

INFLUENCE OF PRICE, PRODUCT QUALITY, PROMOTION, AND FLAVOR VARIANTS ON PURCHASING DECISIONS MAKARONIMU OUTLET MADIUN

Selfa Dwi Santoso¹⁾, Rizal Ula Ananta Fauzi²⁾

^{1,2} Management, Faculty of Economics and Business, Universitas PGRI Madiun

email : selfadwisantoso3@gmail.com

email : rizalula@gmail.com

Abstrak

Penelitian ini menginvestigasi pengaruh harga, kualitas produk, promosi, dan variasi rasa terhadap keputusan pembelian di Gerai Makaroni Madiun. Dengan menggunakan sampel sebanyak 384 responden yang dipilih melalui teknik purposive sampling, penelitian ini menerapkan metode kuantitatif dengan alat analisis SPSS Versi 25. Analisis data yang dilakukan meliputi uji asumsi klasik, regresi linier berganda, uji hipotesis, dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa harga, kualitas produk, promosi, dan variasi rasa secara parsial memiliki pengaruh positif terhadap keputusan pembelian.

Kata Kunci : Harga, Kualitas Produk, Promosi, Keputusan Pembelian, Makaroni, Pemasaran

Abstract

This study investigates the influence of price, product quality, promotion, and flavor variation on purchasing decisions at Gerai Makaroni Madiun. Using a sample of 384 respondents selected through purposive sampling technique, this study employs a quantitative method with SPSS Version 25 analysis tool. The data analysis includes classical assumption test, multiple linear regression, hypothesis testing, and coefficient of determination test. The results show that price, product quality, promotion, and flavor variation partially have a positive influence on purchasing decisions.

Keywords : Price, Product Quality, Promotion, Purchasing Decisions, Macaroni, Marketing,

A. INTRODUCTION

The rapid advancement of the modern era has led to increasingly fierce competition in business, both at the macro and micro levels. The growing number of business actors also increases competition, providing consumers with many options to obtain products that suit their preferences. Therefore, a business must be able to compete in the broader market by

employing proper marketing strategies to generate consumer purchase interest that eventually turns into purchasing decisions.

The dynamic and ever-growing snack food market can be influenced by several factors, including lifestyle changes, rising incomes, and product diversification. According to Putri et al. (2019), segmentation can be defined as the effort to divide the market into groups of consumers based on specific characteristics, such as geographic regions, demographic traits, psychographic backgrounds, and consumption behavior. However, segmentation must fulfill certain criteria to be effective and strategically valuable. In the snack food industry, segmentation offers considerable opportunities, particularly among millennial and Gen Z consumers, who tend to seek practical, affordable, and flavorful snacks. Therefore, companies in the snack food sector are required to continuously innovate and create new product developments whether in terms of taste, packaging design, or marketing strategies in order to adapt to ever-changing trends and consumer preferences.

According to Kotler and Armstrong (2008), price is defined as the amount of money that consumers must pay to acquire the benefits, usage, or ownership rights of a product or service. This definition emphasizes that price is not only a monetary value but also reflects the perceived value and utility that the consumer gains from the product or service. More broadly, price also reflects the exchange value that consumers give in monetary terms for a particular product or service. In the context of this study, the price variations set by Makaronimu Outlet raise the researcher's interest in investigating whether such price differences influence consumers' purchasing decisions.

Product quality can be defined as a set of characteristics or attributes inherent in a good or service that determine the extent to which the product meets consumers' needs and expectations. Product quality plays a crucial role in shaping consumer perceptions in the market, making it one of the primary indicators for assessing the value and competitive advantage of a product amid market competition (Kotler & Armstrong, 2016). Since the quality of products offered by Makaronimu Outlet is considered superior compared to similar businesses in Madiun, the researcher was motivated to study this phenomenon.

According to Kotler & Keller (2016), promotion is a series of activities aimed at communicating a product's features and benefits, while persuading consumers to become interested and make a purchase. Because the promotional activities carried out by Makaronimu Outlet are more active than those of similar businesses, the researcher was interested in analyzing whether promotion has a significant impact on purchasing decisions.

Kotler & Keller (2016) also define flavor variants as the diversity of product menus offered by producers to be used, owned, or consumed according to each individual's needs and preferences. Since consumers have unique and diverse taste preferences, the availability of flavor variations becomes an essential factor that can influence consumer satisfaction. Consumers generally feel more satisfied when they are provided with options that match their desires. Because Makaronimu Outlet offers more flavor variants compared to similar businesses in Madiun, the researcher was motivated to analyze whether flavor variants affect purchasing decisions.

Based on experts' opinions, purchasing decisions can be defined as the process through which individuals decide to buy a product or service. This process includes several stages, beginning with the recognition of needs, searching for information, considering alternatives, making the purchase decision, and evaluating the decision after the transaction. Such decisions not only represent consumptive behavior but also reflect a complex combination of rational and emotional considerations.

Grand Theory

The Theory of Planned Behavior (TPB) is a theoretical concept developed by Ajzen in 1991, which aims to explain the relationship between individual intentions and actual behavior. In this model, behavior is believed not to arise spontaneously but is formed through psychological mechanisms involving three key elements: attitudes toward behavior, subjective norms, and perceived behavioral control. Ajzen (1991) emphasized that this theory provides a comprehensive conceptual framework useful for understanding the complexity of human social behavior. TPB integrates several fundamental concepts from social and behavioral sciences and formulates them systematically to be used for predicting and analyzing specific actions in specific situations.

Hypotheses

H₁: Price is presumed to have a positive and significant effect on purchasing decisions at Makaronimu Outlet in Madiun.

H₂: Product quality is presumed to have a positive and significant effect on purchasing decisions at Makaronimu Outlet in Madiun.

H₃: Promotion is presumed to have a positive and significant effect on purchasing decisions at Makaronimu Outlet in Madiun.

H₄: Flavor variants are presumed to have a positive and significant effect on purchasing decisions at Makaronimu Outlet in Madiun.

B. METHOD

This study utilizes a quantitative approach, implementing classical assumption tests to verify the validity of the regression model employed in the analysis. Conducting these tests ensures that the model produces reliable and accurate results for examining the relationships between variables. In addition, multiple linear regression is employed to assess the extent to which each independent variable influences the dependent variable, namely purchasing decisions.

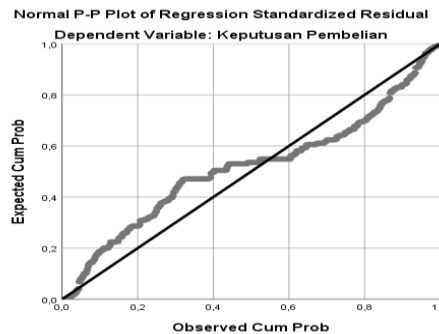
Sampling was carried out using a purposive sampling technique, which selects respondents based on predetermined criteria or considerations, involving a total of 384 participants. According to Sugiyono (2013), purposive sampling is defined as a sampling method carried out intentionally based on specific criteria. For example, if a study is about food quality, the data source would be individuals knowledgeable in the culinary field; or if it concerns political situations, the sample would include those familiar with politics.

The questionnaire was distributed via Google Forms. The criteria for respondents were: residing in Madiun, aged between 15–30 years, and having purchased Makaronimu products.

Data were analyzed using SPSS Version 25. The study included four independent variables: Price (X₁), Product Quality (X₂), Promotion (X₃), and Flavor Variants (X₄).

C. RESULTS AND DISCUSSIONS

Figure 1.2 Normality Test



Source: Processed Data, 2025

Based on the data presented, the histogram indicates that the distribution pattern tends to follow a normal distribution. This normality is further supported by the scatter points forming a pattern that aligns closely with the diagonal line, with the majority of points clustered around it. Therefore, it can be concluded that the data meet the normality assumption, which is crucial for ensuring the validity and reliability of the regression analysis. This confirms that the data are suitable for conducting parametric statistical tests.

Table 1. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,685	0,622		4,317	0,000
	X1	0,252	0,037	0,328	6,848	0,000
	X2	0,108	0,037	0,129	2,931	0,004
	X3	0,191	0,037	0,241	5,221	0,000
	X4	0,208	0,038	0,233	5,415	0,000

a. Dependent Variable: Y

Source: Processed Data, 2025

Based on the regression equation obtained in this analysis, the regression model can be explained in detail as follows:

1. The constant value of 2.685 indicates a positive figure, meaning that if all independent variables namely Price, Product Quality, Promotion, and Flavor Variants are held constant or exert no influence (equal to zero), then the dependent variable, Purchasing Decisions at Makaronimu Outlet in Madiun, is estimated to have a value of 2.685. In

other words, the baseline value of Purchasing Decisions without the influence of the independent variables is 2.685.

2. The regression coefficient for the Price (X_1) variable is 0.252, indicating that for every one-unit increase in Price, assuming other variables remain constant, Purchasing Decisions are predicted to increase by 0.252 points. This shows a positive relationship between Price and Purchasing Decisions.
3. The regression coefficient for Product Quality (X_2) is 0.108, suggesting that if Product Quality increases by one point while other variables remain unchanged, Purchasing Decisions will increase by 0.108 points. This means that the better the product quality offered, the greater the likelihood that consumers will make a purchase.
4. The regression coefficient for Promotion (X_3) is 0.191, showing that every one-unit increase in promotional efforts, with other independent variables constant, will add an influence of 0.191 points on Purchasing Decisions. This emphasizes the importance of promotion in shaping consumer purchasing decisions.
5. The regression coefficient for Flavor Variants (X_4) is 0.208, which means that if there is a one-point increase in the diversity of flavor variants offered, while other variables remain constant, Purchasing Decisions are predicted to increase by 0.208. This finding indicates that consumers tend to be more interested in making purchases when more flavor options are available.

Table 2 t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,685	,622		4,317	,000
	Harga	,252	,037	,328	6,848	,000
	Kualitas Produk	,108	,037	,129	2,931	,004
	Promosi	,191	,037	,241	5,221	,000
	Varian Rasa	,208	,038	,233	5,415	,000

a. Dependent Variable: Y

Source: Processed Data, 2025

Based on the results of the table analysis above, the conclusions can be summarized as follows:

1. Price (X1): The calculated t-value is 6.848, exceeding the t-table value of 1.966, with a significance level of 0.000, which is below 0.05. This indicates that Price has a significant effect on Purchasing Decisions, leading to the acceptance of the first hypothesis (H1).
2. Product Quality (X2): The t-value calculated is 2.931, higher than the t-table value of 1.966, with a significance of $0.000 < 0.05$. This shows that Product Quality significantly influences Purchasing Decisions, so the second hypothesis (H2) is accepted.
3. Promotion (X3): The calculated t-value is 5.221, which exceeds the t-table value of 1.966, with a significance level of $0.000 < 0.05$, indicating that Promotion has a significant impact on Purchasing Decisions. Therefore, the third hypothesis (H3) is accepted.
4. Flavor Variants (X4): The calculated t-value is 5.415, above the t-table value of 1.966, with a significance level of $0.000 < 0.05$. This demonstrates that Flavor Variants significantly affect Purchasing Decisions, resulting in the acceptance of the fourth hypothesis (H4).

These findings collectively highlight that price, product quality, promotion, and flavor variants all play important roles in shaping consumer purchasing decisions.

Table 3 R-Square Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,800 ^a	0,641	0,637	1,30234
a. Predictors: (Constant), Variasi Rasa, Kualitas Produk, Promosi, Harga				

Source: Processed Data, 2025

R Square = 0.641 → meaning independent variables (Price, Product Quality, Promotion, Flavor Variants) explain 64% of purchasing decisions, while the remaining 36% is influenced by other factors not included in this study.

D. CONCLUSIONS

Price has a positive and significant effect on purchasing decisions at Makaronimu Outlet in Madiun, indicating that competitive and well-considered pricing can strongly influence consumer choices. Product quality has a positive and significant impact on purchasing decisions, highlighting the importance of maintaining high standards to satisfy consumer expectations. Promotion positively and significantly affects purchasing decisions, demonstrating that effective promotional strategies can encourage consumers to make purchases. Flavor variants have a positive and significant effect on purchasing decisions, suggesting that offering diverse options can attract more consumers and enhance purchase intentions.

E. SUGGESTIONS

Practical Suggestions: Future research is encouraged to evaluate additional variables beyond Price, Product Quality, Promotion, and Flavor Variants, in order to obtain a more comprehensive understanding of factors influencing purchasing decisions. **Theoretical Suggestions:** Subsequent studies should broaden the research scope and include wider populations. Since the Adjusted R-Square in this study is 63.7%, future research may incorporate additional influencing variables to strengthen the explanatory power. **Academic Suggestions:** This study can serve as a reference for further studies, particularly as a foundation for literature reviews. It is also a useful resource for researchers interested in examining the relationship between Price, Product Quality, Promotion, and Flavor Variants on purchasing decisions in similar contexts.

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