

The Influence of Product Quality, Service and Price on Consumer Purchasing Decisions at Aneka Frozen Food and Fruits Mandetek, North Makale

Serlina Tappi ^{1*}, Elisabet Pali ², Lisa K. Wibisono ³

^{1,2,3}Indonesian Christian University Toraja, Indonesia

[*Email@Serlinserli1@gmail.com](mailto:Email@Serlinserli1@gmail.com) ¹, elisabetfekon@gmail.com ²,
lisakurniasariwibisono@gmail.com ³

Article Info

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Abstract

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This research was conducted with the aim of showing the influence of product quality, service quality and price on purchase decisions. The method used in this study is a quantitative method. The data collection technique was carried out by distributing questionnaires, the analysis used was multiple linear regression. The population in this study is consumers buying various frozen food and fruits from Mandetek, North Makale and the sample used was 40 people. Sample selection using purposive sampling. The data collection stage uses quantitative analysis using statistical analysis, namely the data instrument test (validity and reliability test), the classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis test, Prasional test, simultaneous test and determination coefficient (R²). The results of this study show that (1) through the t-test of Product Quality has an effect of 0.746 but not significantly 0.460 on consumer purchase decisions at Aneka Frozen Food and Fruits Mandetek, North Makale, (2) Service has an effect of 2.218 and significantly 0.033 on consumer purchase decisions at Aneka Frozen Food and Fruits Mandetek, North Makale, (3) Price has an effect of 2.550 and a significant 0.015 effect on consumer purchase decisions at Aneka Frozen Food

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and Fruits Mandetek, North Makale (4)Product Quality, Service and Price have a combined effect on consumer purchasing decisions at Aneka Frozen food and Fruits Mandetek, North Makale.

Keywords:

*Service ; Price; Consumer
Purchasing Decisions*

1. BACKGROUND

Humans need clothing, food and shelter for survival. Food needs are needs that must be met in life. Over time, food processing technology has developed, for example, in the past bananas were only consumed by eating them directly boiled or fried, now bananas can be made into banana bolen, banana nuggets, banana syrup and other processed foods. People prefer practical, economical, and easy-to-serve foods, this is because people's activities are increasingly diverse. Fulfillment of these needs can be met with ready-to-serve food products. Ready-to-serve food is food that has been cooked and stored using preservatives or with various storage methods. For example, frozen processed food products. The consumption rate of frozen food products reaches 30 percent of the population in Indonesia (Anggraini, 2010).

The ease of storage and practicality in serving make frozen food increasingly popular, especially among urban communities. However, along with the development of the times, the tendency to consume frozen food has also spread to the regions, including South Sulawesi. Frozen food has great potential to develop in North Makale. In addition, fast food provides business opportunities such as Assorted Frozen Food and Fruits in Mandetek. Aneka Frozen Food and Fruits is an offline store that sells various kinds of frozen food and fruit products. Aneka Frozen Food and Fruits was established in 2021.

Miscellaneous *Frozen Food and Fruits* conducts sales promotions and introduces its products through word of mouth (WOM), so that consumers can find out the products, prices and locations at the Aneka Frozen Food and Fruits store located in Tambunan

Village, North Makale District, Tana Toraja Regency, South Sulawesi Province. Looking at the location of the Aneka Frozen Food and Fruits store in Mandetek in front of the gas station, it has a strategic and easily accessible location, and the location is close to the crowds and the city center of Makale. In Makale there are various industries or business ventures engaged in frozen food. Seeing the number of consumers and trade competition at the Aneka Frozen Food and Fruits store in Mandetek, North Makale can maintain its superiority which can attract customers by competing healthily

Amidst the increasingly tight market competition in the food and beverage industry, companies such as Aneka Frozen and Fruits are required to pay attention to various aspects that can influence consumer purchasing decisions. Consumer purchasing decisions are the result of an evaluation process of various factors that are considered important. Three factors that are generally considered to be very influential in influencing purchasing decisions are product quality, service quality, and price. Product quality is the main factor that consumers consider in choosing a product. Products that have good quality and are guaranteed to be clean and safe will be preferred by consumers. Meanwhile, service quality, such as speed and friendliness in service, also affects consumer comfort in shopping. No less important, price is one of the factors that is often the main consideration in decision making, where consumers tend to choose products with prices that match the quality provided.

The purpose of this research is to determine the effect of product quality, service quality and price on consumer decisions at Frozen Food and Fruitsmandetek, North Makale.

2. THEORETICAL STUDY

1. Conceptual Basis

Quality can be defined as the ability of a product to perform its function, which includes durability, reliability or progress, strength, ease of packaging and repair of the product and other characteristics. Product quality is a company's ability to provide an identity or features to each product so that consumers can recognize the product (Guliando, 20 20). Indicators used to measure product quality (Sudarma, 2018) among

others: 1) Various product variations, 2) Product durability, 3) Product quality according to consumer specifications, 4) Appearance of product packaging (aesthetics), 5) Best product quality compared to other brands.

Service quality contributes significantly to the creation of differentiation, product positioning, and competitive strategies of every marketing organization, both manufacturing companies and service providers (Tjiptono and Chandra, 2016). Several indicators for measuring service quality (Aprilia, 2021) are as follows: 1) Tangibles, 2) Reliability, 3) Responsiveness, 4) Assurance, 5) Empathy.

Price can be used as a strategic variable to achieve certain financial goals, including return on investment and recovery of product development costs. (Warren et al., 2017). There are several indicators for measuring prices (Kotler and Armstrong, 2018) namely: 1) Affordable prices, 2) Matching price and product quality, 3) Discounts, 4) Price competitiveness

decisions are decisions to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision (Kotler & Armstrong, 2018). Purchase decisions in this study were measured (Muharam & Soliha, 2017) with indicators: 1) Decisions about product choices, 2) Decisions about brand choices, 3) Decisions about purchase time, 4) Decisions about payment methods

2. Empirical Basis

There are several previous studies that are relevant to this research which are the empirical basis for this research as follows:

Research from Dita Puspita Sari (2022) entitled *The Influence of Price, Product Quality, Service Quality on Consumer Purchasing Decisions of Nelongso Nginden Semolo Surabaya Fried Chicken*. The results of the study show that price, product quality, service quality partially and simultaneously influence purchasing decisions.

Research by Intan Eka Aprilia (2023) entitled *The influence of price, product quality, service quality on purchasing decisions at Warung Mie Aceh Jamboree Raya Bandar Lampung*. The results of the study show that price, product quality, and service

quality together have a significant influence both partially and simultaneously on purchasing decisions.

Research from Nindiya Mashuroh (2024) with the title The influence of price, promotion, service quality, and shopping convenience on product purchasing decisions on Bintaro Supermarket days . The results of the study showed that there was a significant positive influence between price and purchasing decisions, there was a significant positive influence between promotion and purchasing decisions, there was no significant influence between service quality and purchasing decisions, there was a significant positive influence between convenience and purchasing decisions

Research from Ripaldi Mardiansah (2018) entitled The influence of product quality on purchasing decisions at the Mang Kabaya Sentul City restaurant. The results of the study indicate that product quality with performance indicators, characteristics, reliability, conformity to specifications, durability, serviceability, aesthetics and perceived quality provide a positive increase in purchasing decisions.

Research from Marissa Grace Haque (2020) with the results of the influence of product quality and price on purchasing decisions at PT. Multitama Diamonds in Jakarta. The results of the study show that product quality has a significant effect on purchasing decisions, Price has a significant effect on purchasing decisions, product quality and price have a significant effect on purchasing decisions

Research from Eti Marpua (2023) entitled The Influence of Product Quality, Service Quality and Price on Purchasing Decisions in E-Commerce Blibli (Case study on students of Pelita Bangsa University). The results of the study indicate that Product Quality partially has no positive and insignificant effect on purchasing decisions, Service Quality partially has a positive and significant effect on purchasing decisions, Price partially has a positive and significant effect on purchasing decisions, Product quality, service quality and price together affect the dependent variable (Purchase Decision).

The hypothesis used in this study is as follows:

H1: Product quality influences consumer purchasing decisions at Aneka Frozen Food and Fruits.

H2:Service quality influences consumer purchasing decisions at Aneka Frozen Food and Fruits.

H3:Price influences consumer purchasing decisions at Aneka Frozen Food and Fruits .

H4:Product quality, service quality, and price jointly influence consumer purchasing decisions at Aneka Frozen Food and Fruits.

3. RESEARCH METHODS

This type of research is quantitative research with a causality approach. To obtain accurate data, this study uses two types of data, namely primary data and secondary data. Primary data is data collected by the author directly from the research object, through a questionnaire that the author has prepared before hand. Secondary data is supporting data obtained from materials including books, articles, journals, documents/archives available at the location where the research is conducted . The population in this study were consumers who visited Aneka Frozen Food and Fruits on December 20, 2024. The number of samples in the study was 40 respondents who purchased Frozen Food and Fruits products at the Aneka Frozen Food and Fruits store in Mandetek, North Makale.

The instrument in this study was a questionnaire containing questions related to product quality, service quality, price, and consumer decisions. In collecting data in this study, researchers collected data using questionnaire techniques. Data Analysis Techniques used in this study are: Descriptive Statistical Analysis, Instrument Test (Validity and Reliability Test) Classical Assumption Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis, Partial Hypothesis Test (t), Simultaneous Hypothesis Test (F), and Determination Coefficient (R²)

4. RESULTS AND DISCUSSION

1. Results

a) Multiple Linear Regression Analysis

In this study, a multiple linear regression test was conducted with the aim of determining the relationship and direction between the variables in this study,

namely Product Quality (X1), Service Quality (X2) and Price (X3), on Purchasing Decisions (y).

Table 1
Multiple Linear Regression Analysis Test Results

Model	Coefficients a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,778	4,816		1,823	0.077
Product Quality	0.146	0.195	0.118	0.746	0.460
Quality of Service	0.335	0.151	0.321	2,218	0.033
Price	0.677	0.265	0.431	2,550	0.015

Source: Data processed by researchers 2025

Based on table 3, the results of the multiple linear regression test can be explained as follows:

$$Y = 8.778 + 0.146X_1 + 0.335X_2 + 0.677X_3$$

Explanation of the regression equation as follows:

a = Constant value of 8.778 indicates that if the product quality, service and price variables are at constant values, then the purchasing decision on Frozen Food and Fruits products at the Aneka Frozen Food and Fruits Store Mandetek, North Makale will have a positive effect of 8.778. With a regression coefficient value of 0.146, the Product quality variable (X1) has a positive coefficient direction, meaning that the better the quality of the product provided, the decision to purchase Frozen Food and Fruits products at the Aneka Frozen Food and Fruits Store Mandetek, North Makale will increase. This means that if the product quality variable increases, the purchasing decision variable will increase. With a regression coefficient value of 0.335, the service quality variable (X2) has a

positive coefficient direction, meaning that the better the quality of the service made, the decision to purchase Frozen Food and Fruits products at the Aneka Frozen Food and Fruits Store Mandetek, North Makale will increase. This means that if the service quality variable increases, the purchasing decision variable will increase. With a regression coefficient value of 0.677, the price variable (X3) has a positive coefficient direction, meaning that the better the price given, the decision to purchase Frozen Food and Fruits products at the Aneka Frozen Food and Fruits Store Mandetek, North Makale will increase. This means that if the price variable experiences an increase in price with good determination will experience an increase, then conversely the purchasing decision variable will increase.

b) Partial Hypothesis Test (t-Test)

This test is conducted with the aim of testing how the partial influence of the independent variable on the dependent variable and is used to test how far the influence of the independent variable is used in this study. Individually in explaining the dependent variable partially. (Ghozali, 2018)

Table 5
t-Test Results

Variables	t count	t table	Significant	Description
Product Quality	0.746	1,689	0.460	No effect
Quality of Service	2,218	1,689	0.033	Influential
Price	2,550	1,689	0.015	Influential

Based on the results of the t-test, it shows that the calculated t of 0.746 is smaller than the t table, which is 1.689 and the level of significance is

0.460. If the significance is $0.460 > 0.05$ then H_0 is accepted and H_a . So it can be stated that the product quality variable (X1) partially does not have a significant effect on purchasing decisions. Based on the results of the t-test, it shows that the calculated t of 2.218 is greater than the t table, which is 1.689 and the level of significance is 0.033. If the significance is $0.033 < 0.05$ then H_0 is rejected and H_a is accepted. So it can be stated that the service quality variable (X2) partially has an effect on purchasing decisions. Based on the results of the t-test, it shows that the calculated t of 2.550 is greater than the t table, which is 1.689 and the level of significance is 0.015. If the significance is $0.015 < 0.05$ then H_0 is rejected and H_a is accepted. So it can be stated that the price variable (X2) partially influences purchasing decisions.

d) Simultaneous Hypothesis Test (F Test)

Table 6
Simultaneous F Test Results

ANOVA a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	236,015	3	78,684	18,753	,000 b
Residual	151,049	36	4,196		
Total	387,100	39			

Source: SPSS calculation data

From the output results of the F test using SPSS above, it can be seen that the significant value of variable X simultaneously on variable Y is $0.000 < 0.05$, then the calculated F value is $18.753 > F$ table 2.87. So H_4 is accepted, meaning that there is an influence between variables X1, X2 and X3 simultaneously on variable Y.

d) Test of determination coefficient

Table 7
R²Determination Coefficient Test

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 a	.610	.577	2.04837

Source: Data processed by researchers from SPSS 23

Based on the results of the analysis of the multiple determination coefficient (R^2) of the Summary Model, in the Adjusted R Square column of 0.577 or 57.7%, it means that the contribution or influence of the independent variables (product quality (X1), service quality (X2), price (X3)) to the dependent variable (purchase decision (Y)) is 57.7%, while the remaining $100\% - 57.7\% = 42.3\%$ is the contribution of other variables not examined in this study such as brand image, promotion, sales location and others.

2. Discussion

a) Relationship between Product Quality and Purchasing Decisions

Based on the results of the hypothesis test conducted by the researcher, it shows that the Product Quality variable (X1) which was tested partially produced $t_{count} \text{ of } 0.746 > t \text{ table } 1.689$ and a significant level of $0.460 > 0.05$ was obtained. The results of the multiple linear regression analysis obtained a Product Quality value $(X1) = 0.328$. Based on these results, it can be concluded that the Product Quality variable (X1) does not affect the purchasing decision (Y) at the Aneka Frozen Food and Fruits Store Mandetek, North Makale. The data processed using SPSS version 23 and tested produced a calculated r value greater than the r table so that the validity test of the Product Quality indicator was declared valid. Then in the reliability test, all variables were able to produce a value > 0.06 . If the product quality is higher, the consumer's purchasing decision to buy various frozen foods

and fruits will be greater. The hypothesis in this study can be rejected because the results of the t statistical test for the product quality variable obtained a calculated t value of 0.746 greater than 1.689. In addition, the results of the calculation of significant values > 0.05 . Thus it can be seen that product quality does not partially affect purchasing decisions on various frozen foods and fruits. The hypothesis states that Product Quality does not influence purchasing decisions.

Product Quality is the extent to which a product meets its specifications. Product quality is the ability of a product to satisfy customer needs or desires. This definition focuses on customers and how customers think a product will meet certain goals. In addition, product quality is a factor in a product that causes the product to be valuable according to the purpose for which the product was produced, according to (Ogeng & Febriyanti, 2020). As the results of this study conducted by Marpuah, E., & Hutaaruk, BM (2023) stated that product quality does not have a partial and insignificant effect on purchasing decisions.

b) Relationship between Service Quality and Purchasing Decisions

Based on the results of the hypothesis test conducted by the researcher, it shows that the Service Quality variable (X2) which was tested partially produced $t_{count} \text{ of } 2.218 > t \text{ table } 1.689$ and a significant level of $0.033 < 0.05$ was obtained. The results of the multiple linear regression analysis obtained a value of Service Quality (X2) = 0.335. Based on these results, it can be concluded that the Service Quality variable (X2) has an effect on purchasing decisions (Y) at the Aneka Frozen Food and Fruits Store Mandetek, North Makale. The data processed using SPSS version

23 and tested produced a calculated r value greater than the r table so that the validity test of the Service Quality indicator was declared valid. Then in the reliability test, all variables were able to produce a value > 0.06 . If the service quality is higher, the consumer's purchasing decision to buy various frozen foods and fruits will be greater. The hypothesis in this study is accepted because the results of the t statistical test for the service quality variable obtained a calculated t value of 2.218 greater than 1.689. In addition, the results of the calculation of significant values < 0.05 . Thus it can be seen that service quality partially influences purchasing decisions on various frozen foods and fruits. The hypothesis states that Service Quality influences purchasing decisions.

Service quality is the action of an individual or an organization to provide satisfaction to consumers, fellow employees, or superiors. Based on a number of these definitions, it can be concluded that service quality is the efforts or potential of employees in a company that is carried out using full commitment to provide the best possible and quality service to customers, fellow employees, or company superiors (Kasmir, 2017). Quality service will encourage consumer purchasing decisions. In addition, quality service can also encourage consumers to establish strong bonds with the company, so that service quality has a significant effect on purchasing decisions.

c) Price Relationship and Purchasing Decisions

Based on the results of the hypothesis test conducted by the researcher, it shows that the Price variable (X_3) which was tested partially produced t_{count}

of 2.550 > t table of 1.689 and a significant level of 0.015 > 0.05 was obtained. The results of the multiple linear regression analysis obtained a Price value (X3) = 0.677. Based on these results, it can be concluded that the Price variable (X3) has an effect on purchasing decisions (Y) at the Aneka Frozen Food and Fruits Store in Mandetek, North Makale. The data processed using SPSS version 23 and tested produced a calculated r value greater than the r table so that the validity test of the Price indicator was declared valid. Then in the reliability test, all variables were able to produce a value > 0.06. If the price is affordable, the consumer's purchasing decision to buy various frozen foods and fruits will be even greater. The hypothesis in this study can be accepted because the results of the t statistical test for the Price variable obtained a calculated t value of 2,550 greater than 1,689. In addition, the results of the calculation of the significant value < 0.05. Thus, it can be seen that price partially influences purchasing decisions for various frozen foods and fruits. The hypothesis states that price influences purchasing decisions.

Price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the amount of benefits by owning or using a good or service (Kotler & Armstrong, 2017). As the results of a study conducted by (Reni Yesi S, 2020) entitled "The Influence of Price on Consumer Purchasing Decisions at Giant Supermarket in Cikarang" which states that price has a positive and significant effect on purchasing decisions.

d) Relationship between Product Quality, Service Quality, and Price and Consumer Purchasing Decisions

Based on the table above, the calculated t value is 18.753 with a significant value of 0.000, where this significant value is less than 0.05, thus providing the conclusion that all independent variables (product quality, service quality and price) together influence the dependent variable (purchase decision).

5. CONCLUSION AND SUGGESTIONS

a) Conclusion

The conclusion of this study: 1) The product quality variable has no influence on purchasing decisions at the Aneka Frozen Food and Fruits store, this shows that the product quality attached to frozen food and fruits has not been able to attract consumers to make purchases, 2) The service quality variable has an effect on purchasing decisions at Aneka Frozen Food and Fruits. This shows that the quality of service offered to consumers is able to attract consumers to buy. This means that consumers already believe in the quality of service at the Aneka Frozen Food and Fruits store so that the Aneka Frozen Food and Fruits store must maintain it and even improve it if necessary, 3) The price variable has an effect on purchasing decisions at Aneka Frozen Food and Fruits. This means that consumers do not make price the only consideration for making a purchase. 4) The product quality, service quality, and price variables all have a simultaneous effect on purchasing decisions at Aneka Frozen Food and Fruits Mandetek, North Makale.

b) Suggestions

Suggestions for further researchers: 1) It is expected that there will be additional variables that may also affect many things in this study, 2) In further research, it is recommended to take more samples, this aims to improve data accuracy in the study. For companies or sellers : 1) It is expected that sellers pay more attention to the services provided and the prices that will be set for prospective consumers . 2) Trust is important for consumers, it is expected that

sellers can increase consumer trust by completing their accounts with testimonials from previous customers who have been satisfied with their purchases.

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