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The Effect Of Product Quality And Price Perception On Interest In Buying Processed Fried Onions

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Abstract

The escalation of competition in the processed food industry requires business actors to optimize product quality and pricing strategies to strengthen consumer purchasing interest. The purpose of this study focuses on analyzing the influence of product quality and price perception on consumer purchasing interest in processed fried onion products in the DKI Jakarta area. A quantitative descriptive research approach was used with the application of purposive sampling technique as the basis for determining the sample. The study population was represented by 100 respondents who had experience purchasing or consuming processed fried onion products, while data collection took place through an online questionnaire based on Google Form. The progress of data analysis used the Partial Least Square (PLS) method with the support of the SmartPLS 4 application. The processing results showed that product quality had a positive and significant influence on consumer purchasing interest. Price perception also showed a positive and significant influence on consumer purchasing interest. These findings indicate that consumer purchasing intentions tend to increase when the product has optimal quality and the price is perceived to be commensurate with the benefits and expectations of consumers.

Keywords: Product Quality, Price Perception, Purchase Interest, Processed Fried Onion Products

INTRODUCTION

The dynamics of competition in the processed food industry are currently experiencing a substantial escalation, including for processed fried onions, which are gaining high public attention both as a dish accompaniment and as a snack product. This intensified competition requires businesses to have the capability to identify the

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determinants that influence consumer purchase intentions in order to maintain their existence and strengthen their product's competitive position in the market. Purchase intentions essentially represent consumers' psychological tendencies in forming consumptive decisions about a particular product. Therefore, companies are required to carefully examine the variables that contribute to the formation of these intentions, particularly product quality and price perception.

Product quality is positioned as one of the fundamental determinants that forms the basis of consumer considerations before making a purchase. Products with superior quality tend to generate consumer satisfaction and increase consumer appeal to the marketed product. Research conducted by(Fatmawati et al., 2025)Empirical indications show that product quality contributes positively to the intensity of consumer purchasing interest at the Bawang Merah Drug Store in Monta Village. This is in line with these findings.(Asia & Singapore, 2023)also demonstrated a significant relationship between product quality and purchase interest in premium rice. These empirical findings confirm that product quality is a strategic element in building consumer preference and interest in a commodity.

Besides product quality, price perception is also a crucial variable influencing consumer purchasing tendencies. Consumers generally conduct a comparative evaluation of a product's utility and the nominal price charged before making a consumption decision.(Marwanto et al., 2022)stated that price perception has a positive and significant impact on consumers' repurchase interest in organic vegetable products. Similar findings were expressed by(Virena & Renwarin, 2022)This indicates that price perception significantly influences purchase intention for coffee products. Therefore, a price structure perceived as commensurate with product quality has the potential to strengthen consumer appeal to the product being offered.

In the context of processed food products, product quality is not solely assessed in terms of taste, but also encompasses aroma, texture, hygiene, product durability, and packaging aesthetics. Processed fried onion products with savory, crunchy characteristics and good shelf life tend to receive higher consumer preference.(Markus et al., 2022)explains that product quality and selling price significantly influence consumer satisfaction. This level of satisfaction can then trigger purchase intentions and repeat purchase behavior for a product.

A constructive price perception will be formed when consumers assess that the price offered is commensurate with the benefits and quality of the product received. In research(Wicaksana & Santosa, 2022), price perception has been shown to have a

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positive and significant influence on customer repurchase intention. Similar results were also presented by(Tsaniya & Telagawathi, 2022)which states that price has a positive and significant effect on consumer purchasing interest. These results demonstrate that competitive pricing can be a strategic tool in increasing consumer interest in marketed products.

Various previous studies have also revealed that product quality and price perception simultaneously contribute to the formation of consumer purchasing interest.(Atmajayanti et al., 2024)found that product quality, brand image, and price perception collectively have a positive and significant influence on purchase intention.(Putra et al., 2022)also explains that product quality and price perception can increase consumer purchasing interest. This confirms the close relationship between the two variables in influencing consumer behavior.

In the context of fried onion MSMEs, product quality is a crucial aspect because it directly correlates with consumer satisfaction levels.(Susetyo et al., 2023)The results of the study on the Simbok Bawang Goreng MSME product indicate that product quality has a positive and significant influence on customer satisfaction. However, the price variable partially showed no significant influence on customer satisfaction. These findings indicate that consumers of fried onion products tend to prioritize product quality over price in shaping their satisfaction.

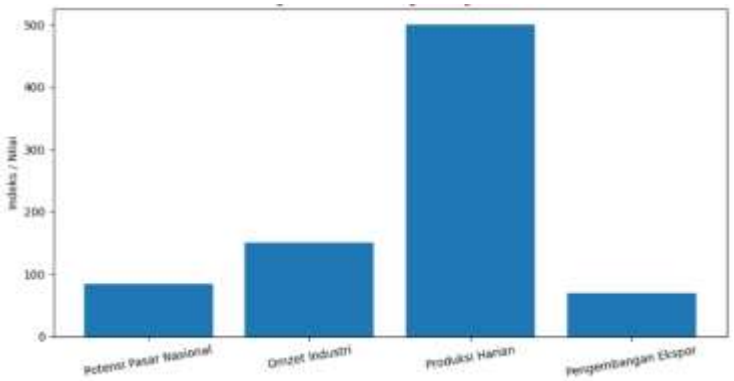


Chart 1. Development of the Indonesian Fried Onion Industry (2025)
Source: Processed from dataUMKM Compass,Wartanesia,Beta News, AndRRI(2026).

Based on the visualization of the development of the fried onion industry in Indonesia in 2025, it appears that the daily production dimension occupies the most dominant position compared to other indicators, reaching 500. This condition reflects the

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expansion of production capacity triggered by the increasing intensity of market demand for processed fried onion products. On the other hand, the industry's turnover achievement of 150 indicates that the fried onion business sector has relatively promising economic prospects for MSMEs in supporting the growth of processed food-based businesses. The national market potential, which obtained a score of 85, indicates that the market penetration of fried onion products is still wide open, especially amidst increasing competition in the processed culinary industry in Indonesia. Meanwhile, the export development indicator with a score of 70 shows that domestic fried onion products are beginning to demonstrate competitive capabilities in the international market, although still requires product quality optimization, packaging innovation, and strengthening marketing strategies based on global competitiveness. Comprehensively, these data confirm that the national fried onion industry is experiencing quite progressive development acceleration and has significant business sustainability potential in the future.

Based on various previous empirical findings, it is understood that product quality and price perception are relevant to the formation of consumer purchasing intention, although disparities in research results were found in several research objects. This variability in findings provides an important academic basis for conducting further research on processed fried onion products. This research is considered relevant because fried onions are a processed food commodity with a relatively high level of competition and are widely produced by MSMEs. Therefore, it is necessary to formulate an adaptive marketing strategy to increase consumer purchasing intention.

This study focuses on analyzing the influence of product quality and price perception on purchase intention for processed fried onions. Practical contributions are directed at improving product quality and adjusting pricing structures based on consumer perceptions. Academic references are provided for further research addressing product quality, price perception, and consumer purchase intention.

THEORETICAL REVIEW

Product Quality

Product quality represents the degree of excellence a product possesses in meeting consumer needs, desires, and expectations through attributes such as performance, durability, taste, packaging, aesthetics, and functional benefits. From a consumer behavior perspective, product quality is a fundamental factor influencing consumer perception, satisfaction, loyalty, and purchasing decisions.(Latief et al.,

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2026)explains that product quality has a significant influence on consumer purchasing decisions for Mbok Sri Fried Onions in Palu City, while(Nurjayanti et al., 2023)stated that the quality of fried shallots is a dominant factor in consumer purchasing decisions.(Arsyanti & Astuti, 2016)found that product quality has a positive effect on customer satisfaction and repurchase intention, while(Hidayat, 2022; Sir et al., 2025; Susanto & Realize, 2022)proves that product quality has a significant influence on consumer purchasing interest.

Besides that,(Diandra, 2017; Saidani & Arifin, 2012)explains that product quality is related to increased consumer satisfaction and loyalty, while(Panganti, 2023)stated that the quality of fried shallots influences the price and consumer purchasing interest. According to(Salsabila et al., 2025)that perceived quality has an influence on brand credibility, while(Siaputra, 2024)This study demonstrated that food quality positively influences restaurant consumers' repurchase intentions. Based on these research findings, it is clear that product quality is a strategic element capable of shaping positive consumer perceptions and increasing purchasing decisions, satisfaction, loyalty, and repurchase intentions for a product.

Price

Price can be interpreted as a form of financial sacrifice that consumers must bear to obtain the utility, benefits, and functional value of a product or service. In marketing studies, price is not simply perceived as a nominal payment, but as an indicator of value that influences consumers' rational assessment of a product's worthiness. Consumer perceptions of the appropriateness of price to a product's quality and benefits have been shown to be closely related to the formation of purchase intention. Research(Amin & Husna, 2020)stated that price perception has a positive influence on consumer purchasing interest. Similar findings were also expressed by(Darma, 2020; Hasibuan & Siregar, 2021; Muflihah et al., 2023; Prakarsa, 2021; Ulitama & Prastyani, 2023; Wahyudianto, 2020; Yuliasari et al., 2026), as well as(Sari & Mitafitrotin, 2020)which shows that price and price perception have a significant influence on consumer purchasing decisions, purchasing interest, and repeat purchasing interest. Meanwhile,(Lestari & Elwisam, 2019)explains that price perception is related to the formation of consumer satisfaction, which then impacts the emergence of repurchase intentions. Based on these various empirical findings, it can be understood that price is a strategic instrument that plays a role in shaping value perceptions, influencing consumer preferences, and increasing consumer tendency to purchase a product or service.

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Purchase Interest

Purchase intention represents a consumer's psychological state, reflecting internal drives, interests, and tendencies to make a purchase after evaluating the benefits, quality, price level, and marketing stimuli received. Consumer behavior studies place purchase intention as an output formed from various determinants, including product quality, pricing, promotional activities, packaging design, brand image, service quality, digital marketing strategies, and the level of trust in the product or service available.(Diandra et al., 2026)explains that trust and ease of use of technology influence the purchasing interest of digital consumers, while(Aisha, 2024)) states that marketing mix elements are able to increase consumer purchasing interest. Research(Arinda et al., 2025; Lestariningsih et al., 2022; Riyanto et al., 2023; Sabar et al., 2022; Sahabuddin et al., 2023; Suma et al., 2023), as well as(Andriyanti & Farida, 2022)also shows that product quality, price, packaging design, brand image, and promotion have a positive influence on consumer purchasing interest.(Kemarauwana et al., 2021)The findings show that digital marketing strategies, particularly content marketing and social media marketing, contribute to increased consumer repeat purchase intention. The synthesis of these findings confirms that purchase intention develops as a result of the interaction of internal consumer factors with external marketing stimuli that build positive perceptions of a product or service.

Hypothesis Formulation

Product quality is positioned as a major determinant in shaping consumer purchasing tendencies because it is related to the product's ability to meet consumer needs, expectations, and satisfaction. Latief et al. (2026) demonstrated the significant influence of product quality on purchasing decisions for Mbok Sri Fried Onions in Palu City. The consistency of the findings was reinforced by Nurjayanti et al. (2023) who confirmed the positive and significant influence of fried shallot quality on purchasing decisions. Hidayat and Faramitha (2022) identified the positive influence of product quality on Samsung smartphone purchase interest, while Sir et al. (2025) emphasized the contribution of quality attributes such as taste, texture, durability, and packaging in increasing consumer purchasing interest. Variations in findings were demonstrated by Sahabuddin et al. (2023) who reported no partial influence of product quality on Wizzmie consumer purchasing interest in Makassar City.

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The hypothesis formulation is determined based on the synthesis of the research results.

H1: Product quality has a significant effect on purchase intention.

Price is seen as a determining factor in consumer purchasing decisions because it is related to perceptions of affordability, fairness, and the suitability between the value obtained and the product's benefits. Amin and Husna (2020) reported a positive influence of price perception on consumer purchasing interest on Tokopedia.com. Similar findings were shown by Prakarsa (2021) who identified a significant influence of price perception on purchasing interest at Optic Sun's. Hasibuan and Siregar (2021) also found a significant influence of price perception on purchasing interest in Oppo smartphones, while Ulitama and Prastyani (2023) confirmed the positive contribution of price perception to consumer purchasing interest. Differences in results were shown by Lestari and Elwisam (2019) who reported that price perception had no effect on consumer satisfaction, which impacted repurchase interest for Mie Sedaap products.

The hypothesis formulation is based on the synthesis of these findings.

H2: Price has a significant effect on Purchase Intention

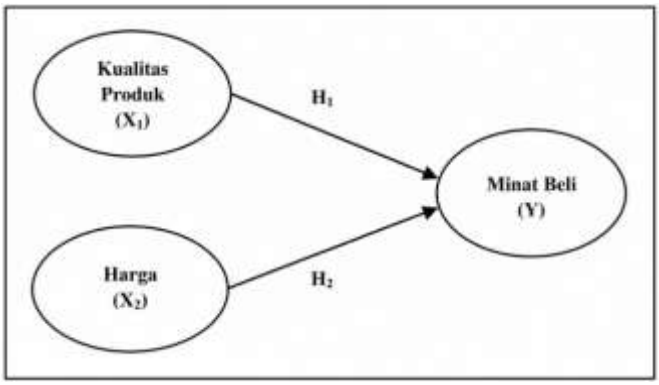


Figure 1. Research Hypothesis Model

METHOD

This study employs a quantitative approach with a descriptive approach to systematically describe the relationships between research variables. The sample was determined using a purposive sampling technique, with respondents being consumers who had purchased or consumed processed fried onion products, either online or offline, in the DKI Jakarta area. The research data were sourced from primary data collected

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through a Google Form-based questionnaire distributed to 100 respondents. Furthermore, the obtained data were analyzed using the Partial Least Squares (PLS) method to determine the influence between the studied variables.

The research instrument was constructed using closed-ended questions with a five-level Likert scale, ranging from 1 for "Strongly Disagree" to 5 for "Strongly Agree." The use of closed-ended questions was intended to ensure more consistent respondent responses and facilitate statistical data processing. The variables used in this study included product quality as the first independent variable (X1), price perception as the second independent variable (X2), and purchase intention as the dependent variable (Y).

Table 1. Research Construct

Variables	Indicator	Reference
Product Quality (X1)	K1 = I bought fried onions because they taste good, have a crunchy texture, a fragrant aroma and are appetizing.	Latif et al. (2026); Nurjayanti et al. (2023); Sir et al. (2025)
	K2 = I buy fried onions because the quality is consistent every time I buy them.	
	K3 = I bought fried onions because they taste good and go well with my food.	
	K4 = I buy processed fried onions because they don't spoil or go stale easily.	
	K5 = The durability of processed fried onions which do not easily become soft or stale reflects good product quality.	
	K6 = The overall quality of the processed fried onions increases my confidence in deciding to buy the product.	
Price Perception (X2)	H1 = I always consider the price and quality of the product before buying processed fried onions.	Amin & Husna (2020); Prakarsa (2020); Hasibuan & Siregar (2021)
	H2 = The price of the processed fried onions I buy is in accordance with the taste I get.	
	H3 = I prefer processed fried onions which offer a cheaper price.	
	H4 = The price of processed fried onions is in accordance with the benefits and my expectations as a consumer.	
	H5 = The price of processed fried onions is affordable for me considering the quality of the product.	
	H6 = The price of processed fried onions offered is reasonable in my opinion compared to the quality provided.	
	H7 = The appropriate price of processed fried onions makes me interested in buying the product.	

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Purchase Interest (Y)	M1 = I bought fried onions because they are suitable for various types of dishes.	Diandra et al. (2026); Aisha (2024); Lestariningsih et al. (2022)
	M2 = I buy fried onions because they are practical and I don't need to peel and fry them myself.	
	M3 = I buy fried onions because it is more practical than making them myself at home.	
	M4 = Interest in buying fried onions makes me more confident in the quality of the product.	
	M5 = I am interested in buying fried onions because they can be used as a complement to various daily menus.	
	M6 = I bought fried onions because it gave me a satisfying experience.	
	M7 = The ease of getting processed fried onions in offline and online stores increases my interest in buying.	

RESULTS AND DISCUSSION

Respondent Demographics

The data for this study were obtained by distributing questionnaires to 100 consumers of processed fried onions in the Jakarta area. Respondent demographics were adjusted based on gender, age, domicile, purchasing experience, and frequently used purchasing channels. Respondent demographic data are presented in Table 2 below.

Table 2. Respondent Demographics.

Respondent Criteria	Number of Respondents	Percentage
Based on gender		
Woman	74	74%
Man	26	26%
Based on age		
11–20 years	5	5%
21–30 years	42	42%
31–40 years	41	41%
41–50 years	6	6%
51–60 years	6	6%
Based on domicile		

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South Jakarta	34	34%
East Jakarta	22	22%
North Jakarta	23	23%
West Jakarta	12	12%
Central Jakarta	9	9%
Based on purchasing experience		
Have you ever bought it?	99	99%
Never bought	1	1%
Based on purchasing channel		
Online (Shopee, Tokopedia, TikTok Shop, etc.)	28	28%
Offline (markets, stalls, shops, supermarkets)	38	38%
Both of them	34	34%

Validity Test Results

Convergent validity testing was applied to measure the indicators' ability to represent the research variable constructs. The results of the validity test data processing using SmartPLS are presented in the following section.

Table 3. Validity Test

Variables	Indicator	Factor Loading
Product Quality (X1)	K1	0.930
	K2	0.915
	K3	0.896
	K4	0.894
	K5	0.874
	K6	0.890
	H1	0.877
	H2	0.844

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Price Perception (X2)	H3	0.874
	H4	0.869
	H5	0.864
	H6	0.867
	H7	0.860
Purchase Interest (Y)	M1	0.897
	M2	0.887
	M3	0.916
	M4	0.883
	M5	0.924
	M6	0.928
	M7	0.919

Table 3 confirms that all indicators in the product quality, price perception, and purchase intention variables exceed the outer loading threshold of >0.70, thus consistently meeting convergent validity, and each indicator represents the latent construct with an adequate level of accuracy. The peak loading value was recorded at K1 at 0.930 in the product quality construct, while the lowest value was at H2 at 0.844 in the price perception construct. This finding confirms the status of all indicators that have met the validity criteria and are deemed suitable for use in further analysis. This statement is supported by the opinion of(Pering, 2020)which states that an outer loading value above 0.70 indicates that the indicator has a good level of validity in measuring the research construct.

Reliability and AVE Test Results

The following presents the results of the reliability test and the Average Variance Extracted (AVE) value obtained through data processing using SmartPLS.

Table 4. Reliability Test and AVE

	Cronbach's alpha	**(rho_a)**	**(rho_c)**	**Average variance extracted (AVE)**
X1	0.953	0.954	0.962	0.810
X2	0.944	0.945	0.954	0.748

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Y	0.964	0.965	0.970	0.824

Table 4 indicates that all research constructs demonstrated strong internal consistency, as indicated by Cronbach's Alpha and Composite Reliability values all above 0.70, thus establishing a stable and reliable measurement instrument. Furthermore, the Average Variance Extracted (AVE) for each variable exceeded the 0.50 threshold, reflecting the construct's dominant ability to explain more than half of the indicator's variance. The highest AVE value was found for the purchase intention variable at 0.824, while the lowest value was recorded for the price perception variable at 0.748. These findings confirm that reliability standards and convergent validity were met across all research variables. These results align with the opinion of(Yarsasi et al., 2025)which states that the Composite Reliability value ≥ 0.70 and AVE ≥ 0.50 indicate that the research construct is reliable and convergently valid.

Hypothesis Test Results

Hypothesis testing was used to examine the effect of product quality and price perception on consumer purchase intention for processed fried onion products. The results of the hypothesis testing are presented in the following table.

Table 5. Hypothesis Testing

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**	**Hypothesis Results**
Product Quality (X1) → Purchase Interest (Y)	0.471	0.470	0.075	6,275	0.000	Supported
Price Perception (X2) → Purchase Interest (Y)	0.415	0.416	0.080	5.165	0.000	Supported

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The results of the hypothesis testing in Table 5 show that the product quality variable has a positive and significant influence on consumer purchasing interest in processed fried onion products, as indicated by a path coefficient of β = 0.471 with a p-value of 0.000 (<0.05). The t-statistics value of 6.275 indicates a strong influence of product quality on purchasing interest. This finding reflects that an increase in product quality perceptions is correlated with an increase in consumer purchasing tendencies, so Hypothesis 1 is declared accepted.

Furthermore, the price perception variable also has a positive and significant effect on purchase intention with a path coefficient of β = 0.415 and a p-value of 0.000 < 0.05. The t-statistics value of 5.165 indicates that price perception has a significant influence on consumer purchase intention. These results indicate that prices perceived as appropriate to the quality and benefits of the product can increase consumer interest in purchasing processed fried onions. Therefore, Hypothesis 2 is supported.

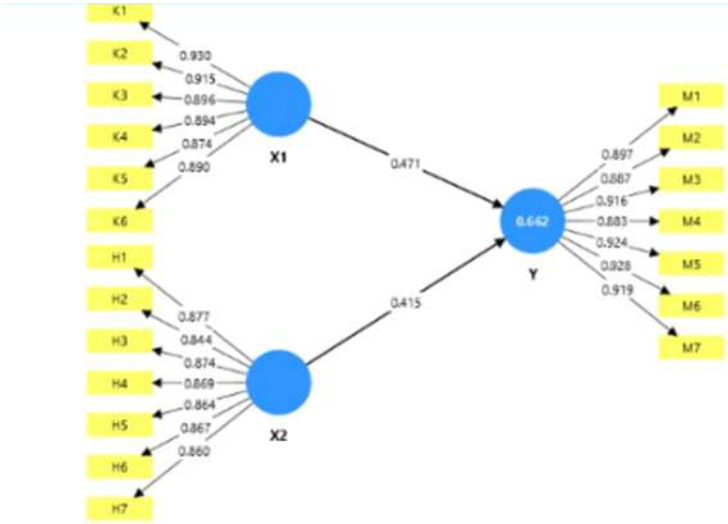


Figure 2. Data Processing Results with SmartPLS

DISCUSSION

The first hypothesis in this study affirms that product quality has a positive and significant causal relationship with purchase intention for processed fried onions. This finding indicates that superior product quality is a determinant element in constructing consumer preferences. The results of this study converge with studies(Ardira & Aribowo, 2024; Cu et al., 2024; Rohali & Paludi, 2024), which positions product quality as a strategic variable in accelerating consumer purchasing interest. In processed fried onions,

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product quality is manifested through authentic taste, crispness stability, aroma characteristics, and product quality resistance during storage.

The second hypothesis indicates that price perception has a positive and significant impact on consumer purchase intention. This condition demonstrates that price rationalization functions as an evaluative instrument in formulating consumer consumption decisions. This finding is consistent with research.(Pratama et al., 2024; Sutrisno et al., 2024; Wardi & Dethan, 2024)which states that the perception of proportional and competitive prices can strengthen consumer purchasing orientation. In market behavior, consumers tend to compare the economic utility between products before determining the consumption preference that is considered most optimal.

Simultaneously, product quality and price perception have causal relevance in increasing purchase interest in processed fried onions. Product quality contributes to building consumer trust, while price perception creates a justification for the value of the product consumed. The integration of these two variables serves as a competitive instrument in strengthening product existence amidst escalating competition in the processed food industry.

CONCLUSION

Based on the overall empirical test results, it can be concluded that product quality and price perception have a significant contribution in shaping consumer purchase intention for processed fried onions. Increasingly optimal product quality has been proven to increase public consumption interest, while the perception of a proportional price also strengthens consumer tendencies in making purchasing decisions. Thus, these two variables play a role as the main determinants in influencing consumer purchasing behavior for processed fried onion products. Practically, the results of this study provide managerial consequences for business actors to continuously optimize product quality, including aspects of taste, aroma, texture, and product quality stability. In addition, the formulation of prices that are aligned with the utility and quality of the product is a strategic aspect that needs to be considered in order to build a positive perception of value among consumers. The implementation of adaptive quality and pricing strategies is believed to be able to strengthen the product's competitive position amidst the increasingly intense competition in the processed food industry.

However, this study still has limitations because it only examines the influence of product quality and price perception on consumer purchasing intention. Therefore, further research is recommended to integrate other variables such as promotion, packaging

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design, brand image, customer satisfaction, and digital marketing to obtain a more comprehensive analysis of the determinants of consumer purchasing intention for processed fried onion products.

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