



BEYOND PRICE: FUNCTIONAL AND RELATIONAL DETERMINANTS OF PURCHASE DECISIONS IN MADURA CONVENIENCE STORES

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Abstract

Introduction: This study examines the influence of price, word of mouth, location, ease of transaction, and customer relationship on purchasing decisions at *Warung Madura* in Semarang City. Despite extensive research on consumer purchasing behavior in retail settings, limited evidence is available regarding the determinants of purchasing decisions in traditional community-based retail businesses, particularly *Warung Madura*, which has become increasingly prominent in urban areas.

Methods: A quantitative survey approach was employed using purposive sampling to collect data from 211 consumers who had made purchases at *Warung Madura* in Semarang City. Data were analyzed using multiple linear regression with SPSS version 27 after passing validity, reliability, and classical assumption tests.

Results: The findings indicate that price, word of mouth, location, ease of transaction, and customer relationship simultaneously have a significant effect on purchasing decisions. Partially, location, ease of transaction, and customer relationship positively influence purchasing decisions, whereas price and word of mouth do not show significant effects. The model explains 57.3% of the variance in purchasing decisions.

Discussion: The findings suggest that purchasing decisions in community-based retail businesses are driven primarily by functional and relational factors rather than economic considerations alone. This study extends the understanding of consumer behavior in traditional retail contexts and provides practical insights for business owners to strengthen customer relationships, improve service accessibility, and enhance transaction convenience to sustain competitive advantage.

Keywords: Purchasing Decision; Price; Word of Mouth; Location; Ease of Transaction; Customer Relationship.

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A. INTRODUCTION

The rapid transformation of the retail industry has intensified competition among businesses to attract and retain consumers. While large retail chains continue to expand through technological innovation and standardized services, community-based retail businesses remain an essential component of local economies by providing convenient access to daily necessities and maintaining close relationships with surrounding communities. Understanding the factors that drive consumers' purchasing decisions has therefore become increasingly important for ensuring the sustainability and competitiveness of both modern and traditional retail businesses.

Within the Indonesian retail landscape, *Warung Madura* has emerged as a distinctive community-based neighborhood retail format that has experienced remarkable expansion in many urban areas, including Semarang. Unlike conventional convenience stores, *Warung Madura* is characterized by extended operating hours—often operating 24 hours a day—strategic locations within residential neighborhoods, affordable product offerings, convenient transaction processes, and personalized interactions between store owners and customers. These distinctive characteristics have enabled *Warung Madura* to compete effectively with modern retail chains while strengthening customer loyalty through accessibility and social proximity. Consequently, identifying the factors that influence consumers' purchasing decisions in this retail setting is essential for developing effective business strategies and sustaining long-term competitiveness.

Previous studies have consistently recognized price, word of mouth, location, ease of transaction, and customer relationship as important determinants of purchasing decisions. Nevertheless, empirical evidence remains inconclusive. Price has been reported as a significant determinant of purchasing decisions in several studies (Bakhtiar et al., 2021; Kulsum & Sidiq, 2025), whereas other studies found no significant relationship (Sarjita, 2023; Zulaika, 2024). Similar inconsistencies are observed for word of mouth, location, ease of transaction, and customer relationship, with previous research reporting both significant and insignificant effects across different retail contexts. These mixed findings suggest that the influence of purchasing decision determinants is highly context-dependent and cannot be generalized across different retail formats.

Beyond these empirical inconsistencies, an important contextual research gap remains. Existing studies have primarily examined purchasing decisions in supermarkets, minimarkets, and general small retail businesses, whereas community-based neighborhood retailers such as *Warung Madura* have received limited scholarly attention. This limitation is important because *Warung Madura* possesses distinctive operational characteristics—including continuous operating hours, proximity to residential communities, relatively low pricing, transaction convenience, and close interpersonal relationships with customers—that may alter the relative importance of traditional purchasing decision determinants. Consequently, empirical evidence generated from modern retail environments may not adequately explain consumer behavior within this unique retail context.

Accordingly, this study investigates the effects of price, word of mouth, location, ease of transaction, and customer relationship on purchasing decisions at *Warung Madura* in Semarang. By examining these determinants simultaneously within a community-based retail setting, this study extends the consumer behavior literature

beyond conventional retail formats and provides empirical evidence from an underexplored context. Furthermore, the findings offer practical insights for *Warung Madura* owners in designing customer-oriented marketing strategies, strengthening competitive advantages, and enhancing long-term business sustainability in an increasingly competitive retail environment.

B. LITERATURE REVIEW

2.1 Purchasing Decision

Purchasing decision is a fundamental concept in consumer behavior that refers to the process through which consumers evaluate available alternatives and ultimately choose a product or service that best satisfies their needs and preferences. According to Kotler and Keller (2016), purchasing decisions are the outcome of a complex decision-making process involving problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase evaluation. Throughout this process, consumers consider not only the functional benefits of a product but also economic, psychological, and social factors that influence their final choice.

Consumer purchasing decisions are shaped by the interaction of internal and external factors. Internal factors include motivation, perception, attitudes, prior experience, and personal preferences, whereas external factors encompass price, social influence, cultural values, marketing activities, and environmental conditions (Sari et al., 2023). These factors collectively determine consumers' perceptions of value and influence their willingness to complete a purchase. Consequently, purchasing decisions are not solely determined by product characteristics but also by consumers' evaluations of the overall purchasing experience.

Within the retail sector, purchasing decisions are increasingly influenced by service convenience, accessibility, transaction efficiency, and the quality of relationships established between retailers and consumers. This tendency is particularly evident in community-based retail businesses, where consumers frequently prioritize convenience, familiarity, and trust in addition to economic considerations. In the context of *Warung Madura*, purchasing decisions may therefore reflect a combination of functional value, relational value, and shopping convenience, rather than relying exclusively on price competitiveness. This distinctive retail environment provides an appropriate setting for examining the relative influence of price, word of mouth, location, ease of transaction, and customer relationship on consumers' purchasing decisions.

Consistent with Kotler and Keller (2016), purchasing decisions in this study are measured using six indicators: product selection, brand selection, store selection, purchase timing, purchase quantity, and payment method. These indicators comprehensively represent consumers' decision-making behavior throughout the purchasing process and provide an appropriate basis for evaluating the influence of the proposed independent variables.

2.2 Price and Purchasing Decision

Price is one of the most fundamental elements of the marketing mix because it represents the monetary sacrifice consumers must make to obtain a product or service. Beyond its economic function, price serves as an important signal of product value and quality, influencing consumers' perceptions before making a purchasing decision. According to Kotler and Keller (2016), consumers evaluate price by comparing the

expected benefits of a product with the costs incurred. When consumers perceive that the benefits outweigh the financial sacrifice, they are more likely to make a purchase. Consequently, price plays a dual role as both an economic consideration and a psychological cue that shapes consumers' value perceptions.

From the perspective of consumer behavior, purchasing decisions are strongly influenced by perceived value rather than by price alone. Consumers do not necessarily seek the lowest price; instead, they evaluate whether the price is reasonable relative to the quality, convenience, and overall shopping experience offered by the retailer. A fair and competitive price can reduce consumers' perceived purchase risk, increase perceived value, and ultimately encourage purchasing decisions. Conversely, prices that are perceived as unfair or inconsistent with the expected benefits may discourage consumers from completing a purchase.

Previous empirical studies generally support the positive relationship between price and purchasing decisions. Bakhtiar et al. (2022) and Kulsum and Sidiq (2025) reported that competitive pricing significantly encourages consumers to purchase products by increasing perceived value. However, other studies have reported insignificant effects of price on purchasing decisions (Sarjita, 2023; Zulaika, 2024). These inconsistent findings suggest that the influence of price is contingent upon the characteristics of the retail environment and consumers' purchasing priorities. In some retail contexts, consumers may prioritize convenience, accessibility, or service quality over price considerations.

This argument is particularly relevant to *Warung Madura*, where affordable prices are only one of several factors attracting consumers. Unlike modern retail chains that often compete primarily through pricing strategies, *Warung Madura* offers additional advantages, including extended operating hours, convenient neighborhood locations, flexible purchasing options, and personalized interactions between store owners and customers. These characteristics may reduce consumers' sensitivity to price because purchasing decisions are simultaneously influenced by relational and convenience-related factors. Nevertheless, competitive pricing remains an important marketing instrument that contributes to consumers' overall value perceptions and purchasing decisions.

Consistent with Wijaya (2022), price in this study is measured using four indicators: affordability, price appropriateness, price competitiveness, and price suitability with perceived product benefits. These indicators capture consumers' evaluations of price from both economic and value-oriented perspectives.

H₁: Price positively influences purchasing decisions.

2.3 Word of Mouth and Purchasing Decision

Word of mouth (WOM) refers to the informal exchange of information, opinions, and experiences among consumers regarding products, services, or brands. Unlike company-generated promotional messages, WOM originates from consumers' direct experiences and is therefore generally perceived as more credible, trustworthy, and persuasive. According to Kotler and Keller (2016), WOM is one of the most influential forms of marketing communication because consumers tend to place greater confidence in recommendations from family members, friends, colleagues, or other consumers than in commercial advertising. Consequently, positive WOM can substantially influence consumers' perceptions and reduce uncertainty during the purchasing decision-making process.

From a consumer behavior perspective, WOM serves as an important source of external information that assists consumers in evaluating product quality, perceived value, and purchase risk before making a purchasing decision. Favorable recommendations enhance consumers' confidence and strengthen purchase intentions, whereas negative WOM may discourage consumers from purchasing a product or service. Therefore, WOM contributes not only to information dissemination but also to the development of trust and perceived credibility, both of which are essential determinants of consumer purchasing behavior.

Previous empirical studies generally indicate that WOM positively influences purchasing decisions because consumers are more likely to trust information obtained from other consumers than from organizational marketing communications. Bakhtiar et al. (2021) and Bakhtiar and Yudha Arda Nugraha (2023) reported that positive WOM significantly encourages consumers to make purchasing decisions by enhancing product credibility and reducing perceived uncertainty. Nevertheless, other studies have reported insignificant relationships between WOM and purchasing decisions (Farichatul Millah, 2024; Larasati et al., 2022). These inconsistent findings suggest that the effectiveness of WOM depends on the characteristics of consumers, the type of product, and the retail environment in which purchasing decisions are made.

Within the context of *Warung Madura*, WOM is expected to play an important role because these neighborhood retail businesses operate in communities where interpersonal communication and social interactions are relatively intensive. Consumers frequently exchange recommendations regarding product availability, service quality, store accessibility, and shopping experiences with family members, neighbors, and friends. Such interactions can strengthen consumers' trust and encourage purchasing decisions. However, given the convenience and accessibility offered by *Warung Madura*, consumers may also make spontaneous purchases without relying heavily on recommendations from others. Consequently, examining the influence of WOM in this context provides valuable insight into whether interpersonal communication remains an important determinant of purchasing decisions in community-based retail businesses.

Consistent with Yasa et al. (2023), word of mouth in this study is measured using four indicators: message content, recommendations, consumer ratings, and communication intensity (volume). These indicators capture the extent to which consumers receive, evaluate, and disseminate information that may influence their purchasing decisions.

H₂: Word of mouth positively influences purchasing decisions

2.4 Location and Purchasing Decision

Location is a strategic component of the marketing mix that determines the ease with which consumers can access a retail business. Beyond its geographical function, location influences consumers' perceptions of convenience, time efficiency, and overall shopping experience. According to Kotler (2012), an effective business location facilitates customer access while enhancing visibility and operational efficiency, thereby increasing the likelihood of attracting potential consumers. In retail businesses, location not only affects customer traffic but also shapes consumers' purchasing decisions by reducing the time, effort, and transportation costs associated with shopping.

From the perspective of consumer behavior, a strategically located retail store enhances perceived shopping convenience and accessibility, both of which are important determinants of purchasing decisions. Consumers generally prefer stores that

are easily accessible, visible, and situated near their homes, workplaces, or daily activity centers. Convenient locations reduce the non-monetary costs of shopping, such as travel time and physical effort, thereby increasing consumers' willingness to make purchases. Consequently, location contributes not only to customer acquisition but also to repeat purchasing behavior by improving consumers' overall shopping experience.

Previous empirical studies generally support the positive relationship between location and purchasing decisions. Tri Mulya Hanipah (2025), Haryani (2024), and Purnomo (2025) reported that strategic business locations significantly encourage purchasing decisions because consumers value accessibility and convenience when selecting retail stores. However, other studies found that location does not significantly influence purchasing decisions (Barkah et al., 2024; Nurdin, 2020). These inconsistent findings indicate that the influence of location may vary depending on retail characteristics, consumer lifestyles, and the availability of alternative shopping channels. As consumers increasingly value convenience and service quality, the relative importance of physical location may differ across business contexts.

This argument is particularly relevant to *Warung Madura*, whose competitive advantage largely stems from its strategic presence within residential neighborhoods. Unlike large supermarkets or shopping centers that often require consumers to travel longer distances, *Warung Madura* is intentionally located close to local communities, enabling consumers to obtain daily necessities quickly and conveniently. The combination of neighborhood accessibility, extended operating hours, and immediate product availability allows consumers to minimize both travel time and purchasing effort. Therefore, location is expected to remain an important determinant of purchasing decisions in the context of community-based retail businesses such as *Warung Madura*.

Consistent with Tri Mulya Hanipah (2025), location in this study is measured using four indicators: accessibility, visibility, parking availability, and the surrounding business environment. These indicators comprehensively represent consumers' perceptions of location convenience and accessibility, which are expected to influence their purchasing decisions.

H₃: Location positively influences purchasing decisions

2.5 Ease of Transaction and Purchasing Decision

Ease of transaction refers to consumers' perceptions of the simplicity, efficiency, and convenience of completing purchasing activities. As retail businesses continue to adopt digital payment systems and customer-oriented services, transaction convenience has become an increasingly important determinant of consumer purchasing behavior. According to Kotler and Keller (2016), consumers prefer purchasing processes that minimize effort, reduce waiting time, and provide secure and flexible payment options. A transaction process that is perceived as simple and reliable enhances the overall shopping experience, increases customer satisfaction, and encourages consumers to complete their purchases.

From the perspective of consumer behavior, ease of transaction reduces both cognitive and operational barriers during the purchasing process. Consumers are more likely to make purchasing decisions when payment procedures are straightforward, payment methods are diverse, transaction security is assured, and product information is clearly presented. Conversely, complicated payment procedures, limited payment options, or concerns regarding transaction security may discourage consumers from completing a purchase. Therefore, ease of transaction contributes not only to operational

efficiency but also to consumers' confidence and perceived convenience throughout the purchasing process.

Previous empirical studies generally demonstrate that ease of transaction positively influences purchasing decisions. Hidayanti (2022), Nesti and Syofian (2025), and Agustina et al. (2025) found that convenient transaction processes significantly increase consumers' willingness to purchase by improving shopping efficiency and reducing transaction-related difficulties. However, Ferdian et al. (2021) reported that ease of transaction does not significantly influence purchasing decisions. These inconsistent findings suggest that the importance of transaction convenience depends on consumers' shopping habits, technological readiness, and the characteristics of the retail environment.

Within the context of *Warung Madura*, ease of transaction has become increasingly relevant as many stores have adopted multiple payment methods, including cash, mobile banking, QRIS, and electronic wallets. Combined with extended operating hours and neighborhood accessibility, these flexible transaction facilities enhance consumers' shopping convenience and reduce barriers to purchase. As consumers increasingly expect fast, secure, and flexible payment services, transaction convenience is likely to strengthen purchasing decisions and improve customer satisfaction in community-based retail businesses.

Consistent with Kotler and Keller (2016), ease of transaction in this study is measured using five indicators: platform accessibility, payment method diversity, transaction speed, transaction security, and clarity of product information. Together, these indicators represent consumers' perceptions of transaction convenience throughout the purchasing process.

H4: Ease of transaction positively influences purchasing decisions

2.6 Customer Relationship and Purchasing Decision

Customer relationship refers to a firm's strategic efforts to establish, maintain, and strengthen long-term relationships with customers through consistent, personalized, and value-creating interactions. Relationship marketing theory emphasizes that sustainable business success depends not only on acquiring new customers but also on developing enduring relationships that foster trust, commitment, satisfaction, and loyalty. According to Kotler and Keller (2016), strong customer relationships create mutual value by enhancing customer confidence, encouraging repeat purchases, and increasing consumers' willingness to maintain long-term interactions with a business. Consequently, customer relationship has become an essential strategic asset for improving business competitiveness and influencing consumer purchasing decisions.

From the perspective of consumer behavior, purchasing decisions are influenced not only by economic considerations but also by consumers' emotional and relational experiences with a business. Positive interactions between retailers and customers strengthen trust, reduce perceived purchase risk, and enhance consumers' confidence in the products and services offered. Consumers who perceive that a retailer understands their needs, communicates effectively, and responds appropriately to their concerns are more likely to develop favorable attitudes toward the business, which subsequently increase their likelihood of making purchasing decisions. Therefore, customer relationship functions as both a relational and psychological mechanism that encourages consumers to purchase and maintain long-term engagement with a retailer.

Previous empirical studies generally demonstrate that customer relationship positively influences purchasing decisions. Onassis and Utama (2024) as well as Welsa et al. (2024) reported that businesses capable of maintaining effective relationships with customers achieve higher levels of consumer trust, satisfaction, and purchasing decisions. Nevertheless, Reni Anastasia et al. (2023) found that customer relationship does not significantly influence purchasing decisions, suggesting that the effectiveness of relationship-building strategies may vary depending on consumer characteristics, business types, and market conditions. These inconsistent findings indicate that the role of customer relationship should be examined within specific business contexts to better understand its influence on consumer purchasing behavior.

The importance of customer relationship is particularly evident in the context of *Warung Madura*, where interactions between store owners and customers are generally more personal than those found in modern retail chains. Frequent face-to-face communication, familiarity with regular customers, flexible services, and a strong sense of neighborhood trust create meaningful social relationships that extend beyond economic transactions. These interpersonal relationships may encourage consumers to revisit the store, recommend it to others, and continue purchasing despite the availability of alternative retail options. Accordingly, customer relationship is expected to play a significant role in shaping purchasing decisions within community-based retail businesses such as *Warung Madura*.

Consistent with Nurbakti et al. (2020), customer relationship in this study is measured using four indicators: trust, commitment, communication, and complaint handling. These indicators comprehensively represent the quality of the relationship established between retailers and consumers and provide an appropriate basis for examining its influence on purchasing decisions.

H₅: Customer relationship positively influences purchasing decisions

C. RESEARCH METHOD

This study employed a quantitative research design to examine the effects of price, word of mouth, location, ease of transaction, and customer relationship on consumers' purchasing decisions at *Warung Madura* in Semarang City. A survey method was adopted to collect primary data from consumers, while hypothesis testing was conducted using IBM SPSS Statistics version 27. Multiple linear regression analysis was employed as the primary analytical technique to evaluate the influence of the independent variables on the dependent variable. In addition, an analysis of variance (ANOVA) was performed through the F-test to assess the simultaneous effect of all independent variables on purchasing decisions.

The population of this study comprised all consumers who had made purchases at *Warung Madura* in Semarang City. The sample consisted of consumers who had purchased products at least once during the previous week. Respondents were selected using a purposive sampling technique based on predetermined selection criteria. The minimum sample size was determined following the recommendation of Hair et al. (2019), which suggests that multivariate analyses require a sample size ranging from five to ten times the total number of measurement indicators. Since this study employed 21 indicators to measure six research variables—price, word of mouth, location, ease of transaction, customer relationship, and purchasing decisions—the minimum required sample size was calculated as 210 respondents (21×10). Accordingly, data were

successfully collected from 211 eligible respondents, satisfying the recommended sample size requirement.

Primary data were collected using a structured questionnaire distributed directly to respondents. All measurement items were assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to capture respondents' perceptions of each research variable. The questionnaire items were developed based on established measurement indicators adopted from previous studies to ensure the appropriateness of the constructs being measured.

Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests to ensure the adequacy of the measurement model. Subsequently, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to verify that the data satisfied the assumptions required for multiple linear regression analysis. Once these assumptions were confirmed, multiple linear regression analysis was performed to examine the influence of price, word of mouth, location, ease of transaction, and customer relationship on purchasing decisions. Individual hypotheses were evaluated using the t-test, whereas the F-test was applied to examine the simultaneous effects of all independent variables. Finally, the coefficient of determination (R^2) was calculated to assess the proportion of variance in purchasing decisions explained by the proposed research model.

D. RESULTS AND DISCUSSION

4.1 Measurement Model Assessment

Validity Test

Construct validity was evaluated using the corrected item–total correlation approach. All measurement items produced correlation coefficients exceeding the minimum critical value of 0.135 ($df = 209$, $\alpha = 0.05$), indicating that every questionnaire item adequately represented its intended construct. Therefore, all indicators were retained for subsequent analyses.

Tabel 1. Reliability Test Results

Variable	Cronbach's Alpha	Interpretation
Price	0.890	Reliable
Word of Mouth	0.889	Reliable
Location	0.812	Reliable
Ease of Transaction	0.877	Reliable
Customer Relationship	0.847	Reliable
Purchasing Decision	0.819	Reliable

Source: Processed primary data, 2026.

Reliability Test

Internal consistency was assessed using Cronbach's alpha coefficients. As shown in Table 1, all constructs achieved reliability coefficients above the recommended threshold of **0.70**, demonstrating satisfactory internal consistency. These findings confirm that the measurement instrument was reliable and suitable for further statistical analysis.

4.2 Classical Assumption Tests

Tabel 2. Summary of Classical Assumption Tests

Test	Result	Conclusion
Normality	Kolmogorov–Smirnov Asymp. Sig. = 0.008; residuals follow the diagonal line in the P–P Plot	Assumption considered acceptable
Multicollinearity	Tolerance = 0.361–0.691; VIF = 1.448–2.771	No multicollinearity
Heteroscedasticity	Scatterplot shows random residual distribution	No heteroscedasticity

Source: Processed primary data, 2026.

Prior to regression analysis, the classical assumptions of multiple linear regression were evaluated. The Kolmogorov–Smirnov test produced an Asymp. Sig. value of 0.008, indicating a slight deviation from strict normality. However, the Normal P–P Plot showed that the standardized residuals were distributed closely around the diagonal line without substantial departures. Considering the relatively large sample size ($n = 211$), minor deviations detected by the Kolmogorov–Smirnov test are unlikely to materially affect the robustness of multiple linear regression. Accordingly, the residuals were considered sufficiently normal for subsequent analyses.

The multicollinearity test indicated that all tolerance values exceeded 0.10, while all VIF values ranged from 1.448 to 2.771, well below the recommended threshold of 10. These results confirm that multicollinearity was not present among the independent variables.

The scatterplot of standardized residuals displayed a random distribution around the horizontal axis without any discernible pattern, indicating the absence of heteroscedasticity. Therefore, the regression model satisfied the assumption of homoscedasticity.

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of price, word of mouth, location, ease of transaction, and customer relationship on purchasing decisions.

Tabel 3. Multiple Linear Regression Results

Variable	β	t	p-value	Decision
Price	-0.043	-0.447	0.655	Not Significant
Word of Mouth	-0.082	-1.220	0.224	Not Significant
Location	0.421	4.809	<0.001	Significant
Ease of Transaction	0.399	5.062	<0.001	Significant
Customer Relationship	0.342	4.037	<0.001	Significant

Source: Processed primary data, 2026.

The regression analysis demonstrates that location, ease of transaction, and customer relationship exert positive and statistically significant effects on purchasing decisions. In contrast, price and word of mouth do not significantly influence purchasing decisions, as their significance values exceed the 0.05 threshold. These findings suggest that consumers' purchasing decisions at *Warung Madura* are influenced more strongly by functional convenience and relational factors than by economic considerations or interpersonal recommendations.

4.4 Model Fit and Hypothesis Testing

Tabel 4. Model Summary and Hypothesis Testing

Indicator	Value
F-statistic	55.098
Significance	<0.001
R ²	0.573
Adjusted R ²	0.563

Hypothesis	Decision
H1	Not Supported
H2	Not Supported
H3	Supported
H4	Supported
H5	Supported

Source: Processed primary data, 2026.

The ANOVA results indicate that the proposed regression model is statistically significant ($F = 55.098$, $p < 0.001$), demonstrating that the independent variables collectively explain variations in purchasing decisions. Furthermore, the coefficient of determination ($R^2 = 0.573$) indicates that 57.3% of the variance in purchasing decisions is explained by the five independent variables included in the model, whereas the remaining 42.7% may be attributed to factors outside the scope of this study.

4.5 Discussion

4.5.1 Price and Purchasing Decisions

The empirical findings indicate that price does not have a statistically significant effect on purchasing decisions, leading to the rejection of H_1 . This result suggests that price is not the primary determinant influencing consumers when purchasing products from *Warung Madura*. Instead, consumers appear to prioritize practical considerations associated with convenience, accessibility, and shopping efficiency over relatively small price differences among competing neighborhood retailers.

From a theoretical perspective, this finding can be explained through consumer behavior theory proposed by Philip Kotler and Kevin Lane Keller, which argues that purchasing decisions are shaped by the overall value perceived by consumers rather than by price alone. Although price remains an essential component of the marketing mix, consumers frequently evaluate products based on the trade-off between monetary sacrifice and the overall benefits received, including convenience, service quality, accessibility, and shopping experience. When competing retailers offer relatively homogeneous pricing, non-price attributes tend to become more influential in consumer decision-making.

The present findings also reinforce the concept of perceived value, suggesting that consumers purchasing daily necessities are more likely to maximize utility through reduced shopping effort than through marginal monetary savings. Because *Warung Madura* generally offers standardized consumer goods with relatively similar prices across outlets, consumers have limited incentives to compare prices before making routine purchases. Consequently, purchasing decisions become increasingly habitual and convenience-oriented.

These findings are consistent with the studies conducted by Sarjita (2023) and Zulaika (2024), both of which reported that price did not significantly influence purchasing decisions. However, the findings differ from those reported by Bakhtiar et

al. (2021) and Kulsum and Sidiq (2025), who identified price as a significant predictor of purchasing behavior. Such inconsistencies suggest that the influence of price is highly contextual and depends on retail format, product characteristics, market competition, and consumer shopping objectives. In neighborhood retail environments characterized by standardized products and frequent purchases, convenience-related attributes may outweigh price considerations.

From a theoretical standpoint, this study contributes to consumer behavior literature by demonstrating that the explanatory power of price weakens within traditional neighborhood retail settings where accessibility and convenience dominate consumers' purchasing motivations. Rather than contradicting previous studies, the present findings refine existing knowledge by illustrating that the role of price varies across retail contexts.

From a managerial perspective, these findings imply that *Warung Madura* owners should avoid relying solely on price competition as a business strategy. Instead, managerial efforts should emphasize improving customer convenience, ensuring product availability, enhancing service quality, and strengthening customer relationships, all of which are likely to generate greater competitive advantages than marginal price reductions.

4.5.2 Word of Mouth and Purchasing Decisions

The empirical findings indicate that word of mouth does not have a statistically significant effect on purchasing decisions, resulting in the rejection of H_2 . This finding suggests that interpersonal communication and recommendations from family, friends, or other consumers are not the primary drivers of purchasing decisions in the context of *Warung Madura*. Instead, purchasing behavior appears to be dominated by routine consumption patterns and consumers' immediate need for convenience when buying daily necessities.

From a theoretical perspective, this finding can be interpreted using the concept of consumer involvement proposed by Philip Kotler and Kevin Lane Keller. The influence of Word of Mouth is generally stronger when consumers perceive higher levels of purchase risk, possess limited product knowledge, or require extensive information before making purchasing decisions. Under such circumstances, recommendations from trusted individuals serve as an important source of information that reduces uncertainty and increases purchase confidence. Conversely, purchases involving low-cost, frequently consumed products are typically characterized as low-involvement decisions, where consumers rely more on habitual behavior than on external recommendations.

The products commonly purchased at *Warung Madura*—including groceries, beverages, snacks, toiletries, and other daily necessities—fall within this low-involvement category. Consumers generally possess sufficient knowledge about these products and therefore have little motivation to seek additional information from others before making a purchase. Moreover, the availability of *Warung Madura* within residential neighborhoods allows consumers to make spontaneous and repetitive purchases whenever needed. As a result, purchasing decisions are more strongly influenced by proximity, accessibility, and shopping convenience than by interpersonal communication.

These findings are consistent with the studies conducted by Farichatul Millah (2024) and Larasati et al. (2022), both of which reported that Word of Mouth did not significantly influence purchasing decisions. However, the findings differ from those

reported by Bakhtiar et al. (2021) and Bakhtiar and Yudha Arda Nugraha (2023), who found that Word of Mouth positively affected consumer purchasing decisions. These contrasting findings indicate that the effectiveness of Word of Mouth is highly dependent on the characteristics of the products being purchased, consumers' perceived risk, and the retail context in which purchasing decisions occur. For products requiring careful evaluation or involving higher financial or psychological risk, interpersonal recommendations may remain influential. In contrast, for routine purchases of daily necessities, consumers tend to rely on personal experience and shopping habits rather than on recommendations from others.

From a theoretical perspective, this study contributes to the consumer behavior literature by demonstrating that the explanatory power of Word of Mouth is context-dependent rather than universal. Specifically, the findings suggest that the influence of interpersonal communication diminishes in traditional neighborhood retail environments where consumers already possess substantial product familiarity and where purchasing decisions are primarily driven by convenience and habitual buying behavior. This finding extends previous research by highlighting the moderating role of product involvement and shopping context in determining the effectiveness of Word of Mouth.

From a managerial perspective, these findings imply that *Warung Madura* owners should not rely exclusively on informal recommendations as their primary marketing strategy. Instead, greater managerial attention should be directed toward strengthening operational excellence, maintaining product availability, ensuring fast and convenient transactions, and providing consistent customer service. Positive customer experiences remain important because they contribute to long-term trust and customer retention, but routine purchasing decisions appear to depend more strongly on convenience-related attributes than on interpersonal recommendations alone.

4.5.3 Location and Purchasing Decisions

The empirical findings demonstrate that location has a positive and statistically significant effect on purchasing decisions, thereby supporting H₃. This finding indicates that the strategic location of *Warung Madura* plays a crucial role in influencing consumers' purchasing behavior. In neighborhood retail settings, consumers tend to select stores that minimize travel time, reduce shopping effort, and provide immediate access to essential products. Consequently, store accessibility becomes an important determinant of consumers' purchasing decisions.

From a theoretical perspective, these findings support the retail location theory proposed by Philip Kotler, which identifies location as one of the fundamental components of the marketing mix. An effective retail location is not merely defined by geographical position but by its ability to maximize consumer accessibility, visibility, and convenience. Consumers generally prefer retail outlets that are easily accessible, located close to residential areas, and capable of reducing both monetary and non-monetary costs associated with shopping. These non-monetary costs include travel time, physical effort, and opportunity costs, all of which significantly influence consumers' store selection decisions.

The significant influence of location may also be explained through the concept of consumer convenience, which argues that consumers seek to minimize the overall effort required to obtain products. *Warung Madura* has become increasingly popular because it is commonly located within residential neighborhoods, allowing consumers to

purchase daily necessities quickly without travelling long distances or visiting larger supermarkets. This strategic proximity creates substantial utility for consumers, particularly when purchasing routine household products or responding to urgent consumption needs.

The findings are consistent with the studies conducted by Tri Mulya Hanipah (2025), Haryani (2024), and Purnomo (2025), all of which reported that location positively influences purchasing decisions. These studies similarly emphasized that accessibility and store proximity substantially increase consumers' willingness to purchase. However, the present findings differ from those reported by Barkah et al. (2024) and Nurdin (2020), who found no significant relationship between location and purchasing decisions. Such differences may be attributed to variations in retail format, geographical characteristics, consumer lifestyles, and shopping objectives across research settings. While location may become less important in online shopping or destination retailing, it remains a decisive factor in neighborhood convenience retailing where purchasing decisions are highly time-sensitive.

Beyond confirming previous empirical evidence, this study extends the literature by demonstrating that the strategic value of location is reinforced by the unique operational characteristics of *Warung Madura*. Unlike modern supermarkets that often require consumers to travel greater distances, *Warung Madura* emphasizes neighborhood accessibility, extended operating hours, and immediate product availability. These characteristics transform location from a simple physical attribute into a strategic resource that strengthens retail competitiveness through enhanced consumer convenience.

From a managerial perspective, the findings suggest that retail business owners should prioritize location strategy when expanding their businesses. Establishing outlets within densely populated residential areas, maintaining high store visibility, ensuring convenient customer access, and providing adequate parking facilities where feasible are likely to strengthen purchasing decisions. Furthermore, maintaining consistent product availability at strategically located stores enables retailers to capitalize on spontaneous purchasing behavior and improve customer retention over the long term.

4.5.4 Ease of Transaction and Purchasing Decisions

The empirical findings reveal that ease of transaction has a positive and statistically significant effect on purchasing decisions, thereby supporting H₄. This finding indicates that consumers increasingly value transaction efficiency when selecting retail outlets. Beyond product quality and price considerations, consumers expect purchasing processes that are simple, fast, secure, and flexible. Consequently, transaction convenience has become an important determinant of purchasing decisions, even within traditional neighborhood retail businesses such as *Warung Madura*.

From a theoretical perspective, this finding can be explained through the concept of perceived ease of use, introduced in the Technology Acceptance Model by Fred Davis. The model proposes that individuals are more likely to adopt technologies or systems that require minimal effort to understand and operate. Although the Technology Acceptance Model was originally developed to explain information technology adoption, its underlying principle is equally relevant to retail transactions. Consumers generally prefer purchasing environments that minimize cognitive effort, waiting time, and procedural complexity, thereby creating a smoother and more satisfying shopping experience.

This finding is also consistent with the broader framework of consumer convenience theory, which emphasizes that convenience represents an important dimension of customer value. Transaction convenience extends beyond payment methods to include the overall efficiency of the purchasing process, such as product availability, payment flexibility, transaction speed, and the perceived security of financial transactions. As consumers increasingly adopt digital payment technologies—including QRIS, mobile banking, debit cards, credit cards, and electronic wallets—the availability of multiple payment alternatives becomes an important competitive advantage for retailers.

Within the context of *Warung Madura*, the significance of transaction convenience reflects the transformation of consumer expectations in the digital era. Traditionally, neighborhood stores relied almost exclusively on cash transactions. However, many *Warung Madura* outlets now provide digital payment facilities while preserving the convenience of proximity and extended operating hours. This combination enables consumers to complete purchases more efficiently, reducing transaction time and enhancing overall shopping satisfaction. Therefore, transaction convenience should be viewed not merely as an operational attribute but as a strategic capability that strengthens customer experience and encourages repeat purchasing behavior.

These findings are consistent with the studies conducted by Hidayanti (2022), Nesti and Syofian (2025), and Agustina et al. (2025), all of which reported that ease of transaction positively influences purchasing decisions. Their studies similarly concluded that efficient payment systems and simplified purchasing procedures increase consumers' willingness to complete transactions. Nevertheless, the present findings differ from those reported by Ferdian et al. (2021), who found that ease of transaction did not significantly affect purchasing decisions. Such discrepancies may be explained by differences in digital payment adoption, consumer technological readiness, and retail infrastructure across research settings. In areas where consumers remain accustomed to conventional cash transactions, transaction convenience may contribute less strongly to purchasing decisions. Conversely, in urban environments where digital payment systems are widely accepted, transaction efficiency becomes an increasingly influential determinant of consumer behavior.

From a theoretical standpoint, this study extends previous consumer behavior and retail marketing literature by demonstrating that transaction convenience is no longer limited to technology-based businesses or electronic commerce. Instead, ease of transaction has become equally important within traditional neighborhood retail settings, illustrating how digital transformation reshapes consumer expectations across different retail formats. The findings therefore reinforce the integration of technology acceptance concepts into conventional retail marketing literature by highlighting the growing importance of operational efficiency as a source of competitive advantage.

From a managerial perspective, these findings suggest that owners of *Warung Madura* should continuously improve transaction efficiency by providing diverse payment alternatives, including QRIS and other digital payment systems, ensuring transaction security, minimizing waiting times, and maintaining product availability. Investments in transaction convenience not only improve operational performance but also strengthen customer satisfaction, encourage repeat purchases, and enhance long-term business competitiveness in an increasingly digital retail environment.

4.5.5 Customer Relationship and Purchasing Decisions

The empirical findings demonstrate that customer relationship has a positive and statistically significant effect on purchasing decisions, thereby supporting H₅. Among the explanatory variables examined in this study, customer relationship emerged as one of the strongest predictors of consumers' purchasing decisions. This finding suggests that beyond offering products and competitive prices, *Warung Madura* creates value through interpersonal interactions that foster trust, familiarity, and long-term relationships with customers.

From a theoretical perspective, these findings strongly support the principles of Relationship Marketing, as developed by Leonard Berry and further expanded by Christian Grönroos. Relationship Marketing emphasizes that sustainable competitive advantage is achieved not merely through transactional exchanges but through the development of enduring relationships characterized by trust, commitment, effective communication, and mutual value creation. In this perspective, customer relationships constitute strategic intangible assets that contribute to customer retention and long-term business sustainability.

The findings may also be interpreted through the Trust–Commitment Theory of Relationship Marketing, proposed by Robert M. Morgan and Shelby D. Hunt. The theory argues that trust and commitment represent the two fundamental variables underpinning successful relational exchanges. Consumers who trust a retailer and perceive genuine commitment from service providers are more likely to maintain long-term purchasing relationships, exhibit repeat purchasing behavior, and develop stronger loyalty. Within the context of *Warung Madura*, these relational characteristics naturally emerge through repeated face-to-face interactions, familiarity between store owners and local residents, personalized services, and informal social communication that is rarely found in larger retail chains.

Unlike modern convenience stores, where customer interactions are generally standardized and impersonal, *Warung Madura* often cultivates close social relationships with surrounding communities. Consumers frequently recognize the store owner personally, receive individualized attention, and experience greater social familiarity during shopping activities. These relational exchanges create emotional value that extends beyond purely economic transactions, strengthening consumers' confidence and encouraging repeated purchases despite the presence of competing retailers.

These findings are consistent with the studies conducted by Onassis and Utama (2024) and Welsa et al. (2024), both of which concluded that customer relationship positively influences purchasing decisions by strengthening consumer trust and satisfaction. However, the findings differ from those reported by Reni Anastasia et al. (2023), who found no significant relationship between customer relationship and purchasing decisions. Such inconsistencies may be explained by differences in retail characteristics and customer interaction intensity. In highly personalized neighborhood retail settings such as *Warung Madura*, relational interactions occur naturally and continuously, thereby enhancing the strategic importance of customer relationships. Conversely, in retail environments characterized by limited interpersonal interaction, relational factors may exert weaker influences on purchasing behavior.

From a theoretical standpoint, this study contributes to the relationship marketing literature by demonstrating that interpersonal relationships remain highly relevant despite increasing digitalization within the retail industry. While contemporary retail research frequently emphasizes technological innovation and digital transformation, the

present findings indicate that traditional relational assets—including trust, familiarity, personalized communication, and community engagement—continue to represent significant determinants of consumer purchasing decisions. Accordingly, this study extends previous research by illustrating how relationship marketing principles remain effective within traditional neighborhood retail businesses operating alongside modern retail competitors.

From a managerial perspective, these findings suggest that owners of *Warung Madura* should continuously strengthen customer relationship strategies through personalized services, friendly communication, responsiveness to customer needs, and consistent product availability. Rather than competing exclusively through pricing strategies, retailers should cultivate trust-based relationships that encourage customer loyalty and long-term patronage. Such relational capabilities represent valuable competitive resources that are difficult for larger retail chains to imitate and therefore constitute a sustainable source of competitive advantage.

Overall, the findings indicate that purchasing decisions in neighborhood retail businesses are shaped primarily by functional convenience and relationship quality rather than by conventional marketing variables such as price competition and interpersonal recommendations. Specifically, location, ease of transaction, and customer relationship significantly influenced purchasing decisions, whereas price and word of mouth did not demonstrate statistically significant effects.

These findings suggest an important shift in consumer behavior within traditional retail environments. Consumers increasingly evaluate retail outlets based on their ability to provide immediate accessibility, efficient transaction processes, and trustworthy interpersonal interactions instead of simply offering the lowest prices. Consequently, the competitive advantage of neighborhood retailers lies in delivering superior customer value through convenience and relationship quality rather than through price-based competition.

Collectively, these findings reinforce the proposition that consumer purchasing decisions are multidimensional and highly dependent on retail context. Variables that frequently explain purchasing behavior in supermarkets, shopping malls, or online marketplaces may not necessarily exert similar influences within neighborhood retail businesses. Therefore, retail strategies should be developed according to the unique characteristics of consumers, products, and market environments rather than relying on universal marketing assumptions.

From a theoretical perspective, this study contributes to the consumer behavior and retail marketing literature by demonstrating that traditional neighborhood retailers continue to maintain competitive relevance through localized accessibility and relationship-based competitive advantages. From a managerial perspective, the findings encourage small retailers to focus on strengthening customer experience, transaction efficiency, and community engagement as sustainable strategies for enhancing purchasing decisions and long-term business performance.

E. CONCLUSION

This study investigated the effects of price, word of mouth, location, ease of transaction, and customer relationship on consumers' purchasing decisions at *Warung Madura* in Semarang. The findings reveal that the proposed regression model provides a meaningful explanation of consumers' purchasing behavior. However, the influence of the examined variables is not equally distributed. While location, ease of transaction,

and customer relationship exert significant positive effects on purchasing decisions, price and word of mouth do not significantly influence consumers' decisions. These findings indicate that purchasing decisions in neighborhood retail businesses are shaped predominantly by convenience-oriented and relationship-based attributes rather than by purely economic considerations or interpersonal recommendations. Consequently, consumers increasingly perceive accessibility, transaction efficiency, and trusted relationships as more valuable than marginal price differences when purchasing daily necessities.

From a theoretical perspective, this study contributes to the consumer behavior and retail marketing literature by demonstrating that the determinants of purchasing decisions vary according to retail context. Whereas previous studies conducted in supermarkets, shopping centers, and online retail frequently identify price competitiveness and promotional communication as major drivers of consumer behavior, the present findings suggest that neighborhood retail businesses operate under different behavioral mechanisms. Specifically, consumers purchasing routine household products tend to prioritize accessibility, operational convenience, and personalized interactions because these attributes reduce shopping effort, increase perceived value, and strengthen consumer trust. Accordingly, this study extends the application of consumer behavior theory, retail location theory, relationship marketing, and transaction convenience by providing empirical evidence that relational and convenience-based value creation remains highly relevant within traditional retail environments despite the rapid expansion of digital commerce and modern retail formats.

The findings also offer important managerial implications for owners of *Warung Madura* and other neighborhood retail businesses. Rather than relying primarily on price competition, business owners should develop strategies that enhance customer convenience and strengthen long-term customer relationships. Establishing outlets in strategically accessible locations, ensuring consistent product availability, providing multiple secure payment alternatives, maintaining efficient transaction processes, and delivering personalized customer service are likely to generate stronger customer satisfaction and repeat purchasing behavior. Furthermore, local governments, small business development agencies, and community business associations may strengthen the competitiveness of neighborhood retailers by supporting digital payment adoption, entrepreneurship training, customer relationship management capabilities, and business digitalization initiatives. Such collaborative efforts would enable traditional retailers to remain competitive while preserving their distinctive community-based characteristics.

Despite its contributions, this study has several limitations. The research was conducted exclusively among consumers of *Warung Madura* in Semarang using a cross-sectional survey design, thereby limiting the generalizability of the findings across different regions and retail contexts. In addition, only five explanatory variables were included in the proposed research model, whereas other determinants—including service quality, perceived value, customer satisfaction, store atmosphere, consumer trust, and digital engagement—may also influence purchasing decisions.

Future studies are therefore encouraged to examine broader geographical settings, compare different neighborhood retail formats, and incorporate additional behavioral variables using more advanced analytical approaches, such as Structural Equation Modeling. Overall, this study demonstrates that the competitive advantage of neighborhood retail businesses is gradually shifting from price-based competition toward convenience-based and relationship-based value creation. This finding provides

an important contribution to retail marketing literature by showing that traditional retailers such as Warung Madura remain capable of sustaining their competitiveness through accessibility, transaction efficiency, and strong interpersonal relationships, thereby offering a sustainable competitive advantage that is not easily replicated by modern retail competitors.

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