

THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND PROMOTION ON PURCHASE DECISIONS OF CATFISH STICK CONSUMERS IN NGAWI CITY

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Abstrak

Penelitian ini bertujuan untuk meneliti bagaimana kualitas produk, persepsi harga, dan promosi memengaruhi keputusan pembelian stik ikan ele Beleys di Kota Ngawi. Produk ini merupakan salah satu inovasi UMKM dalam sektor makanan ringan berbasis ikan air tawar. Meskipun telah dikenal oleh konsumen secara luas, tingkat pembelian produk masih tergolong rendah jika dibandingkan dengan produk sejenis seperti stik tempe dan stik bawang. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 384 responden yang merupakan konsumen stik ikan ele di wilayah Ngawi. Metode analisis data yang digunakan adalah regresi inier berganda untuk menguji pengaruh variabel bebas terhadap keputusan pembelian secara parsial. Penelitian ini diolah dengan menggunakan SPSS Versi 25. Berdasarkan hasil penelitian, kualitas produk, persepsi harga, dan promosi terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan penelitian ini menunjukkan bahwa peningkatan kualitas produk sangat penting dan strategi penetapan harga yang sesuai, serta perlunya optimalisasi strategi promosi, khususnya melalui media digital.

Kata kunci: Kualitas Produk, Persepsi Harga, Promosi, Keputusan Pembelian, Stik Ikan ele

Abstract

This study aims to analyze the influence of product quality, price perception, and promotion on the purchasing decisions of Beleys catfish sticks in Ngawi City. This product is one of the SME innovations in the freshwater fish-based snack food sector. Although it is widely recognized by consumers, the level of product purchases remains relatively low compared to similar products such as tempeh sticks and onion sticks. This study employs a quantitative approach, with data collected through questionnaires distributed to 388 respondents who are consumers of catfish sticks in the Ngawi area. The data analysis method used is multiple linear regression to examine the partial influence of independent variables on purchasing decisions. The analysis was processed using SPSS Version 25. The results of the study show that product quality, price perception, and

promotion have a positive and significant effect on purchasing decisions. These findings emphasize the importance of improving product quality and implementing appropriate pricing strategies, as well as optimizing promotional efforts, particularly through digital media.

Keywords: *Product Quality, Price Perception, Promotion, Purchasing Decision, Catfish Stick*

A. INTRODUCTION

According to (Kotler, P. & Keller, Kevin, 2016), The quality of a product is defined as its ability to carry out its functions effectively, which include aspects such as durability, reliability, accuracy, ease of use, and various other attributes that provide value to consumers. A high-quality product not only increases customer satisfaction but also builds a positive perception that influences purchase decisions. In the context of snacks, product quality includes taste, texture, packaging, and product safety. Previous studies revealed that product quality has a significant influence on purchase decisions (Waliq et al., 2024); (Martani, 2023), although there are studies that suggest otherwise (Putra & Talumantak, 2022); (Safar & Nainggolan, 2023). Therefore, it is important to re-examine this variable in the context of catfish stick MSME products.

Catfish sticks as an innovative product from local MSMEs require appropriate marketing strategies in facing increasingly competitive market conditions. Therefore, it is important to examine the extent to which product quality, price perception, and promotion influence purchase decisions, particularly in Ngawi City, which serves as the research location. This study has several objectives: to determine the effect of product quality on the purchase decision of catfish sticks in Ngawi City, to analyze the effect of price perception on purchase decisions, to investigate the influence of promotion on purchase decisions, and to examine the simultaneous effect of these three variables on consumer purchase decisions.

According to (Kotler, P. & Keller, Kevin, 2016), product quality refers to the ability of a product to fulfill its functions, which include durability, reliability, accuracy, ease of use, and various other attributes that provide value to consumers. High-quality products not only enhance satisfaction but also create positive perceptions that influence purchase decisions. In the context of snacks, product quality encompasses taste, texture, packaging, and product safety. Previous

studies revealed that product quality significantly affects purchase decision (Waliq et al., 2024); (Martani, 2023), although some studies suggest otherwise (Putra & Talumantak, 2022); (Safar & Nainggolan, 2023). Therefore, it is important to re-examine this variable in the case of MSME catfish stick products.

Price perception relates to how consumers evaluate the fairness of a product's price compared to the benefits they receive. Tjiptono (2017) emphasized that price is not merely a nominal figure but reflects the value perceived by consumers. A price that is considered fair and proportional to product quality will increase purchase interest and encourage consumer loyalty. Research (Putra & Talumantak, 2022); (Martani, 2023), and (Azizah & Maskur, 2024) showed that price perception significantly influences purchase decisions. However, (Yulianto & Prabowo, 2024) and (Yuliana & Maskur, 2022) found that price perception does not have a significant effect. These differences indicate a research gap that needs further investigation, particularly in freshwater fish-based snack products.

(Kotler, P. & Keller, Kevin, 2016) define promotion as the activities carried out by a company to inform and persuade consumers to purchase the products offered. Effective promotion can increase brand awareness, expand market reach, and transform purchase intentions into actual buying behavior. Several studies indicate that promotion positively and significantly influences purchase decisions (Silvana Ginting & Effendi, 2021); (Yulianto & Prabowo, 2024); (Safar & Nainggolan, 2023). However, other studies suggest that promotion does not significantly affect purchase decisions (Claudia Sidabalok & Sugiyanto, 2023); (Sipakoly, 2022). In the case of Beleys MSME, promotion is still limited to offline activities such as MSME bazaars and has not yet fully utilized digital media, making it essential to examine the extent of promotion's impact on consumer purchase decisions.

Based on the literature review, product quality, price perception, and promotion are proven to be The primary factors that affect consumer purchase decisions. Product quality contributes to increased satisfaction and loyalty, price perception reflects consumers' sense of fairness, while

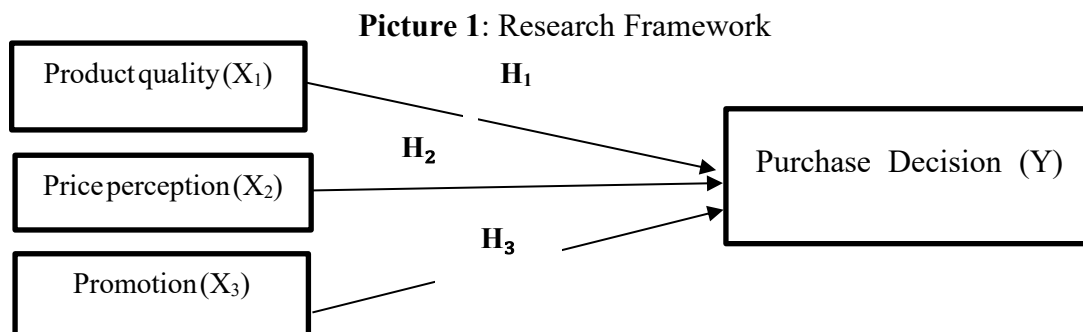
promotion enhances brand awareness and encourages purchase behavior. Nevertheless, previous studies have shown inconsistent results, thereby requiring further research on freshwater fish-based MSME products such as catfish sticks in Ngawi City. This study is essential to empirically test the effect of these three factors while also providing theoretical contributions to the development of marketing science and practical benefits for local MSME strategies.

1. Theoretical Review

a. Grand Theory

The Theory of Planned Behavior (TPB), introduced by Ajzen as a refinement of the Theory of Reasoned Action, explains that an individual's behavior is influenced by the intention to perform an action. Such intention is shaped through three primary elements: one's attitude toward the action, social pressures, and the perceived control over the behavior. (Ajzen, 2020). Attitude reflects an individual's assessment of a behavior as favorable or unfavorable, along with perceived social expectations are related to social influence or pressure, and perceived behavioral control illustrates a person's perception of their ability to carry out the behavior. TPB has been widely applied to understand consumer behavior, including in the food sector, and has been proven effective in predicting purchase intention (Hasan & Suciarto, 2020). This theory is relevant for explaining how product quality, price perception, and promotion influence consumers' purchase intentions and decisions regarding catfish sticks.

b. Conceptual Framework



Source : modifikasi (Azizah & Maskur, 2024) dan (Yulianto & Prabowo, 2024)

Based on the conceptual framework above, the hypotheses of this study are as follows:

H1: The product quality variable is expected to have a significant impact on the purchase decision of Beleys catfish stick products in Ngawi City.

H2: The price perception variable is expected to significantly influence the purchase decision of Beleys catfish stick products in Ngawi City.

H3: The promotion variable is expected to have a significant effect on the purchase decision of Beleys catfish stick products in Ngawi City.

B. METHOD

This research is motivated by the low level of catfish stick purchases despite the product being widely recognized. Therefore, a quantitative approach with an associative research design was employed to analyze the effect of product quality, price perception, and promotion on consumers' purchase decisions. (Sugiyono, 2021). Primary data were obtained via Likert-scale questionnaires administered to consumers of Beleys catfish stick products in Ngawi City. Purposive sampling was employed to choose a sample that meets the study's criteria. The validity of the instrument was assessed using Pearson's Product Moment correlation, and Reliability testing employed Cronbach's Alpha. Subsequent data analysis was performed through analysis using multiple linear regression was conducted with SPSS assistance, following classical assumption tests to ensure the feasibility of the model.

The research stages included problem identification, instrument development, data collection, data processing, and hypothesis testing. Through this method, the study is expected to provide empirical insights into the impact of product quality, price perception, and promotional activities on consumers' purchase decisions for catfish sticks in Ngawi City

C. RESULTS AND DISCUSSIONS

The normality test of the data can be conducted using the One-Sample Kolmogorov-Smirnov Test, which is explained as follows:

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		388
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,82961126
Most Extreme Differences	Absolute	,048
	Positive	,045
	Negative	-,048
Test Statistic		,048
Asymp. Sig. (2-tailed)		,066 ^c

Source: Primary Data Processed (2025)

Based on the findings from the One-Sample Kolmogorov-Smirnov normality test, the Asymp. Sig. (2-tailed) value indicates obtained was 0.066. This value is greater than the significance threshold of 0.05, indicating that the residual data in this study are normally distributed. The normality test is an essential requirement in regression analysis, as it ensures that the residuals do not deviate from a normal distribution. Normally distributed residuals indicate that the regression model used can provide more accurate and valid estimations.

Table 2. 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
	Kualitas Produk	0,252	0,037	0,328	6,848	0,000
	Persepsi Harga	0,108	0,037	0,129	2,931	0,004
	Promosi	0,191	0,037	0,241	5,221	0,000

a. Dependent Variable: Y

Source: Primary Data Processed (2025)

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

1. Constant value = 2.685. The constant shows a positive value of 2.685. This indicates that if the variables Product Quality, Price Perception, and Promotion are constant (0), then the Purchase Decision of catfish stick consumers in Ngawi City is 2.685.
2. Coefficient value $b_1 = 0.252$. This means that if the Product Quality variable (X_1) increases by one point, while the other independent variables remain constant, the Purchase Decision for catfish sticks in Ngawi City increases by 0.252.
3. Coefficient value $b_2 = 0.108$. This means that if the Price Perception variable (X_2) increases by one point, while the other independent variables remain constant, the Purchase Decision for catfish sticks in Ngawi City increases by 0.108.
4. Coefficient value $b_3 = 0.191$. This means that if the Promotion variable (X_3) increases by one point, while the other independent variables remain constant, the Purchase Decision for catfish sticks in Ngawi City increases by 0.191

Table 3. t-test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,685	0,622		4,317	0,000
Kualitas Produk	0,252	0,037	0,328	6,848	0,000
Persepsi Harga	0,108	0,037	0,129	2,931	0,004
Promosi	0,191	0,037	0,241	5,221	0,000

a. Dependent Variable: Y

Source: Primary Data Processed (2025)

Based on the analysis results presented in the table above, the conclusions are as follows:

1. Product Quality (X1): The t-value obtained (6.848) is greater than the t-table value (1.966), with a significance level of 0.000, which is less than 0.05. This indicates that Product Quality significantly affects Purchase Decisions. Hence, the first hypothesis (H1) is accepted.
2. Price Perception (X2): The calculated t-value (2.931) exceeds the t-table value (1.966), with a significance level of 0.004 < 0.05, showing that Price Perception has a significant impact on Purchase Decisions. Therefore, the second hypothesis (H2) is accepted.
3. Promotion (X3): The t-value obtained (5.221) is higher than the t-table value (1.966), with a significance level of 0.000 < 0.05, indicating that Promotion significantly influences Purchase Decisions. Consequently, the third hypothesis (H3) is accepted.

Table 4. Coefficient of Determination (R² Test)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,389 ^a	0,151	0,144	1,83674
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

Source: Primary Data Processed (2025)

The coefficient of determination test results indicate that the independent variables in this study have a contributory effect on the dependent variable, which is the purchase decision, by 14.4%. This is indicated by the R Square value of 0.144, which implies that the regression model is able to explain 14.4% of the variation in purchase decisions, while the remaining 85.6% is influenced by other factors outside the scope of this research model.

D. CONCLUSIONS

1. Product Quality positively and significantly influences the purchase decisions of catfish sticks in Ngawi City
2. Price Perception has a significant positive impact on consumers' purchase decisions for catfish sticks in Ngawi City.
3. Promotion has a significant positive impact on consumers' purchase decisions for catfish sticks in Ngawi City

E. SUGGESTIONS

1. Practical Suggestions

Future research is expected to examine other variables beyond Product Quality, Price Perception, and Promotion, so that their influence can be identified and contribute to improving the results of existing studies.

2. Theoretical Suggestions

Subsequent studies are expected to conduct more in-depth research and cover broader objects or areas in order to provide greater generalizability. In this study, the influence of Product Quality, Price Perception, and Promotion produced an Adjusted R-Square value of 14.4%. Therefore, future researchers are encouraged to develop additional variables that may affect Purchase Decisions, in order to increase and strengthen the Adjusted R-Square value.

3. Academic Suggestions

This study can be used as a reference for future research, both as a literature review source and as a reference material for studies examining the influence of Product Quality, Price Perception, and Promotion on Purchase Decisions of catfish sticks in Ngawi City.

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