

## The Influence of Product Quality and Price on Purchasing Decisions in Menumixfood MSMEs in Cimahi City

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### ABSTRACT

This study aims to analyze the effect of product quality and price on purchasing decisions at Menumixfood MSMEs in Cimahi City, West Java. The research method used is quantitative method with data collection techniques through questionnaires distributed to 203 respondents who are Menumixfood consumers. The data obtained was analyzed using multiple linear regression analysis. The results showed that product quality and price have a significant effect on purchasing decisions. Product quality has a more dominant influence than price. This study shows that improving product quality is more effective in influencing consumer purchasing decisions

## **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) have an important role in Indonesia's economy, making a major contribution to job creation and economic growth. In Cimahi City, West Java, MSMEs such as Menumixfood have become crucial drivers of local economic development. These enterprises often operate in highly competitive markets and face numerous challenges, including limited resources, intense competition, and rapidly changing consumer preferences. To thrive in this environment, understanding the key factors that influence consumer purchasing decisions is essential. Menumixfood, a notable MSME in Cimahi City, has built its reputation on offering a diverse range of food products. The enterprise is recognized for its commitment to quality and affordability, which are vital aspects in attracting and retaining customers. Product quality and price are two critical factors that significantly impact consumer behavior and purchasing decisions. High product quality can enhance Purchasing Decisions, build brand loyalty, and generate positive word-of-mouth. On the other hand, competitive pricing can attract price-sensitive consumers, increase market share, and improve sales volumes.

This study focuses on analyzing the influence of product quality and price on purchasing decisions at Menumixfood MSMEs in Cimahi City. By investigating these factors, the research aims to provide actionable insights that can help Menumixfood and similar enterprises optimize their marketing strategies, enhance product offerings, and improve overall business performance.

Product quality refers to the attributes and characteristics of a product that meet consumer needs and expectations. It encompasses various dimensions, including functionality, durability, reliability, and aesthetics. In the context of food products, quality also involves aspects such as taste, freshness, nutritional value, and safety. High product quality not only satisfies customers but also differentiates a brand from its competitors, fostering customer loyalty and repeat purchases. Price, on the other hand, is the amount of money consumers are willing to pay for a product. It reflects the perceived value of the product and can significantly influence purchasing decisions. Competitive pricing strategies can attract new customers, retain existing ones, and create a competitive edge in the market. However, setting the right price requires a delicate balance between affordability for consumers and profitability for the business.

The significance of this research lies in its potential to inform Menumixfood's strategic decisions regarding product development, pricing, and marketing. By understanding how product quality and price impact consumer purchasing decisions, Menumixfood can tailor its offerings to better meet customer needs and preferences. Additionally, the insights gained from this study can serve as a valuable reference for other MSMEs in the region, helping them navigate the challenges of a competitive market and achieve sustainable growth.

This study employs a quantitative research method, utilizing questionnaires to collect data from Menumixfood consumers. The data is analyzed using multiple linear regression to determine the relationship between

product quality, price, and purchasing decisions. The findings of this research will provide a deeper understanding of the factors that drive consumer behavior in the food industry, offering practical recommendations for Menumixfood and other MSMEs aiming to enhance their market position and Purchasing Decisions.

In conclusion, this study aims to analyze the effect of product quality and price on purchasing decisions at Menumixfood MSMEs in Cimahi City, West Java. The insights gained from this research will not only benefit Menumixfood but also contribute to the broader body of knowledge on consumer behavior and marketing strategies for MSMEs in Indonesia. By focusing on product quality and price, the study addresses critical factors that can help MSMEs achieve competitive advantage and long-term success in the dynamic and challenging market environment.

## **LITERATURE REVIEW**

### **Product Quality**

Product quality is a factor of the product which can measure the value of the product whether it is below standard, above standard, or according to standard (Astuti & Matondang, 2020, p. 7). According to (Astuti & Matondang, 2020, p. 9) The dimensions of product quality are: Performance, Features, Reliability, Ability, Conformity, Durability, Aesthetics, Perceived quality

H 1: Product quality influences the purchasing decisions of Menumixfood MSMEs.

### **Price**

Price is an agreement reached by both parties on the terms of a transaction involving the purchase and sale of a product or service. According to (Indrasari, 2019, p. 45) there are four dimensions that characterize price, namely. Affordability, Price suitability, Price competitiveness, Matching price with benefits

H 2: Price influences purchasing decisions for Menumixfood MSMEs.

### **Purchasing Decisions**

Purchasing decisions are behavior in which consumers choose among various available brands and decide to buy the brand they like most. According to (Kotler & Keller, 2016, p. 187), purchasing decisions have the following dimensions: Product choice, Brand choice, Choice of dealer, Time of purchase, Purchase amount, Payment method.

H 3: Product quality and price influence the purchasing decisions of Menumixfood MSMEs.

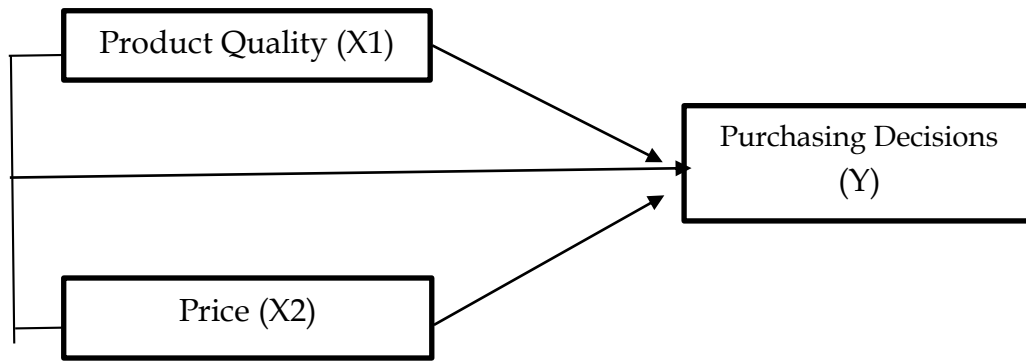


Figure 1. Research Paradigm

## METHODOLOGY

### Research Design

Research methods are a series of activities in searching for the truth of a research study, which begins with a thought that forms a problem formulation to give rise to an initial hypothesis, with the help and perception of previous research, so that the research can be processed and analyzed which ultimately forms a conclusion (S. Sahir, 2021 , p. 1).

### Population and Sampling Technique

#### Population

Population is a broad category consisting of objects or subjects with certain numbers and characteristics that researchers choose to study and draw conclusions about (Sugiyono, 2022, p. 80). The population that the researchers took was customers who purchased in February, March and April 2024 from the UMKM Menumixfood, totaling 412 people. The population who bought via Instagram or Whatsapp was 288 people, while those who bought directly from Menumixfood were 124 people. Where the buyers are teenagers or aged 15-30 years.

#### Sample

The sample is part of the number and characteristics of the population (Sugiyono, 2022, p. 81). In this research, sampling is non-probability using a purposive sampling technique which requires selecting the number of samples to be studied by considering certain factors when selecting samples (Sugiyono, 2022, p. 85). In this research, the sampling criteria were customers who had previously purchased products at Menumixfood Cimahi. In the research, the number of samples that will be the source of the research is 203 respondents.

#### Operational Variables

Operational variables are traits, characteristics, or values of a person, object, or activity that have a certain variation that the researcher chooses to study and then draws conclusions (Sugiyono, 2022, p. 38) In this research there are three variables, namely one dependent variable and and two independent variables as follows:

Table 1. Variable Operationalization

Variabel	Definisi	Dimensi	Indikator	Skala	No. Butir
Product Quality (X1)	Product quality is a factor of the product whose values can be measured whether it is below standard, above standard, or according to standard (Astuti & Matondang, 2020, p. 7).	Performance	Distinctive taste	Ordinal	1
			Product sizes vary	Ordinal	2
		Feature	Product characteristics	Ordinal	3
			Unique Product characteristics	Ordinal	4
		Reliability	Quality packaging	Ordinal	5
			Aroma and taste	Ordinal	6
		Capabilities improved	Satisfactory service	Ordinal	7
			Safe and fast delivery	Ordinal	8
		Suitability	Content according to taste	Ordinal	9
			Promotion according to reality	Ordinal	10
		Durability	Expired	Ordinal	11
			Quality of packaging durability	Ordinal	12
		Aesthetics	Attractiveness of product presentation	Ordinal	13
			The attractiveness of the product packaging appearance	Ordinal	14
		Perceived quality	Product quality impression	Ordinal	15
			Menu mix food's image	Ordinal	16
Price (X2)	Price is an agreement reached by both parties on the terms of a transaction involving the	Affordability	Affordable product prices	Ordinal	1
			Prices vary according to product type	Ordinal	2
		Price match with product quality	The price is set according to the quality of the product	Ordinal	3

Variabel	Definisi	Dimensi	Indikator	Skala	No. Butir
	purchase and sale of a product or service (Indrasari, 2019, p. 38).		The taste of the product matches the price set	Ordinal	4
		Price competitiveness	The prices offered can compete with similar products	Ordinal	5
			Menu mix food product prices are more affordable compared to others	Ordinal	6
		Matching price with benefits	The price of the product corresponds to the taste	Ordinal	7
			Price according to product quality	Ordinal	8
Purchasing Decisions (Y)	Purchasing decisions are behavior in which consumers choose among various available brands and decide to buy the brand they like most (Kotler & Keller, 2016, p. 198).	Product Selection	Choose products based on product quality	Ordinal	1
			Choose products based on product diversity	Ordinal	2
		Brand Choice	The Menu mix food brand is familiar to the public	Ordinal	3
			The taste corresponds to the specified brand	Ordinal	4
		Dealer Choice	Provide investment value for dealers	Ordinal	5
			A strategic place and accessible to the public	Ordinal	6
		Purchase Time	Promotions bring in lots of buyers	Ordinal	7

Variabel	Definisi	Dimensi	Indikator	Skala	No. Butir
			The shop opens 10 hours	Ordinal	8
		Purchase Amount	Consumers buy based on desires	Ordinal	9
			Buy more than one menu product	Ordinal	10
		Payment method	Decided to buy using the cash payment method	Ordinal	11
			Decided to buy using the QRIS payment method	Ordinal	12

Source: Created by Researchers, 2024

## RESULTS

### Descriptive Analysis Results

Based on the findings from a study involving 203 participants who completed questionnaires, a standard weight value has been determined to describe the collected data. The standard weight value is as follows:

Table 2. Standard Weight Value

Weight Value	Category
174 - 313	Not very good
314 - 453	Not good
454 - 593	Good enough
594 - 733	Good
734 - 873	Very good

Source: Process Data, 2024

Table 3. Results of Descriptive Analysis of Product Quality (X1)

Statements	Alternative Answer, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
<b>Performance</b>													
Has a distinctive taste	36	180	130	520	31	93	6	12	0	0	805	Good	
Menu mix food has varying sizes	78	390	102	408	21	63	2	4	0	0	865	Very Good	
<b>Feature</b>													
The features (display) of the food products offered by Menu mix food are interesting to try	53	265	106	424	39	117	5	10	0	0	816	Good	
Menu mix food products have a unique taste in each product	47	235	114	456	29	87	13	26	0	0	804	Good	
<b>Reliability</b>													
The packaging materials used by Menu mix food are good quality	57	285	106	424	35	105	5	10	0	0	824	Good	

Statements	Alternative Answer, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
The taste of Menumixfood products never changes	46	230	105	420	41	123	11	22	0	0	795	Good
<b>Ability</b>												
Menumixfood provides good service	65	325	101	404	34	102	3	6	0	0	837	Good
Delivery of Menumixfood products is safe and fast	59	295	117	468	23	69	4	8	0	0	840	Good
<b>Suitability</b>												
The taste of the Menumixfood products offered is in accordance with the visual appearance	57	285	99	396	46	138	1	2	0	0	821	Good
The appearance of Menumixfood products is in accordance with the menu offered	49	245	116	464	32	96	6	12	0	0	817	Good
<b>Durability</b>												
Menumixfood products can be stored and last a long time	61	305	69	276	21	63	49	98	3	3	745	Good
Products purchased at Menumixfood are not easily damaged when taken home	48	240	76	304	39	117	38	76	2	2	739	Good
<b>Aesthetics</b>												
Products are presented attractively	55	275	106	424	39	117	3	6	0	0	822	Good
Menumixfood products have an attractive packaging appearance	43	215	113	452	21	63	26	52	0	0	782	Good
<b>Perceived quality</b>												
I am satisfied with the quality of Menumixfood products	48	240	125	500	30	90	0	0	0	0	830	Good

Statements	Alternative Answer, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Menu mix food products are the most superior among local competitors	47	235	83	332	42	126	29	58	2	2	753	Good
<b>Lowest Actual Weight of Product Quality Variable</b>											<b>739</b>	<b>Good</b>
<b>Average Actual Weight of Product Quality Variable</b>											<b>806</b>	<b>Good</b>
<b>Actual Weight of Highest Product Quality Variable</b>											<b>865</b>	<b>Very Good</b>

Source: Data Processed by Researchers, 2024

Based on the frequency distribution table above, it can be concluded that the product quality variable consists of 16 statements with an average actual weight value of 806, this value is in the good category because it is in the interval 692-854. The results above show the lowest actual weight value in the statement "Product those purchased at Menu mix food are not easily damaged when taken home" with an actual weight value of 739. There is a statement with the highest actual weight value, namely the statement "Menu mix food has varying sizes" with an actual weight value of 865.

Table 4. Results of Descriptive Analysis of Price (X2)

Statements	Alternative Answer, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
<b>Price Affordability</b>												
Menu mix food product prices are affordable for all groups	43	215	133	532	23	69	4	8	0	0	824	Good
The prices offered by Menu mix food vary according to the type of product	72	360	111	444	20	60	0	0	0	0	864	Very Good
<b>Price Match with Product</b>												
Prices and quality of Menu mix food products are in accordance with what is offered	38	190	130	520	31	93	4	8	0	0	811	Good
The taste of Menu mix food products matches the price set	47	235	108	432	43	129	5	10	0	0	806	Good
<b>Competitiveness</b>												

Statements	Alternative Answer, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Menu mix food product prices are more affordable than other similar stores	57	285	68	272	39	117	39	78	0	0	752	Good
The prices set by Menu mix food can compete with other similar stores	44	220	113	452	41	123	5	10	0	0	805	Good
<b>Matching Price with Benefits</b>												
The taste of Menu mix food products matches the price paid	43	215	126	504	32	96	2	4	0	0	819	Good
Menu mix food product prices are in accordance with product quality	55	275	118	472	29	87	1	2	0	0	836	Good
<b>Lowest Actual Weight of Price Variable</b>											<b>752</b>	<b>Good</b>
<b>Actual Weighted Average of Prices Variable</b>											<b>815</b>	<b>Good</b>
<b>Actual Weight of Highest Price Variable</b>											<b>864</b>	<b>Very Good</b>

Source: Data Processed by Researchers, 2024

Based on the frequency distribution table above, it can be concluded that the price variable consists of 8 statements with an average actual weight value of 815, this value is in the good category because it is in the interval 692-854. The results above show the lowest actual weight value in the statement "Product price Menu mix food is more affordable than other similar stores" with an actual weight value of 752. There is a statement with the highest actual weight value, namely the statement "The prices offered by Menu mix food vary according to product type" with an actual weight value of 864.

Table 5. Descriptive Analysis Results of Purchasing Decisions (Y)

Statements	Alternative Answer, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
<b>Product Selection</b>													
I decided to buy because I was confident in the quality of Menumixfood products	46	230	128	512	29	87	0	0	0	0	826	Good	
I decided to buy Menumixfood products because they have a diverse menu	65	325	117	468	21	63	0	0	0	0	856	Very Good	
<b>Brand Choice</b>													
Menumixfood is known by many people	41	205	103	412	51	153	8	16	0	0	786	Good	
I decided to buy Menumixfood products because the taste of the product matches the specified brand	56	280	114	456	31	93	2	4	0	0	833	Good	
<b>Dealer Choice</b>													
Provide investment value for dealers	45	225	127	508	30	90	1	2	0	0	825	Good	
Buy because of the strategic location and reach of the public	73	365	90	360	32	96	8	16	0	0	837	Good	
<b>Purchase Time</b>													
I bought Menumixfood products after seeing advertisements or promotions	46	230	82	328	20	60	55	110	0	0	728	Good	
Menumixfood is open 10 hours per day	51	255	120	480	25	75	7	14	0	0	824	Good	
<b>Purchase Amount</b>													
I buy Menumixfood products according to my needs	50	250	125	500	25	75	3	6	0	0	831	Good	
I bought Menumixfood	60	230	115	532	21	72	7	14	0	0	848	Good	

Statements	Alternative Answer, Frequency and Actual Weight										Actual Weight	Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)				
	F	B	F	B	F	B	F	B	F	B			
products for more than one menu													
<b>Payment method</b>													
Menu mix food product purchase transactions can be made using the cash payment method	61	305	127	508	12	36	2	4	1	1	854	Good	
Purchase transactions for Menu mix food products can be made using the qris payment method	66	330	119	476	12	36	6	12	0	0	854	Good	
<b>Lowest Actual Weight of Purchase Decision Variable</b>											<b>728</b>	<b>Good</b>	
<b>Average Actual Weight of Purchasing Decision Variables</b>											<b>825</b>	<b>Good</b>	
<b>Highest Actual Weight of Purchase Decision Variables</b>											<b>856</b>	<b>Very Good</b>	

Source: Data Processed by Researchers, 2024

Based on the frequency distribution table above, it can be concluded that the purchasing decision variable consists of 12 statements with an average actual weight value of 825, this value is in the good category because it is in the interval 692-854. The results above show the lowest actual weight value for the statement "I bought Menu mix food products after seeing advertisements or promotions" with an actual weight value of 728. There is a statement with the highest actual weight value, namely the statement "I decided to buy Menu mix food products because it has a diverse menu" with an actual weight value of 856.

### Results of the Influence of Product Quality on Purchasing Decisions on Menu mix food MSME Products

To see the significance results can be seen in the multiple linear regression output results below:

Table 6. Multiple Linear Regression Analysis  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14,533	1,726		8,421	,000
Product quality	,323	,036	,569	9,089	,000
Price	,424	,085	,311	4,965	,000

a. Dependent Variable: Purchasing Decision

Source: SPSS Software Output Results, 2024

Based on the analysis results in table 6, it is obtained:

$$\beta = 14,533$$

$$X1 = 0,323$$

$$X2 = 0,424$$

The equation for multiple linear regression is:

$$Y = 14,533 + 0.323 X1 + 0.424 X2$$

These results can be explained as follows:

- Product Quality has no effect on the amount of consumer happiness, as indicated by the constant value  $\beta_0 = 14.533$ . Put another way, the consumer satisfaction value is 2.870 when the product quality value is zero (0) or remains unaltered.
- The Product Quality variable (X1) has a regression coefficient of 0.323, indicating a positive or direct association between Product Quality and purchasing choice. According to the model, every regression coefficient points in the direction that is predicted. This indicates that each regression coefficient value can be interpreted accordingly.
- The price variable (X2) has a regression coefficient of 0.424, indicating a positive or direct association between price and purchasing choice.

Table 7. Simultaneous Determination Coefficient Analysis Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,834 <sup>a</sup>	,696	,693	2,587

a. Predictors: (Constant), Price, Product quality

b. Dependent Variable: Purchasing Decision

Source: SPSS Software Output Results, 2024

Based on Table 7, the correlation coefficient indicating the relationship between the Product Quality (X1) and Price (X2) variables simultaneously with consumer satisfaction (Y) is 0.899.

Table 8. Partial Determination Coefficient Analysis Results

Coefficients <sup>a</sup>			
Model	Standardized Coefficients	Correlations	
	Beta	Zero-order	Tolerance
1 (Constant)			
Product quality	,569	,811	,388
Price	,311	,755	,388

a. Dependent Variable: Purchasing Decision

Source: Data Processed By Researchers, 2024

Based on the table above, calculations can be made to determine the partial influence of each variable as follows:

$$\text{Product Quality (X1)} : 0.569 \times 0.811 \times 100\% = 0.461 \text{ or } 46,1\%$$

$$\text{Price (X2)} : 0.311 \times 0.755 \times 100\% = 0.235 \text{ or } 23,5\%$$

Based on the calculations above, it is known that the biggest influence is the product quality variable (X1) with an influence contribution of 46.1%, while the price variable (X2) contributes an influence of 23.5%.

**Results of the Influence of Product Quality and Price on Purchasing Decisions in Menumixfood MSMEs**

The following t-test and F-test are used to assess the hypothesis once the regression and coefficient of determination tests have been completed:

Table 9. T-Test Results  
 Coefficients<sup>a</sup>

Model	t	Sig.
1 (Constant)	8,421	,000
Product quality	9,089	,000
Price	4,965	,000

a. Dependent Variable: Purchasing Decision

Source: Results of SPSS Software Output Version 23, 2024

T test with a level of  $\alpha=5\%$ , it is known that  $n=203$ , with  $df=n-2$ , namely  $df=201$  is 1.652. With a probability of significance of product quality (X1) at the 0.000 level, the value  $t_{count}9.089 > t_{table}1.652$  indicated the impact of product quality on purchasing decisions.

Similarly, T test with a level of  $\alpha=5\%$ , it is known that  $n=203$ , with  $df=n-2$ , namely  $df=201$  is 1,652. Price influence on buying decisions was measured using  $t_{count} 4.965 > t_{table} 1.652$ , with price (X2) having a probability of significance at the 0.000 level.

Table 10. F-Test Results

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3063,160	2	1531,580	228,935	,000 <sup>b</sup>
Residual	1338,002	200	6,690		
Total	4401,163	202			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Product quality

Source: SPSS Software Output Results, 2024

According to the given table, Fcount value 228.935 is greater than Ftable 3.04. When the significance value is  $0.000 < 0.05$ , H0 is rejected and H1 is accepted, indicating that at Menumixfood MSMEs in Cimahi City, both product quality and price have a substantial impact on decisions to buy.

## DISCUSSION

### **The Influence of Product Quality on Purchasing Decisions on Menumixfood MSME Products**

Based on the results of partial testing (t test) for product quality (X1), it shows that the value of tcount is  $9.089 > t_{table} 1.652$  with a probability of significance for product quality at the 0.000 level. According to the criterion, product quality has a substantial impact on purchasing decisions at Menumixfood MSMEs in Cimahi City. If the significance value is less than 0.05, H0 is rejected and H1 is acceptable. This implies that when a product's quality improves, more people will decide to buy it. The product quality variable contributes or influences purchasing decisions by 46.1%.

### **The Influence of Price on Purchasing Decisions on Menumixfood MSME Products**

Based on the results of the partial test (t test) for price (X2), it shows that the value of tcount is  $4.965 > t_{table} 1.652$  with a probability of significance of product quality at the 0.000 level. tcount is  $9.089 > t_{table} 1.652$  with a probability of significance for product quality at the 0.000 level, according to the findings of the partial testing (t test) for product quality (X1). According to the criterion, pricing has a substantial influence on purchase decisions at Menumixfood MSMEs in Cimahi City. If the significance value is less than 0.05, H0 is rejected and H2 is acceptable. This implies that more people will make purchases if the pricing is reasonable. The price variable contributes or influences purchasing decisions by 23.5%.

### **The Influence of Product Quality and Price on Consumer Satisfaction with Exo Tea Beverage Products in Galanggang Village Rt 01 Batujajar District, West Bandung Regency**

Based on the results of simultaneous testing (F test), it was found that the Fcount value was  $228.935 > F_{table} 3.04$  with a significance value of  $0.000 < 0.05$ , so H0 was rejected and H1 was accepted, meaning that product quality and price simultaneously had a significant effect on purchasing decisions at Menumixfood MSMEs in Cimahi City. With a coefficient of determination of 69.6%, the correlation coefficient of 0.834 validates the concurrent relationship between product quality and price variables on purchase decisions.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Based on the data obtained and the results of data processing in this research, the following conclusions can be drawn:

1. With an actual weight value of 806, the product quality is classified as good; however, there are still certain weak points with the product that can be purchased at Menumixfood. It is not the best quality and is not readily destroyed when carried home.
2. The price is included in the good category with an actual weight value of 815, but there are still weak aspects regarding the price of Menumixfood products being more affordable than other similar shops which is not yet optimal.
3. The purchasing decision is included in the good category with an actual weight value of 825, but there are still weak aspects regarding purchasing Menumixfood products after seeing advertisements or promotions.
4. For Menumixfood MSMEs in Cimahi City, product quality has a 46.1% substantial positive impact on purchase decisions.
5. Price partially has a significant positive effect on purchasing decisions for Menumixfood MSMEs in Cimahi City by 23.5%.
6. Pricing and product quality together have a 69.6% positive significant influence on Menumixfood MSMEs' purchasing decisions in Cimahi City.

### Recommendations

Based on the conclusions above, there are several suggestions that can be given regarding the results or analysis and discussion in this research, as follows:

1. Menumixfood should review the quality of each product, such that products purchased at Menumixfood are not easily damaged when taken home. Menumixfood should use packaging materials that are stronger and resistant to shocks to ensure the product remains safe and is not damaged throughout the journey. Apart from that, Menumixfood can also develop products that are more durable and not easily spilled or destroyed when traveling.
2. Menumixfood should pay more attention to product prices which are considered more expensive than other shops. To adjust to higher prices, Menumixfood should consider product prices so that they are superior to other stores and continue to maintain and improve product quality.
3. Menumixfood should review the factors that go into purchasing decisions, such as buying Menumixfood products after seeing advertisements or promotions. Menumixfood should hold special promotions related to holidays or other special moments, or new product launches to attract customers, because most customers are more interested in discounts. Apart from that, something that can improve purchasing decisions is utilizing reviews that have purchased Menumixfood products to increase the credibility and attractiveness of advertising.

4. Menumixfood needs to pay more attention to product quality, to ensure product consistency, Menumixfood must ensure proper processing of raw materials so that the durability of the product is better, the taste is maintained and does not lose it, as well as carrying out regular checks on finished goods and during production to find and resolve any quality problems that may occur.
5. Menumixfood should continue to maintain and offer products at affordable prices, as well as matching the price with the quality and benefits of the product. Then purchases made by consumers will increase.
6. Menumixfood should pay attention to the quality of each product and price because these two factors can influence purchasing decisions and increase consumer interest in the products presented.

### **FURTHER STUDY**

Future research could investigate the long-term effects of product quality and price changes, compare these factors across different regions or industries, and explore other variables like brand reputation and customer service to provide a more comprehensive understanding of purchasing decisions.

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