

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON CONSUMER PURCHASING DECISIONS AT AYAM GEPREKIN IN MADIUN CITY

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Abstract

This study aims to determine the effect of product quality, price, and service quality on consumer purchasing decisions at Ayam Geprekin in Madiun City, both partially and simultaneously. This study employed a quantitative approach with an associative research design. The population consisted of Ayam Geprekin consumers in Madiun City, with an unknown population size. The sample was determined based on the guidelines of Hair et al. using purposive sampling. Data were collected through an online Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of SPSS. The analysis included validity, reliability, classical assumption, t-test, F-test, and coefficient of determination tests. The results show that product quality, price, and service quality each have a positive and significant effect on purchasing decisions. Service quality was found to be the most dominant variable. Simultaneously, the three variables also have a significant effect on purchasing decisions. These findings indicate that improving product quality, maintaining reasonable prices, and providing consistent service are important factors in increasing consumer purchasing decisions at Ayam Geprekin in Madiun City.

Keywords: Product Quality, Price, Service Quality, Purchasing Decision

A. INTRODUCTION

The culinary industry represents one of the sectors with a strategic contribution to driving economic growth at both the global and national levels. Globally, the food and beverage industry continues to expand along with population growth, increasing urbanization, and changing lifestyles that place greater emphasis on time efficiency and practicality in fulfilling daily needs. This growth is also evident in Indonesia, where advancements in the economic, social, and technological fields have brought significant impact on public trends, making ready to eat food and contemporary culinary

products a daily necessity across various segments of society. This progress has in turn intensified competition within the culinary sector.

At the regional level, Madiun City has shown considerable economic dynamics, including within its culinary sector. The Central Statistics Agency of Madiun City recorded economic growth of 5.73 percent in 2024, placing the city second highest in East Java, and this momentum continued into the first quarter of 2025 with year on year growth reaching 5.12 percent (BPS Kota Madiun, 2025). This growth has been driven largely by the expansion of the middle class along with rapid urbanization and shifting lifestyles that increasingly value convenience and quality culinary experiences. Data from the Cooperative and Micro Enterprise Office of Madiun City further show that the number of geprek chicken based culinary businesses increased by more than 35 percent within the last three years, from 2022 to 2025, indicating how competitive the local geprek chicken market has become. One business that has grown rapidly amid this competition is Ayam Geprekin. Operating under a franchise concept through PT Olah Kuliner Nusantara, Ayam Geprekin adopts a take away model with affordable pricing and an accessible partnership scheme, allowing it to expand steadily across various regions in East Java, including Madiun, since 2020. Sales data compiled from 2021 to 2025 reflect this expansion, with estimated monthly turnover growing from around Rp150 to 300 million in 2022 to as much as Rp1.1 to 1.6 billion in 2025, alongside a rise in average daily sales per outlet from roughly 150 to 250 portions in the early period to 350 to 550 portions in the most recent period. This rapid growth positions Ayam Geprekin as the dominant player in the low price segment, competing against other local and national brands such as Ayam Geprek Juara Madiun, Ayame Geprek Dr. R, and Rocket Chicken, each of which competes through a different combination of pricing strategy, product quality, and service quality.

Despite this growth, an initial observation of consumer reviews on Google Maps and local food review platforms revealed a number of recurring complaints across several Ayam Geprekin branches in Madiun. These complaints range from incomplete menu availability and unfriendly staff behavior at the Gajah Mada branch, to inconsistent portion perception at the Bumi Mas branch, undercooked chicken and unclean outlet conditions at the Serayu Timur and Nambangan Lor

branches, order accuracy issues at the Kapuas branch, and unprofessional staff conduct at the Setia Budi and Josenan branches. These findings indicate that despite its strong sales performance, Ayam Geprekin still faces challenges in maintaining consistent product quality and service standards across its branches, which may in turn affect consumer purchasing decisions.

In terms of prior research, findings on the relationship between product quality and purchasing decisions remain inconsistent. Dewitasari et al (2024) and Astuti (2021) found that product quality has a positive and significant effect on purchasing decisions in the culinary sector, a result also supported by Kurniawan and Astuti (2023) in their study on geprek chicken purchasing decisions in Malang City. In contrast, Ariansyah et al (2024) found that product quality did not significantly affect purchasing decisions in their study on a homemade sambal product in Bekasi, while Paludi and Sulistiowati (2024) found that the effect of product quality became statistically insignificant once location was included as a control variable. A similar inconsistency is found in studies on price, where Febrissa (2025), Cryantyo and Wijaya (2023), and Hernawanti (2025) confirmed a significant effect of price on purchasing decisions, whereas Hanafie (2022) found no significant effect of price within the premium culinary segment in Jakarta. These inconsistencies indicate that the influence of product quality, price, and service quality on purchasing decisions cannot be generalized across contexts and therefore requires further empirical confirmation, particularly within the geprek chicken culinary segment in Madiun City.

Based on the conditions described above, there is a clear gap between the rapid business growth achieved by Ayam Geprekin and the persistent quality and service issues indicated by consumer complaints, as well as inconsistency in prior empirical findings regarding the determinants of purchasing decisions in similar culinary businesses. This research therefore becomes relevant to examine how far product quality, price, and service quality influence consumer purchasing decisions toward Ayam Geprekin in Madiun City, both partially and simultaneously, in order to provide evidence based recommendations that support management in improving operational quality, customer satisfaction, and market competitiveness.

Theoretical Review

Consumer Behavior Theory

This study adopts Consumer Behavior Theory, as developed by Kotler and Keller, as its grand theory. The theory describes the process by which individuals, groups, and organizations identify, select, purchase, use, and evaluate goods, services, ideas, or experiences in order to fulfill their needs and wants (Kotler and Keller, 2012). According to Kotler and Keller (2012), consumer purchasing behavior is influenced by four fundamental factors: cultural, social, personal, and psychological factors. In addition, marketing stimuli derived from the marketing mix, particularly product quality, price, and service quality, can influence how consumers respond and ultimately make purchasing decisions. In this study, the theory is applied through the Stimulus-Response Model proposed by Kotler and Armstrong (2012). Within this model, product quality, price, and service quality function as stimuli that are received by consumers, processed internally, and subsequently reflected in purchasing decisions.

1. Product Quality

Kotler and Armstrong (2012) describe product quality as the extent to which a product is capable of carrying out its intended functions, including aspects such as durability, reliability, ease of operation, and ease of repair. Similarly, Kotler and Keller (2016) explain that product quality refers to the ability of a product to consistently fulfill consumer needs and expectations. This concept is particularly relevant to the culinary industry, where the consistency of taste and the quality of ingredients are important factors in establishing consumer confidence. Garvin (1984) identifies several dimensions that can be used to assess product quality, including performance, reliability, durability, conformance, features, aesthetics, and perceived quality. In the context of fried chicken products, these dimensions can be reflected in the taste of the food, consistency of the product, freshness of ingredients, variety of menus, and visual presentation of the food.

2. Price

Dharmmesta and Handoko (2023) define price as the amount of money that consumers are required to pay to obtain a particular product or service and the benefits associated with it. This definition is consistent with Kotler and Armstrong (2012), who view price as the value exchanged by consumers in order to obtain the benefits of using or owning a product or service. From the consumer's perspective, price can be perceived not only as a financial sacrifice but also as an indicator of the benefits and quality received. Therefore, consumers generally consider whether the price paid is proportional to the value obtained, which reflects the concept of value for money. Kotler and Armstrong (2012) and Tjiptono (2015) identify several aspects that can be used to assess price perceptions, including affordability, conformity between price and quality, price competitiveness, the benefits obtained relative to the price, and discounts or promotional offers.

3. Service Quality

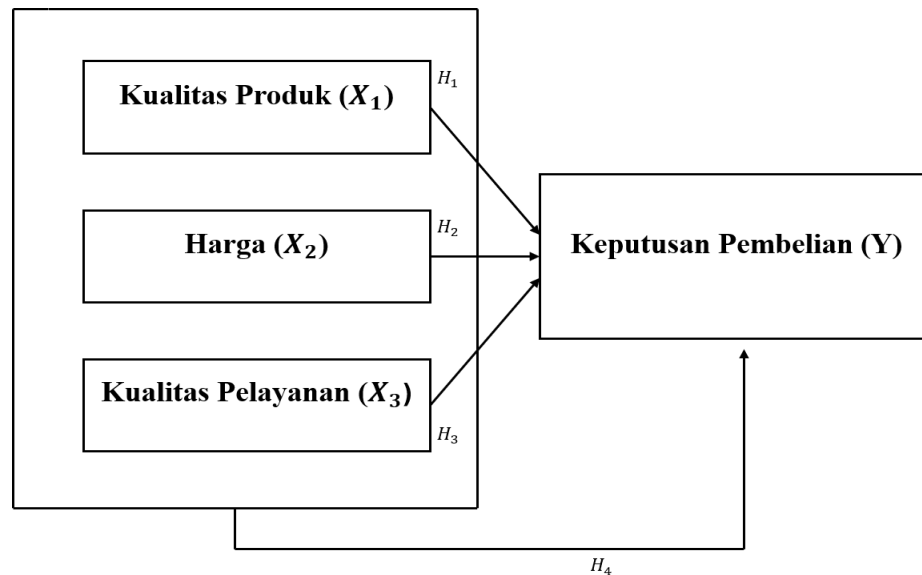
Zeithaml (1988) defines service quality as the consumer's overall assessment of the superiority of a service, which develops through a comparison between expectations before receiving the service and perceptions formed after experiencing it. Parasuraman, Zeithaml, and Berry (1988), through the SERVQUAL model, explain service quality in terms of the extent to which the service provided is capable of meeting or exceeding consumer expectations. The model consists of five principal dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions provide a basis for assessing an organization's ability to deliver services that correspond to consumer expectations. Tjiptono (2014) emphasizes that service quality is closely associated with customer satisfaction. Good service can create favorable consumer perceptions, which may subsequently encourage purchasing interest and contribute to the development of customer loyalty.

4. Purchasing Decision

In the perspective of Consumer Behavior Theory, a purchasing decision represents the consumer's behavioral response after going through a process of receiving and evaluating various marketing

stimuli, including product quality, price, and service quality. The decision reflects the outcome of the consumer's consideration before determining which product or service to purchase. Grandhis (2022) demonstrated that product quality and service quality simultaneously exert a positive and significant influence on consumer purchasing decisions in the culinary sector. The combined influence of these variables also provides greater explanatory power than when each variable is considered separately. This result is consistent with the findings of Pujiwati, Dewi, and Hadi (2023), who found that price, product quality, and service quality each have a positive and significant effect on consumer purchasing decisions in the food and beverage industry.

Conceptual framework



Gambar 1. Kerangka Berpikir

- H 1: Product Quality (X_1) has a positive and significant effect on the Purchasing Decision (Y) of Ayam Geprekin consumers in Madiun City.
- H 2: Price (X_2) has a positive and significant effect on the Purchasing Decision (Y) of Ayam Geprekin consumers in Madiun City.
- H 3: Service Quality (X_3) has a positive and significant effect on the Purchasing Decision (Y) of Ayam Geprekin consumers in Madiun City.
- H 4: Product Quality (X_1), Price (X_2), and Service Quality (X_3) simultaneously have a positive and significant effect on the Purchasing Decision (Y) of Ayam Geprekin consumers in Madiun City.

B. METHOD

This study applies a quantitative approach based on the positivist paradigm, which views relationships between variables as measurable and testable through statistical procedures, allowing the research findings to be generalized to a wider population. The research was carried out from March to June 2026 at seven Ayam Geprekin outlets located in Madiun City, namely those on Jalan Gajah Mada, Perumahan Bumi Mas, Jalan Serayu Timur, Jalan Nambangan Lor, Jalan Kapuas, Josenan, and Jalan Setia Budi. The population consisted of consumers who had purchased Ayam Geprekin products in Madiun City. Since the exact number of consumers could not be established, the sample size was determined using the guideline of Hair et al. (2010), which recommends a sample size of five to ten times the total number of research indicators. Based on nineteen indicators used to measure the four variables, the sample size ranged from 95 to 190 respondents, with 95 respondents representing the minimum and 190 respondents representing the recommended size.

The respondents were selected using purposive sampling according to predetermined criteria. These criteria included consumers aged 15 to 60 years, individuals who had purchased Ayam Geprekin products at least once, respondents who were willing to complete the questionnaire honestly and completely, and individuals who lived in or had activities within

Madiun City. Data collection was conducted through an online questionnaire distributed using Google Forms and social media platforms. The questionnaire employed a four-point Likert scale, ranging from strongly disagree to strongly agree. The statements in the questionnaire were prepared according to the indicators representing each research variable, namely product quality (X_1), price (X_2), service quality (X_3), and purchasing decision (Y).

The data obtained were analyzed using several statistical procedures, including descriptive statistical analysis, validity and reliability tests, and classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests.

The analysis was then continued with multiple linear regression, the coefficient of determination, and hypothesis testing through the partial t-test and simultaneous F-test. All statistical analyses were conducted with the assistance of SPSS software. The multiple linear regression equation applied in this study is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

In this equation, Y denotes purchasing decision, α represents the regression constant, β_1 , β_2 , and β_3 denote the regression coefficients of product quality, price, and service quality, respectively, while e represents the error term.

C. RESULTS AND DISCUSSIONS

This study involved 200 respondents who were consumers of Ayam Geprekin in Madiun City and had made a direct purchase of the product. The profile of the respondents is presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Number	Persentase (%)
Gender	Male	77	38%
	Female	123	62%
Age	15-25	103	52

	26-35	47	23
	36-45	36	18
	>45 years	14	7%
Occupation	Student	96	48
	Entrepreneur	45	23
	Private Employee	40	20
	Other	19	9%
Purchase Frequency	>3 times	96	48
	1-2 times	89	45
	<1 time	14	7%
Income	IDR 2.5-5m	58	29
	IDR 1-2.5m	52	26
	<IDR 1m	49	24
	>IDR 5m	40	20%

Source: primary data processed, 2026

Most respondents were female (62 percent), aged between 15 and 25 years (52 percent), and identified themselves as students. This distribution lines up with the economical price positioning of Ayam Geprekin, which ranges from IDR 6,900 to IDR 15,000 and is indeed aimed at students and middle class consumers. Nearly half of the respondents, 96 people or 48 percent, had already purchased the product more than three times, which points to a fairly strong tendency toward repeat purchase among consumers.

1. Variable Description and Instrument Testing

The recapitulation of variable mean scores along with the results of the validity and reliability tests is presented in Table 2. The validity test used an r table comparison value of 0.138 (n=200, significance level of 5 percent), while the reliability test used a Cronbach Alpha threshold above 0.70.

Table 2. Variable Mean Scores, Validity, and Reliability

Variable	Mean	Category	r count range	Cronbach Alpha
Product Quality (X1)	3.24	High	0.504 - 0.702	0.878
Price (X2)	3.24	High	0.501 - 0.674	0.819
Service Quality (X3)	3.11	High	0.508 - 0.686	0.883
Purchase Decision (Y)	3.24	High	0.502 - 0.677	0.868

Source: SPSS 32 data processing results, 2026 (all items are valid because r count $>$ r table 0.138, all variables are reliable because Cronbach Alpha $>$ 0.70)

All four variables fall into the high category. At the indicator level, the highest score for Product Quality is found in menu variety (3.30) while the lowest is found in crispy texture (3.12). The highest score for Price is found in competitiveness against competitors (3.35) while the lowest is found in the affordability of the nominal price (3.21). The highest score for Service Quality is found in employees' appreciation toward customers (3.21) while the lowest is found in employees' product knowledge (3.03). This pattern suggests that there is still room for improvement in the consistency of product texture and in employees' product knowledge, even though consumers' overall perception is already positive.

2. Classical Assumption Tests

The Kolmogorov-Smirnov normality test produced a significance value of 0.200 ($>$ 0.05), indicating that the residuals are normally distributed. The multicollinearity test showed tolerance values for X1, X2, and X3 of 0.586, 0.607, and 0.861 respectively (all above 0.10), with VIF values of 1.708, 1.648, and 1.161 respectively (all below 10), so the model is free from multicollinearity. The Glejser heteroscedasticity test showed significance values above 0.05 for all three independent variables, meaning that no symptoms of heteroscedasticity were found. Since all three assumptions are met, the regression model is considered appropriate for hypothesis testing (Ghozali, 2018).

3. Multiple Linear Regression and Hypothesis Testing

Data processing produced the regression equation $Y = 9.287 + 0.180X_1 + 0.232X_2 + 0.461X_3$, with the t test results shown in Table 3.

Table 3. Regression Results and t Test

Variable	B	Beta	t count	Sig.	Result
Product Quality (X1)	0.180	0.189	2.823	0.005	Significant
Price (X2)	0.232	0.184	2.789	0.006	Significant
Service Quality (X3)	0.461	0.499	9.023	0.000	Significant

Source: SPSS 32 data processing results, 2026

All three coefficients are positive with significance values below 0.05, so H1, H2, and H3 are accepted. Service Quality has the largest beta coefficient (0.499), meaning this variable makes the most dominant contribution to Purchase Decision. The F test produced an F count of 61.448, greater than the F table value of 2.651 (df1=3, df2=196), with a significance of 0.000, so H4 is accepted and the three independent variables are proven to have a simultaneous significant effect. The Adjusted R Square value of 0.477 shows that 47.7 percent of the variation in Purchase Decision is explained by these three variables, while the remaining 52.3 percent is explained by other factors outside the model, such as brand image, promotion, or business location.

D. SUGGESTIONS

For Ayam Geprekin business practitioners in Madiun City, service quality should receive greater attention as an important aspect of the marketing strategy. This can be achieved by improving employees' ability to provide friendly, prompt, and responsive services, particularly in addressing consumer needs, in accordance with the SERVQUAL framework. For future researchers, the findings of this study may serve as a reference for developing a broader

research model by incorporating other relevant variables, such as brand image, promotion, location, consumer trust, and customer satisfaction, to provide a more comprehensive understanding of the factors influencing purchasing decisions.

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