

Fan Economy and Purchasing Decisions: The Role of Product Diversity, Price Perception, and Promotion in the K-Pop Merchandise Market in Indonesia

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ABSTRACT

The development of the Korean Wave (Hallyu) in Indonesia has significantly driven the growth of the K-pop merchandise market. This study aims to analyze the influence of product diversity, price perception, and promotion on purchasing decisions for K-pop merchandise. A quantitative research method with a survey approach was employed, using questionnaires distributed via WhatsApp and Instagram social media platforms. The research sample consisted of 97 respondents selected through purposive sampling, with the criterion that participants had shopped at the Cherrys.lab store more than once. Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The results indicate that product diversity has a significant effect on purchasing decisions (T-statistic = 2.261; P-value = 0.024), price perception has a significant effect on purchasing decisions (T-statistic = 3.637; P-value = 0.000), and promotion has a significant effect on purchasing decisions (T-statistic = 10.710; P-value = 0.000). Promotion is the most dominant variable influencing purchasing decisions. The R-Square value of 0.942 indicates that 94.2% of the variance in purchasing decisions is jointly explained by the three variables. This study provides practical implications for K-pop merchandise store managers to optimize digital-based promotional strategies, expand product diversity, and establish competitive pricing in order to increase consumer purchasing decisions.

Keywords: Product Diversity, Price Perception, Promotion, Purchasing Decision, K-pop Merchandise, PLS-SEM

INTRODUCTION

The global proliferation of the Korean Wave (Hallyu) represents one of the most remarkable cultural export phenomena of the twenty-first century, having expanded from its origins in East Asia to encompass Southeast Asia, Europe, and beyond. In Indonesia, the Korean Wave has evolved from a niche cultural curiosity into a mainstream lifestyle phenomenon, fundamentally reshaping patterns of media consumption, fashion preferences, and, most consequentially for the purposes of this study, consumer purchasing behavior (Wibowo & Yulianti, 2021). Central to this behavioral transformation is the rapid growth of the K-pop merchandise market a multi-category retail segment encompassing official albums, lightsticks, photocards, posters, apparel, and an expanding array of idol-branded collectibles. The commercialization of fan identity through merchandise consumption has given rise to what scholars increasingly term the fan economy, a distinctive market ecosystem in which emotional attachment, community belonging, and identity expression operate as primary purchase motivations alongside conventional economic considerations (Budiarto & Susanto, 2020).

Despite the evident commercial significance of this market, the academic literature on the determinants of purchasing decisions within the Indonesian K-pop merchandise segment remains sparse. Existing studies have predominantly examined Korean Wave influence at the level of cultural diffusion and media consumption (Mardiana & Fitri, 2019), while the marketing dynamics governing merchandise purchasing decisions particularly at the retail store level have received comparatively limited scholarly attention. This represents a meaningful research gap, given that K-pop merchandise retailers in Indonesian distinct operational challenges, including fluctuating sales performance, inconsistent promotional strategies, and competitive pressure from both offline and online merchandise vendors.

From a marketing management perspective, consumer purchasing decisions are generally theorized as the outcome of a multi-factorial evaluative process in which individuals assess available products against a set of cognitive and affective criteria prior to committing to a transaction (Budiarto & Susanto, 2020). Among the

marketing mix variables most frequently identified as influential in prior retail research, product diversity, price perception, and promotion stand out as particularly salient determinants of purchase behavior. Product diversity defined as the breadth and depth of the product assortment offered to consumers at a given price point directly addresses the variety-seeking tendencies of consumers and reduces competitive switching (Pratama & Sari, 2019; Saputra & Ramadhani, 2021). Price perception, conceptualized as the consumer's cognitive assessment of whether a product's price is commensurate with its perceived value and benefits, constitutes a critical decision filter that either accelerates or inhibits purchase commitment (Indriani & Raharjo, 2019; Jannah & Saputra, 2020). Promotion, understood as the set of communication activities designed to inform, persuade, and remind consumers of available products and value propositions, operates as a powerful behavioral catalyst particularly within digitally connected fan communities where promotional content is organically amplified through peer sharing (Rahmawati & Santoso, 2020).

The empirical context of this study is the store a retail outlet offering K-pop merchandise through both offline and online channels. Operational data from the store reveal considerable month-to-month variability in sales performance attributable to multiple factors: limited promotional activity outside of specific events, insufficient product variety relative to competing vendors, and pricing structures perceived by consumers as inconsistent with product quality. These operational challenges provide a concrete and practically relevant empirical setting within which to examine the relative contributions of product diversity, price perception, and promotion to consumer purchasing decisions.

The present study therefore addresses the following research questions: (1) Does product diversity significantly influence purchasing decisions for K-pop merchandise? (2) Does price perception significantly influence purchasing decisions? (3) Does promotion significantly influence purchasing decisions? To address these questions, this study employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) method a variance-based analytical approach well-suited to predictive research designs involving multiple latent constructs and relatively modest sample sizes (Hair et al., 2019; Marlina, 2020). This methodological choice enables simultaneous examination of measurement model quality and structural relationships among variables, yielding robust and interpretable estimates of the hypothesized effects.

RESEARCH METHODS

This research uses quantitative research. Quantitative research is a research method based on positivist philosophy to examine several populations or samples, usually taken at random and using research instruments to collect data, followed by quantitative/statistical analysis to test predetermined hypotheses. The research that will be used in this research is quantitative research using survey methods. The survey method that will be used is a questionnaire (Nugraha & Wulandari, 2020).

Population is a general field that includes subjects with certain qualities and characteristics determined by researchers to study and draw conclusions. In this research, the population is the total number of people who have purchased K-pop merchandise at the Cherrys.lab store (El Safira et al., 2023; Gustiari, 2023; Ohimain Ozumba, 2023). Researchers chose several people from the population who had shopped at the cherrys.lab store more than once to be used as research samples (Handayani & Putra, 2020).

In this research, the population is the total number of people who have purchased K-pop merchandise at the Cherrys.lab store. Researchers chose several people from the population who had shopped at the cherrys.lab store more than once to be used as research samples (Gunawan & Lestari, 2021). This allows more in-depth information to be obtained about certain groups or populations, so that the results can be more representative and relevant to the analysis carried out. Thus, purposive sampling helps increase the accuracy and precision of research on the population studied (Cahyono & Putri, 2021).

The way to collect respondents is by distributing questionnaires via social media such as Whatsapp, Instagram using the gform link. Because this research uses SmartPLS software with a limited sample size, the researcher set a sample size of 97 respondents in this research (Siregar & Wardhani, 2022). A research variable is an object or characteristic or attribute and value of something that varies from one to another which is determined by the researcher with the aim of drawing conclusions (Ulfa, 2021). There are two types of research variables, namely independent variables and dependent variables. An independent variable is a condition or value that seems to influence a variable which is the cause of the change or appearance of the dependent variable. In this research there are several variables, including (Puspita Sari & Miranda, 2023; Rismawati & Gultom, 2023):

Product Diversity (X1)

According to (Hasanah & Anwar, 2022), product diversity is everything that is offered, handled, delivered, consumed to consumers at a certain price (Rozi & Khuzaini, 2021). The product diversity indicators in this research are as follows (Aditya & Pratiwi, 2022):

1. Product brand variations
2. Variations in product completeness
3. Variations in product size
4. Variations in product quality

Price Perception (X2)

Price perception is the possibility of consumers buying a product at a certain price based on the benefits the consumer needs. This is based on the higher the consumer's positive perception assessment, the higher the consumer's tendency to buy the product, and vice versa (Kusuma & Yuliana, 2021; Wibowo & Yulianti, 2021). The price perception indicators in this research are as follows:

1. Affordability
2. Price compliance with product quality
3. Price competitiveness
4. Price according to benefits

Promotion (X3)

Promotion is a mix that functions to attract or inform and persuade consumers about the products being marketed. In another sense, promotion is a form of communication delivered from the seller to the buyer with the aim of changing the buyer's behavior or attitude while keeping in mind the product being offered (Suryani & Hakim, 2021). Promotion indicators in this research are as follows (Firmansyah & Ali, 2019):

1. Promotion frequency
2. Quality of promotion
3. Promotion quantity
4. Promotion time
5. Accuracy and accuracy of promotion

Buying Decision (Y)

Purchasing decisions are a concept when consumers find out about problems in searching for information or a particular brand of a product and then carry out an evaluation to find out how well each alternative can solve the problem (Ekaputra & Hidayati, 2019; Setiawan & Kusuma, 2020). Apart from that, purchasing decisions are also a form of a person's psychological process in determining their decision to buy a product or brand with the aim of meeting their needs (Maulana & Fitriani, 2019). The purchasing decision indicators in this research are as follows (Sakinah et al., 2023):

1. Product selection
2. Brand selection
3. Selection of purchasing channels
4. Determine the return time
5. Purchase amount
6. Payment method

Structural Equation Modeling (SEM) Method

The structural equation modeling method or abbreviated as SEM is a data analysis method using multivariate techniques to help research test other variables. According to Byrne (2009), structural equation modeling is a method of statistical analysis to solve a problem or phenomenon that occurs. There are two types of methods for carrying out this analysis, namely path analysis and multiple regression (Darwin & Umam, 2020). There are two approaches to this method, including (Sari Lubis, 2023; Sihotang & Damiyati, 2023):

1. Covariance Based – Structural Equation Modeling (SEM)

CB-SEM is an SEM method approach that is used with the aim of testing a theory or data in detail and clearly. This method is commonly used in obtaining justification or testing complex circuits.

2. Partial Least Square - Structural Equation Modelling (SEM)

PLS-SEM is a method whose processing does not require assumptions from the data but is used on abnormal data based on an algorithm that has central fluid theory. This method requires relative sample sizes to calculate accurate and detailed estimates. The steps of the PLS-SEM method are as follows:

- Design an outer model by carrying out Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE) & Composite Reliability.
- Design an inner model consisting of R squared, goodness of fit model (Q squared) and Boots Rapping (significance test).

Hypothesis testing

PLS-SEM is a program that is capable of analyzing latent variables, indicator variables and measurement errors directly, so that PLS is accumulated as an alternative theory that is used if there are weaknesses or indicators that do not meet the reflective measurement model (Nazaina et al, 2023). PLS can be used as:

- Check the validity and reliability of the instrument (equivalent to CFA analysis)
- Testing the relationship between variables (equivalent to path analysis)
- Make predictions (equivalent to regression analysis)

The output resulting from this processing is in the form of information about the population and sample, data distribution and conceptual models including inner models and outer models.

Scale is a measurement that is used as a benchmark to determine the length of a short time interval between measuring instruments when the measuring instrument is used to measure. Provide quantitative data. The data measurement method used in this research is a Likert scale. The Likert scale is a scale used to measure the attitudes, opinions and perceptions of a person or group of people towards events or social phenomena.

Table 1. Likert Scale

Information	Score
Strongly Agree	5
Agree	4
Simply Agree	3
Don't Agree	2
Strongly Disagree	1

RESULTS

Respondent Description

In this research, 97 respondents took consumer respondents who had shopped for K-pop merchandise at Cherrys.lab more than twice. The following is a presentation of respondent data: Data on Characteristics of Research Respondents Based on Gender and Age

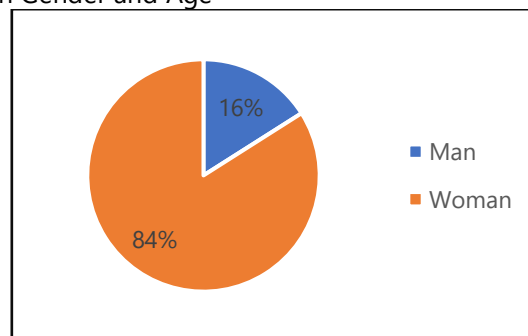


Figure 1. Characteristic Data By Gender

Based on the data above, it can be seen that there are more female respondents than male respondents. The number of female respondents was 84% and 16% male. Meanwhile, based on the age obtained, it is known that respondents aged 20-25 dominate as much as 77%, followed by those aged 15-20 with 16%, aged 25-30 with 4%, aged 30-35 with 2% and finally those aged 35- 40 as much as 1%.

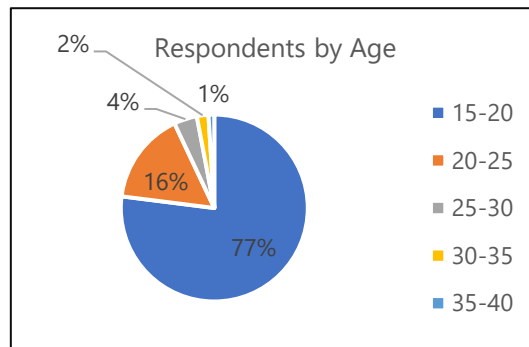


Figure 2. Characteristic Data By Age

Statistical Analysis of Data

The statistical method used to test the hypothesis in this research is Partial Least Squares (PLS) – Structural Equation Modeling (SEM). In the partial least squares method, two types of models are formed, namely measurement models (external models) and structural models (internal models). For each indicator, the measurement model describes the percentage of variance that can be explained by the latent variable.

Through the measurement model, we can see which criteria dominate in forming latent variables. With the measurement model, it will be known which index dominates in the formation of latent variables. After explaining the measurement model for each latent variable, we will then explain the structural model to test the influence of each exogenous latent variable on the endogenous latent variable.

External Model Analysis

There are three ways to carry out external model analysis, namely by conducting Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE) & Composite Reliability. The outer model results show the results of testing the reliability and validity of each variable.

Convergent Validity

Convergent validity is a measurement model that uses a reflection index based on the correlation of item and component scores. The convergent validity measurement scale of 0.7 is considered sufficient with the PLS analysis carried out to measure the validation of the loading factor value. The PLS analysis carried out begins by measuring the validity of the outer model. An insufficient indicator of 0.7 will be excluded from the model.

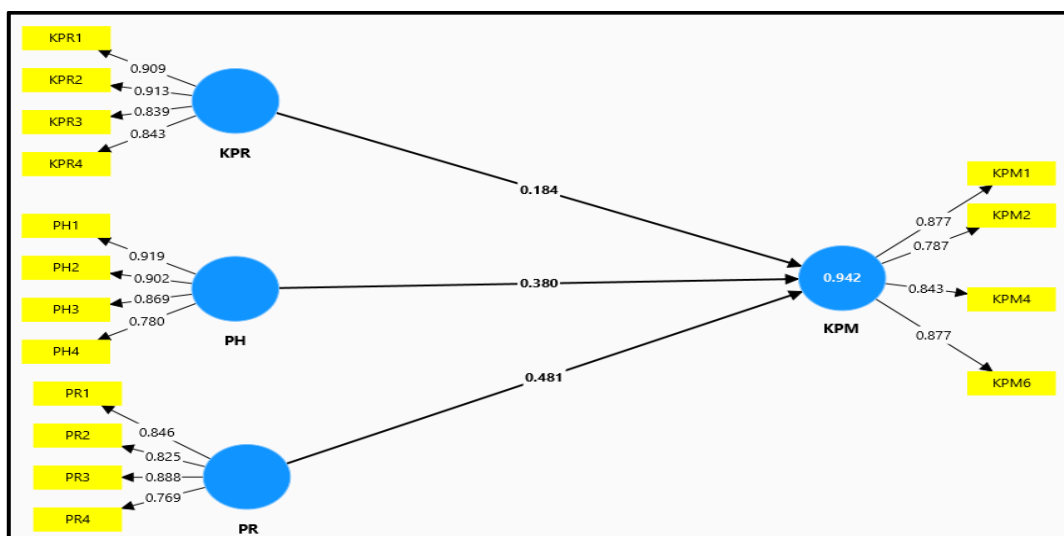


Figure 2. Outer Loading Value

PLS analysis was conducted from an external model that measures the validity of factor loadings. If the index for each variable is less than 0.7, the loading factor value will be removed from the model. The complete results of the convergence validity test are shown in the following figure:

Outer loadings - Matrix				
	KPm	KPr	PH	Pr
KPm1	0.877			
KPm2	0.787			
KPm4	0.843			
KPm6	0.877			
KPr1		0.909		
KPr2		0.913		
KPr33		0.839		
KPr4		0.843		
PH1			0.919	
PH2			0.902	
PH3			0.869	
PH4			0.780	
Pr1				0.846
Pr2				0.825
Pr3				0.888
Pr4				0.769

Figure 3. Processed SmartPLS Loading Factor Data

Discriminant Validity

In this section, the results of discriminant validity will be described. The testing carried out at this stage is through cross loading values, namely the indicator meets discriminant validity if the cross loading value of the indicator variable is greater than other variables. The discriminant validity test can be said to be valid if the AVE is at least 0.50 so that the discriminant validity is met.

Discriminant validity - Cross loadings				
	KPm	KPr	PH	Pr
KPm1	0.877	0.761	0.719	0.825
KPm2	0.787	0.627	0.627	0.888
KPm4	0.843	0.784	0.869	0.639
KPm6	0.877	0.863	0.844	0.693
KPr1	0.806	0.909	0.763	0.734
KPr2	0.785	0.913	0.902	0.598
KPr33	0.811	0.839	0.798	0.710
KPr4	0.743	0.843	0.778	0.591
PH1	0.794	0.850	0.919	0.595
PH2	0.785	0.913	0.902	0.598
PH3	0.843	0.784	0.869	0.639
PH4	0.714	0.657	0.780	0.736
Pr1	0.711	0.634	0.633	0.846
Pr2	0.877	0.761	0.719	0.825
Pr3	0.787	0.627	0.627	0.888
Pr4	0.559	0.423	0.410	0.769

Figure 4. Discriminant Validity Data

Average Variance Extracted (AVE) & Composite Reliability

Another way to measure discriminant validity is to look at the square root value of the average variance extracted (AVE) value. The recommended value is greater than 0.6 for a good model. The next test is the composite reliability of the indicator block that measures the construct. A construct is declared reliable if the composite reliability value is above 0.60.

Then it can also be seen by looking at the reliability of the construct or latent variable which is measured by looking at the Cronbach's alpha value >0.6 . The following explains the results of the construction of each variable, namely product diversity, price perception and promotion for each variable and index. The following table shows the loading values of the research variable structure produced by running the SmartPLS program:

Table 2. Construct Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Buying Decision (Y)	0,867	0,910	0,717
Product Diversity (X1)	0,899	0,930	0,769
Price Perception (X2)	0,891	0,925	0,759
Promotion (X3)	0,853	0,900	0,694

Based on table 2 above, it shows that the Cronbach's alpha for each variable shows a construct value of >0.60 , thus this result states that each research variable has met the Cronbach's alpha value requirements. So it can be concluded that all variables have a high level of reliability. It can be concluded that the indicators used in this research have high discriminant validity in compiling their respective variables.

Furthermore, the composite reliability of each variable shows a construct value of >0.60 , thus this result states that each research variable has met the composite reliability value requirements. So it can be concluded that all variables have a high level of reliability.

Then in the Average Variance Extracted (AVE), each variable, namely purchasing decisions, product diversity, price perception and promotion, has a construct of >0.50 , meaning that all constructs are reliable. Thus it can be said that each variable has a high average variance extracted.

R-Squad

Structural model testing is carried out by looking at the R-Square value which is a model goodness fit test. Inner model or structural model testing is carried out to see the relationship between variables, significance values and R-square of the research model.

Table 3. R-Squad Results

R-Square - Overview		
	R-Square	R-Square Adjusted
KPM	0,942	0,940

Based on the table above, it shows that the R-Square value of the purchasing decision variable is 0.942. This value explains that the percentage of product diversity, price perception and promotion is 94.2%, while 5.8% is explained by other variables not included in this research.

Boots Rapping

The next step is to evaluate the relationships between the latent structures envisioned in this research. The boots rapping method can be used to obtain significance values in significance tests which aim to determine the effect of the independent variable on the dependent variable. Hypothesis testing is carried out by checking the T-statistic value and paying attention to the P-value. Hypothesis testing can be accepted if the T-statistic value is greater than 1.96 and the P-value is smaller than 0.05.

Tabel 4. Significance Test Results

	Standard Deviation (STDEV)	T Statistics	P Values	Information
Product Diversity > Purchase Decision	0,082	2,261	0,024	Accepted
Price Perception > Purchase Decision	0,105	3,637	0,000	Accepted
Promotion > Purchase Decision	0,045	10,710	0,000	Accepted

From table 4 above, it can be seen that there are values for all dependent variables that have P-Values (<0.05) and T-Statistic values (>1.96) on the independent variables so it can be concluded that all dependent variables have a significant influence. has a positive effect on these variables. independent. The hypothesis formulation used in the significance test is H1 accepted and H0 rejected. Based on the t table obtained, which

is 1.98580, it can be said that the variables of product diversity, price perception and promotion have an influence on purchasing decisions for cherrys.lab stores.

1. The results of the significance test have a difference in value based on product diversity, price perception and promotion exceeding 5% or 0.5. hypothesis that the P value of the product diversity variable has a value of less than 0.024 and is below the research significance assumption value of 0.05, which means that the formulation of the hypothesis in the significance test is that Ha1 is accepted and H01 is rejected, so in this research it can be said that the Product Diversity variable has significant influence on the Purchasing Decision variable.
2. The relationship between the price perception variable and purchasing decisions has a value of 0.000 and is below the research significance assumption of 0.05. This means that the hypothesis formulation in the significance test is that Ha2 is accepted and H02 is rejected, so it can be said that the Price Perception variable has a significant effect on the Purchasing Decision variable.
3. The relationship between promotional variables and purchasing decisions has a value of 0.000 and is below the research significance assumption value of 0.05. This means that the hypothesis formulation in the significance test is that Ha3 is accepted and H03 is rejected, so it can be said that the promotion variable has a significant effect on the Purchasing Decision variable.

Hypothesis Test

Based on the calculation results from bootstrapping or path coefficients in the PLS-SEM test step, a statistical test or t test is then carried out where this test uses t significance. Hypothesis testing aims to compare the critical value (obtained from the t table) with the hypothesis formula H1 is accepted and H0 is rejected. The proposed hypothesis is formulated as follows:

- Ha1 = Significance of $t > t$ table, meaning that there is an influence of product diversity decisions on purchasing decisions for K-pop merchandise.
- Ha2 = Significance $t > t$ table, meaning that there is an influence of price perception on the decision to purchase K-pop merchandise products.
- Ha3 = Significance of $t > t$ table, meaning that there is an influence of promotion on the decision to purchase k-pop merchandise products.

Hypothesis testing has been carried out, in this research 3 hypotheses were developed from 3 variables. Where it states the significance of the t value is 1.98580, so a hypothesis is made including:

- Hypothesis 1 (The Influence of Product Diversity (KPR) on Purchasing Decisions (KPM)) is that product diversity influences Purchasing Decisions. The results of hypothesis testing show that the product diversity variable has a significance value of $t > t$ table of $2.261 > 1.98580$. The first hypothesis proposed is that there is an influence of product diversity on purchasing decisions. Therefore, it can be concluded that Ha1 is accepted and H01 is rejected.
- Hypothesis 2 (The Influence of Price Perception (PH) on Purchasing Decisions (KPM)), the results of hypothesis testing show that the price perception variable on Purchasing Decisions has a t table significance value of $3.367 > 1.98580$. The second hypothesis proposed is that there is an influence of price perception on purchasing decisions. Therefore, it can be concluded that Ha2 is accepted and H02 is rejected.
- Hypothesis 3 (Effect of promotion (PR) on Purchasing Decisions (KPM)), the results of hypothesis testing show that the promotion variable on Purchasing Decisions has a t table significance value of $10.710 > 1.98580$. The third hypothesis proposed is that there is an influence of promotion on purchasing decisions. Therefore, it can be concluded that Ha3 is accepted and H03 is rejected.

DISCUSSION

The Influence of Product Diversity on Purchasing Decisions

The statistical test results show that product diversity (X1) has a T-statistic value of 2.261, which is greater than the t-table value of 1.98580. In addition, the resulting P-Value is 0.024, which is below the research significance assumption of 0.05. This means that the hypothesis formulation Ha1 is accepted, indicating that product diversity has a significant influence on the decision to purchase K-pop merchandise at the Cherrys.lab store (Earnshaw, 2023).

This finding aligns with research conducted by (Firmansyah & Ali, 2019), which states that the more diverse the variations of brands and product sizes offered, the higher the consumer's interest in making a

purchase. Similar support is also found in the studies by (Rahmawati & Santoso, 2020) and (Wijaya & Gunawan, 2021), where the completeness of product categories acts as the main stimulus for consumers. Furthermore, (Siregar & Wardhani, 2022) and (Pratama & Sari, 2019) emphasize that good product diversification allows stores to reach a wider market segment and meet the individual preference expectations of buyers (Alif Ramadhan, 2023).

The Influence of Price Perception on Purchasing Decisions

The test for the price perception variable (X2) produced a T-statistic value of 3.637 (greater than 1.98580). The resulting P-Value is 0.000, which is below the 0.05 significance assumption. This result indicates that hypothesis Ha2 is accepted, meaning that price perception is proven to have a significant effect on purchasing decisions.

These results confirm the findings of (Setiawan & Kusuma, 2020), who proved that the suitability of price to product quality is a strong predictor in consumer transactions. (Wibowo & Yulianti, 2021) and (Hidayat & Wahyuni, 2019) also found that a competitive price perception psychologically encourages consumers to quickly make purchasing decisions. Specifically in the hobby goods and merchandise sector, Nugroho and (Nugroho & Susanti, 2022) along with (Kurniawan & Lestari, 2020) highlight that consumers will evaluate the emotional benefits obtained such as supporting an idol and match them with the price they have to pay.

The Influence of Promotion on Purchasing Decisions

The promotion variable (X3) is proven to have a highly significant influence, with a T-statistic value reaching 10.710 (far above the t-table value of 1.98580). The P-Value obtained is 0.000, which is below the research significance assumption of 0.05. With the acceptance of Ha3, it can be concluded that promotion has a significant effect on purchasing decisions at the Cherrys.lab store.

The promotion variable (X3) is proven to have a highly significant influence, with a T-statistic value reaching 10.710 (far above the t-table value of 1.98580). The P-Value obtained is 0.000, which is below the research significance assumption of 0.05. With the acceptance of Ha3, it can be concluded that promotion has a significant effect on purchasing decisions at the Cherrys.lab store.

The high impact of promotion in this research strongly resonates with the results of (Saputra & Ramadhani, 2021), who found that the quantity and quality of promotions directly correlate with a surge in sales volume. (Maulana & Fitriani, 2019) and (Handayani & Putra, 2020) underline the importance of promotional timing accuracy as a crucial determining factor for transaction conversion. This is also supported by the findings of (Aditya & Pratiwi, 2022) (Suryani & Hakim, 2021), who concluded that the frequency of promotions on social media is highly effective in persuading consumers, especially younger audiences, to purchase pop culture products.

CONCLUSION

Based on the results of data analysis and hypothesis testing using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method, this study proves that marketing mix factors play a fundamental role in determining consumer behavior in the K-pop merchandise sector. Partially, it can be concluded that product diversity has been proven to have a positive and significant influence on purchasing decisions at the Cherrys.lab store. This indicates that the more varied the products offered, the more consumer purchasing interest will increase. Furthermore, price perception also has a significant influence on purchasing decisions, which means consumers highly consider the suitability of price with the value and quality of the goods they receive. Among all the variables tested, promotion was found to be the factor that has the most dominant and significant influence on consumer purchasing decisions. Overall, the ability of these three variables to explain the variance in purchasing decisions is very strong, reaching 94.2%, while the remaining 5.8% is explained by other variables outside this empirical model.

The practical implications of this research emphasize the need for management to optimize its marketing strategy. The store is advised to continue expanding the variety of merchandise sold (such as albums, photocards, and official accessories) to maintain competitiveness. Furthermore, competitive pricing that is relevant to product quality must be maintained. Given that promotions are the variable with the greatest impact, special event-based promotional strategies, increased marketing frequency, and targeted discounts should be top priorities to prevent a decline in customer interest. This promotional approach should be focused on the most potential consumer demographic, namely women aged 20-25.

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