



## The Influence of Product Quality and Price on Purchase Decision for Processed and Preserved Meat Products at Kanasap Businesses in Sungai Raya Subdistrict

Cici Amanda<sup>1\*</sup>, Samsuddin<sup>2</sup>

Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, Pontianak, Indonesia

**Corresponding Author:** Cici Amanda [amandacici2608@gmail.com](mailto:amandacici2608@gmail.com)

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### ABSTRACT

The purpose of this study is to investigate how consumers' decisions to buy processed and preserved meat products made by Kanasap companies in Sungai Raya District are influenced by product quality and pricing. The study used an associative quantitative approach with 100 respondents selected through purposive sampling techniques. Questionnaires, interviews, and observations were used to collect the data. SPSS was then used for multiple linear regression analysis, instrument testing, and traditional assumption testing. The equation  $Y = 1.206 + 0.384X_1 + 0.272X_2$  was generated by the regression analysis. The correlation coefficient (R) of 0.737 shows a substantial association between price, product quality, and purchase decision. Meanwhile, price and product quality account for 54.3% of the variation in purchase decision, with other factors not included in the model impacting the remaining 45.7%, according to the coefficient of determination (R<sup>2</sup>) of 0.543. The F-test results show that purchase decision is strongly influenced by both product quality and price. Meanwhile, the partial t-test results indicate that purchase decision is positively and significantly impacted by both product quality and price. Accordingly, this study recommends that Kanasap companies use competitive pricing methods based on consumers' perceived value and continuously maintain product quality.

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## INTRODUCTION

The development of the culinary sector in Indonesia in recent years has demonstrated increasingly intense competitive dynamics. Abdurrahman & Anggriani (2020) stated that developments in the business world are driving changes in various aspects of life and increasing the intensity of competition, so that every company strives to achieve success and competitive advantage in running its business. Increased public mobility, changing consumption patterns, and the tendency to choose convenience foods have driven significant growth in the food and beverage supply business. According to data from the Central Statistics Agency (BPS), there were over 4.85 million food and beverage establishments in Indonesia in 2023, up 21.13% from the year before. Restaurants or eateries made up 75% of them (BPS, 2023). This condition confirms that the culinary industry has developed into a strategic economic sector with a high level of competition.

In line with these developments, the frozen food industry in Indonesia has also experienced rapid growth and transformed into an integral part of the modern lifestyle, marked by the increasing number of distributors, agents, and specialized frozen food outlets (Sari et al., 2023). Increasingly dynamic lifestyle changes mean people have limited time to prepare meals at home, leading them to prefer practical, ready-to-eat products (Hidayat & Rayuwanto, 2022). In this context, frozen food offers a consumption alternative that can meet the need for efficiency without compromising taste and ease of preparation.

Micro, small, and medium-sized businesses (MSMEs) in Kubu Raya Regency, especially in Sungai Raya District, have grown as a result of this phenomena at the regional level. Increased economic activity has fueled the development of meat-based food processing and preservation businesses. One such business is owned by Mr. Jainudin, who started as a home industry processing meat and poultry into smoked meat and frozen food products, with an initial focus on production process stability and quality control to compete with similar products. Frozen food products were chosen because they are practical, have a relatively consistent taste, and can be stored for a certain period (Khoiriyah & Wicaksana, 2023). However, the increasing number of meat processing and preservation businesses in Sungai Raya District has changed the structure of market competition. According to data from the Department of Cooperatives, Micro Enterprises, Trade, and Industry, in 2025, there were ten similar businesses, thus facing nine direct competitors. This development gave rise to the Kanasap brand, which markets frozen beef and chicken sei. The products are processed using traditional smoking and freezing methods to maintain flavor and shelf life.

Kanasap's sales data shows fluctuations in consumer behavior, from Rp163,910,000 in 2022, down to Rp155,145,000 in 2023 (-5.35%), and rising again to Rp171,900,000 in 2024 (10.79%). The decline in sales was influenced by the increasing number of competitors and rising raw material prices, which were not fully offset by selling price adjustments. Theoretically, purchase decision is the result of evaluating alternatives based on perceived value, namely the comparison between benefit and sacrifice. Product quality shapes perceived

benefit through taste, durability, and quality after storage, while price shapes perceived sacrifice. Price variations make price a rational consideration for consumers, while quality is directly related to taste, safety, and nutritional content, so both influence purchase decision (Maharani & Putri, 2024). Customers are more inclined to choose high-quality products with suitable specifications when making purchases because they anticipate that these products will successfully meet their wants and expectations (Fiana & Hartati, 2022). When consumers feel that the benefits offered are not worth the price, they are likely to postpone the purchase or choose a competitor's product. As a result, pricing and product quality become crucial factors when making a purchase.

Numerous earlier studies have demonstrated that the impact of product quality and price on purchase decision has yielded inconsistent and inconsistent results. Haque (2020) and Hidayat & Rayuwanto (2022) found that both product quality and pricing had a strong simultaneous impact on buying decisions. Anwar & Satrio (2015), however, discovered contradictory findings, demonstrating that while price has a detrimental impact on purchase decision, product quality has a positive one. Sani et al. (2022) found that product quality influences purchase decision more than price. These contradictory findings suggest that the relationship between product quality, price, and purchase decision change based on the research situation, particularly the characteristics of the product and the market structure being studied.

On the other hand, purchasing decision studies have been mostly conducted on ready-to-eat food products or restaurants, while research on frozen meat products processed by local MSMEs is still limited, particularly in the Kubu Raya region. Frozen food products have distinct evaluation characteristics because quality is assessed not only during direct consumption but also after storage and thawing. Therefore, empirical testing based on data is necessary in the context of the Kanasap business in Sungai Raya District to obtain a more contextual and quantitative understanding of how product quality and price contribute to consumer purchase decision.

The aforementioned description states that the goal of this study was to investigate experimentally how consumers' decisions to purchase processed and preserved meat products from the Kanasap company in Sungai Raya District are influenced by price and product quality. To ascertain the degree to which each element influences customer purchase decision, a quantitative method was used, examining the correlations between variables. The results are anticipated to add to the body of knowledge on consumer behaviour in the context of regional food-processing MSMEs and provide business owners with an analytical basis for creating more effective marketing strategies.

## LITERATURE REVIEW

### *Product Quality*

Product quality is defined by Kotler & Armstrong (2004), cited in Firmansyah (2019), as a product's ability to effectively carry out its functions, including durability, accuracy, reliability, ease of use, ease of maintenance, and other attributes related to the product. According to Feigenbaum, as cited in

Nasution (2015), quality refers to total customer satisfaction. A product can be considered high quality when it is able to fully satisfy consumers by meeting their expectations of the product. Tjiptono, referenced in Soetanto et al. (2020), claims that customers typically favour goods with exceptional quality, robust functionality, and cutting-edge features. This idea is centred on producing better products and consistently raising their calibre. One of the most important positioning strategies employed by marketers is product quality (Kotler & Armstrong, 2009). Since quality directly affects how well a product or service operates, it is closely related to consumer value and satisfaction. According to Mullins et al. (2005), performance, durability, compliance with specifications, reliability, aesthetics, and perceived quality are some of the components of product quality (Firmansyah, 2019).

Previous study has demonstrated the importance of product quality in influencing consumer buying decisions. Cahya et al. (2021) found that product quality positively and significantly influenced buying decisions at Azam Shop MSME. Citradewi et al. (2023) also found that purchase decision for Dekranasda MSME items in Depok City were significantly influenced by product quality. Additionally, Mauliza & Samsuddin (2025) discovered that Kebab Khabaz customers' propensity to repurchase was positively and significantly impacted by product quality in Singkawang City. These results suggest that product quality is crucial for fostering consumer confidence and promoting purchasing behaviour.

### *Price*

Price, according to Indrasari (2019), is the worth of a good or service represented by the price that consumers must pay to obtain the good and any associated services. According to Kotler & Armstrong (2009), cited in Lestari & Yusuf (2019), price is the amount of money paid for a good or service, or the value that consumers exchange for the benefits of owning or using that good or service. Price, according to Tjiptono (2008), referenced in Tantia (2017), is the monetary value of an item. The price of a good or service can be described as the amount of money paid for it or as the value that consumers trade for the benefits of owning or using it. Additionally, price is often used as a value signal when it is associated with the perceived benefits of an item or service. The characteristics of pricing include affordability, price competitiveness or compatibility with consumers' purchasing power, price suitability with product quality, and price suitability with benefits obtained, according to Kotler and Armstrong, referenced in Indrasari (2019).

Price has a significant impact on purchase decision, according to earlier research. Price had a favourable and considerable impact on Singkawang City Kebab Khabaz customers' inclination to repurchase, according to Mauliza & Samsuddin (2025). Similar results were presented by Citradewi et al. (2023), who stated that price significantly influenced purchase decision for Dekranasda MSME products in Depok City. Meanwhile, Cahya et al. (2021) also found that price is one of the factors considered by consumers when making purchases at

Azam Shop MSME. This finding reinforces that price functions as a rational consideration for consumers in assessing product alternatives.

### *Purchase Decision*

Purchasing decision are the direct involvement of individuals in determining whether to purchase the product offered by the seller (Indrasari, 2019). This decision is the result of the consumer's evaluation process of various product alternatives available on the market. In other words, a purchasing decision is a form of concrete action after the consumer assesses the benefits and sacrifices associated with the product. Making decisions is a personal process that directly engages customers in acquiring and utilising the products being given (Tantia, 2017). Firmansyah (2018) lists problem recognition, information search, alternative appraisal, buy choice, and post-purchase behaviour as the dimensions of purchase decision.

Previous research has shown that a range of marketing factors influence purchase decision. Mauliza & Samsuddin (2025) found that product and price influence consumer repurchase intentions, reflecting the sustainability of purchase decision. Citradewi et al. (2023) and Cahya et al. (2021) also demonstrated that, in the MSME setting, product quality and price had a major impact on purchase decision. These results show that customers' assessments of a product's features and perceived value influence their purchase decision.

### *Theoretical Framework*

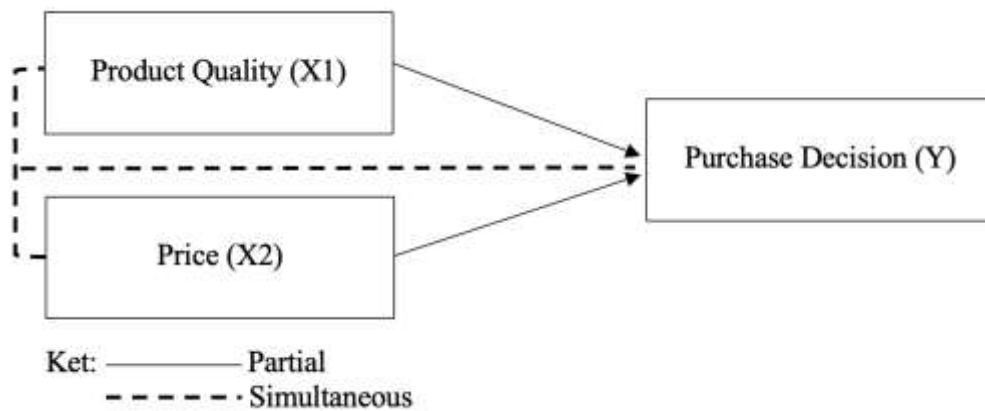


Figure 1. Conceptual Framework

### Research Hypothesis

- H1:** Product quality has a positive and significant influence on purchase decision for processed and preserved meat products in the Kanasap business in Sungai Raya District.
- H2:** Price has a positive and significant influence on purchase decision for processed and preserved meat products at the Kanasap business in Sungai Raya District.
- H3:** Product quality and price simultaneously have a positive and significant influence on purchase decision for processed and preserved meat products at the Kanasap business in Sungai Raya District.

## METHODOLOGY

This study employed a quantitative approach with an associative research design to examine the influence of product quality and price on purchase decision for processed and preserved meat products at Kanasap in Sungai Raya District. Associative research aims to determine the relationship between two or more variables (Siregar, 2017). The population consisted of all Kanasap customers who had made purchases. Since the population size was unknown, the sample size was determined using the Purba (1996) formula with a 95% confidence level and a 10% margin of error, resulting in a minimum sample of 96 respondents. This study used 100 respondents selected through purposive sampling, with the criteria of being at least 18 years old and having made at least two purchases. Primary data were collected through interviews, questionnaires, and observations, while secondary data were obtained from product, price, and sales records of Kanasap for the 2022–2024 period (Siregar, 2017). This study consisted of two independent variables, namely product quality ( $X_1$ ) and price ( $X_2$ ), and one dependent variable, namely purchase decision ( $Y$ ). The variables were measured using a five-point Likert scale ranging from strongly disagree to strongly agree (Sugiyono, 2023). Data were analyzed using SPSS through validity, reliability, classical assumption, and multiple linear regression tests. Validity was assessed using the  $r$ -value criterion, while reliability was tested using Cronbach's Alpha. The classical assumption tests included normality, linearity, and multicollinearity tests. Multiple linear regression was used to examine the effect of product quality and price on purchase decision. Hypothesis testing was conducted using the F-test and t-test at a significance level of 0.05.

## RESEARCH RESULTS

### *Data Analysis*

#### *Research Instrument Testing*

##### *a. Validity Test*

By comparing each item score with the overall score, validity testing was done to make sure each questionnaire item could reliably measure the research variables. The  $r$ -table value, determined using  $df = n - 2$ , was subsequently compared with the calculated  $r$ -value. The  $r$ -table value was 0.196 at a significance level of 0.05, with a degrees of freedom ( $df$ ) value of 98 for 100 respondents. Table 1 presents the validity test outcomes for each variable.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality ( $X_1$ )	X1.1	0.373	0.196	Valid
	X1.2	0.544		
	X1.3	0.516		
	X1.4	0.458		
	X1.5	0.505		
	X1.6	0.504		
	X1.7	0.615		
	X1.8	0.199		
	X1.9	0.345		

	X1.10	0.426		
	X1.11	0.335		
	X1.12	0.472		
	X1.13	0.404		
	X1.14	0.524		
	X1.15	0.428		
	X1.16	0.513		
	X1.17	0.532		
	X1.18	0.514		
	X2.1	0.505		
	X2.2	0.630		
	X2.3	0.550		
	X2.4	0.541		
	X2.5	0.460		
Price (X2)	X2.6	0.616	0.196	Valid
	X2.7	0.516		
	X2.8	0.546		
	X2.9	0.549		
	X2.10	0.589		
	X2.11	0.459		
	X2.12	0.637		
	Y.1	0.426		
	Y.2	0.415		
	Y.3	0.586		
	Y.4	0.526		
	Y.5	0.522		
	Y.6	0.530		
	Y.7	0.469		
Purchase Decision (Y)	Y.8	0.449	0.196	Valid
	Y.9	0.591		
	Y.10	0.540		
	Y.11	0.313		
	Y.12	0.426		
	Y.13	0.506		
	Y.14	0.463		
	Y.15	0.472		

Source: Processed data, 2026

All indicators for the Product Quality ( $X_1$ ), Price ( $X_2$ ), and Purchase Decision (Y) variables exhibit estimated r-values exceeding the r-table value, as per the validity test findings presented in Table 1. As a result, every statement item is regarded as legitimate and suitable for use as a research tool.

### b. Reliability Test

The reliability test aimed to evaluate the consistency of the questionnaire items as a research instrument. This test utilized the Cronbach's Alpha method, which posits that a variable is considered reliable if its  $\alpha$  value is equal to or exceeds 0.60. Table 2 presents the reliability test outcomes for each variable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of items	Minimum Reliability	Description
Product Quality(X1)	0.778	18		
Price(X2)	0.791	12	0.60	Reliable
Purchase Decision (Y)	0.764	15		

Source: Processed Data, 2026

The reliability test findings in Table 2 indicate that all three variable, Product Quality ( $X_1$ ), Price ( $X_2$ ), and Purchase Decision (Y), exhibit Cronbach's Alpha values exceeding 0.60. Consequently, the study instrument is deemed reliable and appropriate for data collection.

### Classical Assumption Test

#### a. Normality Test

The Kolmogorov-Smirnov method was employed in SPSS to conduct a normality test to see if the data were normally distributed. Table 3 presents the results of the normality test.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Kolmogorov-Smirnov Z	.077
Asymp.Sig.(2-tailed)	.151c

Source: Processed Data, 2026

Table 3 reveals that the test results yield an Asymp. Sig. (2-tailed) value of 0.151, exceeding the significance threshold of 0.05. Thus, it may be asserted that the study's data are normally distributed.

#### b. Linearity Test

The Test for Linearity was employed to evaluate the existence of a linear relationship between the independent and dependent variables. If the Deviation from Linearity exceeds 0.05 and the Linearity significance value is below 0.05, the relationship is considered linear. Table 4 presents the results of the linearity test.

Table 4. Linearity Test Results

Relationship between Variables	Sig.Deviation from Linearity	Sig. Linearity	Note
Purchasing Decision * Product Quality	0.229	0.000	Linear
Purchase Decision * Price	0.587	0.000	Linear

Source: Processed Data, 2026

The linearity test results in Table 4 indicated Deviation from Linearity values of 0.355 and 0.187, both beyond 0.05, whereas the Linearity significance value was 0.000, which is below 0.05. The results indicate a linear correlation between the independent and dependent variables.

**c. Multicollinearity Test**

Multicollinearity tests were conducted to identify significant correlations among independent variables that may diminish the precision of regression model predictions; the findings obtained using SPSS are presented in Table 5.

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF
Product Quality	.224	4.474
Price	.224	4.474

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

The Product Quality ( $X_1$ ) and Price ( $X_2$ ) variables exhibit a VIF of 4.474, indicating it is below 10.00, and a Tolerance value of 0.224, which exceeds 0.10, as per the multicollinearity test results presented in Table 5. Thus, it can be asserted that the regression model does not exhibit indications of multicollinearity.

**Hypothesis Test**

**a. Multiple Linear Regression Analysis**

The influence of the independent variables on the dependent variable was examined by multiple linear regression analysis. Table 6 presents the results of the multiple linear regression analysis derived from SPSS processing.

Table 6. Multiple Linear Regression Analysis Results

Variable	Coefficients	T Statistics	Significance Value
(Constant)	1.206	5.506	.000
Product Quality	.384	3.099	.003
Price	.272	2.126	.036

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

The equation for the multiple linear regression coefficients can be derived from Table 6, and the results can be interpreted accordingly:

$$Y = 1.206 + 0.384 X_1 + 0.272 X_2$$

- 1) The constant value (a) of 1.206 indicates that the Purchase Decision (Y) remains at 1.206 units when Product Quality ( $X_1$ ) and Price ( $X_2$ ) are presumed to be zero.
- 2) The Product Quality regression coefficient ( $b_1$ ) has a positive direction and is 0.384. This indicates that purchase decision will rise by 0.384 units for every unit improvement in product quality.

- 3) The price ( $b_2$ ) exhibits a positive regression coefficient of 0.272. This indicates that purchase decision will increase by 0.272 units for each unit rise in price.

#### ***b. Correlation Coefficient***

The Product Moment method employed the correlation coefficient to ascertain the direction and intensity of the relationship between variables. Table 7 presents the results of the correlation test.

Table 7. Correlation Coefficient Test Results (R)

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Standard Error of the Estimate</b>
1	.737a	.543	.533	.52091
Predictors: (Constant), Price, Product Quality				
Dependent Variable: Purchase Decision				

*Source: Processed Data, 2026*

The correlation coefficient (R) was determined to be 0.737, as indicated by the results presented in Table 7. This number, ranging from 0.60 to 0.799, signifies a considerable link between product quality, price, and purchase decision.

#### ***c. Coefficient of Determination***

The R-Square value was 0.543, as indicated by the coefficient of determination ( $R^2$ ) test findings in Table 7. This suggests that 54.3% of the variation in purchase decision may be attributed to product quality and pricing. Simultaneously, variables excluded from the research model influence the remaining 45.7%.

#### ***d. Simultaneous Effect Test (F Test)***

The combined effect of each independent variable on the dependent variable was examined by a simultaneous test (F-test). Table 8 presents the F-test results obtained by SPSS.

Table 8. Simultaneous Test Results (F Test)

<b>Model</b>	<b>Sum of Squares</b>	<b>Mean Square</b>	<b>F</b>	<b>Significance</b>
Regression	31.241	15.620	57.566	.000b
Residual	26.321	.271		
Dependent Variable: Purchase Decision				
Predictors: (Constant), Price, Product Quality				

*Source: Processed Data, 2026*

The results of the simultaneous test (F-test) presented in Table 8 reveal a significance value of 0.000, which is below 0.05, and a computed F value of 57.566, above the F-table value of 3.09. Consequently, hypothesis H3 is validated. This signifies that purchase decision is profoundly affected by both product quality and price concurrently.

*e. Partial Effect Test (t Test)*

The partial test (t-test) was employed to examine the influence of each independent variable on the dependent variable, as per the research hypotheses. Table 9 presents the t-test results obtained by SPSS.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	T Statistics	Significance Value
(Constant)	1.206	5.506	.000
Product Quality	.384	3.099	.003
Price	.272	2.126	.036

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Each variable's computed t-value was compared to the t-table value of 1.660 based on the partial test results (t-test) shown in Table 9 to ascertain the importance of its influence. Here is a further explanation of the test results.

- 1) The Product Quality variable ( $X_1$ ) has a significance value of  $0.003 < 0.05$  and a computed t-value of 3.099, which is higher than the t-table value of 1.660. As a result, hypothesis H1 is approved. This suggests that purchase decision is significantly and favourably impacted by product quality.
- 2) The Price variable ( $X_2$ ) exhibited a significant value of 0.036, which is less than 0.05, and a calculated t-value of 2.126, surpassing the t-table value of 1.660. Consequently, hypothesis H2 is validated. This illustrates that pricing substantially and positively affects purchase decision.

**DISCUSSION**

*The Influence of Product Quality (X1) on Purchase Decision (Y)*

The preliminary test results indicate that consumer purchase decision in the Kanasap business is positively and considerably influenced by product quality. Kanasap products, namely beef sei and chicken sei, are not consumed directly upon purchase but rather undergo a storage and reheating process. Therefore, consumers evaluate product quality based on taste, durability, cleanliness, and suitability of quality after thawing. This is reflected in the characteristics of respondents who are predominantly productive age groups and active workers, who require practical products while still considering consumption quality. Thus, when consumers weigh product alternatives before making a purchase, product quality represents the benefits they perceive.

The findings of this study align with those of Fatmaningrum, Susanto, and Fadhilah (2020), who found that product quality has a favorable and substantial effect on purchase decision. Furthermore, Astuti's (2021) study demonstrated that the quality of food favorably influences consumers' purchase decision at restaurants. Customers regard quality as the foundation of their trust in a product; thus, these consistent findings indicate that the quality of goods significantly influences purchase decision within the food sector.

### ***Influence of Price (X2) on Purchase Decision (Y)***

The preliminary test results indicate that the price variable considerably and positively influences customers' purchase decision. This research suggests that Kanasap consumers do not exclusively seek low prices; instead, they evaluate the appropriateness of price in relation to product benefits. Customers are more inclined to buy when they believe the cost is reasonable given the product's taste quality, durability, and ease of preparation. This condition is also relevant to the respondent profile, as most respondents belong to the middle-income group, particularly those earning Rp3,000,000–Rp3,999,000. Price is seen as both a cost and a measure of value in this market segment. When consumers consider the price to be proportional to the taste quality, product durability, and ease of preparation, people are more predisposed to execute a transaction.

The results of this study are consistent with those of Sitepu et al. (2021), who discovered that pricing significantly and favourably influences decisions to buy at Hasanah Bakery. This is also consistent with Novia & Palupi's (2022) findings that price affects UD students' decisions to buy traditional meals. Omah Jenang, Blitar Regency, Kademangan District, Rejowinangun Village. Thus, price plays a rational role in consumers' evaluation of alternatives, especially for food products with many substitutes in the market.

### ***The Influence of Product Quality (X1) and Price (X2) on Purchase Decision (Y)***

The concurrent test results (F-test) indicate that consumer purchase decision is highly affected by both product quality and price. This outcome illustrates those multiple factors, such as price and product quality, influence consumers' purchase decision. Consumers conduct a comprehensive value evaluation, namely comparing the benefits of the product (quality) with the sacrifices incurred (price). These two factors work well together in frozen food products: price creates the impression of value for money, while quality builds product trust. Additionally, the regression equation  $Y = 1.206 + 0.384X_1 + 0.272X_2$  shows that product quality influences purchases more than price.

The findings align with the studies conducted by Haque (2020) and Hidayat & Rayuwanto (2022), which revealed that consumer purchasing behavior is simultaneously affected by product quality and price. As a result, decisions on what to buy at Kanasap are made based on both perceived price appropriateness and product quality assessments rather than just one. This explains why previous sales fluctuations were related to competition and changes in raw material costs, as both factors directly influence consumers' perceptions of quality and price.

## **CONCLUSION AND RECOMMENDATIONS**

This study demonstrates that consumer purchase decision at Kanasap enterprises in Sungai Raya District are highly influenced by product quality and price, both concurrently and partially. The equation  $Y = 1.206 + 0.384X_1 + 0.272X_2$  represents the outcome of multiple linear regression analysis. This formula shows that an increase in customer purchase decision follows improvements in product quality and suitable pricing changes. Product quality has a bigger impact

than price, according to the regression coefficient. Thus, product quality is comparatively more influential in shaping consumer purchase decision.

This finding is consistent with the characteristics of the frozen food market, where consumers consider not only price but also the benefits received, particularly taste, durability, and quality after storage. The correlation coefficient value of 0.737 indicates a significant link between product quality, price, and purchase decision. The coefficient of determination of 54.3% signifies that product quality and price contribute to over half of the variance in purchase decision, while other factors beyond the research model affect the remaining 45.7%.

From a methodological perspective, the research instrument has met the measurement requirements because all items are declared valid ( $r_{count} > r_{table}$  0.196) and reliable (Cronbach's Alpha  $> 0.60$ ). The regression model fulfills the traditional assumption criteria. This is supported by a linear connection between the variables, normally distributed residuals with a significance value of 0.151 (more than 0.05), and the absence of multicollinearity, evidenced by tolerance values exceeding 0.10 and VIF values below 10. Therefore, in the context of the Kanasap business, the causal link found can be deemed suitable for explaining consumer purchase behaviour.

Practically, the research findings confirm that purchase decision in meat processing and preservation businesses are not solely determined by low prices, but by the balance between product quality and perceived consumer value. Therefore, businesses need to maintain consistent product quality, including taste, cleanliness, durability, and packaging, while simultaneously setting competitive prices that align with consumer purchasing power. The combination of quality and pricing strategies can be strengthened through added value, such as product variety, purchase packages, and the use of promotions and social media to expand market reach.

## **ADVANCED RESEARCH**

In order to develop a more thorough analytical model, future study is advised to include additional factors that can theoretically affect purchase decision, such as promotion, company location, service quality, and brand image. In addition to adding variables, expanding the research scope is also important. Future research could involve similar businesses and different regions, as well as larger sample sizes, to compare results and increase the generalizability of the findings. A comparative or mixed-methods approach could also be considered to explain the dynamics of consumer behavior not only statistically but also through a contextual understanding of why consumers choose or choose not to choose a product.

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