

# Measuring Purchase Decisions Based on Product Quality and Price

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**Abstract**—This study aims to analyze the influence of product quality and price on consumer purchasing decisions. There are three variables observed in this study, namely product quality, price, and purchasing decisions. Data was collected by distributing questionnaires to 86 respondents who participated in the study, using purposive sampling as the sampling technique. The validity and reliability of the research questionnaire were also tested. The data analysis technique used in this study was quantitative descriptive analysis using multiple linear regression with SPSS as the analysis tool. Hypothesis testing was conducted using the coefficient of determination test, simultaneous test, and partial test, using model feasibility tests, namely: P-Plot normality test, Kolmogorov-Smirnov normality test, and linearity test. The research results indicate that product quality and price influence purchasing decisions. Although the results obtained from the research are quite good, this study has several limitations. It focuses solely on product quality and price as factors influencing purchasing decisions, while other factors may also play a role in consumer decisions, such as promotions, particularly those using social media. Therefore, the results of this study may not fully reflect the complexity of the consumer decision-making process. For this reason, the researcher recommends that SMEs should carefully consider pricing and product quality improvements to maintain a positive impression of the burger products that define the SME's identity.

**Keywords:** Product Quality; Price; Purchase Decision; MSME; Burger

## 1. INTRODUCTION

Business people, especially MSMEs in producing various types of products, must still pay attention to quality. Although business people are at the MSME level, they pay attention to quality and quality aspects before the products made will be marketed (Aulia & Hidayat, 2022). In an increasingly competitive business world, consumers' purchasing decisions are influenced by various factors, including product quality and price. Consumers tend to choose products that offer the best quality at prices that match their expectations. Product quality is one of the main factors that affect customer satisfaction and loyalty to a particular brand (Cardoso et al., 2022). High-quality products generally provide greater benefits, increasing the likelihood of consumers making a repeat purchase (Uzir et al., 2020) (Chatzoglou et al., 2022).

On the other hand, price also plays an important role in purchasing decisions, prices have two main functions in consumer decisions: as an indicator of quality and as a financial sacrifice that must be made (Ndofirepi et al., 2022). Consumers often compare the price of a product with the value they get. If the price is felt to be in accordance with the quality given, then the purchase decision will be more likely to be positive (Levrini & Jeffman dos Santos, 2021).

Some studies have shown that there is a significant relationship between product quality, price, and purchase decisions, some studies that have been conducted state that good product quality can create positive perceptions that lead to increased purchasing decisions (Mohamed, 2024) (Utami et al., 2024). Meanwhile, competitive prices that match consumers' purchasing power can also drive higher purchasing decisions (Hanaysha, 2018). However, in practice, many companies still face challenges in balancing product quality and price to attract more customers.

Purchase decision is the consumer's action to purchase a selected product by going through a purchase decision making process that includes product identification in a series of choices. Purchase decisions go through a rather complicated process that begins with analysis (understanding of needs and wants), information search, evaluation of sources, alternative purchasing options, purchase decisions and post-purchase behavior (Kaur et al., 2024) (Hidayat et al., 2018) (Lubis & Hidayat, 2017). The main factor that is considered for consumers in deciding is product quality. Product quality is a good or service that is measured by the level of quality standards, uniqueness, features, taste, level and performance function of a product that is able to meet the expectations of consumers (Issalillah & Khan Khayru, 2021) (Sari & Hidayat, 2020). Quality needs to be measured from the consumer's point of view in terms of the quality of the product itself, so that consumer tastes also have a real influence. Therefore, product quality management must be consistent with the intended use that consumers need. It is important to maintain product alignment with the quality positioning that consumers want and expect. Product quality is the ability of a product to carry out its function. These capabilities include continuity, reliability, smooth performance, ease of use and suitability and valuable attributes of the overall product. Broadly speaking, product quality is the overall characteristics and characteristics of a good or service that affects its ability to satisfy stated or implied needs.

Another factor that is no less important in determining the purchase decision of the consumer is price. Price is the exchange rate or reward for an offer that satisfies wants and needs (Khalik & Musyaffa, 2022). The price of a product is a measure of how much a person is satisfied with the product he or she buys. A person will dare to pay a high price for a product if it exceeds expectations (he or she values his satisfaction with the product to be purchased as highly) (Zhao et al., 2021) (González-Viralta et al., 2023) (Nainggolan & Hidayat, 2023). On the other hand, if a person values his satisfaction with a product low, then he will also not be willing to buy the product at a high price (Yuliana & Maskur, 2022). Historically, prices have been determined by buyers and traders through a bargaining process, so that an agreement is reached at a certain price. Therefore, prices are only set competitively, one or several entrepreneurs should not use

mutually detrimental styles. So quality and price are important variables of choice for consumers, so the price of a product is very important in determining its quality (Ponomban et al., 2023).

Several studies that have been conducted related to product quality and price on purchase decisions, state that product quality affects purchase decisions, the better the product quality, it will strengthen consumers to make purchases (Paramita et al., 2022) (Geraldine, 2021) (Aulia & Hidayat, 2022). However, the results of the study are not in line with the finding of the negative influence of product quality on purchasing decisions (Milano et al., 2021). Regarding price, there are those who state that price has a positive and significant influence on purchasing decisions (HASANAH & Usman, 2021). In contrast to the results that stated that price had a insignificant influence on the purchase decision of Mie Gacoan (Salsabila & Maskur, 2022). Finally, several research results reveal that product quality and price simultaneously affect purchase decisions, fulfilling consumer desires by offering product variety, reasonable prices and product quality that makes it easier to purchase so that it can improve purchase decisions (Suwardi & Berliana, 2022), in line with the results obtained from multivariate linear regression analysis and hypothesis testing showed that there was an influence of price and product quality on purchasing decisions (Rorong et al., 2021).

Burger Sikeling MSMEs is a productive economic business engaged in the culinary sector founded by Mr. Ade Prayogi. Mr. Ade established his first branch at Jalan Karya Jaya no.149 on January 1, 2018. And continues to grow until now it already has 4 branches, namely Karya Jaya, Marindal, Kanal and Ringroad branches. Burger Sikeling Canal Branch located at Jl. STM Ujung No.6A Ecopark Complex, Kanal Kota Medan, North Sumatra has started operations on September 1, 2022. Burger Sikeling sells various types of food and drinks such as fast food, bread and other snacks. It has been more than six years since the burger sikeling has been in operation (since 2018), while the burger sikeling Kanal branch is approaching its 2nd year of operation. In recent months, burger sikeling has encountered obstacles where sales turnover tends to decrease. Consumers are starting to lose interest in buying this once-viral product. This situation can be caused by the number of new competitors that have emerged. But there are still internal factors that also affect it, such as product quality and pricing that may not be in accordance with customers.

The results of the initial observation at the Sikeling Burger Canal Branch. There is a difference in serving Sikeling Kanal Branch burger products with burger products in other places. Generally, the burger dishes that I order at Burger King ringroad, Burger Syarif, and several other burger product sellers are always served to consumers in a hot state, where the burger products are cooked when the consumer has decided to order the product. However, not with burger products at Burger Sikeling Canal Branch. Personally, I have experienced for the second time getting a burger product in a warm state of nails that seems like the product is just heated (not fresh/new). The product has been cooked beforehand, so that when consumers buy burger products, they are cold and reheated. One of the factors that caused this was because burger products at Burger Sikeling had become viral food with a pile of order queues. The process of serving burger products is also summarized, where when there is free time, workers immediately provide burgers because it doesn't take long for consumers to come, the burger is still hot. But viral food alternates, when consumers try to go to viral food elsewhere. Sikeling Burger still carries out the habit of cooking products first before consumers come. As a result, the burger reaches consumers in a cold state. This makes consumers suspect that the product they receive is leftover products from the previous day and gives a negative impression to Burger Sikeling canal branch.

On the other hand, the price offered by Burger Sikeling MSMEs on tower burger products was initially Rp.15,000,- then there was an increase until now it is at a price of Rp.20,000,-. Although, the price is still relatively affordable and some consumers think that expensive products are quality products. The increase that reached 33.33% from the initial price was quite significant and had a big impact that caused many consumers to flee. This is because price is one of the key factors for a business to make a profit. Therefore, the right price will create optimal demand from consumers. If the price of a product is too high, then consumers will look for cheaper alternatives. At the same time, if the price is too low, consumers will doubt the quality of the product. Therefore, this study aims to analyze the influence of product quality and price on purchase decisions, in order to provide deeper insight for business people in designing effective marketing strategies.

## **2. RESEARCH METHODS**

### **2.1 Basic Research Framework**

This research was conducted in the period April-June 2024 at Burger Sikeling Canal Branch, Jl. STM Ujung No.6A Ecopark Complex, Kanal Kota Medan, North Sumatra. There are 3 variables observed in this study, namely: product quality, price, and purchase decisions. Data was collected through the distribution of questionnaires to the respondents. The research subjects were visitors/buyers of burger products at Burger Sikeling Canal Branch, with a focus on testing the influence of product quality and price, on purchase decisions in the branch.

The sampling technique used was purposive sampling, with 86 respondents participating. Data was collected through questionnaires as primary data. Data analysis was carried out using SPSS statistical software, by testing the significance of the hypothesis using t-table, t-count, f-table, f-count and R square coefficient. Statistical testing includes normality tests and linearity tests. Because this study is a cross-sectional study, autocorrelation testing is not required. This study uses a multiple regression approach to evaluate two independent variables with one dependent variable. The Causal Step method is used to test mediation, where the variables are categorized as perfectly mediating if the influence of the independent variable on the dependent variable becomes insignificant after including the mediating variable, and

partial mediating if the influence of the independent variable remains significant even though the mediating variable is included in the regression analysis.

High-quality products create a positive perception of value, while prices that are considered reasonable or commensurate reinforce consumers' confidence to buy (Khakim et al., 2025). Recent research shows that consumers, including the younger generation, are increasingly rational and demand a match between quality and price, so the combination of the two is a key determinant in the decision-making process (Ngo et al., 2024). Even in stressful economic conditions, consumers still prioritize quality and consider price as an indicator of perceived use value (Fehrenbach & Herrando, 2021) (Le et al., 2025), which ultimately affects loyalty and satisfaction with a brand or product.

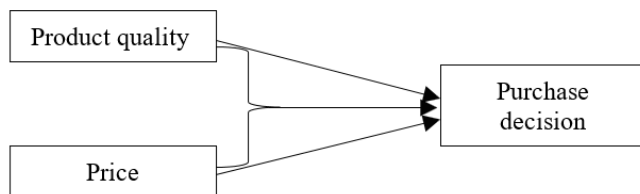


Figure 1. Basic framework of the research

From figure 1, it can be explained that product quality is a good or service that is measured by the level of quality standards, uniqueness, features, taste, level and performance function of products that are able to meet the expectations of consumers (Issalillah & Khan Khayru, 2021) (Sari & Hidayat, 2020). Quality needs to be measured from the consumer's point of view in terms of the quality of the product itself, so that consumer tastes also have a real influence (De Giovanni, 2024), thus it can be said that the quality of the product affects the purchase decision, the better the quality of the product, the stronger the consumer to make a purchase (Paramita et al., 2022) (Geraldine, 2021) (Aulia & Hidayat, 2022),

H1: Product quality affects purchasing decisions.

Price is the exchange rate or reward for an offer that satisfies wants and needs (Khalik & Musyaffa, 2022). The price of a product is a measure of how much a person is satisfied with the product he or she buys. A person will dare to pay a high price for a product if it exceeds expectations (he or she values his satisfaction with the product to be purchased as highly) (Zhao et al., 2021) (González-Viralta et al., 2023) (Nainggolan & Hidayat, 2023),

H2: Price affects purchasing decisions.

Furthermore, several study results reveal that product quality and price affect purchase decisions, meet consumer desires by offering a variety of products and reasonable prices, and facilitate purchases so that they can improve purchasing decisions (Suwardi & Berliana, 2022) (Rorong et al., 2021),

H3: Product quality and price together affect purchasing decisions.

### 3. RESULTS AND DISCUSSION

The respondents in this study amounted to 108 customers at Burger Sikeling Kanal Branch. Meanwhile, the number of samples used was 86 respondents with characteristics as shown in table 1 below:

Table 1. Results of Statistical Analysis of Respondent Characteristics

Data	F	%
Age		
Teenagers (12-25 years)	46	53.5%
Adults (26-45 years)	29	33.7%
Elderly (46 – 65 years old)	11	12.8%
Gender		
Man	25	29.1%
Woman	61	70.9%
Status		
Worker	52	60.5%
Student/Student	32	37.2%
Not working	2	2.3%

From table 1, it can be explained that the majority of the age group of respondents is adolescent age as many as 46 respondents (53.5%), followed by adult age 29 respondents (33.7%) and 11 respondents (12.8%) elderly age. This is because many teenagers today tend to follow their peers who like junk food and fast food (Zhou et al., 2023). Furthermore, gender, seen from the gender table, women as many as 61 respondents (70.9%) and male 25 respondents (29.1%). Women are quite dominant, according to the results of a survey conducted by the Ministry of Health, that women eat fast food more often than men with a frequency of at least 4 times/week (Nisa et al., 2021). Finally, respondents based on status were divided into 52 respondents (60.5%), 32 respondents (37.2%) and 2 respondents (2.3%) who did not work. Because workers are used to choosing fast food that is more practical for lunch or dinner.

3.1. Validity Test

Table 2. Validity Test Results

Yes	R-calculate value			R-table values	Information
	Product Quality	Price	Purchase Decision		
1	0.720	0.767	0.785	0.2120	Valid
2	0.753	0.881	0.719	0.2120	Valid
3	0.654	0.806	0.844	0.2120	Valid
4	0.775	0.655	0.782	0.2120	Valid
5	0.784		0.350	0.2120	Valid
6	0.747			0.2120	Valid
7	0.779			0.2120	Valid
8	0.716			0.2120	Valid
9	0.803			0.2120	Valid
10	0.694			0.2120	Valid
11	0.698			0.2120	Valid
12	0.718			0.2120	Valid
13	0.656			0.2120	Valid
14	0.747			0.2120	Valid

Table 2 above explains that to find out whether it is valid or not, you must first find out the r-table. The formula of the r-table is  $df = N - 2$  where  $N(\text{sample})$  is  $86 - 2 = 84$ , so the r-table is 0.2120. The results show the entire statement  $>$  r-table (0.2120). Thus, 23 statements are declared valid because they have a value of r-count greater than the r-table (0.2120).

3.2. Reliability Test

Table 3. Reliability Test Results

Variable	Items	Cronbach's Alpha	Information
Product Quality (X1)	14	0.932	Reliable
Price (X2)	4	0.740	Reliable
Purchase Decision (Y)	5	0.724	Reliable

Table 3 above explains that all variables have a reliable status, united to be trustworthy to explain more than half of each of the indicators of the research variable statement. It is proven from *Cronbach's Alpha* value that all research variables are greater than the critical value of 0.60.

3.3. P-Plot Normality Test

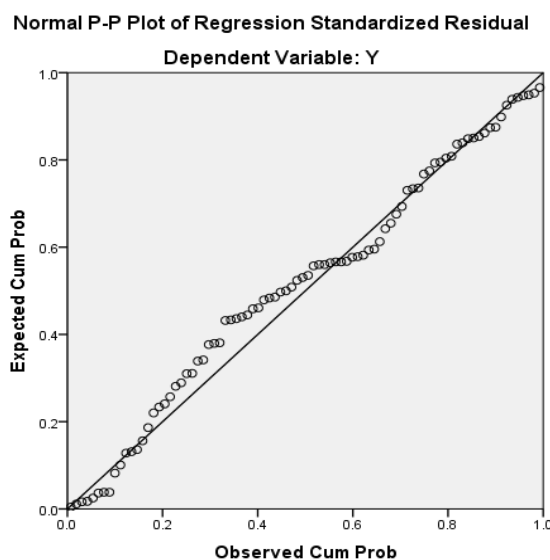


Figure 2. P-P Plot Graphics

In figure 2 above, it can be seen that the G-Plot is declared abnormal if the point spreads too far from the diagonal line and does not follow the direction of the diagonal line (Ginting & Sitorus, 2022). In this study, the P-P graph looks normal as seen from the image above.

3.4. Kolmogorov-Smirnov One Sample Normality Test

Table 4. Kolmogorov-Smirnov One Sample Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		86
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.88082945
	Most Extreme Differences	
	Absolute	.106
	Positive	.056
	Negative	-.106
Test Statistic		.106
Asymp. Sig. (2-tailed)		.019c
Exact Sig. (2-tailed)		.273
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Taken from the data of table 4, it is known that the Exact sig value is  $0.273 > 0.05$ . So that the data used in this research, the data distribution has met normal assumptions.

3.5. Linearity Test

Table 5. Product Quality Linearity Test Results (X1) - Purchase Decision (Y)

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Purchase Decision *	Between Groups	(Combined)	466.980	27	17.296	4.610	.000
		Linearity	353.438	1	353.438	94.216	.000
Product Quality	Within Groups	Deviation from Linearity	113.541	26	4.367	1.164	.309
		Total	217.579	58	3.751		
Total			684.558	85			

From table 5 above, it can be seen that the value of Deviation from Linearity Sig is  $0.309 > 0.05$  and F is calculated as  $1.164 < F$  table 1.65. In accordance with the provisions, it can be concluded that there is a significant linear relationship between product quality and purchase decisions.

Table 6. Price Linearity Test Results (X2) - Purchase Decision (Y)

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Purchase Decision *	Between Groups	(Combined)	351.886	11	31.990	7.116	.000
		Linearity	281.721	1	281.721	62.667	.000
Price	Within Groups	Deviation from Linearity	70.165	10	7.017	1.561	.136
		Total	332.672	74	4.496		
Total			684.558	85			

From table 6 above, it can be seen that the value of Deviation from Linearity Sig is  $0.136 > 0.05$  and F is calculated as  $1.561 < F$  table 1.96, so it can be interpreted that there is a significant linear relationship between price and purchase decision.

3.6. Multiple Linear Regression Test

Multiple linear regression is performed to analyze the influence between two or more independent variables on dependent variables, in this case it is to analyze the influence of product quality and price on purchasing decisions, as seen in table 7 below:

**Table 7.** Multiple Linear Regression test results

Type		Coefficient		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients				
		B	Std. Error			
1	(Constant)	3.842	1.537		2.500	.014
	Product quality (x1)	1.193	.036	.525	5.310	.000
	Price (x2)	.302	.104	.286	2.898	.005

a. Dependent Variable: Purchase decision (y)

From table 7 of the results of the multiple liner regression test above, the equation  $Y = 3.842 + 1.193x_1 + 0.302x_2$  is obtained, so it can be interpreted as follows:

- The constant value is 3.842, if the product quality and price variables are 0 then the purchase decision variable is 3.842.
- The value of the regression coefficient of the product quality variable with a positive value is 1,193. This means that every time the value is added by 1 unit to the product quality variable, the value of the purchase decision variable will increase by 1,193 units assuming that the other independent variables have a fixed value.
- The value of the regression coefficient of the price variable has a positive value of 0.302. This number means that every time the value is added by 1 unit to the price variable, the value of the purchase decision variable will increase by 0.302 units assuming that the other independent variables have a fixed value.

**3.7. Hypothesis Testing**

- Partial Test (t-test)

**Table 8.** Results of the t-test (partial)

Type		Coefficient		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients				
		B	Std. Error			
1	(Constant)	3.842	1.537		2.500	.014
	Product quality (x1)	1.193	.036	.525	5.310	.000
	Price (x2)	.302	.104	.286	2.898	.005

a. Dependent Variable: Purchase decision (y)

The results obtained in table 8, the first t-test of the product quality variable, have a significance value (Sig.) of 0.000 < an alpha value of 0.05, and a tcal value of 5,310 > ttable (1,663), this means that the first hypothesis is accepted, meaning that the quality of the product has an influence on the purchase decision. The results of the second partial test of the Price variable were found to have a significance value (Sig.) of 0.005 < an alpha value of 0.05 and a tcal value of 2,898 > ttable (1,663). So it can be concluded that the second hypothesis is accepted, meaning that there is an influence of price on the purchase decision.

- Simultaneous Test (F test)

**Table 9.** F Test Results (simultaneous test)

Type		ANOVA <sup>a</sup>			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	383.869	2	191.934	52.980	.000b
	Residual	300.689	83	3.623		
	Total	684.558	85			

a. Dependent Variable: Purchase decision (y)  
 b. Predictors: (Constant), Price (x2), Product Quality (x1)

Based on table 9 above, it is known that the value (Sig.) is between 0.000 < 0.05 and Fcal 52.980 > Ftable (3.1), thus the third hypothesis is accepted, meaning that product quality and price simultaneously affect the purchase decision.

- Determination Coefficient Test (R<sup>2</sup>)

**Table 10.** R Square Test Results

Type	R	Model Summary		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.847a	.717	.706	1.90336
a. Predictors: (Constant), Price (x2), Product Quality (x1)				

Based on table 10 above, it is known that the value of the determination coefficient or R Square is 0.717. The value of this R square comes from the squaring of the correlation value "R", which is  $0.847 \times 0.847 = 0.717$ . The magnitude of the R square coefficient is 0.717 or 71.7%. This means that product quality and price provide a variation on purchase decisions by 71.7%. While the remaining 28.3% were influenced by other variables that were not observed in this study.

### 3.8 Discussion

From the results of the partial test, it can be explained that the better the product quality, the more the decision to buy burger products at Burger Sikeling will also increase. This result is in line with Ayu Paramita's discovery that product quality must be considered so that consumers feel satisfied and increase the chances of consumers deciding to make a purchase (Paramita et al., 2022). In contrast to the results obtained by Alyssa, Product Quality has a negative and significant effect on the decision to purchase batik clothes at the Florensia store. However, price exerts considerable influence on the customer's decision to make a purchase (Milano et al., 2021). In addition, the better the price offered, the more the decision to purchase burger products at Burger Sikeling. In accordance with the results of the study which states that price is one of the determining factors in brand selection related to consumer purchase decisions (Pratiwi et al., 2021). The role of price cannot be separated from the process of buying and selling a product or service. Cheap or expensive product prices are relative to its benefits and needs, which is why price is the reason why someone makes the decision to buy. The results of this study support Muhammad Syaiful Anam's discovery, product quality has a positive and significant effect on purchase decisions, then price has a positive and significant effect on purchase decisions and brand image also has a positive and significant effect on purchase decisions (HASANAH & Usman, 2021) and contrary to Aisyah Salsabila who got the result that the price had a negative and insignificant effect on the purchase decision of Gacoan Noodles (Salsabila & Maskur, 2022).

Furthermore, from the results of the simultaneous test, it can be that the quality of the product and the price simultaneously affect the purchase decision. The results of these findings support Suwardi's findings, product quality and price simultaneously affect the purchase decision of Vans shoes. VANS shoes meet consumer desires by offering a variety of products, reasonable prices and product quality that makes it easy to purchase so that it can improve purchasing decisions for VANS shoe products (Suwardi & Berliana, 2022).

Consumers tend to choose products with high quality and commensurate prices, as they both increase the perception of value and confidence in purchasing decisions (Zuhri & Ningsih, 2025). These findings are consistent with studies that state that paying special attention to the combination of product quality and price before buying a smartphone, indicates that perceived value is the main reference (Maky et al., 2024). Compared to previous studies that identified significant influences on quality and price, recent research shows that sensitivity to product value increases in the digital age, where consumers are more informed and compare critically (Panetta et al., 2025). This change reflects a shift in consumer orientation from simply low prices to optimal value offered by quality products at rational prices.

## 4. CONCLUSION

After conducting research and analyzing the data that has been obtained, it can be concluded that product quality variables and price variables both partially and simultaneously have a positive and significant influence on purchasing decisions at Burger Sikeling MSMEs Kanal Branch. Partially, product quality and price affect purchasing decisions. Meanwhile, simultaneously, product quality and price also affect the purchase decisions made by customers. Although, the results obtained from the study show quite good results. The limitations of this study only focus on two main factors, namely product quality and price, in influencing purchasing decisions. Meanwhile, there are many other factors that can play a role in consumer decisions, such as promotion, especially promotion using social media, because this is part of the readiness of MSMEs to compete in similar markets (Sarkum et al., 2019), brand, after-sales service, as well as psychological and social factors. As such, the results of this study may not fully reflect the complexity in the consumer decision-making process. The researcher recommends that Burger Sikeling MSMEs must still consider it well, before setting prices and improving product quality so that they can continue to give a good impression to burger products that are the identity of Burger Sikeling MSMEs. Especially related to the frequent use of burger products to reach consumers in a warm state that tends to be cold. So it is still felt to be less than optimal by customers.

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