

## THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON PURCHASING DECISIONS AT ES BERKAH BUSINESS IN SOPPENG REGENCY

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### **Abstract**

This study aims to determine the influence of product quality and price on purchasing decisions at the Es Berkah business in Soppeng Regency. The research uses a quantitative approach with data collected through questionnaires distributed to consumers who have made purchases at Es Berkah. The variables studied include product quality and price as independent variables, and purchasing decision as the dependent variable. Data analysis was conducted using multiple linear regression. The results show that both product quality and price have a positive and significant effect on purchasing decisions. Among the two variables, product quality has a stronger influence. These findings suggest that improving product quality while maintaining competitive pricing can effectively increase consumer purchasing decisions at Es Berkah. The study provides practical implications for small business operators to focus on quality improvement strategies to strengthen market positioning.

**Keywords:** product quality, price, purchasing decision, Es Berkah, Soppeng Regency

## INTRODUCTION

Product marketing is an important activity in increasing the selling value and appeal of a product in the eyes of consumers. According to Kotler and Keller (2016), marketing is not just about selling products or services, but also about creating added value for consumers. This involves the process of identifying consumer needs, product development, and effective communication to attract potential consumer interest. Amidst the increasingly fierce market competition, companies must be able to understand and adapt relevant marketing strategies to reach target markets and win consumer loyalty.

Effective marketing also pays attention to changes in consumer trends and preferences. According to Tjiptono (2019), good marketing is adaptive and capable of keeping up with market dynamics. This includes adjusting products to rapidly changing consumer trends, such as preferences for eco-friendly products or products that support health. Successful marketers must be able to read these trends and apply them in their marketing strategies so that the products can be relevant and accepted in the market. In other words, flexibility and adaptability are key in product marketing to achieve long-term success and maintain competitiveness in a dynamic industry.

The culinary industry in Indonesia has experienced rapid development in recent years, driven by the cultural diversity and culinary wealth possessed by each region. As a country with more than 17,000 islands, Indonesia holds a diverse culinary wealth, ranging from staple foods to desserts. Various regional cuisines are increasingly accessible to the wider public through digitalization and the influence of social media that promotes local culinary culture (Wahyuni, 2020). This provides opportunities for culinary entrepreneurs to continue innovating and introducing traditional dishes to younger generations.

With the increasing demand for traditional cuisine, *es campur* has also undergone several transformations in terms of presentation and composition. Many culinary outlets now serve *es campur* with a modern touch, such as the addition of more varied toppings, like chia seeds, jelly, or even ice cream. This is done to attract the interest of the millennial generation, who are more accustomed to variations in desserts (Hartanto, 2021). This transformation shows how *es campur* has successfully adapted to global culinary trends without losing its original identity.

The presence of *es campur* as an icon of traditional cuisine also supports the tourism industry. Many local and international tourists are interested in tasting *es campur* as part of their culinary experience while in Indonesia. In a study by Nugraha (2022), *es campur* is mentioned as one of the culinary delights often brought back as souvenirs or featured in traditional food festivals in various regions. This reinforces the position of *es campur* as one of the traditional ice drinks with high economic value for local culinary entrepreneurs.

The rapid development of the culinary industry in Indonesia, es campur remains a favorite amidst the emergence of various new types of beverages. As part of the local culinary culture, es campur not only endures but also continues to innovate with the times. The unique flavors and diverse ingredients used become a special attraction for culinary enthusiasts, both from within the country and abroad. The success of es campur in maintaining its popularity demonstrates how Indonesian culinary traditions can continue to evolve and remain relevant in the modern era (Suryani, 2023).

The purchase decision is the process that consumers go through when choosing a specific product or service from various available options. This process typically includes several stages, such as need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Kotler et al., 2016). Consumers will consider the quality, price, and value they perceive when choosing a particular product.

Purchase decisions are influenced by several unique aspects. Besides the quality of taste and the ingredients used, consumers are also greatly influenced by the visual appearance, sensory experience, and innovation in presentation. Research conducted by Pratama (2020) shows that culinary consumers tend to prefer products that are not only delicious but also have strong visual appeal, especially when shared on social media. This is highly relevant to current trends, where the visual aspect of culinary products often determines purchasing decisions.

The process in which consumers compare various available options based on certain criteria, such as product quality and price. Solomon (2019) explains that consumers often use a cognitive evaluation system to weigh the pros and cons of each option. Factors such as price perception and brand image become the main determinants in this process.

Finally, at the purchase decision stage, consumers choose the product that they believe best meets their criteria. After the purchase is made, there is a possibility of post-purchase behavior emerging, where consumers assess whether the product meets their expectations or not. If the product meets or even exceeds expectations, it is highly likely that consumers will feel satisfied and loyal to the product (Oliver, 2014). Conversely, dissatisfaction can trigger complaints or even cancellation of future purchase decisions.

Product quality is one of the important factors that determine success in the culinary industry, including in the making and selling of es campur. According to Kotler and Keller (2016), product quality refers to the ability of a product to meet or exceed consumer expectations. In the context of es campur, product quality encompasses several aspects such as the freshness of the ingredients, the cleanliness of the production process, and the balance of taste and texture. The higher the quality of the es campur offered, the greater the likelihood that consumers will return to purchase the product.

One of the indicators of product quality in es campur is the use of fresh ingredients. According to research by Pratiwi (2020), culinary consumers in Indonesia pay great attention to the freshness of ingredients, especially for fruit-based products like es campur. Fresh fruits not only enhance the flavor but also provide better nutrition and a more appealing appearance. The quality of these ingredients becomes an important element in building consumer trust and ensuring that the product remains competitive in the increasingly crowded culinary market.

In addition to the freshness of the ingredients, consistency in the presentation of es campur also plays an important role in shaping consumer perceptions of product quality. According to Santoso (2019), mixed ice served with a balanced proportion of ingredients between ice, syrup, coconut milk, and other additions will be more favored by consumers. Consumers tend to prefer products with a balanced taste that is not excessive, featuring a combination of sweetness, freshness, and the chewy texture of jelly or fruits. Consistency in presentation also reflects the producer's commitment to maintaining the quality standards of their product.

Cleanliness in the process of making mixed ice is also crucial in determining the quality of the product. According to research by Rahmawati (2021), culinary consumers in Indonesia are increasingly paying attention to hygiene aspects, especially for products sold at street vendors or traditional markets. Good hygiene standards will not only increase consumer trust but also prevent the risk of foodborne illnesses. Therefore, mixed ice producers need to ensure that their product manufacturing processes meet strict hygiene standards. Good quality creates high value for consumers, which in turn increases customer loyalty and satisfaction. In the context of mixed ice, product quality includes the freshness of the ingredients, taste, visual appearance, and cleanliness. Consumers tend to prefer products with consistent quality, as this provides a sense of security and trust in the product.

On the other hand, price becomes a comparative factor that consumers often consider after the aspect of quality. Schiffman and Kanuk (2015) state that price is one of the elements that influence consumer perception of a product, and is often interpreted as an indicator of value. In the context of mixed ice, an affordable price with satisfactory quality can increase consumer purchase interest. Consumers will compare the price with the quality received, and the purchase decision will depend on the balance between the two factors.

Price also plays a role in determining market segmentation. According to Kotler (2017), products with higher prices are often targeted at consumers with higher purchasing power, who may associate high prices with premium quality. Conversely, lower prices can attract consumers who are more price-sensitive, without compromising product quality. In the mixed ice market, producers need to consider how to balance price and quality to attract various consumer segments, both those looking for premium products and those wanting more economical options.

In the end, the influence of product quality and price on purchasing decisions is closely related to consumers' perception of the value received. Consumers tend to buy products that offer a balance between affordable prices and adequate quality. In the culinary industry, such as in the case of es campur, it is important for producers to maintain consistent quality while offering competitive prices to win the hearts of consumers and increase sales.

Es Campur Berkah is one of the well-known local culinary businesses in the Marioriawa District, Soppeng Regency. This business offers traditional es campur rich in fresh ingredients such as local fruits, jelly, and coconut milk, served with shaved ice and a special sweet syrup. Es Campur Berkah is known by the local community for maintaining traditional flavors with a modern touch, making it popular among various groups. In addition, the strategic location of the business near the market area and the center of activity makes this es campur easily accessible to the local community as well as tourists visiting Marioriawa.

As the local culinary industry develops, Es Campur Berkah has also become one of the culinary icons in the Marioriawa District. This business not only focuses on product quality but also maintains cleanliness and provides friendly service to customers. The prices offered are quite affordable, making it a favorite choice for consumers from various walks of life. The presence of Es Campur Berkah also contributes positively to the local economy by providing job opportunities for the surrounding residents and enhancing the appeal of culinary tourism in Soppeng Regency.

The reason I am conducting research with the title "The Influence of Product Quality and Price on Purchase Decisions at Es Campur Berkah in Soppeng Regency" is to gain a deeper understanding of how product quality and price factors contribute to consumer purchase decisions in local culinary businesses. Es Campur Berkah, as one of the culinary businesses in the Marioriawa District, has significant appeal to the local community, with product quality that emphasizes fresh ingredients and distinctive flavors. However, with the increasing competition in the culinary industry, it is important to understand the extent to which the quality of the products offered and the prices applied can influence consumer loyalty and purchase interest. This research aims to examine the influence of product quality and price on purchasing decisions.

In addition, this research is also important to provide a clearer picture of consumer behavior in the traditional culinary sector, particularly es campur in Soppeng Regency. Understanding the relationship between product quality, price, and purchasing decisions will provide useful insights for other local entrepreneurs in managing their businesses. Thus, the results of this research are expected to offer practical recommendations for business operators in enhancing customer satisfaction and strengthening the appeal of Es Campur Berkah in the eyes of consumers.

## **RESEARCH METHOD**

The type of research is descriptive quantitative, as it aims to measure the relationship between variables such as product quality, price, and purchasing decisions. Descriptive quantitative research focuses on describing and understanding how these variables interact, as well as the extent of each variable's influence on consumer purchasing decisions.

The type of data used in this research on "The Influence of Product Quality and Price on Purchase Decisions at Es Berkah in Soppeng Regency" is descriptive with a quantitative approach.

The data sources used in this research are primary and secondary data. The data sources used in this research are:

1. Primary data, which is data obtained through direct interviews with respondents regarding the influence of product quality and price on the purchasing decision of mixed ice (case study of Berkah mixed ice in Soppeng Regency).
2. Secondary data, which is data collected from secondary sources such as articles, scientific journals, BPS, expert analyses, and previous surveys related to the influence of product quality and price on the purchasing decision of mixed ice (case study of Berkah mixed ice in Soppeng Regency).

Data analysis used in the research on the influence of product quality and price on the purchasing decision of Es Campur Berkah in Soppeng Regency. namely by using the SPSS application (Statistical Product and Service Solution 18). According to Dewi Priyatno (2017), SPSS (originally named Statistical Package For Social Science) is a computer program used for statistical data processing. The tests that will be conducted on the data collected from respondents are Instrument Feasibility Test, Classical Assumption Test, and Multiple Linear Regression Analysis to answer the research hypothesis.

## **RESULTS AND DISCUSSION**

### **1. The Influence of Product Quality on Purchase Decisions**

Product quality is one of the main factors that influence consumer purchase decisions. Product quality has a positive and significant impact on purchase decisions for Es Berkah in Soppeng Regency. This indicates that the higher the quality of the product offered, the greater the consumer's desire to make a purchase. This is similar to Syaifuddin's (2024) findings that there is a significant and positive relationship between product quality and purchasing decisions. The coefficient of determination of 50.7% indicates that product quality significantly contributes to the variation in consumer purchase decisions. This is reinforced by Iskandar's (2021) findings that

product quality has a significant impact on purchase decisions with a coefficient of determination of 70.5%, indicating a very strong influence.

The quality of the product in question includes aspects such as a delicious and consistent ice cream flavor, cleanliness and freshness in the production process, as well as an attractive packaging appearance. These factors create a positive impression in the eyes of consumers, which then influences their perception of the overall value of the product. Consumers tend to feel satisfied and trust high-quality products, making them more confident in repurchasing and recommending to others. This is in line with Pratama's (2022) findings that product quality has a positive and significant impact on repurchase intention. This indicates that products with good quality enhance customer satisfaction and encourage repeat purchases.

This finding is in line with several previous studies that state that product quality significantly influences purchasing decisions. Therefore, Es Berkah in Soppeng Regency needs to continuously maintain and improve the quality of its products to retain consumer trust and expand its market share.

## **2. The Influence of Price on Purchase Decisions**

The price variable also shows a positive and significant influence on purchase decisions. The price offered by Es Berkah is considered to be in line with the quality of the product provided, and is quite competitive compared to similar products in the local market. In this case, consumers consider that affordable prices and benefits that are commensurate with the value obtained are one of the important considerations in making purchasing decisions. This is in line with Sari's (2024) research which states that partially, the price variable has a positive and significant effect on purchasing decisions, with a t-value of 3.850 and a significance of 0.000.

Setting the right price not only attracts new consumers but also maintains the loyalty of existing consumers. Thus, the pricing strategy implemented by Es Berkah successfully created a positive value perception in the eyes of consumers. This is similar to Darmawan's (2017) findings that price has a positive and significant impact on consumer satisfaction and loyalty. Consumer satisfaction mediates the relationship between price and loyalty, indicating that an appropriate price increases satisfaction, which in turn enhances loyalty. emphasized by Anggarwati's (2020) findings which state that pricing policies affect customer loyalty levels. Appropriate pricing increases customer loyalty.

These findings are in line with various other research results that show that an appropriate pricing strategy can enhance product competitiveness, expand the market, and increase purchase levels. Therefore, Es Berkah needs to continuously consider a pricing structure that is proportional and adaptive to market conditions in order to remain relevant in the eyes of consumers. In this context, competitive pricing becomes a key factor in creating satisfaction and building customer loyalty amidst the competition in the ice beverage industry in Soppeng Regency.

### **3. The Influence of Product Quality and Price on Purchase Decisions**

Based on the research results conducted through multiple linear regression analysis, which showed the significance value of the product quality and price variables having an influence on the purchase decision variable ( $p < 0.05$ ). Therefore, it can be concluded that product quality and price have a positive and significant impact on purchasing decisions for Es Berkah in Soppeng Regency. From the results of this study, it is known that product quality and price are very important in increasing purchase decisions.

The results of this study are in line with the research conducted by Sitohang (2024), which found that product quality and price factors have a significant influence on consumer purchasing decisions regarding a product. Customers tend to purchase products if their quality meets their needs and desires, and provides benefits that meet their expectations. Consumers value product quality as a reward for their spending, making quality a primary consideration before purchasing. Competitive prices that are commensurate with product quality become the main attraction for consumers.

Hidayat (2025) states that price and product quality simultaneously influence purchasing decisions by 52.3%. Competitive prices and good product quality are important factors in attracting customers. Meanwhile, Sari (2024) shows that product quality and price simultaneously have a significant effect on purchasing decisions, with a coefficient of determination of 41.3%. The t-test indicates significance values for product quality and price of 0.000 each ( $p < 0.05$ ).

Overall, the synergy between product quality and appropriate pricing strategy has proven effective in enhancing the product's appeal in the eyes of consumers. For Es Berkah, consistently maintaining quality and keeping prices aligned with the purchasing power of the community are key strategies in maintaining market position.

### **CONCLUSION**

The conclusion of the research titled “The Influence of Product Quality and Price on Purchase Decisions at Es Berkah Business in Soppeng Regency” is as follows:

1. Product quality has a positive and significant effect on purchase decisions at Es Berkah in Soppeng Regency. Product quality can meet consumer expectations in terms of taste, cleanliness of ingredient composition, and product durability, which proves to be important factors that encourage consumers to make purchases.
2. Price has a positive effect on purchase decisions and plays a significant role, where a price considered fair and commensurate with product quality can increase consumer attraction to buy.
3. Product quality and price have an influence on purchase decisions ( $p < 0.05$ ), meaning they have a positive and significant effect. Thus, the combination of



good product quality and affordable prices becomes the main key in influencing consumer purchasing decisions for Es Berkah in Soppeng Regency.

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