

BRAND IMAGE, PRODUCT QUALITY, AND PRICE EFFECTS ON GETHUK GOLAN PURCHASE DECISION IN PONOROGO REGENCY

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Abstract

Gethuk Golan Tunggal Cara Beda Rasa is a legendary traditional culinary product in Ponorogo Regency that has survived for more than three decades, yet now faces challenges in sustaining purchase decisions amid competition from modern souvenirs and shifting digital consumer behavior. This study aims to analyze the partial effect of brand image, product quality, and price on the purchase decision of Gethuk Golan at UMKM Tunggal Cara Beda Rasa. A quantitative approach was used, with a sample of 384 respondents determined via the Lemeshow formula and purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with SPSS version 26. Results show that brand image, product quality, and price each have a positive and significant effect on purchase decisions, with price being the most dominant variable, followed by brand image and product quality. These three variables jointly explain part of the variation in purchase decisions, while the remainder is influenced by factors outside the model. The study suggests that the UMKM strengthen the authenticity narrative on packaging, maintain portion and quality consistency, and apply tiered pricing, while future researchers are advised to add other variables and broaden respondent coverage.

Keywords: Brand Image, Product Quality, Price, Purchase Decision

A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) occupy a strategic position as the main driver of the Indonesian economy. Data from Indonesia's Ministry of Cooperatives and SMEs shows that the number of MSMEs has reached more than 65 million business units, absorbing around 97 percent of the national workforce and contributing more than 60 percent of Gross Domestic Product (Ministry of Cooperatives and SMEs, 2024). The food and beverage sector dominates MSME activity as market demand for both traditional and modern culinary products continues to rise. The development of digital technology has also changed consumer behavior in seeking information and making purchase decisions, as most of this process now begins

through digital media (Chaffey & Ellis-Chadwick, 2022). Today's consumers tend to compare prices, read reviews, and pay attention to other users' comments before deciding to buy (Priporas, Stylos, & Fotiadis, 2017), so traditional culinary MSME operators are required to understand the factors that influence purchase decisions before formulating a marketing strategy.

Gethuk Golan is a traditional culinary product that originated and developed in Golan Village, Sukorejo District, Ponorogo Regency. Tunggal Cara Beda Rasa pioneered this business in the late 1980s and became one of the pioneers and legendary producers of Gethuk Golan among the people of Ponorogo. The product's uniqueness lies in its use of selected cassava from Ngebel District, banana-leaf wrapping, and a combination of cassava gethuk, jadah, grated coconut topping, and brown-sugar syrup made from a recipe passed down through generations and kept authentic. This differentiation, based on recipe and raw-material authenticity, forms an identity that is not easily imitated by competitors in Ponorogo's traditional culinary market.

Behind this uniqueness, Tunggal Cara Beda Rasa faces challenges in maintaining product quality. Dependence on the specific cassava from Ngebel District creates a risk to supply continuity, while the still-traditional and manual production process makes it difficult to maintain consistency in taste, texture, and portion, especially when demand rises sharply during Ramadan. As a moist food product without preservatives, Gethuk Golan also has a relatively short shelf life, making it prone to quality decline (Winarno, 2004), while product quality itself is influenced by raw materials, the production process, human resources, and quality control (Assauri, 2020).

The UMKM's internal sales data for the 2021-2025 period shows an increasing trend from 44,075 pieces to 56,050 pieces, although it slowed in 2024 before rising significantly again in 2025. This increase in sales volume does not necessarily reflect that consumer purchase decisions have reached an optimal condition, since sales figures can be influenced by temporary seasonal factors. Understanding the factors that genuinely influence purchase decisions is therefore important to investigate further. Based on the above, this study aims to identify and analyze the partial effect of brand image, product quality, and price on the purchase decision of Gethuk Golan at UMKM Tunggal Cara Beda Rasa in Ponorogo Regency, while also extending

the application of consumer behavior theory to the context of micro-scale MSME traditional culinary products.

Theoretical Review and Conceptual Framework

The grand theory used in this study is the Theory of Planned Behaviour (TPB) developed by Ajzen (2012) as an extension of the Theory of Reasoned Action (Ajzen & Fishbein, 1975). TPB explains that behavioral intention is shaped by attitude toward the behavior, subjective norm, and perceived behavioral control. In the context of this study, brand image and product quality are linked to attitude toward the behavior because consumers' positive perceptions of a product's reputation and quality form a positive evaluation of the act of purchasing, while price is linked to perceived behavioral control because the perception of price affordability influences consumers' confidence and ability to realize a purchase.

Purchase decision is part of consumer behavior, namely the process of selecting, buying, and using goods or services to satisfy needs (Kotler & Keller, 2016), with indicators including product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method. Brand image is consumers' perception and belief reflected by the associations embedded in their memory of a brand (Kotler & Keller, 2016), with three main dimensions: strength, favorability, and uniqueness of brand associations (Keller, 1993). Product quality is a product's ability to perform its function, covering durability, reliability, and precision (Kotler & Armstrong, 2018); because Gethuk Golan is a moist food product, this study uses food-quality dimensions of taste, aroma, texture, appearance, portion, and cleanliness (West, Wood, & Harger, 1988, in Margaretha & Japariato, 2012). Price is the amount of value exchanged by consumers to obtain the benefit of a product (Kotler & Armstrong, 2018), measured through price affordability, price-quality conformity, price competitiveness, and price-benefit conformity (Clarita & Khalid, 2023).

Research Hypotheses

A review of prior studies shows a pattern of relationships that is not entirely consistent among the three independent variables and purchase decision. Most studies, such as Reinaldo and Chandra (2020), Abidin (2023), Saputri, Syafnur, and Kusumah (2024), and Ardiyansyah and Purnama (2024), found that brand image, product quality, and price have a positive and

significant effect on purchase decisions. However, Azahari and Hakim (2021) found brand image to have a negative effect, Ani, Lumanauw, and Tampenawas (2022) as well as Ash-Shiddiqy (2025) found brand image to be insignificant, Karina and Sari (2023) found product quality to be positive but not significant, while Satdiah, Siska, and Indra (2023) found price to have a negative and insignificant effect. This inconsistency forms the basis for re-testing on the object of Gethuk Golan Tunggal Cara Beda Rasa, leading to the following hypotheses.

H1: Brand image has a significant effect on the purchase decision of Gethuk Golan in Ponorogo Regency (a study at UMKM Tunggal Cara Beda Rasa).

H2: Product quality has a significant effect on the purchase decision of Gethuk Golan in Ponorogo Regency (a study at UMKM Tunggal Cara Beda Rasa).

H3: Price has a significant effect on the purchase decision of Gethuk Golan in Ponorogo Regency (a study at UMKM Tunggal Cara Beda Rasa).

B. METHOD

This study uses a quantitative approach with a positivist paradigm, in which data are collected through a structured instrument and analyzed statistically to test the formulated hypotheses.

Population, Sample, and Sampling Technique

The population of this study is consumers residing in Ponorogo Regency who have purchased products from Tunggal Cara Beda Rasa. Because the population size is not known with certainty (unknown population), the sample size was determined using the Lemeshow formula (1997):

$$n = Z^2 \times p \times q / d^2$$

where Z is the score at the 95% confidence level (1.96), p is the proportion of success (0.5), q is 1-p (0.5), and d is the margin of error (0.10). The calculation yields $n = 1.96^2 \times 0.5 \times 0.5 / 0.05^2 = 384.16$, so the sample was set at 384 respondents. The sampling technique used is purposive sampling (Sugiyono, 2023) with the following criteria: at least 17 years old, has purchased or consumed the product at least once, and is willing to complete the questionnaire in full. The questionnaire was distributed digitally through Google Forms.

Research Variables and Instruments

The independent variables in this study are brand image (X1), product quality (X2), and price (X3), while the dependent variable is purchase decision (Y). The research instrument is a questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), constructed based on the indicators of each variable as described in the theoretical review section.

Data Analysis Technique

Data analysis was carried out using SPSS version 26 through the following stages: (1) a validity test using product-moment correlation, with items declared valid if $r\text{-count} > r\text{-table}$; (2) a reliability test using Cronbach's Alpha, with the instrument declared reliable if the alpha value > 0.70 (Ghozali, 2021); (3) classical assumption tests comprising a Kolmogorov-Smirnov normality test, a multicollinearity test based on tolerance and VIF values, and a heteroscedasticity test using the Glejser test; (4) multiple linear regression analysis with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$; and (5) hypothesis testing through the partial t-test at a 5% significance level and the coefficient of determination test (R^2).

C. RESULTS AND DISCUSSIONS

Respondent Characteristics

A total of 384 collected questionnaires were declared valid and usable. Respondent characteristics based on gender, latest education, monthly income, and purchase frequency are presented in Table 1.

Table 1. Respondent Characteristics

Category	Group	Number of Respondents	Percentage (%)
Gender	Male	138	35.94
	Female	246	64.06
Latest Education	Senior High School/equivalent	128	33.33
	Diploma	36	9.38
	Bachelor's Degree (S1)	212	55.21
	Postgraduate (S2/S3)	8	2.08
Monthly Income	< IDR 500,000	42	10.94
	IDR 500,000 - 1,000,000	85	22.14

Category	Group	Number of Respondents	Percentage (%)
	IDR 1,000,000 - 1,500,000	168	43.75
	> IDR 1,500,000	89	23.18
Purchase Frequency	1 time	62	16.15
	2-3 times	210	54.69
	More than 3 times	112	29.16

Source: Primary data processed (2026)

The majority of respondents were female (64.06%) with a Bachelor's degree (S1) education level (55.21%) and a monthly income in the range of IDR 1,000,000-1,500,000 (43.75%). Most respondents had also made repeat purchases 2-3 times (54.69%), indicating a fairly good level of loyalty and satisfaction toward Tunggal Cara Beda Rasa's products.

Instrument and Classical Assumption Test Results

The validity test results show that all statement items for the brand image, product quality, price, and purchase decision variables have an r-count value greater than the r-table (0.098), so all items are declared valid. The reliability test results in Table 2 show that the Cronbach's Alpha value for all variables is above 0.70, so the instrument is declared reliable and suitable for further analysis.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Description
Brand Image (X1)	0.921	0.70	Reliable
Product Quality (X2)	0.919	0.70	Reliable
Price (X3)	0.859	0.70	Reliable
Purchase Decision (Y)	0.872	0.70	Reliable

Source: Primary data processed (2026)

The classical assumption test results show that the data are normally distributed, indicated by an Asymp. Sig. (2-tailed) value on the Kolmogorov-Smirnov test of 0.200, which is above 0.05. The multicollinearity test shows a tolerance value above 0.1 and a VIF value below 10 for all independent variables, indicating no multicollinearity. The heteroscedasticity test using the Glejser test shows a significance value above 0.05 for all variables, so the regression model does not exhibit heteroscedasticity. Thus, the regression model meets the requirements for use in hypothesis testing.

Multiple Linear Regression Analysis and Hypothesis Testing Results

The results of the multiple linear regression analysis and partial hypothesis testing are presented in Table 3.

Table 3. Multiple Linear Regression Analysis and Hypothesis Testing Results

Variable	B	Std. Error	Beta	t-count	Sig.	Description
(Constant)	25.135	2.967	-	8.470	0.000	-
Brand Image (X1)	0.237	0.080	0.166	2.955	0.003	H1 accepted
Product Quality (X2)	0.125	0.050	0.139	2.492	0.013	H2 accepted
Price (X3)	0.317	0.077	0.202	4.142	0.000	H3 accepted

Source: Primary data processed (2026). Dependent variable: Purchase Decision. R Square = 0.133; t-table (df = 380; $\alpha = 0.05$) = 1.966.

Based on Table 3, the regression equation obtained is $Y = 25.135 + 0.237X_1 + 0.125X_2 + 0.317X_3 + e$. The constant value of 25.135 indicates that the purchase decision would be at this value if all three independent variables were zero. All three independent variables show a t-significance value below 0.05 with a positive regression coefficient, so H1, H2, and H3 are all accepted. The price variable has the highest t-count value and standardized beta coefficient, indicating that price is the most dominant variable, followed by brand image and product quality. The coefficient of determination test shows an R Square value of 0.133, meaning that brand image, product quality, and price jointly explain 13.3% of the variation in purchase decisions, while the remaining 86.7% is explained by other factors outside this research model, such as promotion and location.

Discussion***Effect of Brand Image on Purchase Decision***

Brand image is proven to have a positive and significant effect on purchase decision (t-count 2.955 > t-table 1.966; sig. 0.003 < 0.05), so H1 is accepted. This finding is consistent with the descriptive scores of respondents' responses, which fall into the high category, with the highest score on the indicator of the recipe passed down through generations as a distinguishing feature from other producers, reflecting the workings of the uniqueness of brand association dimension (Keller, 1993). In line with Aaker's (2018) view that a strong brand image

can create competitive differentiation, Tunggal Cara Beda Rasa's reputation as a pioneer of legendary Gethuk Golan in Ponorogo is shown to form a positive consumer evaluation before deciding to purchase. This result is consistent with Reinaldo and Chandra (2020), Abidin (2023), and Panggayuh and Pradhanawati (2017), who also found a positive effect of brand image on traditional MSME-based culinary products, but differs from Azahari and Hakim (2021), who found a negative effect on high-involvement products such as cars, indicating that the role of brand image is highly dependent on product category characteristics.

Effect of Product Quality on Purchase Decision

Product quality is also proven to have a positive and significant effect on purchase decision ($t\text{-count } 2.492 > t\text{-table } 1.966$; $\text{sig. } 0.013 < 0.05$), so H2 is accepted, although its contribution is the smallest among the three independent variables. The highest descriptive score for this variable is found on the aroma and presentation appearance indicators, showing that pre-purchase sensory attributes carry substantial persuasive weight for a moist food product that cannot be tasted before purchase. In line with Tjiptono (2016), who states that product quality is a strategic weapon for outperforming competitors, the relatively small contribution of this variable in this study is thought to be because product quality has become a threshold attribute met by nearly all Gethuk Golan producers in Golan Village, so its distinguishing power over purchase decisions is smaller than that of brand image and price. This finding is consistent with Rasmewahni (2022) and Kamil, Yusuf, and Rachmani (2025), but differs from Reinaldo and Chandra (2020), who placed product quality as the most dominant variable.

Effect of Price on Purchase Decision

Price is proven to be the most dominant variable affecting purchase decision ($t\text{-count } 4.142 > t\text{-table } 1.966$; $\text{sig. } 0.000 < 0.05$), so H3 is accepted. Because price is measured perceptually, this positive coefficient means that the better consumers' assessment of the fairness, affordability, and benefit-conformity of the price, the higher their purchase decision, rather than implying that a higher nominal price increases purchases. The dominance of the price variable is consistent with it having the highest descriptive score among all research variables, with the highest indicator being the conformity between perceived quality and price paid. Within the framework of the Theory of Planned Behaviour (Ajzen, 2012), this finding

shows that perceived behavioral control plays a more decisive role than attitude toward the behavior in the low-priced traditional food category. This result supports Harun and Paludi (2025), who placed price perception as the most dominant factor, as well as Abidin (2023) and Matondang and Risal (2025), but differs from Satdiah, Siska, and Indra (2023), who found price to have a negative effect in a different product category, confirming that the role of price is highly dependent on market context and consumer purchasing power.

D. CONCLUSIONS

This study concludes that brand image, product quality, and price each have a positive and significant partial effect on the purchase decision of Gethuk Golan at UMKM Tunggal Cara Beda Rasa in Ponorogo Regency, with price being the most dominant variable, followed by brand image and product quality. This finding strengthens the application of the Theory of Planned Behaviour in the context of traditional culinary products, in which brand image and product quality work through the formation of a positive attitude toward the purchasing behavior, while price works through consumers' perceived behavioral control. Historical reputation and the authenticity of the recipe passed down through generations are proven to be the main strength of Tunggal Cara Beda Rasa's brand image, while product quality, although perceived as high by most consumers, has a relatively limited distinguishing power because it has become a minimum standard among fellow Gethuk Golan producers, and a price perceived as fair and proportionate to its benefits is the most decisive consideration in consumers' purchase decisions.

This study has limitations because it involves only three independent variables and is limited to consumers in Ponorogo Regency and a single research object, so the results cannot yet be generalized to other Gethuk Golan MSMEs or other regions. In addition, the model's ability to explain the variation in purchase decisions is also still relatively limited, indicating other factors outside the model that also play a role and need to be explored in future research.

E. SUGGESTIONS

For UMKM Tunggal Cara Beda Rasa, business owners are advised to strengthen the visual identity and historical narrative on packaging so that recipe authenticity is more easily recognized and distinguished from other Gethuk Golan producers in Golan Village, to standardize ingredient measures and production portions so that quality consistency is maintained even though the process remains traditional, and to provide longer-lasting packaging options along with a variety of price packages so that consumers with different purchasing power still have an entry point for purchase.

For future researchers, this study suggests adding other independent variables relevant to culinary MSME businesses, such as social media promotion, location, service quality, or word of mouth, given that the three variables in this study are only able to explain a small portion of the variation in purchase decision. Expanding respondent coverage beyond Ponorogo Regency, including tourists and online consumers, is also recommended so that research findings can be more broadly generalized. In addition, the use of other methodological approaches, such as moderation or mediation analysis, could enrich the understanding of the relationship mechanisms between variables that have not been fully revealed through the multiple linear regression approach used in this study.

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