

THE INFLUENCE OF PRICE, PRODUCT QUALITY, PROMOTION AND MARKETING COMMUNICATION ON DECISIONS PURCHASE ON BAKSO SALSA CULINARY

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ABSTRACT

The purpose of this study was to determine the role of price, product quality and marketing communication in influencing customer purchasing behavior. This research uses a quantitative descriptive approach and uses *Systematic Literature Review* (SLR). The sample determination used the slovin formula and was determined as many as 100 respondents with the path analysis research data analysis technique with the Amos application. The results of gender crosstabs with age are dominated by male gender with the highest age being 13-15 years old and junior high school education or generation Z. From the results of path analysis testing, it was found that the Bakso Salsa Rantauprapat product quality variable had the strongest influence on purchasing behavior compared to the price variable. Meanwhile, the marketing communication variable does not have a strong relevance in this study, especially its influence on purchasing behavior. Important suggestions for other researchers should develop variables and indicators using a systematic literature review approach so that researchers obtain updated information in marketing or business management research and are selective in determining the research model to the sample to be studied.

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1. Introduction

In fact, the culinary business is a business that can be realized by anyone who wants to try it, but in general, most culinary business people are those who have the desire and tenacity to pursue this field because they feel able to produce a product that will be liked by the public. The culinary business in the community of all types is spilling over and competing to attract customers. So in the culinary business, business people are required to understand pricing, product quality and how promotion and marketing communication are in attracting customers to make purchasing decisions. According to (Anang, 2019) customers have goals or behaviors that they want to achieve or be satisfied, the behavior they want to do to solve their problems is related to the decision-making process. The decision-making process carried out by customers in general can be carried out in stages between problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior. (Song, 2016).

According to (Barcic et al., 2017) that the company's marketing activities are an important factor. To prepare the right marketing strategy, companies must first identify and understand how customers think in the stages of the purchasing decision process. Therefore, it makes sense that analyzing the influence of customer purchasing behavior is a potential phenomenon that can provide various information to both parties, especially to businesses. Factors that influence customer purchasing behavior according to (Nguyen, Gizaw, 2014) starts with price. This is even more interesting because the price is the amount of value sacrificed by the customer to get his desire or called the price. The final finalization of the price spent by the customer has two assessments, namely the perceived price and the objective price. Thus, customer purchasing behavior also starts from price problem recognition, price information search, substitute product alternatives and so on.

The more complicated customer purchasing behavior is also influenced by product quality, according to (Lautiainen, 2015) a customer who is involved in purchasing activities several times is the only visible evidence of the more complex process that customers have for each decision they make. However, each purchase decision is different and requires different time and effort by looking at product quality. In marking customers who admire product quality, it can be seen from the consistency made to make purchases several times and provide signals from extrinsic and intrinsic attributes. (Goncalves, 2008). Therefore, product quality has a fairly broad definition considering that this study chose an object at the Bakso Salsa culinary business located on Jl. WR. Supratman Rantauprapat is a family business that is legendary even though the scale of the business is micro but deserves and has the potential to be researched empirically, especially with regard to customer purchasing behavior associated with the implementation of marketing communications applied by the business.

Marketing communication practices in determining customer purchasing behavior according to (Mushtaq & Salar, 2022) that most of the conceptual literature on marketing communication behavior only occurs in the supermarket retail sector of developed countries. However, the implementation of marketing communication in this study chose the Bakso Salsa culinary business as one of the different things while proving various marketing theories that might be applied to other businesses through this research. One of the study results according to (Khanh et al., 2021) the impact of marketing communications on purchasing behavior in Vietnamese supermarket customers recommends that supermarkets should combine traditional communication activities and recent forms of communication to promote customer purchasing behavior. According to (Duralia, 2018) departing from this integrated marketing approach, it can be said that whatever form any form of communication is chosen by the organization, the goal is to convey a clear message and a clear message, aimed at a well-defined audience, in the most efficient way.

Therefore, the crucial phenomenon raised in this study in addition to being supported by relevant references found that Bakso Salsa culinary is a type of micro business that in its business operations prioritizes price, product quality and marketing communication in attracting customers and hopes to make purchasing behavior that should have been conveyed by previous experts. From the analysis in the field, the problem is related to the price of the product offered which is relatively competitive with competitors around with the same business. In addition, the quality of Bakso Salsa's products seems standard, this illustrates that the quality of the product is perceived by customers to be far from expectations such as the image of taste, packaging and so on which is considered pessimistic. From this problem, it will interfere with marketing communication between business actors and customers, which in turn will cause customers to protest everything that is offered. Although it seems to take problems from the point of view of observation, no matter how small the problems in a business must remain a concern for the sustainability of the business.

The purpose of this research is generally similar to most of the references referred to where to find out the role of price, product quality and marketing communication in influencing customer purchasing behavior. The novelty of this research is that in explaining the phenomenon, it prioritizes referring to the *System Literature Review* method on various articles selectively according to the issues raised so that there is a focus of the research studied. In addition, the purpose of this research is expected to provide information to anyone that the implementation of marketing communication

does not only occur on the scale of middle or top businesses but in small, micro and medium enterprises in order to obtain information and knowledge of marketing concepts to be broader and simpler. Based on these descriptions, the author determines the title of the article to be The Effect of Price, Product Quality and Marketing Communication on Purchasing Decisions at Bakso Salsa Rantauaprat Culinary.

2. Literature Review

Price

According to (Zimbhoff & Schlake, 2015) setting a price for a product or service can be challenging, as many variables affect pricing. In addition, accurate pricing can be based on values that can be difficult to know without in-depth research. He added that pricing should be based on the costs incurred so that the difference (profit) is made between the sacrifice and the result. According to (Ng, 2007) price is a percentage above the amount considering the volume to be sold. According to (Razak & Nirwanto, 2016) price is the amount of money charged for a product or service; the amount of value that customers exchange to benefit from owning or using a product or service. According to (Tecoalu et al., 2021) the indicators used to measure price are as follows product price affordability, price compatibility with product quality, product price competitiveness and price compatibility with product benefits.

Product Quality

According to (Timo et al., 2019) reveals that a product is anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, information, and ideas. Meanwhile, according to (Khoironi et al., 2018) product quality is defined as a product or service in its ability to meet stated or implied customer needs. According to (Shrestha, 2021) one of the important elements in the word business is to provide value to customers which includes not only tangible objects but also intangible objects, namely including packaging, service characteristics, brand name and performance quality. Customer satisfaction and value are thus related to product quality which has a significant impact on service performance or production output. Indicators of product quality are taste, quantity, variety, hygiene and innovation. (Salsabila, 2023).

Marketing Communication

According to (Fill, 2009) marketing communication strategy refers to an organization's overall positioning the overall orientation of the organization and the approach they choose to communicate with customers and stakeholders. The marketing communication strategy depends on the business and marketing strategy pursued by the organization. According to (Hänninen & Karjaluo, 2017) marketing communication is that buyers who evaluate suppliers more positively also seek more information and engage in greater influencing efforts so that suppliers' communication efforts become more effective. According to (Kovanoviene et al., 2021) marketing communication actions and the means of communication used are directed at customers not by chance, the goal is for customers to buy again and become loyal customers. Marketing communication indicators according to (Dita Amanah, 2018) are advertising, personal selling, and direct marketing.

Customer Purchasing Behavior

Customer purchasing behavior not only seeks to understand the subject of purchase but also to determine the purchase motive and purchase frequency. (Kumar, 2016). According to (Roy, 2022) customer purchasing behavior is the study of how individuals select, obtain, use, and dispose of goods, experiences, ideas, and services that suit their needs, as well as the impact of these actions on customers and society, known as customer behavior. and society, known as customer behavior. Customer purchasing behavior by individuals and families for their personal consumption. According to (Ahmed et al., 2018) customer purchasing behavior is the study of people as individuals or groups or organizations and the behaviors used by them to select, secure and arrange products or services to meet needs and the effects of these practices on society and customers. Indicators of customer

purchasing behavior according to (Mubarak & Zuhra, 2019) are planned purchases, information recognition, evaluation and post-purchase behavior.

Conceptual Framework

Purchasing behavior that will and has occurred or been experienced by customers can be influenced by several factors derived from pricing, product quality and marketing communication. Price and product quality are very sensitive indicators in marketing studies and marketing methods are very sensitive to marketing communication. The existence of a strong relationship between variables is reflected in the conceptual framework below:

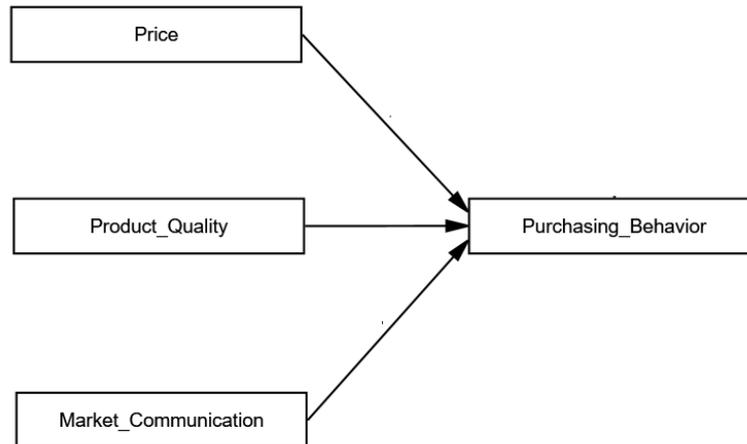


Figure 1. Conceptual Framework

Hypothesis

1. Price has a significant effect on customer purchasing behavior.
2. Product quality significantly affects customer purchasing behavior.
3. Marketing communication significantly influences customer purchasing behavior.

3. Method, Data, and Analysis

This research uses a quantitative descriptive approach which is research to provide a clear and detailed description of the data that has been collected, so that it can facilitate interpretation and decision making based on existing data. Therefore, quantitative descriptive statistics are very useful in various fields such as social science, economics, and science, where quantitative data is often an important component in analysis and decision making. (Aziza, 2023). This research uses *Systematic Literature Review* (SLR) is to identify, review, evaluate, and interpret all available research with the topic area of the phenomenon of interest, with certain relevant research questions. The subject of this research chose Bakso Salsa Rantauprapat Culinary which is located at Jl. WR. Supratman Rantauprapat-Labuhanbatu Regency. The determination of the population of this study is planned to use the population of people who live in North Rantau District, totaling 97,467 people sourced from Wikipedia. While the sample in this study used the Slovin formula to obtain a minimum sample. $n = N / 1 + N.e^2$. $n = 97,467 / 1 + 97,467.0.10^2$. $n = 97,467 / 1 + 97,467.0.10^2$. $n = 97467 / 975.97$. $n = 99.89$ or 100 people. The sampling technique uses simple random sampling, namely how to take sampling by random / random means that meet the research location researchers. Data collection techniques are observation, documentation and interviews. With the help of primary and secondary data sources. The data analysis technique proposed in this study is path analysis with Amos.

4. Result and Discussion

Profile of Research Respondents

From the results of tabulation and data processing by researchers, it was found that the data of research respondents using SPSS assistance, namely Frequency Crosstabs, the results are as follows:

Table 1. Respondent Profile Crosstabs Gender * Age

		Age			Total
		13-15 years	16-20 years	21-25 years old	
Gender	Male	34	13	18	65
	Female	12	8	15	35
Total		46	21	33	100

Source: Data processed by SPSS, 2024

Table 1 shows that most of the respondents in this study were male gender, namely 65 respondents or 65% consisting of 13-15 years old as many as 34 respondents, 16-20 years old as many as 13 respondents and 21-25 years old as many as 18 respondents. While the female gender was 35 respondents consisting of ages 13-15 years as many as 12 respondents, ages 16-20 years as many as 8 respondents and ages 21-25 years as many as 15 respondents. From these results it is concluded that the profile of respondents based on gender crosstabs with age is dominated by male gender with the highest age being 13-15 years.

Respondent Profile Crosstabs Gender * Education

		Education				Total
		Diploma	Bachelor	HIGH SCHOOL	SMP	
Gender	Male	2	9	22	32	65
	Female	1	6	17	11	35
Total		3	15	39	43	100

Source: Data processed by SPSS, 2024

Table 2 shows that most of the respondents in this study were male gender, namely 65 respondents or 65% consisting of Diploma education as many as 2 respondents, Bachelor education as many as 9 respondents, high school education as many as 22 respondents and junior high school education as many as 32 respondents. While the female gender was 35 respondents consisting of Diploma education as many as 1 respondent, Bachelor education as many as 6 respondents, high school education as many as 17 respondents and junior high school education as many as 11 respondents. From these results it is concluded that the profile of respondents based on gender crosstabs with education is dominated by the male gender with the highest education being junior high school.

Classical Assumption Test Results

A good research model must meet the specified requirements including the classic assumption test normality test, multicollinearity test, and heteroscedasticity test as follows:

Table 3. Classical Assumption Test Results

Variables	Normality Test		Multicollinearity Test		Heteroscedasticity Test
	Unstandardized Residual		Tolerance	VIP	Sig.
Price			.203	4.933	.251
Product Quality	Asymp. Sig. (2-tailed)	.441	.028	36.160	.100
Marketing Communication			.038	26.209	.217

Source: Data processed by SPSS, 2024

Based on Table 3, the results of the classical assumption test will be explained in detail to find out whether the model has met the classical assumption test requirements or not. The explanations from Table 3 above include:

1. From the data normality test column, it shows that the Unstandardized Residual which explains the Asymp. Sig. (2-tailed) value of 0.441 or greater than 0.05 so that it can be stated that the model fulfills the normality test assumptions.
2. From the multicollinearity test column, it shows that the Tolerance value varies with the price variable (0.203), product quality (0.028) and marketing communication (0.038). Meanwhile, the VIF value varies where the price variable (4.933), product quality (36.160) and marketing communication (26.209). It can be concluded that this variation results in a regression model, one of which meets the requirements so that the overall model does not have multicollinearity symptoms in the regression model.
3. From the heteroscedasticity test column, it shows that the significance value of the absolute model variable price (0.251), product quality (0.100) and marketing communication (0.217) is greater than $\alpha = 0.05$. Therefore, the decision making of the Glejser test is qualified.

Path Analysis Results

Researchers used path analysis in examining the effect of price, product quality, promotion and marketing communication on purchasing decisions at Bakso Salsa Culinary. Path analysis in this study was assisted by using the AMOS version 21.0 program. This path analysis is used to prove the hypothesis in this study. To find out whether the hypothesis proposed in this study is accepted or rejected, it can be seen from the results of the CR (Critical Ratio) output. If the CR (Critical Ratio) value > 1.96 with a probability < 0.05 and the Standardized Parameter Coefficient is positive, it can be concluded that the research hypothesis can be accepted. Conversely, if it is negative, the research hypothesis is rejected. The path analysis model with Amos includes:

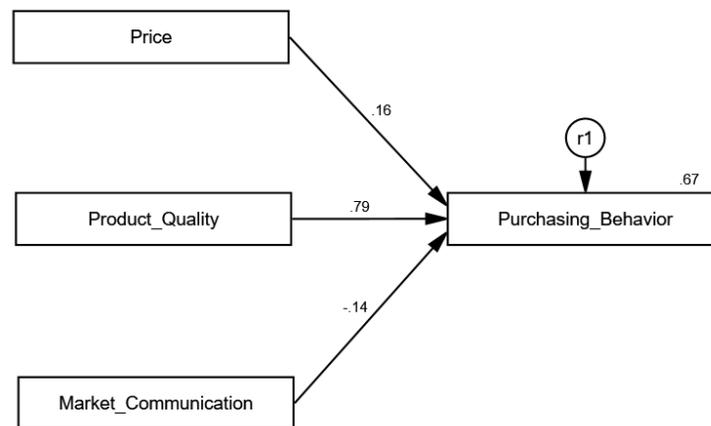


Figure 2. Path Analysis

The hypothesis will be tested using the estimated number of influences between variables in the model. The estimated value is used as the direction of the effect, the results of which are in accordance with the prediction/hypothesis or not, while to answer the research hypothesis it is considered significant if the significant level is less than 5% and the c.r (critical ratio) value is greater than the t table of 1.96.

Table 4. Regression Weights

		Estimate	S.E.	C.R.	P	Label
Purchasing_Behavior <---	Price	.128	.045	2.838	.005	
Purchasing_Behavior <---	Product_Quality	.485	.036	13.667	***	
Purchasing_Behavior <---	Market_Communication	-.148	.059	-2.495	.013	

Source: Amos output, 2024.

Hypothesis Testing Results

1. The results of the path analysis estimation for the price variable obtained a CR (Critical Ratio) value greater than > 1.96, namely 2.838 with a p-value of 0.005 <0.05 and a standardized coefficient of 0.128. Thus the hypothesis is accepted and it is stated that the price variable has a direct effect on purchasing behavior.
2. The results of the path analysis estimation for the product quality variable obtained a CR (Critical Ratio) value greater than > 1.96, namely 13.667 with a p-value of 0.000 <0.05 and a standardized coefficient of 0.485. Thus the hypothesis is accepted and it is stated that the product quality variable has a direct effect on purchasing behavior.
3. The results of the path analysis estimation for the marketing communication variable obtained a CR (Critical Ratio) value greater than <1.96, namely -2.495 with a p-value of 0.013 <0.05 and a standardized coefficient of -0.148. Thus the hypothesis is rejected and it is stated that the marketing communication variable has no direct effect on purchasing behavior.

Discussion

In this section, a detailed discussion will be carried out on the results of hypothesis testing using the *System Literature Review* as follows:

1. The hypothesis is accepted and stated if the price variable has a direct effect on purchasing behavior.

The results of this study are in accordance with the hypothesis proposed because the results of the comparison of the CR (Critical Ratio) and p-value values meet the requirements. Of course, the

results of this study strongly support several previous studies which have succeeded in proving that the price variable can influence the purchasing behavior of a consumer. In this case this research also supports research (Yasri et al., 2020) that price perception affects repurchase intentions. He added that the definition or perception of price generally refers to the value of money (monetary) and sacrifices (non-monetary) given by customers to obtain a product. This means that the price of Bakso Salsa Rantauprapat is in accordance with the value or sacrifice felt by customers. The price offered by Bakso Salsa Rantauprapat is a price that is in accordance with the affordability of the product price, price compatibility with product quality, product price competitiveness and price compatibility with product benefits. (Tecoalu et al., 2021).

2. The hypothesis is accepted and stated if the product quality variable has a direct effect on purchasing behavior.

The results of this study are in accordance with the hypothesis proposed because the results of the comparison of the CR (Critical Ratio) and p-value values meet the requirements. Of course, the results of this study strongly support several previous studies which have succeeded in proving that product quality variables can influence the purchasing behavior of a consumer. The results of this study make product quality have the highest influence value compared to the three hypotheses on purchasing behavior so that this study supports the study (Asshidin et al., 2014). (Asshidin et al., 2016) the results show a significant relationship between perceived quality and emotional value on purchase intention. This means that the quality of Bakso Salsa Rantauprapat products is perceived very well by customers so it is natural to have the strongest influence on purchasing behavior. Other research (Călin, 2015) that consumer perceptions of quality change over time as a result of additional information, increased competition in a product category, and changing expectations. Because products and perceptions change, marketers may be able to educate consumers on how to evaluate quality, especially Bakso Salsa Rantauprapat customers have taste, quantity, variety, hygiene and innovation. (Salsabila, 2023).

3. The hypothesis is rejected and stated if the marketing communication variable has no direct effect on purchasing behavior.

The results of this study are different from the hypothesis proposed because from the comparison results the CR (Critical Ratio) value and p-value do not meet the requirements so that it is stated that the marketing communication variable directly has no influence on purchasing behavior. From the analysis, it is very reasonable that the implementation of marketing communication on a small and micro business scale such as the Bakso Salsa Rantauprapat business is a little biased because the context of marketing communication in business requires more extensive assessment and understanding. Meanwhile, the age and education of respondents were dominated by the highest age of 13-15 years and the highest education of junior high school. The concept of marketing communication according to (Raya et al., 2021) Another human resource challenge is that batik SME managers do not have business management skills, meaning that the marketing concept at Bakso Salsa Rantauprapat is still in the low category so that marketing communication cannot be optimized properly. According to (Varmus & Kubina, 2015) marketing communication in the business world is not just profit on the contrary marketing communication focuses on targeting the right market in the process of campaigning the product in detail. So it is very clear that the concept of marketing communication at Bakso Salsa Rantauprapat in influencing purchasing behavior seems pseudo because the respondents come from generation Z.

5. Conclusion and Suggestion

Conclusions

From the discussion carried out in detail, the conclusions of this study include the profile of respondents based on gender crosstabs with age dominated by male gender with the highest age being 13-15 years old and junior high school education or generation Z. From the results of path analysis testing, it was found that the Bakso Salsa Rantauprapat product quality variable has the strongest

influence on purchasing behavior compared to the price variable which also affects purchasing behavior. Meanwhile, the marketing communication variable does not have a strong relevance in this study, especially its influence on purchasing behavior. Therefore, important suggestions for other researchers should develop variables and indicators using a systematic literature review approach so that researchers obtain updated information in marketing or business management research and are selective in determining the research model to the sample to be studied.

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