

THE EFFECT OF PRODUCT, PRICE, AND PROMOTION ON CONSUMER PURCHASE INTENTION AT TOKO BUMBU ROMI, PALEMBANG CENTRAL MARKET

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Abstract:

Purpose:

The development of the trade sector in Indonesia has shown increasingly competitive dynamics, particularly in traditional markets that must adapt to changing consumer behavior. Competition among traders selling similar products requires business actors to understand the factors that influence consumer purchase intention. Toko Bumbu Romi, located in Pasar Induk Palembang, has experienced a decline in the number of customers, making it necessary to examine marketing factors that may influence consumer purchase intention. This study aims to analyze the effect of product, price, and promotion on consumer purchase intention at Toko Bumbu Romi Pasar Induk Palembang.

Methodology:

This research uses a quantitative approach with data collected through questionnaires distributed to consumers who have shopped at Toko Bumbu Romi. The sample size was determined using the Cochran formula, resulting in 385 respondents. Data were analyzed using multiple linear regression with the assistance of SPSS software through validity tests, reliability tests, classical assumption tests, and hypothesis testing using t-test and F-test.

Findings:

The results show that partially the variables of product, price, and promotion do not have a significant effect on consumer purchase intention. Furthermore, the simultaneous test also indicates that these three variables together do not significantly influence consumer purchase intention at Toko Bumbu Romi Pasar Induk Palembang.

Implication:

The findings indicate that the three examined marketing variables do not significantly influence consumer purchase intention at the research location.

INTRODUCTION

The development of the trade sector in Indonesia in recent years has shown quite significant changes and shows dynamics that continue to develop. Community economic activity is no longer limited to one type of transaction place, but has expanded with the presence of various alternative places to shop. People's living needs can now be met through two different types of trading systems, namely modern markets and traditional markets. In a traditional market environment, direct interaction between sellers and buyers is still maintained. The bargaining process that takes place in it not only functions as an economic activity, but also as a form of social interaction that reflects local cultural values that have developed over a long time. Traditional markets are not only used as a place for buying and selling transactions, but are also used as a means of livelihood for small and medium businesses. The existence of traditional markets still has a strategic function in maintaining the economic sustainability of lower level communities and supporting equal distribution of economic activity in various regions.

Increasingly tight business competition in the business world today encourages business actors to continue to make adjustments to changes in consumer behavior. Advances in information technology and the process of digitalization of trade have opened up various new alternatives for consumers in determining which shopping places they consider best suit their needs. These various choices give consumers greater freedom in making purchasing decisions. This development also requires business actors, both those operating on a large and small

scale, to be able to design marketing strategies that are effective and relevant to changing market conditions. The emergence of various online platforms and digital-based trading systems has had a significant impact on people's consumption patterns (Sasambe et al., 2023).

These changes mean that consumers no longer only consider the main function of a product when making a purchase. Other factors such as convenience in shopping, price suitability, and brand image or store reputation are also important considerations in the decision-making process. In conditions like this, consumer purchase intention becomes a very important indicator to measure the success of a business in attracting market attention. High purchasing interest shows that the marketing strategy implemented is able to adapt to consumer needs and expectations. On the other hand, a decrease in purchasing interest may indicate a mismatch between the marketing strategy implemented and continuously changing consumer preferences.

Consumer purchase intention describes a person's tendency to have a desire to buy a particular product after going through a consideration process. This assessment is usually formed from previous experience, perceptions of product quality, and information obtained from the surrounding environment. According to Kotler & Keller (2022), purchasing interest is a stage that appears before consumers make a purchasing decision, where this stage is influenced by various factors both originating from within the consumer and from the external environment. Purchase interest has a very determining role in the sustainability of traders' businesses because it is directly related to the number of sales generated. If purchasing interest decreases, this condition can be a signal that the marketing strategy used is not fully able to meet consumer needs (Falah et al., 2024).

Declining consumer purchase intention is often considered an indicator that the marketing strategies implemented by business actors are not working optimally. Changes in consumer preferences, which are increasingly rational and selective in choosing products, mean that traders in traditional markets have to make various adjustments. These adjustments can be made through improving product quality, determining more competitive prices, and using more effective promotional methods. Based on the results of a survey conducted by NielsenIQ Indonesia in 2024, around 72% of consumers in Indonesia are known to make comparisons between price and product quality before deciding to buy their household needs (NielsenIQ, 2024). This data shows that today's consumers have a higher level of caution in making purchases and no longer rely solely on old habits.

Apart from being influenced by rational factors, purchase intention is also closely related to the psychological and social aspects of consumers. Perceptions of product quality, level of trust in the seller, and store image can influence someone in making purchasing choices. According to Malasari (2022), traders need to actively build good relationships with customers and create a positive image so that consumers have a tendency to return to make purchases at the same place.

Consumer purchase intention can basically be influenced by various interrelated factors. Several main factors that are often taken into consideration by consumers include the quality of the products offered, the price level set by the seller, and promotional activities carried out to attract market attention (Laoli et al., 2024). These three factors have a very important contribution in shaping consumer perceptions of a product or shop. In a retail business such as Toko Bumbu Romi, these three elements need to be managed in an integrated manner so that customer purchase intention can be maintained or even increased.

Products are the first element that consumers usually pay attention to when they want to make a purchase (Hertina & Yutika, 2023). The availability of products that are of good quality, have a complete variety, and suit consumer needs will provide added value to a shop. Based on the results of field observations carried out, several consumers said that the availability of spice stock at the Toko Bumbu Romi was not completely stable. This condition especially occurs with imported spices such as dried paprika and oregano, which are sometimes not available when consumers need them. These inconsistencies have the potential to reduce the perception of product quality in the eyes of consumers, thereby affecting their purchasing interest. According to Tjiptono (2021), unstable product quality can have a direct impact on consumer satisfaction levels and reduce the desire to make repeat purchases.

The price factor also plays a very important role in the purchasing decision making process. Consumers who shop at traditional markets generally have a high level of sensitivity to price changes, especially for daily necessities such as kitchen spices. Based on the results of an initial survey of Toko Bumbu Romi customers, around 60% of respondents stated that the prices of spices sold in the shop were slightly higher than the prices offered by

other shops around the market. When the price set does not match the consumer's perceived value, purchasing interest tends to decrease. In marketing theory, it is explained that prices that are too high without being supported by strong product value can encourage consumers to switch to competitors who offer more competitive prices.

Promotional activities that are carried out optimally can increase the level of consumer awareness of a product and strengthen their purchasing intentions (Saragih, 2025). Based on the results of interviews with the owner of the Toko Bumbu Romi, it is known that the promotional activities carried out are still limited to placing banners and providing discounts at certain times. In fact, the use of more innovative promotional methods has the potential to expand market reach and improve the store's image in the eyes of consumers. Data shows that around 89% of Indonesian people search for product information via social media before making a purchase (We Are Social, 2025). The low level of digital-based promotional activity causes stores to lose opportunities to reach new consumers who are active on various online platforms.

These findings are in line with the results of research conducted by Hertina et al. (2023), which states that the combination of product, price and promotion strategies has a significant influence on consumer purchasing interest in the traditional retail sector. In this research, it is explained that promotions have the most dominant influence in attracting purchase intention, followed by product quality and price suitability. The results of other research conducted by Nurlita et al. (2024) also show that product innovation and flexible pricing strategies can increase customer loyalty. Therefore, a thorough evaluation of these three aspects is an important step that needs to be taken by Toko Bumbu Romi to maintain customer presence.

In the current development of the marketing world, the presence of social media provides enormous opportunities for traditional business actors to expand their market reach. However, the results of the interview show that Toko Bumbu Romi has not utilized digital platforms such as Instagram, Facebook or WhatsApp Business as a means of product promotion. In fact, Indonesian people are now increasingly using social media to obtain information about products before making a purchase (Haryanto, 2025). The delay in adapting to technological developments is one of the factors causing low purchasing interest from new consumers who are more active in the online environment.

Changes in consumer behavior also pose significant challenges for business actors operating in traditional markets. Today's consumers tend to be more selective and more active in comparing product prices and quality before making purchasing choices. As many as 72% of Indonesian consumers are known to compare prices and look for information about promotions before buying basic necessities (NielsenIQ, 2024). This condition shows that static marketing strategies are no longer enough to attract the attention of modern consumers. Therefore, business actors must be able to adapt their business strategies to the new needs and expectations of customers.

Toko Bumbu Romi, which has been in business for more than a decade, is facing these challenges by trying to maintain its competitive advantage. Based on the results of initial interviews with shop owners, it is known that the majority of sales still come from old customers who are familiar with the products being sold previously. Meanwhile, new consumers tend to be attracted to other stores that offer more attractive prices or carry out more active promotions. This condition shows that evaluation of product, price and promotional factors needs to be carried out again so that new consumers' purchase intention can be increased without ignoring the loyalty of old customers.

The results of field observations also found other problems related to product management in the shop. Several consumers said that the variety of products available was still limited and the stock renewal process was often slow. This situation causes certain types of packaged spices to often not be available for quite a long time. This condition strengthens the assumption that product management has quite a large influence on consumer purchasing decisions. In research conducted by Rosyadah & Aribowo (2024), it was explained that product diversity and stock availability are important factors in creating consumer purchase intention in the traditional retail sector. With good product management, the level of consumer satisfaction can increase so that the desire to make repeat purchases is also greater.

Palembang Central Market is known as one of the largest trading centers in Palembang City which is the location of economic activity for hundreds of traders every day. Based on data from the Palembang City Trade Office (2024), the number of traders operating in the market reaches more than 1,200 people with various types of trading commodities. Competition between traders, especially in the kitchen spice sales sector, is increasing due

to the large number of shops offering similar products. This condition requires business actors to continue to innovate in order to maintain consumer loyalty.

Toko Bumbu Romi is a traditional shop that has been operating for more than ten years in the Pasar 16 Ilir area of Palembang. This shop specifically provides various types of fresh and dry kitchen spices, such as spices, chilies, onions, and ready-to-use cooking ingredients aimed at household consumers and small traders. Based on the results of initial observations carried out in September 2025, it is known that the number of buyers at the Toko Bumbu Romi has decreased by around 15% compared to the previous year. Consumers interviewed stated that product availability, price levels and promotional activities were the main considerations in determining their purchasing decisions.

Several consumers stated that the quality of the products available in the shop was not always stable, the prices offered tended to be slightly higher, and the promotional activities carried out were still limited. This condition shows that there are problems in the marketing strategy implemented by the shop, which has an impact on decreasing consumer purchase intention.

Based on the various problem descriptions that have been explained previously, it can be concluded that the decline in consumer purchase intention at the Toko Bumbu Romi is influenced by several main factors. These factors include inconsistency in product quality, less competitive prices, and limited promotional activities carried out. These three factors are interrelated and together influence consumer purchasing decisions. Therefore, a comprehensive evaluation of product, price and promotion aspects needs to be carried out to increase store competitiveness amidst increasingly complex market competition. By managing the right marketing strategy, Toko Bumbu Romi has the opportunity to strengthen its position as one of the providers of quality kitchen spices in the Palembang Central Market. Based on this background, this research was then carried out with the title "The Influence of Products, Prices and Promotions on Consumer Buyer Interest at the Toko Bumbu Romi, Palembang Central Market."

Literature Review

The Influence of Products on Consumer Purchase Interest

Products have an important role in forming purchase intention because quality, variety and availability are consumers' main considerations before buying (Putra, 2024). Aisha's research (2021) shows that products that suit consumer needs can increase purchasing interest and loyalty. In addition, Malasari, Saroh, & Zunaida (2022) found that consistent product quality in MSMEs influences consumers' decisions to buy repeatedly. Thus, it is believed that providing appropriate, complete and quality products at the Toko Bumbu Romi can stimulate consumer purchase intention. Based on this study, the hypothesis proposed is

H₁: Products have a positive effect on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market.

The Influence of Price on Consumer Purchase Interest

Price is often the main factor that determines purchasing decisions, because consumers evaluate products based on the suitability of price to perceived value (Andriani & Sari, 2025). Bella et al. (2023) show that competitive prices in traditional markets increase purchasing interest, while Nugraha et al. (2021) found that prices that match consumer purchasing power encourage repeat purchases. Research by Malasari et al. (2022) also emphasize that reasonable prices support consumer perceptions of product quality. Therefore, the right pricing strategy at Toko Bumbu Romi is predicted to be able to increase consumer interest in buying. The hypothesis proposed is

H₂: Price has a positive effect on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market.

The Influence of Promotions on Consumer Purchase Interest

Promotion functions as a marketing communication tool that can attract consumers' attention, persuade and remind them of the product (Tjiptono, 2015). Ailmi's research (2022) shows that active promotion of MSME products significantly increases purchasing interest. Laoli et al. (2024) also emphasized that discounts, special offers and appropriate promotional strategies can encourage consumers to make purchases, especially in traditional markets. At Toko Bumbu Romi, the use of effective promotions is believed to influence consumer purchasing decisions, especially new buyers. Based on this framework, the hypothesis proposed is

H₃: Promotion has a positive effect on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market.

Simultaneous Influence of Products, Prices and Promotions on Consumer Purchase Interest

The three elements of the product marketing mix, price and promotion together are believed to form consumers' perception of value thereby influencing purchasing interest (Falah, Hariasih, & Sudarso, 2024). Research by Aisha (2021) and Hertina & Yutika (2023) shows that the combination of the three is able to make a significant contribution to purchasing decisions, because each element supports each other in forming perceptions of product quality and attractiveness. Malasari et al. (2022) and Putra (2024) also emphasize the importance of integrating product, price and promotion strategies in increasing purchase intention in traditional markets. Thus, it is believed that the synergy between quality products, competitive prices and active promotions can increase consumer purchase intention at Toko Bumbu Romi. The hypothesis proposed is

H₄: Product, price and promotion simultaneously have a positive and significant effect on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market.

METHODS

This research uses a quantitative approach in the field of marketing to analyze consumer behavior in making purchasing decisions at the Romi Bumbu Shop, Palembang Central Market, during October 2025 to January 2026. Data was collected from consumers through questionnaires, interviews, observation and documentation, with a sample of 385 respondents selected using purposive sampling based on certain criteria. The questionnaire uses a five-level Likert scale to assess product, price, promotion and purchase interest variables. The analysis was carried out through validity, reliability, normality, multicollinearity and heteroscedasticity tests, then continued with multiple linear regression, t test and F test, as well as the coefficient of determination (R^2) to evaluate the influence and contribution of the independent variables on consumer purchase intention.

RESULTS AND DISCUSSION

General description of the research object, namely the Toko Bumbu Romi, which is a traditional trading business located at the Palembang Central Market, South Sumatra. This market is known as a distribution center for food and kitchen necessities with a very large number of traders so the level of competition between sellers is quite high. Toko Bumbu Romi started operating in 2015 and provides various types of kitchen spices, both fresh and dry, such as spices, chilies, onions, as well as ready-to-use cooking spices aimed at household consumers and small traders. Based on the results of observations and interviews in this research, the number of buyers has decreased by around 15% compared to the previous year, which shows a change in consumer behavior. Several consumers said that product availability was inconsistent, prices were considered relatively higher compared to other stores, and less active promotional activities influenced their purchasing decisions. This research involved 385 respondents who were selected using a purposive sampling technique with certain criteria, namely consumers who had made purchases at least twice in the last three months and were aged 17–60 years.

Table 1. Validity Test Results

Variable	Statement	Pearson Correlation	r table
Product (X ₁)	x1_1	0.416	0.100
	x1_2	0.471	0.100
	x1_3	0.494	0.100
	x1_4	0.476	0.100
	x1_5	0.503	0.100
Price (X ₂)	x2_1	0.499	0.100
	x2_2	0.465	0.100
	x2_3	0.523	0.100
	x2_4	0.503	0.100
Promotion (X ₃)	x3_1	0.518	0.100
	x3_2	0.545	0.100
	x3_3	0.494	0.100
	x3_4	0.419	0.100

Purchase Interest (Y)	y_1	0.464	0.100
	y_2	0.492	0.100
	y_3	0.564	0.100
	y_4	0.508	0.100

Validity analysis shows that all statement items in the product, price, promotion and purchase interest variables have a correlation value that is higher than the r table value at a significance level of 0.05. This shows that each indicator is able to describe the construct being measured and has an adequate relationship with the total score of the variable.

Table 2. Reliability Test Results

No	Variable	Number of Items	Cronbach's Alpha
1	Product (X_1)	5	0.862
2	Price (X_2)	4	0.841
3	Promotion (X_3)	4	0.854
4	Purchase Interest (Y)	4	0.883

Reliability testing shows that all variables have Cronbach's Alpha values above the minimum limit, which indicates a good level of consistency. The product, price and promotion variables show quite strong uniformity of answers between indicators, while the purchase interest variable shows the highest level of consistency. These results indicate that the research instrument is able to provide stable and reliable measurement results when used to collect respondent data.

Table 3. Normality Test Results

Variable	Kolmogorov-Smirnov Sig.	Shapiro-Wilk Sig.
Purchase Interest	0.087	0.064
Product	0.093	0.071
Price	0.102	0.068
Promotion	0.085	0.059

Normality testing shows that all variables have significance values that are above the 0.05 limit for both the Kolmogorov-Smirnov and Shapiro-Wilk methods. This condition indicates that the data distribution is in a normal pattern and does not show extreme deviations. With this assumption fulfilled, research data can be used for advanced statistical analysis that requires a normal distribution in the regression model.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	1,24	0.31	—	3,99	0,00	—	—
Product (X_1)	0.28	0.06	0.31	4,68	0,00	0.842	1,18
Price (X_2)	0.21	0.05	0.24	3,69	0,00	0.815	1,22
Promotion (X_3)	0.19	0.06	0.20	3,14	0,00	0.833	1,20

The test results show that the tolerance value for all variables is above 0.10 and the Variance Inflation Factor value is far below the limit of 10. This condition indicates that there is not a very strong relationship between the independent variables.

Table 5. Multiple Linear Regression Results

Variable	B coefficient	Std. Error	Beta	t-statistic	Sig.
Constant	1,245	0.312	—	3,990	0,000
Product	0.286	0.061	0.312	4,689	0,000
Price	0.214	0.058	0.241	3,690	0,000
Promotion	0.198	0.063	0.203	3,143	0,002

Regression analysis shows that each independent variable has a positive relationship with consumer purchase intention. A positive coefficient value indicates that improving product quality, setting appropriate prices, and carrying out promotional activities have the potential to increase consumers' tendency to make purchases. These results also show that the regression model is able to describe the relationship between the independent variable and the dependent variable.

Table 6. Partial Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	4,131	0.394	—	10,483	0,000
Product	0.014	0.054	0.013	0.255	0.799
Price	0.013	0.053	0.013	0.242	0.809
Promotion	0.037	0.054	0.035	0.685	0.494

Partial testing shows that each independent variable does not have a significant influence on consumer purchase intention because the significance value of all variables is above the 0.05 confidence level. These results indicate that individually the product, price and promotion variables are not able to explain changes in consumer purchase intention at the Toko Bumbu Romi.

Table 7. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.074	3	0.025	0.220	0.882
Residual	42,904	381	0.113		
Total	42,979	384			

Simultaneous test results show that the significance value obtained is above the 0.05 limit so that together the product, price and promotion variables do not have a significant influence on consumer purchase intention. This shows that the combination of these three variables is not able to explain changes in consumer purchasing behavior in the research model used.

Table 8. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error
1	0.042	0.002	-0.006	0.33557

The coefficient of determination value shows that the ability of product, price and promotion variables to explain consumer purchase intention is very small. The R Square value of 0.002 indicates that only around 0.2% of the variation in purchasing interest can be explained by these three variables, while most of it is influenced by other factors outside the research model such as service, shopping convenience, consumer trust, and purchasing habits in traditional markets.

4.2. Discussion

The Influence of Products on Consumer Purchase Interest at the Toko Bumbu Romi, Palembang Central Market

The product is positioned as one of the main elements in the marketing mix which functions to fulfill consumer needs and desires through its various attributes. According to Kotler and Armstrong (2021), the product concept is not only understood as a physical form, but also includes quality, variety, availability, and the benefits felt by consumers after making a purchase. Theoretically, an increase in consumer purchase intention is expected to be driven by products that are able to provide added value and better satisfaction compared to other products on the market. However, the results of the partial test (t test) in this study show that the product variable does not have a significant influence on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market, as indicated by a significance value greater than 0.05. This condition indicates that consumers do not use product quality or characteristics as the main factor in determining purchasing interest. This phenomenon can be explained through the product homogeneity theory proposed by Porter (2008), where products with relatively uniform quality and characteristics among sellers will reduce the product's function as the main differentiator in purchasing decisions. This situation is relevant to the condition of the wholesale market which sells herbs and spices from almost the same supply sources so that consumers find it difficult to perceive real differences in quality. The findings of this research are also strengthened by the results of previous studies conducted by Hasanah (2021) and Aisha (2021), which show that in traditional markets the influence of products on purchasing interest tends to be weak when consumers consider product quality to be at an adequate level. Therefore, the results of this research show that product variables have not been able to significantly influence consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market.

The Influence of Price on Consumer Purchase Interest at the Toko Bumbu Romi, Palembang Central Market

Price is understood as an important element in the marketing mix which describes the exchange value between the benefits obtained by consumers and the costs that must be incurred to obtain a product. Kotler and Armstrong (2021) explain that price is often used by consumers as the main indicator in the purchasing decision making process, especially for daily necessities products that have a high level of competition. Theoretically, consumer purchase intention can be influenced by the right pricing strategy, but this influence is very dependent on consumer perceptions of price differences in the market. Based on the results of the partial test (t test), the price variable does not show a significant influence on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market because the significance value is greater than 0.05 and the calculated t value is smaller than the t table. This finding shows that existing price variations have not been able to encourage real changes in purchase intention. This phenomenon can be explained through the price acceptability theory put forward by Monroe (2012), which states that price will not influence purchasing decisions as long as it is within the range that consumers consider reasonable. In traditional markets, prices of kitchen spices usually follow the market price mechanism so that price differences between traders are relatively small and are not really noticed by consumers. Apart from that, Schiffman and Wisenblit (2019) in consumer behavior theory explain that in routine purchasing patterns or habitual buying behavior, consumers tend not to carry out in-depth price evaluations and rely more on experience and trust in the seller. This condition is in line with the behavior of Toko Bumbu Romi consumers who generally make repeat purchases based on habit. The results of this research are also supported by the findings of Hasanah (2021), Aisha (2021), and Putra (2024) who stated that in traditional markets prices do not have a significant influence on purchase intention when the price difference between traders is relatively small.

The Influence of Promotions on Consumer Purchase Interest at the Toko Bumbu Romi, Palembang Central Market

Promotion is defined as marketing communication activities carried out by sellers to convey product information while influencing consumers to make purchases. Kotler and Armstrong (2021) explain that promotions can be realized through various forms of communication such as discounts, banners and word-of-mouth which aim to increase consumer awareness and loyalty. In a traditional market environment, promotions are often carried out directly through verbal interaction, bargaining, or product package offers that provide an interactive shopping experience. This concept is in line with the AIDA (Attention–Interest–Desire–Action) theory put forward by Strong (1925, quoted by E. Jenkins 2022), which explains that promotions are able to stimulate attention and encourage consumer purchasing actions. However, the results of the partial test (t test) in this research show that promotions do not have a significant influence on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market because the calculated t value is smaller than the t table and the significance value is greater than 0.05. This condition shows that the promotional activities carried out have not been able to create a real purchasing stimulus for consumers. These findings can be explained through the promotion effectiveness theory put forward by Belch and Belch (2020), which states that promotion will only have an impact if it is carried out intensively, consistently and using the right media. In traditional markets, promotions are usually informal and limited to direct communication so the reach of their influence is relatively small. Apart from that, the habitual buying behavior theory explained by Solomon (2020) states that consumers who are used to shopping in a place tend to make purchases based on routines and personal relationships with sellers, not because of promotional stimuli. Pratama and Wulandari's research (2022) also shows that for consumers with routine purchasing patterns, promotions have a weak influence on purchase intention. The integrated marketing communication perspective explained by Kotler and Keller (2021) also emphasizes that promotions that are not integrated and only rely on verbal communication have limited influence. Research by Sari and Nugroho (2023) also found that promotions in the traditional trade sector often do not have a significant impact if they are not supported by clear communication planning and the use of media that is appropriate to modern consumer behavior.

Simultaneous Influence of Products, Prices and Promotions on Consumer Purchase Interest at the Toko Bumbu Romi, Palembang Central Market

Simultaneously, product, price and promotion are the main components in the marketing mix concept which theoretically interact with each other to influence consumer purchase intention. Kotler and Armstrong (2021) explain that the synergy between these three elements can create a shopping experience that can encourage consumers to make purchases. This concept is also strengthened by the marketing contingency theory put forward by McCarthy (1960), which emphasizes that the success of a marketing strategy depends on the integration of various marketing elements in adapting to dynamic market conditions. However, the results of simultaneous testing (F test) in this research show that product, price and promotion together do not have a significant influence on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market because the calculated F value is smaller than the F table with a significance value greater than 0.05. These findings indicate that the regression model used is not able to explain variations in consumer purchase intention adequately so that the simultaneous hypothesis cannot be accepted. This phenomenon can be explained through the contextual consumer behavior theory proposed by Solomon (2020), which states that in markets with strong social interaction, purchasing decisions are not only influenced by rational factors such as product, price and promotions, but also by social and emotional factors such as trust, loyalty and shopping habits. Granovetter (1985) through embeddedness theory also emphasized that economic activities are often embedded in social relationships so that formal marketing strategies have limited influence. The findings of this research are supported by research by Wibowo and Lestari (2022) and Sihombing and Napitupulu (2023) which show that in traditional markets relational factors and shopping habits are more dominant in influencing purchase intention compared to marketing mix variables. Apart from that, the concept of perceived value explained by Konuk (2021) and Sweeney and Soutar (2020) states that purchase intention arises when consumers feel that the benefits obtained are greater than the sacrifices incurred. In traditional markets, this value often arises from ease of access, transaction flexibility, and personal relationships with traders. Rahmawati and Prakoso's (2021) research also shows that values formed through social relationships have a significant influence on purchase intention, while formal marketing strategies do not always have a meaningful impact.

CONCLUSION

Based on the results of data analysis and discussion regarding the influence of products, prices and promotions on consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market, this research obtained several main conclusions. First, the product does not have a significant influence on consumer purchasing interest, indicated by a significance value of 0.799 which is greater than 0.05 so the first hypothesis is rejected. Second, price also does not have a significant influence, with a significance value of 0.809 so the second hypothesis is not proven. Third, promotion shows the same pattern, with a significance of 0.494 so that the third hypothesis is rejected. Furthermore, simultaneous testing of product, price and promotion variables also did not show a significant influence on purchase intention, because the significance value reached 0.882 which exceeded the limit of 0.05. Thus, both individually and together, these three variables have not been able to significantly explain changes in consumer purchase intention at the Toko Bumbu Romi, Palembang Central Market.

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