

Analysis of Factors Affecting Purchasing Decisions (Study on Garlic MSMEs in Pare Kediri)

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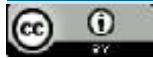
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ABSTRACT

The purpose of this research is to examine how customers in Pare Kediri make purchasing choices for garlic MSMEs in relation to pricing, promotion, and product quality. The data was collected quantitatively using questionnaires and 120 participants. The significance of an integrated marketing strategy is shown by the study findings, which demonstrate that the three factors have a positive and substantial impact on purchase choices. The findings provide insights for MSMEs to synergistically manage price, promotion, and product quality to improve competitiveness and consumer satisfaction. This study also recommends further research to explore other factors influencing purchase decisions and to conduct comparative studies in different regions.

INTRODUCTION

MSMEs (Micro, small, and medium enterprises) on both a regional and national scale, play a crucial economic role in Indonesia. This sector's contribution is evident from the significant number of business units and its impact on employment, economic growth, and community welfare. MSMEs are providers of employment and important players in the local economy, as well as the empowerment of the surrounding community, which indirectly encourages the surrounding community's economy to move in a better direction (Sofyan, 2017). MSMEs make a positive contribution to the income distribution of people in the regions, especially those with low levels of education (Novitasari, 2022). Thus the existence of MSMEs can meet the needs of local communities with a variety of products and services as well as the main provider of jobs for villages that have limited and formal employment opportunities (Himmatul & Windusancono, 2023).

Micro, small, and medium-sized enterprises (MSMEs) make up 99% of all businesses in the country, and they play a crucial role in the economy by contributing substantially to GDP. Small and medium-sized enterprises (SMEs) accounted for 97% of Indonesia's employment in 2023, contributing 61% to GDP or Rp 9,580 trillion (<https://kadin.id/data-dan-statistik/umkm-indonesia>). This shows that the existence of MSMEs not only strengthens the economic structure and is a driving force for economic growth, especially local economic growth but also provides social support to improve community welfare. Therefore, support for the sustainability of MSMEs is very important in ensuring the sustainability of economic growth, especially in local economic growth. MSMEs can involve or utilize resources or raw materials from the surrounding environment to strengthen the local economy and improve overall community welfare (Windusancoko, 2023).

MSMEs (Micro, Small and Medium Enterprises) play an important role in strengthening the economy, including in the provision of basic community needs such as garlic. Garlic not only functions as a kitchen spice but also has various health benefits that make it one of the commodities needed in daily cooking. According to Susanti (2020), the availability of quality garlic can increase consumer confidence and influence their purchasing decisions. The steady and growing demand for garlic provides significant opportunities for MSMEs to contribute to the supply of this product. In the Pare, Kediri area, MSMEs selling garlic are one of the key actors in meeting the needs of the local market. However, the challenges faced by these MSMEs are not few, including intense competition from local and imported products. According to Hidayati (2019), competition in the MSME sector is increasingly complex, so business actors need to understand consumer behaviour to survive. With a deep understanding of consumer behaviour and their preferences for garlic products, MSME players can improve their competitiveness.

There are a lot of internal and external aspects that consumers consider before making a purchase choice. Numerous elements, including those of a psychological, social, and cultural nature, impact consumers' purchase choices

(Kotler & Keller, 2016). A customer's valuation of a product is very susceptible to psychological aspects like their motives, views, and attitudes. For example, consumers who are knowledgeable about the health benefits of garlic may be more likely to choose this product compared to other alternatives. In addition, social factors, such as the influence of friends and family, can also influence purchasing decisions. A study by Haryono (2021) shows that recommendations from close people are often the paramount consideration in the decision to buy garlic among consumers.

In the context of MSMEs selling garlic, it is crucial to understand how these factors interact with each other and influence consumer behaviour. In addition, external factors such as price and sales location also play a crucial role. According to Agustinus and Ratnawati (2018), competitive prices and accessibility of sales locations can increase consumer buying interest. By understanding these aspects, MSME players can take strategic steps to improve competitiveness and maintain customer loyalty.

Also, you have to think about how consumers' habits have changed because of all the new social media and IT. Consumer habits have shifted dramatically due to the rise of social media and other forms of online communication, giving them wider access and more in-depth information about various product options. Modern consumers are now not only more informed but also have more power to make purchasing decisions. They tend to do more in-depth research before buying, compare prices, and read reviews from other users. According to Kotler and Keller (2016), today's consumers are becoming more proactive in the buying process, and their decisions are influenced by many factors, including the accessibility of information through digital media. User reviews, influencer recommendations, and social interactions on these digital platforms can significantly influence purchasing decisions. Friends and family referrals are the most trusted kind of advertising, according to a Nielsen (2015) survey (83% of consumers). In addition, digital ads tailored to user behaviour and preferences have a greater chance of attracting attention. This suggests that emotional engagement built by brands through relevant and interactive content on social media can create stronger relationships with consumers (Hollebeek, 2011). Consumers are now more informed and have easier access to various product options. Therefore, an in-depth analysis of the factors influencing purchasing decisions is highly relevant. Hence, the purpose of this research is to catalog and examine the variables impacting the purchase choices of garlic-selling MSMEs in Pare. We anticipate that MSME participants will be able to use the analysis's findings to inform strategic marketing and service improvements that will aid in the growth of MSME in the region.

THEORETICAL REVIEW

Price

Purchasing decisions result from various considerations made by consumers before making a transaction. One of the important factors that influence this decision is price. Price is the value set for a product or service and can be seen as one of the critical elements in a marketing strategy. According to Kotler and Armstrong (2008), prices reflect production costs and the value perceived by consumers. Therefore, prices must be adjusted to customers' perceived benefits to positively influence purchasing decisions. The indicators used to measure price are as follows:

1. **Price Affordability:** Price affordability refers to the ability of consumers to pay for product prices without sacrificing other needs. This includes consumer income and expenditure factors (Kotler & Keller, 2016)
2. **Price Match with Benefits:** This indicator measures the extent to which the product price is proportional to the benefits obtained by consumers. This includes quality factors, features, and added value offered by the product (Zeithaml, 1988).
3. **Price Competition:** Comparison of product prices with similar products in the market (Nagle & Holden 2002).

H1: Price has a positive and significant effect on purchasing decisions.

Promotion and Advertising

Ads and promotions are powerful tools for marketers to influence customer actions and choices. Promotion encompasses all efforts made to enlighten customers about goods and services as well as any incentives to purchase them (Kotler and Keller, 2016). Promotion is a business activity that aims to increase sales and market position by offering discounts, discounts, gifts, and loyalty programs (Paula & Roni 2022). This shows that promotion is not only about discounts but also about building consumer awareness and interest, While advertising, or advertising, is a persuasive communication aimed at promoting a product or service to increase market awareness and demand (Stephen, Canthika, Subrata, & Veronika, 2020).

Promotions and advertising are important in influencing consumer purchasing decisions through several vital mechanisms. First, they increase product awareness, making consumers more aware of new products' benefits. As Kotler and Keller (2016) stated, awareness is the first step in the buying process; without awareness, there is no possibility of purchase. In addition, attractive advertisements can stimulate consumer interest in trying the product, thereby increasing the chance of purchase. Belch and Belch (2018) add that creative and attractive advertisements can increase consumer interest and encourage them to experiment with products. Promotions also strengthen brand recall; when consumers remember brand names, they are more likely to choose them when shopping. Aaker (1991) states that the ability to remember a brand significantly increases the likelihood that consumers will choose that brand when making a purchase. The indicators used to measure the effect of promotion and advertising on purchasing decisions are as follows:

1. **Ad Frequency:** Ad frequency refers to how often an ad is shown to the target audience in a given period. Ads that are aired more frequently can increase brand awareness and reinforce marketing messages, increasing the likelihood of consumers making purchases (Keller, 2013).
2. **Ad Attractiveness:** Ad appeal refers to how exciting and relevant the ad is to the target audience. Ads that are creative and match consumers' needs and preferences are more likely to attract attention and influence purchasing decisions (Liu & Zhang, 2019).
3. **Special Offers:** Special offers include discounts, coupons, or other promotions designed to attract consumer buying interest. These offers can create a sense of urgency and increase motivation to make a purchase (Kotler & Keller, 2016).

H2: Promotion and Advertising positively and significantly affect purchasing decisions.

Product Quality

Product quality is one of the key factors that influence consumer purchasing decisions. In a marketing context, product quality includes not only physical characteristics but also how the product meets consumer needs and expectations. According to Tjiptono (2008), The degree to which a product satisfies consumer demands and expectations is determined by its quality, which is a composite of several attributes and features. Product quality is a key factor influencing consumer purchasing decisions. High-quality products not only meet consumer expectations but also provide greater satisfaction and encourage repeat purchases and loyalty. According to Ribeiro (2021), high product quality contributes to greater customer satisfaction, which in turn increases the likelihood of repeat purchases. When consumers feel that the product they choose provides more value than the costs incurred, they are likelier to buy and recommend it to others (Chinomona & Dubihlela, 2022). The indicators used to measure the dimensions of product quality on purchasing decisions, according to Tjiptono (2008), are as follows:

1. **Performance:** The ability of the product to function as expected.
2. **Durability:** How long the product can be used before it breaks down.
3. **Reliability:** The ability of a product to function without fail within a specified period of time.
4. **Aesthetics:** The appearance and visual appeal of the product.
5. **Serviceability:** Ease of product maintenance and repair.

H3: Product quality has a positive and significant effect on purchasing decisions

Purchase Decision

Purchasing decisions are a complex process that consumers go through before purchasing a product. According to Kotler & Keller (2009), a purchase decision is the stage at which consumers choose to buy a particular product after going through an alternative evaluation process. Various factors, including needs, available information, and personal preferences influence this decision.

Swastha & Irawan (2008) also emphasize that purchasing decisions are consumers' understanding of their wants and needs for products, which involves an assessment of various sources of information.

In this study, we will explore the joint influence of Price, promotion and Advertising, and product quality on purchasing decisions. Price is one of the important factors that influence product attractiveness; competitive prices can attract more consumers (Khan, 2020). Meanwhile, promotion and advertising play a vital role in creating brand awareness and attracting the attention of the target audience. Effective advertisements, especially those with visual appeal and relevance, can increase purchase intention (Kumar, 2021). However, product quality is also a major consideration. Customers are more likely to be satisfied and loyal to brands that consistently provide high-quality goods. (Zheng, 2022). The combination of these three factors, price, attractive promotions, and good product quality, creates a strong synergy that influences purchase decisions. Several previous studies have shown that these three variables interact with each other in shaping purchasing decisions. Research by Saktiawan (2022) shows that the interaction between these three factors can create synergies that increase product attractiveness in the eyes of consumers. For example, competitive prices, along with attractive promotions and high product quality, can encourage more significant purchasing decisions.

H4: Price, Promotion and advertising, and Product Quality positively and significantly affect purchasing decisions.

The following is a description of the conceptual framework of the research Analysis of Factors that influence purchasing decisions (Study on Garlic MSMEs in Pare Kediri)

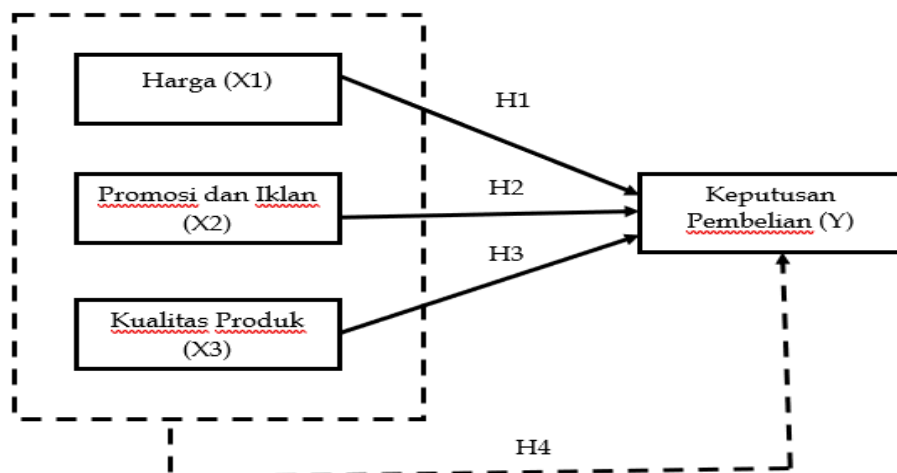


Figure 1. Conceptual Framework

METHODOLOGY

This research uses a quantitative approach with descriptive and analytical research design. The aim is to identify and analyze the factors influencing consumer purchasing decisions at Garlic MSMEs in Pare Kediri.

Population and Sample

Customers of UMKM Pare, Kediri, who purchased garlic, made up the study's population. A basic random sampling technique was used to choose the study sample. This approach ensures that every member of the population has an equal chance of being chosen for the sample. (Creswell, 2014). The sample in this study consisted of 120 respondents who were active consumers of the Pare Garlic UMKM in Kediri. This sample size is considered adequate to obtain representative data, where the ideal sample size is between 100-150 respondents (Isaac & Michael (2018).

Data Collection

In this study, data will be collected through a survey method using a questionnaire. This questionnaire identifies factors influencing consumer purchasing decisions for garlic products in MSMEs in Pare, Kediri. The questionnaire is carefully designed to ensure the data collected is relevant and representative. The questionnaire will be divided into several sections to collect data on the variables under study. The first section is related to the demographics of the respondents i.e. basic information about the respondents, including age, gender, education, and occupation. The second section is related to variable X, namely price, promotion and advertising, and product quality. The third section is related to variable Y, namely purchasing decisions.

Data Analysis

This study's first data analysis stage is validity and reliability analysis. This analysis is used to ensure that the questionnaire used can measure correctly (valid and reliable) the factors that influence purchasing decisions. The validity test results are said to be valid if the r count is more than the r table (Putra & Sari, 2020). If the measuring device gives the same findings when measured again, we may say that the test results are dependable; a Cronbach's Alpha value of 0.7 or above indicates very excellent reliability. (Putra & Sari, 2020).

The second stage involves carrying out a classic assumption test, namely the normality test, multicollinearity test, and heteroscedasticity test. The classic assumption test is carried out as a condition for conducting valid and reliable multiple regression analysis (Tarmidi & Andriyani, 2022).

We apply both single- and multiple-linear regression analyses in this work for the third step, which is regression analysis. Sugiyono (2017) explains that basic regression analysis is used to find out how product quality, price, and promotion and advertising affect the dependent variable, which is people's choices to purchase. To find out how much of an impact advertising, product quality, and pricing have on customers' ultimate purchasing decisions, multiple

linear regression analysis is used. (According to Ghozali (2016)). The goal of this study is to provide light on the relationship between pricing, promotion, and product quality as it pertains to Garlic MSMEs in Pare, Kediri, and the purchase choices made by consumers.

RESEARCH RESULT

Validity Test

The validity test is carried out to ensure that the research instrument (questionnaire) measures what is intended. The method used is Pearson Correlation with valid criteria if the r count is more than the r table. The validity test results for variables X1, X2, X3, and Y can be seen in the following table:

Table 1. Hasil Uji Validitas X1

Item	r tabel	r hitung	Keterangan
X1.1	0.361	0.690	Valid
X1.2	0.361	0.542	Valid
X1.3	0.361	0.569	Valid
X1.4	0.361	0.837	Valid
X1.5	0.361	0.601	Valid
X1.6	0.361	0.569	Valid
X1.7	0.361	0.715	Valid
X1.8	0.361	0.679	Valid
X1.9	0.361	0.616	Valid

Table 2. Hasil Uji Validitas X2

Item	r tabel	r hitung	Keterangan
X2.1	0.361	0.888	Valid
X2.2	0.361	0.794	Valid
X2.3	0.361	0.717	Valid
X2.4	0.361	0.899	Valid
X2.5	0.361	0.512	Valid
X2.6	0.361	0.805	Valid
X2.7	0.361	0.919	Valid
X2.8	0.361	0.729	Valid
X2.9	0.361	0.792	Valid

Table 3. Hasil Uji Validitas X3

Item	r tabel	r hitung	Keterangan
X3.1	0.361	0.509	Valid
X3.2	0.361	0.825	Valid
X3.3	0.361	0.877	Valid
X3.4	0.361	0.853	Valid
X3.5	0.361	0.726	Valid
X3.6	0.361	0.834	Valid
X3.7	0.361	0.806	Valid

X3.8	0.361	0.78	Valid
X3.9	0.361	0.696	Valid
X3.10	0.361	0.855	Valid

Table 4. Hasil Uji Validitas Y1

Item	r tabel	r hitung	Keterangan
Y1.1	0.361	0.862	Valid
Y1.2	0.361	0.759	Valid
Y1.3	0.361	0.804	Valid
Y1.4	0.361	0.808	Valid
Y1.5	0.361	0.569	Valid
Y1.6	0.361	0.772	Valid
Y1.7	0.361	0.841	Valid
Y1.8	0.361	0.716	Valid
Y1.9	0.361	0.753	Valid

From the table above, it can be seen that all question items have a calculated r value more significant than the r table, which is 0.361 at the 0.05 significance level. This data meets the criteria and can be said to be valid for measuring independent variables and dependent variables.

Reliability Test

The consistency of the questionnaire when used for repeated measures is determined using a trustworthy test. The Cronbach's Alpha technique is used. For an instrument to be considered dependable, its Cronbach's Alpha value must be greater than 0.7. The following table displays the results of the reliability tests:

Table 5. Hasil Uji Reliability X1

Cronbach's Alpha	N of Items
0.752	10

Table 6. Hasil Uji Reliability X2

Cronbach's Alpha	N of Items
0.784	10

Table 7. Hasil Uji Reliability X2

Cronbach's Alpha	N of Items
0.925	10

Table 8. Hasil Uji Reliability Y

Cronbach's Alpha	N of Items
0.781	10

From the table above, the test results show the Cronbach's Alpha value above 0.7 for all variables studied. It can be concluded that the instrument used in the study is reliable and consistently measures the independent and dependent variables.

Classical Assumption Test

Normality Test

Finding out whether the data follows a normal distribution is the goal of the normalcy test. In this research, we employed the normal P-P Plot histogram graph technique to test for normalcy. The findings are shown in the following figure:

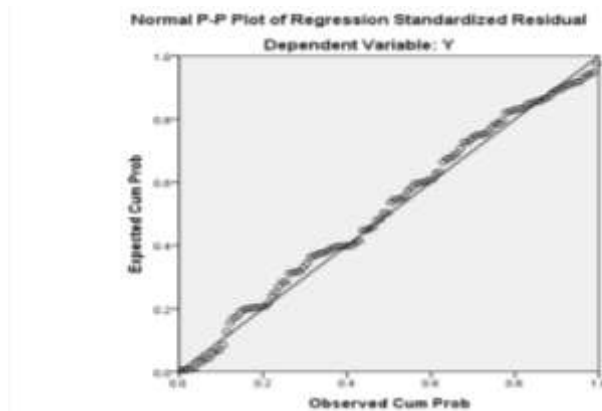


Figure 2. P-P Plot Normality Test

The test results show that the distribution of points spreads on a straight line and does not move away from the diagonal straight line, so it can be concluded that the data is normally distributed.

Multicollinearity Test

When looking for evidence of a very linear connection between independent variables, the multicollinearity test is used. The instability and lack of interpretability of the regression results might be caused by multicollinearity. The VIF, or Variance Inflation Factor, is the focus of this examination. No multicollinearity issue exists if VIF is less than 10.

Table 9. Hasil Uji Multikolinieritas

	Tolerance	VIF
X1	0.988	1.012
X2	0.837	1.195
X3	0.829	1.206

The test results demonstrate an extremely low level of multicollinearity, with an X1 Tolerance value of 0.988 and a VIF of 1.012. X2 shows a low level of multicollinearity with a Tolerance of 0.837 and a VIF of 1.195. The VIF is 1.206 and the X3 Tolerance is 0.829, so there is some multicollinearity, but it is not excessive. The findings of the VIF test rule out the possibility of multicollinearity among the independent variables. (price, promotion and

advertising, and product quality). All VIF values are below 10, so the regression analysis can be trusted, and the regression coefficients can be appropriately interpreted.

Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether the variance of the residuals (errors) of the regression model remains (constant) or not. If the residual variance is not constant (heteroscedasticity), then the regression analysis results may be invalid. The heteroscedasticity test is done with a scatterplot.

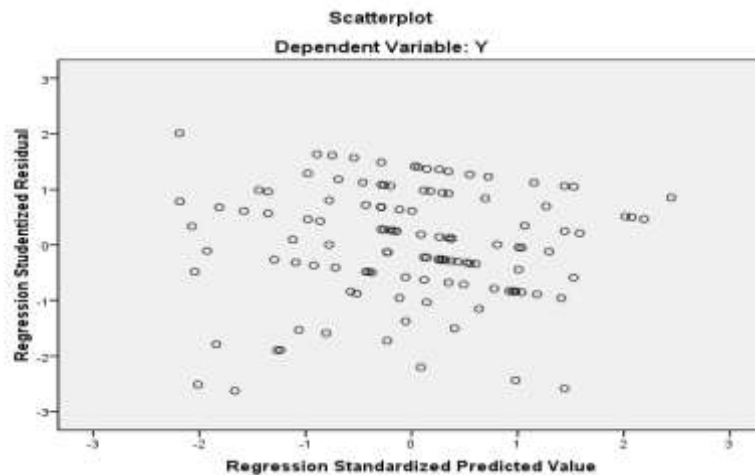


Figure 3. Heteroscedasticity Test

There is no discernible structure to the scatterplot's dots, and the residuals seem to be dispersed at random around the zero line. It is clear from these findings that the regression model does not suffer from heteroscedasticity.

T-test and Multiple Regression Analysis

t-test

The t-test is used to test the significance of each independent variable (price, promotion and advertising, and product quality) to affect consumer purchasing decisions significantly. The following are the results of the t-test for each variable:

Table 10. t-test results

	t hitung	Sig.
X1	1.945	0.014
X2	4.749	0.000
X3	0.229	0.038

An indication of a significant relationship between the independent and dependent variables is a p-value lower than 0.05. According to the data in the table, the t-value for variable X1 is 1.945, and the level of significance is 0.014. At the 0.000 level of significance, the t-value of 4.749 for the X2 variable is revealed. As we can see from the X3 variable, the t-value is 0.229 and the

significance level is 0.038. A t-test with a p-value less than 0.05 indicates a statistically significant correlation between the three independent variables (price, promotion/advertising, and product quality) and the final purchase decisions made by customers. It is evident that each of these components significantly contributes to understanding the dependent variable and is important to bolster the suggested study hypothesis.

F test

The F test is used to determine whether the regression model is statistically significant. Using the F test, we can see whether the pricing, promotion/advertising, and product quality factors significantly impact the dependent variable (buying choices) in this research. Put simply, this test allows us to assess whether these characteristics, when combined, can account for differences in consumer purchase choices and if the regression model we created is valid and relevant. Here are the outcomes of the F Test:

Table 11. F test results

	F	Sig.
Regression	11.059	0.000

An F-value of 11,059 and a Sig. value of 0.000 are shown in the results of the F test. Since this significance value is much lower than the 0.05 alpha threshold, it follows that the overall regression model is significant according to the F test findings. Price, advertising, and product quality are all independent factors, and this indicates that at least one of them significantly affects buying choices.

Multiple Regression Analysis

In order to determine the impact of many independent factors (here, price, promotion/advertising, and product quality) on the dependent variable (buying decision), multiple regression analysis is used. Researchers may learn the relative importance of each component in affecting purchase choices using this strategy. The analysis yielded the following results:

Table 12. Result of Multiple Regression Analysis

Unstandardized Coefficients		
	B	Std. Error
Constant)	16.961	5.030
X1	0.183	0.094
X2	0.389	0.082
X3	0.020	0.088

Based on the results above, the multiple regression model can be written with the following formula:

$$Y = 16.961 + 0.183X_1 + 0.389X_2 + 0.020X_3$$

Price Coefficient X1 (0.183) means that every one unit increase in price is assumed to increase purchasing decisions by 0.183. Promotion and Advertising Coefficient X2 (0.389) means that every one-unit increase in promotion and advertising is assumed to increase purchasing decisions by 0.389. Product Quality Coefficient X3 (0.020), which means that every one-unit increase in product quality is assumed to increase purchasing decisions by 0.020.

A multiple regression analysis's coefficient reveals the nature of the connection between the research variables. The positive or negative direction of the connection is shown by each coefficient, which indicates the amount of effect the independent variable has on the dependent variable. Price, advertising, and product quality are all independent factors that significantly and positively impact consumer choice, according to multiple regression analysis. Variables with higher coefficient values indicate a more significant contribution to purchasing decisions so that they can be prioritized in marketing strategies and product development.

Test of Correlation Coefficient and Coefficient of Determination (R²)

Table 13. Coefficient of Determination Test Results

Model Summary ^b	
Adjusted R Square	0.602

Results from the test of correlation coefficients reveal a favorable association between all independent factors and purchase choices. Concurrently, these independent factors account for 60.2% of the variance in purchase choices, according to the R² value of 0.602. With such a high percentage, it's clear that the model can adequately account for the observed differences in the data.

DISCUSSION

The Effect of Price on Purchasing Decisions (Study on Garlic MSMEs in Pare Kediri)

Price (X1) has a t-value of 1.945 and a Sig. value of 0.014, according to the t-test findings. Price significantly affects purchasing decisions at garlic MSMEs in Pare, Kediri, as shown by a positive coefficient and a p-value less than 0.05. Therefore, the theory that was put out has been validated. These results are in line with the opinion of Kotler and Keller (2016) that price not only affects perceived value but also influences consumer decisions in buying products. Research conducted by Gunarsih and Tamengkel (2021) found that price has a significant influence on purchasing decisions, with a contribution of 96.2%. This shows that changes in price indicators such as affordability, compatibility with perceived benefits, and price competition can directly influence consumer decisions to buy a product.

The results of this study also show that when product prices increase, purchasing decisions by consumers also increase, provided that the prices

offered are still within reasonable and competitive limits. In the context of MSMEs, strategically set prices can create a perception of value in the eyes of consumers. Monroe (2003) points out that consumers often associate price with quality, where higher prices are often considered to reflect better quality. This happens because consumers tend to use price as an initial indicator in evaluating products. They assume that products offered at premium prices have gone through a better production process or use higher quality materials. On the other hand, MSMEs and garlic business actors must also consider flexible pricing strategies to compete with similar products in the market. Research by Nagle and Holden (2002) emphasizes the importance of price adaptation to market changes and consumer behaviour. Businesses need to actively monitor garlic prices in the local market and identify consumer preferences. For example, if the price of garlic declines due to a bountiful harvest, MSMEs can adjust their selling prices to remain competitive. By offering competitive prices, MSMEs can increase the attractiveness of their products.

The Effect of Promotion and Advertising on Purchasing Decisions (Study on Garlic MSMEs in Pare Kediri)

There is a 4.749 t-value and a 0.000 significance level for the price variable (X2) in the t-test findings. Promotion and advertising do, in fact, influence purchasing decisions at Garlic MSMEs in Pare, Kediri, positively and significantly (p-value < 0.05, positive sign of the coefficient), thus supporting the hypothesis. This finding is in line with the opinion of Kotler & Keller (2016), which states that effective promotions can increase consumer awareness and encourage purchasing decisions. In addition, Tjiptono (2018) also emphasizes that attractive advertisements can build a positive image of the product, which in turn influences consumer decisions. In this context, garlic MSMEs in Pare have utilized various promotional methods, such as discounts, bundling offers, and local marketing activities that attract the attention of the community. The examples of promotional programs carried out by Pare garlic MSMEs in the form of discounts on certain days or gifts for purchases of a certain amount not only attract the attention of new consumers but also encourage old consumers to return to shopping. Garlic MSMEs in Pare have used various advertising channels, both through social media and local banners, to reach a wider audience. Consistent and integrated advertising will strengthen marketing messages and build brand awareness. In this study, respondents indicated that attractive advertisements greatly influenced their decision to purchase garlic products. This shows that investing in the right advertising can yield significant results.

Promotion and advertising serve to increase consumer awareness and influence their perceptions of products. Research by Sari & Ronaldi (2022) shows that promotion has a significant positive effect on consumer purchasing decisions. Effective promotions can attract consumers' attention and encourage them to make purchases. Promotion and advertising are important tools in the marketing strategy of MSMEs. By utilizing these two elements effectively, garlic

MSMEs in Pare can increase the visibility of their products and attract more consumers.

The Effect of Product Quality on Purchasing Decisions (Study on Garlic MSMEs in Pare Kediri)

With a t-value of 0.229 and a Sig. value of 0.038, the t-test findings reveal that the Price variable (X3) is somewhat significant. With a p-value lower than 0.05 and a positive sign for the coefficient, we may accept the hypothesis that product quality significantly influences purchase choices at Garlic MSMEs in Pare, Kediri. Customers are more likely to buy from a company whose products are of high quality. Things like flavor, freshness, and packaging all contribute to consumers' perceptions of a product's quality, which in turn influences their purchasing decisions. This agrees with the findings of Pratama and Iskandar (2020), who discovered that agricultural consumers' purchase choices are positively and significantly impacted by product quality. This agrees with the findings of Karim and Nurjayanti (2023), who also discovered that in Majene Regency, consumers are positively and significantly influenced by the quality of fried shallot items when making a purchase choice.

Good product quality not only attracts buyers but can also build a positive image for MSMEs. For example, garlic MSMEs in Pare that maintain their product quality will get positive reviews from consumers, which in turn will attract more new buyers (Kotler & Keller, 2016). Good product quality often results in positive recommendations from satisfied consumers. This serves as a free promotion for MSMEs, as consumers tend to trust recommendations from friends or family more than advertisements. In a competitive market, product quality becomes an important competitive advantage. MSMEs that are able to offer better quality products than competitors will be able to attract more customers.

The Effect of Price, Promotion and Advertising and Product Quality on Purchasing Decisions (Study on Garlic MSMEs in Pare Kediri)

A significance level (Sig.) of 0.000 is demonstrated by the F test results, which reveal a F value of 11.059. The combined effects of Price, Promotion and Advertising, and Product Quality on Purchasing Decisions are positive and statistically significant (because the significance value is much lower than the alpha threshold of 0.05). Thus, the null hypothesis is rejected and the alternative hypothesis is accepted. These three factors together accounted for 69.4 percent of the variance in purchase choices, according to research by Intan Suti (2010). It is evident that the interplay of these three elements plays a crucial role in shaping consumer behavior.

These three factors, price, promotion and advertising, and product quality, work synergistically in influencing purchasing decisions. For example, if the price of garlic products is offered competitively, supported by attractive promotions and informative advertising, it will create a high perception of value in the minds of consumers. When product quality is also well maintained, consumers will feel confident in their purchasing decisions. Studies by Tjiptono

and Chandra (2016) show that effective pricing, promotion and advertising strategies can significantly increase consumer purchasing decisions. In the context of MSMEs, the use of all these elements together is essential to create a strong appeal in a competitive market. For MSMEs, it is imperative to understand that relying on just one factor is insufficient. All these elements must be integrated into a comprehensive marketing strategy. By focusing efforts on competitive pricing, developing attractive promotional campaigns, effective advertising, and controlling product quality, MSMEs can create a better shopping experience for consumers.

CONCLUSIONS AND RECOMMENDATIONS

This research highlights the importance of price management, promotion, and product quality in influencing consumer purchasing decisions, especially in garlic MSMEs in Pare Kediri. Research shows that consumers often associate price with quality, where higher prices are perceived to reflect better products. Therefore, MSMEs need to implement flexible pricing strategies to compete in the market, especially when price changes occur due to supply fluctuations.

Consistent promotions and advertisements have also been shown to play an important role in creating brand awareness and attracting the attention of target audiences. Attractive and relevant advertisements can increase consumer buying interest, so MSMEs should utilize digital and social media to reach a wider audience. In addition, high product quality not only meets consumer expectations but also contributes to satisfaction and loyalty, which are crucial in retaining customers.

Overall, combining the three factors-competitive pricing, effective promotions, and good product quality creates a powerful synergy in influencing purchasing decisions. By understanding consumer behaviour and preferences, MSMEs can improve their competitiveness and create a better shopping experience, ultimately contributing to their business's growth and sustainability.

FURTHER STUDY

It is recommended that future research explore other factors that influence purchasing decisions and conduct comparative studies between MSMEs in various regions in order to understand differences in consumer behaviour and effective marketing strategies and provide more specific recommendations for each context.

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