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THE EFFECT ON PRODUCT QUALITY AND PRICE ON CONSUMER PURCHASING DECISIONS OF MIE GACOAN JABABEKA

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Abstract

Mie Gacoan, an illustrious and rapidly expanding fast-food chain in Indonesia, was established in 2016 by PT Pesta Pora Abadi. Renowned for its signature spicy noodles, the chain has swiftly captured the hearts and taste buds of consumers nationwide. By 2024, Mie Gacoan boasts an impressive network of over 100 branches, including two notable outlets in Cikarang City. The restaurant's allure lies in its ability to offer affordable yet high-quality spicy noodle dishes, a combination that has cemented its popularity among a diverse demographic. A rigorous methodological framework was employed, encompassing validity, reliability, normality, multicollinearity, and heteroscedasticity tests. Additionally, the research utilized F tests, multiple linear regression, and T tests to analyze the data. The findings from the t-test are particularly positively, revealing that both product quality and price exert a significant influence on purchasing decisions. Collectively, these two factors—product quality and price—explain 61% of the variation in purchasing decisions among consumers at Mie Gacoan Jababeka. This indicates a robust explanatory power, highlighting the critical importance of these variables in shaping consumer behavior. However, it is noteworthy that the remaining 39% of the variation is attributed to other variables not encompassed within the scope of this study, suggesting avenues for future research to explore additional factors that might influence consumer decisions.

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1. INTRODUCTION

Companies that compete fiercely at this time are fast food restaurant type companies. Mie Gacoan has rapidly become a beloved fast-food destination, frequently patronized by a diverse clientele, including students and the wider community. Renowned for its signature noodle dishes, Mie Gacoan has captured the hearts of Indonesia's youth, establishing itself as a culinary hotspot. The restaurant business was established in early 2016 in Malang and is a subsidiary of PT Pesta Pora Abadi. Until 2024, Mie Gacoan already has more than 100 branches of Mie Gacoan in Indonesia. Mie Gacoan offers Mie products without soup tend to be spicy, with a large place, good product quality at affordable prices, and a location in the center of the crowd.

Mie Gacoan are famous for their spicy taste, different from other types of noodles. Mie Gacoan use fine chili so it is easily mixed with noodles. The spicy and savory taste makes customers make purchasing decisions for Mie Gacoan. Mie Gacoan is a new product that has recently opened a branch in Cikarang City but already has many customers. In Cikarang, Mie Gacoan has two branches, namely in Lippo Cikarang and Jababeka.

Based on the findings of several previous studies, research gaps were found. The results of research by Salsabila and Maskur (2022) The data indicates that the caliber of a product significantly and positively impacts the decision-making journey. Conversely, the study by Okta Viana and Hartati (2022) indicates that product quality's effect on purchase decisions is not substantial. Research conducted by Anggraini and Saino (2021) research posits that pricing plays a significant and favorable role in shaping purchasing choices. In contrast, the findings of Nuraini and Novitaningtyas (2022) reveal that pricing does not markedly affect the decision to purchase. Building on the earlier explanation, the researcher proposed the title the effect of product quality and price on consumer purchasing decisions of Mie Gacoan Jababeka".

2. LITERATURE REVIEW and HYPOTHESIS

2.1. Purchasing Decision

Numerous elements contribute to an individual's decision-making when purchasing a product, such as product quality and price. Researchers chose these variables In light of the survey's findings that had been conducted on customers who had purchased Mie Gacoan Jababeka products. According to Permatasari et al., (2024), describe the purchasing decision as a comprehensive process that involves using information to assess various possible actions and choosing the most suitable one. According to Syawal and Zahara (2023), describe Purchasing decisions are the process of determining the final consumer decision in buying a product with various considerations. According to Istiyono and Rizal (2022), Purchasing Decision is the process of determining and considering potential consumers in deciding to purchase a product and drawing conclusions in the form of a response to what product to buy. According to Laili & Budiarti (2023), Purchasing decisions as a consumer decision shaped by financial economics, technology, politics, culture, products, prices, locations, promotions, processes, people, and physical evidence fosters an attitude in consumers to assimilate all information and make discerning choices about which products to purchase.

2.2. Price

Price is the value consumed in the form of benefits from the advantages of possession or utilization of a good or service, established via negotiation or fixed pricing. (Amelisa et al., 2023). This can be the monetary amount or other factors that provide the necessary utility to acquire the product (Amelisa et al., 2023). According to Kualitas et al., (2022) price also encompasses the amount charged for a product or service, or the equivalent value that customers provide in exchange for its benefits. According to Pebriantika et al., (2022) state that price is the sole element of the marketing mix that generates revenue, while the other elements incur costs. Furthermore, Irawati and Setiawan (2023), price is the standard of exchange for a product or service, representing the amount of money a customer pays to a producer for a specific item.

2.3. Hypothesis

H1: The influence of Product Quality (X1) on Purchasing Decisions (Y)
H2: The influence of Price (X2) on Purchasing Decisions (Y)

3. METHODS

3.1. Sampling

The target population for this study consists of consumers of Mie Gacoan Jababeka who are at least 16 years old. The total population in this context is estimated to be 1000 individuals. The research context is centered on Mie Gacoan Jababeka, a food establishment. The unit of analysis is the individual consumer aged 16 and above. The study employs an incidental sampling method, also known as accidental sampling. According to Nurjamad and Arumsari (2023), this method relies on serendipity, where individuals who fortuitously encounter the researcher may be chosen as participants, provided they are deemed appropriate as data sources. To determine the sample size, The Slovin formula is used:

$$\boldsymbol{n = \frac{N}{1 + N\,(e)^2}}$$

Description:

n = Minimum sample

count N = Overall sample count

$(e)^2$ = Error tolerance limit, the percentage of accuracy allowance due to sampling error of 10% (0.1).

So to find out the number of samples, with the following calculation:

$$n = \frac{1000}{1 + 1000.\,(0.1)^2}$$

$$n = \frac{1000}{1 + \{1000.\,(0.01)\}}$$

$$n = \frac{1000}{1 + 10}$$

$$n = \frac{1000}{11}$$

$$n = 90.91 = 91$$

Therefore, the required sample size is approximately 91 individuals. However, to enhance the robustness of the study, data were collected from 150 participants who had patronized Mie Gacoan Jababeka. The respondents are consumers aged 16 and above who have visited and purchased from Mie Gacoan Jababeka. The primary data for this study were collected using a structured questionnaire. The questionnaire was designed to gather numerical data pertinent to the

research objectives, focusing on aspects such as product quality and pricing, and their influence on purchase decisions.

Participants were approached on-site at Mie Gacoan Jababeka and were asked to fill out the questionnaire. The incidental sampling method ensured that any eligible consumer present during the data collection period had an equal chance of being included in the study.

3.2. Measurement

The study focuses on the key variables that can be seen from Table 1. The following Research Variables, Concept Definitions, and Dimensions:

Table 1. Research Variables, Concept Definition, and Dimensions

Research Variables	Concept Definition	Dimension	
Quality Produk (X1)	Product quality represents a product's ability to fulfill its designed purpose, integrating features like durability, reliability, and precision. Continuous improvement in product quality is crucial for businesses to enhance customer satisfaction and encourage repeat purchases.	1.	Portion
		2.	Shape
		3.	Texture
		4.	Taste
		5.	Appearance
	(Solihin & Kamal, 2023)	Fiani and Japarianto (2012)	
Price (X2)	Price serves as a gauge for consumers to evaluate the worth or expected features of products and services, with their judgment and examination of pricing being profoundly influenced by their individual consumer behaviors.	1.	Affordability
		2.	Price match with product quality
		3.	Price competitiveness
		4.	Suitability of price with benefits.
	(Pratama & Prabowo, 2023)		Kotler and Armstrong (2008)
Purchasing Decision (Y)	Purchasing decisions are the result of various factors that influence consumers, such as economic, technological, political, cultural, product, price, location, promotion, physical evidence, service, and process. It shapes consumer attitudes in processing information and making decisions about the product to be purchased.	1.	Product Selection
		2.	Time of Purchase
		3.	Purchase Amount
		4.	Payment Methods
		5.	Brand Selection
	(Nasution et al., 2020)		Kotler and Keller (2019)

Source: Data processed, 2024

All variables were quantified using a Likert scale ranging from 1 to 5, where 1 indicates strong disagreement and 5 indicates strong agreement. The collected data were subjected to multiple linear regression analysis to determine the impact of product quality and pricing on the purchasers' decision-making process. This statistical technique helps in understanding the relationship between the independent variables (product quality and pricing) and the dependent variable (purchase decision).

4. RESULTS

4.1. Validity and Reliability Test

The Validity Test is an evaluative measure employed to assess the credibility of questionnaire items within research. According to Nurjamad & Arumsari (2023) validity encapsulates the precision of data manifested in the subject of study relative to its reportable veracity by the investigator. An instrument is deemed valid if it accurately gauges the intended metric. This test is operationalized through the Pearson bivariate correlation technique, which involves correlating individual item scores with the aggregate item score Utilizing a two-sided test, the r table with df= n-2 or df= 150-2= 148, the number of respondents (n)–150 respondents, is 0.1348 at the significance level of 0.1. The results of these tests are presented in table 2. Validity Test:

Table 2. Validity Test

Variable	Statement Item	Pearson Correlation	*r* table (0.1)	Information
Product Quality (X1)	PQL01 ($X_{1.1}$)	0.725	0.13	Valid
	PQL02 ($X_{1.2}$)	0.814	0.13	Valid
	PQL03 ($X_{1.3}$)	0.824	0.13	Valid
	PQL04 ($X_{1.4}$)	0.817	0.13	Valid
	PQL05 ($X_{1.5}$)	0.778	0.13	Valid
Price (X2)	PRC01 ($X2_{.1}$)	0.799	0.13	Valid
	PRC02 ($X2_{.2}$)	0.700	0.13	Valid
	PRC03 ($X2_{.3}$)	0.820	0.13	Valid
	PRC04 ($X2_{.4}$)	0.826	0.13	Valid
	PRC05 ($X2_{.5}$)	0.838	0.13	Valid
Purchasing Decision (Y)	PCD01 (Y_1)	0.750	0.13	Valid
	PCD02 (Y_2)	0.719	0.13	Valid
	PCD03 (Y_3)	0.802	0.13	Valid
	PCD04 (Y_4)	0.811	0.13	Valid
	PCD05 (Y_5)	0.760	0.13	Valid

Source: Data processed SPSS 26, 2024

The outcomes of the validity assessment reveal that each query pertaining to the variables of Product Quality (X1), Price (X2), and Purchase Decision (Y) exhibits a Pearson Correlation surpassing the threshold of 0.1348 (r table value), thereby affirming the validity of all statement items for utilization as research instruments.

The reliability test serves to gauge the steadfastness of questionnaire outcomes over successive applications, as determined by Cronbach's Alpha coefficient. An instrument achieves the benchmark of reliability when its Cronbach's Alpha metric exceeds 0.60, whereas a figure below this threshold casts doubt on its dependability. The results of these tests are presented in table 3. Reliability test:

Table 3. Reliability test

No	Variable	*Cronbach's Alpha*	N of items	Informatin
1	Quality Produk (X1)	0.842	5	*Reliable*
2	Price (X2)	0.857	5	*Reliable*
3	Purchase Decision (Y)	0.825	5	*Reliable*

The outcomes of the reliability assessment for all variables indicated that Cronbach's Alpha values were above 0.60. Specifically, the Product Quality variable (X1) yielded a Cronbach's Alpha of 0.842, the Price variable a Cronbach's Alpha of 0.857, and the Purchase Decision variable (Y) a Cronbach's Alpha of 0.825. Consequently, these instruments are deemed reliable, robust, and suitable for research purposes, having satisfied the established criteria for reliability testing.

The objective of the normality test is to determine whether the variables within the regression analysis, whether confounding or residual, conform to a normal distribution. This evaluation employs the Kolmogorov-Smirnov technique. A dataset is deemed normally distributed when the Asymptotic Significance (Asymp.Sig) value from a two-tailed test is greater than 0.1 or 10%. Conversely, an Asymp.Sig value less than 0.1 signifies a departure from normality, thus not meeting the normality standard according to Ghozal (2021). The outcomes of this normality test are presented in figure 1:

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One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,94645004
Most Extreme Differences	Absolute	,063
	Positive	,063
	Negative	-,051
Test Statistic		,063
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 1. Normality Test
Source: Data processed SPSS (2024)

The normality test yielded an Asymptotic Significance (Asymp. Sig.) two-tailed value of 0.200, which surpasses the 0.1 threshold. This aligns with the decision-making criteria established by the One Kolmogorov-Smirnov method, thus confirming that the data in question adheres to a normal distribution. The multicollinearity test is designed to ascertain the presence of interrelations among independent variables within the regression model. This test scrutinizes the Tolerance and Variance Inflation Factor (VIF) values. A decision rule for this test posits that multicollinearity is evident if the Tolerance is at or below 0.1, or conversely, if the VIF is at or above 10. The findings from this study's multicollinearity test are detailed in figure 2:

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	PQL (X1)	,410	2,439
	PRC (X2)	,410	2,439

a. Dependent Variable: Purchasing Decisions (Y)

The results of the multicollinearity test reveal that the Tolerance metrics for the independent variables, namely Product Quality (X1) and Price (X2), are above 0.1. Additionally, the Variance Inflation Factor (VIF) for each independent variable is under 10, which substantiates the non-existence of multicollinearity concerns, thereby validating the successful completion of the multicollinearity assessment.

The heteroskedasticity test is performed to determine whether there is a variance in the residuals that varies between different observations in the regression model. Utilizing Spearman's rank correlation, this test correlates the absolute values of the residuals with each independent variable. The threshold for heteroskedasticity hinges on the significance level: a Sig. 2-tailed value above 0.1 suggests a lack of heteroskedasticity, while a value below 0.1 denotes its presence.

Correlations

			PQL (X1)	PRC (X2)	Unstandardized Residual
Spearman's rho	PQL (X1)	Correlation Coefficient	1,000	,747**	-,050
		Sig. (2-tailed)	.	,000	,544
		N	150	150	150
	PRC (X2)	Correlation Coefficient	,747**	1,000	-,081
		Sig. (2-tailed)	,000	.	,324
		N	150	150	150
	Unstandardized Residual	Correlation Coefficient	-,050	-,081	1,000
		Sig. (2-tailed)	,544	,324	.
		N	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed SPSS (2024)

The heteroskedasticity test results revealed that the two-tailed significance (Sig.) values for Product Quality (X1) at 0.544 and Price (X2) at 0.324, thus confirming the absence of heteroskedasticity symptoms, as the Sig. values for the independent variables were above the 0.1 threshold.

4.2. Hypothesis Test

According to (Okta Viana & Hartati, 2022), The enduring accuracy of the sample regression function in predicting true values is quantifiable through its goodness of fit. This model's aptness is evaluated by the F-statistic, with a significance level set at 0.1. According to the test's benchmarks, a significance value (Sig.) below 0.1 validates the regression model's applicability for research. In contrast, a Sig. greater than 0.1 suggests that the regression model falls short of research suitability. The results pertaining to this analysis are encapsulated in figure 4, under the F Test (Goodness of Fit):

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	913,062	2	456,531	118,882	,000[b]
	Residual	564,511	147	3,840		
	Total	1477,573	149			

a. Dependent Variable: Purchasing Decisions (Y)

b. Predictors: (Constant), PRC (X2), PQL (X1)

Figure 4. F Test (Goodness Of Fit)
Source: Data processed SPSS (2024)

The data presented in the table indicate a significance value of 0.000, which is below the threshold of 0.1.Consequently, this allows us to deduce that the regression model is suitably applicable for this study. Multiple linear regression analysis is employed to ascertain the degree and direction of the impact that independent variables exert on the dependent variable. as noted by Okta Viana & Hartati (2022). The essential equation of this regression model clarifies the connection between the dependent variable (Y) and independent variables (X), with the exact findings of this equation's application detailed in figure 5:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6,639	,963		6,894	,000		
	PQL (X1)	,512	,067	,609	7,649	,000	,410	2,439
	PRC (X2)	,199	,074	,215	2,697	,008	,410	2,439

a. Dependent Variable: Purchasing Decisions (Y)

Figure 5. Multiple Linear Regression
Source: Data processed SPSS (2024)

From the table presented, the linear regression equation is discerned as follows:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$
$Y = 6{,}639 + 0{,}512\ X1 + 0{,}199\ X2 + e$
The multiple linear regression equation can be interpreted in the following manner:

a. The constant term stands at 6.639, with a significance level of 0.000, below the 0.1 threshold, indicating that should the variables Product Quality (X1) and Price (X2) be absent, the initial value for the Purchase Decision (Y) is posited at 6.639.
b. A positive Product Quality Regression Coefficient (X1) of 0.512, with a significance level of 0.000 less than 0.1, implies a meaningful relationship where higher product quality is associated with more favorable purchasing decisions.
c. The Price Regression Coefficient (X2) stands at 0.199, also positive, with a significance level of 0.008 less than 0.1, indicating that price is a significant factor in the purchasing decision process.

The t-test is utilized to assess the distinct impact that an independent variable has on the dependent variable, as delineated by Syamsuri et al., (2021). This statistical test adheres to a significance level of $\alpha = 0.1$. The established criterion dictates that a significance value below 0.1 corroborates the hypothesis, whereas a value exceeding 0.1 necessitates its rejection. The outcomes of this test are systematically compiled in Figure 6, designated as the t test:

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,639	,963		6,894	,000
	PQL (X1)	,512	,067	,609	7,649	,000
	PRC (X2)	,199	,074	,215	2,697	,008

a. Dependent Variable: Purchasing Decisions (Y)

Figure 6. T Test
Source: Data processed SPSS (2024)

The t test findings from the table can be elegantly summarized as follows:

a. The Product Quality Variable (X1), exhibiting a regression coefficient of +0.512 and a significance level of 0.000, is found to significantly and positively affect the purchasing decisions of Mie Gacoan Jababeka consumers, thus validating hypothesis H1.
b. The Price Variable (X2), exhibiting a significance level of 0.008 and a regression coefficient of+0.199, is found to significantly and positively affect the purchasing decisions of Mie Gacoan Jababeka consumers, leading to the acceptance of hypothesis H2.

The coefficient of determination quantifies the degree to which the model accounts for the fluctuation in the dependent variable. For identifying the most fitting regression model, the adjusted R-squared value is the preferred metric. An R-squared value nearing one signifies that the independent variables provide a near-complete explanation for the observed variance in the dependent variable. The findings concerning the coefficient of determination are expounded upon in Figure 7:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,786[a]	,618	,613	1,95965

a. Predictors: (Constant), PRC (X2), PQL (X1)
b. Dependent Variable: Purchasing Decisions (Y)

Figure 7. Coefficient of Determination Source: Data processed SPSS (2024)

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The information delineated in the table specifies an adjusted R-squared value of 0.613, signifying that the independent variables, Product Quality and Price, explain 61% of the variability in the Purchase Decision. The remaining 39% of the variance is due to other factors not included in this study.

5. DISCUSSION

The t-test outcomes for the product quality variables reveal a positive correlation with the purchase decisions of consumers at Mie Gacoan Jababeka, indicating that the establishment's dedication to high-quality products plays a pivotal role in shaping consumer preferences. The findings corroborate the research by Salsabila and Maskur (2022), which identified product quality as a key factor in purchase decisions. Conversely, this study presents a divergence from the findings of Okta Viana and Hartati (2022), where product quality was deemed not to have an impact on consumer purchasing choices.

The t-test analysis indicates that the pricing of Mie Gacoan Jababeka exerts a significant effect on the buying choices of its consumers. This finding underscores the role of price as a pivotal factor in shaping consumer behavior. The study aligns with the conclusions drawn by (Anggraini & Saino, 2021), who asserted that pricing plays a crucial role in purchase decisions. In contrast, this stands in opposition to the research by Nuraini and Novitaningtyas (2022) The assertion implies that pricing does not play a considerable role in the consumer's decision-making framework.

6. CONCLUSION AND LIMITATION

The analysis of the data unveils several significant insights. Foremost, the quality of the product exerts a considerable influence on the purchasing decisions at Mie Gacoan Jababeka, thus validating hypothesis H1. Moreover, the price also plays a crucial role in shaping purchasing choices, thereby substantiating hypothesis H2. Collectively, product quality and price elucidate 61% of the variance in purchase decisions, underscoring their importance as primary determinants. The remaining 39% of the variance is attributed to other factors that were not examined within the scope of this study.

This study exclusively investigates the impact of Product Quality and Price on Purchasing Decisions, deliberately omitting other variables such as Location, Service Quality, Brand Image, and Brand Ambassadors. It is hoped that future research will consider incorporating additional variables to enhance the depth and breadth of the analysis.

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