

FACTORS INFLUENCING PURCHASE INTENTION OF ELPE TEMPE CHIPS PRODUCED BY CLASS I MADIUN CORRECTIONAL INSTITUTION

Shelly Marcelina Ardyanti¹⁾, Rizal Ananta Ula Fauzi²⁾, Apriyanti³⁾

¹ Management, Faculty of Economic and Business, PGRI University of Madiun
email: shellymara28@gmail.com

² Management, Faculty of Economic and Business, PGRI University of Madiun
email: rizalula@unipma.ac.id

³ Management, Faculty of Economic and Business, PGRI University of Madiun
email: kelip.apriyanti@unipma.ac.id

Abstrak

Keripik Tempe eLPe merupakan produk hasil program pembinaan warga binaan di Lapas Kelas I Madiun yang menghadapi tantangan dalam meningkatkan minat beli masyarakat. Penelitian ini dilakukan untuk mengetahui pengaruh promosi, persepsi harga, persepsi konsumen, dan *word of mouth* terhadap minat beli Keripik Tempe eLPe. Penelitian menggunakan pendekatan kuantitatif melalui metode survei terhadap 385 responden yang ditentukan menggunakan teknik *purposive sampling*. Data dianalisis menggunakan regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa promosi, persepsi harga, persepsi konsumen, dan *word of mouth* berpengaruh positif dan signifikan terhadap minat beli. Temuan ini menunjukkan bahwa peningkatan strategi promosi, penetapan harga yang sesuai dengan persepsi nilai, pembentukan persepsi positif konsumen, serta optimalisasi *word of mouth* dapat meningkatkan minat beli masyarakat terhadap Keripik Tempe eLPe. Dengan demikian, pengelola perlu mengembangkan strategi pemasaran yang lebih tepat dan efektif guna memperluas jangkauan pasar sekaligus meningkatkan daya saing produk.

Kata Kunci: Promosi, Persepsi Harga, Persepsi Konsumen, *Word of Mouth*, Minat Beli, Keripik Tempe eLPe.

Abstract

The eLPe Tempe Chips produced by inmates at Class I Madiun Correctional Institution represent a community empowerment product that faces challenges in attracting consumers' purchase intention. This study aims to examine the influence of promotion, price perception, consumer perception, and word of mouth on consumers' purchase intention toward eLPe Tempe Chips. A quantitative research approach with a survey method was employed involving 385 respondents selected through purposive sampling. The collected data were analyzed using multiple linear regression with the assistance of SPSS software. The findings indicate that promotion, price

perception, consumer perception, and word of mouth each have a positive and significant effect on purchase intention. These results suggest that effective promotional activities, appropriate pricing strategies, positive consumer perceptions, and favorable word-of-mouth communication play important roles in enhancing consumers' intention to purchase eLPe Tempe Chips. Therefore, the management of Class I Madiun Correctional Institution is encouraged to strengthen marketing strategies, improve product image, and optimize consumer recommendations to expand market reach and increase the competitiveness of the product.

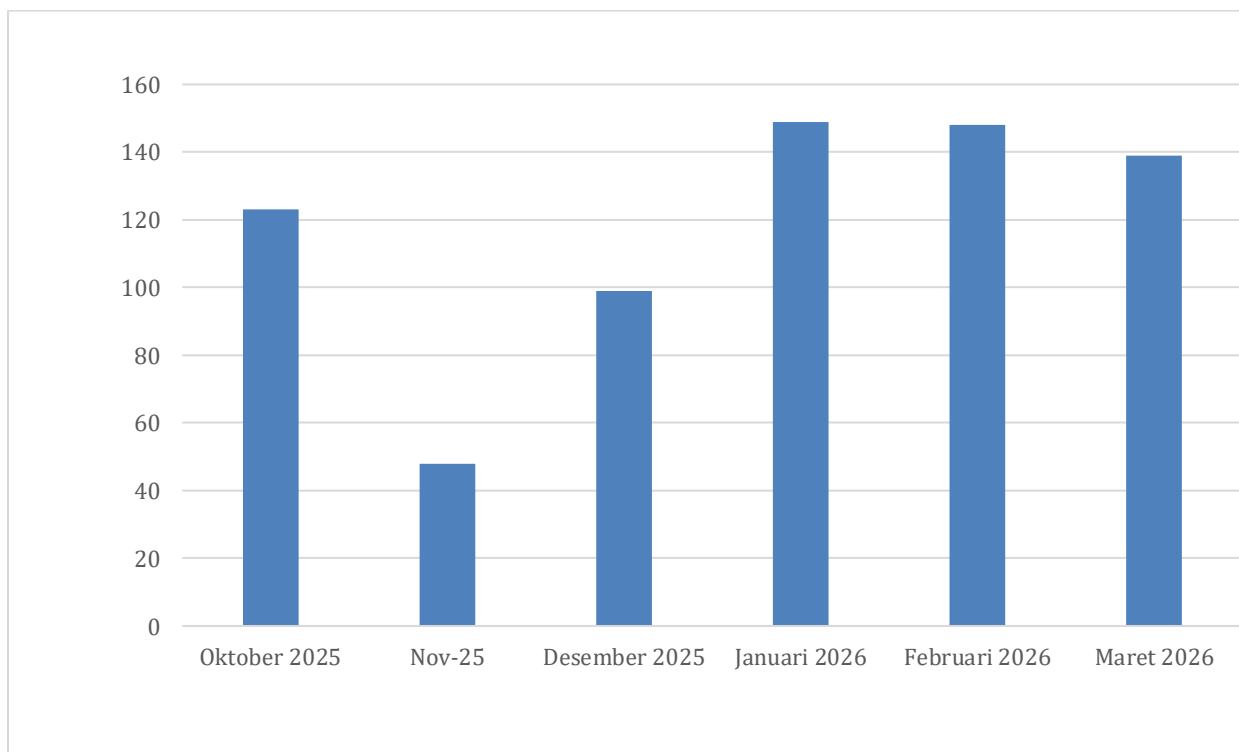
Keywords: *Promotion, Price Perception, Consumer Perception, Word of Mouth, Purchase Intention, Tempe eLPe Chips.*

A. INTRODUCTION

The increasing intensity of competition in the era of globalization requires businesses in Indonesia to innovate and adapt to changes in the business environment. The food and beverage industry is one of the sectors that has experienced significant growth, particularly in the snack food segment. Based on Statista data, per capita snack consumption in Indonesia has shown an increasing trend. In 2014, consumption was recorded at 2.4 kg per person and was projected to continue increasing to approximately 5.9 kg per person by 2027. This increase indicates substantial market opportunities for snack products while simultaneously requiring businesses to attract consumers' attention and increase purchase intention amid increasingly diverse product competition.

Class I Madiun Correctional Institution is a Technical Implementation Unit under the Directorate General of Corrections, Ministry of Immigration and Corrections, which is responsible for implementing inmate development programs, including personality and vocational development. One of the vocational development programs involves developing businesses based on local products. The program aims to provide inmates with practical skills as preparation for achieving economic independence after completing their correctional period. One of the products developed through this program is eLPe Tempe Chips. The product not only has economic value but also represents an effort to empower inmates through productive activities that generate products for distribution to the public.

eLPe Tempe Chips have good product quality, their production process is supervised by staff at Class I Madiun Correctional Institution, and the product uses packaging suitable for market distribution. However, these conditions have not been fully accompanied by stable market demand. eLPe Tempe Chips are also not yet widely recognized by the public. This condition is reflected in the sales data for eLPe Tempe Chips during the period from October 2025 to March 2026, which shows fluctuations in sales.



Picture 1. Sales Data of eLPe Tempe Chips

Source: Processed Research Data (2026)

The fluctuations in sales indicate that demand for eLPe Tempe Chips has not yet been stable. This condition is important to examine because good product quality does not necessarily lead directly to high purchase intention when consumers have insufficient information, lack positive perceptions, or do not receive adequate recommendations about the product. Therefore, marketing

and consumer behavior factors need to be considered in increasing purchase intention toward eLPe Tempe Chips.

LITERATURE REVIEW

1. Theory of Planned Behavior

This study refers to the Theory of Planned Behavior proposed by Ajzen (1988) as the theoretical foundation for explaining purchase intention. The theory explains that individuals consider the consequences of an action before deciding whether to engage in a particular behavior. It recognizes that not all behaviors are entirely under an individual's control. A person's intention to engage in a behavior, in this context, purchasing a product, is influenced by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control. In the marketing context, attitudes may be formed through positive evaluations of a product, subjective norms may be influenced by social recommendations or word of mouth, while perceived behavioral control is related to the ease with which consumers can obtain information and purchase the product.

2. Purchase Intention

Purchase intention refers to consumers' tendency or internal motivation to purchase a product or service, which is influenced by various factors, including perceptions, experiences, and information possessed by consumers. According to Panjaitan et al. (2023), purchase intention can be understood as an internal motivation that generates consumers' desire to make a purchase after evaluating a product. This motivation is formed based on consumers' perceptions, experiences, and information about the product. Purchase intention does not arise instantaneously but develops through a consumer evaluation process involving aspects such as product quality, price, and promotional activities conducted by the company.

3. Promotion

According to Viola et al. (2023), promotion refers to activities intended to influence consumers to become aware of products offered by a company and subsequently encourage them to purchase those products. Promotion is an important component of marketing activities because it plays a role in increasing and developing product sales. Consumers are often encouraged to purchase a product after obtaining information about its quality, taste, and advantages through promotional activities. In addition, attractive packaging and clear information delivery can also support the enhancement of consumers' purchase intention toward a product.

4. Price Perception

Price perception refers to consumers' evaluation or judgment of a product's price, which is influenced by various factors, including product quality, perceived benefits, and purchasing power. According to Renaldi et al. (2025), price perception refers to the way consumers evaluate the appropriateness of the price paid in relation to the quality and benefits received. Price perception is not merely related to whether a price is high or low but also reflects consumers' assessment of the consistency between the cost incurred and the value received.

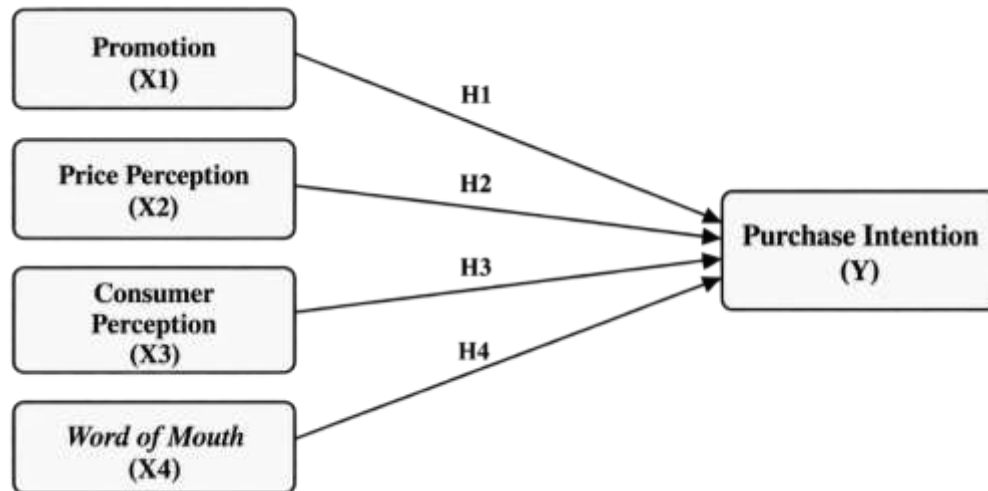
5. Consumer Perception

Consumer perception refers to the process through which individuals receive, organize, and interpret information obtained from their surrounding environment, resulting in an evaluation of a product or service. According to Zsazsa and Desy (2023), consumer perception concerns how consumers evaluate and interpret various types of information, such as price, product quality, and promotion, which may ultimately influence purchasing decisions. Such perceptions can be influenced by consumers' experiences, knowledge, and available information, resulting in different evaluations of the same product among individuals.

6. Word of Mouth

Word of Mouth (WOM) is a form of marketing communication that occurs among consumers, either directly or indirectly, concerning a product or service based on their experiences. According to Viola et al. (2023), word of mouth is a form of communication among consumers aimed at sharing experiences and information about a product that may benefit a company. Information conveyed through WOM tends to be more trusted because it comes from fellow consumers, making it potentially more effective than advertising.

The purpose of this study is to examine the effects of promotion, price perception, consumer perception, and word of mouth on purchase intention. This study contributes to the marketing literature, particularly to understanding consumer behavior and purchase intention toward products developed through inmate empowerment programs. Previous studies have shown that marketing factors such as promotion and price perception have positive and significant effects on consumers' purchase intention (Lailatul As'ari et al., 2024). However, different findings have been reported in other studies (Ulutama Zsazsa & Prastyani Desy, 2023; Digdowiseiso et al., 2022). By examining these four factors in the context of eLPe Tempe Chips, this study seeks to address the research gap concerning the factors influencing consumers' purchase intention toward products developed through correctional institution empowerment programs.



Picture 2. Research Framework

Source: Modified from previous studies (Digdowiseiso et al., 2022; Tristanto & Iswati, 2025; Viola et al., 2023; Zsazsa Ulitama & Prastyani, 2023)

Hipotesis

- H₁:** Promotion has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced by Class 1 Madiun Correctional Institution Inmates.
- H₂:** Price perception has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced Class 1 Madiun Correctional Institution Inmates.
- H₃:** Consumer perception has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced by Class 1 Madiun Correctional Institution Inmates.
- H₄:** Word of mouth has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced by Class 1 Madiun Correctional Institution Inmates.

B. METHOD

This study employed a quantitative approach using a survey method to examine the influence of promotion, price perception, consumer perception, and *word of mouth* on purchase intention. This approach was adopted to generate numerical data that could be statistically analyzed, allowing the relationships among the research variables to be assessed objectively.

The object of this study was consumers of eLPe Tempe Chips produced by inmates at Class I Madiun Correctional Institution who were aware of and had previously purchased the product. The sampling process employed a *non-probability sampling* method using a *purposive sampling* technique, involving a total of 385 respondents. The respondents were selected based on their willingness to participate and direct experience in purchasing eLPe Tempe Chips, making them relevant to the assessment of the variables examined in this study.

Data were obtained through a questionnaire containing statements formulated according to the indicators of each research variable and assessed using a five-point Likert scale. The questionnaire included four independent variables, namely promotion, price perception, consumer perception, and word of mouth, along with purchase intention as the dependent variable. The data were subsequently processed using IBM SPSS version 25, involving validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, and coefficient of determination. Multiple linear regression was conducted to determine the effects of promotion, price perception, consumer perception, and word of mouth on consumers' purchase intention toward eLPe Tempe Chips.

C. RESULTS AND DISCUSSIONS

1. Normality Test

Table 1. Result of Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.83872271
Most Extreme Differences	Absolute	.038

	Positive	.038
	Negative	-.036
Test Statistic		.038
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

Source: SPSS Output

The Kolmogorov-Smirnov test produced a significance value of 0.200 ($p > 0.05$), indicating normally distributed residuals.

2. Multicollinearity Test

Table 2. Result of Multicollinearity Test

Coefficients ^a				
Model		Collinearity Statistics		
		Tolerance	VIF	
1	Promotion	.512	1.954	
	Price Perception	.438	2.285	
	Consumer Perception	.341	2.936	
	Word Of Mouth	.463	2.159	

a. Dependent Variable: MINAT BELI

Source: SPSS Output

All independent variables had Tolerance values > 0.10 and VIF < 10 , confirming no multicollinearity.

3. Heterocedasticity Test

Table 3. Result of Heterocedasticity Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.688	.503		.172
	Promotion	.012	.017	.050	.477
	Price Perception	.018	.019	.075	.330
	Consumer Perception	-.020	.020	-.083	.314
	Word Of Mouth	-.007	.009	-.045	.412

a. Dependent Variable: ABS_RES

Source: SPSS Output

All significance values > 0.05 , indicating no heteroscedasticity.

4. Multiple Linear Regression

Table 4. Results of Multiple Linear Regression Test

Coefficients ^a				
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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.146	.992		1.155	.249
	Promotion	.101	.042	.099	2.407	.017
	Price Perception	.105	.042	.107	2.530	.012
	Consumer Perception	.562	.053	.530	10.581	.000
	Word of Mouth	.270	.053	.210	5.055	.000

a. Dependent Variable: Purchase Intention

Source: SPSS Output

Regression results showed:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 1,146 + 0,101X_1 + 0,105X_2 + 0,562X_3 + 0,270X_4 + e$$

Interpretation of results:

- 1) The constant value (1,146) indicates that if all independent variables (tourist attraction, accessibility, facilities, and e-WOM) are equal to zero, revisit intention would be 1,146.
- 2) The regression coefficient for Promotion (X₁) is positive at 0,101.
- 3) The regression coefficient for Price Perception (X₂) is positive at 0,105.
- 4) The regression coefficient for Consumer Perception (X₃) is positive at 0,562.
- 5) The regression coefficient for Word of Mouth (X₄) is positive at 0,270.

5. T-Test

Table 5. Result of T-Test (Parcial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.146	.992		1.155	.249
	Promotion	.101	.042	.099	2.407	.017
	Price Perception	.105	.042	.107	2.530	.012
	Consumer Perception	.562	.053	.530	10.581	.000
	Word of Mouth	.270	.053	.210	5.055	.000

a. Dependent Variable: Purchase Intention

Source: SPSS Output

Interpretation:

- 1) Promotion obtained a t-value of 2,407 > t-table of 1,996, with significance value of 0,017 < 0,05 → **H₁ accepted**. Promotion has a positive and significant effect on purchase intention.
- 2) Price Perception obtained a t-value of 2,530 > t-table of 1,996, with significance value of 0,012 < 0,05 → **H₂ accepted**. Price perception has a positive and significant effect on purchase intention.
- 3) Consumer Perception obtained a t-value of 10,581 > t-table of 1,996, with significance value of 0,000 < 0,05 → **H₃ accepted**. Consumer perception has a positive and significant effect on purchase intention.
- 4) Word of Mouth obtained a t-value of 5,055 > t-table of 1,996, with significance value of 0,000 < 0,05 → **H₄ accepted**. Word of Mouth has a positive and significant effect on purchase intention.

6. Coefficient of Determination (R²)

Table 6. Result of R2 Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.759	.757	2.038

a. Predictors: (Constant), Word of Mouth, Persepsi Harga, Promosi, Persepsi Konsumen

Source: SPSS Output

The R Square value of 0.759 indicates that the regression model including promotion, price perception, consumer perception, and word of mouth explains 75,9% of the variation in revisit intention. The remaining 24,1% is explained by other factors not included in this study.

D. DISCUSSION

1. The Effect of Promotion on Purchase Intention

The results show that promotion has a positive and significant effect on purchase intention toward eLPe Tempe Chips. This indicates that the better and more intensive the promotional activities conducted through social media, exhibitions, and other marketing channels, the higher consumers' purchase intention. This finding is consistent with the condition of eLPe Tempe Chips, which are not yet widely recognized by the public.

Therefore, providing information about the product's availability, advantages, and purchasing channels is important in encouraging purchase intention. This finding is also consistent with Lailatul As'ari et al. (2024), who found that promotion has a positive and significant effect on consumers' purchase intention.

2. The Effect of Price Perception on Purchase Intention

The results show that price perception has a positive and significant effect on purchase intention toward eLPe Tempe Chips. This indicates that consumers who perceive the product's price as appropriate in relation to its quality, benefits, and their purchasing power tend to have higher purchase intention. Although eLPe Tempe Chips are relatively more expensive than some similar products, positive perceptions of the price relative to the quality and benefits received mean that the price difference does not become a barrier to consumers' purchase intention. This finding is consistent with Indriani et al. (2025), who found that price perception has a positive and significant effect on purchase intention.

3. The Effect of Consumer Perception on Purchase Intention

The results show that consumer perception has a positive and significant effect on purchase intention toward eLPe Tempe Chips. The more positive consumers' evaluations of the product's quality, safety, and value, the higher their purchase intention. In the context of eLPe Tempe Chips, consumer perception is particularly important because the product is produced through an inmate development program, which may lead to diverse evaluations among the public. Positive perceptions can increase trust in the product, whereas doubts about products produced within a correctional institution may hinder purchase intention. This finding is supported by Tristanto and Iswati (2025), who found that consumer perception has a positive and significant effect on purchase intention.

4. The Effect of Word of Mouth on Purchase Intention

The results show that *word of mouth* has a positive and significant effect on purchase intention toward eLPe Tempe Chips. Recommendations, information, experiences, and

positive reviews shared by consumers with others can increase potential consumers' trust and encourage purchase intention. This finding is relevant to the condition of eLPe Tempe Chips, which are not yet widely recognized, as consumer experiences shared with family members, friends, and acquaintances can help broaden awareness of the product. This finding is consistent with Renaldi et al. (2025), who found that *word of mouth* has a positive and significant effect on purchase intention.

E. CONCLUSIONS

Based on the analysis and the discussion of the study “The Influence of Promotion, Price Perception, Consumer Perception, and Word of Mouth on Purchase Intention w eLPe Tempe Chips produced by Class 1 Madiun Correctional Institution Inmates”, the following conclusions can be drawn:

1. Promotion has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced by Class I Madiun Correctional Institution Inmates.
2. Price Perception has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced by Class I Madiun Correctional Institution Inmates.
3. Consumer Perception has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced by Class I Madiun Correctional Institution Inmates.
4. Word of Mouth has a positive and significant effect on purchase intention toward eLPe Tempe Chips produced by Class I Madiun Correctional Institution Inmates.

F. SUGGESTIONS

For Class I Madiun Correctional Institution, it is recommended to consistently improve promotional activities through digital media and direct promotional activities, maintain price consistency with product quality, and encourage positive *word of mouth* by improving consumer experiences and utilizing customer testimonials.

For future researchers, it is recommended to include other variables that may influence purchase intention, such as product quality, brand image, service quality, consumer satisfaction, consumer trust, brand awareness, lifestyle, and purchase decision, to provide a broader understanding of the factors influencing purchase intention.

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