

The Role of Price, Promotion, and Service Quality in Improving Decision Consumers

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ABSTRACT

This study aims to analyze the extent to which price, promotion, and service quality influence Consumer decisions in choosing the Tucanos Brazilian Grill restaurant located in Senayan City Mall, South Jakarta. This study uses a quantitative approach with a survey method as the data collection technique. Data were collected by distributing questionnaires to consumers who had visited and enjoyed the service at the restaurant. The population was the number of restaurant visitors. The results of the study indicate that price has a positive and significant partial effect on consumer decisions. Promotion has a positive and significant influence on consumer decisions, and service quality has a positive and significant influence on consumer decisions. at the Tucanos Brazilian Grill restaurant

INTRODUCTION

Development industry restaurants in Indonesia, especially in urban areas like Jakarta, shows very rapid growth. Increasing amount restaurant with various concepts and market segmentation lead to level competition become the more strict. Consumers own Lots alternative choice restaurant, so that demand every perpetrator business culinary For capable understand factors that influence decision consumer in choose restaurant.

Tucanos Brazilian Grill Restaurant, located in Senayan City Mall, South Jakarta, is one of the... restaurant with draft *all you can eat Brazilian churrasco* that targets segment medium to above. With strategic location in the center premium shopping, Tucanos Brazilian Grill is faced with competition No only with restaurant similar, but also with various restaurant other international offerings experience diverse culinary and service conditions. This demand restaurant For capable give mark more to stay become choice consumers. In recent times, this restaurant has experienced a significant decline in the number of visitors.

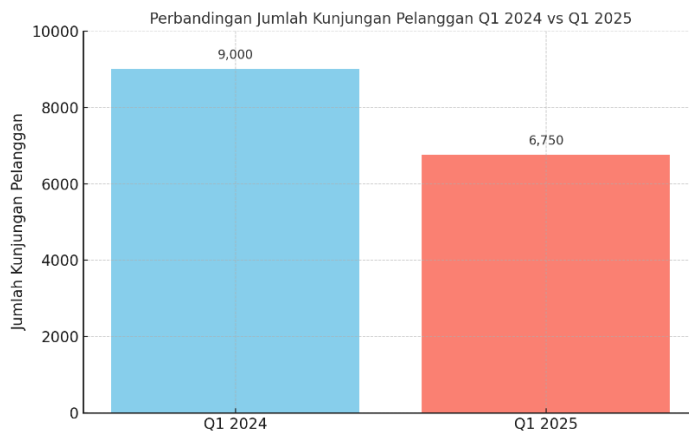


Figure 1. Number of restaurant visitors in Q1 2024 and 2025

Based on internal sales system reports and information from marketing management at the Tucanos Barazilian Grill restaurant in Senayan City (Figure 1), the average number of customer visits in the first quarter of 2024 reached 3,000 customers per month, bringing the total for the three months to 9,000 customers. Meanwhile, in the first quarter of 2025, the average number of visits dropped to 2,250 customers per month, with a total of 6,750 customers over the three months. This indicates a 25% decrease in visitors in the first quarter of 2025 compared to the same period the previous year.

This decline raises concerns for restaurant management because it directly impacts revenue and business continuity. Several factors are suspected to be the primary causes of the decline, including pricing policies, the effectiveness of promotions, and the quality of service provided to customers.

In context decision consumer choose restaurant, there is a number of variables that play a role important, among others price, promotion, and quality service. Price is one of the factor main considerations consumer Because related with Power purchase and perception value received. Consumers will evaluate whether set price comparable with quality food, service, and The experience gained at Tucanos Brazilian Grill. Therefore, the relatively high prices reflect the

high quality standards they uphold. While prices may seem high compared to similar restaurants, consumers often feel that the experience is worth the price. However, high prices also present challenges in attracting and retaining customers (Brigham, 2013). These restaurants need to be mindful of the perceived value created by their prices. While consumers may be willing to pay more for superior quality, they also want to feel that they are getting value for their money. This is in line with Nursalam's research (2021) which shows that price significantly influences consumer decisions, but the research is limited to nominal price factors without considering psychological aspects such as consumer perceptions of price quality (*price-quality perception*). Likewise with study Sari (2019) stated that price influences consumer decisions. Pratama (2021) also expressed the same sentiment, stating that price significantly influences consumer decisions. Conversely, research conducted by Wijaya (2020) found that price had no effect on consumer decisions.

Besides price, promotions also have a role important in influencing consumer decisions. Form promotion like piece price, package special, work the same with card credit or *e-wallet*, as well as promotion through social media can increase interest consumer for visit. Effective promotion capable create awareness brand *awareness* and encourage consumer for try and do visit repeat to Tucanos Brazilian Grill restaurant uses promotions as a tool to increase customer loyalty. through Loyalty programs or membership cards offer special discounts, exclusive offers, or reward points with every purchase. By doing this, restaurants can build stronger relationships with their customers and encourage them to return. Another trend associated with promotions at Tucanos Brazilian Grill is the use of social media and digital marketing. The restaurant uses platforms like Instagram, Facebook, or Twitter to announce special promotions, contests, or special events. They can also send emails with exclusive offers to customers who subscribe to their mailing list. By leveraging social media and digital marketing, Tucanos can reach a wider *audience and reach potential customers who have never visited the restaurant before*. Previous research conducted by Andini (2018) found that promotions influence consumer decisions. Similar research by Hadi (2022) found that promotions significantly influence consumer decisions. Conversely, research conducted by Fajar (2020) found that promotions do not significantly influence consumer decisions.

Quality service become variables important others, especially for restaurant with draft service direct like Tucanos Brazilian Grill. Quality service covers friendliness and professionalism employees, speed and accuracy services, as well as ability staff in give experience comfortable and satisfying dining experience. Quality service will increase satisfaction consumers and potential create loyalty term long. This restaurant is renowned for not only serving delicious Brazilian cuisine but also for providing friendly, efficient, and high-quality service to every guest. One notable phenomenon is Tucanos' focus on employee training to deliver superior customer service. Every team member at the restaurant receives comprehensive training on service standards, effective communication, and how to handle challenging situations. This enables them to easily interact with guests, answer questions, and provide recommendations with a friendly and confident approach. Quality customer service helps

businesses increase their long-term revenue. Furthermore, Tucanos Brazilian Grill implements a monitoring and feedback system to ensure consistent service quality. Restaurant management regularly monitors interactions between employees and customers and solicits guest feedback through surveys or *online reviews*. By paying attention to customer feedback, the restaurant can identify areas for service improvement and take the necessary steps to make improvements. Previous research conducted by Pratiwi (2020) stated that service quality influences consumer decisions. Similar results were also found in research by Sembiring (2021), which found that service quality influences consumer decisions. Conversely, research conducted by Arifin (2023) found that service quality had no effect on consumer decisions.

Although Tucanos Brazilian Grill offers concepts and experiences unique dining, perception consumer to price, promotion, and quality service can differ. Differences perception This influential to decision consumer in choose restaurant said. Therefore that, is necessary study For analyze influence price, promotion, and quality service to decision consumer choose Tucanos Brazilian Grill Restaurant at Senayan City Mall, South Jakarta.

Novelty in This is that results study can give contribution academic in development study behavior consumers in the field service restaurants, as well as give benefit practical for Tucanos Brazilian Grill management in formulate a strategy for determining pricing, promotions, and upgrades quality service use increase Power competitiveness and satisfaction consumers.

LITERATURE REVIEW

Price is one element of the marketing mix that can influence consumer purchasing decisions. (Kotler and Keller, 2016) . In marketing, product price not only indicates financial value, but also indicates quality and value for customers. According to (Kotler and Keller, 2016) price is the only one element mix marketing that produces income , whereas element other cause costs . In the context of restaurant , price become indicator important for consumer in evaluate Quality and perceived value . (Zeithaml, 1988)Setting prices based on the customer's perceived value of a product or service. Restaurants can use this approach to set prices based on customers' perceived value, such as their dining experience and the quality of service they provide, which can increase customer satisfaction and loyalty .

Promotion is activity communication purposeful marketing For convey information , influence , and persuade consumers to be interested to something product or services . According to (Keller & Kotler, 2015) Promotion is one element of the marketing mix *that* includes various activities, such as advertising, direct sales, digital marketing, and loyalty programs. Promotion is a communication activity designed to increase interest, awareness, and purchase of a product or service. In the restaurant context, promotion serves to build *brand awareness* , attract new customers, and strengthen the loyalty of existing customers through the experience offered .

Quality Service is indicator success in give satisfaction to consumers . Through quality services provided , consumers can evaluate in a way objective and forming perception to perceived satisfaction . Tjiptono (2014) explains that quality service covers all characteristics from something product or capable services fulfil needs that have been determined or those of a nature hidden , with focus on suitability use or *fitness for use* . While that , according to Putro (2014), quality service covers all over activities carried out by the company use answer expectation Customers . Quality service , according to (Parasuraman et al., 1988), defined as the level at which a service fulfil or beyond hope customer .

Consumer decisions is the selection process something alternative best from a number of the available options . According to Kotler and Keller (2016) , decision consumer influenced by factors cultural , social , personal , and psychological . Consumer decisions refers to the stages in the process of taking decision when they Finally decide For buy something product . According to Kotler and Armstrong (2016), the decision-making process decision This covers various activities carried out individual in acquire and use goods or services offered. Stages This No only happen moment purchase done , but started Far previous and continuing after purchase finished . Kotler and Armstrong put forward five stages in the decision process purchase, namely: introduction needs, search information , evaluation alternative , decision purchases , and behavior post purchase .

Based on presentation theory and some results study previously, then formulated hypothesis study as following:

Connection between Price and Consumer Decisions

Previous research by (Rahmawati et al., 2022) show existence influence positive and significant from price to decision consumers . Based on theory as well as findings said , the hypothesis first submitted is :

H1: Price has an effect positive and significant to decision consumers .

Connection between Promotion and Consumer Decisions

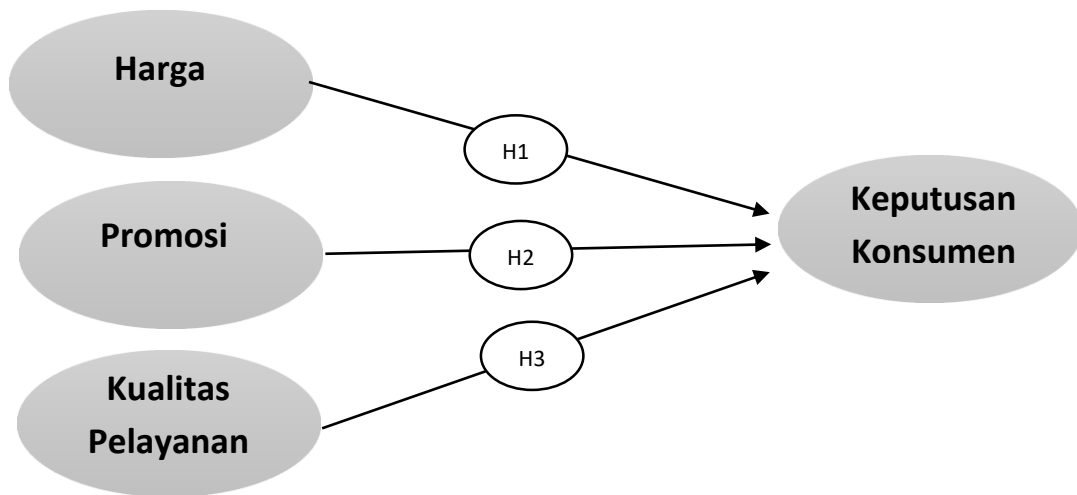
Research conducted by (Sari, 2021)states that attractive promotional programs can increase consumer interest in choosing fast food restaurants over competitors. So from that , hypothesis the second formulated is :

H2: Promotion influential positive and significant to decision purchase .

Connection between Quality Consumer Services and Decisions

Study results from Wahyuni (2021) stated that service quality has a very strong influence on consumer decisions. With Thus , the hypothesis the third proposed is :

H3: Quality Service influential positive and significant to decision consumers.



Picture 2 . Conceptual Framework of Thinking

METHODOLOGY

Population in study This Based on the assumption that experienced customers assess prices, promotions, and the quality of service provided by restaurants, the sampling method used in this study is probability sampling . that is sampling that provides the same opportunity/chance for each element or member of the population to be selected as a sample, using simple random sampling techniques . large and undetermined population size, then sampling is taken sample use formula from Rao Purba (1996) that is :

$$n: \frac{z^2}{4(Moe)^2}$$

Information:

n : Number of samples

z : Significance level

Moe : Margin of error , namely the maximum error level that is still acceptable.

With a 90% confidence level, the value of Z = 1.64 (normal distribution table) and the maximum error level (Moe) \pm 10% are obtained , so obtained amount sample as follows:

$$n = \frac{(1.64)^2}{4(0.1)^2} = \frac{2,6896}{0.04} = 67.24 \text{ respondents (rounded up) to 100}$$

This study adopted a model with three independent variables analyzed against one dependent variable, thus falling into the multivariate analysis category (Hair et al., 2019). Therefore, the analytical method used was multiple linear regression. The regression testing process in this study was conducted using SPSS version 24 software. Before the regression results could be interpreted, classical assumptions were first tested, namely normality, heteroscedasticity, and multicollinearity tests. This research approach was quantitative descriptive, with data collection techniques through distributing questionnaires to 100 respondents . consumers who have visited and enjoyed the service at the Tucanos Brazilian Grill restaurant in South Jakarta.

RESULTS AND DISCUSSION

Composition respondents in study This show that majority is women , namely as many as 62 people or equivalent with 62%, while respondents man totaling 38 people (38%). Based on category age , as many as 45 respondents aged 18–25 years, 34 respondents aged 26–30 years, 16 respondents aged 31–40 years, and finally 5 respondents aged over 40 years. With thus , it can concluded that part big respondents is Woman with group age dominant in the 18–25 year age range .

Test results validity through analysis factor show that all statement items own mark *loading factor* above 0.5 , which means has fulfil minimum requirements and declared valid. Next , the reliability test done with use mark *Cronbach's Alpha* for each variable . The results show that all variables own mark *Cronbach's Alpha* more of 0.7, which indicates that instruments used in study This nature reliable . After instrument declared valid and reliable , stage next is do testing hypothesis with method processed multiple linear regression using SPSS software. Before interpretation results regression done , especially formerly tested assumptions classical , including normality , heteroscedasticity and multicollinearity tests , in order to ensure that the data meets condition analysis regression .

Table 1. Results of Multiple Linear Regression Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,661	3,009		2,879	.005
	Price	.323	.127	.256	2,538	.013
	Promotion	.225	.083	.254	2,696	.008
	Quality Service	.375	.106	.365	3,527	.001

Source: SPSS Data Processing Results, 2025
a. Dependent Variable: Consumer Decision

Based on results analysis multiple linear regression in table 1, it is known that mark significance For variables The price has a significance value of 0.013 where this value is less than 0.05 with a calculated t value of 2.538 which is greater than the t table of 1.988 . With Thus , the first hypothesis (H1) that state that price influential positive and significant to decision consumers , accepted . This means that the price own significant influence to decision consumers in restaurants Tucanos Brazilian Grill South Jakarta.

Temporary that , value significance For variables promotion recorded of 0.008, which is also below limit significance of 0.05 with a calculated t value of 2.696 which is greater than the t table of 1.988 . Therefore that , the second hypothesis (H 2) that state that promotion influential positive and significant to decision consumers , accepted . This means that the promotion own significant influence to decision consumers in restaurants Tucanos Brazilian Grill South Jakarta.

Next , the results analysis show that mark significance For variables quality service is 0.001 which is below threshold significance of 0.05 with a calculated t value of 3.527 which is greater than the t table of 1.988 . Therefore, the hypothesis third (H3) which states that quality service influential positive and significant to decision consumers , stated accepted or proven in a way empirical . In other words, the quality service own influence positive and significant to decision consumer at the restaurant Tucanos Brazilian Grill South Jakarta.

Table 2. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.791 ^a	.625	.614	3.27207
Source: SPSS Data Processing Results, 202 5				
a. Predictors: (Constant), Quality Service , Promotion , Price				
b. Dependent Variable: Consumer Decision				

Based on Table 2, the regression model used in study This capable explain amounting to 62.5% variation decision consumers who are influenced by the three variables independent tested , namely price , promotion , and quality service .

Findings study show that price give impact significant to decision consumers . This is indicates that hypothesis first (H1) is accepted , because test results show that price own influence positive and significant to decision consumers . This means that price become factor crucial in form decision consumer For enjoy food in the restaurant Tucanos Brazilian Grill South Jakarta. In terms of This restaurant Tucanos Brazilian Grill can interesting customers by offering competitive prices accompanied by attractive menu variants so that restaurant income will increase.

Hypothesis second (H2) is also proven , because test results show that promotion own influence significant to decision consumers . Apart from price , it turns out that promotion also plays a role important in interesting interest consumers , both through piece price , work The same card payment , as well as Social media promotions . This demonstrates that an effective promotional strategy and a strong brand image will continue to attract consumers who can quickly learn about restaurant promotions. This allows consumers to more easily access information, and this reach plays a greater role in driving consumer purchasing decisions on these social media platforms .

Furthermore hypothesis third (H3) is accepted, because test results show that quality service give influence positive and significant to decision consumers. This means that quality service also becomes factor crucial in form decision consumer for enjoy food in the restaurant Tucanos Brazilian Grill South Jakarta. Good service quality can create and enhance customer satisfaction, encourage repeat visits, and create a positive image that can attract new customers, thus encouraging consumers to make purchasing decisions. Tucanos Brazilian Grill South Jakarta can increase quality services which include, among other things

friendliness employees , speed service , accuracy orders , as well as attention to need consumers .

Consumer decisions is fundamental aspects in the business world , because decision This involving Lots consideration from side consumers . One of the believed factors influence decision the is Price . Price is a significant factor because consumers often compare product prices across restaurants before making a purchasing decision. Price is usually the primary consideration for potential consumers when purchasing a product, as a high or low price can determine whether someone will purchase a product (Najwah & Chasanah, 2022) . The influence of price to consumer decisions involving various factor like cheaper prices , prices that match the quality of the product , and prices that vary according to the type of product. Tucanos Brazilian Grill is known for its high-quality Brazilian grilled meats and other authentic Brazilian dishes. Therefore, their relatively high prices reflect the high quality standards they uphold. While prices may seem high compared to similar restaurants, customers often find the experience well worth the price. Study This in line with study Sari (2019) stated that price influences consumer decisions. Pratama (2021) also expressed a similar sentiment, stating that price significantly influences consumer decisions.

Besides price , promotion also plays an important role in maintaining customer attraction and loyalty and increasing sales. Promotions can take the form of special discounts, special menus, or attractive package deals for couples or families celebrating special occasions . (Tandelilin, 2010)By running promotions , restaurants can build stronger relationships with customers and encourage them to come back. Tucanos Brazilian Grill also does this . promotion through social media and digital marketing such as Instagram, Facebook, or Twitter to announce special promotions, contests, or special events . Research results This This supports previous research conducted by Andini (2018) , which stated that promotions influence consumer decisions. Similar research was also found in Hadi's (2022) study, which stated that promotions have a positive and significant influence on consumer decisions.

On the other hand , the quality service also becomes gauge measuring important in evaluate effectiveness company in fulfil need customers . According to Tjiptono (2007) , quality service No only related with delivery products , but also about How company capable answer expectation consumer in a way right . Parasuraman in Lupiyoadi (2013) said that quality service is difference between expected service with what is felt consumers . Good service like friendly, efficient and high quality service to every guest or customers who come , carried out by Tucanos Brazilian Grill so this restaurant is renowned for not only serving delicious Brazilian dishes, but also for providing excellent service. The results of the study This in line with study Pratiwi (2020) Which stated that service quality influences consumer decisions. Similar results were also found in research by Sembiring (2021), which found that service quality influences consumer decisions. Good service quality can increase customer satisfaction, encourage repeat visits, and create a positive image that can attract new customers, thus encouraging consumers to make purchasing decisions.

CONCLUSION AND RECOMMENDATION

Based on results data analysis and discussion that has been done , can concluded that variables price , promotion , and quality service own influence positive and significant to decision consumers in restaurants Tucanos Brazilian Grill South Jakarta Findings This confirm that factor price , promotion , and quality service becomes key the main driving force consumer For do restaurant purchases the findings . This give contribution important for management restaurant Tucanos Brazilian Grill South Jakarta in develop the right strategy use increase decision consumers , which ultimately impact on increasing loyalty customer .

With understand role crucial from third factor In this regard , Tucanos Brazilian Grill South Jakarta is advised to be more selective in developing its pricing strategy, for example by offering a variety of attractive and competitive promotions, menus, or meal packages . Furthermore , also recommended for restaurant management For improve the quality and frequency of promotions by conveying messages clearly, attractively and to the point. Promotion can shaped A visual display distributed through various digital channels such as Instagram, TikTok, and WhatsApp broadcast, with a relaxed yet informative language style, so that the promotional message can be received and understood quickly by target consumers. Furthermore related with factor quality service , it is recommended that the party management Improving the quality of customer interactions through a more personal and humanistic approach. Management is also recommended to increase customer trust through consistency in service, cleanliness, and the quality of food and restaurant atmosphere. In addition, the quality of service and restaurant ambiance is also important. service can given through transparent delivery of information and effective communication, with how to ensure that staff always greet customers in a friendly manner and provide fast and professional service.

FUTHER STUDY

Although study This give outlook valuable about factors that influence decision consumers in restaurants Tucanos Brazilian Grill South Jakarta , there is a number of necessary limitations be noted . The number of sample in study This limited that is only 100 respondents , and only covers customer Tucanos Brazilian Grill South Jakarta , so that the result Not yet can generalized in a way wide to all over population consumers in restaurants similar in Indonesia.

In addition , research This only focus on three variables independent , namely price , promotion , and quality service . For get greater understanding comprehensive about factors that influence decision consumers , it is recommended that research advanced involving more samples large and representative , and consider variables addition like quality product , image brand , and perception convenience usage . With Thus , the results study can give a clearer picture comprehensive in context behavior consumers .

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