

The Influence Of Price Perception, Product Quality, And Healthy Lifestyle On The Purchase Decision Of Sain Deli Healthy Food Products In Bandar Lampung

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Abstract

This research is motivated by the increasing public awareness of the importance of a healthy lifestyle, which drives changes in consumer behavior in choosing food, so that purchasing decisions are not only based on price but also on product quality and alignment with the healthy lifestyle being pursued. This study aims to determine the influence of price perception, product quality, and healthy lifestyle on the purchasing decision of Sain Deli healthy food products in Bandar Lampung. This study uses a quantitative approach with sampling techniques employing simple random sampling probability sampling. Data collection was conducted thru questionnaires distributed to 160 respondents who are consumers of Sain Deli in Bandar Lampung. The data obtained were then processed using SPSS version 27 software. The research results show that price perception, product quality, and a healthy lifestyle have a positive and significant impact on the purchasing decision of Sain Deli healthy food products. This study is expected to provide a deeper understanding of the factors influencing consumer purchasing decisions regarding healthy food products.

Keywords: Price Perception, Product Quality, Healthy Lifestyle, Purchase Decision, Healthy Food

INTRODUCTION

The food and beverage industry in Indonesia is experiencing rapid growth and has become one of the main contributors to the GDP of the non-oil and gas processing industry. In 2024, the investment value in this sector reached Rp110.57 trillion with a

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significant contribution to the national economy (detikfinance, 2025). A report from IMARC Group (2024) states that the value of Indonesia's foodservice market reached USD 45 billion in 2024 and is projected to grow at a CAGR of 11.66% until 2033, reflecting significant potential and changes in consumer consumption patterns.

Consumption trends indicate a shift toward healthy and functional foods, especially post-COVID-19 pandemic. Consumers are becoming increasingly selective by considering health benefits, nutritional content, and product quality. Riskesdas data (2023) recorded an increase in adult obesity prevalence from 21.8% (2018) to 26.3% (2023), which drives the need for dietary changes. Additionally, the World Health Organization reported an increase in the population living healthier in 2024, indicating a growing global awareness of healthy lifestyles.

Overall, the food industry is now not only competing on price and taste but also on added value such as health, sustainability, and innovation, making it a strategic sector in supporting economic development and community welfare.

World Health Organization (WHO) reports that the number of people worldwide living healthier and more prosperous lives continues to increase, surpassing the Healthier Population (HPOP) target of 1 billion in 2023. In 2024, the increase reaches 1.4 billion people and is projected to become 1.5 billion in 2025. This global trend is also driving the growth of healthy lifestyles in Indonesia, particularly among the younger generation, thereby increasing the demand for healthy food products. In the context of consumer behavior, purchasing decisions are influenced by various stages, from problem recognition to post-purchase evaluation (Kotler & Keller, 2016). Price perception becomes an important factor because consumers assess whether the offered price is commensurate with the benefits received. A price perception deemed fair and in line with quality will increase the likelihood of purchase (Bernarto et al., 2021).

The comparison of healthy food prices in Bandar Lampung shows that Sain Deli has a higher price range compared to Slimtifi, Energi Positif, and Salad Chop. Nevertheless, the revenue potential remains significant if supported by customer loyalty. The Sain Deli revenue data for the period 2022–2025 shows fluctuations: highest in 2022 (IDR 1.67 billion), decreasing in 2023, increasing again in 2024, and decreasing again in 2025. This reflects the influence of market dynamics and business competition.

Beside price, product quality becomes a dominant factor in purchasing decisions. Health-conscious consumers evaluate attributes such as raw materials, taste, and nutritional information (Ballco et al., 2020). Sain Deli highlights the use of healthy ingredients such as canola oil and low-calorie shirataki noodles, and includes nutritional



information on every menu. This transparency adds value compared to competitors who have not included detailed nutritional information, thus potentially increasing consumer trust and loyalty.

Sain Deli is the first *healthy food cafe* in Lampung and ranks second in the healthy dining category according to IDN Times Lampung (2024). Carrying the concept of low-calorie food with a modern and esthetic atmosphere, Sain Deli targets the urban young generation with a healthy lifestyle. In the STP strategy, Sain Deli targets consumers aged 18–40 from the upper-middle class with positioning as a modern and nutritious family healthy restaurant. Purchase decisions are influenced by price perception, product quality, and a healthy lifestyle. Price is viewed as the value for the benefits received, product quality relates to meeting consumer expectations, and a healthy lifestyle encourages a preference for nutritious food.

LITERATURE REVIEW

Marketing

Marketing is a social process to meet needs and wants thru the creation, offering, and exchange of valuable products or services (Kotler & Keller, 2016). According to Philip Kotler and Kevin Lane Keller, marketing focuses on creating value and building long-term relationships with customers thru the 4P strategy (product, price, promotion, and distribution). The American Marketing Association emphasizes that marketing encompasses activities of creating, communicating, and exchanging value for customers and stakeholders. Marketing management is the art and science of selecting target markets and acquiring and retaining customers thru the creation and delivery of superior value in a planned and sustainable manner.

Consumer Behavior

According to Philip Kotler and Kevin Lane Keller (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, and use products or services to meet their needs and desires. This behavior emphasizes the importance of customer orientation, as purchasing decisions are based on various considerations such as price, quality, and product benefits. In line with that, Stoica et al. (2024) state that food purchasing decisions are influenced by rational factors (price, quality, needs, label information) as well as emotional factors (satisfaction, image, and experience).

Kotler and Keller (2016) explain the five stages of the purchase decision process, namely: (1) problem recognition, when consumers become aware of a need; (2)

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information search from personal, commercial, public, and experiential sources; (3) evaluation of alternatives based on preferences and situations; (4) purchase decision regarding the chosen brand; and (5) post-purchase evaluation that determines the level of consumer satisfaction or dissatisfaction.

Price Perception

According to Leon G. Schiffman and Leslie Lazar Kanuk (2011), price perception is the way consumers view prices as high, low, or fair, which affects their purchase interest and satisfaction. This perception reflects how consumers understand and assign meaning to price information. In line with that, Ahnaf and Nugroho (2025) state that price perception is the consumer's interpretation of the amount of money spent, considering the alignment between the sacrifice and the benefits obtained. Thus, price perception can be concluded as the consumer's assessment of the fairness and appropriateness of the price in relation to the product's value, both functionally and emotionally.

According to Philip Kotler and Kevin Lane Keller (2016), the purchase decision process consists of five main stages. (1) Problem recognition, which is when consumers become aware of a need triggered by internal or external stimuli. (2) Information search, where consumers gather information from various sources, such as personal, commercial, public, and experiential sources. (3) Alternative evaluation, which is the process of comparing different brands or options based on preferences and the purchase situation. (4) purchase decision, marked by the emergence of intention and the realization of purchase toward the most preferred brand. (5) Post-purchase evaluation, which is the stage when consumers assess their level of satisfaction or dissatisfaction based on the alignment between expectations and perceived product performance.

Product Quality

According to Leon G. Schiffman and Leslie Lazar Kanuk (2011), price perception is the consumer's view of price as high, low, or fair, which affects purchase interest and satisfaction. This perception is an assessment of the alignment between the sacrifice made and the benefits obtained, thus it is not only based on the nominal price but also on the functional and emotional value of the product.

According to Rahayu et al. (2023), product quality indicators can be summarized as follows: (1) Good product quality Reflects the superiority of the product in terms of taste, texture, nutritional content, and appearance that meets consumer expectations. (2) Diversity of product variants Showing the availability of various product options to meet

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the diverse tastes and needs of consumers. (3) Compliance with quality standards Describes the conformity of the product with certain quality standards, whether from raw materials, production processes, or final results to maintain consistency and safety. (4) Product shelf life Indicates the product's ability to maintain taste quality and nutritional content during its shelf life. (4) The product does not easily spoil or go stale Reflects the product's resistance to environmental influences as well as good packaging and storage quality.

Healthy Lifestyle

According to Philip Kotler and Kevin Lane Keller (2016), lifestyle is a way of life reflected in an individual's activities, interests, and opinions. A healthy lifestyle is a behavior that maintains health thru a balanced diet, regular physical activity, and good mental management. The development of social media has also encouraged the adoption of a healthy lifestyle, especially among Generation Z and Millennials, making it a part of modern living.

According to Sinaga et al. (2025), a healthy lifestyle can be measured thru three main indicators, namely consumption patterns, physical activity, and mindset. (1) Consumption patterns relate to daily eating and drinking habits, such as choosing nutritious and balanced foods, regulating meal times, and limiting the intake of instant, fatty, and high-sugar foods. (2) Physical activity reflects the habit of moving and exercising regularly to maintain fitness, improve body endurance, and reduce the risk of disease. Meanwhile, (3) Mindset relates to mental conditions and how individuals face problems, including the ability to maintain positive thoughts, manage stress, and preserve emotional health as an important part of a healthy lifestyle.

Purchase Decision

According to Philip Kotler and Kevin Lane Keller (2016), the purchase decision is the stage when consumers choose one product from several alternatives considered. This decision is influenced by rational factors (price, quality) as well as psychological and lifestyle factors. In healthy food products, purchasing decisions are influenced by price perception, quality, healthy lifestyle, and brand image. Additionally, promotions and social media content such as Instagram, TikTok, and YouTube also shape consumer perceptions and purchase interest.

According to Rahayu et al. (2023), purchasing decisions can be measured thru several key indicators. (1) Product selection, which is the process when consumers

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determine the product that best meets their needs and desires compared to other alternatives. (2) Confidence in a product, which reflects consumers' belief in the quality and benefits of the product, making them feel that the choice made was correct. (3) Habitual purchasing of a product, which is the tendency of purchasing behavior done repeatedly because consumers feel comfortable or accustomed to using the product. (4) Recommending the product to others, which indicates satisfaction, leading consumers to be willing to suggest the product to those around them. (5) Repeat purchase, which is the act of buying the same product again as a form of satisfaction from previous consumption experience.

IMPLEMENTATION METHOD

Types of Data

This study uses a quantitative descriptive approach. The population was selected based on the assumption that the consumers have direct experience with Sain Deli products, allowing them to provide assessments of price perception, product quality, healthy lifestyle, and purchasing decisions. The measurement used is a Likert scale with a total of 160 respondents.

DISCUSSION

Convergent Validity Test

Table 1. Recapitulation of Validity Test

Variable	Item	KMO	Anti Image	Factor Loading	Explanation
Price Perception (X1)	X1.1	0,630	0,601	0,840	Valid
	X1.2		0,774	0,685	Valid
	X1.3		0,598	0,846	Valid
Product Quality (X2)	X2.1	0,706	0,790	0,749	Valid
	X2.2		0,743	0,644	Valid
	X2.3		0,745	0,598	Valid
	X2.4		0,657	0,759	Valid
	X2.5		0,647	0,707	Valid
Healthy Lifestyle (X3)	X3.1	0,646	0,731	0,596	Valid
	X3.2		0,622	0,648	Valid



Variable	Item	KMO	Anti Image	Factor Loading	Explanation
	X3.3		0,617	0,676	Valid
	X3.4		0,609	0,597	Valid
	X3.5		0,568	0,706	Valid
	X3.6		0,775	0,680	Valid
Purchase Decision (Y)	Y.1	0,760	0,707	0,835	Valid
	Y.2		0,814	0,758	Valid
	Y.3		0,753	0,813	Valid
	Y.4		0,798	0,627	Valid
	Y.5		0,773	0,684	Valid

Source: Processed data, 2026

Based on Table 1, all research variables have an Average Variance Extracted (AVE) value above 0.50, indicating that they meet convergent validity. The AVE values for each variable are Influencer Credibility at 0.634, Brand Trust at 0.748, and Purchase Intention at 0.805, which shows that each construct is able to explain its indicators' variance well.

ReliabilityTest

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Explanation
Price Perception	0,700	Reliable
Product Quality	0,725	Reliable
Healthy Lifestyle	0,654	Reliable
Purchase Decision	0,796	Reliable

Source: Processed data, 2026

Based on Table 4.2, all independent and dependent variables have a Cronbach's Alpha value > 0.60, indicating a good level of internal consistency. Thus, the research instrument is declared reliable and suitable for use as a data collection tool to support further analysis.



Answer Frequency Distribution**Table 4. Consumer Response to Price Perception**

No	Question	Percentage (%)					Average
		STS	TS	N	S	SS	
1.	The affordable prices of Sain Deli products	0 (0.0)	0 (0.0)	13 (8.1)	86 (53.8)	61 (38.1)	4,30
2.	The prices of the products offered by Sain Deli are in line with their quality.	1 (0.6)	0 (0.0)	10 (6.3)	44 (27,5)	105 (65.6)	4,58
3.	The prices of the products offered by Sain Deli are suitable for all segments of society.	0 (0.0)	4 (2.5)	25 (15.6)	78 (48.8)	53 (33.1)	4,13
Average total							4,34

Source: Processed data, 2026

Based on Table 4, the highest average of 4.58 is found in the second statement, indicating that the majority of consumers consider the price of Sain Deli to be in line with the quality of the product. However, there are still some respondents who disagree and remain neutral, indicating a difference in perception. Meanwhile, the lowest average of 4.13 in the third statement indicates that although most respondents agree, the product price is not yet fully considered suitable for all segments, possibly influenced by differences in income levels.

Table 5. Consumer Responses on Product Quality

No	Question	Percentage (%)					Average
		STS	TS	N	S	SS	
1.	Sain Deli products are of good quality and meet the established standards.	0 (0.0)	0 (0.0)	2 (1.3)	45 (28,1)	113 (70.6)	4,69
2.	Sain Deli products offer a variety of quality options.	0 (0.0)	0 (0.0)	7 (4.4)	42 (26.3)	111 (69.4)	4,65



No	Question	Percentage (%)					Average
		STS	TS	N	S	SS	
3.	Sain Deli products always pay attention to quality standards in every product.	0 (0.0)	0 (0.0)	6 (3.8)	47 (29.4)	107 (66.9)	4,63
4.	Sain Deli products have long-lasting quality.	2 (1.3)	0 (0.0)	5 (3.1)	75 (46.9)	78 (48.8)	4,43
5.	The durability of Sain Deli products that do not easily spoil/go bad	2 (1.3)	0 (0.0)	7 (4.4)	68 (42.5)	83 (51.9)	4,45
Average total							4,57

Source: Processed data, 2026

Based on Table 5, the highest average of 4.69 is found in the statement that Sain Deli products are of good quality and meet standards, indicating that the majority of consumers rate the quality as very good, although there are still some respondents who are neutral. Meanwhile, the lowest average of 4.43 is found in the statement regarding product durability, which indicates that although most respondents agree, there are still consumers who have not fully experienced the durability of Sain Deli products.

Table 6. Healthy Lifestyle Consumer Responses

No	Question	Percentage (%)					Average
		STS	TS	N	S	SS	
1.	I usually eat healthy food 3 times a day.	0 (0.0)	11 (6.9)	24 (15.0)	55 (34.4)	70 (43.8)	4,15
2.	I usually eat vegetables or fruits with every main meal.	0 (0.0)	10 (6.3)	51 (31.9)	67 (41.9)	32 (20.0)	3,76
3.	I exercise 3 times a week.	2 (1.3)	14 (8.8)	64 (40.0)	49 (30.6)	31 (19.4)	3,58
4.	I have enough rest time after working or doing heavy activities.	1 (0.6)	4 (2.5)	3 (1.9)	39 (24.4)	113 (70.6)	4,62



No	Question	Percentage (%)					Average
		STS	TS	N	S	SS	
5.	A healthy diet has a significant impact on health.	1 (0.6)	1 (0.6)	1 (0.6)	15 (9.4)	142 (88.8)	4,85
6.	I choose healthy food even tho it is more expensive than fast food.	0 (0.0)	1 (0.6)	13 (8.1)	92 (57.5)	54 (33.8)	4,26
Average total							4,20

Source: Processed data, 2026

Based on Table 6, the highest average score (4.85) is found in the statement about the importance of a healthy diet for health, indicating a high level of consumer awareness. Conversely, the lowest average score (3.58) in the statement about exercising three times a week indicates that some consumers do not regularly exercise, possibly due to time constraints.

Table 7. Consumer Responses to Purchase Decisions

No	Question	Percentage (%)					Average
		STS	TS	N	S	SS	
1.	When I want to buy healthy food products, I choose Sain Deli as my choice.	0 (0.0)	1 (0.6)	13 (8.1)	92 (57.5)	54 (33.8)	4,24
2.	I choose Sain Deli products because I have consumed them before.	6 (3.8)	25 (15.6)	35 (21.9)	47 (29.4)	47 (29.4)	3,65
3.	Other competitor alternatives are not enough of a consideration for me in deciding to buy Sain Deli products.	0 (0.0)	1 (0.6)	27 (16.9)	104 (65.0)	28 (17.5)	3,99
4.	I will recommend Sain Deli products to others.	0 (0.0)	0 (0.0)	5 (3.1)	33 (20.6)	122 (76.3)	4,73



No	Question	Percentage (%)					Average
		STS	TS	N	S	SS	
5.	I will buy Sain Deli products because they are in high demand.	0 (0.0)	0 (0.0)	7 (4.4)	33 (20.6)	120 (75.0)	4,71
Average total							4,27

Source: Processed data, 2026

Based on Table 7, the highest average of 4.73 is found in the statement regarding the willingness to recommend Sain Deli, indicating a high tendency for consumers to recommend the product to others. Conversely, the lowest average of 3.65 is found in the statement about choosing the product because they had consumed it before, which indicates that many consumers buy Sain Deli not because of previous experience, but rather due to the influence of recommendations and the number of people purchasing the product.

Multiple Linear Regression Test

Table 8. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.012	1.707		2.351	.020
	X1	.306	.102	.218	2.997	.003
	X2	.238	.076	.211	3.117	.002
	X3	.313	.059	.390	5.340	.000

a. Dependent Variable:

Source: Processed data, 2026

According to the data from the table above, which has undergone multiple linear regression analysis, the following regression equation is produced.

$$Y = 4.012 + 0.218 X_1 + 0.211 X_2 + 0.390 X_3$$

Explanation:

Y = Purchase Decision

X1 = Price Perception



X2 = Product Quality
 X3 = Healthy Lifestyle
 a, b1, b2, b3 = Constants

Table 9. Result of F Score

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	349.247	3	116.416	40.192	.000b
Residual	451.853	156	2.896		
Total	801.100	159			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Processed data, 2026

Based on the ANOVA table, an F value of 40.192 with a significance of 0.000 (< 0.05) was obtained, indicating that variables X1, X2, and X3 simultaneously have a significant effect on the purchase decision (Y). This result shows that the regression model used is valid and fit, and the three independent variables together have a good ability to explain the variation in purchase decisions, thus the simultaneous hypothesis can be accepted.

Hypothesis Testing

Table 10. Results of Partial Hypothesis Testing (t-value)

H	Relationship Between Variables	t _{count}	t _{value}	Significant (0,05)	Result
H1	Price Perception → Purchase Decision	2,997	1,97	0,003	Accepted
H2	Product Quality → Purchase Decision	3,117	1,97	0,002	Accepted
H3	Healthy Lifestyle → Purchase Decision	5,340	1,97	0,001	Accepted

Source: Processed data, 2026



Based on the recapitulation of hypothesis testing results presented in Table 4, several conclusions can be drawn regarding the relationships between variables in this study, as follows:

1. The Influence of Price Perception on Purchase Decisions based on the t-test results, the significance value (Sig.) obtained is 0.003, which is smaller than the significance level $\alpha = 0.05$ ($0.003 < 0.05$). Meanwhile, the calculated t-value $>$ t-table ($2.997 > 1.97$). It can be concluded that the price perception coefficient partially has a significant effect on purchase decisions.
2. The Influence of Product Quality on Purchase Decisions based on the t-test results, the significance value (Sig.) is 0.002, which is also smaller than $\alpha = 0.05$ ($0.002 < 0.05$). Meanwhile, the calculated t-value $>$ t-table ($3.117 > 1.97$). It can be concluded that the product quality coefficient partially has a significant effect on purchase decisions.
3. The Influence of a Healthy Lifestyle on Purchase Decisions based on the t-test results, the significance value (Sig.) is 0.001, which is also smaller than $\alpha = 0.05$ ($0.001 < 0.05$). Meanwhile, the calculated t-value $>$ t-table ($5.340 > 1.97$). It can be concluded that the healthy lifestyle coefficient partially has a significant effect on purchase decisions.

Results of the Coefficient of Determination Test (R^2)

Table 11. Results of the Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.436	.425	1.702

a. Predictors: (Constant), X3, X2, X1

Source: Processed data, 2026

Based on Table 11, the R value of 0.660 indicates a strong relationship between X1, X2, and X3 with purchasing decisions. The Adjusted R Square value of 0.425 means that 42.5% of purchasing decisions can be explained by these three variables, while the remainder is influenced by other factors.



DISCUSSION

The Influence of Price Perception on Purchase Decisions

This discussion addresses the first hypothesis which states that price perception has a positive and significant effect on purchasing decisions. The test results show that price perception (X1) has a t-value of $2.997 > 1.97$ with a significance of $0.003 < 0.05$, thus H1 is accepted. This means that the more positive the consumer's perception of the price, the higher the decision to purchase Sain Deli products.

These results are in line with the research of Mukaromah and Paludi (2023) as well as the opinion of Leon G. Schiffman and Leslie Lazar Kanuk (1998), which states that price is the basis for consumer evaluation in making purchasing decisions. Descriptively, the perception of price received an average of 4.34, with the highest value on the statement that the price is in line with the quality (4.58). However, the statement that the price is suitable for all segments received the lowest value (4.13), indicating a perception that Sain Deli's prices are relatively higher compared to competitors (Rp30,000–Rp90,000 for food and Rp9,000–Rp35,000 for beverages).

The Influence of Product Quality on Purchase Decisions

This discussion tests the hypothesis that product quality has a positive and significant effect on purchasing decisions. The test results show a t-value of $3.117 > 1.97$ with a significance of $0.002 < 0.05$, thus H2 is accepted. This means that the higher the perception of product quality, the higher the purchase decision for Sain Deli. These findings are consistent with previous research and the theory of Philip Kotler and Kevin Lane Keller (2016), which states that product quality is the ability to meet consumer needs. The average quality rating is 4.57, with the highest score in meeting quality standards (4.69). The strengths of Sain Deli lie in the use of healthy ingredients and transparency of nutritional information, although the product durability aspect (4.43) still needs improvement.

The Influence of a Healthy Lifestyle on Purchase Decisions

This discussion tests the hypothesis that a healthy lifestyle has a positive and significant impact on purchasing decisions. The test results show a t-value of $5.340 > 1.97$ with a significance of $0.001 < 0.05$, thus H3 is accepted. This means that the higher the application of a healthy lifestyle, the higher the purchasing decision for Sain Deli products. These findings are consistent with the research of Aditama and Larasati (2023) as well as Triyono and Susanti (2021). Descriptively, a healthy lifestyle scored an average of

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4.20. The statement about the importance of a healthy diet received the highest score (4.85), indicating a high level of awareness among respondents, while the habit of exercising three times a week received the lowest score (3.58), indicating limited physical implementation. This trend is in line with the World Health Organization (2024) report on the global increase in the population living healthier lives. Thus, a healthy lifestyle has proven to be a strong predictor in the decision to purchase healthy food.

CONCLUSION AND RECOMMENDATIONS

Based on the research results, it can be concluded that price perception, product quality, and a healthy lifestyle have a positive and significant impact on the purchasing decision of Sain Deli healthy food products in Bandar Lampung. The perception of price, which is considered commensurate with quality and health benefits, encourages consumers to make purchases even tho the price is relatively higher compared to competitors. The good quality of the product, supported by the use of healthy ingredients such as canola oil and shirataki noodles, as well as transparency in nutritional information, can enhance consumer trust and confidence. Moreover, the high awareness of respondents regarding the importance of a healthy diet indicates that a healthy lifestyle is a dominant factor in driving purchasing decisions.

Based on these findings, Sain Deli is advised to consider a more flexible pricing strategy, such as portion adjustments or promotional programs, to expand market reach without compromising quality. The company also needs to maintain consistency and innovation in product quality, including improving the durability aspect of the products. In addition, enhancing education about a healthy lifestyle thru campaigns and content that promote balanced diets and regular physical activity can strengthen consumer loyalty and attachment.

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