

The Influence of Price, Product Quality, and Promotion on Purchasing Decisions for ABC Sambal Sauce Products (Study of consumers in the city of Surabaya)

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ABSTRACT

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This study examines the influence of price, product quality, and promotion on purchasing decisions of ABC chili sauce among consumers in Surabaya. The background of this research is the increasingly intense competition in the food and beverage industry, particularly in the chili sauce market, which has led to changes in consumer preferences and a decline in the Top Brand Index of ABC chili sauce in recent years. Therefore, it is important to understand the factors that influence consumer purchasing decisions. The purpose of this study is to analyze the effect of price, product quality, and promotion on purchasing decisions both simultaneously and partially. This research uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to consumers who have purchased or consumed ABC chili sauce in Surabaya. The sampling technique used was non-probability sampling with a total of respondents determined according to research criteria. Data analysis was conducted using validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing including the F test and t test. The results of the study indicate that price, product quality, and promotion simultaneously have a significant influence on purchasing decisions. Partially, each variable—price, product quality, and promotion—also shows a positive and significant effect on consumer purchasing decisions. These findings suggest that consumers tend to consider affordable prices, good product quality, and attractive promotional strategies when deciding to purchase ABC chili sauce. In conclusion, the combination of competitive pricing, consistent product quality, and effective promotional activities plays an important role in influencing consumer purchasing decisions. The implication of this study is that companies should continuously improve product quality, maintain competitive pricing strategies, and develop more effective promotional activities in order to strengthen their market position and increase consumer purchasing decisions.

INTRODUCTION

The rapid development of globalization and digital transformation has significantly changed the dynamics of the business environment, particularly in the food and beverage industry. Companies are required not only to produce high-quality products but also to

understand consumer behavior in order to remain competitive in an increasingly dynamic market. Marketing strategies have become a critical factor in influencing consumer purchasing behavior because consumers today tend to evaluate products based on several considerations such as price, product quality,

and promotional activities before making purchasing decisions (Kotler & Keller, 2016; Armstrong & Kotler, 2023). In this context, companies must be able to design effective marketing strategies to maintain consumer trust and strengthen their competitive advantage.

The food and beverage sector is one of the fastest-growing industries in Indonesia due to changes in consumer lifestyles and increasing demand for practical food products. Chili sauce is one of the most widely consumed complementary food products in Indonesia and has become part of the country's culinary culture. As a result, competition in the chili sauce industry has become increasingly intense as various brands attempt to capture market share through product innovation, pricing strategies, and promotional campaigns. Among these brands, ABC chili sauce produced by PT Heinz ABC Indonesia has long been recognized as a leading brand in the Indonesian market. However, data from the Top Brand Index in recent years show a gradual decline in the brand index score of ABC chili sauce despite its continued market leadership. This phenomenon indicates potential changes in consumer preferences and increasing competition from other brands such as Indofood and Dua Belibis, which have shown improvements in their market performance.

Previous studies have widely examined the factors influencing consumer purchasing decisions, particularly the role of marketing variables such as price, product quality, and promotion. Several studies report that price plays an important role in influencing consumer decisions because consumers tend to evaluate the perceived value of a product relative to the cost they must pay (Lichtenstein et al., 2017; Grewal & Levy, 2020). Other studies highlight the importance of product quality in shaping consumer perceptions and satisfaction, which ultimately affect their purchasing behavior (Garvin, 2018; Zeithaml et al., 2020). In addition, promotional activities are considered effective in increasing brand awareness and encouraging consumers to make purchasing decisions through persuasive communication strategies (Belch & Belch, 2021). These studies indicate that marketing variables remain central determinants of consumer behavior in competitive markets.

Although numerous studies have investigated purchasing decisions, most research focuses on different product categories such as cosmetics, retail products, or services. Limited research specifically examines purchasing decisions in the chili sauce product category, particularly within the Indonesian market context where chili sauce consumption is strongly influenced by local culinary culture. Furthermore, previous studies often analyze marketing variables individually or within different industrial contexts, which creates a research gap regarding how price, product quality, and promotion simultaneously influence purchasing decisions for chili sauce products. Therefore, further investigation is needed to provide a more comprehensive understanding of consumer behavior in this specific product segment.

Based on this gap, this study focuses on ABC chili sauce as the research object and investigates how price, product quality, and promotion influence consumer purchasing decisions among consumers in Surabaya. The contribution of this study lies in providing empirical evidence regarding the role of these marketing variables in shaping purchasing decisions within the food condiment industry. In addition, this research offers practical insights for companies in designing effective marketing strategies to maintain competitiveness in a highly competitive market environment.

The novelty of this research lies in examining the combined influence of price, product quality, and promotion on purchasing decisions specifically in the chili sauce market within the Indonesian context, which has not been extensively explored in previous studies. By focusing on a well-established brand that is experiencing competitive pressure in the market, this study provides a deeper understanding of consumer purchasing behavior and offers strategic implications for companies seeking to maintain market leadership.

LITERATURE REVIEW

Purchasing Decision

Purchasing decision refers to the stage in the consumer decision-making process where consumers choose a particular product or brand after evaluating various available alternatives. According to Kotler and Keller (2016), purchasing decisions are influenced by several factors including marketing stimuli, consumer

characteristics, and psychological processes that lead to the selection of a product. Consumers generally evaluate the benefits and value of a product before deciding whether to purchase it. Therefore, understanding the determinants of purchasing decisions is essential for companies in developing effective marketing strategies.

The Influence of Price on Purchasing Decisions

Price is one of the most important elements in the marketing mix because it directly affects consumer perceptions of value and affordability. Price represents the amount of money that consumers must pay to obtain a product or service (Kotler & Armstrong, 2023). Consumers often compare the price of a product with the perceived benefits they receive, and this comparison influences their purchasing decision. When consumers perceive that the price of a product is reasonable and consistent with its value, they are more likely to purchase the product.

Previous studies indicate that price has a significant influence on consumer purchasing decisions. Research conducted by Grewal and Levy (2020) explains that competitive pricing strategies can increase consumer willingness to purchase because consumers tend to choose products that provide the best value for money. Similarly, Lichtenstein et al. (2017) found that price perception plays an important role in shaping consumer behavior and influencing purchase intention. Therefore, price can be considered a determining factor in consumer purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Product quality refers to the ability of a product to perform its functions, including durability, reliability, precision, and overall performance (Kotler & Keller, 2016). High product quality can increase customer satisfaction and strengthen consumer trust in a particular brand. Consumers generally prefer products that are perceived to have higher quality because they provide greater benefits and reliability.

Several previous studies support the relationship between product quality and purchasing decisions. Garvin (2018) explains that product quality plays an important role in shaping consumer perceptions and satisfaction, which ultimately influence their purchasing decisions. Furthermore, Zeithaml et al.

(2020) state that products with higher perceived quality tend to generate stronger consumer loyalty and repeat purchasing behavior. These findings suggest that product quality is a key factor that influences consumer purchasing decisions.

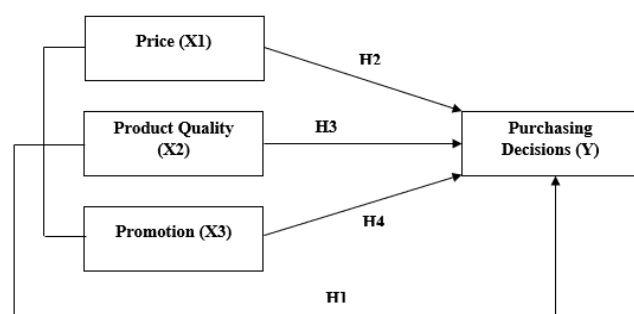
The Influence of Promotion on Purchasing Decisions

Promotion is a marketing communication activity that aims to inform, persuade, and remind consumers about a product or service. Promotional activities include advertising, sales promotion, public relations, personal selling, and digital marketing communication (Belch & Belch, 2021). Effective promotion can increase brand awareness and influence consumer attitudes toward a product.

Previous research highlights the importance of promotional strategies in influencing consumer behavior. According to Kotler and Armstrong (2023), promotion plays a significant role in communicating product value to consumers and encouraging them to make purchasing decisions. In addition, studies show that attractive promotional programs such as discounts, advertising campaigns, and social media promotions can significantly influence consumer purchasing behavior (Grewal & Levy, 2020). Therefore, promotion can stimulate consumer interest and encourage them to choose a particular product.

Framework

Figure 1. Research Framework



H1: Simultaneously there is an influence of Price, Product Quality, and Promotion on purchasing decisions.

H2: Partially there is an influence of price on purchasing decisions.

H3: Partially there is an influence of Product Quality on Purchasing Decisions.

H4: Partially there is an influence of Promotion on Purchasing Decisions.

METHOD

This study uses a quantitative research approach to analyze the influence of price, product quality, and promotion on purchasing decisions of ABC chili sauce. Quantitative research is used because it allows researchers to measure the relationship between variables objectively using statistical analysis. The research design applied in this study is explanatory research, which aims to explain the causal relationship between independent variables (price, product quality, and promotion) and the dependent variable (purchasing decision).

The population in this study consists of consumers who have purchased or consumed ABC chili sauce in Surabaya. Since the exact number of consumers is unknown, the population is considered infinite. Therefore, the sampling technique used in this research is non-probability sampling with a purposive sampling approach. The purposive sampling technique is used to select respondents based on specific criteria determined by the researcher. The criteria used in selecting respondents include consumers who have purchased or consumed ABC chili sauce and are willing to provide responses to the research questionnaire.

Data used in this study consist of primary data obtained directly from respondents through questionnaires. The questionnaire was designed using a Likert scale to measure respondents' perceptions regarding price, product quality, promotion, and purchasing decisions. The Likert scale used ranges from 1 to 5, where 1 indicates strongly disagree and 5 indicates strongly agree. The questionnaire was distributed to respondents through online and offline methods in order to obtain sufficient data for analysis.

The data analysis method used in this study includes several statistical techniques. First, validity and reliability tests were conducted to ensure that the research instrument accurately measures the variables and produces consistent results. Second, classical assumption tests were performed, including the normality test, multicollinearity test, and heteroscedasticity test to ensure that the regression model meets the required statistical assumptions. Third, multiple linear regression analysis was applied

to examine the influence of the independent variables on the dependent variable. Hypothesis testing was conducted using the t-test to determine the partial effect of each independent variable on purchasing decisions and the F-test to analyze the simultaneous effect of all independent variables. The coefficient of determination (R^2) was also used to measure how well the independent variables explain variations in the dependent variable. Data analysis in this research was carried out using statistical software.

RESULT

Respondent Characteristic

Researchers distributed questionnaires via online Google forms such as Instagram stories, WhatsApp stories and private chat to respondents who met the sampling technique criteria. The respondents of this research were consumers of ABC chili sauce in the city of Surabaya.

Table 1. Respondent Characteristic

Characteristics	Category	Frequency	Percentage
Gender	Male	42	42%
	Female	58	58%
Age	17-20 years	12	12%
	21-25 years	73	73%
	26-30 years	14	14%
	>36 years	1	1%
Domicile	North Surabaya	10	10
	East Surabaya	44	44
	Central Surabaya	2	2
	West Surabaya	30	30
	South Surabaya	14	14

Validity Test

Validity testing is carried out to determine whether the data of a study is valid or not. Calculation of validity tests using the SPSS (Statistical Product and Service Solution) 25 For Windows program tool. The results of validity testing for each indicator in this

research for each independent variable and dependent variable studied are as follows:

The instrument can be said to be valid if the calculated r value $> r$ table and the significance is smaller than 0.05 ($\text{sig} < 0.05$). To obtain r table, namely with $df = n-2$. In this research, the value of $df = 100-2 = 98$, so it can be seen that the value of r table is 0.197.

Table 2. Validity Test Result

Variable	Item	Calculated r-value	Critical r-value	Result
Price	X1.1	0.736	0.197	Valid
	X1.2	0.862	0.197	Valid
	X1.3	0.728	0.197	Valid
	X1.4	0.803	0.197	Valid
	X1.5	0.798	0.197	Valid
Product Quality	X2.1	0.770	0.197	Valid
	X2.2	0.857	0.197	Valid
	X2.3	0.790	0.197	Valid
	X2.4	0.727	0.197	Valid
	X2.5	0.721	0.197	Valid
Promotion	X3.1	0.894	0.197	Valid
	X3.2	0.887	0.197	Valid
	X3.3	0.845	0.197	Valid
	X3.4	0.824	0.197	Valid
	X3.5	0.492	0.197	Valid
Purchase Decision	Y1.1	0.808	0.197	Valid
	Y1.2	0.831	0.197	Valid
	Y1.3	0.847	0.197	Valid
	Y1.4	0.814	0.197	Valid
	Y1.5	0.860	0.197	Valid

Based on the table above, the Validity Test can be seen that the questionnaire containing 4 variables has been filled in by 100 respondents in this study. The results of the validity calculations in the table above show that r count $> r$ table and the significance value < 0.5 or 0.197. So it can be concluded that all variables in this research are declared valid.

Reliability Test Result

The reliability test is used to test the extent to which the instrument remains consistent or not in the questionnaire. Calculations regarding reliability tests using the SPSS (Statistical Product and Service Solution) 25 For Windows program tool. In this research, the Cronbach Alpha method of reliability testing was used, with a reliability test value of > 0.60 .

If the Cronbach Alpha value of a reliability test is more than 0.6, then the test is considered reliable.

Table 3. Reliability Test Result

Variable	Calculated Cronbach's Alpha	Minimum Cronbach's Alpha	Result
Price	0.845	0.600	Reliable
Product Quality	0.832	0.600	Reliable
Promotion	0.856	0.600	Reliable
Purchase Decision	0.889	0.600	Reliable

All variables in this study are considered reliable because, according to table 4.10 of the Reliability Test, the variables Price, Product Quality, Promotion and Purchase Decision have a Cronbach's Alpha value greater than 0.6.

Normality Test Result

The normality test determines whether the data is normally or not normally distributed. The distribution of data points on the axes can be used to determine normality test results. Data is considered to meet the normality assumption or classical assumption if the points are spread along the diagonal. Data is considered not normally distributed if the points are far from the diagonal.

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.02303108
Most Extreme Differences	Absolute	.088
	Positive	.059
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.052 ^a

The table above displays the test findings, which show that there are 100 samples or respondents, Asymp.Sig. (2-tailed) is 0.052, and the Kolmogorov-Smirnov value is 0.66. Thus, a normally distributed regression is indicated by a result of $0.052 > 0.05$.

Multicollinearity Test Result

The multicollinearity test is a test to check the linear relationship between the independent variables of the regression model to determine whether there is a correlation between the two variables. The multicollinearity test can be determined by looking at

the VIF (Variance Inflation Factor) results of the independent variables. The multicollinearity value, namely $VIF < 10$, means multicollinearity does not occur. If the multicollinearity value, namely $VIF > 10$, multicollinearity occurs.

Table 5. Multicollinearity Test Result

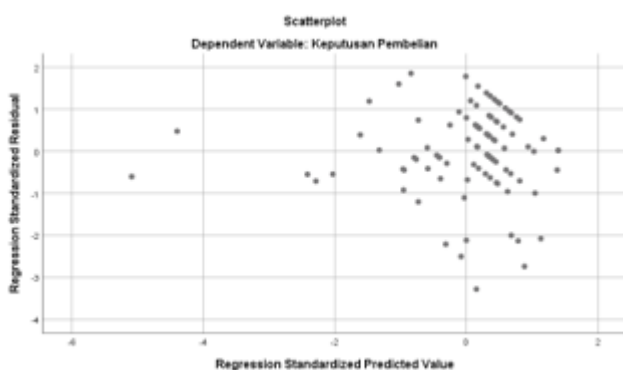
Variable	Tolerance	VIF	Result
Price	0.555	1.803	No multicollinearity
Product Quality	0.602	1.661	No multicollinearity
Promotion	0.870	1.149	No multicollinearity

The tolerance and VIF (Variance Inflation Factor) values of the Price variable (X1) are 0.555 and 1.803, the Product Quality variable (X2) is 0.602 and 1.661, and the Promotion variable (X3) is 0.870 and 1.149, according to the multicollinearity test findings in table above. The Price variable (X1) has a tolerance value of $0.555 > 0.01$ and a VIF of $1.803 < 10$, the Product Quality variable (X2) has a tolerance value of $0.602 > 0.01$ and a VIF of $1.661 < 10$, and the Promotion variable (X3) has a tolerance value of $0.870 > 0.01$ and a VIF of $1.149 < 10$.

Heteroscedasticity Test

To determine whether residual variance varies across observation periods, a heteroscedasticity test is used. The pattern of points on a regression scatterplot can be used to test for heteroscedasticity. This technique is performed by examining the scatterplot graph between the studentized residuals (SRESID) and the standardized predicted values (ZPRED).

Figure 2. Heteroscedasticity Result



The heteroscedasticity test, based on the figure above, shows that the points are randomly distributed

and do not follow any particular pattern. Therefore, it can be said that the regression model used in the hypothesis testing does not show any signs of heteroscedasticity.

Autocorrelation Test

The autocorrelation test is used to test whether in a linear regression model there is a correlation between the nuisance errors (residuals) in period t and the errors in period $t-1$ (previously).

Table 6. Autocorrelation Test

Model Summary ^a					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787 ^a	.619	.607	2.01555	1.942

a. Predictors: (Constant), LAG_X3, LAG_X2, LAG_X1
b. Dependent Variable: LAG_Y

The Autocorrelation Test shows that the Durbin-Watson value is 1.942 based on the table above. The DL value is 1.6131 and the DU value is 1.7364 when the Durbin-Watson (DW) method value is determined by examining the significance table $\alpha = 0.05$ with the number of data (n) as many as 100 and the number of variables (k) as many as 3. The results of the du test $< d < 4 - du = 1.7364 < 1.942 < 2.2636$ are identical to the average of the Autocorrelation test using the formula $4 - dl = 4 - 1.6131$, which is 2.3869, and $4 - du = 4 - 1.7364$, which is 2.2636. We can conclude that there is no autocorrelation in this study.

Analysis of Multiple Linier Regression

In this study, the data analysis used was multiple linear regression. This analysis was used to determine the simultaneous influence of the variables Price (X1), Product Quality (X2), Promotion (X3), and Purchase Decision (Y).

Table 7. Multiple Linear Regression Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.672	1.622		1.031	.305
	Harga	.476	.092	.440	5.195	.000
	Kualitas Produk	.414	.082	.411	5.059	.000
	Promosi	.041	.054	.051	.756	.452

a. Dependent Variable: Keputusan Pembelian

Based on the table above, the multiple linear regression analysis shows that the results can be concluded as follows:

1. The constant value (α) is 1.672. This can be interpreted that the value of the Purchase Decision is 1.672 with the assumption that the variables Price (X1), Product Quality (X2), and Promotion (X3) are constant.
2. The regression coefficient value for the Price variable (X1) is positive or has a positive influence of 0.476. This can be interpreted that for every 1 unit increase in Price (X1), the Purchase Decision variable (Y) will increase by 0.476 units, assuming the other independent variables remain constant.
3. The regression coefficient value for the Product Quality variable (X2) is positive or has a positive influence of 0.414. This can be interpreted that for every 1 unit increase in Product Quality (X2), the Purchase Decision variable (Y) will increase by 0.414 units, assuming that other independent variables remain constant.
4. The regression coefficient for the Promotion variable (X3) indicates that Promotion does not have a significant effect on Purchase Decision (Y), as shown by a t-statistic of 0.756 and a p-value of 0.452, which is greater than 0.05. Therefore, H3 is not supported.

T-test

This t-test was conducted to determine whether the independent variables Price (X1), Product Quality (X2), and Promotion (X3) individually influence the dependent variable Purchase Decision (Y). The probability of significance from the t-test, namely t count is smaller than the significance level of 0.05, means that the independent variables partially have a significant effect on the dependent variable.

Calculated t value > table t value

t table = $t(a/2 : n-k-1) = t(0.05/2 : 100-3-1) = 0.025 : 96 = 1.98498$

Table 8. T-test Result

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.672	1.622		1.031
	Harga	.476	.092	.440	5.195
	Kualitas Produk	.414	.082	.411	5.059
	Promosi	.041	.054	.051	.756

a. Dependent Variable: Keputusan Pembelian

Based on the results of the t-test in the table above, it can be explained as follows:

1. The significance value of the Price variable (X1) is $0.000 < 0.05$. The calculated t value is $5.195 > t$ table 1.984. Therefore, H0 is rejected and H1 is accepted, meaning that the Price variable has a positive and significant effect on Purchasing Decisions.
2. The significance value of the Product Quality variable (X2) is $0.000 < 0.05$. The calculated t value is $5.059 > t$ table 1.984. Therefore, H0 is rejected and H2 is accepted, meaning that the Product Quality variable has a positive and significant effect on Purchasing Decisions.
3. The significance value of the Promotion variable (X3) is $0.452 > 0.05$. The calculated t value is $0.756 > t$ table 1.984. Therefore, H0 is accepted and H3 is rejected, meaning that the Promotion variable has a positive and insignificant effect on Purchasing Decisions.

DISCUSSION

The Influence of Price on Purchasing Decisions

The results of this study indicate that price has a positive and significant effect on purchasing decisions of ABC chili sauce. This finding suggests that consumers consider price as one of the important factors when deciding to purchase a product. Consumers tend to evaluate whether the price offered is in accordance with the perceived benefits and product quality.

This finding is consistent with the theory proposed by Kotler and Keller (2016), which states that price is an important component of the marketing mix that directly influences consumer purchasing behavior. Consumers tend to choose products that provide the best balance between price and perceived benefits. Furthermore, this result is also in line with previous research conducted by Grewal and Levy (2020), which explains that competitive pricing strategies can increase consumers' willingness to purchase a product.

Comparison with Previous Research

The results of this study support previous studies indicating that price significantly influences purchasing decisions. When consumers perceive that the price offered is reasonable and consistent with

product quality, their likelihood of purchasing the product increases. In the context of ABC chili sauce, the affordable pricing strategy allows the product to remain competitive in the market despite increasing competition from other brands.

The Influence of Product Quality on Purchasing Decisions

Product quality is another important factor that influences purchasing decisions. The results of the regression analysis show that product quality has the strongest influence on purchasing decisions compared to other variables examined in this study. Consumers tend to prioritize products that offer reliable performance, good taste, and consistent quality.

Relationship with Marketing Theory

The findings of this study support the theory proposed by Kotler and Keller (2016), which states that product quality refers to the ability of a product to perform its functions and meet consumer expectations. High product quality can increase customer satisfaction and encourage repeat purchasing behavior.

In addition, the findings are also consistent with research conducted by Zeithaml et al. (2020), which explains that consumers tend to develop stronger purchase intentions toward products that are perceived to have superior quality.

The Influence of Promotion on Purchasing Decisions

Promotion plays an important role in communicating product information and value to consumers. However, the findings of this study indicate that promotion does not have a significant influence on purchasing decisions for ABC chili sauce. This suggests that advertising, in-store product displays, and promotional campaigns were not sufficient to directly encourage consumers to purchase the product. Consumers may rely more on their previous experience, perceived price suitability, product quality, taste consistency, and packaging when making purchasing decisions. Therefore, promotional activities should not merely focus on increasing exposure but should communicate product

attributes that are more relevant to consumers' actual considerations.

Comparison with Previous Research

The results of this study are consistent with the theory proposed by Belch and Belch (2021), which explains that promotional activities are designed to inform, persuade, and remind consumers about a product. Effective promotional strategies can increase brand awareness and influence consumer attitudes toward a product.

Furthermore, this finding also supports previous research which states that promotional strategies such as advertising and sales promotions can significantly influence consumer purchasing behavior. Promotional activities allow companies to communicate product benefits more effectively and encourage consumers to choose their products.

CONCLUSION

This study aims to analyze the influence of price, product quality, and promotion on purchasing decisions for ABC chili sauce. Based on the results of data analysis and discussion, several conclusions can be drawn.

1. Price has a positive and significant influence on purchasing decisions. Consumers consider price an important factor when deciding to purchase ABC chili sauce. When the price is perceived as affordable and appropriate to the benefits received, consumers are more likely to make a purchase. This finding indicates that perceived price value plays an important role in shaping purchasing decisions for frequently purchased food products.
2. Product quality has a positive and significant influence on purchasing decisions. Consumers tend to choose products that offer consistent taste, reliable quality, and attractive packaging. The perception of high product quality strengthens consumer confidence and encourages product selection. This finding shows that functional product attributes are a major consideration in purchasing decisions.
3. Promotion does not have a significant influence on purchasing decisions. Promotional activities such as advertising and marketing communication have not been proven to directly affect consumers' decisions

to purchase ABC chili sauce. This result indicates that promotional exposure alone is insufficient to influence purchasing decisions when consumers place greater emphasis on price and product quality.

Overall, the findings demonstrate that the effects of marketing mix variables on purchasing decisions are not uniform. Price and product quality are significant determinants of purchasing decisions, whereas promotion does not have a significant effect. Theoretically, this study shows that consumers of frequently purchased food products tend to prioritize perceived economic value and functional product performance over promotional communication. From a managerial perspective, the company should focus on maintaining affordable prices and consistent product quality while redesigning promotional messages to emphasize the price value, taste consistency, reliability, and packaging attributes that have been shown to influence consumer decisions.

Suggestions

Based on the findings of this study, several suggestions can be proposed. Companies should maintain competitive pricing strategies while ensuring that the price offered remains consistent with product quality. In addition, companies should continue to improve product quality in terms of taste, packaging, and product reliability to maintain consumer satisfaction and trust. Furthermore, promotional strategies should be developed more effectively by utilizing various communication channels, including digital marketing platforms, to increase consumer awareness and expand market reach.

Limitations

This study has several limitations that should be considered. First, the research focuses only on three marketing variables, namely price, product quality, and promotion, while other factors such as brand image, consumer trust, and social influence may also affect purchasing decisions. Second, the study was conducted within a limited research area and involved respondents who had experience purchasing ABC chili sauce, which may limit the generalization of the findings. Third, the data used in this study were obtained through questionnaires, which depend on respondents' perceptions and may contain subjective bias.

Further Research

Future research is expected to expand the scope of variables that influence purchasing decisions by including additional factors such as brand image, customer satisfaction, and consumer loyalty. In addition, future studies may involve a larger and more diverse sample to obtain more comprehensive results. Researchers are also encouraged to use different research methods, such as qualitative approaches or mixed methods, to gain deeper insights into consumer behavior and purchasing decision processes in the food and beverage industry.

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