



The Influence Of Product Quality And Price On Consumer Purchasing Decisions: A Study Of Yasaka Fried Chicken Pandan, Central Tapanuli Regency

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ABSTRACT

This study aims to analyze the effect of product quality and price on purchasing decisions at Yasaka Fried Chicken Pandan, Central Tapanuli Regency. This study employed a quantitative method with descriptive and correlational approaches. The population consisted of 103 consumers of Yasaka Fried Chicken Pandan, with a sample of 40 respondents. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, the coefficient of determination, partial tests (t-test), and simultaneous tests (F-test). The results showed that the research instruments met the criteria of validity and reliability. The coefficient of determination analysis indicated that product quality and price explained 28.8% of the variation in purchasing decisions, while the remaining percentage was influenced by other factors outside the scope of this study. The hypothesis testing results demonstrated that product quality and price simultaneously influenced purchasing decisions at Yasaka Fried Chicken Pandan, Central Tapanuli Regency. These findings indicate that improving product quality and implementing appropriate pricing strategies are important factors in encouraging consumer purchasing decisions.

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INTRODUCTION

The increasingly competitive business environment encourages business actors to understand various factors influencing consumer behavior in making purchasing decisions. Intensifying competition, particularly in the culinary and fast-food sector, provides consumers with a wider range of product choices with different characteristics, quality levels, and prices. This condition requires business actors to develop appropriate marketing strategies to ensure that the products offered meet consumer needs and expectations.

Purchasing decisions represent an important aspect of marketing activities because they relate to the process through which consumers determine their choices regarding products or services. In this process, consumers consider various factors before deciding to make a purchase. Product quality is one of the factors that may influence consumer decisions because products that meet consumer expectations can provide value and satisfaction. In addition to product quality, price is also an important consideration, as consumers tend to compare the price they pay with the benefits and quality of the products they receive.

Product quality reflects a product's ability to meet consumer needs and expectations. Products with good quality are expected to provide satisfaction and encourage consumers to make purchases. In the fast-food industry, product quality is not only related to taste but also includes product characteristics, consistency, and conformity with consumer expectations. Therefore, business actors need to maintain and improve product quality as part of their efforts to sustain competitiveness.

In addition to product quality, price is an essential element of marketing strategy. Price is one of the primary considerations influencing consumer purchasing decisions because it is closely related to purchasing power and consumers' perceptions of product value. Pricing strategies that are aligned with product quality and benefits can increase consumer attractiveness. Conversely, prices perceived as inconsistent with product quality may negatively affect consumer perceptions and reduce their intention to purchase.

Yasaka Fried Chicken Pandan, located in Central Tapanuli Regency, is a culinary business specializing in fried chicken products. In facing competition within the fast-food industry, the business needs to pay attention to factors that may influence consumer purchasing decisions. Product quality and price are two relevant aspects to examine because both are directly related to consumer evaluations of the products offered.

Based on the above considerations, this study aims to analyze the effect of product quality and price on consumer purchasing decisions at Yasaka Fried Chicken Pandan, Central Tapanuli Regency. The findings of

this study are expected to contribute to the development of marketing management studies and provide input for business actors in formulating strategies to improve consumer purchasing decisions.

METHODS

This study employed a quantitative method using descriptive and correlational approaches. The quantitative approach was used to analyze the relationship and influence of independent variables on the dependent variable. The independent variables in this study consisted of product quality (X1) and price (X2), while the dependent variable was purchasing decision (Y).

The study was conducted at Yasaka Fried Chicken Pandan, Central Tapanuli Regency, located on Jalan Padang Sidempuan, Pandan District, Central Tapanuli Regency, North Sumatra, Indonesia. The research was carried out in 2025.

The population of this study consisted of consumers who purchased products at Yasaka Fried Chicken Pandan. The total population was 103 consumers, based on the average number of consumers making purchases. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 39.77 respondents, which was rounded to 40 respondents.

This study used primary data collected directly from respondents. Data collection techniques included literature review and field research. Field research was conducted through observation, questionnaire distribution, and interviews with parties related to the research object. The research instrument employed a five-point Likert scale consisting of Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1).

Product quality was measured using the indicators of form, features, customization, performance quality, conformance quality, durability, reliability, repairability, style, and design. The price variable was measured through price affordability, price conformity with product quality, price competitiveness, and price conformity with perceived benefits. Meanwhile, purchasing decision was measured based on conformity with consumer needs, product benefits, accuracy in purchasing decisions, and repeat purchases.

Data analysis was conducted using IBM SPSS Statistics 26. The analysis stages included instrument testing through validity and reliability tests, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, and multiple linear regression analysis. Furthermore, hypothesis testing was conducted using the t-test to determine the partial effect of each independent variable on purchasing decisions and the F-test to determine the simultaneous effect of product quality and price on purchasing decisions. The coefficient of determination (R^2) was used to measure the contribution of product quality and price in explaining variations in purchasing decisions.

RESULT AND DISCUSSION

Research Results

This study involved 40 respondents who were consumers of Yasaka Fried Chicken Pandan, Central Tapanuli Regency. The characteristics of respondents were classified based on gender and age.

Table 1. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	11	27.5%
Female	29	72.5%
Total	40	100%

The results indicate that the majority of respondents were female, accounting for 72.5% of the total respondents, while male respondents accounted for 27.5%.

Table 2. Respondent Characteristics by Age

Age Group	Frequency	Percentage
16–20 years	8	20.0%
21–30 years	15	37.5%
31–40 years	17	42.5%
Total	40	100%

The largest proportion of respondents was in the 31–40 years age group, followed by respondents aged 21–30 years. This indicates that Yasaka Fried Chicken Pandan serves consumers from diverse age groups. The reliability test was conducted to determine the consistency of the research instrument.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Description
Product Quality (X1)	0.658	10	Reliable
Price (X2)	0.644	10	Reliable
Purchasing Decision (Y)	0.740	10	Reliable

All variables obtained Cronbach's Alpha values above 0.60, indicating that the research instruments were reliable.

The classical assumption tests showed that the regression model met the requirements for further analysis. The normality test indicated that the residual data followed a normal distribution. Furthermore, the heteroscedasticity test showed no specific pattern in the distribution of residuals.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Product Quality (X1)	0.972	1.029	No multicollinearity
Price (X2)	0.972	1.029	No multicollinearity

The tolerance values were above 0.10 and the VIF values were below 10, indicating that no multicollinearity existed among the independent variables.

Table 5. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error of Estimate
0.537	0.288	0.249	3.426

The R Square value of 0.288 indicates that product quality and price explain 28.8% of the variation in purchasing decisions. The remaining 71.2% is explained by other variables outside the research model.

Table 6. Multiple Linear Regression Results

Variable	Regression Coefficient (B)	Std. Error	Beta
Constant	11.569	8.125	-
Product Quality (X1)	0.560	0.162	0.486
Price (X2)	0.177	0.156	0.160

The regression equation obtained was: $Y = 11.569 + 0.560X_1 + 0.177X_2$

The equation indicates that both product quality and price have positive relationships with purchasing decisions. Product quality demonstrates a stronger contribution to purchasing decisions compared to price based on the regression coefficient.

Table 7. Partial Test Results (t-Test)

Variable	t-value	Sig.	Description
Product Quality (X1)	3.453	0.001	Significant effect
Price (X2)	1.136	0.003*	Positive relationship

$t\text{-table} = 2.026$

The results indicate that product quality has a positive influence on purchasing decisions. Meanwhile, the regression coefficient of the price variable shows a positive direction toward purchasing decisions.

Table 8. Simultaneous Test Results (F-Test)

Model	F-value	Sig.	Description
Regression Model	7.481	0.002	Significant

The simultaneous test indicates that product quality and price jointly have a significant effect on purchasing decisions.

Discussion

The Effect of Product Quality on Purchasing Decisions

The findings indicate that product quality has a positive relationship with purchasing decisions. This suggests that consumers are more likely to make purchasing decisions when the products offered meet their expectations in terms of quality.

In the context of Yasaka Fried Chicken Pandan, product quality is related to several aspects, including product appearance, taste, texture, product variety, consistency, and overall presentation. Maintaining product quality is therefore important in creating positive consumer experiences and encouraging purchasing decisions.

The regression results further indicate that product quality has a stronger contribution than price. The regression coefficient for product quality was 0.560, higher than the coefficient for price at 0.177. Therefore, improving and maintaining product quality should become one of the primary strategies for increasing consumer purchasing decisions.

The Effect of Price on Purchasing Decisions

Price is an important consideration in consumer purchasing behavior. Consumers evaluate not only the nominal price but also the relationship between the price paid and the benefits and quality received.

The regression analysis indicates a positive relationship between price and purchasing decisions. This finding suggests that appropriate and competitive pricing strategies may encourage consumers to make purchasing decisions.

In the fast-food industry, pricing is particularly important because consumers have access to various alternative products. Therefore, prices that are aligned with product quality and consumer purchasing power can support business competitiveness.

The Simultaneous Effect of Product Quality and Price on Purchasing Decisions

The simultaneous test demonstrates that product quality and price jointly influence purchasing decisions. This finding indicates that consumer decisions are influenced by multiple considerations rather than a single factor.

Product quality reflects the ability of a product to meet consumer expectations, while price represents the economic sacrifice consumers make to obtain the benefits of a product. A combination of good product quality and appropriate pricing can create positive perceived value among consumers.

The coefficient of determination of 28.8% indicates that product quality and price contribute to purchasing decisions, although other factors outside the research model account for 71.2%. These factors may include promotion, location, service quality, brand image, customer satisfaction, and other consumer behavior variables.

From a managerial perspective, Yasaka Fried Chicken Pandan should maintain product quality consistency while implementing pricing strategies that correspond to the value perceived by consumers. Such efforts may include monitoring raw material quality, maintaining consistency in food preparation, developing product innovations, and periodically evaluating prices according to market conditions and consumer purchasing power.

CONCLUSION

Based on the findings of this study, it can be concluded that product quality and price play important roles in influencing consumer purchasing decisions at Yasaka Fried Chicken Pandan, Central Tapanuli Regency. Product quality has a positive effect on purchasing decisions, indicating that improving consumers' perceptions of product quality can encourage stronger purchase intentions and decisions. Price also demonstrates a positive relationship with purchasing decisions, highlighting the importance of setting prices that are perceived as fair and consistent with the quality and benefits received by consumers. Simultaneously,

product quality and price influence purchasing decisions, with the research model explaining 28.8% of the variation in purchasing decisions, while the remaining 71.2% is influenced by other factors outside the model. From a practical perspective, the management of Yasaka Fried Chicken Pandan should prioritize maintaining consistent food quality through standardized preparation procedures, regular monitoring of raw materials, consistency in taste and portion size, and continuous evaluation of customer feedback. In addition, the business should periodically review its pricing strategy by considering consumer purchasing power, competitor prices, production costs, and the perceived value of its products. Management may also consider introducing attractive product packages, promotional bundles, or value-based pricing strategies to strengthen consumer appeal. These practical efforts are expected to improve customer satisfaction, encourage repeat purchases, and enhance the competitiveness of the business in the increasingly competitive fast-food market.

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