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Driving Consumer Purchasing Decisions in MSME Souvenir Retail: A Case Study of Toko Jongko Waiti

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ABSTRACT

This study investigates the determinants of consumer purchasing decisions in the souvenir retail sector, focusing on Toko Oleh-oleh Jongko Waiti. Despite shifting market dynamics, the establishment has maintained robust sales over the past three years, signaling strong customer buying interest. This research aims to empirically analyze the individual and simultaneous effects of pricing strategies and product assortment (completeness) on consumer purchasing decisions. Utilizing a descriptive-verificative approach, data were gathered via a survey questionnaire from a sample of 100 respondents, selected through an accidental sampling technique. Data analysis was executed using multiple linear regression, supplemented by classical assumption tests, F and t-tests, and the coefficient of determination). The empirical findings indicate that pricing strategies exert a positive and statistically significant influence on purchasing decisions. Concurrently, product assortment also significantly and positively affects consumer choices. Simultaneously, both predictors serve as robust determinants of purchasing decisions. These insights underscore the imperative for retail managers to optimize pricing fairness and expand product variety to sustain competitive advantage.

Keywords: Consumer Behavior; Pricing Strategy; Product Assortment; Purchasing Decisions, Souvenir Retail

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INTRODUCTION

In the contemporary era of globalization, market competition has intensified significantly, compelling enterprises to design precise marketing strategies to sustain operational resilience and expand market share. This competitive pressure is no longer confined to local environments but is actively driven by international dynamics that reshape domestic market structures. Consequently, organizational success cannot rely solely on core product offerings; rather, it demands the strategic integration of competitive pricing mechanisms and the availability of products that align closely with evolving consumer preferences (Wulandari & Nurcahya, 2015). In emerging economies like Indonesia, Micro, Small, and Medium Enterprises (MSMEs) serve as the structural backbone of national economic development. Despite their vital role, a substantial number of MSME practitioners still struggle to formulate and execute modern marketing strategies that keep pace with contemporary advancements. These entities frequently encounter systemic barriers, such as capital constraints, limited digital marketing literacy, and prohibitive promotional expenditures, all of which diminish their capacity to penetrate broader markets (Wulandari & Nurcahya, 2015).

Consequently, cultivating a comprehensive understanding of the determinants that drive consumer purchasing decisions has become a critical strategic imperative. Analyzing consumer behavior is a fundamental cornerstone of effective marketing operations, as it equips enterprises with empirical insights to craft targeted interventions and ensure long-term business sustainability. Consumers are exposed to a complex array of internal and external stimuli before finalizing a transaction. According to Kotler, as cited in Zulkifli and Anah (2021), consumer buying behavior is heavily shaped by social, cultural, psychological, and personal factors. By systematically identifying these multi-dimensional factors, enterprises can accurately map out customer preferences and decode the behavioral patterns that dictate ultimate purchasing choices.

The consumer decision-making process typically progresses through several distinct operational stages, including need recognition, information search, alternative evaluation, and the final selection of the product that best aligns with consumer preferences (Fandy, 2020). This process exhibits a high degree of complexity, driven by an intricate interplay of internal and external stimuli. Consequently, enterprises must systematically map out and comprehend the critical variables that heavily influence these behavioral shifts. Within this framework, price emerges as a dominant marketing stimulus that dictates consumer choices. Rather than serving merely as a monetary nominal exchange, price fundamentally reflects the perceived value and intrinsic quality of a product (Sivaram & Ali, 2019). Modern consumers have become increasingly selective, meticulously evaluating price fairness against the delivered utility. While a well-calibrated and reasonable price substantially drives purchasing intentions, an unaligned pricing structure conversely deters prospective buyers and diminishes market interest.

Beyond the pricing mechanism, product completeness—scientifically conceptualized as product assortment—plays an equally pivotal role in accelerating purchasing decisions. Product assortment encompasses multi-dimensional attributes, including the width, depth, quality, and consistent availability of goods in the marketplace (Khodijah et al., 2023). Providing a comprehensive and diverse array of merchandise significantly broadens the consumer's choice pool, maximizing the probability of finding products that satisfy specific personal needs. This empirical dynamic indicates that a robust product assortment does not merely function as an attractive tool to capture new market segments, but also serves as a strategic instrument to foster long-term customer loyalty and retention

A wealth of prior empirical literature further corroborates these dynamics. For instance, Jacobus et al. (2022) demonstrated that pricing strategies and product assortment simultaneously exert a positive and significant impact on consumer purchasing decisions at Freshmart Superstore Manado. This outcome aligns with the findings of Pramono et al. (2021), who indicated that price mechanisms, product completeness, and service quality serve as critical determinants that significantly shape consumer buying

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behavior within the minimarket sector. Furthermore, a study by Zulkifli and Anah (2021) confirmed that both price and product assortment positively influence consumer purchasing choices at Variasi Motor Jombang. The empirical consistency among these diverse findings underscores that these two marketing components represent pivotal dimensions in reinforcing the consumer buying process. However, a critical critical review of the literature reveals that the vast majority of prior investigations have predominantly focused on modern retail formats, such as supermarkets and contemporary automotive shops. In contrast, empirical evidence examining these variables within the traditional souvenir retail sector remains notably scarce

To contextualize these marketing dynamics within the traditional souvenir sector, this study examines the empirical sales performance of Toko Oleh-oleh Jongko Waiti. As a prominent local MSME, the enterprise exhibits a highly fluctuating revenue pattern, which reflects the volatility of consumer purchasing decisions. Table 1 illustrates the monthly and annual sales performance of the establishment over a three-year observation period from 2022 to 2024.

Table 1. *Sales Performance of Toko Oleh-oleh Jongko Waiti (2022–2024)*

Month	2022 (IDR)	2023 (IDR)	2024 (IDR)
January	8,734,500	9,420,000	9,270,000
February	8,521,000	8,700,000	8,465,000
March	9,200,500	8,378,000	15,430,000
April	12,390,000	14,400,000	7,597,000
May	8,941,000	9,080,000	8,768,000
June	8,456,100	8,731,000	8,346,000
July	9,054,000	8,867,500	8,967,000
August	8,572,000	9,010,000	9,200,000
September	9,035,000	9,200,500	8,734,000
October	8,765,000	9,140,000	8,529,000
November	8,240,000	8,940,000	8,784,000
December	8,020,000	8,500,000	9,750,000
Total	107,929,100	112,367,000	111,840,000
Growth (%)	-	4,1%	-0,5 %

Source: Internal Corporate Data (2025)

The empirical data demonstrates that the total revenue in 2022 reached IDR 107,929,100, which subsequently experienced a positive growth of 4.1% in 2023, totaling IDR 112,367,000. This upward trajectory indicates an initial strengthening of consumer buying interest. However, in 2024, the enterprise encountered a minor contraction, with total sales decreasing by 0.5% to IDR 111,840,000.

A deeper granular analysis reveals significant monthly variations, particularly during peak holiday seasons. For instance, substantial revenue surges were observed in April 2022 (IDR 12,390,000) and April 2023 (IDR 14,400,000), which conventionally align with the festive Eid al-Fitr period in Indonesia. Conversely, a unique anomaly occurred in 2024, where March recorded an unprecedented peak of IDR 15,430,000, followed by a sharp decline in April to IDR 7,597,000. This volatile and unpredictable purchasing pattern highlights that maintaining a steady volume of consumer transactions is a continuous challenge for the store. Such fluctuations emphasize the urgent need to evaluate how core marketing mix elements, specifically pricing strategies and product assortment (completeness), can be leveraged to stabilize and optimize consumer purchasing decisions amid shifting market demands.

This study addresses a distinct research gap in the existing marketing literature, as limited empirical attention has been dedicated to investigating the synchronous effects of pricing strategies and

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product assortment on consumer purchasing decisions within the traditional souvenir retail context. The vast majority of prior investigations have predominantly focused on modern retail formats, such as supermarkets, hypermarkets, and contemporary minimarkets. However, traditional souvenir shops exhibit highly contrasting characteristics regarding business models, target demographics, and localized marketing strategies. Consequently, this research is uniquely positioned to bridge this empirical void. Focusing on the consumer base of Toko Oleh-oleh Jongko Waiti—a prominent representation of localized MSMEs in the Majalengka regency—this study offers novel empirical insights into how price architecture and product completeness dictate buying behavior in traditional retail environments. From a practical standpoint, the findings provide actionable frameworks for local MSME practitioners to design robust marketing interventions. Specifically, maintaining a well-calibrated pricing structure and consistent product assortment is projected to significantly enhance the competitive advantage of traditional souvenir shops amid intensifying market competition. Theoretically, this research enriches consumer behavior literature by expanding the empirical boundaries of price fairness and product variety theories within an under-researched retail sector. Synthesizing the aforementioned background, this study aims to: (1) empirically evaluate the direct influence of pricing strategies on consumer purchasing decisions; (2) analyze the impact of product assortment on consumer purchasing decisions; and (3) investigate the simultaneous effects of both pricing strategy and product assortment on consumer purchasing decisions at Toko Oleh-oleh Jongko Waiti, located in Rajagaluh, Majalengka.

LITERATURE REVIEW, FRAMEWORK AND HYPOTHESIS

Consumer behavior

Consumer behavior is defined as a series of activities undertaken by individuals or groups in the decision-making process to select, purchase, and utilize products or services to satisfy their needs and desires. According to Kotler and Armstrong (as cited in Pramono et al., 2021), consumer behavior is influenced by cultural, social, personal, and psychological factors, which simultaneously shape purchasing decision patterns. This process comprises several sequential stages, initiated by need recognition, followed by information search, evaluation of alternatives, and post-purchase behavior (Schiffman, 2016). In the context of this study, the purchase decision is examined as a pivotal dependent variable explained through the influence of pricing and product completeness.

Price

Price is defined as the monetary value exchanged for the purchase or utilization of a product or service. As a fundamental component of the marketing mix, price directly determines corporate revenue and shapes consumer value perception. According to Kotler and Keller (2020), price can be evaluated based on affordability, alignment with product quality, perceived benefits, and competitiveness. Furthermore, Aprilia and Ibrahim (2024) assert that consumers tend to weigh their purchasing power against prices that align with the utility received. Consequently, strategic pricing not only strengthens market competitiveness but also significantly drives consumers' purchase decisions.

H1: Price has a positive and significant partial effect on consumer purchase decisions.

Product assortment

In addition to pricing, product assortment significantly influences consumer purchase decisions. Utami (2023) explains that product assortment encompasses product variety, depth, and availability, which dictate consumer preferences in selecting a shopping destination. Furthermore, Pride and Ferrell (2024) assert that the strategic combination of product breadth and depth effectively enhances store attractiveness. Consequently, a wider and more diverse availability of products increases the probability of purchase decisions, as it enables consumers to fulfill their entire spectrum of needs within a single location (one-stop shopping).

H2: Product assortment has a positive and significant partial effect on consumer purchase decisions.

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Purchase Decision

A purchase decision represents the culminating phase of integrated cognitive processes and behavioral evaluations undertaken by consumers before selecting a specific brand. According to Kotler and Keller (2021), a purchase decision is defined as the consumer's ultimate preference among an available choice set within the consumer behavior spectrum. Furthermore, Schiffman and Wisenblit (2019) assert that this process is not merely a transient transactional event, but rather a structured problem-solving process that integrates risk assessment, perceived benefits, and personal preferences. From a behavioral economics perspective, the purchase decision illustrates how external marketing stimuli are filtered through individual psychological characteristics to generate an empirical purchase response.

H3: Price and product assortment simultaneously exert a significant effect on consumer purchase decisions.

Research conceptual framework

This study aims to examine and analyze the effects of marketing stimuli, specifically price (X_1) and product assortment (X_2), on consumer purchase decisions (Y)) as the primary dependent variable. The logical synthesis within this conceptual framework is established by integrating the marketing mix theory by Kotler and Keller (2021) with the consumer decision-making model proposed by Schiffman and Wisenblit (2019). Partially, price (X_1) is hypothesized as a critical determinant, as consumers engage in cognitive evaluations regarding the alignment between monetary sacrifice and the perceived utility of the product (Aprilia & Ibrahim, 2024). Concurrently, product assortment (X_2) operates as a crucial retail environment stimulus that dictates consumer preferences; the availability of broad and deep product lines enhances store attractiveness and facilitates consumers in fulfilling their needs within a single location via one-stop shopping (Pride & Ferrell, 2024; Utami, 2023). Simultaneously, the integration of competitive pricing strategies and optimal product availability is expected to interact synergistically to stimulate individual psychological characteristics, ultimately translating into an empirical response manifested as the final purchase decision (Y).

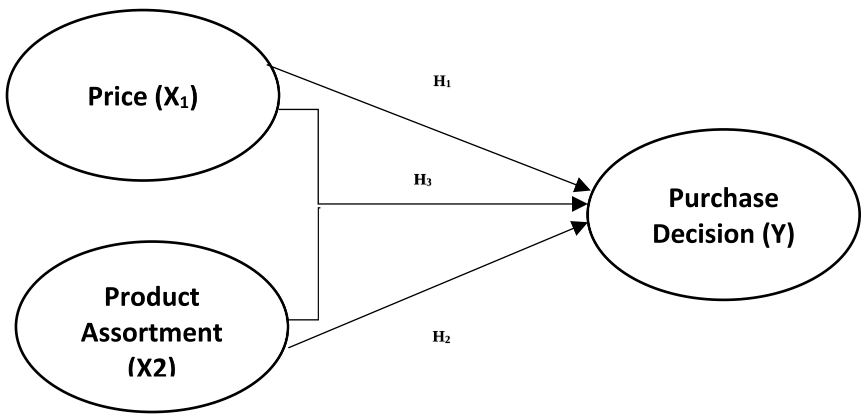

Figure 1. Research conceptual framework

METHODS

This quantitative study employs a survey method utilizing descriptive and verificative approaches to deliberate the phenomena characteristics and test the hypotheses concerning the effects of price (X1) and product assortment (X2) on consumer purchase decisions (Y) (Sugiyono, 2019). Primary data were gathered through the distribution of a structured questionnaire design utilizing a 5-point Likert scale,

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ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). The research instrument was operationalized based on theoretical indicators adapted from Kotler and Armstrong (2020) for pricing, Utami (2023) for product assortment dimensions, and Jacobus et al. (2022) for purchase decisions. The utilization of these pre-established scales from prior empirical studies ensures robust content validity and baseline measurement reliability prior to subsequent statistical analyses.

The target population of this study comprises all consumers of the Jongko Waiti Souvenir Shop in Rajagaluh District, Majalengka Regency, establishing an unknown population size. Due to the unquantifiable nature of the population, respondents were selected employing an accidental sampling technique, wherein participants were recruited based on spontaneous availability and accessibility during the data collection period (Sugiyono, 2019). The sample size was determined to be 100 respondents, calculated utilizing the Relative Allowable Error (RAE) approach at a 95% confidence level to ensure optimal representation of the population parameters (Widiyanto, 2021).

The data analysis framework was executed in two consecutive phases: descriptive analysis to evaluate the distribution and tendencies of respondents' scores, and verificative analysis applying multiple linear regression to test the empirical hypotheses. To guarantee that the regression model yields Best Linear Unbiased Estimators (BLUE), classical assumption tests—comprising normality, multicollinearity, and heteroskedasticity tests—were rigidly conducted prior to the regression estimation (Ghozali, 2018). All statistical operations were computerized using SPSS version 25 software, with hypothesis evaluations derived from the t-test (partial) and F-test (simultan) evaluated at a significance threshold of α=5% or 0.05 (Sudirno, 2021).

RESULTS AND DISCUSSION

The reliability test results reveal that the research instrument is trustworthy and appropriate for utilization, as each variable achieves a Cronbach's Alpha value exceeding 0.60.

Table 1 Reliability Test

Variable	Cronbach's Alpha	Critical value	Information
Purchasing Decisions (Y)	0,780	0,6	Reliable
Price (X_1)	0,797	0,6	Reliable
Product Assortment (X_2)	0,756	0,6	Reliable

Source: SPSS 25 Results (2025)

Referring to the table above, it can be inferred that all research instruments utilized to measure the three variables—namely Price, Product Completeness, and Purchasing Decisions—exhibit a high level of reliability. This confirms that the measurement instruments are dependable, ensuring that this study remains stable and consistent in collecting data for the investigated variables.

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Table 2
Data Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	177.23385204
Most Extreme Differences	Absolute	.056
	Positive	.045
	Negative	-.056
Test Statistic		.056
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: SPSS 25 Results (2025)

The One-Sample Kolmogorov-Smirnov test table demonstrates that all variables yield normally distributed residual values. This is evidenced by the obtained Asymp. Sig. value of 0.200, which exceeds the 0.05 (5%) significance threshold. Furthermore, the graphical representation of the normality test results is illustrated in the histogram below

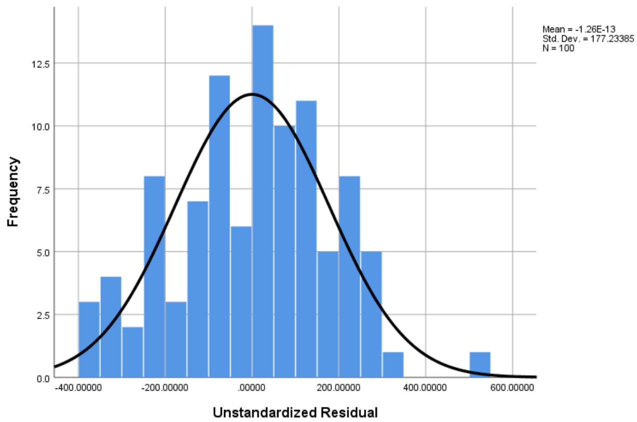

Figure 1 Histogram Graph

As illustrated in Figure 1, the residual values are normally distributed, given that the data distribution closely follows the diagonal line and exhibits a symmetrical pattern. Consequently, the acquired data satisfies the criteria required for subsequent multiple regression analysis."

Tabel 3 Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	.754	1.326

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	Assortment Product	.754	1.326
a. Dependent Variable: Purchase Decisions			

Source : SPSS 25

Table 4 indicates the absence of multicollinearity issues within the data. This is demonstrated by the Variance Inflation Factor (VIF) for both price and product completeness, which stands at 1.326 (< 10), coupled with a tolerance value of 0.754 (> 0.1). Consequently, it can be concluded that there is no perfect correlation among the independent variables.

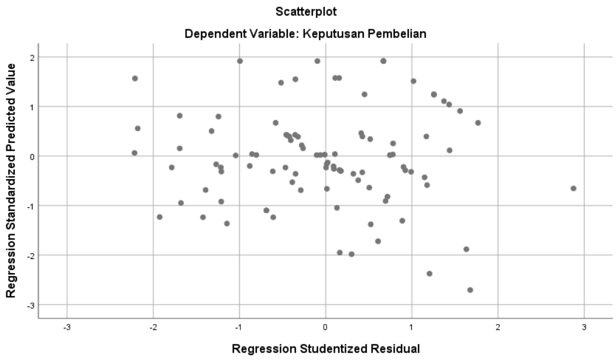

Figure 2 Heteroscedasticity Test

As illustrated in Figure 2, the scatterplot displays a random dispersion of data points distributed both above and below the 0 mark on the Y-axis, without forming any distinct or systematic pattern. Consequently, it can be inferred that the data is free from heteroscedasticity.

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Table 4 Autocorrelation Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Erros of the Estimate	Durbin-Watson
1	.653[a]	.427	.415	179.05168	1.903

a. Predictor: (Constant), Assortment Product, Price
b. Dependent Variable: Purchase Decision

Source : SPSS 25

The analysis results utilizing SPSS 25 software, as presented in the table, reveal a Durbin-Watson (d) value of 1.780. Referencing the DW table for a sample size (n) of 100 and two independent variables (k = 2), the lower bound (dL) is established at 1.633, while the upper bound (dU) is 1.715. Consequently, the data aligns with the criteria where dU < d < 4 - dU. Specifically, the d value exceeds dU (1.780 > 1.715), indicating the absence of positive autocorrelation, and d is less than 4 - dU (1.780 < 2.220), demonstrating the absence of negative autocorrelation. Therefore, it can be concluded that the regression model is free from both positive and negative autocorrelation issues.

Table 5 Multiple Regression Test

Coefficients[a]						
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	652.951	128.118		5.096	.000
	Price	.449	.102	.390	4.400	.000
	Assortment Product	.384	.093	.366	4.129	.000

a. Dependent Variable: Purchase Decision

Source : SPSS 25

Based on the regression analysis results presented in the coefficients table, the following multiple linear regression equation is obtained:

$$\mathbf{Y = 652{,}951 + 0{,}449\ X1 + 0{,}384\ X2 + \varepsilon}$$

From the empirical formula obtained, several critical interpretations can be derived. The constant value (α) stands at 652.951 with a positive sign, indicating that even in the absence of price considerations and product completeness, consumers will still engage in purchasing activities. Furthermore, the regression coefficient for the price variable exhibits a positive value of 0.449, signifying that as prices become more economical and affordable for consumers, the intensity of purchasing decisions tends to increase. Similarly, the regression coefficient for the product completeness variable displays a positive value of 0.384, meaning that a more comprehensive and diverse product selection will yield a higher propensity for consumers to make a purchase decision. Lastly, the residual component (ε) represents the error term, indicating the margin of error in predicting the sample utilized in this study.

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Table 6. Coefficient of Determination Test

Coefficients[a]				
Model		Correlations		
		Zero-order	Partial	Part
1	Price	.571	.408	.338
	Assortment Product	.559	.387	.317
a. Dependent Variable: Purchase Decisions				

Source : SPSS 25

In calculating the coefficient of determination for the price (X_1), the result was obtained using the formula Coefficient of Determination Test = r^2 X 100%. The correlation coefficient r of 0.571 yields an r^2 value of 0.3260, or 32.60% after multiplication. This demonstrates that the price factor contributes 32.60% to influencing the consumer purchasing decision-making process. Meanwhile, for the assortment product variable (X_2), the same formula Coefficient of Determination Test = r^2 X 100% was applied; with an r value of 0.559, it yields an r^2 value of 0.3124, resulting in a percentage of 31.24%. This finding indicates that the contribution of product completeness to consumer purchasing decisions stands at 31.24%.

Table 7

Simultaneous Determination Coefficient

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Erros of the Estimate	Durbin-Watson
1	.653[a]	.427	.415	179.05168	1.903

a. Predictor: (Constant), Assortment Product, Price
b. Dependent Variable: Purchase Decision

Source : SPSS 25

From the analysis of the coefficient of determination combining the price (X_1) and product Assortment Product (X_2) variables, the calculation was executed utilizing the formula Coefficient of Determination Test. The multiple correlation coefficient r of 0.653 yields an r^2 value of 0.4270, resulting in a percentage of 42.70%. This finding reveals that the combination of price and product completeness factors, acting simultaneously, contributes 42.70% to influencing the consumer purchasing decision-making process. Conversely, the remaining portion of 57.30% is influenced by other variables outside the scope of this study."

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Tabel 8 Statistical Analysis of t-Test

Coefficients[a]						
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	652.951	128.118		5.096	.000
	Price	.449	.102	.390	4.400	.000
	Assortment Product	.384	.093	.366	4.129	.000
a. Dependent Variable: Purchase Decision						

Source : SPSS 25

Based on the partial hypothesis testing results, the findings are as follows: the price variable yields a t_{count} value of 4.400, which is higher than the t_{table} value of 1.984 at a 5% significance level. The significance value stands at 0.000, which is below the 0.05 threshold; hence, H_0 is rejected. This indicates that price has a significant impact on purchasing decisions, thereby supporting the first hypothesis. Meanwhile, for the product completeness variable, the obtained t_{count} value is 4.129, which also exceeds the t_{table} value of 1.984 at the 5% significance level. The significance value of 0.000 is below 0.05, leading to the rejection of H_0. Consequently, it can be confirmed that product completeness significantly impacts purchasing decisions, reinforcing the validity of the second hypothesis.

Simultaneous Test (F-Statistic Test)

Table 9 *F-Statistic Test*

ANOVA[a]						
Model		Sum Of Squares	df	Mean Square	F	Sig.
1	Regression	2313315.007	2	1156657.504	36.078	.000[b]
	Residual	3109771.993	97	32059.505		
	Total	5423087.000	99			
a. Dependent Variable: Purchase Decision						
b. Predictor: (Constant), Assortment Product, Price						

The F-test results reveal an F_{count} value of 36.078 with a significance probability (Sig.) of 0.000. Under a 5% significance level with degrees of freedom df = n - k - 1 = 100 - 2 - 1 = 97, the corresponding F_{table} is 3.09. Because the F_{count} 36.078 substantially exceeds the F_{table} 3.09, the null hypothesis H_0 is rejected. This statistical evidence confirms that price and product completeness simultaneously exert a significant impact on purchasing decisions, thereby validating the third hypothesis.

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DISCUSSION

The Influence of Price on Purchasing Decisions

Based on the empirical findings, the price variable exerts a positive and significant influence on purchasing decisions at the Jongko Waiti Souvenir Shop. This result indicates that price is one of the most dominant factors influencing consumer behavior when making product purchasing decisions. In a marketing context, price is not merely perceived as an exchange value for goods or services, but also as an indicator that reflects affordability, quality, and the perceived benefit value acquired by consumers post-purchase. Therefore, appropriate pricing becomes a pivotal strategy to attract consumer interest while simultaneously increasing sales volume. The positive effect demonstrated in this study indicates that as the offered prices align more closely with consumers' financial capabilities, the likelihood of a purchase increases. Consumers generally evaluate the trade-off between the monetary cost incurred and the benefits derived from the product. When a product's price is deemed reasonable, affordable, and commensurate with its quality, consumers experience higher purchase confidence due to a lower perceived financial risk. Conversely, if the price is evaluated as too high and misaligned with the perceived product benefits, consumers tend to defer or even cancel their purchasing decisions.

Furthermore, the empirical results indicate that price plays a pivotal role in shaping consumer perceived value. Within the domain of consumer behavior, perceived value represents a consumer's overall assessment of a product's utility based on perceptions of what is received versus what is given. Competitive pricing successfully fosters a perception that the product offers greater value relative to the monetary cost incurred. This condition accelerates the consumer purchasing decision-making process, as individuals perceive a higher surplus of benefits. Consequently, an appropriate pricing strategy serves not only as a tool for market competition but also as a mechanism for cultivating customer satisfaction and trust. The findings further suggest that price affordability can significantly expand market penetration. Products positioned within an accessible price range possess a higher probability of capturing a broader market segment. This is particularly crucial for the souvenir industry, which typically targets a heterogeneous consumer base with diverse socioeconomic backgrounds. When product pricing aligns harmoniously with the public's purchasing power, market acceptance escalates. Consequently, this enhanced acceptance not only stimulates immediate transactional conversions but also fosters long-term customer retention through repeat purchases and positive word-of-mouth recommendations.

Conversely, price can also trigger impulsive purchasing behavior. Consumers who initially have no intention of buying a specific product may be stimulated to make a purchase upon encountering prices perceived as low or well-aligned with their expectations. This phenomenon demonstrates that price possesses the capacity to generate a psychological stimulus within the consumer decision-making process. Therefore, business operators must strategically leverage pricing mechanisms—such as discounting, product bundling, or special price promotions—to enhance product attractiveness in the eyes of consumers. The empirical findings of this study align with the prior research conducted by Jacobus et al. (2018), which posits that price exerts a positive and significant influence on purchasing decisions. Their study elucidates that affordable pricing scales up consumer interest by providing economic security in personal expenditure. Consumers tend to select products whose prices are deemed commensurate with their economic capabilities, particularly within an increasingly intensified market competition. This empirical consistency reinforces the established theory that price is a determinant element of the marketing mix, crucial to a company's success in influencing consumer purchasing decisions. Theoretically, these results support the marketing concept stating that price is the most flexible element of the marketing mix and can immediately alter consumer behavior. Price serves as an easily observable indicator for consumers before they evaluate other attributes, such as product quality, promotion, or brand image. Consequently, firms must formulate their pricing meticulously by accounting for market

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dynamics, consumer purchasing power, product quality, and competitor strategies to cultivate a sustainable competitive advantage.

In conclusion, it can be inferred that price plays a vital role in influencing consumer purchasing decisions at the Jongko Waiti Souvenir Shop. Pricing that is appropriate, affordable, and commensurate with product benefits is empirically proven to enhance consumer buying interest, accelerate the decision-making process, expand market share, and foster customer loyalty. Therefore, the management must maintain and develop competitive pricing strategies to strengthen business competitiveness while ensuring long-term business sustainability amid an increasingly dynamic market competition.

The Influence of Product Completeness on Purchasing Decisions

The empirical findings demonstrate that product completeness exerts a positive and significant influence on consumer purchasing decisions at the Jongko Waiti Souvenir Shop. This finding indicates that product variety is not merely a complementary factor in marketing activities, but has instead become a strategic element capable of altering consumer behavior during the decision-making process. A more comprehensive product assortment increases the likelihood of consumers finding items that precisely match their specific needs, preferences, and expectations. Consequently, this condition scales up the consumer propensity to make a purchase. Within this context, product completeness is conceptualized as the availability of various product categories with diverse sizes, flavors, designs, quality levels, and price ranges that cater to a heterogeneous consumer base. Consumers generally exhibit a preference for retail outlets that fulfill all their shopping needs in a single location, as it is perceived to be more practical, time-efficient, and cost-effective. Therefore, stores offering a more complete product line will acquire a distinct value-added dimension in the eyes of consumers compared to competitors with limited selections. From a consumer behavior perspective, this phenomenon is closely intertwined with the concept of convenience shopping, which defines the consumer tendency to prioritize shopping environments that offer maximum ease and convenience.

The empirical findings further reveal that product completeness is capable of generating a more positive shopping experience. When consumers encounter numerous product alternatives, they perceive a greater sense of autonomy in making choices that align with their personal tastes and financial capacities. This freedom of choice enhances consumers' emotional satisfaction, as they feel that their needs and desires are recognized by the company. Moreover, a comprehensive product variety minimizes the likelihood of consumer switching behavior, given that all requirements can be fulfilled within a single establishment. Consequently, product completeness not only influences the initial purchasing decision but also holds the potential to cultivate long-term customer loyalty. Theoretically, these findings are reinforced by Hastutik et al. (2021), who argue that product completeness reflects the availability of a diverse assortment of goods manufactured and offered to consumers for acquisition, utility, or consumption. This perspective confirms that an extensive product selection is a vital component of marketing strategy because it expands market penetration and strengthens business competitiveness. As product options broaden, the firm's opportunity to capture various market segments increases proportionally. This dynamic is especially critical for the souvenir industry, where consumers typically exhibit heterogeneous preferences regarding food types, flavors, price points, and packaging designs. Within the context of the Jongko Waiti Souvenir Shop, product completeness serves as a key driver that enhances the store's brand image as a primary hub capable of meeting the demands of both tourists and local residents. Consumers will perceive the store as a trustworthy venue due to its complete and adequate product inventory. This positive perception subsequently elevates consumer confidence in the quality of service and products offered, laying the foundation for purchasing decisions as consumers feel more assured buying from an establishment capable of comprehensively satisfying their needs.

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Furthermore, product completeness carries strategic implications for the company's business operations. By offering a broader product assortment, the retail outlet can capitalize on opportunities for impulse buying or spontaneous purchases. Consumers who initially intended to purchase a single product category may be stimulated to acquire additional items upon encountering a multitude of attractive options. This situation inherently benefits the firm by driving higher sales volumes and maximizing business revenue. Conversely, a diverse product selection also aids the enterprise in navigating an increasingly intensified market competition, particularly within the souvenir industry, which heavily relies on shifting consumer preferences and market trends. Based on the aforementioned elaboration, it can be concluded that product completeness plays an essential role in influencing consumer purchasing decisions. A comprehensive product selection not only provides convenience for consumers in fulfilling their needs but also cultivates satisfaction, enhances trust, reinforces the store's brand image, and drives customer loyalty. Therefore, the company must maintain and further enhance the variety of offered products to attract a larger consumer base and sustain business competitiveness amidst an increasingly dynamic market development.

The Influence of Price and Product Completeness on Purchasing Decisions

"Based on the empirical findings, it is evident that price and product completeness simultaneously exert a positive and significant influence on consumer purchasing decisions at the Jongko Waiti Souvenir Shop. This finding demonstrates that consumer purchasing decisions are not merely driven by a single isolated factor, but are rather the culmination of interconnected marketing attributes. In this regard, the combination of competitive pricing and adequate product completeness generates a strong value proposition that significantly shapes consumer purchase intentions. When consumers perceive that the offered prices are commensurate with the quality and utility derived from the product—coupled with the availability of a comprehensive product assortment—their propensity to make a purchase decision increases substantially."

Price serves as a primary determinant that consumers heavily scrutinize prior to executing a purchase. Within the realm of consumer behavior, price is frequently utilized as an indicator of value, affordability, and expenditure efficiency. Consumers generally contrast a product's price with the benefits they anticipate acquiring. If the price is deemed reasonable and commensurate with the product's quality, consumers develop a positive perception toward both the product and the retail outlet. Conversely, if the price is perceived as exorbitant and misaligned with the derived utility, consumers tend to defer or even cancel their purchasing decisions. Consequently, a firm's capability to establish competitive pricing stands as a pivotal strategy to capture consumer interest and sustain market competitiveness. Concurrently, product completeness constitutes an equally critical factor in shaping purchasing decisions. Product completeness reflects a retail outlet's capability to provide a diverse assortment of goods that cater to consumer needs and preferences. This variation encompasses distinct product categories, sizes, flavors, brands, quality levels, and price spectrums. A more exhaustive product availability scales up the likelihood of consumers locating items that match their preferences. In the context of the souvenir industry, product diversity becomes highly paramount, as consumers typically exhibit heterogeneous needs and tastes, whether for personal consumption or as gifts for family and relatives.

"The combination of competitive pricing and product completeness generates a distinct value-added dimension that strengthens consumer attraction toward the retail outlet. Consumers perceive a greater surplus of benefits, as they not only obtain appropriate pricing but also gain convenience in selecting required products. This condition delivers a more effective and efficient shopping experience, enabling consumers to satisfy their diverse needs within a single establishment without engaging in store-switching behavior. Within modern marketing theory, this phenomenon is closely associated with the concept of customer value, defined as the consumer's perception of the trade-off between the benefits

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received and the sacrifices incurred. As the perceived utility increasingly outweighs the monetary cost, the likelihood of a consumer making a purchase decision escalates substantially. Furthermore, the interplay between pricing and product completeness accelerates the consumer decision-making process. When consumers discover products that precisely match their needs at a reasonable price point, their purchasing hesitation diminishes. Consequently, consumers no longer feel the necessity to seek alternative options, as their requirements have been optimally fulfilled. This demonstrates that an appropriate pricing strategy must be integrated harmoniously with a comprehensive product supply to maximize customer satisfaction."

The findings of this study align with the findings of a study by Ahmad Zulkifli and Lik Anah (2021), which found that price and product availability have a positive and significant influence on consumer purchasing decisions. This study confirms that consumers are always seeking the optimal balance between costs and benefits. In other words, consumers tend to choose shopping locations that offer a comprehensive range of products at prices that align with their budget and expectations. This demonstrates that a business's success is determined not only by low prices but also by the company's ability to provide a variety of products that meet broad market needs. The results of this study indicate that a marketing strategy that combines competitive pricing and product availability can provide a competitive advantage for a company. Stores that maintain a balance between affordability and product diversity will more easily build customer satisfaction and loyalty. Satisfied consumers are more likely to make repeat purchases and recommend the store to others, indirectly enhancing the company's positive image in the public eye. In addition to impacting purchasing decisions, the combination of price and product availability also has the potential to increase sales volume through additional purchases or impulse buying. Consumers who initially intended to purchase only one product may be encouraged to purchase other products due to the wide selection available and perceived favorable prices. Thus, the company profits not only from the initial purchase but also from additional, spontaneous purchases made by consumers.

Based on the aforementioned elaboration, it can be concluded that price and product completeness serve as complementary factors in influencing consumer purchasing decisions. Competitive pricing is more effective in capturing consumer purchase interest when supported by the availability of a comprehensive and diverse product assortment. Conversely, product completeness exerts a greater impact if the goods are offered at price points that align with consumer capabilities and expectations. Therefore, the company must implement an integrated marketing strategy that maintains price stability while ensuring extensive product availability to enhance purchasing decisions, cultivate customer satisfaction, and sustain business competitiveness in a sustainable manner.

CONCLUSION

Based on the results of the research findings and the subsequent discussion, the following conclusions can be drawn:

1. The price variable is proven to have a positive and significant impact on purchasing decisions. This condition indicates that when prices are deemed reasonable and affordable for consumers, the likelihood of purchasing decisions at the Jongko Waiti Souvenir Shop increases significantly.
2. Product completeness also exerts a positive and significant effect on purchasing decisions. This implies that a wider variety and more comprehensive selection of offered products will further stimulate consumer drive to purchase goods at the Jongko Waiti Souvenir Shop.
3. Price and product completeness simultaneously possess a positive and significant impact on purchasing decisions. Consequently, when prices are set at a more competitive level and product options are increasingly diverse, consumer purchasing decisions at the Jongko Waiti Souvenir Shop will experience a substantial increase.

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