Jurnal Satyagraha
Vol. 9, No.02 Agustus 2026 – Februari 2027
ISSN : 2620-6358
http://ejournal.universitasmahendradatta.ac.id/index.php/satyagraha

THE INFLUENCE OF PRICE PERCEPTION AND PROMOTION STRATEGY ON BUYING DECISION AMONG FAST MOVING CONSUMER GOODS CONSUMERS IN SURABAYA

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Abstrak – Penelitian ini bertujuan untuk menguji pengaruh price perception dan promotion strategy terhadap buying decision pada konsumen produk Fast Moving Consumer Goods di Surabaya. Pendekatan kuantitatif dengan desain survei eksplanatori digunakan dalam penelitian ini. Penelitian ini berlandaskan pada Theory of Reasoned Action dari Fishbein dan Ajzen (1975) yang menjelaskan bahwa keputusan pembelian konsumen dipengaruhi oleh sikap terhadap produk dan norma subjektif. Sampel sebanyak 100 responden diambil menggunakan teknik accidental sampling dari konsumen yang berbelanja di minimarket atau supermarket di Surabaya. Analisis data menggunakan regresi linear berganda dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan bahwa price perception berpengaruh positif dan signifikan terhadap buying decision, promotion strategy berpengaruh positif dan signifikan terhadap buying decision, dan secara simultan kedua variabel bebas berpengaruh signifikan terhadap buying decision. Penelitian ini mengkonfirmasi bahwa price perception merupakan faktor paling dominan dalam mempengaruhi keputusan pembelian konsumen FMCG di Surabaya.

Kata kunci: *buying decision, price perception, promotion strategy, fast moving consumer goods, surabaya*

Abstract – *This study aims to examine the influence of price perception and promotion strategy on the purchasing decisions of consumers of Fast Moving Consumer Goods in Surabaya. A quantitative approach with an explanatory survey design was employed in this study. The research is based on Fishbein and Ajzen's (1975) Theory of Reasoned Action, which explains that consumers' purchasing decisions are influenced by their attitudes towards a product and subjective norms. A sample of 100 respondents was selected using accidental sampling from consumers shopping at minimarkets or supermarkets in Surabaya. Data analysis was conducted using multiple linear regression with the aid of SPSS version 27. The results indicate that price perception has a positive and significant effect on purchasing decisions, promotion strategy has a positive and significant effect on purchasing decisions, and that, taken together, both independent variables have a significant effect on purchasing decisions. This study confirms that price perception is the most dominant factor influencing the purchasing decisions of FMCG consumers in Surabaya.*

Keywords: *buying decision, price perception, promotion strategy, fast moving consumer goods, surabaya*

INTRODUCTION

Buying decision becomes the main focus for companies producing Fast Moving Consumer Goods (FMCG) because this product category has a fast turnover rate and highly intense competition. FMCG products such as packaged beverages, snacks, and household cleaning products are routinely consumed by almost all levels of society. Kotler and Armstrong (2018) define buying decision as a series of stages that consumers go through, starting from problem recognition, information search, evaluation of alternatives, purchase decision, to post-purchase behavior. This final choice of consumers is highly influenced by how the company packages the service marketing mix and combines it with the competitive advantage possessed by the product (Darmawan & Grenier, 2021). On an operational scale, a tactical marketing mix is an absolute strategy for business actors to secure their product's position in the dense retail market (Wisnujati et al., 2014). Consumers who purchase FMCG products tend to make decisions quickly because these products are daily necessities with relatively affordable prices (Purbey, 2022). Conversely, the company's failure to understand the factors influencing the buying decision causes its products to be neglected on store shelves (Jones & Simmons, 2025). Apart from external factors, the precision of human resource performance in the production department in maintaining consistency of product quality also plays a vital role so that consumer trust is preserved (Darmawan & Aprilia, 2026). This phenomenon is highly visible in most major cities with thousands of minimarkets and supermarkets selling various FMCG brands. Many new products fail to survive because consumers prefer brands that are already familiar or the cheapest (Ozer & Tang, 2019). The identification of factors influencing the buying decision becomes very critical for FMCG manufacturers.

Price perception becomes one of the main determining factors in the buying decision of FMCG products, whose prices are relatively affordable but highly sensitive to changes (Siriguppi, 2022). Zeithaml (1988) defines price perception as the consumer's evaluation of a product's price, which includes price fairness, price-quality inference (the perceived relationship between price and quality), and price value (the perceived value received compared to the price paid). The linkage of this price aspect along with brand equity has proven to be a crucial determinant that drives consumer buying decisions on daily consumption products (Sinambela, 2017). On the other hand, price elasticity and appropriate communication of premium value are also needed when companies implement green pricing strategies on product lines that carry sustainability concepts (Mardikaningsih & Aisyah, 2025). The Theory of Reasoned Action by Fishbein and Ajzen (1975) explains that consumer attitudes toward a product are shaped by beliefs about product attributes, including price. The belief that a product's price is fair and comparable to its quality will form a positive attitude that drives the buying intention. FMCG product consumers who shop at minimarkets and supermarkets are highly sensitive to prices because they frequently compare prices across brands before deciding to buy (Tripathi, 2024). This price evaluation, when combined with lifestyle factors and the comfort of the store's physical environment, also plays a major role in locking in customer commitment and loyalty (Putra et al., 2022). The buyer's emotional attachment can even be strengthened through the observation of brand loyalty based on the alignment between visual packaging design and product price affordability on the sales shelves (Khayru et al., 2021). If a product is perceived as too expensive without a clear reason, consumers will quickly switch to other cheaper brands. Conversely, products with prices perceived to match the benefits received will be more easily chosen. Several empirical studies indicate that price perception is positively related to buying decision (Ridwan, 2024; Fecher et al., 2019). Thus, the influence of price perception deserves to be tested against the buying decision of FMCG consumers.

Promotion strategy becomes the second factor influencing the buying decision of FMCG product consumers, who require external stimuli to encourage trial and repeat purchases (Khan et al., 2019). In a competitive market, a well-targeted promotion design requires precise market segmentation and targeting so that product communication messages can reach the target consumer groups effectively (Arifin et al., 2014). Kotler and Keller (2016) identify various elements of promotion strategy, including sales promotion such as discounts, coupons, and gifts; advertising such as ads in print, electronic, and digital media; personal selling which involves direct interaction between the seller and consumers; and public relations, namely activities to build a positive company image. The Theory of Reasoned Action by Fishbein and Ajzen (1975) explains that subjective norms or perceptions of what people around them consider good and socially accepted marketing strategies influence behavioral intentions. Consumers who see friends or family using a product due to the influence of promotions will tend to follow suit. Promotions via social media and discounts in minimarkets are highly effective for FMCG products because young consumers are very active in seeking information about the latest promos (Pandit et al., 2022). An appropriate promotion strategy can build brand awareness, create perceptions of added value, and encourage consumers to try the product (Katyani, 2025). Providing stimuli in the form of aggressive discount tactics has proven effective in accelerating consumer buying decisions at retail outlets (Abdillah & Darmawan, 2026). Such sales promotion offers frequently trigger impulsive buying behavior, especially when intersecting with the consumer's shopping lifestyle (Gardi & Darmawan, 2022). Furthermore, consistently executed promotions contribute to boosting brand awareness and shaping positive consumer attitudes when evaluating products (Darmawan, 2019). Conversely, products that are never promoted will find it difficult to be recognized and remembered among hundreds of competing brands (Lee, 2024). Previous research consistently shows that promotion strategy is a strong predictor of buying decision (Familmaleki et al., 2015; Nema & Joshi, 2014). Accordingly, promotion strategy is an important variable that needs to be examined.

The phenomenon of the complexity of FMCG product buying decisions is reflected in consumer behavior, where individuals frequently switch brands merely due to a small price difference or an attractive promotion from a competitor. Some consumers assume that a higher price guarantees better quality, while others always choose the cheapest option regardless of quality. Promotion strategies such as buy-one-get-one-free, discount coupons on shopping receipts, and social media advertisements highly influence buying decisions when consumers are inside the store. Real conditions on the ground indicate that the diversity of product variants, the comfort of the store atmosphere, and the accuracy of price perception are the main determinants that secure consumer buying decisions inside supermarkets (Essardi et al., 2022). Therefore, price information transparency and the clarity of promotional messages on display shelves become crucial aspects directly evaluated by consumers while shopping (Khayru et al., 2025). FMCG companies often face difficulties in determining the optimal combination of price and promotion due to competitive dynamics that change every week. A strategy that succeeded last month might be ineffective this month because competitors launch more aggressive promotions. This volatile nature of the retail market demands that companies formulate a robust business sustainability strategy to confront managerial challenges in maintaining consumer loyalty (Mardikaningsih & Darmawan, 2021). A more scientific approach based on consumer behavior theory is highly required.

The Theory of Reasoned Action proposed by Fishbein and Ajzen (1975) serves as the primary theoretical foundation for this study. This theory explains that an individual's behavior is determined by behavioral intention, which in turn is influenced by two main factors: attitude toward the behavior and subjective norms. Attitude toward the behavior is shaped by beliefs about the consequences of performing that behavior and the evaluation of those consequences. In the formation of attitudes, consumer evaluation of a product is also influenced by the accumulation of past brand experiences that build a sense of trust and loyalty (Darmawan, 2018). Price perception contributes to the formation of attitudes toward the product because price is a highly critical attribute in consumer evaluation. Consumers who perceive that a product's price is fair and provides good value will develop a positive attitude that drives buying intention. This attitudinal evaluation includes the willingness of consumers to accept a premium price, where a strong brand experience is capable of driving the intention to recommend the product to others (Darmawan, 2012). In addition, the urban lifestyle trends of modern consumers also play a role as an important predictor in determining buying preferences toward specific product characteristics in the market (Darmawan & Putri, 2026). Meanwhile, promotion strategy contributes to subjective norms because intensive promotions create the perception that the product is popular and widely accepted by society. Promotions such as large discounts or gifts can also influence attitudes by creating perceptions of added value. Ultimately, the presence of product variations introduced through promotions plays an important role in maintaining brand identity while strengthening emotional relationships with consumers (Darmawan & Novita, 2026). By utilizing the Theory of Reasoned Action, this study attempts to examine whether price perception and promotion strategy serve as antecedents of the buying decision among FMCG consumers.

The primary objective of this study is to determine the influence of price perception and promotion strategy on the buying decision among Fast Moving Consumer Goods consumers in Surabaya. More specifically, this study examines the partial influence of each independent variable on the dependent variable. The study also evaluates the simultaneous influence of both variables to observe their collective contribution in explaining the variance in buying decisions. The results of this study are expected to provide a theoretical understanding of the determinants of buying decisions from the perspective of the Theory of Reasoned Action within the context of FMCG products.

METHOD

This study utilizes a quantitative approach with an explanatory survey design aimed at testing the influence between variables through numerical measurement. This type of research was selected because it is suitable for testing hypotheses regarding the causal relationships between independent variables and the dependent variable (Sekaran & Bougie, 2016). The research population consists of all Fast Moving Consumer Goods product consumers who shop at minimarkets or supermarkets in Surabaya. The sampling technique used is accidental sampling, where respondents are chosen based on whoever happens to be encountered by the researcher at the shopping locations and is willing to participate as a respondent (Creswell & Creswell, 2018). The inclusion criteria in this study are consumers who are currently shopping at minimarkets or supermarkets in the Surabaya area and have purchased FMCG products such as packaged beverages, snacks, or household cleaning products. The sampling procedure was conducted by visiting several minimarkets and supermarkets across various districts in Surabaya at different times (morning, afternoon, evening) to obtain a diverse range of respondents. The researcher approached consumers who had just finished shopping and requested their willingness to be respondents. A total of 100 consumers who met the criteria and agreed to participate were selected as the sample. Data collection was carried out through printed questionnaires filled out directly by the respondents with the assistance of the researcher. The time required to complete the questionnaire was approximately 10 to 15 minutes.

The operational definitions of variables are required to transform abstract concepts into measurable indicators. Buying Decision (Y) is defined as a series of stages that consumers go through, starting from problem recognition, information search, evaluation of alternatives, purchase decision, to post-purchase behavior (Kotler & Armstrong, 2018). The indicators of buying decision refer to Kotler and Armstrong (2018), which include problem recognition, namely the consumer's awareness of a need or problem that needs to be fulfilled; information search, namely the search for information about available products; evaluation of alternatives, namely the comparison between brands based on attributes considered important; purchase decision, namely the decision to buy a specific brand; and post-purchase behavior, namely the behavior and evaluation after using the product. Price Perception (X1) is defined as the consumer's evaluation of a product's price, which includes price fairness, the relationship between price and quality, and the value received (Zeithaml, 1988). The indicators of price perception are adapted from Zeithaml (1988), including price fairness, namely the perception that the set price is reasonable and does not disadvantage consumers; price-quality inference, namely the belief that a higher price reflects better quality; and price value, namely the perception that the value received is comparable to the money spent. Promotion Strategy (X2) is defined as the marketing communication mix used by a company to inform, persuade, and remind consumers about their products (Kotler & Keller, 2016). The indicators of promotion strategy from Kotler and Keller (2016) include sales promotion, namely discounts, coupons, gifts, and contests; advertising, namely ads in print, electronic, and digital media; personal selling, namely direct interaction between the seller and consumers such as in-store promotions; and public relations, namely activities to build a positive image through press releases or sponsorships.

The research instrument is structured in the form of a questionnaire using a 5-point Likert scale, where the number 1 indicates strongly disagree and the number 5 indicates strongly agree. The Likert scale was chosen because it is capable of measuring the intensity of the respondents' perceptions toward each statement with a good level of precision (Sekaran & Bougie, 2016). The data analysis technique used is multiple linear regression with the equation $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$ where Y is buying decision, X_1 is price perception, X_2 is promotion strategy, β_0 is the constant, β_1 and β_2 are the regression coefficients, and ϵ is the error term. Before the regression analysis is performed, the data are first tested for normality, multicollinearity, and heteroskedasticity as classical assumptions (Ghozali, 2018). The validity test uses the corrected item-total correlation with an r-table value of 0.197 for $N = 100$, while the reliability test uses Cronbach's alpha with a minimum threshold of 0.70 (Hair et al., 2019). All statistical analyses in this study are conducted with the aid of SPSS version 27 software.

RESULTS AND DISCUSSION

Research data were collected from 100 respondents who are consumers of Fast Moving Consumer Goods products shopping at minimarkets or supermarkets in Surabaya. Data collection was conducted at five minimarkets and three supermarkets spread across various districts in Surabaya at different times. All questionnaires distributed were returned with a response rate of 100 percent because the completion process was carried out directly with the assistance of the researcher. Based on demographic characteristics, the majority of respondents were female, totaling 64 people (64 percent), while males totaled 36 people (36 percent). In terms of age, respondents in the age range of 18 to 25 years totaled 42 people (42 percent), age 26 to 35 years totaled 38 people (38 percent), age 36 to 45 years totaled 14 people (14 percent), and age above 45 years totaled 6 people (6 percent). Based on the monthly income level, respondents with an income of less than 3 million rupiah totaled 31 people (31 percent), an income of 3 to 5 million rupiah totaled 42 people (42 percent), an income of 5 to 10 million rupiah totaled 19 people (19 percent), and an income above 10 million rupiah totaled 8 people (8 percent). The frequency of shopping for FMCG products per week was 1 to 2 times for 48 people (48 percent), 3 to 4 times for 35 people (35 percent), and more than 4 times for 17 people (17 percent). This respondent profile indicates that the research sample is dominated by productive-aged women with middle income and routine shopping frequency.

The validity test results indicate that all statement items have a corrected item-total correlation above 0.197, thus they are declared valid. The reliability test results show the Cronbach's alpha values for each variable, namely buying decision at 0.858, price perception at 0.842, and promotion strategy at 0.849. All of these values exceed the threshold of 0.70, so the instrument is declared reliable. The normality test using the Kolmogorov-Smirnov test yields a statistical value of

0.084 with a significance of 0.098. This significance value is greater than 0.05, so it can be concluded that the residual data are normally distributed. The multicollinearity test shows a Tolerance value for price perception of 0.726 and promotion strategy of 0.726. The Tolerance values are greater than 0.10. The VIF value for price perception is 1.377 and promotion strategy is 1.377. All VIF values are less than 10, indicating that multicollinearity does not occur between the independent variables. The heteroskedasticity test using the Glejser test produces a significance value for price perception of 0.298 and promotion strategy of 0.342. All significance values are greater than 0.05, so the regression model is free from symptoms of heteroskedasticity.**Table 1. Simultaneous Test Results (ANOVA)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	687,456	2	343,728	52,387	0,000
Residual	636,544	97	6,562		
Total	1.324,000	99			

Table 1 shows that the calculated F value is 52.387 with a significance level of 0.000. A significance value smaller than 0.05 indicates that the regression model is feasible to be used to predict buying decision. In other words, price perception and promotion strategy simultaneously have a significant effect on buying decision.

Table 2. Coefficient of Determination Test Results (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,721	0,520	0,510	2,562

Table 2 shows the multiple correlation coefficient value (R) of 0.721, which means the relationship between the independent variables and the dependent variable is classified as strong. The R Square value of 0.520 indicates that price perception and promotion strategy together are able to explain 52.0 percent of the variation in buying decision. The remaining 48.0 percent is explained by other variables not examined in this study. The Adjusted R Square value of 0.510 shows that after adjustments for the number of predictors, the model's capability remains at a good level.**Table 3. Multiple Linear Regression Analysis Results (Coefficients)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,567	1,587		2,878	0,005
Price Perception (X1)	0,445	0,078	0,428	5,705	0,000
Promotion Strategy (X2)	0,367	0,082	0,345	4,476	0,000

Based on Table 3, the regression equation obtained is Y = 4.567 + 0.445 X_1 + 0.367 X_2 A constant of 4.567 shows that when price perception and promotion strategy are valued at zero, the buying decision value is predicted to be 4.567. The regression coefficient of price perception is positive at 0.445, meaning that every increase of one unit of price perception will increase buying decision by 0.445 units assuming other variables remain constant. The regression coefficient of promotion strategy is positive at 0.367, meaning that every increase of one unit of promotion strategy will increase buying decision by 0.367 units. The standardized coefficients values show that price perception has a greater contribution (Beta=0.428) compared to promotion strategy (Beta=0.345).

The t-test results in Table 3 show that price perception has a calculated t-value of 5.705 with a significance of 0.000. The significance value is smaller than 0.05, so H_1 is accepted. This means that price perception has a positive and significant effect on buying decision. Promotion strategy has a calculated t-value of 4.476 with a significance of 0.000, so H_2 is accepted, indicating that promotion strategy has a positive and significant effect on buying decision. The F-test results in Table 1 show a calculated F-value of 52.387 with a significance of 0.000, so H_3 is accepted. Accordingly, price perception and promotion strategy simultaneously have a significant effect on buying decision.

The influence of price perception on buying decision was found to be positive and significant. This finding is consistent with previous studies (Chang, 2019; Umbola et al., 2019; Ridwan, 2024; Hasmalawati et al., 2024), with a regression coefficient larger than that of the promotion strategy. This finding confirms Zeithaml's (1988) theory that consumer perceptions of price fairness, the relationship between price and quality, and the value received are powerful determinants of FMCG product buying decisions. The suitability of this price benchmark is crucial considering that fair price evaluation empirically becomes the main driver for consumers in making buying decisions for daily necessity products (Ramadhan et al., 2025). In order to achieve an optimal profit point, companies can implement a value-based pricing strategy so that the offered price aligns with consumer benefit expectations (Sinambela & Aprilianti, 2013). Consumers in Surabaya shopping at minimarkets and supermarkets are highly sensitive to prices because FMCG products are consumed routinely with high frequency. The Theory of Reasoned Action by Fishbein and Ajzen (1975) explains that price perception shapes the attitude toward a product through beliefs about price attributes. When consumers feel that a product's price is fair and comparable to the offered quality, they develop a positive attitude that drives buying intention (Balaji et al., 2025). This rational evaluation regarding the nominal fairness involves certain psychological mechanisms that shape the profit-and-loss evaluation in the minds of buyers before transacting (Sinambela et al., 2012). In addition, price fairness balanced with consistent quality will solidify consumer trust toward the reliability of the product they choose (Mardikaningsih & Hastriana, 2024). Conversely, the perception that a price is too expensive or not in accordance with the quality will hinder the purchase despite attractive promotions (Rekettye et al., 2025). The implication of this finding is that FMCG manufacturers need to set competitive prices and communicate product value clearly. Psychological pricing strategies such as a price of 9,900 rupiah compared to 10,000 rupiah can influence the perception of fairness. Companies also need to ensure that product quality is consistent with the set price, because a discrepancy will damage the perception of value in the long run. This transparency is important because information dishonesty, such as manipulative green claims, can damage price perception and risks triggering legal protection disputes for consumers (Mardikaningsih et al., 2026). Therefore, integrity in fully delivering product value becomes the main key to a positive market response in the modern era (Mardikaningsih et al., 2025). With a positive price perception, consumers will be more confident in making buying decisions because they feel they are getting the best value for their money.

The influence of promotion strategy on buying decision was found to be positive and significant (Limpo et al., 2018; Wang, 2019; Mehtiyeva, 2023; Kurniawan, 2023). This finding strengthens the theoretical framework of Kotler and Keller (2016) that an appropriate promotion strategy can encourage consumers to try products, especially in the FMCG category which has a high level of brand switching. Sales promotions such as discounts, coupons, and gifts are highly effective in driving immediate purchases because they create a sense of urgency and added value (Suvarna & Malagi, 2025). Intensive shopping incentive programs like these direct price cuts have proven reliable in psychologically stimulating consumers, thereby triggering impulsive buying behavior inside the store (Darmawan, 2020). Interest in such periodic discount offers is also recognized as one of the powerful stimuli underlying the emergence of consumer repeat buying interest (Darmawan & Al Maghrobi, 2026). Advertising on social media and television builds brand awareness and shapes the perception that the product is popular and trustworthy (Jufry & Jufry, 2025). The utilization of social media as a promotional medium for online businesses has proven highly effective in reaching a broad and interactive consumer base in today's digital economic landscape (Infante & Mardikaningsih, 2022; Mardikaningsih & Halizah, 2024). The presence of public figures in these advertising broadcasts also contributes significantly to guiding public opinion and buying interest (Darmawan et al., 2019a). Personal selling through in-store sales assistants can provide additional information that influences the final decision of consumers at the point of purchase (Samyuktha et al., 2022). Public relations through sponsorship activities or donations builds a positive image that makes consumers feel proud to use the product (Lativah & Razali, 2023). Conveying social commitment through marketing communications has proven capable of strengthening public acceptance while reinforcing the moral integrity of the marketed brand (Essa & Mardikaningsih, 2021). Ultimately, an integrated combination of sales promotion activities and massive advertising successfully solidifies the image of retail products in the minds of the public (Darmawan et al., 2019b). The Theory of Reasoned Action by Fishbein and Ajzen (1975) explains that promotion strategy influences subjective norms, which are the perceptions of what people around them consider good. Intensive promotion creates the impression that the product is widely accepted by society, making consumers feel safe to follow suit (Ford, 2018). The implication for FMCG manufacturers in Surabaya is that promotions must be designed in an integrated manner across various channels. Discount programs in minimarkets need to be supported by digital advertisements targeting young consumers. Sales assistants need to be trained to provide convincing recommendations. With an effective promotion strategy, consumers will be more driven to try the product and switch from competing brands. However, excessive promotion without the support of fair pricing and good quality will only result in momentary trials without repeat purchases.

Simultaneously, price perception and promotion strategy together are able to explain 52.0 percent of the variation in buying decision, which means that both variables play complementary roles. The results of the study show that price perception has a slightly more dominant influence compared to promotion strategy, yet both remain significant and positive. This finding confirms that the Theory of Reasoned Action by Fishbein and Ajzen (1975) is highly relevant in explaining the dynamics of FMCG product buying decisions. Price perception plays a role in shaping attitudes toward the product through rational evaluation of value, while promotion strategy plays a role in shaping subjective norms through social influence and perceptions of popularity. In order for the execution of both marketing mixes to run optimally in the market, solid integration between management functions within the internal organization becomes a fundamental need that must not be ignored (Darmawan et al., 2013). In addition, the creativity of the marketing team in presenting promotional visuals and user-friendly digital interface designs has now become a determining factor in modern consumer buying decisions (Darmawan & Hidayat, 2026). Manufacturers that only rely on discount promotions without considering consumer price perception may succeed in the short term but will face difficulties when the promotions are discontinued. Conversely, products with a good price but are never promoted will find it difficult to be recognized and will be defeated by more aggressive competitors. Minimizing this tactical misalignment is just as important as efforts to maintain service quality standards in order to preserve the overall level of consumer satisfaction and loyalty (Darmawan et al., 2022). FMCG consumers in Surabaya, characterized as rational yet easily influenced by trends, require a combination of competitive pricing and attractive promotions. When both factors are present together, consumers will perceive that the product not only provides economic value but is also popular and recommended by many people. Buying decisions will be made more quickly and with higher confidence.

CONCLUSION AND RECOMMENDATIONS

This study successfully proves that price perception has a positive effect on buying decision, promotion strategy has a positive effect on buying decision, and both variables simultaneously have a significant effect on buying decision among Fast Moving Consumer Goods product consumers in Surabaya. The two independent variables contribute 52.0 percent to the variation in buying decisions, indicating that the regression model used possesses a good predictive capability. Price perception is proven to be a slightly more dominant factor compared to promotion strategy in influencing FMCG consumer buying decisions. This finding enriches consumer behavior literature by demonstrating that the Theory of Reasoned Action strongly applies to fast-moving product categories.

For Fast Moving Consumer Goods manufacturers and retailers in Surabaya, it is recommended to set competitive prices and communicate product value clearly to consumers. Psychological pricing strategies and the guarantee of quality consistency with price can strengthen a positive price perception. Companies also need to design an integrated promotion strategy that includes sales promotion at the point of purchase, advertising in digital media, as well as training for sales assistants to provide convincing recommendations. Promotions must balance short-term discounts with long-term brand-building programs. For future researchers, it is suggested to add mediating variables such as brand trust or perceived value to understand more complex mechanisms of influence. Research using an experimental design could also reveal how real-time changes in price and promotion influence buying decisions at store locations.

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