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Exploring Consumer Experiences in Toy Selection: A Study on Hot Wheels and Fire Truck

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ABSTRACT

The study purpose was to analyze differences in consumer perceptions of Hot Wheels and Fire Truck toys at Time Toys, WTC Batanghari Mall, Jambi City, with a specific focus on the influence of price and product quality on consumer satisfaction. The study also aimed to identify service elements that most significantly impact purchasing decisions and to provide recommendations for improving competitiveness in the specialty toy retail sector. This research addresses the urgency of understanding the interplay between tangible product attributes and intangible service factors within the context of Indonesian modern retail.

Materials and methods. This study adopted a comparative, cross-sectional design involving consumers who had purchased or considered purchasing Hot Wheels or Fire Truck toys in the past six months. A purposive sampling method was used to ensure participants possessed relevant experience and familiarity with both products. Data were collected using structured questionnaires, distributed in-store and online, measuring demographic characteristics, perceptions of product quality and price fairness, and overall satisfaction. Descriptive statistics were applied to summarize general patterns, independent samples t-tests were used to examine differences in perceptions, and multiple regression analysis was conducted to assess the relative influence of price and quality on satisfaction, with a significance threshold of $p < 0.05$.

Results. The findings revealed that while price and product quality significantly influenced purchasing decisions, service quality emerged as a more dominant determinant of consumer satisfaction. Elements such as transaction transparency, accountability, conditional service tailored to situational needs, and equitable treatment without discrimination were highly valued by customers. Additionally, the provision of supportive facilities, flexibility in payment methods, member-exclusive discounts, and short-term product replacement guarantees enhanced the overall shopping experience. Employee motivation, reinforced by managerial guidance and religious values, contributed to consistently high service standards.

Conclusions. The study concludes that in specialty toy retail, service quality can outweigh traditional factors like price and product quality in shaping customer satisfaction. The novelty lies in identifying conditional service as a culturally relevant competitive advantage and highlighting the integration of ethical and spiritual values in service delivery. Retailers are advised to integrate pricing and quality strategies with comprehensive management of the shopping experience, combining efficiency with relational depth to sustain customer loyalty and long-term business growth.

Keywords: Consumer satisfaction, product quality, price perception, service quality, specialty toy retail

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INTRODUCTION

The development of globalization has had a profound impact on various aspects of societal life, encompassing the economic, social, cultural, and technological spheres. The increasingly massive flow of globalization has created a new order in daily life, including the way people consume goods and services. Consumption patterns in this era place greater emphasis on convenience, speed, and accessibility. These changes have driven consumers to choose purchasing channels that are efficient, practical, and affordable(Mustofa, 2023; Tanjung, Anaswan, & Nisak, 2023). One sector directly affected by this shift is retail, which has experienced a significant increase in both the number and

variety of modern stores, such as supermarkets, hypermarkets, minimarkets, and specialty retailers offering products tailored to specific market segments(Kadarsih, Munip, Aminah, & Rahmy, 2023).

Advancements in information and communication technology have reinforced this dynamic by providing broader opportunities for retail businesses to access markets, promote products, and serve customers more quickly and effectively(Hidayat, Mubyarto, Ritonga, & Sunarti, 2023; Karnadjaja, 2023). Competition occurs not only among local businesses but also with foreign brands and companies entering the domestic market(Hidayat, Hardi, Sucipto, & Sunarti, 2023). This condition demands that businesses continuously innovate their marketing strategies, update their product offerings, and adopt sales methods aligned with consumer trends. Product and service differentiation has become a critical key for companies to survive amid the abundance of choices available to consumers(Dewi & Febrianto, 2023; Djaja et al., 2023).

Customer satisfaction has emerged as a decisive element in the sustainability of retail businesses. Customers who are satisfied with a product or service tend to make repeat purchases and exhibit greater loyalty(Devi, Ma'ani, & Wahab, 2023). This satisfaction arises from the fulfillment of their needs and expectations, which may be influenced by factors such as product quality, price appropriateness, service speed and friendliness(Rahma, Musthofa, & Fatimah, 2024), as well as the emotional value gained from the shopping experience(Nurjali, Nisak, Wulandari, & Mun'amah, 2023). Without customer satisfaction, companies will find it difficult to maintain their market share, especially in an increasingly competitive environment(Nuri, Junaidi, & Achmad, 2024).

The phenomenon of competition between modern retail and traditional markets serves as a clear illustration of the changing commercial landscape in Indonesia. The presence of modern retail—with well-organized layouts, comprehensive product selections, and attractive promotions—often causes traditional markets to lose part of their customer base(Munip et al., 2024; Musthofa, 2024; Musthofa & Wulandari, 2024). This shift in shopping preferences encourages business actors, both in modern and traditional sectors, to continuously improve product quality(Mustari, Mere, Pitri, Wibowo, & Nilfatri, 2024), offer competitive pricing, and provide superior service. Such efforts aim not only to attract new customers but also to retain existing ones(Lubis, Irfana, Purwatiningsih, Nisak, & Sari, 2024; Munip, 2024).

WTC Batanghari Mall in Jambi City stands as a symbol of modern retail development in the region. Since its opening in 2004, the mall has become a popular shopping destination for the community by offering a variety of retail outlets, entertainment areas, and complete supporting facilities. The presence of diverse tenants, including Time Toys, adds value in attracting visitors(Kurniawan, Marwendi, Yusuf, Aiman, & Tauvani, 2024; Kuswanto, Fajanela, & Abidin, 2024). Time Toys holds a special position in fulfilling the needs of children's toys, offering products that are not only entertaining but also educational(Ismail & Musthofa, 2024; Kuswanto, Abidin, Pestano, & Ikhlas, 2024).

Time Toys at WTC Batanghari Mall is widely known for its diverse collection of toys, ranging from educational toys to those that stimulate creativity and imagination. Among its collections, two prominent categories are Hot Wheels and Fire Truck. Hot Wheels is synonymous with uniquely designed miniature cars, precise detailing, and high-quality materials(Saryanti, Daud, Kadarsih, Munamah, & Dewi, 2024; Syariah, 2024). Meanwhile, Fire Truck offers educational value through role-play simulations of the firefighting profession, which can teach children about courage, teamwork, and responsibility(Fatimah, Devi, Wandi, Mun'amah, & Sarwono, 2024; A. E. Saputra & Susanti, 2024). Both have their own distinct appeal, influencing purchasing interest from both children as end-users and parents as buyers(A. A. Saputra, 2023).

Product quality and price are two primary determinants in consumers' decision-making processes when purchasing toys. Consumers prefer toys that are not only safe and visually appealing but also

offer value commensurate with the price paid(Fia, Musthofa, & Devi, 2024; Susanto, Putra, & Nisak, 2024). In this context, consumer perceptions of Hot Wheels and Fire Truck at Time Toys present an interesting subject of study, as these two types of toys occupy the same segment but possess different characteristics. Internal competition between products in similar categories provides an opportunity to examine the factors influencing consumer satisfaction(Fajri, Abidin, & Lestari, 2024).

Measuring the level of consumer satisfaction with a specific product offers strategic benefits for business operators. The data obtained can be utilized to design more effective marketing strategies, improve service quality, adjust pricing, and enhance the overall shopping experience. Research focusing on the comparison of price and quality between Hot Wheels and Fire Truck toys at Time Toys WTC Batanghari Mall carries high practical value, both for store management and toy manufacturers, as it can serve as a basis for decision-making in product management and promotion.

The urgency of this research lies in the need for an in-depth understanding of the relationship between price, quality, and consumer satisfaction in the children's toy segment. Such knowledge is essential to ensure that the sales strategies implemented are capable of attracting consumer interest while maintaining their loyalty. The purpose of this study is to analyze differences in consumer perceptions of Hot Wheels and Fire Truck toys, evaluate the influence of price and quality factors on satisfaction levels, and provide recommendations that Time Toys can apply to enhance competitiveness and strengthen its position in the children's toy retail market in Jambi City.

METHOD

Study participants

The participants in this study consist of consumers who have purchased or considered purchasing Hot Wheels or Fire Truck toys from Time Toys, located at WTC Batanghari Mall, Jambi City. The target population includes both direct buyers and decision-makers primarily parents or guardians responsible for selecting toys for children. A purposive sampling method will be applied to ensure respondents have relevant purchasing experience and familiarity with both product categories. Inclusion criteria require that participants have visited Time Toys within the last six months and possess knowledge of at least one of the two studied product types.

Study organization

This research is designed as a comparative, cross-sectional study aimed at analyzing consumer perceptions and satisfaction related to two distinct toy categories: Hot Wheels and Fire Truck. The study will examine two primary independent variables price and product quality and their influence on the dependent variable, consumer satisfaction. Data collection will be conducted through structured questionnaires distributed in-person at Time Toys and through targeted online surveys for recent customers. The questionnaire will be divided into sections measuring demographic characteristics, perception of product quality, price fairness, and overall satisfaction. All procedures will be standardized to ensure consistency in data collection and to minimize measurement bias.

Statistical analysis

The qualitative data analysis will be conducted using the Miles and Huberman model, which consists of three main stages: data reduction, data display, and conclusion drawing with verification. In the data reduction stage, information obtained from interviews and observations will be selected, summarized, and focused on relevant aspects related to respondents' demographic profiles and their perceptions of Hot Wheels and Fire Truck toys, including classification based on age, gender, and play experience. Subsequently, in the data display stage, the reduced data will be organized into thematic matrices or tables to facilitate the identification of patterns and differences in perceptions among groups, particularly regarding price, quality, and their influence on consumer satisfaction. The final stage, conclusion drawing and verification, involves interpreting the findings to reveal the main themes and dominant factors influencing satisfaction, followed by repeated verification to

ensure the consistency and accuracy of the results, thereby producing interpretations that are precise, comprehensive, and reflective of respondents' perspectives as a whole.

FINDING AND DISCUSSION

The research site is located at Time Toys, situated within the WTC Batanghari Mall, one of the modern shopping centers that has become an icon of Jambi City. Jambi City itself is located on the eastern coast of Sumatra Island and serves as the capital of Jambi Province, which has experienced rapid growth alongside economic and infrastructural development. WTC Batanghari is situated on the banks of the Batanghari River the longest river in Sumatra with a total area of approximately 37,364 square meters, previously occupying the former site of customs offices and port facilities. Geographically, the mall is bordered to the west by the traditional Angso Duo Market, to the south by a main road and residential areas, to the east by the Tanggo Rajo/Ancol tourist area, and to the north directly by the Batanghari River. Since its establishment, WTC Batanghari has been a favored destination for both local residents and tourists, offering a comfortable shopping experience, comprehensive facilities, and family entertainment. Within the mall is Time Toys, a toy store that, since 2017, has served as a central hub for the sale of Hot Wheels and Fire Truck products. The store offers a wide range of Hot Wheels die-cast cars, from regular editions to rare and exclusive releases, as well as a diverse selection of Fire Truck toys. Beyond functioning as a retail outlet, Time Toys frequently serves as a gathering place for collectors and toy enthusiasts, hosting activities such as collection auctions, collector discussions, and toy exhibitions. These characteristics make Time Toys at WTC Batanghari an ideal research site, as it provides direct access to the research objects Hot Wheels and Fire Truck products and facilitates the observation of interactions between sellers, buyers, and collectors, which are highly relevant to the study's focus on consumer experience and satisfaction(Ariyani et al., 2024).

Interviews with several customers of Hot Wheels and Fire Truck at Time Toys, WTC Batanghari, revealed that customers regard service quality as the primary factor influencing satisfaction and purchase decisions. Customers emphasized the importance of transparency, accountability, service alignment with circumstances, fulfillment of customer needs, equal rights without discrimination, and the balance between rights and obligations(Abidin, 2024). The explanations provided highlighted that transparent services facilitate customers' understanding of transaction processes, while accountability offers a sense of security that each service can be justified. Some respondents cited the implementation of computer-based or scanner-based payment systems in the store as a form of modern transparency. Conditional services, tailored to the situation and capabilities of both parties, were also appreciated for offering flexibility without reducing efficiency and effectiveness. Customers further stressed that fulfilling their needs should be accompanied by friendliness, responsiveness, and fairness regardless of social background, race, or religion.

Findings from document analysis and relevant literature on marketing strategies indicated that the store implements various initiatives to enhance customer satisfaction. Internal documents and scholarly references showed that these strategies include providing free facilities such as spacious parking areas, waiting rooms, children's play areas, and adequate restrooms to support shopping convenience. Customers are given the option to order desired products either directly in-store or through remote contact, along with flexibility in payment methods, including bank transfers, QRIS, digital wallets, and other alternatives. Special discount programs for members, product diversity in various sizes and colors, and a three-day product replacement guarantee if the label remains attached are part of the documented strategies. This approach aligns with marketing theories that emphasize the importance of combining facilities, flexibility, and incentives as key attractions for consumers in the collectible toy retail market(Sya'bana, Nisak, Suryaningsih, Rukiyanto, & Hastuti, 2024).

Field notes from direct observations revealed that interactions between employees and customers at Time Toys reflect the implementation of service strategies oriented toward customer satisfaction. Employees demonstrated high responsiveness to customer requests and inquiries, understood the

preferred products, and served customers with neat appearances and courteous manners(Ikhlas, Yasmin, Muharramah, & Kuswanto, 2025). Work motivation, maintained through managerial guidance and skill training, ensured consistent service quality. The store's leadership also encouraged employees to uphold a strong work ethic, broaden product knowledge, and prioritize religious values in their work, as reflected in patience and sincerity in service delivery. Observations further noted that the combination of service competence, internal motivation, and adequate facilities created a positive shopping experience, thereby attracting customers to return and recommend the store to others.

The findings of this study confirm that service quality plays a decisive role in shaping customer satisfaction and purchasing behavior in the collectible toy retail sector. Interviews with Hot Wheels and Fire Truck customers revealed that transparency, accountability, and responsiveness are not only appreciated but expected as standard practice. This observation aligns with Parasuraman, Zeithaml, and Berry's SERVQUAL model, which identifies reliability, assurance, and responsiveness as critical service quality dimensions. In this case, transparency in transactions facilitated by modern payment systems provided a sense of trust, while accountability reinforced customers' confidence in the store's operations.

The principle of conditional service emerged as a unique factor in the local retail context. Customers valued services that could adapt to situational demands without compromising efficiency or fairness. This aligns with Kotler and Keller's assertion that service flexibility can be a competitive differentiator in markets where products, such as collectible toys, are relatively homogeneous. The capacity to accommodate both budget-conscious and premium-seeking consumers indicates that Time Toys strategically leverages service personalization to foster loyalty. Another critical dimension raised by customers was the equitable treatment of all patrons, irrespective of ethnicity, religion, or socioeconomic background. In the Indonesian retail context—particularly in a multicultural city like Jambi—such an approach reinforces inclusivity and avoids the reputational risks associated with perceived discrimination. This finding resonates with prior studies in service marketing, which suggest that equity in treatment not only enhances customer satisfaction but also strengthens brand reputation.

The document review further illustrated that Time Toys integrates physical and experiential elements into its marketing strategy. The provision of free, well-maintained facilities such as spacious parking areas, children's play zones, and comfortable waiting spaces represents an investment in the customer experience beyond the product itself. Research in experiential retailing highlights that these environmental cues influence dwell time and spending behavior, particularly among family-oriented consumer segments. Flexibility in product ordering and payment methods also emerged as a competitive strength. By offering in-store booking, remote ordering, and multiple digital payment options, the store addresses the growing demand for omnichannel retail solutions. This adaptation reflects global retail trends identified by Deloitte (2022), where convenience and payment flexibility are increasingly seen as baseline customer expectations rather than added value.

The existence of member-exclusive discounts, product variety in size and color, and short-term replacement guarantees are further indicators of a structured customer retention program. These strategies are consistent with loyalty marketing theories, which emphasize the need to provide tangible benefits that encourage repeat patronage. By offering replacement guarantees, Time Toys reduces perceived purchasing risk, a factor particularly relevant in collectible markets where product condition is paramount. Observations in the field reinforced the interview and document findings, showing that service quality is actively practiced rather than merely stated in policy. Employees displayed high responsiveness by promptly attending to customer inquiries and proactively offering product recommendations. Such behavior reflects an internalization of service values that extend beyond mere procedural compliance, suggesting that management's motivational strategies are effective.

The leadership's role in maintaining service standards was also evident. Managerial efforts to provide ongoing training, foster product knowledge, and integrate ethical principles into workplace culture appear to have created a cohesive and motivated workforce. This is consistent with transformational leadership theory, which posits that leaders who inspire shared values and continuous improvement achieve better organizational outcomes, including higher customer satisfaction. Integrating religious values into workplace conduct, as observed at Time Toys, offers an interesting dimension rarely highlighted in mainstream retail literature. In this context, the incorporation of faith-based motivation such as emphasizing sincerity and accountability before God appears to enhance employees' sense of purpose. This finding parallels studies in Islamic business ethics, which suggest that spiritual consciousness can contribute to more consistent and customer-centered service delivery.

Overall, the synergy between service quality, strategic facility provision, flexible transaction options, and internal employee motivation forms a holistic framework for customer satisfaction. Time Toys' approach demonstrates that in niche markets like collectible toys, non-price factors often have an equal or greater impact on purchase decisions than the products themselves. The blending of tangible and intangible service elements provides a competitive advantage that is difficult for competitors to replicate. These findings have both theoretical and practical implications. From a theoretical perspective, they extend service quality literature by showing how global marketing principles can be localized to suit cultural and contextual specificities in Indonesia. Practically, they offer a replicable model for other specialty retailers aiming to balance transactional efficiency with relational depth. Sustaining such a model will require continuous adaptation to technological, cultural, and competitive shifts, ensuring that customer satisfaction remains central to business growth.

CONCLUSIONS

It can be concluded that, although price and product quality remain important considerations in purchasing decisions, service factors exert a more dominant influence on consumer satisfaction for Hot Wheels and Fire Truck products at Time Toys, WTC Batanghari Mall. Transaction transparency, accountability, the ability to tailor services to situational needs (conditional service), and equitable treatment without discrimination are the service elements most appreciated by consumers. This study introduces novelty by identifying conditional service as a culturally relevant differentiator in the Indonesian retail context, as well as highlighting the role of work ethics grounded in religious values emphasizing sincerity, patience, and spiritual accountability in building service quality. The findings extend the SERVQUAL framework by incorporating cultural value dimensions and adaptive service strategies, while underscoring that experience-based marketing through supportive facilities, ease of payment methods, and loyalty programs can enhance satisfaction in specialty retail segments. The practical implication of this study is that retailers should integrate pricing and quality strategies with holistic management of the shopping experience, combining transactional efficiency with relational depth, and ensuring employee motivation aligned with organizational values to maintain consistent service standards and foster long-term loyalty.

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