide these products. This research is supported by Zainullah, Satoto, and Winahyu (2022), who state that Product Completeness positively and significantly affects purchasing decisions. From the description above, the research hypothesis is as follows:

H2: If the Product of Completeness is good, purchasing decisions will increase

The influence of Excellent Service Quality on purchasing decisions

According to Meithiana (2019), if the service that consumers feel is the service that consumers expect, the quality of service is said to be good and satisfactory, and vice versa. Excellent Service Quality is the main basis for measuring how high the level of consumer satisfaction is. Excellent service quality can also be a bridge to strengthen the relationship between sellers and buyers, where if consumers are satisfied with the service provided, they will make purchasing decisions at the shop and vice versa. Research conducted by Salsabila and Maskur (2022) found that Excellent Service Quality positively and significantly affects purchasing decisions. This illustrates that when shopping, getting good service is one of the things that consumers desire; the better the

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quality of service provided, the more comfortable consumers will be, which ultimately becomes a consideration when making purchasing decisions at that place. This research is supported by Z. Qoyum (2018), who states that Excellent Service Quality positively affects the level of purchasing decisions. From the description above, the research hypothesis is as follows:

H3: If Excellent Service Quality is good, purchasing decisions will increase.

The influence of Price of Perceptions, Product Completeness, and excellent service Quality on purchasing decisions

Consumer behavior that causes purchasing decisions cannot be separated from the Price of Perceptions. When buying a product, price is an important consideration for consumers because most expect that the money they spend to buy the product is proportional to the benefits the consumer receives Melisa and Fietroh (2021). Apart from the Price of Perceptions that influences purchasing decisions, Product Completeness is also an important factor in purchasing decisions. Consumers tend to choose places that offer complete products at prices that match the product's benefits Jacobus, Lumanauw, and Kawet (2022). Apart from that, the quality of the service provided is no less important in the decision-making process. Suppose a company can provide good service directly or indirectly. In that case, the service image will spread widely because of the satisfaction felt by its customers so that it will attract more customers (Jacobus et al., 2022). Good, Excellent Service Quality and affordable prices are considerations for consumers when making purchasing decisions. This is supported by research conducted by Hendayani, Indriasari, and Rahman (2023)

Hendayani et al. (2023) state that consumers usually make purchasing decisions on the quality, price, and products known to the public. From the description above, the research hypothesis is as follows:

H4: If the Price of Perception, Product of Completeness, and Excellent Service Quality are good, then purchasing decisions will increase.

Framework

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Keterangan :
_____ : Parcial
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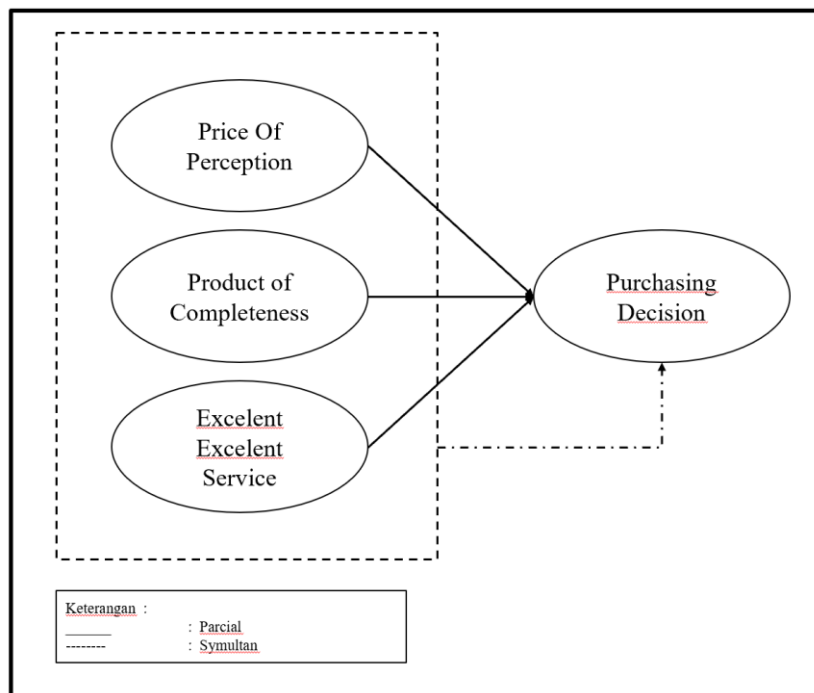
METHODS, DATA AND ANALYSIS

The research uses a quantitative approach that tests each hypothesis from a pre-existing theory. According to Priadana and Sunarsi (2021), population is the entirety of a research object or each individual who will be researched. The population in this study were respondents who were buyers at the Graphic Media Mranggen store. According to (PRATIWI, 2023), Samples are all objects in the form of people, documents, and events that occur and are then observed to obtain information related to the problem to be studied. The method used in this research is a quantitative method using a documented method with a questionnaire which is measured using a 1-5 Likert scale using three independent variables, namely Price of Perception, Product of Completeness, and Excellent Service Quality, and using one dependent variable, namely purchasing decisions. The sampling technique used was purposive sampling, calculated using the Roscoe formula, which produced a sample of 96 respondents from media graphic customers. This research uses descriptive analysis using several tests, namely: validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, hypothesis test (t-test), feasibility test (F test) and coefficient of determination test (R^2) which was analyzed with the help of SPSS version 25.

RESULTS

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Validity Test Results

Table 2. Validity Test Results

Variable	Indicator	Code Items	R Count	R Table	Mark Sig.	Information
Perception Price	Affordability	X1.1	0.793	0.2006	0,000	Valid
	Compliance with quality	X1.2	0.731	0.2006	0,000	Valid
	Competitiveness	X1.3	0.805	0.2006	0,000	Valid
	Compatibility with benefits	X1.4	0.645	0.2006	0,000	Valid
Completeness Product	Product brand	X2.1	0.863	0.2006	0,000	Valid
	Completeness	X2.2	0.703	0.2006	0,000	Valid
	Diversity	X2.3	0.904	0.2006	0,000	Valid
	Quality	X2.4	0.902	0.2006	0,000	Valid
Quality Service	Fact	X3.1	0.735	0.2006	0,000	Valid
	Reliability	X3.2	0.770	0.2006	0,000	Valid
	Response	X3.3	0.811	0.2006	0,000	Valid
	Dependents	X3.4	0.715	0.2006	0,000	Valid
	Empathy	X3.5	0.675	0.2006	0,000	Valid
Decision Purchase	Stability	Y.1	0.822	0.2006	0,000	Valid
	Habit	Y.2	0.873	0.2006	0,000	Valid
	Recommendation	Y.3	0.844	0.2006	0,000	Valid
	Repeat purchase	Y.4	0.861	0.2006	0,000	Valid

Source: Processed Primary Data (2024)

The table's final results show that the value obtained from the first to the last question is valid because of the $_{calculated\ r\text{-}value}$> r $_{ta}$r-value. 2006 is positive. So, it can be concluded that the research instrument has been declared valid and can be used in research.

Reliability Test Results

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Reliability Standards	Status
Price of Perception	0.724	0.60	Reliable
Product of Completeness	0.864	0.60	Reliable
Excellent Service Quality	0.794	0.60	Reliable
Buying decision	0.871	0.60	Reliable

Source: Processed Primary Data, 2024

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The data in the table above shows that a variable is declared reliable if *Cronbach's alpha* is > 0.60. The table above shows that all variables have *Cronbach's alpha* > 0.60, so it can be concluded that the reliability of the indicators of Price of Perception, Product of Completeness, Excellent Service Quality, and purchasing decisions studied by researchers is reliable or declared worthy as data that will be used as a research measuring tool.

Classic assumption test

Normality Test Results

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		96
Normal Parameters [a, b]	Mean	,0000000
	Std. Deviation	2,39770594
Most Extreme Differences	Absolute	,058
	Positive	,048
	Negative	-,058
Statistical Tests		,058
Asymp. Sig. (2-tailed)		,200 [c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed primary data, 2024

Based on the test results in the table above, the data normality test on 96 respondents shows that the test results for the variable Price of Perception, Product of Completeness, and Excellent Service Quality on purchasing decisions are normally distributed. This can be seen above, which shows a significance value of 0.200 (greater than 0.05). A result of more than 0.05 means that the data used in this research has normally distributed residues, so it is suitable for use as research data.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Statistical Collinearity

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No	Research variable	tolerance	VIF	Information
1.	Excellent Service Quality	0.995	1,005	Multicollinearity does not occur
2.	Product Quality	0.946	1,057	Multicollinearity does not occur
3.	Price	0.942	1,061	Multicollinearity does not occur

Source: Processed primary data, 2024

Based on the calculation results in the table above, the tolerance value is more than 0.1, and the VIF value is less than 10. Thus, the research data do not show symptoms of multicollinearity.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.702	1.410		-0,494	0.622
Price of Perception	0.043	0.061	0.072	0.702	0.485
Product of Completeness	0.106	0.055	0.200	1.916	0.059
Excellent Service Quality	0.014	0.049	0.030	0,286	0.776
a. Dependent Variable: Abs_Res					

Source: Processed primary data, 2024

Based on the table above, the glacier test results show that the significance value of each independent variable is greater than 0.05. Thus, the research data is appropriate and does not experience symptoms of heteroscedasticity.

Multiple Linear Regression Test Results

Multiple linear analysis is used to determine the simultaneous influence of Price of Perception variables (X1), Product of Completeness (X2), and Excellent Service Quality (X3) on purchasing decisions (Y). The results of multiple linear regression analysis using the SPSS program are as follows

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Table 7. Multiple Linear Regression Test Results

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,531	2.309		1.529	0.130
Price of Perception	0.253	0.099	0.236	2.551	0.012
Product of Completeness	0.248	0.090	0.263	2.772	0.007
Excellent Service Quality	0.198	0.079	0.237	2.499	0.014
a. Dependent Variable: Purchase decision					

Source: Primary data processed: 2024

From the table above, the following multiple linear regression equation is obtained:

Purchase decision = 0.236 (X1) + 0 , 263 (X2) +0.237 (X3)

The formula above can be explained as follows:

The results of the regression equation above can be interpreted as follows:

1. The regression coefficient for the Price of Perception variable is 0.236 and is positive, meaning that the lower the price set, the higher the purchasing decision will be.

2. The regression coefficient for the ProductProduct of the Completeness variable is 0.263, which is positive. This means that the Product of Completeness positively influences purchasing decisions. The more complete the ProductProduct is sold, the more purchasing decisions will increase.

3. The coefficient for the Excellent Service Quality variable is 0.237 and is positive, meaning that the better the quality of service provided to customers, the higher the purchasing decision will be.

The test results show that the factor that most influences purchasing decisions is the Product of Completeness. This has been proven by the regression coefficient value of 0.263, which shows a greater value than other variables.

Hypothesis testing

Partial Test (t-Test)

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Table 8. Hypothesis Test Results (t-Test)

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3, 531	2.309		1.529	0.130
Price of Perception	0.253	0.099	0.236	2,551	0.012
Product of Completeness	0.248	0.090	0.263	2.772	0.007
Excellent Service Quality	0.198	0.079	0.237	2,499	0.014
a. Dependent Variable: Purchase decision					

Source: Processed primary data, 2024

The calculation results in the table above can be explained as follows:

1. Price of Perception Variable (X1)

   The results of testing with SPSS obtained a significance probability value of 0.01 2. Because the significance probability is less than 0.05, the Price of Perception partially positively and significantly influences purchasing decisions. Thus, the first hypothesis, " "The better the price perception, the greater the purchasing decision for Mranggen Graphic Med, "is accepted.

2. Product of Completeness Variable (X2)

   The test results with SPSS obtained a significant probability value of 0.0 07. Because the significance probability is less than 0.05, the partial Product of Completeness positively and significantly influences purchasing decisions. Thus, the second hypothesis, " "The better the completeness of the ProductProduct, the greater the purchasing Decision at the Graphic Media Mranggen to, ", is accepted.

3. Excellent Service Quality Variables (X3)

   The results of testing with SPSS obtained a significance probability value of 0.0 14. Because the significance probability is less than 0.05, Excellent Service Quality partially positively and significantly influences purchasing decisions. Thus, the third hypothesis states, "The better the quality of service, the more purchasing decisions at the Graphic Media Mranggen store will increase." Accepted.

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Feasibility Test (F Test)

Table 9. Feasibility Test Results (f Test)

ANOVA [a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	151,804	3	50,601	8,524	,000 [b]
Residual	546,154	92	5.936		
Total	697,958	95			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Excellent Service Quality, Price of Perception, Product of Completeness

Source: Processed primary data, 2024

Based on the table above and the results of the F Test above, it can be seen that the significance value is 0.000, which is smaller than 0.05, which means that the Price of Perception, Product of Completeness, and Excellent Service Quality together (simultaneously) have a significant influence on the DecisionDecision. Purchase.

Determination Coefficient Test (R2 Test)

Table 10. Coefficient of Determination Test Results (R2 Test)

Model Summary [b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466 [a]	0.217	0.192	2.436

a. Predictors: (Constant), Excellent Service Quality, Price of Perception, Product of Completeness

b. Dependent Variable: Purchase decision

Source: Processed primary data, 2024

Based on the table above, the Adjusted R^2 value is 0.192, or 19.2%. This shows that purchasing decisions at the Graphic Media Mranggen store are influenced by 19.2% of the independent variables, namely the Price of Perception, Product of Completeness, and Excellent Service Quality. Meanwhile, 80.8% of purchasing decisions are influenced by other variables outside the research model used in this research.

DISCUSSION

The influence of Price of Perceptions on purchasing decisions

In the first hypothesis, there is a positive and significant influence between the Price of Perception on purchasing decisions; in this case, it can be seen in the regression results of standardized coefficients of 0.236 with a significance value of 0.012 and a calculated t-value (2.551) > t table (1.89). This means that the Price of Perceptions can influence purchasing decisions. The lower and more appropriate the company's price is given to consumers, the more consumers will make purchasing decisions. This price of perception is closely related to consumers' understanding of price information, giving each different meanings. Price is important in the sale and purchase agreement between the producer and the consumer. Good pricing shows a product's suitability level because companies usually set an agreed price before the goods are released. This is also supported by research by Lianardi and Chandra (2019), Melisa and Fietroh (2021), and Zainullah et al. (2022), which shows that Price of Perception has a positive and significant effect on purchasing decisions.

The influence of Product Completeness on purchasing decisions

In the second hypothesis, there is a positive and significant influence between Product of Completeness on purchasing decisions; in this case, it can be seen in the regression results of standardized coefficients of 0.263 with a significance value of 0.007 and a calculated t value (2.772) > t table (1.89). Products that are complete and varied, from price diversity and brands to colors, will add value to a company, making it superior to its competitors in product variants. The completeness of this ProductProduct will retain consumers who are used to making purchasing decisions at the shop, and also, with the complete ProductProduct, it will be able to attract new customers. The better the completeness of the ProductProduct, the greater the purchasing DecisionDecision at the Graphic Media Mranggen store. This is supported by research from Melisa and Fietroh (2021) (Zainullah et al., 2022), which states that Product Completeness positively and significantly affects purchasing decisions.

The influence of Excellent Service Quality on purchasing decisions

In the third hypothesis, there is a positive and significant influence between Excellent Service Quality on purchasing decisions; in this case, it can be seen in the regression results of standardized coefficients of 0.237 with a significance value of 0.014 and a

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calculated t value (2.499) > t table (1.89). Excellent Service Quality is the main basis for measuring how high the level of consumer satisfaction is. Excellent Service Quality can also be a bridge to strengthen the relationship between the seller and the buyer, where if the consumer is satisfied with the service provided, he will make a purchasing decision at the shop and vice versa. The better the quality of service, the more purchasing decisions at the Graphic Media Mranggen store will increase. Research also supports this (Melisa & Fietroh, 2021), which shows that Excellent Service Quality positively and significantly affects consumer satisfaction.

The influence of Price of Perceptions, Product Completeness, and Excellent Service Quality on purchasing decisions

Based on the research that has been conducted, the results of research on consumer responses via questionnaires show that Price of Perceptions, Product Completeness, and Excellent Service Quality have a positive and significant effect on purchasing decisions. This means that perceptions of price, Product Completeness, and Excellent Service Quality can influence a person's purchasing decisions. The lower the price set, the more complete the products the company offers, and the higher the quality of service the company provides to customers, the more consumers will want to make their purchasing decisions there. This is supported by research by (Melisa & Fietroh, 2021 Zainullah et al., 2022), which states that Price of Perceptions, Product Completeness, and Excellent Service Quality positively and significantly affect purchasing decisions.

CONCLUSIONS

Based on the research results regarding the influence of Price Perceptions, Product Completeness, and Excellent Service Quality on purchasing decisions at the Graphic Media Mranggen store. So, the following conclusions can be drawn in three parts there. *First,* the price of the Perception variable has a significant effect, which means that the influence on these four variables is positive and significant so that the first hypothesis can be accepted. This means that implementing low prices that can be reached by all groups applied in this store can increase purchasing decisions at the Graphic Media Mranggen Store. *Second*, the ProductProduct of completeness variable has a significant effect; this means that the influence on these four variables is positive and significant so that the second hypothesis can be accepted. This means that providing complete products in one

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shop can make it easier for consumers to find the goods they need, so they don't have to waste a lot of time looking for goods they want in other shops. This can increase purchasing decisions at the Graphic Media Mranggen Shop, and the last is the excellent Service Quality variable has a significant effect; this means that the influence on these five variables is positive and significant so that the third hypothesis can be accepted. This means that providing good service to customers will create customer satisfaction, which will positively influence the company's image so that it can increase purchasing decisions at the Graphic Media Mranggen Store.

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