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Promotion and Price as Drivers of Purchase Decision in Indonesia's Maritime Industrial Services Sector

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ABSTRACT

This study examines the independent and simultaneous effects of promotion and price on consumer purchase decisions for spare parts and maintenance services within Indonesia's maritime B2B industrial services sector — a commercially significant yet empirically underexplored context in the marketing literature. A quantitative cross-sectional design was employed, with primary data collected via structured questionnaire from thirty institutional consumers of PT Tesco Indomaritim. Multiple linear regression analysis was applied following classical assumption diagnostics — encompassing residual normality, multicollinearity, and heteroscedasticity tests — processed through IBM SPSS Statistics Version 25. Both promotion and price exert statistically significant positive effects on purchase decisions, individually and jointly. The simultaneous regression model explains 58.9% of purchase decision variance, with promotion emerging as the marginally dominant predictor relative to price in the joint specification. This study provides context-specific evidence that the classical marketing mix framework remains useful in an Indonesian maritime B2B industrial-services setting, while the findings remain bounded by a single-firm sample of limited size and a cross-sectional design that precludes causal inference.

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1. INTRODUCTION

Indonesia's maritime sector occupies a strategically important position within the national economy, given the country's status as the world's largest archipelagic state. Recent scholarship on Indonesian marine policy emphasizes that the country's geographic configuration and maritime resources provide a strong structural basis for economic integration and sea-based development, even though policy and industrial performance remain uneven across sectors (Rochwulaningsih et al., 2019). In this setting, the maritime industrial services market provides a relevant context for examining the commercial mechanisms that shape institutional purchasing decisions.

At the firm level, PT Tesco Indomaritim provides a relevant case for examining institutional purchasing in Indonesia's maritime services market. In contemporary marketing literature, purchase decision is generally understood as part of a broader customer journey in which pre-purchase evaluation, the purchase act, and post-purchase experience are interconnected (Lemon & Verhoef, 2016). In B2B

contexts, the purchase decision-making process is likewise shaped by staged evaluation, seller trust, and willingness to engage across different phases of the buying process (Wu et al., 2024). Accordingly, purchase decision serves as the focal dependent variable of the present inquiry.

Among the antecedents examined in this study, promotion occupies a central place within the marketing mix. The 4Ps framework continues to be widely used to organize market-facing managerial actions, even as subsequent scholarship has emphasized the need to adapt it to contemporary and high-involvement market settings (Constantinides, 2006). In service contexts, communication activities can reduce perceived risk and increase purchase intentions when they signal effort, relevance, and provider quality (Tran et al., 2024). For PT Tesco Indomaritim, promotional activities therefore represent a plausible mechanism through which institutional buyers form favorable evaluations and move toward purchase.

Alongside promotion, price constitutes a second critical dimension shaping purchase behavior. Research shows that price expectations influence purchase decisions, and that the design of discount and price-promotion schemes can alter both perceived price attractiveness and purchase intention (Roy et al., 2014; Büyükdağ et al., 2020). In service settings, perceived price also interacts with value judgments and purchase intentions rather than operating as a purely nominal cost signal (Lien et al., 2015). In maritime B2B transactions, price competitiveness, congruence with technical quality, and perceived value-for-money are therefore particularly salient evaluation criteria.

Despite this body of evidence, an empirical gap remains. Much of the published evidence on promotion, price, and purchase intention has been generated in retail, online shopping, hospitality, and other consumer-oriented settings (Roy et al., 2014; Lien et al., 2015; Yusuf & Sunarsi, 2020; Tran et al., 2024). By contrast, maritime industrial services involve multi-actor buying centers, technical specification matching, maintenance continuity, vendor reliability, and higher operational risk when spare parts or service delivery are delayed. In such B2B procurement settings, purchase decisions are evaluated not only on persuasive communication and nominal price, but also on lifecycle value and the supplier's ability to support vessel operations. This study therefore examines the direct and simultaneous effects of promotion and price on purchase decisions within a specific Indonesian maritime B2B services context.

This study makes a context-specific contribution by simultaneously assessing the direct effects of promotion and price on purchase decisions within the Indonesian maritime industrial B2B services sector. Methodologically, multiple linear regression with classical assumption diagnostics is applied to consumer response data from PT Tesco Indomaritim ($n = 30$), yielding an Adjusted $R^2 = 0.589$. Three interconnected research objectives are pursued: (1) to examine the effect of promotion on purchase decisions; (2) to examine the effect of price on purchase decisions; and (3) to examine the simultaneous effect of promotion and price on purchase decisions at PT Tesco Indomaritim.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

2.1 The Marketing Mix Framework

The theoretical scaffold of this study is anchored in the marketing mix framework. The classic 4Ps perspective - product, price, place, and promotion - remains an influential organizing model for marketing decisions, although later scholarship has highlighted the need to interpret it more flexibly across services, relationship settings, and industrial markets (Constantinides, 2006). In the present study, promotion and price are isolated as the two independent variables of primary theoretical and empirical interest.

2.2 Purchase Decision: Conceptual Foundations

Purchase decision constitutes the central dependent construct of this investigation. Contemporary marketing scholarship places the purchase act within a broader customer journey linking pre-purchase search and evaluation to post-purchase experience (Lemon & Verhoef, 2016). In B2B settings, purchase decision-making also unfolds across multiple phases and is conditioned by seller trust, interaction quality, and willingness to continue engagement (Wu et al., 2024). In this study, purchase decision is operationalized through four behavioral indicators: product conviction, purchase habituation, referral behavior, and repurchase intention.

2.3 Promotion and Purchase Decisions

Promotion may influence purchase decision through at least two mechanisms. First, communication activities reduce information asymmetry and perceived risk, which is especially important in high-involvement service settings (Tran et al., 2024). Second, promotional efforts can strengthen awareness and stimulate purchase-oriented responses, as shown in empirical work that finds promotion contributes positively to purchase decisions alongside price (Yusuf & Sunarsi, 2020). In this study, promotion is measured through message quality, media reach, and promotional duration.

H_1: Promotion exerts a significant positive effect on purchase decisions

2.4 Price and Purchase Decisions

Price is treated in this study as a buyer evaluation of monetary sacrifice relative to expected value. Prior research shows that price expectations shape purchase decisions and that perceived price attractiveness during price promotions affects purchase intention (Roy et al., 2014; Büyükdağ et al., 2020). Service research also indicates that perceived price works jointly with value judgments in explaining purchase intentions (Lien et al., 2015). Accordingly, price is operationalized through four indicators: price affordability, price-quality congruence, price competitiveness, and price-benefit congruence.

H_2: Price exerts a significant positive effect on purchase decisions for spare parts and services at PT Tesco Indomaritim.

2.5 Joint Effect

The joint effect of promotion and price is conceptually consistent with the marketing mix perspective, which views market-facing decisions as an integrated system rather than isolated managerial levers (Constantinides, 2006). Empirical evidence also indicates that promotion and price can simultaneously contribute to purchase decisions in applied business settings (Yusuf & Sunarsi, 2020). On that basis, this study expects promotion and price to exert a significant positive joint effect on purchase decisions.

H_3: Promotion and price simultaneously exert a significant positive effect on purchase decisions

2.6 Conceptual Framework

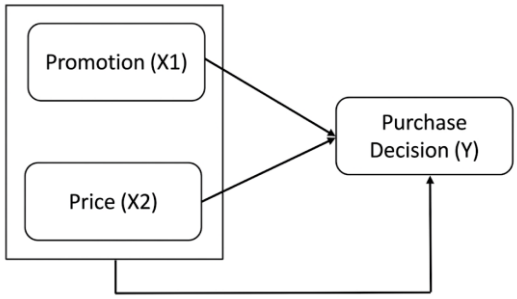

Figure 1. Conceptual Framework

3. METHODOLOGY

3.1 Research Design

This study adopts a quantitative cross-sectional research design intended to test hypothesized relationships between promotion, price, and purchase decision through statistical inference. Field research constitutes the primary mode of data collection, supplemented by literature review to establish theoretical and empirical grounding. The study was conducted at PT Tesco Indomaritim, SCBD, Jalan Tulodong Bawah X No. 11, Senayan, South Jakarta 12190, over the period May to August 2022.

3.2 Population, Sampling, and Sample Size

The population encompasses all active consumers of PT Tesco Indomaritim involved in the firm's maritime spare-parts and maintenance service transactions. These consumers consist of institutional clients from private enterprises, government entities, and state-owned enterprises (BUMN). Because the study focuses on organizational purchasing, the relevant respondents are procurement decision-makers, operations managers, or technical officers with direct knowledge of the purchasing process.

The sampling frame was compiled from PT Tesco Indomaritim's 2022 list of active organizational clients involved in spare-parts and maintenance-service transactions. Because the study concerns organizational buying, an eligible respondent was defined as a procurement decision-maker, operations manager, or technical officer who had direct involvement in evaluating, ordering, receiving, or using the firm's products or services.

Sampling was operationalized by assigning numbers to eligible names in the accessible client-contact roster and then selecting respondents from that list so that each eligible contact had an equal chance of inclusion. More than one respondent could originate from the same client organization when different individuals fulfilled the eligibility criteria. The final analytical sample comprised 30 respondents. Given the single-firm design and the limited accessible frame, n = 30 is treated as adequate for exploratory firm-level regression with two predictors, but not as a basis for broad statistical generalization. All inferential claims are therefore confined to the present study context.

3.3 Measurement Instruments

All constructs were measured using a five-point Likert scale, anchored at 1 (Strongly Disagree) to 5 (Strongly Agree). Table 1 presents the operationalization of variables used in this study.

Table 1. Operationalization of Variables

Variable	Definition	Indicators	Source
Promotion	Activity communicating product superiority and persuading target customers to make a purchase	1. Message quality 2. Media reach 3. Promotional duration	Tran et al. (2024); Yusuf & Sunarsi (2020)

Price	Sum of values exchanged by consumers for the benefits of owning or using a product or service	1. Price affordability 2. Price-quality congruence 3. Price competitiveness 4. Price-benefit congruence	Roy et al. (2014); Lien et al. (2015); Büyükdağ et al. (2020)
Purchase Decision	Problem-solving approach encompassing problem recognition, information search, alternative evaluation, purchase, and post-purchase behavior	1. Product conviction 2. Purchase habituation 3. Referral behavior 4. Repurchase intention	Lemon & Verhoef (2016); Wu et al. (2024)

Note. All items rated on a 5-point Likert scale: 1 = Strongly Disagree; 5 = Strongly Agree. Source: Adapted various journal.

3.4 Validity and Reliability

Instrument validity was assessed through Pearson product-moment correlation by comparing the corrected item-total correlation (r-count) against the critical r-table value (df = N - 2 = 28; r-table = 0.349 at α = 5%). Items with positive r-count values exceeding the critical threshold were treated as valid. Instrument reliability was reported using Cronbach's alpha as an index of internal consistency (Cronbach, 1951). The revised manuscript additionally reports all questionnaire items in Appendix A. The instrument was adapted from the original 2022 study questionnaire and standardized for wording consistency before field deployment. A formal pilot test was not undertaken; accordingly, evidence of instrument quality in this study rests on construct alignment, item-validity diagnostics, and internal-consistency results. The alpha coefficients (0.602–0.673) satisfy only the minimum threshold for exploratory work and should therefore be interpreted as acceptable but still marginal.

3.5 Classical Assumption Diagnostics

Three diagnostics were applied prior to hypothesis testing. First, the normality test assessed whether residuals were approximately normally distributed using the one-sample Kolmogorov-Smirnov procedure. Second, the multicollinearity test examined inter-predictor associations using Tolerance and VIF statistics; interpretive caution regarding fixed VIF rules of thumb follows O'Brien (2007). Third, the heteroscedasticity test examined residual variance using the Glejser test; non-significant coefficients indicate homoscedasticity.

3.6 Model Specification

Multiple linear regression was applied to estimate three model specifications:

Model 1 — Simple Regression: Effect of Promotion on Purchase Decision (H_1): $\hat{Y} = a + b_1X_1 + \varepsilon$

Model 2 — Simple Regression: Effect of Price on Purchase Decision (H_2): $\hat{Y} = a + b_2X_2 + \varepsilon$

Model 3 — Multiple Regression: Simultaneous Effect (H_3): $\hat{Y} = a + b_1X_1 + b_2X_2 + \varepsilon$

Where: $\hat{Y}$ = Purchase Decision; a = intercept constant; b_1 = regression coefficient for Promotion; b_2 = regression coefficient for Price; X_1 = Promotion; X_2 = Price; ε = standard error term. Hypothesis testing proceeds through: (1) the t-test (partial significance, α = 5%); (2) the F-test (joint significance); and (3) the coefficient of determination (Adjusted R^2). All analyses were performed using IBM SPSS Statistics Version 25.

4. RESULTS

4.1 Respondent Profile

The study engaged 30 institutional respondents with established transactional experience with PT Tesco Indomaritim. Gender distribution was near-balanced: male respondents 53.3% (n = 16) and female respondents 46.7% (n = 14). By age cohort, the largest segment was the 38–45 years bracket (30.0%; n = 9), followed by respondents aged ≥ 45 years (26.7%; n = 8), those aged 20–25 years (23.3%; n = 7), the 32–37 years group (13.3%; n = 4), and the 26–31 years cohort (6.7%; n = 2). This distribution indicates a respondent pool characterized predominantly by mid-career to senior professionals, consistent with B2B procurement contexts. In terms of educational attainment, Diploma holders and respondents classified under 'Other qualifications' each constituted the largest category (26.7%; n = 8 respectively), followed by S2 postgraduate holders (20.0%; n = 6), S1 undergraduate holders (16.7%; n = 5), and SMA graduates (10.0%; n = 3). By occupational function, operational staff and 'Other' respondents represented the largest clusters (30.0%; n = 9 each), followed by purchasing personnel (23.3%; n = 7) and technical officers (16.7%; n = 5). The largest tenure cohort reported 10–14 years (33.3%; n = 10).

Table 2. Respondent Demographic Profile

Category	Group	Frequency (n)	Percentage (%)
Gender	Male (Laki-Laki)	16	53.3
	Female (Perempuan)	14	46.7
Age	20–25 years	7	23.3
	26–31 years	2	6.7

	32–37 years	4	13.3
	38–45 years	9	30.0
	≥ 45 years	8	26.7
Education	SMA (Senior High School)	3	10.0
	Diploma	8	26.7
	S1 (Bachelor)	5	16.7
	S2 (Master)	6	20.0
	Other	8	26.7
Occupation	Purchasing	7	23.3
	Operational	9	30.0
	Technical Officer	5	16.7
	Other	9	30.0
Work Tenure	0–4 years	6	20.0
	5–9 years	6	20.0
	10–14 years	10	33.3
	≥ 14 years	8	26.7
Total	—	30	100.0

Note. Source: Primary data processed by the authors (2022).

4.2 Descriptive Statistics

Table 3 presents descriptive statistics for the three research variables.

Table 3. Descriptive Statistics of Research Variables

Statistic	Promotion	Price	Purchase Decision
N (Valid)	30	30	30
Mean	8.60	12.23	20.20
Median	8.50	12.00	20.00
Mode	6	9	19
Std. Dev.	2.749	2.944	3.067
Variance	7.559	8.668	9.407
Skewness	0.162	0.424	0.382
Kurtosis	−0.520	−0.719	0.054
Minimum	3	7	15
Maximum	14	18	28

Note. Source: Primary data processed via IBM SPSS Statistics 25 (2022).

4.3 Validity and Reliability

Table 4 presents validity test results. All 11 items returned corrected item-total correlation coefficients (r-count) exceeding the critical threshold (r-table = 0.349; df = 28; α = 5%).

Table 4. Validity Test Results (Pearson Product-Moment Correlation)

Variable	Indicator	r-count	r-table	Validity Status
Promotion	X1.1	0.773	0.349	Valid
	X1.2	0.756	0.349	Valid
	X1.3	0.753	0.349	Valid
Price	X2.1	0.731	0.349	Valid
	X2.2	0.776	0.349	Valid
	X2.3	0.698	0.349	Valid
	X2.4	0.469	0.349	Valid
Purchase Decision	Y1	0.834	0.349	Valid
	Y2	0.833	0.349	Valid
	Y3	0.668	0.349	Valid
	Y4	0.491	0.349	Valid

Note. Source: Primary data processed via IBM SPSS Statistics 25 (2022).

Table 5. Reliability Test Results (Cronbach's Alpha)

Variable	Cronbach's α	N of Items	Reliability Status
Promotion	0.618	3	Reliable (α > 0.60)
Price	0.602	4	Reliable (α > 0.60)
Purchase Decision	0.673	4	Reliable (α > 0.60)

Note. Cronbach's alpha is reported as an index of internal consistency. Source: Primary data processed (2022).

4.4 Classical Assumption Diagnostics

4.4.1 Normality of Regression Residuals: In regression analysis, the normality assumption was evaluated on standardized residuals rather than on each observed variable. Visual inspection of the normal P-P plot of regression standardized residuals showed that the points tracked the diagonal without severe systematic deviation, indicating that residual normality was sufficiently satisfied for the multiple regression model. Table 6 is therefore retained only as a supplementary distribution check of the observed variables. The price variable's Kolmogorov-Smirnov p-value of 0.036 is interpreted as a mild variable-level deviation, not as the basis for rejecting the regression model.

Table 6. Supplementary Distribution Check of Observed Variables — One-Sample Kolmogorov–Smirnov

Note. Table 6 reports variable-level distribution checks only; regression normality was evaluated on standardized residuals using the normal P-P plot. [c]Lilliefors Significance Correction applied. Source: IBM SPSS 25 (2022).

Statistic	Promotion	Price	Purchase Decision
N	30	30	30
Mean	8.60	12.23	20.20
Std. Deviation	2.749	2.944	3.067
Test Statistic (KS)	0.128	0.165	0.097
Asymp. Sig. (2-tailed)	0.200[c]	0.036[c]	0.200[c]
Decision	Normal	Mild deviation	Normal

Note. Decision rule: Asymp. Sig. (2-tailed) > 0.05 ⇒ normally distributed. [c]Lilliefors Significance Correction applied. Source: IBM SPSS 25 (2022).

Table 7. Multicollinearity Test Results (Tolerance and VIF)

Variable	Tolerance	VIF	Decision
Promotion	0.945	1.059	No multicollinearity
Price	0.945	1.059	No multicollinearity

Note. Decision criteria applied in this study: Tolerance ≥ 0.10 and VIF ≤ 10.00. Inter-predictor correlation coefficient = 0.235. Source: IBM SPSS 25 (2022).

Table 8. Heteroscedasticity Test Results — Glejser Test

Model	Coeff	Std. Err	β	t	Sig.
(Constant)	1.107	1.181	—	0.938	0.357
Promotion	0.079	0.074	0.206	1.070	0.294
Price	−0.019	0.069	−0.053	−0.274	0.786

Note. Dependent Variable: Abs_RES. Decision: Sig. > 0.05 ⇒ no heteroscedasticity. Source: IBM SPSS 25 (2022).

4.5 Hypothesis Testing

4.5.1 Effect of Promotion on Purchase Decision

Simple linear regression of purchase decision on promotion yielded:

$\hat{Y} = 15.476 + 0.549\ X_1 + \varepsilon$

The unstandardized regression coefficient for promotion (b_1 = 0.549; SE = 0.184; β = 0.492) indicates that each unit increment in promotion score is associated with an increase of 0.549 units in the purchase decision score. The partial t-test returned t-count = 2.993, which exceeds the critical t-table value of 2.04 (df = 28; α = 5%), with Sig. = 0.006 < 0.05. H_1 is therefore accepted. The coefficient of determination is R^2 = 0.242, signifying that promotion alone accounts for 24.2% of the variance in purchase decision.

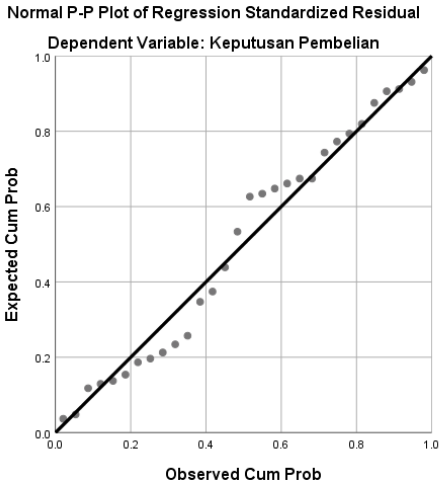

Figure 2. Scatter Plot — Simple Linear Regression of Promotion on Purchase Decision (Source: SPSS Output, 2022)

Table 9. Simple Regression Results — Promotion on Purchase Decision (H_1)

Model	B	Std. Error	Beta (β)	t	Sig.
(Constant)	15.476	1.654	—	9.356	0.000
Promotion	0.549	0.184	0.492	2.993	0.006
R	0.492				
R^2	0.242				
Adj. R^2	0.215				
SE	2.717				

Note. Dependent Variable: Purchase Decision. Source: IBM SPSS 25 (2022).

4.5.2 H_2: Effect of Price on Purchase Decision

Simple linear regression of purchase decision on price produced:

$\hat{Y} = 14.087 + 0.500\ X_2 + \varepsilon$

The unstandardized coefficient for price (b_2 = 0.500; SE = 0.173; β = 0.480) indicates that each additional unit of price favorability is associated with a 0.500-unit increase in the purchase decision score. The t-count of 2.892 exceeds the critical t-table value of 2.04, with Sig. = 0.007 < 0.05. H_2 is therefore accepted. The simple model explains R^2 = 0.230 (23.0%) of variance in purchase decision.

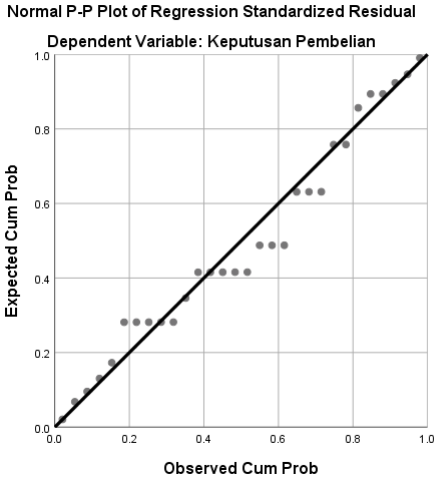

Figure 3. Scatter Plot — Simple Linear Regression of Price on Purchase Decision (Source: SPSS Output, 2022)

Table 10. Simple Regression Results — Price on Purchase Decision (H_2)

Model	Coeff	Std. Err	Beta (β)	t	Sig.
(Constant)	14.087	2.172	—	6.487	0.000
Price	0.500	0.173	0.480	2.892	0.007
R	0.480				
R^2	0.230				
Adj. R^2	0.203				
SE	2.739				

Note. Dependent Variable: Purchase Decision. Source: IBM SPSS 25 (2022).

4.5.3 Simultaneous Effect of Promotion and Price

Multiple linear regression incorporating both predictors simultaneously yielded:

$\hat{Y} = 6.022 + 0.715\ X_1 + 0.657\ X_2 + \varepsilon$

The coefficient for promotion (b_1 = 0.715; SE = 0.137; β = 0.641) is larger in both unstandardized and standardized magnitude than in the simple regression specification. The coefficient for price (b_2 = 0.657; SE = 0.128; β = 0.630) similarly gains predictive precision. Both predictors attain high statistical

significance: t-count for promotion = 5.232 (Sig. = 0.000) and for price = 5.148 (Sig. = 0.000), each substantially exceeding t-table = 2.04. The simultaneous F-test confirms joint significance: F-count = 21.813 (Sig. = 0.000) > F-table = 3.34 (N_1 = 2; N_2 = 27; α = 5%). H_3 is therefore accepted. The full model fit: R = 0.786; R^2 = 0.618; Adjusted R^2 = 0.589, indicating that both predictors jointly account for 58.9% of the variance in purchase decisions.

Table 11. Multiple Regression Results — Promotion and Price on Purchase Decision (H_3)

Model	Coeff	Std. Err	β	t	Sig.
Constant	6.022	2.192	—	2.747	0.011
Promotion	0.715	0.137	0.641	5.232	0.000
Price	0.657	0.128	0.630	5.148	0.000
R	0.786				
R^2	0.618				
Adj. R^2	0.589				
SE	1.965				

Note. Dependent Variable: Purchase Decision. Source: IBM SPSS 25 (2022).

Table 12. ANOVA Table — F-Test Results (Simultaneous Significance)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	168.509	2	84.254	21.813	0.000
Residual	104.291	27	3.863	—	—
Total	272.800	29	—	—	—

Note. Dependent Variable: Purchase Decision. Predictors: Promotion, Price. F-table = 3.34 (N_1 = 2; N_2 = 27; α = 5%). Source: IBM SPSS 25 (2022).

5. DISCUSSION

5.1 Effect of Promotion on Purchase Decision

The findings confirm that promotion exerts a significant positive effect on consumer purchase decisions at PT Tesco Indomaritim, providing empirical support for H_1. This result is consistent with contemporary service-marketing evidence showing that communication content can reduce perceived risk and strengthen purchase intentions in high-involvement services (Tran et al., 2024). It is also in line with applied evidence indicating that promotion contributes positively to purchase decisions when modeled together with price (Yusuf & Sunarsi, 2020).

The theoretical mechanism operates through two interdependent pathways. First, promotional activity reduces information asymmetry between the service provider and the prospective institutional buyer, lowering evaluation uncertainty in complex service settings (Tran et al., 2024). Second, sustained promotional engagement helps reinforce buyer awareness and purchase-oriented responses over repeated interactions. In the B2B maritime services context, these mechanisms are relevant because institutional buyers often face technically complex alternatives and relatively high switching costs.

The relative dominance of promotion over price as a purchase decision determinant (β = 0.641 vs. β = 0.630 in the joint model) carries practical significance. In high-involvement and relationship-intensive markets, communication is not merely persuasive; it also functions as a risk-reduction signal that can strengthen institutional confidence in the provider (Tran et al., 2024). This interpretation is consistent with the present context, where service purchases involve technical specifications, maintenance continuity, and organizational accountability.

5.2 Effect of Price on Purchase Decision

The second hypothesis - that price exerts a significant positive effect on purchase decisions - is likewise empirically supported. This finding is consistent with prior research showing that price expectations shape purchase decisions and that discount design can influence perceived attractiveness and purchase intention (Roy et al., 2014; Büyükdağ et al., 2020). It also accords with service research indicating that perceived price affects purchase intention through its relationship with perceived value (Lien et al., 2015).

The operationalization of price through four indicators - affordability, price-quality congruence, price competitiveness, and price-benefit congruence - reflects the multidimensional character of price perception. In institutional purchasing contexts, buyers do not evaluate price in isolation; they weigh price against technical suitability, vendor reliability, and expected value. This interpretation aligns with findings that perceived price and perceived value jointly help explain purchase intentions in service settings (Lien et al., 2015).

5.3 Simultaneous Effect of Promotion and Price

The third and theoretically most integrative hypothesis — that promotion and price jointly exert a significant effect on purchase decision — is affirmed by the multiple regression analysis and the F-test, providing full support for H_3. The substantially higher explanatory power of the multiple regression model (Adjusted R^2 = 0.589) relative to either single-predictor specification (Adjusted R^2 = 0.215 and 0.203, respectively) indicates that promotion and price jointly contribute to purchase decision in an additive specification, with each predictor retaining a meaningful positive coefficient in the same model.

This synergistic dynamic is grounded in the integrative logic of the marketing mix framework, which treats market-facing variables as a coordinated system rather than isolated instruments (Constantinides, 2006). It is also consistent with empirical evidence showing that promotion and price can simultaneously influence purchase decisions (Yusuf & Sunarsi, 2020). The practical recommendation that follows is explicit: PT Tesco Indomaritim should pursue an integrated promotional pricing strategy wherein price adjustments - such as

conditional discounts on spare parts packages or bundled maintenance service contracts - are coupled with targeted communication directed at institutional decision-makers.

5.4 Practical Implications

Three actionable managerial recommendations follow from the empirical findings. First, promotion should be recognized as the dominant purchase decision driver in this sector and accorded commensurate resource allocation priority. PT Tesco Indomaritim's existing promotional activities — participation in the Indo Defence – Indo Marine Expo & Forum and the structured Contract Maintenance communication program — constitute strategically sound investments that should be expanded to encompass digital channels, technical seminar participation, and formalized referral incentive programs. The referral behavior indicator underscores the strategic value of converting satisfied existing clients into active informal advocates, particularly given the relationship-intensive character of B2B maritime procurement.

Second, price strategy should be evaluated through the lens of institutional value perception rather than nominal cost minimization. Pricing decisions should be benchmarked against direct competitors offering equivalent technical specifications, and price communication should systematically foreground quality congruence and long-term operational cost savings. Third, the integration of promotional messaging and price incentivization should be treated as a core strategic design principle. Coordinated promotional pricing campaigns, timed to coincide with scheduled vessel maintenance cycles, represent a practically executable strategy for sustaining purchase frequency and reinforcing institutional purchasing habituation.

6. CONCLUSIONS

This study examined the role of promotion and price as determinants of consumer purchase decisions for spare parts and maintenance services at PT Tesco Indomaritim. Three hypotheses were subjected to rigorous empirical testing through multiple linear regression analysis with full classical assumption diagnostics, applied to primary survey data from thirty institutional consumers.

All three hypotheses are confirmed. Promotion exerts a significant positive partial effect on purchase decision, emerging as the dominant predictor within the joint model ($\beta = 0.641$). Price likewise exerts a significant positive partial effect, functioning as a complementary but marginally secondary determinant ($\beta = 0.630$). The simultaneous entry of both variables into the multiple regression model yields substantially superior explanatory power (Adjusted $R^2 = 0.589$) compared with either single-predictor specification, confirming that the integrated marketing mix framework provides a more complete and practically useful account of institutional purchase behavior than any single-element model could deliver.

Theoretically, this study provides context-specific support for applying the classical marketing mix framework to an Indonesian maritime B2B industrial-services setting rather than claiming broad generalizability across all industrial markets. Methodologically, the study contributes a firm-level empirical baseline that may inform future comparative or larger-sample studies, but its implications should be read within the limits of a single-firm, cross-sectional, small-sample design.

Three substantive limitations circumscribe this study. First, the sample of 30 respondents restricts statistical power and limits external validity to similarly configured maritime B2B service providers. Future research should replicate the inquiry across a broader population spanning Indonesia's major maritime hubs — including Surabaya, Balikpapan, Makassar, and Samarinda. Second, the cross-sectional design precludes causal inference and temporal tracking; longitudinal panel designs would permit examination of how marketing mix configurations influence purchase decision trajectories across successive procurement cycles. Third, the explanatory model is restricted to two independent variables; future models should incorporate product technical quality, service delivery reliability, post-sales support responsiveness, vendor relationship tenure, and technical certification credibility within an extended marketing mix framework. The incorporation of non-linear functional specifications, mixed-methods designs, and cross-country comparisons would further advance theoretical generalizability.

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APPENDIX A. QUESTIONNAIRE

Variable	Items	Statements
Promotion (X1)	1	Information and explanations delivered by PT Tesco Indomaritim regarding available spare parts/services are attractive, clear, and consistent with reality.
	2	I know PT Tesco Indomaritim's spare parts/services through social media, brochures, and/or sales representatives.
	3	Promotions conducted by PT Tesco Indomaritim regarding spare parts/services make me interested in purchasing.
Price (X2)	1	The price of spare parts/services offered by PT Tesco Indomaritim is affordable.
	2	The price of spare parts/services offered by PT Tesco Indomaritim is appropriate for their quality.
	3	The price of spare parts/services offered by PT Tesco Indomaritim is competitive relative to similar providers.
	4	The price of spare parts/services offered by PT Tesco Indomaritim is appropriate for the benefits received.
Purchase Decision (Y)	1	I purchase spare parts/services from PT Tesco Indomaritim because I am confident in and trust their quality and price.
	2	I purchase spare parts/services from PT Tesco Indomaritim because my organization has become a repeat customer.
	3	I would recommend PT Tesco Indomaritim to other companies for spare parts/services purchases.
	4	The spare parts/services sold by PT Tesco Indomaritim meet my expectations and organizational needs.