Impact of Interaction Between Marketing Mix Elements on Retail Product Purchase Choices

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A R T I C L E I N F O

ABSTRACT

This decline in consumers has resulted in a decline in sales levels in the retail industry in Indonesia, where the growth in retail product sales in 2024 is 4%. The problems that arise in several retailers in Indonesia are the very low quality of local products in retail, lack of product differentiation, so that consumers find it difficult to get unique product models that match their desires and expectations, product layout in several retailers tends to be untidy and haphazard, and product promotions delivered have not been able to increase high customer growth, so that there are still many customers who decide not to use and buy a number of products in certain retailers in Indonesia. This study's objective is to understand and look at the impact among the four 4P variables and blend of marketing interaction variables between item of product and price, as well as price and promotion, on Indonesian consumers' choices regarding retail merchandise. Multiple regression analysis is used in the quantitative descriptive method of the study. Based on the research results, partially only the variables of product, price, distribution, promotion and product x price interaction variables influence the decision to purchase a product, where the price x promotion interaction variable does not influence the decision to purchase a retail product through consumers. Simultaneously, the variables of product, price, distribution, promotion, product x price interaction variables and price x promotion variables influence the decision to purchase a product.

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1. INTRODUCTION

The retail industry is a form of industry that emphasizes the direct sale of products or services to final customers for their own usage, not for resale. In this industry, business actors act as intermediaries between producers and consumers, by providing products in small quantities according to the needs of individual buyers (Jebarajakirthy, Charles, 2021).

The evolution of Indonesia's retail sector is facing increasingly tight competition due to the growth of minimarkets, supermarkets, and e-commerce. In this context, retail companies are competing to create effective marketing strategies, especially through the use of marketing mixes

that include products, prices, places and promotions, where these marketing mixes influence and interact with each other (Brown, 2020).

Along with the growth of minimarkets that dominate almost the entire market in Medan City, a product innovation is needed in order to create a brand or label that is worthy of being traded or consumed by the public, because brands or labels that suit the needs of the public are always sought after and consumed by consumers for retail goods (Yiu, Chung Yim, 2024).

A good product that meets consumer expectations will make it easy for buyers to make a decision to consume the product, where consumers are sure they will use the product because the product has the quality and capacity that is expected to be beneficial for consumers (Boix-Cots, David, 2024).

In addition to the goods factor, there is also a price factor that makes consumers make mature and measured considerations is the process of making decisions to buy and use existing retail item of product, where prices that are appropriate and affordable for consumers are very much needed by the community for the lower middle class segment (Chan, Eugene Y. and Northey, 2021).

For the middle to upper class segment, price is not a problem, they do not even see the price factor as a basic problem in consumer decisions to buy retail products in supermarkets and existing retail markets, where they see distribution, product and promotion factors that can make them interested and tend to make decisions to buy certain retail products (Özden, Merve G., 2024).

Price and product cannot be used as determining factors for consumers to want products and decide to consume products available in retail outlets in Indonesia, where there are other factors in the marketing mix that influence decisions or interest in purchasing retail products, where retail distribution plays an significant part in the process increasing the trade volume of the retail industry (Malenkov, Yury, 2021).

The right distribution to consumers who are the target market for several retail products must be truly able to connect the products sold with consumers who are tailored to certain consumer segments, where each product certainly has different segments (Zhan, Yuanzhu, 2021).

Appropriate product distribution, as well as cleanliness and tidiness of the place for distributing retail products are quite an attraction for consumers, where consumers will always subscribe to certain retailers that guarantee the cleanliness and tidiness of goods and also good product layout will arouse the hearts of consumers and will decide to buy and consume products from that retailer (Zhan, Yuanzhu, 2021).

Attractive and innovative product promotions will also make consumers interested in buying products from certain retailers, where the promotions carried out must target the needs and benefits of existing products, both in terms of product models, as well as the features and uses of existing products, where consumers will see to what extent the existing promotions are in accordance with expectations and can arouse the hearts of consumers to decide to buy products from certain retailers (Jiang, Yangyang and Stylos, 2021).

Indonesia has 3,970,000 retail companies, where the number of retail consumers in Indonesia in 2024 is 193,000,000 people, lower than in 2023 which was 205,000,000 people, where consumers who consume retail goods are in the 15-64 age group (productive age population). This decline in consumers has resulted in a decline in sales levels in the retail industry in Indonesia, where the growth in retail product sales in 2024 is 4% smaller than the growth in retail product sales in 2023 of 4.2% (Albarsyah, 2024). The problems that arise in the sale of several retail products in Indonesia are the very low quality of local products in retail, lack of product differentiation, so that consumers find it difficult to get unique product models that match their desires and expectations, the layout of products in several retail outlets tends to be untidy and haphazard, and the product promotions delivered have not been able to increase high customer growth, so that there are still many customers who decide not to use and buy a number of products in existing retail outlets. In addition, the factors that make customers less interested and decide not to buy some products are because of the interaction between product and price, as well as price and promotion where sometimes the price of goods is expensive, but the quality of the goods is mediocre, and the lack of product education when the product is promoted to consumers, resulting in a decrease in consumer interest in buying retail products because the product quality does not match the price, and the failure to build loyal

customers which ultimately reduces retail sales in Indonesia by an average of 4% in 2024 (Albarsyah, 2024).

This research is very urgent to be conducted, where the average retail product sales in Indonesia decreased by 4% which caused retail entrepreneurs to have to implement an appropriate marketing mix implementation strategy to be able to increase existing sales. In addition, there are interactions that are not in accordance with the actual conditions in retail companies, where products of poor quality, even usually expensive, and consumer conditions that are not given education or enlightenment regarding product information, when the company carries out promotions also make retail conditions in Medan City tend to decrease their income, some even go bankrupt due to lack of interest in buying and many consumers decide to buy other products in digital-based retail, because of the suitability of products and prices, as well as product information education that suits customer needs.

This situation based the research from (Saputra, 2020) whose research explains that the 4P Mix has a big impact on retail fertilizer purchasing choice, with the product as the dominant factor that causes an increase in retail product sales in Indonesia.

This study is one of part a new research, where this research have novelty are focused on the existence of interaction variables between fellow marketing mixes in the market, where marketing mix interactions are carried out simultaneously. In addition, this research uses an interactive quantitative approach using multiple linear regression analysis, where not only are there 4P marketing mix variables as independent variables, but there are also interaction variables between products and prices, as well as price and promotion interactions that can affect the dependent variable, specifically judgments about decision of the purchasing. This research is different from other research (Elg, Ulf and Welinder, 2022) whose research describes the application of sustainability principles in retail marketing strategies from the corporate, product, and store sides, where the research is conducted using a literature-based review approach, and does not discuss in detail the influence of the marketing mix and the traction experienced by the marketing mix in the retail industry. This research takes a research study in 2024-2025, while previous research took its study in 2022-2023.

The problem's formulation that arises in this research is how the 4P variables and marketing mix interaction variables between product and price, as well as price and promotion partially and simultaneously influence consumer purchasing decisions for retail products in Medan City. The objectives obtained in This study's objective is to comprehend and look at how the 4Ps and marketing mix interaction variables affect price and product, as well as price and promotion, on consumer decisions of purchasing for item of retail products in Medan City.

To understand the explanation of the background, urgency of the research, the research can objectives and existing problem phenomena can be reviewed through a literature study that describes the theoretical explanation of literature studies related to the four 4P of marketing: place, pricing, promotion, and product, description of interaction variables between products and prices, as well as between prices and promotions and description of the theory of product purchasing decision variables by consumers. The description of the literature study can be known as follows:

One of the main components of the marketing mix, known as the "product" refers to the goods or services a business provides to customers to satisfy their needs or wants (Goić, Marcel, Levenier & and Montoya, 2021). The types of products in the retail industry include, Consumer products, for example, everyday necessities (convenience goods), such as soap, food, shopping goods, such as clothing, shoes and specialty goods, such as expensive electronics, branded bags, industrial products (usually not sold at retail) such as raw materials (Adamashvili, Nino, 2024).

The indicators of retail products are, features, such as technical specifications, design, size, function, quality, namely the level of product superiority compared to competitors, brand, namely the name and identity that differentiates it from other products, packaging, such as physical, visual, and protective containers for the product, labeling, namely information on the packaging (composition, how to use, etc), guarantees and warranties that increase consumer confidence in deciding to buy certain retail products and support Services, such as installation, delivery, after-sales service (Hossain, Md Afnan, Akter, Shahriar and Yanamandram, 2020).

The cost of a good or service, or the amount that buyers pay for the advantages of possessing or utilizing it, is referred to as the price (Nordfält, Jens and Ahlbom, 2024). Price is one of the main elements in the marketing mix which refers to the price that customers must pay in order to purchase a good or service. Price is the only element of the 4Ps that directly generates revenue, while the other elements are costs (Shukla, Paurav, Singh & and Wang, 2022).

The function of pricing strategy in marketing is as, determining market position, such as low price → mass market; high price → premium market, influences consumer perception, where expensive products can be considered high quality and competitive tools, where in the retail market, price wars are often used to attract consumers (Cerdan-Chiscano, Monica and Darcy, 2024).

The indicator of price are, price affordability, namely the extent to which customers can use to determine the pricing of a product according to their economic, price and quality match, namely whether consumers feel that the price paid is commensurate with the benefits or quality of the Product?, competitive pricing, namely a comparison of product prices with similar products from competitors, clarity of price information, namely how clear and easy it is for consumers to understand price information, price consistency, namely whether the product price tends to be stable and does not change suddenly?, price promotions, namely consumer perceptions of discount or promotional programs and benefit to cost ratio, namely the extent to which the price reflects the value or benefits that consumers obtain from the product (Rosengren, Sara, Campbell & and Rapp Farrell, 2024).

Distribution (Place) is one element in the marketing mix that relates to how companies deliver products to end consumers either directly or through intermediaries. The goal is to guarantee that goods are accessible in the appropriate location, at the appropriate time, and in the appropriate amount (Jiang, Yangyang and Stylos, 2021). The main components of product (place) distribution are, the existence of distribution channels, both directly to consumers and indirectly to consumers, the existence of distribution locations directly adjacent to consumer segments, the existence of effective logistics and supply chain management and the availability of products that meet consumer needs (Kim, Woo Bin, 2024).

Indicators of retail product distribution (place) are, product can availability, accesibility can easy, distribution reach that provides products in various, safe and comfortable distribution location, on time in product delivery, neat product display and product arrangement and selecting the right distribution channel or media (Lim, Xin Jean, 2021).

To remind, educate, and convince customers about a product or service and attract their interest in making a purchase, promotion is an important component of the marketing mix (Padual, Stephen Randell M., 2024). Promotion is the activities used by a company to communicate the benefits of its product and persuade target consumers to buy it. It includes a variety of marketing communication strategies (Dlamini, Siphiwe, Mvula & and Donga, 2024).

The types of retail product promotion channels are, advertising (Advertising) is done on TV, radio, mass media and print media, sales promotions are carried out by providing discounts, vouchers and cashback, personal selling is done through direct interaction between staff and customers, public relations conducted through publicity, sponsorship and CSR activities, direct marketing is done via email, SMS and product catalogues and digital marketing and social media through Instagram, TikTok, Facebook ads and influencers (Lu, Jacky, 2023).

Retail product promotion indicators are, there is clarity regarding product information, attraction in promotional activities, suitability of promotion to needs, frequency of doing promotions, promotional media that is carried out, ease of accessing promotions, effectiveness of promotion in increasing effectiveness (Gielens, Katrijn and Roggeveen, 2023).

The interaction between Product × Price in the marketing mix refers to how Customers' opinions of a product's qualities or features are influenced (or affected) by the price level set, and vice versa. This interaction is important because consumers do not just look at the product or price separately, but assess "value" as a combination of the two (Bijmolt, Tammo H.A., 2021).

An example of the interaction between product are, high quality product + High price, where consumers perceive the product as premium (positive if aligned), low quality product + High price, where consumers feel it is not worth buying (mismatch → negative), high quality products + Low prices, can be seen as a golden opportunity, but can also raise doubts about authenticity and low

quality products + Low prices, where the perception that arises from consumers is reasonable for price sensitive consumers, but does not build loyalty (Jiang, Yangyang and Stylos, 2021).

Indicators of product X price interaction, namely, match between product quality and price, price reflects product features and benefits, consumers feel the price is fair for the quality, product quality makes consumers willing to pay, price makes consumers doubt the quality of the product (negative), the combination of price and product increases the perception of value and similar products from competitors at different prices influence perceptions (Gielens, Katrijn and Roggeveen, 2023)

The interaction between Price × Promotion in the marketing mix refers to how a company's pricing strategy interacts with promotional activities, and how the combination of the two influences consumer value perceptions and purchasing decisions (Malenkov, Yury, 2021).

An example of Price × Promotion interaction is as follows, high Price + Promotion that Explains Value, where this condition can convince consumers that the product is worth paying for a high price, high Price + Ineffective Promotion, where consumers will avoid it because they feel the price is unreasonable, low Price + Additional Discount Promotion, where this situation is very attractive for price sensitive consumers → increases impulse purchases and low Price + Excessive Promotion, where this situation can lower brand image → consumers think low quality (Zhan, Yuanzhu, 2021).

The indicators for price and promotion interaction are, promotions make prices feel more affordable, price and promotion together provide added value, consumers are encouraged to buy when prices and promotions are balanced, discounts/promotions influence the perception of whether a price is fair or not, promotion failed to attract interest because the starting price was too high, the combination of competitive prices and attractive promotions increases purchasing, and promotion is only effective if it is supported by a price that matches the value of the product (Padual, Stephen Randell M., 2024).

The decision to purchase a product or service is the result of a series of behavioral and mental processes that the customer goes through. Since it shows the efficacy of each marketing component (product, price, promotion, place, etc.), this is the ultimate goal of the marketing mix strategy (Elg, Ulf and Welinder, 2022).

The stages of the consumer purchasing decision process are as follows, problem Recognition, where consumers become aware of an unmet, information search, is done by looking for solutions or products that can meet these needs, evaluation of Alternatives, is done by comparing the brands, prices, quality, and features of available products, purchase Decision, where consumers decide to buy a particular product and Post-Purchase Behavior, where consumers evaluate decisions: satisfied → loyal, dissatisfied → complain or switch brands (Jiang, Yangyang and Stylos, 2021).

The indicators for consumer decisions to buy certain products are, the need for a product, where consumers buy products that they really need, willingness to buy of iem the product, namely the existence of interest to customers who really wants and desires to buy a particular product, product confidence, namely consumer confidence in a particular product that provides benefits to him/her, ease of purchasing, namely the process of purchasing a product due to convenience, such as consumer knowledge about a particular product that meets customer expectations, the influence of other people, namely the process of purchasing a product due to recommendations from other people, loyalty or repeat purchases, namely the condition that makes consumers always buy and Post-purchase satisfaction, namely the condition felt after the consumer buys a product (Chan, Eugene Y. and Northey, 2021).

2.   RESEARCH METHOD

This study uses an interactive quantitative approach, where apart from assessing the direct correlation between variables, the interactive quantitative approach is a quantitative research paradigm that examines how independent variables interact with each other to determine how these interactions affect dependent variables (Özden, Merve G., 2024). The quantitative descriptive research methodology is employed, where The study's demographic consists of customers who purchase goods in several retail outlets in Indonesia totally 193.000.000 people, with the sampling

method used was the stratified random sampling method, where sampling is carried out randomly and adjusted to certain age strata, because this study's population is based on the productive age taken as a sample (Özden, Merve G., 2024). The quantity of samples can be calculated utilizing the Slovin formula, where the following computation outcomes are obtained:

n = N / (1 + Ne²) = 193.000.000 / (1 + 193.000.000 x 0.1²) = 99,99 = 100 retail consumers in Indonesia.

Observation, questionnaire distribution, and literature reviews were the methods used to obtain the data, while multiple linear regression analysis was utilized to analyze the data with interaction variables, where before conducting hypothesis testing and multivariate linear regression analysis, tests for multicollinearity, normalcy, and validity and reliability and heteroscedasticity tests were carried out.

3.   RESULTS AND DISCUSSIONS
Test of Reliability and Validity
Validity for Variable of Product

For product validity testing, results can be obtained according to the following table:

Table 1. Validity of Variable Product

Quest.X_1	Corrected Total Item Correlations	R tabel value	Status
Quest 1	0.540	0,202	Valid
Quest 2	0.416	0,202	Valid
Quest 3	0.560	0,202	Valid
Quest 4	0.618	0,202	Valid
Quest 5	0.497	0,202	Valid
Quest 6	0.647	0,202	Valid
Quest 7	0.624	0,202	Valid

Source: SPSS Analysis Data, 2025

According to the data analysis, the distribution of existing data from product variables tends to have good relevance and validity, where the Corrected Item Correlation value more that of the R table.

Validity For Price Variable

The price variable test for data validity appears in the table that follows:

Table 2. Validity For Price Variable

Quest.X_2	R Calculate	Value From R tabel	Status
Quest 1	0.531	0,202	Valid
Quest 2	0.541	0,202	Valid
Quest 3	0.607	0,202	Valid
Quest 4	0.494	0,202	Valid
Quest 5	0.700	0,202	Valid
Quest 6	0.627	0,202	Valid
Quest 7	0.569	0,202	Valid

Source: SPSS Analysis, 2025

The price variable test according to the table above shows that the entire data distribution has experienced significant truth or validity. This can demonstrated by the computed R value, which is more than the R table.

Validity Test to Place

Table 3. Validity Test for Place

Quest.X_3	R Value for Corrected Item Correlation	R tabel of value	Status
Quest 1	0,465	0,202	Valid
Quest 2	0,625	0,202	Valid
Quest 3	0,538	0,202	Valid
Quest 4	0,681	0,202	Valid
Quest 5	0,604	0,202	Valid
Quest 6	0,538	0,202	Valid
Quest 7	0,668	0,202	Valid

Source: SPSS Results, 2025

For the results of the valid test analysis of the distribution variable (place), the R (Corrected Item Correlation) value exceeds the value in the R table, which confirms that this distribution of the variable has valid data distribution.

Validity Test of Promotion
The valid test findings of the promotion variables appears in the table that follows:

Table 4. Valid Data Test of Promotion Variables

Quest.X_4	R Value for Corrected Item Correlation	R tabel of value	Status
Quest 1	0,548	0,202	Valid
Quest 2	0,576	0,202	Valid
Quest 3	0,753	0,202	Valid
Quest 4	0,467	0,202	Valid
Quest 5	0,801	0,202	Valid
Quest 6	0,516	0,202	Valid
Quest 7	0,626	0,202	Valid

Source: SPSS 22, 2025

The outcomes of the existing data analysis reveals if the revised item correlation's R value exceeds the values' R table, so the distribution value of the promotional variable data can be stated as relevant and valid.

Validity of Product X Price Interaction Variable

Table 5. Validity Data Test of Product X Price Interaction Variables

Quest.X_5	Value on R	R tabel	Status
Quest 1	0,417	0,202	Valid
Quest 2	0,561	0,202	Valid
Quest 3	0,503	0,202	Valid
Quest 4	0,686	0,202	Valid
Quest 5	0,460	0,202	Valid
Quest 6	0,674	0,202	Valid
Quest 7	0,655	0,202	Valid

Source: SPSS Output, 2025

According to table 5 above, it shows that the distribution of data on the interaction variable product x price has a value on R that is higher than the table's R value, indicating that the data distribution describes and has a legitimate value.

Validity Test of Price X Promotion Interaction

Table of 6. Validity Test of Price X Promotion Interaction

Quest.X_6	Count of R	Tabel of R	Status
Quest 1	0,657	0,202	Valid
Quest 2	0,638	0,202	Valid
Quest 3	0,596	0,202	Valid
Quest 4	0,661	0,202	Valid
Quest 5	0,803	0,202	Valid
Quest 6	0,774	0,202	Valid
Quest 7	0,797	0,202	Valid

Sumber: Output of SPSS 22, 2025

The table above formulates and examines the extent to which the data distribution is valid and appropriate, which can be proven by the computed R value exceeds the R table, which means that the data distribution of price x promotion interaction variables is validity.

Validity Test of Interaction Variables of Product Purchase Decisions

Table 7. Validity Test of Product Purchase Decision Variables

Quest.Y	Count of R	Tabel of R	Status
Quest 1	0,516	0,202	Valid
Quest 2	0,546	0,202	Valid
Quest 3	0,667	0,202	Valid
Quest 4	0,688	0,202	Valid
Quest 5	0,883	0,202	Valid
Quest 6	0,664	0,202	Valid
Quest 7	0,502	0,202	Valid

Source: SPSS Result, 2025

From the existing table, it is visible to the calculated R value for the product purchasing decision is larger than the R table, indicating that the distribution of data for the product purchasing decision variable is relevant or valid.

Reliability Test of Each Variable
For an overview of each variable's validity test, see the following table:

**Table For 8.** Reliability Results of Each Variable

Variabel	Cronbach Alpha	Items	Explain
Product (X_1)	0,793	7	Reliabel
Price (X_2)	0,698	7	Reliabel
Place (X_3)	0,652	7	Reliabel
Promotion (X_4)	0,733	7	Reliabel
Interaction Product X Price	0,684	7	Reliabel
Interaction Price X Promotion	0,897	7	Reliabel
Digital Campaign Success (Y)	0,800	7	Reliabel

According to the table above, the Cronbach alpha value is greater than 0.6, where all data distributions for each variable are suitable for use or reliable, and relevant for conducting multiple linear regression data analysis.

Classical Assumption Test
Normality Test
The test for normalcy was conducted with the use of a plot of normal probability diagram, where the data test's findings are displayed in Figure 1 below:
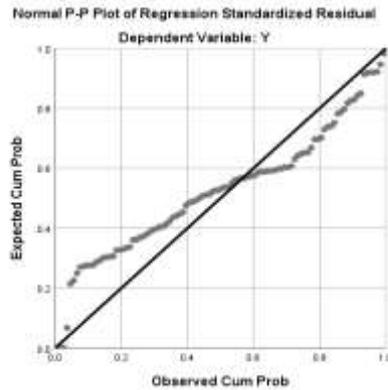
Figure 1. Normality Probability Plot
Source: For SPSS Data, 2025

According to the existing picture, it is visible that the distribution of data from various variables, including interaction variables, has fulfilled the assumptions of the normality test for all existing data.

Multicollinearity Test
The multicollinearity test can be ascertained by applying the tolerance value and variance inflation factor value, where the output of the outcomes are displayed in the table below:

Table 9. Multikolinearitas
Coefficients^a

| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.626	3.098		1.816	.073		
	Product (X1)	.031	.052	.032	6.584	.000	.852	1.051
	Price (X2)	.079	.052	.088	8.222	.002	.878	1.140
	Place (X3	.774	.052	.848	14.780	.000	.894	1.119
	Promotion (X4)	.077	.051	.008	4.141	.008	.859	1.165
	Product X Price (X5)	.043	.051	.047	7.836	.001	.814	1.094
	Price X Promotion(X6)	-.051	.050	.080	-1.422	.158	.827	1.079

a. Dependent Variable: Y

Source: Data Through SPSS Processing, 2025

From the results of the multicollinearity test in the table above, it can be seen that the variance inflation factor value has a value smaller than 10 and a value of tolerance more than 0.1, so that there will be no multicollinearity between one variable that influences each other in this research.

Heteroscedasticity Test

The results of the one might observe the heteroscedasticity test in the scatterplot diagram below:
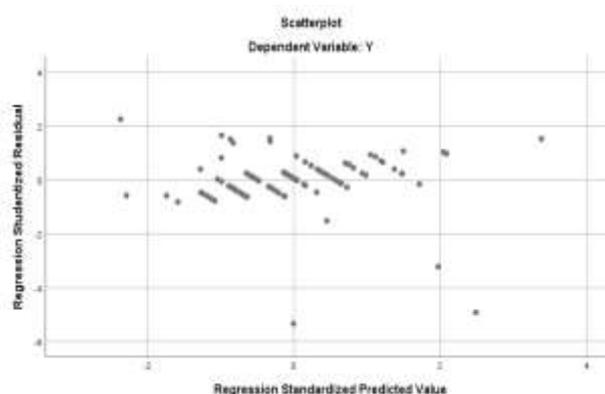
Figure 2. Test of Heteroscedasticity
Source: Processing Data of 2025

Based to the existing image, It is evident that the distribution of data is spread evenly throughout both vertically and horizontally, which indicates that all existing regression models from each variable influence in this study do not influence each other or there is no heteroscedasticity.

Test of Multiple Linear Regression

The test for multiple regression analysis is visible in the regression equation from the following output results:

Table 10. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.626	3.098		1.816	.073		
	Product (X1)	.031	.052	.032	6.584	.000	.852	1.051
	Price (X2)	.079	.052	.088	8.222	.002	.878	1.140
	Place (X3	.774	.052	.848	14.780	.000	.894	1.119
	Promotion (X4)	.077	.051	.008	4.141	.008	.859	1.165
	Product X Price (X5)	.043	.051	.047	7.836	.001	.814	1.094
	Price X Promotion(X6)	-.051	.050	-.080	-1.422	.158	.827	1.079

Source: Data Processing Results, 2025

From the output the following is the multiple linear regression equation as a result of the data processing mentioned above:

Y = 5,626 + 0,031X1 + 0,079X2 + 0,774X3 + 0,077X4 + 0,043X5 − 0,051X6

The results of this formula can be understood as:

1. The continuous amount listed in the table is 5.626, where this value means that all product, price, distribution, promotion and interaction variables between product and price, as well as price and promotion, if the value is zero, will increase the consumer's purchasing decision by 5.626 or 5.63%.
2. The value of 0.031 is the coefficient of the product variable which can be explained that the better the product produced, the more it will increase the consumer's product purchasing decision by 0.031 or 0.31%.

3. The existing output value is 0.079, where the coefficient value is this value of the price variable, where the more appropriate the price of the existing product is, the more the consumer's purchasing decision for the existing product will increase by 0.079 or 0.79%.
4. The better the product distribution, the more it will increase and improve consumer purchasing decisions by 0.774 or 7.74%, if the distribution coefficient value is 0.774.
5. If the coefficient value of X4 is 0.077, then if promotion is increased, it will make making it simpler for customers to choose to purchase the item by 0.077 or 0.77%.
6. The coefficient value of the product x price interaction variable is 0.043, where if the product and price interaction is appropriate, it will be able to increase consumer purchasing decisions for retail products by 0.043 or 0.43%.
7. The interaction between price and promotion is appropriate, so it will reduce consumer purchasing decisions for retail products in Indonesia by 0.051 or 0.51%, if the variable coefficient value is -0.051.

Test to Hypothesis Analysis
Test of t
From the t-test results, the subsequent table displays the data processing outcomes:

Table 11. t-Test
Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	5.626	3.098		1.816	.073		
	Product (X1)	.031	.052	.032	6.584	.000	.852	1.051
	Price (X2)	.079	.052	.088	8.222	.002	.878	1.140
	Place (X3	.774	.052	.848	14.780	.000	.894	1.119
	Promotion (X4)	.077	.051	.008	4.141	.008	.859	1.165
	Product X Price (X5)	.043	.051	.047	7.836	.001	.814	1.094
	Price X Promotion(X6)	-.051	.050	-.080	-1.422	.158	.827	1.079
a. Dependent Variable: Y								

Source: Data Processing, 2025

The description of the t-test results can be explained as follows:
1. There is a notable correlation between product variables and product purchasing decisions, where the determined t value of 6.584 is more than the value of the t table for 1.661 with a importance value of 0.000, which falls below the significance level of 0.05.
2. The price variable that has a significant impact on the variable of consumers' decisions to buy products. A situation can be seen from the data analysis which results through t count of 8.222 which is greater than t table 1.661 with a significance value of 0.002 which is smaller than the degree of significance of 0.05.
3. For the distribution variable (place), the output value through t count of 14.780 is higher than the value in the t table of 1.661, where the a value of 0.05 is more significant than a number of 0.000. This makes the distribution variable have a major impact on the consumer's purchasing decision.
4. The t-value of the promotion variable is 4.141, which surpasses the t-table of 1.661 with a significance level of 0.008, it falls below the 0.05 level of significance. This makes the promotion variable have an influence on consumers' decisions to acquire retail merchandise.

The description of the t-test for interaction variables is as follows:

1. The value of the data processing results for the t-test of the interaction variable product x price appears to have a significant influence on the the choice of the customer to buy retail products, where this is evident from the outcomes of the computed with t-test of 7.836, which is more compared to the t-table of 1.661 and the importance of 0.001 is less than 0.05, which is the degree of significance.
2. The t-test for the price x promotion interaction variable has no discernible impact on retail product purchasing choices in Indonesia, where the t-test worth of -1.422 is less extensive than the t-table of 1.661 and the significance value of 0.158 is greater than the significance degree value of 0.05.

F Test
To understand the F test value, you can see the following data processing output:

Table 12. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	354.175	6	59.029	41.132	.000[b]
	Residual	133.465	93	1.435		
	Total	487.640	99			

a. Dependent Variable: Y
b. Predictors: (Constant), 25, X2, X1, X5, X3, X4
Source: Data SPSS, 2025

From the importance of data processing. It is evident from the above table that The goods, price, advertising variables, as well as the interaction variables of product x price and price x promotion which have a major impact on the retail product purchasing decision variable in Indonesia by consumers, where this is visible from the calculated F value of 41.132 which is greater than the F table value of 2.20 and the importance of 0.000 which is less than the 0.05 level of significance.

Coefficient of Determination Test
For the analysis of the determinant coefficient, the output results can be seen in the following table:

Table 13. Test of Determination Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.852[a]	.726	.709	1.19796	.726	41.132	6	93	.000	2.026

a. Predictors: (Constant), 25, X2, X1, X5, X3, X4
b. Dependent Variable: Y
Source: SPSS, 2025

From the existing table, it may be said that the consumer purchasing decision variables can be explained by the product, price, distribution, product x price interaction, price x promotion interaction variables of 70.9%, where the remaining 29.1% is not discussed in the research.

4. DISCUSSION
The Influence of Products on Retail Product Purchasing Decisions in Indonesia
Products influence retail product purchasing decisions in Indonesia, where this situation can be seen in the results of the t-test of 6.584, the value exceeds the value of the t-table of 1.661 has a significance value of 0.000, which is smaller than the significance level of 0.05. According to research, this (Nordfält, Jens and Ahlbom, 2024) which states that good and quality products will tend to be preferred by consumers and will make consumers tend to decide to buy products from several retail companies.

Effect Prices on Retail Product Purchasing Decisions in Indonesia
Based on the results of the existing research, the price variable tends to have a significant effect on the choice to buy retail items in Indonesia, where this can be observed in the partial test results using the t test. This is proven according to the results of the study, the calculated t value of 8.222 is more than the significance level of 0.05, which is less compared to the t table of 1.661 with a significant value of 0.002. This is consistent with the study (Shukla, Paurav, Singh & and Wang, 2022) which explains that prices that are appropriate and in line with consumer needs will make consumers greatly increase their desire to buy existing products.

The Impact of Distribution on Retail Product Purchasing Decisions in Indonesia
According to the existing research results and from the the outcomes of data processing, it shows that the determined t-value for 14.780 is higher than the t-table value of 1.661, where the degree of the significance level is below 0.05, at 0.000. Which indicates that the distribution variable has a major impact on the choice to purchase retail products in Indonesia. This circumstance is consistent with the studies (Cerdan-Chiscano, Monica and Darcy, 2024) which states that good and even distribution of products, as well as a clean and close location to customers will make customers decide to always buy products at that location.

The Impact of Promotion on Retail Product Purchasing Decisions in Indonesia
The study presents the findings as promotional variables that significantly influence consumers' decisions to buy products. This is seen in the outcomes of information processing through the t-test, where the calculated t is 4.141, which is higher than the t table of 1.661 with a significance level of 0.008, which is less than the significance level of 0.05, where this circumstance is consistent with the study (Brown, 2020) which states that promotional activities for retail companies must be able to target customers who are interested and want to buy our products and who decide to always use our products.

The Impact of Product x Price on Retail Product Purchasing Decisions in Indonesia
The calculated t value states 7.836 which exceeds the t-table for 1.661 and the importance of 0.001 is less than 0.05, which is the degree of significance. This suggests that the variable of product x price greatly affects the decision to purchase retail products, where according to the research (Adamashvili, Nino, 2024) which explains that unreasonable products and prices will make it difficult for consumers to get the right product and according to their needs and make consumers reluctant to decide to buy the product.

The Effect of Price x Promotion on Retail Product Purchasing Decisions in Indonesia
The interaction variable of price x promotion according to the study does not possess a substantial impact on the choice to buy retail products according to the calculated the significance value of 0.158 is higher than the significance degree value of 0.05, and the t value of -1.422 is less than the t table of 1.661. This is in accordance with the study (Goić, Marcel, Levenier & and Montoya, 2021) which states that price and promotion do not guarantee that consumers will not consume our products, where consumers do not only look at good and useful prices and promotions, but also at product quality.

The Impact of Product, Price, Distribution, Promotion, Product x Price and Price x Promotion on Retail Product Purchasing Decisions in Indonesia
Concurrently, the product's variables, price, distribution, promotion, product x price interaction, and price x promotion have a major impact on product purchasing decisions, which can be seen from the results of the F test through the determination of the calculated F of 41.132, where this is higher than the significance value of 0.000, below the significance threshold of 0.05, and the F table value of 2.20.

5. CONCLUSION
According to the research results, then partially only the variables of the item, cost, delivery, advertising, and product x price interaction variables impact a buyer's choice to buy something, where the price x promotion interaction variable does not impact the choice to buy a retail product through consumers. Simultaneously, the variables of product, price, distribution, promotion, product

x price interaction variables and price x promotion variables impact a buyer's choice to buy something.

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