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The Effect Of Price, Product Quality, And Promotion On Consumer Purchase Decisions At Rumah Coklat Bodag, Kare District, Madiun Regency

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Abstract

This study aims to analyze the partial and simultaneous effects of price, product quality, and promotion on consumer purchase decisions at Rumah Coklat Bodag, located in Kare District, Madiun Regency. Amidst increasing competition in the agro-tourism and local culinary processing sectors, understanding consumer decision-making behavior is crucial for sustaining business viability. Employing a quantitative associative approach, data were gathered using structured questionnaires distributed to a sample of 100 consumer respondents selected via purposive sampling. Data analysis was performed using multiple linear regression analysis. The empirical results demonstrate that price, product quality, and promotion each exert a statistically significant positive effect on Additionally, promotion (X_3) emerged as the most decisive factor shaping consumer purchase decisions (Y). These findings underscore the importance of maintaining competitive pricing and product quality through consistent taste, alongside integrated digital promotional campaigns to optimize customer acquisition and retention.

Keywords: Price, Product Quality, Promotion, Purchase Decision.

INTRODUCTION

The contemporary business ecosystem in Indonesia is experiencing dynamic growth, particularly within the food and beverage (F&B) sector. This market trajectory is primarily driven by evolving consumer lifestyles, shifting preferences, and heightened entrepreneurial innovation. Although this expansion offers substantial commercial opportunities, it simultaneously intensifies market competition. Consequently, business enterprises must continuously evaluate consumer needs and market preferences to sustain their market presence and long-term viability (Prabawati et al., 2023).

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Advances in information technology and digital media have significantly reshaped consumer behavior. Modern buyers possess immediate access to product specifications, reviews, and competitive comparisons via social media and online platforms prior to making transaction commitments. Consequently, consumers have become increasingly selective, evaluating products not merely based on direct utility, but also on comprehensive value propositions (Putri & Marlien, 2022). In marketing literature, the purchase decision represents a critical stage wherein consumers choose and acquire a specific product after systematically searching for information and evaluating available alternatives Kotler & Keller (2016) Understanding the underlying determinants of these purchase decisions specifically price, product quality, and promotional efforts is essential for effective strategic planning.

Price serves as a primary determinant in purchase decisions due to its direct link to consumer purchasing power. Consumers routinely evaluate whether economic monetary outlays correspond with the perceived utility and benefits of the product ((Philip Kotler & Gary Armstrong, 2018); (Kustaji et al., 2023)). Simultaneously, product quality reflects the functional capacity of a commodity to meet implicit and explicit customer expectations. In the food and beverage industry, quality parameters encompass sensory taste, ingredient purity, safety, hygiene, and aesthetic packaging (Nurizati & Manan, 2023; (Tjiptono & Diana, 2022)). Furthermore, promotion functions as an essential communication bridge that informs, persuades, and reminds consumers regarding product availability and unique selling propositions (Fairliantina, 2023).

In Madiun Regency, East Java, a prominent enterprise capitalizing on local agricultural commodities is Rumah Coklat Bodag, located in Bodag Village, Kare District. Managed under BUMDes Abadi Desa Bodag, this enterprise was established to add economic value to local cocoa plantation yields predominantly bulk cocoa (kakao lindak) which was historically traded as raw commodities (Ahsani, 2023). Designed as a dual-concept destination combining educational tourism with a culinary café, Rumah Coklat Bodag manufactures various processed cocoa products.

Despite successfully recovering from operational disruptions caused by the COVID-19 pandemic through product innovation and social media engagement, the business encounters persistent operational and market volatility. Media reports and operational records indicate substantial visitor fluctuations, where high tourist influx during holiday seasons experienced a contraction of approximately 30% in recent periods (Radar Madiun, 2025). Preliminary observations reveal that consumers frequently benchmark the prices of Rumah Coklat Bodag against mainstream

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commercial chocolate products, while repeat visits are heavily contingent upon sensory quality consistency and effective digital promotional visibility.

Table 1. Operational & Market Phenomenon

Year	Operational & Market Phenomenon	Source
2020	Rumah Coklat Bodag witnessed a drop in earnings due to the fallout of the COVID-19 pandemic, which resulted in fewer tourist visits and reduced tourism activities.	(Jatimpedia, 2020)
2023	The number of visitors increased significantly during the Eid holiday period, reaching hundreds of people per day from various regions.	(KlikMadiun, 2023)
2023	Processed cocoa production capacity reached approximately 15 tons per year as part of local cocoa-based product development.	(Jatimpedia, 2022)
2025	The number of tourist visits during the Eid holiday period decreased by approximately 30% compared to previous periods.	(Radar Madiun, 2025)

Although previous empirical studies ((Hakim & Supriadi, 2022); (Kesuma et al., 2021); (M. I. N. Maulana, 2021); (Salsabila & Sudiro, 2023)) corroborate that pricing, product quality, and promotional strategies sway purchasing decisions, findings diverge on which factor carries the most decisive weight. Furthermore, most existing research focuses on large-scale urban retail, mainstream fast-food chains, or urban coffee shops. Empirical investigations centering on community-based local cocoa processing enterprises operating within rural agro-tourism contexts remain sparse. This research bridges this gap by systematically examining how pricing, product quality, and promotional efforts drive consumer purchasing decisions at Rumah Coklat Bodag.

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Objectives

This study aims to:

1. Analyze the partial effect of price on consumer purchase decisions at Rumah Coklat Bodag.
2. Investigate the partial influence of product quality on consumer purchasing decisions at Rumah Coklat Bodag.
3. Evaluate the partial effect of promotion on consumer purchase decisions at Rumah Coklat Bodag.
4. Ascertain the joint effect of price, product quality, and promotion on consumer purchasing decisions at Rumah Coklat Bodag.
5. Identify the dominant variable influencing consumer purchase decisions at Rumah Coklat Bodag.

Literature Review

Price

Price represents a crucial determinant of corporate success as it directly dictates revenue generation and profitability. According to Kotler & Armstrong (2018) price is defined as the monetary sum charged for a product or service, reflecting the value customers exchange for the benefits derived from owning or utilizing a commodity. Anindya (2020) views price as a nominal value that confers worth upon a good or service, functioning either as revenue or cost, while consumers simultaneously seek physical and qualitative satisfaction. Furthermore, Tjiptono (2020)characterizes price as an economic measure exchanged to secure ownership or usage rights, requiring buyers to expend value to fulfill functional requirements.

Product Quality

Product quality is defined as the characteristic of a product or service that bears on its ability to satisfy stated or implied customer needs (Kotler & Armstrong, 2018). Anindya (2020) identifies product quality as a decisive factor governing post-purchase customer satisfaction, aligning with the premise that consumers favor superior and innovative goods. Tjiptono & Diana (2022) define it as a product's functional capability, encompassing durability, reliability, and overall accuracy. Gunawan (2022) emphasizes that quality reflects product performance in meeting customer expectations regarding durability, reliability, and ease of use. Additionally, Hasbullah and Muchtar (2022) note that quality attributes align with production objectives, where consumers carefully weigh

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price-quality congruence before purchasing. Syaifudin (2024) asserts that product quality serves as a primary driver of consumer purchase decisions, granting firms a significant market advantage when perceived quality successfully fulfills consumer requirements.

Promotion

According to Kotler & Armstrong (2018), promotion is a marketing communication activity conducted by enterprises to convey information, persuade, and remind consumers about offerings with the objective of influencing purchase decisions. Promotion builds brand awareness, creates interest, and stimulates consumer demand. Muzdalipah dan Helfi (2024) emphasize that promotion functions as a critical variable in marketing activities to inform and persuade buyers. Furthermore, Veronika & Nainggolan (2022) state that promotion introduces products to consumers and reduces potential buyer hesitation. Additionally, Aprilia et al. (2023) note that promotional efforts delivered through satisfied customers represent an exceptionally successful strategy.

Purchase Decision

According to Kotler & Keller (2016) a purchase decision is the process wherein consumers determine their product choices based on needs, information searches, alternative evaluations, and eventual buying actions. Tjiptono (2020) defines a purchase decision as a consumer action that involves efforts to obtain and determine products and services through a structured decision-making process. Gandhy et al. (2023) characterize purchase decision-making as an individual determination involving problem-solving and comparative evaluation across various market offerings. Maftokah et al. (2023) and Prasetyo and Bhirawa (2024) explain that purchase decisions emerge from evaluating available alternatives to select the option that best matches consumer needs and desires through rational and emotional considerations. Salsabila et al. (2024) add that this process involves information gathering, alternative evaluation, and risk assessment, which are significantly guided by marketing stimuli.

Hypothesis

Based on the theoretical framework and previous empirical literature, the research hypotheses are formulated as follows:

H_1: Price (X_1) has a significant effect on consumer purchase decisions (Y) at Rumah Coklat Bodag.

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H2: Product quality (X_2) has a significant effect on consumer purchase decisions (Y) at Rumah Coklat Bodag.

H3: Promotion (X_3) has a significant effect on consumer purchase decisions (Y) at Rumah Coklat Bodag.

H4: Price (X_1), product quality (X_2), and promotion (X_3) simultaneously have a significant effect on consumer purchase decisions (Y) at Rumah Coklat Bodag.

Research Method

This study adopts an associative quantitative approach, wherein numerical data are systematically measured and analyzed to determine the relationship and influence between independent and dependent variables, grounded in the philosophy of positivism to test predetermined hypotheses (Sugiyono, 2018). The population in this study comprises consumers who have visited Rumah Coklat Bodag in Kare District, Madiun Regency, representing an infinite population. The sample size was computed using the Lemeshow formula with a 10% margin of error, resulting in a minimum threshold of 96.04 respondents, which was rounded to 100 respondents to avoid potential data invalidity (Lemeshow et al., 1990). Sampling was conducted using a purposive sampling technique based on specific criteria, specifically targeting consumers who had previously purchased products at Rumah Coklat Bodag (Sugiyono, 2017). Primary quantitative data were collected through structured cross-sectional questionnaires using a 5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree) administered directly on-site and via Google Forms, following a preliminary test on 100 respondents to establish validity and reliability.

The operational variables were constructed based on core marketing frameworks:

1. Price (X_1): gauged through affordability, price-quality alignment, competitive price positioning, and price-to-benefit correspondence (Kotler & Armstrong, 2018).
2. Product Quality (X_2): evaluated via performance, functional features, reliability, adherence to specifications, durability, and aesthetic appeal (Kotler & Armstrong, 2018).
3. Promotion (X_3): assessed through advertising, sales incentives, personal selling, public relations, and direct marketing outreach (Kotler & Armstrong, 2018).
4. Consumer Purchase Decision (Y): appraised through product conviction, established buying routines, peer recommendations, and repeat purchases (Kotler & Keller, 2016).

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Data analysis and statistical calculations were carried out using IBM SPSS Statistics 25, applying validity and reliability tests, classical assumption checks, multiple linear regression analysis, the coefficient of determination (R^2), and hypothesis testing via the t-test and F-test.

RESULT AND DISCUSSION

Result

Respondent Demography

The demographic profile of the respondents participating in this study is detailed below, encompassing distributions based on age, gender, and visitation frequency.

Table 2. Respondent Demography According Age

Age	Number of Participant	Percentage (%)
17 – 20 Years	32	32%
21 – 27 Years	48	48%
> 27 Years	20	20%
Total	**100**	**100%**

Table 3. Respondent Demography According Gender

Gender	Number of Participant	Percentage (%)
Male	42	42%
Female	58	58%
Total	**100**	**100%**

Table 4. Respondent Demography According Visit Frequencies

Number of Visit	Number of Participant	Percentage (%)
1-2 times	83	83%
3-4 times	12	12%
>5 times	5	5%
Total	**100**	**100%**

Based on the demographic profile of the 100 study participants, the majority of respondents were aged between 21 and 27 years (48%), followed by those aged 17-20 years (32%) and individuals over 27 years old (20%). In terms of gender distribution,

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female consumers represented the largest proportion at 58%, while male respondents accounted for 42%. Furthermore, regarding monthly visitation frequency to the destination, the vast majority of participants reported visiting 1-2 times (83%), whereas 12% visited 3-4 times, and a small proportion of 5% visited more than 5 times per month.

Multiple Linear Regression Modeling

Table 5. Empirical Results of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,290	3,522		-0,650	0,517
	Price (X_1)	0,242	0,055	0,302	4,434	0,000
	Product Quality (X_2)	0,198	0,038	0,352	5,192	0,000
	Promotion (X_3)	0,349	0,048	0,491	7,199	0,000

$$\mathbf{Y} = -2.290 + 0.242X_1 + 0.198X_2 + 0.349X_3 + \varepsilon$$

The interpretation of the multiple linear regression equation is as follows:

1. Constant (α): The intercept value of -2.290 implies that if the explanatory predictors namely price (X_1), product quality (X_2), and promotion (X_3) were simultaneously fixed at zero, the estimated consumer purchase decision (Y) level would register at -2.290. This parameter serves merely as the mathematical origin of the regression model rather than a primary interpretative focus, given that an absolute score of zero does not realistically occur within Likert-scale evaluations.
2. Regression Coefficient of Price (X_1): The estimated coefficient of 0.242 signifies that each one-unit rise in favorable price perception improves consumer purchase decisions (Y) by 0.242 units, provided that product quality (X_2) and promotional activities (X_3) are held constant.
3. Regression Coefficient of Product Quality (X_2): The parameter estimate of 0.198 demonstrates that for every single-unit enhancement in product quality, consumer purchase decisions (Y) grow by 0.198 units, with price (X_1) and promotion (X_3) remaining unchanged.

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4. Regression Coefficient of Promotion (X_3): The coefficient value of 0.349 reveals that an incremental single-unit boost in promotional outreach elevates consumer purchase decisions (Y) by 0.349 units, under the condition that price (X_1) and product quality (X_2) remain constant.

Assessment of the Coefficient of Determination (R^2)

Table 6. Model Summary and Coefficient of Determination (R^2)

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.755[a]	0,570	0,557	6,888
a. Predictors: (Constant), X3, X2, X1				
b. Dependent Variable: Y				

As reflected in the statistical output, the resulting Adjusted R^2 stands at 0.557. This demonstrates that 55.7% of the total variance observed in consumer purchase decisions (Y) is collectively accounted for by the three explanatory variables price (X_1), product quality (X_2), and promotion (X_3). Consequently, the remaining 44.3% is driven by extraneous factors unaddressed within this empirical model.

Results of the T Test (Partial Test)

Referring to Table 5, the individual hypothesis testing (t-test) evaluating the distinct effects of price (X_1), product quality (X_2), and promotion (X_3) on consumer purchase decisions (Y) reveals the following results:

1. Price (X_1): The regression computation yields a significance value of 0.000, which falls well below the 0.05 threshold. Concurrently, the calculated t-value (t_{count}) reaches 4.434, comfortably exceeding the t_{table} benchmark of 1.985 ($4.434 > 1.985$). Hence, the first hypothesis (H_1) is formally accepted, confirming that price (X_1) exerts a statistically significant partial effect on consumer purchase decisions (Y).
2. Product Quality (X_2): The empirical output generates a significance level of 0.000, satisfying the $p < 0.05$ criterion. In addition, the observed t_{count} is recorded at 5.192, which is noticeably higher than the critical t_{table} value of 1.985 ($5.192 > 1.985$). Consequently, the second hypothesis (H_2) is accepted, proving that product quality (X_2) has a positive and significant partial impact on consumer purchase decisions (Y).

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3. Promotion (X_3): Statistical testing displays a significance figure of 0.000, well beneath the 0.05 benchmark. Furthermore, the resulting t_{count} stands at 7.199, substantially surpassing the t_{table} threshold of 1.985 ($7.199 > 1.985$). This confirms that the third hypothesis (H_3) is accepted, verifying that promotion (X_3) partially and significantly influences consumer purchase decisions (Y).

Results of the F Test (Simultaneous Test)

Table 7. Results of the F Test (Simultaneous Test)

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6046,899	3	2015,633	42,478	.000[b]
	Residual	4555,291	96	47,451		
	Total	10602,190	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X_3, X_2, X_1						

The F-test in this study aims to evaluate the simultaneous effect of the independent variables on the dependent variable. Based on Table 7, from the analysis using the F-test, a significance value of 0.000 was obtained, which indicates that this number is less than 0.05. This outcome indicates that price (X_1), product quality (X_2), and promotion (X_3) jointly exert a significant influence on consumer purchase decisions (Y), thereby confirming the fourth hypothesis (H_4). Based on the statistical output, the observed F-value (F_{count}) reaches 42.478, noticeably exceeding the critical F_{table} threshold of 2.70 ($42.478 > 2.70$). It is therefore evident that this hypothesis is supported, proving that price (X_1), product quality (X_2), and promotion (X_3) simultaneously drive consumer purchase decisions (Y).

DISCUSSION

Impact of Price (X_1) on the Purchase Decision Variable (Y)

Based on the results of the first hypothesis testing, price has a positive and significant effect on consumer purchase decisions at Rumah Coklat Bodag. This indicates that the more appropriate and competitive the price offered, the higher the likelihood of a purchase decision occurring. Consumers generally evaluate whether the

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economic value expended corresponds to the product quality and benefits obtained. At Rumah Coklat Bodag, respondents perceived the price as relatively affordable and commensurate with the taste and quality provided, which directly influenced their purchase choices.

Previous research findings align with the results of this study. According to research by Maulana (2021) price significantly affects consumer purchase decisions. Similarly, research by Kesuma et al. (2021) concluded that price has a significant effect on purchase decisions. Furthermore, studies by Hakim & Supriadi (2022), Nurizati & Manan (2023), and Nuzuliati & Musyawarah (2025) consistently demonstrate that price has a positive and significant impact on consumer purchase decisions.

Impact of Product Quality (X_2) on the Purchase Decision Variable (Y)

Based on the results of the second hypothesis testing, product quality has a positive and significant effect on consumer purchase decisions at Rumah Coklat Bodag. This indicates that superior product quality that effectively meets consumer needs and expectations enhances satisfaction, builds trust, and drives purchasing actions. Respondents confirmed that Rumah Coklat Bodag delivers excellent quality in terms of taste, hygiene, visual appeal, and raw material usage, which significantly reinforces their confidence to purchase.

Previous research findings align with the results of this study. According to research by Maulana (2021), product quality significantly influences purchase decisions. Research by Kesuma et al. (2021) also indicates that product quality positively impacts purchase decisions. These findings are reinforced by studies from Hakim & Supriadi (2022)Nurizati & Manan (2023), and Nuzuliati & Musyawarah (2025), all of which conclude that product quality exerts a positive and significant effect on consumer purchase decisions across various food and beverage sectors.

Impact of Promotion (X_3) on the Purchase Decision Variable (Y)

Based on the results of the third hypothesis testing, promotion has a positive and significant effect on consumer purchase decisions at Rumah Coklat Bodag. This means that effective promotional activities successfully introduce, inform, and persuade consumers, thereby significantly stimulating their interest to purchase. Respondents acknowledged discovering Rumah Coklat Bodag through various promotional channels, including social media and word of mouth. Attractive and easily comprehensible

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promotional information proved to be the most dominant variable driving purchase decisions in this study.

Previous research findings align with the results of this study. According to research by Maulana (2021), promotional efforts significantly influence consumer purchase decisions. Research by Kesuma et al. (2021) concluded that promotion has a positive and significant effect on purchasing behavior. Furthermore, studies by Hakim & Suprihadi (2022), Nurizati & Manan (2023), and Nuzuliati & Musyawarah (2025) consistently affirm that promotion exerts a positive and significant effect on purchase decisions within their respective research contexts.

Impact of Price (X_1), Product Quality (X_2), and Promotion (X_3) Simultaneously on the Purchase Decision Variable (Y)

Based on the results of the simultaneous hypothesis testing, price, product quality, and promotion collectively have a positive and significant effect on consumer purchase decisions at Rumah Coklat Bodag. This indicates that an optimal combination of affordable pricing, superior product quality, and effective promotion synergistically enhances consumer interest and trust in making purchases. Although other unexamined factors such as service quality, location, brand image, and store atmosphere may also play a role, these three variables proved to be crucial determinants.

Previous research findings align with the results of this study. According to research by Maulana (2021), price, product quality, and promotion simultaneously exert a significant effect on purchase decisions. Similar conclusions were drawn in studies by Kesuma et al. (2021), Hakim & Suprihadi (2022), Nurizati & Manan (2023), and Nuzuliati & Musyawarah (2025), which collectively state that these three variables simultaneously exert a significant and positive impact on consumer purchase decisions.

Analysis of the Dominant Variable Influencing Purchase Decisions (Y)

Based on the multiple linear regression analysis results, the promotion variable (X_3) was proven to be the most dominant variable influencing consumer purchase decisions at Rumah Coklat Bodag. This is demonstrated by the standardized coefficient (Standardized Coefficients β) value of the promotion variable at 0.491, which is the highest compared to the product quality (X_2) and price (X_1) variables. This finding indicates that the intensity, variation, and attractiveness of promotional activities serve as the primary and most effective drivers in stimulating consumer purchasing actions for processed cocoa products at Rumah Coklat Bodag.

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This finding aligns with and reinforces previous research results. According Nurizati & Manan (2023), although product quality contributes tangibly to meeting consumer expectations, promotion emerges as the most dominant factor in driving purchase decisions. This is also reinforced by research from Nuzuliati & Musyawarah (2025), which stated that promotion has a positive and significant effect on purchase decisions, where increasingly frequent, diverse, and high-quality promotional activities are proven capable of attracting more visitors to make purchase decisions.

CONCLUSION

Conclusion

Based on the empirical findings at Rumah Coklat Bodag, this study concludes that:

1. Price exerts a positive and statistically significant partial influence on consumer purchase decisions.
2. Product quality demonstrates a positive and significant partial impact on consumer purchase decisions.
3. Promotion significantly and positively drives consumer purchase decisions on an individual level.
4. Price, product quality, and promotion collectively exercise a significant simultaneous effect on consumer purchase decisions.
5. Promotion stands out as the most dominant factor steering consumer purchasing decisions.

Recommendations

Based on the empirical findings, the recommendations are proposed as follows.

1. The enterprise should maintain price-value alignment, continually refine product attributes like taste and packaging, and maximize digital promotional campaigns through social media incentives to stimulate consumer purchases.
2. Future studies are encouraged to incorporate other relevant variables omitted from this model, such as service quality, brand reputation, store location, and customer loyalty.
3. Subsequent research ought to investigate different business objects or industries to broaden the empirical applicability of these findings.
4. Upcoming inquiries should expand the respondent pool with a larger sample size to achieve a more comprehensive understanding of consumer purchasing behavior.

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