

INFLUENCE QUALITY PRODUCT, PRICE, PROMOTION AND FLAVOR VARIANTS ON PURCHASE DECISIONS OF KANZLER NUGGETS

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Abstract

This study aims to determine the effect of product quality, price, promotion, and flavor variants on purchasing decisions of Kanzler nuggets in Madiun City. This study uses a quantitative approach with a survey method. The sample in this study amounted to 384 respondents who were consumers of Kanzler nuggets in Madiun City. The data collection technique was carried out by distributing questionnaires, then analyzed using multiple linear regression with the help of the SPSS program. The independent variables in this study consist of product quality (X1), price (X2), promotion (X3), and flavor variants (X4), while the dependent variable is the purchase decision (Y). The results of the study indicate that simultaneously the four independent variables have a significant effect on the purchase decision. Partially, each variable, namely product quality, price, promotion, and flavor variants also has a positive and significant effect on the purchase decision. This indicates that a holistic marketing strategy that emphasizes quality, appropriate prices, effective promotions, and innovation in flavor variants, can increase consumer purchasing decisions. This study provides important implications for processed food business actors in designing marketing strategies that are oriented towards the needs and preferences of local consumers.

Keywords : Product Quality, Price, Promotion, Flavor Variants, Purchase Decision, Kanzler Nuggets.

A. INTRODUCTION

Business world is increasingly competitive, marketing strategy own a very important role in interesting interest consumers and maintain loyalty customers . One of the aspect main in management marketing is How company capable understand behavior consumer as well as factors that influence decision purchasing decisions . According to Kotler and Keller (2021), purchasing

decisions purchase consumer influenced by various element mix marketing, such as quality product, price, promotion, and diversity products offered . In context industry food processed, especially product Ready serving like nuggets, factors This become very crucial in determine Power competition products in the market .



Figure 1. Top 5 Best-Selling Frozen Food Brands on *e-commerce*

Source : compas.co.id 2022

The image above explain about frozen food products on *e-commerce* September . When This This Chancellor occupy ranking third as the best-selling frozen food brand on e-commerce with market share of 7.6%. This prove that existence Chancellor Enough strong in the middle increasingly fierce competition in the frozen food market tight . Chancellor Founded in 1999, Kanzler born from desire For present Sausage Delicious and tasty German to Indonesia. Chancellor has 2 categories product that is Chancellor Homepack For consumption House stairs consisting of from : Frankfurter Sausage, Cocktail Sausage, Chicken Nuggets, and others as well Chancellor Singles for snacks consisting of from : Original, Mini, Cheese, and Hot Sausages, as well as Original Meatballs and Meatballs Cheese .

Besides information about percentage brand, the researchers also intend to For add data about sale Kanzler Nugget products in Madiun City as addition analysis For variables decision purchase . The following This is information about sale nugget products from two stores

food frozen in Madiun City . This data show that product Chancellor own number more sales tall compared to other brands such as Fiesta, So Good, Champ, and Belfood in the month March 2025.

Table 1. Luna Frozen Food Sales Data

Brand	Luna Frozen Food	Total Sales
Chancellor	120	255
Fiesta	90	200
So Good	80	175
Champ	70	145
Belfood	60	125

Source : Processed data, 2025.

Study This was carried out at Luna Frozen Food, an outlet located in Madiun City and is known as one of the place sale food completely frozen as well as often visited by the public . Luna Frozen Food becomes choice main consumers Because provide various brand food frozen with competitive prices as well as products that are always available . In addition fulfil need House stairs, shop this also becomes routine choice for perpetrator business culinary like owner stall, provider catering, and MSMEs that sell food Ready serving .

Besides quality, price is also a factor factor important things that can determine decision purchase . Chancellor including in category premium products, with price more 15–25% higher compared to competitors . According to Kusuma and Rini (2022), consumers tend considering value for money, namely balance between price and benefits product . Although price Chancellor it is said the highest price, but it turns out matter the No doubted by the public . In fact, the public more like practical and efficient things compared to with relatively high price . Chancellor have branding and image product and success building a premium brand image in the mind consumers.

Factor furthermore is promotion . Chancellor utilise various promotional media such as social media, influencers, and discounts in the marketplace. A study by Wijaya and Hartono (2021) shows that the right promotion target can form perception positive and improving intention buy consumers . Products Chancellor crowded become Power pull society, besides from practical and efficient it turns out product Chancellor make Power pull public through social media namely TikTok. This is show that promotion on social media Far more soaring than promotion in the field

in a way direct. Based on description said, research This aim For analyze influence quality products, prices, promotions, and flavor variants decision purchase of Kanzler Nuggets in Madiun City.

Theory of Planned Behavior (TPB)

According to (Ajzen, 1991) *the Theory of Planned Behavior* is behavior somebody influenced by three component main : attitude to behavior (*attitude*), subjective norms (*subjective norms*), and perception control behavior (*perceived behavioral control*). Third factor This form intention behavior (behavioral intention), which ultimately will influence actualization behavior, such as decision purchase .

Buying decision

Purchases that have involvement low, yield behavior taking limited decisions . Consumers sometimes do taking decision, even though own low engagement to product (Muhammad & Sapruwan, 2022) Consumer not enough understand category products, search information and its evaluation more limited compared to with a complex process (Ramlawati & Murniati, 2023) .

Quality Product

According to Kotler (2009:54) quality something product is abilities that can assessed from something product in the operate its function, which is something combination from Power durability, reliability, accuracy, ease maintenance as well as attributes other from something product . According to Gulo et al. (2022) aspect marketers quality must measured from corner vision and response buyer to quality That Alone .

Price

According to Wirakanda et al., (2021) price is unit monetary or size others (including goods and services others) which are exchanged to obtain right ownership or usage something goods or services . Definition This in line with draft exchange in marketing.

Promotion

Promotion is various gathering tools incentives that are partly big futures short, designed For stimulate purchase product or service certain with more faster and more large by consumers or trader (Muhammad & Sapruwan, 2022).

Flavor Variants

According to Rahayu (2022), diversity of taste is one of the method variation products applied by manufacturers For fulfil various preference consumers, where a variety of flavors are available Can become Power pull unique for consumer when choose product .

Development Hypothesis

Based on study theory, hypothesis study can put forward as following :

- H1 : Quality Product influential on Purchasing Decisions
- H2 : Price has an effect on Purchasing Decisions
- H3 : Promotion influential on Purchasing Decisions
- H4 : Flavor variants have an effect on Purchasing Decisions
- H5 : Quality Products, Prices, Promotions and Flavor Variants simultaneous influential on Purchasing Decisions

B. METHOD

Study This apply approach quantitative, which is based on the paradigm positivistic research This carried out in the shop food frozen named Luna Frozen Food, which is located at Jalan Salak No. 20, Taman, Taman District, Madiun City, East Java 63131. Period in study This done for 4 months that is started month March – June 2025.

Definition Operational Variables

Study about indicator formation use defined variables in a way operational . In the table below this, can find description operational variables study :

Table 2. Definitions Operational Variables Study

No	Variables	Operational Definition	Indicator	Measurement	Source
1.	Product Quality (X1)	Consumer perception of product superiority and reliability in meeting needs and expectations.	1. Product performance 2. Product reliability 3. Product durability 4. Product appearance/packaging	Likert Scale SS = 5 S = 4 RG = 3 TS = 2 STS = 1	(Tjiptono, 2019)
2.	Price (X2)	Consumer perception of the value of money paid compared to the benefits obtained.	1. Affordability 2. Price Match with Product Quality 3. Price comparison 4. Discount/promotion	Likert Scale SS = 5 S = 4 RG = 3 TS = 2 STS = 1	(Tjiptono, 2019)
3.	Promotion (X3)	Marketing communication activities that aim to convey information and persuade consumers.	1. Advertisement 2. Sales promotion 3. Social media 4. Endorsement	Likert Scale SS = 5 S = 4 RG = 3 TS = 2 STS = 1	(Kotler & Keller, 2020)

No	Variables	Operational Definition	Indicator	Measurement	Source
4.	Flavor Variants (X4)	A variety of flavors are provided by the product to meet consumer tastes and preferences.	1. Diversity of taste 2. Taste according to taste 3. Availability of favorite flavors 4. Taste innovation	Likert Scale SS = 5 S = 4 RG = 3 TS = 2 STS = 1	(Rahayu, 2022)(Kotler & Keller, 2020)
5.	Buying decision (Y)	The process consumers go through from awareness to the act of purchasing and evaluating a product.	1. Awareness of needs 2. Information search 3. Evaluation of alternatives 4. Purchase	Likert Scale SS = 5 S = 4 RG = 3 TS = 2 STS = 1	(Rahayu, 2022)(Kotler & Keller, 2020)

C. RESULTS AND DISCUSSIONS

Study This done with spread questionnaire to 384 respondents who were consumer Chancellor in Madiun City . Data collected covering response respondents to variables free that is Quality Product (X1), Price (X2), Promotion (X3), Flavor Variants (X4), and variables bound namely Purchase Decision (Y).

Validity Test

Validity test aim For measure validity or whether or not grains question in something questionnaire . Statement declared valid if $r_{table} > r_{count}$ from validity which is 0.1367. On the other hand if $r_{table} < r_{count}$ from validity namely 0.1367 then statement invalid . Validity test every variables as following :

Table 3. Validity Test Quality Product

Indicator	r count	r table	Information
X1.1	0.706	0.235	Valid
X1.2	0.657	0.235	Valid
X1.3	0.662	0.235	Valid
X1.4	0.710	0.235	Valid

Source : Processed data, 2025.

Table 4. Price Validity Test

Indicator	r count	r table	Information
X2.1	0.736	0.235	Valid
X2.2	0.674	0.235	Valid
X2.3	0.738	0.235	Valid
X2.4	0.692	0.235	Valid

Source : Processed data, 2025.

Table 5. Validity Test Promotion

Indicator	r count	r table	Information
X3.1	0.703	0.235	Valid
X3.2	0.717	0.235	Valid
X3.3	0.722	0.235	Valid
X3.4	0.676	0.235	Valid

Source : Processed data, 2025.

Table 6. Flavor Variant Validity Test

Indicator	r count	r table	Information
X4.1	0.684	0.235	Valid
X4.2	0.643	0.235	Valid
X4.3	0.708	0.235	Valid
X4.4	0.671	0.235	Valid

Source : Processed data, 2025.

Table 7. Validity Test of Purchase Decisions

Indicator	r count	r table	Information
Y.1	0.665	0.235	Valid
Y.2	0.661	0.235	Valid
Y.3	0.712	0.235	Valid
Y.4	0.711	0.235	Valid
Y.5	0.585	0.235	Valid

Source : Processed data, 2025.

Reliability Test

Reliability test done in a way together to all over question or statement (Ghozali, 2018). Based on reliability test results in research This show that magnitude *Cronbach Alpha* for each variable above > 0.60 . Reliability test results as following :

Table 8. Reliability Test

No	Variables	Cronbach's Alpha Value	Standard Value	Information
1	Product Quality	0.770	0.60	Reliable
2	Price	0.782	0.60	Reliable
3	Promotion	0.779	0.60	Reliable
4	Flavor Variants	0.767	0.60	Reliable
5	Buying decision	0.765	0.60	Reliable

Source : Processed data, 2025.

Assumption Test Classic

Normality Test

A equations that are said to pass normality if mark the significance of *the Kolmogorov-Smirnov* test is greater big from 0.05 (Ghozali, 2018) . In test normality show data on research This use Histogram analysis and normal *probability plot*. Results of normality tests in the study This as following :

Table 9. Normality Test

		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.36510379
Most Extreme Differences	Absolute	.043
	Positive	.034
	Negative	-.043
Test Statistics		.043
Asymp . Sig. (2- tailed) ^c		.091
	Sig.	.090

			Unstandardized Residual
Monte Carlo Sig. (2-tailed) ^d	99% Confidence Interval	Lower Bound Upper Bound	.083 .098

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 743671174.

Source : Processed Data, 2025.

Based on normality test results in research This show mark *Kolmogorov-Smirnov* reached 0.098 above α 0.05. This means that the data show that the data is normally distributed and the resulting data in study No happen deviation as well as worthy For tested.

Multicollinearity Test

For see There is or whether or not multicollinearity in study This seen from tolerance value and variance inflation factor (VIF). If tolerance value < 0.10 or VIF value > 10 then happen multicollinearity and if tolerance value > 0.10 or VIF value < 10 then No happen Multicollinearity (Ghozali, 2018). Multicollinearity test results as following :

Table 10. Multicollinearity Test

Model	Unstandardized Coefficients		Collinearity Statistics	
	B	Std. Error	Tolerance	VIF
1 (Constant)	3,187	.984		
Quality Product	.169	.065	.593	1,686
Price	.132	.059	.515	1,941
Promotion	.366	.054	.605	1,653
Flavor Variants	.390	.066	.484	2,066

a. Dependent Variable: Purchasing Decision

Source : Processed data, 2025.

Testing show that to four variables own higher tolerance value from 0.10 and the result from calculation *Variance Inflation Factor* (VIF) is less out of 10. Views from table calculation

on show mark *Variance Inflation Factor* (VIF) that variables quality product own mark *tolerance* 0.593 with VIF value 1.686. Variable price own mark *tolerance* of 0.515 and VIF value of 1.941. Variable promotion own mark *tolerance* 0.605 and VIF value 1.653. Variable flavor variants have mark *tolerance* 0.484 and VIF value 2.066.

Heteroscedasticity Test

Glejser test done with see mark significance . If mark significance more from 0.05 then No happen problem heteroscedasticity, and vice versa . The results of the heteroscedasticity test as following :

Table 11. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10,091	1,851		5,452	<,001
Quality Product	-.026	.121	-.014	-.217	.828
Price	.055	.111	.033	.491	.624
Promotion	.359	.101	.222	3,553	.110
Flavor Variants	.221	.124	.124	1,782	.076

a. Dependent Variable: Purchasing Decision

Source : Processed data, 2025.

Based on heteroscedasticity test results in research This show that mark variables quality product own mark significance of $0.828 > 0.05$. Variable price own mark significance of $0.624 > 0.05$. Variable promotion own mark significance of $0.110 > 0.05$. Variable flavor variants have value significance of $0.76 > 0.05$. This means all variables in study This No happen heteroscedasticity .

Multiple Linear Regression Test

Coefficient This obtained with method predict mark variables dependent with equation . Two goals calculation coefficient regression with method minimize deviation actual value and value estimate variables dependent with available data (Ghozali, 2018) . Results of multiple linear regression tests as following :

Table 12. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	3,187	.984	
Quality Product	.169	.065	.123
Price	.132	.059	.112
Promotion	.366	.054	.315
Flavor Variants	.390	.066	.307

Source : Processed data, 2025.

Hypothesis Testing

t-test

Study This in determine decision can seen from mark significance . If mark significance not enough from 0.05 then hypothesis accepted so that there is significant influence in a way partial between variables independent with variables dependent . The results of the t-test are as following :

Table 13. t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,187	.984		3,240	.001
Quality Product	.169	.065	.123	2,624	.009
Price	.132	.059	.112	2,234	.026
Promotion	.366	.054	.315	6,805	<.001
Flavor Variants	.390	.066	.307	5,928	<.001

a. Dependent Variable: Purchasing Decision

Source : Processed data, 2025.

Based on partial test results on that quality product own mark significant of $0.09 < 0.05$. Variable price own mark significance of $0.026 < 0.05$. Variable promotion own mark significance of $0.001 < 0.05$. The sense of belonging variable mark significance of $0.001 < 0.05$. All variables in study This influential significant to decision purchase .

F test

In the F test in this study, it was found that the significance value was < 0.05 . This means that all independent variables jointly influence purchasing decisions . The results of the F test are as follows: following :

Table 14. F Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1282.379	4	320.595	98.031	.000 ^b
	Residual	1239.454	379	3.270		
	Total	2521.833	383			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Varian Rasa, Promosi, Kualitas Produk, Harga

Source : Processed data, 2025.

Coefficient Determination

Coefficient determination used For measure how much Good ability variables independent in explain variables dependent . The results of the coefficient test determination as following :

Table 15. Coefficient Test Determination

Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate
1	.713 ^a	.509	.503	1,808

a. Predictors: (Constant), Flavor Variants, Promotion, Product Quality, Price

b. Dependent Variable: Purchase Decision

Source : Processed data, 2025.

Based on coefficient test results determination show that *R Square* has mark of 0.509. This means percentage independent variables : flavor variants, promotion quality product, price influential variables dependent that is decision purchase by 50.9%. From the results This own remainder that is 49.1 % is explained by variables other than in study This .

D. CONCLUSIONS

Based on results research, can concluded that fourth variables independent, namely quality products, prices, promotions, and flavor variants, in general simultaneous and partial influential significant to decision purchase . This is show that decision consumer in buy product No only based on one aspects, but rather is results from consideration comprehensive to quality products offered, suitability price with mark benefits, effectiveness promotion in interesting attention, and diversity of tastes that are capable fulfil preference consumers .

With Thus, the results study This support theory behavior consumers who stated that decision purchase influenced by a combination factor psychological and marketing stimuli . Therefore that, the company or perpetrator business need notice in a way comprehensive aspect quality, price, promotional strategy, and innovation variants product use increase interest purchase and loyalty consumer to products offered .

E. SUGGESTIONS

Based on conclusion above, researchers give some suggestions are expected can become input for party related . Share manufacturer Chancellor, recommended For Keep going maintain and improve quality product, good from in terms of taste, packaging, and security consumption . In aspect price, manufacturer need still maintain policy competitive prices with give *value for money* especially through package *bundling*, promotion loyalty or piece price . Development flavor variants needed noticed in a way sustainable with appetite local or preference seasonal can be a strategy for guard enthusiasm consumers . Share study Next, it is recommended For add other variables such as brand image .

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