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**The Influence of Service Quality, Price, Promotion and Ease of  
Access on Consumer Buying Interest at Agung  
Supermarket Limboto**

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**ABSTRACT**

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This study aims to analyze the influence of service quality, price, promotion, and ease of access on consumer buying interest in Agung Supermarket Limboto. The background of this research is based on the importance of effective marketing strategies in increasing consumer buying interest in the midst of fierce retail competition. The method used is a quantitative approach with data collection techniques through questionnaires that are distributed to consumers of Agung Supermarket Limboto. The data obtained were analyzed using multiple linear regression analysis. The results of the study show that the variables of service quality, price, promotion and ease of access have a positive and significant effect on consumer buying interest, both partially and simultaneously. These findings indicate that improvements in all four aspects can drive increased consumer purchasing decisions.

*Service Quality, Price, Promotion, Ease of Access, Buying Interest, Agung Supermarket*

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**INTRODUCTION**

Technological advancements, increasingly fierce business competition, sustainable economic growth, and the background of community development encourage the improvement of service quality, ((Hanifah & Mukhlis, 2022)). This emphasizes the importance of meeting consumer needs and expectations, as well as increasing the contribution of service performance and factors that consumers consider in making purchasing decisions, . Similar to the price where each company competes to place a price that suits the comfort of consumers, so in promotions that are often developed with new ideas in order to compete with their competitors and then the last thing is that every company should pay attention to the ease of access from consumers, because it is very possible that with the ease of access consumers get the comfort that will later become added value for the company from its

competitors, (Rachman Hadi et al., 2024). Philosophically, consumers are considered the most important parties and should get special attention from companies, especially in an effort to attract their interest to make purchases. In the era of increasing globalization, the development of the business world is currently taking place very quickly, including in the culinary sector. The emergence of many similar businesses causes the level of competition to be even higher. In conditions like this, business actors are required to be able to make strategic decisions to ensure that their businesses can grow optimally, (Rachman Hadi et al., 2024). Additionally, it is important for them to maintain market share and stay ahead of the competition.

To gain an advantage in the competition, companies need to understand and maintain the needs and desires of their consumers. A good understanding of this will be an important foundation in formulating a marketing strategy that aims to create customer satisfaction. The factor for achieving business success in increasingly fierce competition conditions is attention to consumers by looking at needs and desires as well as satisfaction with service, that's why, providing something valuable and providing satisfaction with abilities that are in accordance with the products offered.

To attract more new consumers, retain existing consumers, avoid switching consumers, and create special advantages, the profit strategy is to create good service quality. According to (Sudirman et al., 2022) service quality is the competence possessed by institutions in providing what is needed by consumers and has an obligation to provide satisfaction for these needs and in line with that Wyckof expressed his opinion as follows: Service quality is the level of excellence expected and control over that level of excellence to meet customer desires, (Rachman Hadi et al., 2024). In order for the company to survive or continue to grow in the intended market segment, a more competitive pricing strategy and more efficient promotional efforts are needed compared to competitors, so that the product remains the main choice for consumers. According to (Kotler et al., 2017) explaining price is the exchange of a certain amount of money for a product or service. Then the price is the amount of value that consumers redeem for the amount of profit by owning or using goods or services. Consumers in making decisions to make purchases are among the things that are considered, one of which is price. Some consumers even describe the price with the value.

In addition to pricing, efforts to introduce products to the market are also carried out through promotional strategies. Promotions play a role in shaping customer satisfaction, as implemented by Sakinah Supermarket. In general, promotion is part of marketing communication, where companies

seek to inform, convince, and remind consumers both directly and indirectly about the products and brands offered. A company in marketing its products needs to design and disseminate information about its presence, availability, product characteristics and product conditions as well as the benefits that can be obtained by customers/potential customers for the products offered by the company (Kotler et al., 2017).

Ease of access is an increase in control by applications aimed at saving consumers energy and time in getting the services offered, (Panjaitan, 2018). In the ease of access, the type of trust required is the ease of accessing the application, namely the easier an application is to access, the more users will increase trust.

Ease of access is an increase in control by applications aimed at saving energy and time for consumers to obtain the services offered (Panjaitan, 2018). In ease of access, the type of trust required is the ease of access to the app, i.e. the easier an app is to access, the more trust users will increase. The level of ease of accessing an application can be seen from several aspects, such as its availability for various types and brands of smartphones, its ability to be downloaded for free, responsiveness when opened, and the flexibility of its use that allows applications to be used anytime and anywhere while connected to the internet. Definition of consumer buying interest according to (Prasetio, 2012) is behavior that arises in response to objects that show consumers' expectations to make purchases. So that buying interest becomes a customer's preference before making a purchase or repurchase.

## RESEARCH METHOD

The population in this study is the community around Limboto with a total of 100 people. The analysis method used is the multiple linear regression analysis method, (Sugiono, 2017). The path analysis model used in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where :

Y = Consumer Buying Interest

A = Constant

X<sub>1</sub> = Quality of Service

X<sub>2</sub> = Price X

3 = Promotion

X<sub>4</sub> = Ease of Access

b<sub>1</sub> = Variable Regression Coefficient of Service Quality

b<sub>2</sub> = Variable Regression Coefficient of Price

b3 = Regression Coefficient of Promotion Variable

b4 = Regression Coefficient of Ease of Access Variable

## RESULT AND DISCUSSION

### Determination Coefficient (R<sup>2</sup>)

Test The determination coefficient (R<sup>2</sup>) essentially measures how far the model's ability to explain the variation of dependent variables. The value of R<sup>2</sup> is between 0 and 1. A small R<sup>2</sup> value means that the ability of independent variables to explain the variation of dependent variables is very limited. A value close to 1 means that independent variables provide almost all the information needed to predict dependent variables (Arikunto, 2011).

**Table 1.**

**Determination Coefficient Output Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 <sup>a</sup>	.544	.525	1.927
a. Predictors: (Constant), X4, X2, X3, X1				

Source : 2025 data processing

Based on table 4.8, it is known that the value of the Adjusted R Square is 0.525, so it is concluded that the contribution of the influence of independent variables on the dependent variables simultaneously (together) is 52.5%. Therefore, it can be concluded that the percentage of variation of dependent variables that can be explained by dependent variables in the regression model is good.

### Hypothesis Testing

#### The Effect of Service Quality on Buying Interest

The Service Quality variable has no real influence on consumer buying interest, this is evidenced by negative and insignificant numbers at t-calculated values  $(-0.749) < t\text{-table } (1.660)$  and significant  $(0.456) > 0.05$ . This shows that if the service quality variable is increased by one unit, the purchase decision will decrease by -0.068. These results are in contrast to studies (Haryoko & Sagita, 2019), (Karundeng, et al., 2018) and (Hakim & Pramudana, 2017) which illustrate that service quality affects consumer buying interest positively and significantly, (Akmar et al., 2021).

#### The Effect of Price on Buying Interest

The Price variable has a positive but insignificant influence on consumer buying interest, this is evidenced by positive and insignificant numbers in t-count  $(1.936) > t\text{-table } (1.660)$  and significance  $(0.056) > 0.05$ . This shows that if there is an increase in one unit of price variable, consumer buying interest will

increase by 0.186 but not significantly. These results are different and contrary to the results of research conducted by (Walukow & Mananeke, 2014), and (Garib et al., 2019) whose research results show that price variables affect purchase decisions positively and significantly, (Akmar et al., 2021).

#### **The Influence of Promotions on Buying Interest**

Organizational support had an effect on work motivation with a path coefficient value of 0.44, a t-count value = 5.66, and a significance of 0.000 ( $< 0.05$ ). Thus, organizational support (X3) has a positive and significant influence on work motivation (Y1). Therefore, the third hypothesis is declared accepted.

#### **The Effect of Ease of Access on Buying Interest**

The Promotion variable has a real influence on consumer buying interest, this is evidenced by positive and significant numbers in t-count ( $2.181 > t\text{-table}$  ( $1.660$ ) and significant ( $0.032 < 0.05$ ). This shows that if the promotional variable is increased by one unit, consumer buying interest will increase by 0.239. This result is also corroborated by the results of a study, (Hapsara et al., 2023) which explains that promotional variables can positively and significantly affect consumers' buying interest in purchases.

#### **The Influence of Service Quality, Price, Promotion, and Ease of Access on Buying Interest**

The variables of Quality of Service, Price, Promotion, and Ease of Access positively and significantly affect consumer buying interest it can be seen that the F-count is 28.385 with a significance level of  $< 0.001$ . While the F-table at a confidence level of 95% ( $\alpha = 0.05$ ) is 2.70. Therefore, the F-count ( $28.385 > F\text{-table}$  ( $2.70$ ) and its significance level is  $< 0.001 < 0.05$ .

### **Discussion**

#### **The Influence of Service Quality on Consumer Buying Interest**

Based on the results of the t-test we conducted on the research object of Agung Supermarket Limboto Branch, it showed that the t-calculated value ( $-0.749 < t\text{-table}$  ( $1.660$ ) and significant ( $0.456 > 0.05$ ). These results stated that there was no positive and significant influence of the service quality variable (X1) on buying interest (Y) at Agung Supermarket Limboto. Thus, if Agung Supermarket Limboto wants to increase consumer buying interest using service quality variables, it is very necessary to pay attention to and improve this variable so that it can be a factor that will increase consumer buying interest, (Husain et al., 2022).

Service quality is one of the basic things that should always be considered by every business person, especially at Agung Supermarket Limboto Branch as a place that is used as a research place this time. Because we see the fact that many companies get great benefits from the good quality of their services and

vice versa, we see that not a few companies or business people experience setbacks or even huge losses, due to the poor quality of the services they provide, (Akmar et al., 2021).

Thus, it can be concluded that service quality has an important role in increasing consumer buying interest in Agung Supermarket Limboto Branch. Therefore, it is necessary to always try to maintain and improve the quality of service at Agung Supermarket Limboto Branch in the hope that this will later become an added value in the eyes of consumers in order to increase their buying interest, (Rismaya et al., 2021).

### **The Influence of Price on Consumer Buying Interest**

The results of the t-test that we conducted on the research object of Agung Supermarket Limboto Branch showed that the t-count value (1.936) > t-table (1.660) and significance (0.056) > 0.05. So price has a positive but not significant influence on consumer buying interest, (Rismaya et al., 2021). Price is indeed one of the important components in various aspects, both in the world of business, economics, and daily life. Prices have a significant impact on producers, consumers, and the economy as a whole, (Gofur, 2019). According to Kotler and Armstrong (2018), explaining price is the exchange of a certain amount of money for a product or service.

### **The Influence of Promotions on Consumer Buying Interest**

The results of the t-test we conducted on the research object of Agung Supermarket Limboto showed that the t-calculated value (2.181) > t-table (1.660) and significant (0.032) < 0.05. Therefore, these results show that promotions have a positive and significant effect on consumer buying interest, According to (Syerlina et al., 2022). Promotion is an activity carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing activities. According to promotion is an activity aimed at influencing consumers so that they become familiar with the products offered by the company to them and become happy and then buy the product.

### **The Effect of Ease of Access on Consumer Buying Interest**

The results of the t-test from the study we conducted on the research object of Agung Supermarket Limboto Branch showed that the t-calculated value (5.555) > t-table (1.660) and significant (< 0.001) < 0.05. Therefore, these results show that ease of access has a positive and significant effect on consumer buying interest. This finding is in line with previous research by (Rizki et al., 2014), which explained that the variable of ease of access can positively and significantly affect consumers' buying interest in purchases.

### **The Influence of Service Quality Variables, Prices, Promotions, and Ease of Access on Consumer Buying Interest**

The results of this study show that the results of the simultaneous test (F-test) of service quality, price, promotion, and ease of access variables positively and significantly affect consumer buying interest, it can be seen that the F-count is 28.385 with a significance level of  $< 0.001$ . While the F-table at the confidence level of 95% ( $\alpha = 0.05$ ) is 2.70. Therefore, the F-count ( $28.385 > F\text{-table } (2.70)$ ) and the significance level is  $< 0.001 < 0.05$ . The results of this study show that the results of the simultaneous test (F-test) of service quality, price, promotion, and ease of access variables positively and significantly affect consumer buying interest, it can be seen that the F-count is 28.385 with a significance level of  $< 0.001$ . While the F-table at the confidence level of 95% ( $\alpha = 0.05$ ) is 2.70. Therefore, the F-count ( $28.385 > F\text{-table } (2.70)$ ) and the significance level is  $< 0.001 < 0.05$ .

Partially, the four variables have a fairly varied influence on buying interest. There are two variables that show insignificance and the other two show significant as follows: X1 (0.456), X2 (0.056), X3 (0.032), X4 ( $< 0.001$ ). Variables X1 and X2 are above the Sig. value of 0.05 and the variables X3 and X4 are below the value of Sig.0.05. This is in accordance with what was said, a sig value of less than 0.05 (or 5%) indicates that the results of the study are significant, meaning that there is a real relationship or influence between independent and dependent variables. On the other hand, if the sig value is greater than 0.05, then the results of the study are considered insignificant, meaning that there is no significant relationship or influence between these variables.

Therefore, this finding can be detailed that the X1 variable is contrary to previous research conducted by (Akmar et al., 2021) explaining that service quality affects consumers in making positive and significant purchase decisions. The X2 variable is also in contrast to previous research conducted by (Rukmana Poha et al., 2022) whose research results show that the price variable influences purchasing decisions positively and significantly, . Then the variables X3 and X4 are in line with or in accordance with previous research conducted by (Husain et al., 2022; Rismaya et al., 2021) that promotions have a significant effect on buying interest and by (Faisol, 2020) who explain that the variable of ease of access can positively and significantly affect consumers' buying interest in purchases.

## CONCLUSION

The test results partially prove that the Independent Variables affect the Dependents as follows:

1. Service quality has a negative and insignificant effect on consumer buying interest. This can happen due to several factors, one of which is that product quality is more important. That is, in some cases the quality of the product itself is more important to the consumer than the quality of the service provided, because the need for the product is prioritized over the quality of the service provided. Likewise, service quality is not always the main factor in purchasing decisions.
2. Price has a positive and insignificant effect on consumer buying interest. This means that the price of the mortgage has a positive influence on buying interest, but the influence is not strong or significant compared to other variables. Some factors that can explain this are the presence of other variables that are more significant than price. For example, product quality, promotion, and location can also affect consumer buying interest. Consumers pay more attention to these variables than to price. Then price variations also have an effect, because the nature of prices tends to be relative, not absolute. Consumers usually compare the price of a product with other products, and if the price is not too different, the effect on buying interest can be insignificant.
3. Promotions have a positive and significant effect on consumer buying interest. This is because promotions serve to increase product awareness, provide information about the product and persuade consumers to buy. Promotions can also create a positive perception of the product, improve brand image, and speed up the purchasing decision-making process. In addition, promotions also introduce products to potential consumers and help them understand the benefits and value of the product. Thus, attractive promotions can speed up the purchase decision-making process by providing clear information and attracting the attention of consumers and it is hoped that promotions will help companies maintain and increase market share, as well as compete with other products in the market.
4. Ease of access has a positive and significant effect on consumer buying interest. This convenience makes the shopping process easier and more efficient, thus attracting consumers to buy. The positive effect of ease of access on buying interest is that ease of access can significantly increase consumer buying interest, because consumers feel that the shopping process becomes more enjoyable and hassle-free. The results of the test



simultaneously (together) prove that the variables of Service Quality, Price, Promotion, and Ease of Access affect Consumer Buying Interest in Agung Supermarket Limboto positively and significantly. Because of the good quality of service, competitive prices, attractive promotions, and easy access to get products or services can increase consumer buying interest.

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