

## THE EFFECT OF PRODUCT QUALITY, PRICE, EWOM, AND PERSONAL SELLING ON THE PURCHASE DECISION OF MELINJO EMPING ATTOYIBAH UMKM

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Produk, Harga, EWOM (*Electronic Word of Mouth*), dan *Personal Selling* terhadap Keputusan Pembelian emping melinjo pada UMKM Attoyibah di Desa Purwosari, Magetan. Penelitian menggunakan metode kuantitatif dengan survei pengisian kuisioner oleh konsumen produk emping melinjo. Data dianalisis menggunakan regresi linier berganda dengan bantuan SPSS 25. Hasil penelitian menunjukkan bahwasanya keempat variabel independen, yaitu Kualitas Produk, Harga, EWOM, dan *Personal Selling*, berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Temuan ini mengindikasikan bahwasanya peningkatan mutu produk, penetapan harga yang sesuai, ulasan positif dari konsumen, serta pendekatan penjualan personal mampu mendorong keputusan pembelian. Implikasi praktisnya, UMKM Attoyibah disarankan untuk terus memperkuat kualitas produk, menjaga harga kompetitif, mengoptimalkan strategi EWOM, dan meningkatkan efektivitas *personal selling* guna memperluas pangsa pasar dan meningkatkan daya saing.

**Kata Kunci:** Kualitas Produk, Harga, EWOM (*Electronic Word of Mouth*), *Personal Selling*, Keputusan Pembelian, UMKM, Emping Melinjo.

### Abstract

*This study aims to analyze the influence of Product Quality, Price, Electronic Word of Mouth (EWOM), and Personal Selling on purchasing decisions of emping melinjo at UMKM Attoyibah in Purwosari Village, Magetan. The research employed a quantitative method using a questionnaire survey distributed to consumers who had previously purchased the product. Data were analyzed using multiple linear regression with the assistance of SPSS 25. The results indicate that the four independent variables Product Quality, Price, EWOM, and Personal Selling have a positive and significant effect on purchasing decisions. These findings suggest that improving product quality, setting appropriate prices, receiving positive consumer reviews, and applying a personal selling approach can encourage purchasing decisions. The*

*practical implication is that MSMEs Attoyibah is advised to continuously strengthen product quality, maintain competitive pricing, optimize EWOM strategies, and enhance the effectiveness of personal selling to expand market share and improve competitiveness.*

**Keywords:** *Product Quality, Price, EWOM (Electronic Word of Mouth), Personal Selling, Purchasing Decision, MSMEs, Emping Melinjo.*

## A. INTRODUCTION

In Magetan Regency, one prominent MSME in the traditional food sector is Attoyibah, which produces melinjo chips. This product has a distinctive taste and is produced using traditional methods, making it a unique attraction for consumers. More broadly MSMEs are defined crucial pillar of the Indonesian economy due to their role in absorbing labor, increasing community income, and strengthening local economic resilience. According to data from Ministry of Cooperatives and SMEs (2022), MSMEs contribute more than 60% to the national Gross Domestic Product (GDP).

However, competition among snack food producers is increasingly fierce, especially with the emergence of substitute products offering innovative flavors and more varied prices. This situation requires Attoyibah's MSMEs to continuously adapt and strengthen their marketing strategies to survive and increase market share. Factors such as product quality, price, electronic word of mouth (EWOM), and personal selling are crucial aspects in shaping consumer purchasing decisions (Kotler & Keller, 2016).

Product quality is a key determinant of consumer loyalty and satisfaction. High-quality products create positive perceptions, increasing the likelihood of repeat purchases (Tjiptono, 2014). Furthermore, the development digital technology has boosted role eWOM as an effective promotional medium. Consumer reviews shared through online platforms can influence consumer purchasing intentions and decisions (Hennig-Thurau et al., 2004). Personal selling, on the other hand, remains relevant as a strategy capable of establishing direct communication with consumers, building emotional closeness, and providing convincing product information (Kotler & Keller, 2016).

## **Theoretical Studies**

### ***Theory of Reasoned Action (TRA)***

Human behavior is influenced by various factors, one of which is the intention to perform a particular action, which then becomes direct predictor of actual behavior. The stronger a person's intention, the more likely the behavior will be carried out. In this context, the Theory of Reasoned Action (TRA) was introduced as a framework to explain the relationship between beliefs, attitudes, intentions, and human behavior. TRA was first developed by Martin Fishbein and Icek Ajzen in 1975 and originates from the field of social psychology. This theory states that a person's intention is influenced by two main factors: attitude toward the behavior and subjective norms.

### ***Theory of Planned Behavior (TPB)***

Not all behaviors can be executed based solely on intentions, as individual capabilities and external constraints also determine whether an action can actually be performed. TPB refines TRA by incorporating additional considerations regarding factors that influence behavioral execution, thus providing a more comprehensive framework for understanding the relationship between human intentions and actions. When Perceived Behavioral Control is high, individuals are more likely to actually perform the desired behavior. TPB is widely used in various contexts such as consumer behavior, health, education, and the environment to predict and understand human behavior in action.

## **Product Quality**

According to Kotler and Keller (2016), quality is defined as a product's ability to perform its function, which includes aspects of durability, reliability, accuracy, ease of use, and other additional attributes that provide added value to consumers. Meanwhile, Garvin (1987) identified eight dimensions of quality, namely performance, features, reliability, conformance to specifications, durability, ease of service, aesthetics, and quality as perceived subjectively by users. In the context of MSMEs, product quality is a key factor in building customer loyalty and increasing competitiveness, because quality products can create positive perceptions, satisfaction, and encourage repeat purchases (Fadillah et al., 2024).

## **Price**

Strategically, Strategically, price makes an important role in consumer perceptions of product quality, increasing product appeal, and influencing purchasing decisions. Pricing should consider several key factors, such as production costs, market prices, and perceived value (Suyono et al., 2019). In this context, price is defined as the amount of money consumers must pay to obtain a product or service (Kotler & Keller, 2016).

## **EWOM (*Electronic Word of Mouth*)**

The dissemination of information online can influence public perception of a product or company, through both positive and negative comments. In this context, Electronic Word of Mouth (EWOM) is defined as statements from consumers about a product or company conveyed via the internet and widely accessible to the public (Hennig-Thurau et al., 2004). EWOM is spread through social media, forums, blogs, or review sites, with rapid and broad reach. This information can influence consumer perceptions and purchasing decisions, both positively and negatively. Consumer motivations for conveying EWOM include altruism, economic rewards, platform convenience, concern, social benefits, and the desire to demonstrate expertise. Because it originates from fellow users, EWOM is considered a credible source of information and influences brand image and consumer behavior.

## **Personal Selling**

Personal selling is a direct presentation by a salesperson to sell a product while building relationships with customers (Kotler & Keller, 2016). This activity takes the form of two-way communication, where the salesperson explains benefits, answers questions, handles objections, and convinces potential buyers. Compared to indirect promotions such as advertising, personal selling excels in personalization, message adaptation, and rapid response to consumers (Inayatuzzahra et al., 2024). This strategy is effective for complex, high-value products, or those requiring special customization, while also playing a role in creating positive experiences and long-term customer loyalty.

## **Buying decision**

A purchasing decision occurs after consumers go through a series of stages, from problem recognition to post-purchase evaluation. According to Kotler and Keller (2016), this

decision is defined as the choice made by consumers after going through this entire process. This decision is a crucial part of the marketing process because it directly relates to consumer behavior and the company's desired outcome, namely a transaction or product purchase.

The research hypothesis that can be formulated is:

- H<sub>1</sub> : It is suspected that product quality has an influence on the purchasing decision of Attoyibah MSMEs melinjo chips.
- H<sub>2</sub> : It is suspected that price has an influence on the purchasing decision of Attoyibah MSMEs melinjo chips.
- H<sub>3</sub> : It is suspected that EWOM (Electronic Word of Mouth) has an influence on the purchasing decisions of Attoyibah MSMEs' melinjo chips.
- H<sub>4</sub> : It is suspected that Personal Selling has an influence on the Purchase Decision of Attoyibah MSMEs' melinjo chips.

## B. METHOD

This study uses a quantitative approach. The population of this study is Attoyibah MSME with 384 respondent samples obtained through purposive sampling techniques and distributed using Accidental Sampling techniques, where respondents are selected based on certain criteria. The research instrument is a questionnaire with a Likert scale of 1–5 designed to measure the variables of product quality (X1), price (X2), Electronic Word of Mouth (EWOM) (X3), personal selling (X4), and purchasing decisions (Y). Data analysis includes classical assumption tests, multiple linear regression analysis, t-tests to assess partial effects, F-tests to assess simultaneous effects, and coefficient of determination (R<sup>2</sup>) tests to determine the contribution of independent variables to purchasing decisions. All data processing using SPSS program version 25.

## C. RESULTS AND DISCUSSION

### Respondent Description

The respondents of this study were 384 people who were consumers of Attoyibah MSMEs in Purwosari Village, Magetan. Based on their characteristics, the majority of

respondents were female (63.2%) and were in the productive age group of 20–40 years (59.8%). In terms of education, the majority had a high school/vocational high school education (43.0%), followed by a diploma/bachelor's degree (25.9%). Respondents' occupations were dominated by entrepreneurs (29.0%) and housewives (25.1%), while the highest income level was in the range of IDR 1,000,000–2,500,000 per month (38.3%). This figure shows that Attoyibah's melinjo chips consumers come from the productive age group, have secondary education, middle income, and play an active role in household shopping decisions.

### **Research Validity Test**

From the results of the validity test on 384 respondents, it is clear that all statement items in the research variables meet the validity requirements, because the calculated  $r$  value for each item is higher than the table  $r$  (0.0989) at a significance level of 5%. Specifically for the product quality variable (X1), all statement items are proven valid, so they can be used to assess consumer perceptions regarding product quality. The same thing also occurs in the price variable (X2), where all items are declared valid and able to represent consumer views regarding the suitability of price to product value. Furthermore, in the EWOM (Electronic Word of Mouth) variable (X3), each statement item meets the validity criteria so that the research instrument can accurately measure the influence of consumer reviews or information through digital media on purchasing decisions. The personal selling variable (X4) also shows consistent results, where all items are declared valid so they are suitable for use to assess the effectiveness of salespeople in influencing consumers. Similarly, in the purchasing decision variable (Y), all statement items are declared valid so that the instrument used is able to accurately describe consumer behavior in making purchasing decisions for melinjo chips at the Attoyibah MSME.

## Analysis of the Regresi Linier Berganda

**Table 1 Multiple Linear Regression Line Analysis Results**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.808	.924		4.121	.000
Product Quality	.303	.043	.354	7.045	.000
Price	.307	.060	.267	5.086	.000
EWOM	.085	.037	.078	2.287	.023
<i>Personal Selling</i>	.294	.061	.221	4.847	.000

Source: Primary data processed by researchers (2025)

Multiple linear regression analysis shows that the variables of product quality (X1), price (X2), Electronic Word of Mouth (EWOM) (X3), and personal selling (X4) have a positive and significant influence on purchasing decisions (Y). This is evident from the positive regression coefficient values of each variable, as well as the significance value being below 0.05, indicating that the influence of each variable is indeed real. Furthermore, the F test confirms that the four independent variables simultaneously have a significant influence on purchasing decisions.

### T test

**Table 2 Analysis T test**

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.808	.924		4.121	.000
	Product Quality	.303	.043	.354	7.045	.000
	Price	.307	.060	.267	5.086	.000
	EWOM	.085	.037	.078	2.287	.023
	<i>Personal Selling</i>	.294	.061	.221	4.847	.000

a. Dependent Variable: purchasing decisions

Source : Primary data processed by researchers (2025)

The t-test results show that all independent variables in this study, namely product quality (X1), price (X2), Electronic Word of Mouth (EWOM) (X3), and personal selling (X4), have a positive and significant influence on purchasing decisions (Y). This is indicated by the calculated t value which exceeds the t table, as well as the significance value of each variable which is below 0.05, confirming that the influence is indeed significant. Thus, it can be concluded that partially, these four variables play an important role in encouraging consumers to make decisions to purchase melinjo chips at Attoyibah MSMEs.

### **Coefficient of Determination (R<sup>2</sup>)**

The results of the coefficient of determination test show that the R<sup>2</sup> value of the regression model is quite strong. This indicates that the variables of product quality, price, Electronic Word of Mouth (EWOM), and personal selling together are able to explain a significant. Some of the other variations are explained by other factors outside the scope of this study, such as promotional strategies, distribution, and external factors that influence consumer behavior. Thus, it can be concluded that the regression model used has a good ability to describe the relationship between the independent and dependent variables.

### **The Influence of Product Quality on Purchase Decisions for Melinjo Chips at Attoyibah MSMEs in Purwosari Village, Magetan**

The research results show that product quality has a positive and significant influence on the purchasing decision for melinjo chips at the Attoyibah MSME. This means that the higher the product quality offered, the greater the consumer's tendency to purchase. Product quality encompasses various aspects, including taste, crispiness, cleanliness, durability, and consistency of quality. Consumers tend to consider these factors as primary considerations in making their purchasing decisions.

Garvin (1987) reinforced Kotler and Keller's (2016) view by identifying eight dimensions of product quality: performance, features, reliability, conformance to specifications, durability, ease of service, aesthetics, and perceived quality. According to Kotler and Keller (2016), product quality is defined as a product's ability to perform its function, encompassing aspects of durability, reliability, accuracy, and ease of use. These dimensions are

then used as a reference to assess the extent to which a product is able to meet consumer expectations and needs.

Furthermore, this research supports the findings of Kristianto (2024) and Fadillah et al. (2024), who emphasized that product quality is closely related to satisfaction, loyalty, and repeat purchases. Good-quality products not only increase customer satisfaction but also build trust, which in turn encourages repeat purchases in the future.

In the context of MSMEs, product quality is a key factor in determining competitiveness amidst intense market competition. The Attoyibah MSME needs to maintain consistent quality of its melinjo chips to maintain a positive image among consumers. Therefore, it can be concluded that improving product quality is a key strategy in strengthening the Attoyibah MSME's position, both in attracting new customers and maintaining the loyalty of existing ones.

### **The Influence of Price on Purchase Decisions for Melinjo Chips at Attoyibah MSMEs in Purwosari Village, Magetan**

The research results show that price has a positive and significant influence on the purchasing decisions of melinjo chips at the Attoyibah MSME. This means that the more the product price aligns with the quality and consumer purchasing power, the greater the consumer's interest in purchasing. In this context, the offered price is not only viewed as a monetary value but also as a measure of the level of satisfaction and benefits consumers derive from the product.

These findings support the definition put forward by Kotler & Keller (2016), which defines price as the amount of money consumers must pay to obtain a product or service. Therefore, pricing must be done carefully, taking into account factors such as production costs, market price conditions, and the value consumers receive from the product or service purchased.

This research also aligns with the findings of Suyono et al. (2019), who emphasized that price influences consumer perceptions of quality and can be a determining factor in purchasing decisions. A price that is too high can potentially reduce a product's appeal, while

a price that is too low can raise doubts about its quality. Therefore, implementing an appropriate pricing strategy is key to increasing product competitiveness in the market.

In the case of the Attoyibah MSME, consumers are predominantly middle-income, so the price of melinjo chips needs to be kept competitive without sacrificing quality. Therefore, it can be concluded that price is not only a determining factor in product attractiveness but also shapes consumer perceptions, ultimately driving purchasing decisions.

### **The Influence of EWOM (Electronic Word of Mouth) on Purchase Decisions for Melinjo Chips at Attoyibah MSMEs in Purwosari Village, Magetan**

The research results show that Electronic Word of Mouth (EWOM) has a positive and significant influence on the purchasing decisions of melinjo chips at the Attoyibah MSME. In other words, the more positive reviews, recommendations, and experiences consumers share through various digital platforms, the greater the incentive for other consumers to make a purchase. The rapid and widespread dissemination of information through social media, online forums, and review sites has proven effective in shaping consumer perceptions of product quality.

These findings support Hennig-Thurau et al.'s (2004) definition of eWOM as any positive or negative statement sent by consumers online that is widely accessible. EWOM is considered credible because it originates from fellow users, making it more credible than promotions directly from the company. Consumers who leave reviews are typically motivated by altruism, a desire to share their experiences, or simply to express their satisfaction or dissatisfaction.

Furthermore, this research aligns with previous studies that confirm that eWOM plays a crucial role in shaping brand image and driving consumer purchasing behavior. Consistently positive information can increase trust, strengthen loyalty, and increase the likelihood of repeat purchases, while negative reviews can diminish consumer interest in a product.

In the context of the Attoyibah MSME, utilizing eWOM is an effective and relatively inexpensive strategy for expanding the market. By encouraging consumers to provide positive reviews through social media or digital platforms, the MSME can strengthen its product

reputation and attract more new customers. Thus, eWOM has proven to be a strategic factor influencing purchasing decisions for melinjo chips.

## **The Influence of Personal Selling on Purchase Decisions for Melinjo Chips at Attoyibah MSMEs in Purwosari Village, Magetan**

The results of the research show indicate that personal selling has a positive and significant influence in purchasing decision for melinjo chips at the Attoyibah MSME. This means that the more effective the salesperson's direct communication in conveying product benefits, answering questions, and convincing potential buyers, the higher the consumer's likelihood of making a purchase. Personal selling provides added value because it allows the seller to tailor the message to the consumer's needs and characteristics.

This finding aligns with Kotler & Keller's (2016) definition of personal selling as a personal presentation by a salesperson aimed at influencing purchasing decisions and fostering long-term relationships with consumers. Inayatuzzahra et al. (2024) also emphasized that personal selling has advantages over indirect promotions such as advertising because it can provide a quick response to consumer questions or objections.

Beyond being a promotional strategy, personal selling makes a crucial role in building emotional connection with consumers. Salespeople who deliver a positive customer experience not only succeed in a single sale but also create repeat purchase opportunities in the future.

In the context of the Attoyibah MSME, personal selling is a highly relevant strategy, given that melinjo chips are traditional and often marketed directly to consumers. Therefore, improving salespeople's communication skills, providing product education, and building strong relationships with consumers is key to expanding the market and increasing competitiveness.

## **D. CONCLUSION**

Product quality, price, EWOM (Electronic Word of Mouth), and personal selling, have a positive and significant influence on purchasing decision of melinjo chips at Attoyibah MSMEs in Purwosari Village, Magetan.

First, product quality has been shown to be a key factor driving consumer purchase. The better the product quality, including taste, crispness, cleanliness, and durability, the higher

the consumer's interest in making a purchase. Second, price plays a crucial role in determining product attractiveness. Pricing that aligns with quality and consumer purchasing power can enhance positive perceptions and drive purchasing decisions. Third, eWOM through social media, reviews, and online recommendations has been shown to influence consumer decisions, as information from fellow users is considered more credible than company promotions. Positive reviews can strengthen consumer trust and loyalty, while negative reviews can decrease purchasing interest. Fourth, personal selling plays an effective role in influencing consumers through direct communication, answering questions, and building long-term relationships. This strategy can increase trust and increase the likelihood of repeat purchases.

Simultaneously, these four variables contribute significantly to influencing purchasing decisions, as evidenced by the results of the F-test and the coefficient of determination, which indicate the regression model is suitable for use. This confirms that improving product quality, setting competitive prices, optimizing eWOM strategies, and strengthening personal selling are key factors for Attoyibah MSMEs in expanding their market, increasing sales, and strengthening their competitiveness amidst increasingly fierce competition.

## **E. Suggestion**

Attoyibah MSMEs are advised to continuously improve product quality, particularly in terms of taste, crispiness, and cleanliness to maintain customer satisfaction. Pricing also needs to be kept competitive according to people's purchasing power without compromising product quality. Furthermore, the use of EWOM (Electronic Word of Mouth) strategies through social media and consumer testimonials needs to be optimized to expand marketing reach. In terms of personal selling, salespeople are expected to be able to build good communication with consumers to create positive experiences and encourage repeat purchases.

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