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## THE IMPACT OF PRICE AND PRODUCT QUALITY ON THE DECISION TO PURCHASE MIXUE PRODUCTS AMONG SURABAYA STUDENTS

**Nindya Kartika Kusmayati\***, Yuli Kurniawati, Safa'at, Noneng R. Sukatmadiredja  
Sekolah Tinggi Ilmu Ekonomi Mahardhika Surabaya, Indonesia

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### ABSTRACT

This research aims to evaluate whether price and product quality have an influence on purchasing decisions for Mixue products. The data analysis was carried out using the multiple linear regression method using SPSS software. This research involved 58 students as research samples. This sample was selected using a non-probability sampling technique with a saturated sampling approach. The findings of this research can be summarized as follows: First, price has a positive and significant effect on purchasing decisions for Mixue products. Second, product quality also has a positive and significant influence on the decision to purchase Mixue products. Third, both price and product quality, when considered simultaneously, have a significant influence on the decision to purchase Mixue products. Thus, the implication of this research is that both price and product quality can have a positive impact on prospective buyers' purchasing decisions for Mixue products.

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### Corresponding Author

Nindya Kartika Kusmayati

Email: [nindya.kusmayati@stiemahardhika.ac.id](mailto:nindya.kusmayati@stiemahardhika.ac.id)

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### INTRODUCTION

At a time when the economic market experienced deregulation, along with the times, the marketing system developed very rapidly. The young generation is currently interested in developments in the food sector, which is also often called Food and Beverage, which offers innovation or uniqueness, one of which is ice cream. This product, which is enjoyed frozen or what can be called ice cream, is one of the processed snacks that is much loved by all groups. group because the variety of flavor choices makes ice cream even more attractive.

This business opportunity is very tempting, especially in areas that are a little hot. Climatic conditions influence consumer buying interest, such as in Indonesia which has a tropical climate. The ice cream sales market still exists, which means that this business still exists. This is proven by the existence of several ice cream collaboration

offers which have experienced quite large business growth. One of them is the processing Mixue Ice Cream & Tea products were able to attract the attention of many consumers when they first appeared. A mixue *ice cream & tea* is a company from China that has been operating since 1997 and has more than 10,000 outlets throughout the world, including in Indonesia. This Mixue company has recently expanded its presence in Indonesia. Along with the many innovations with the presence of beverage and ice cream products, price, product quality and promotions can influence the consumer behavior process in making purchasing decisions. Purchasing decisions are a person's idea of choosing and deciding on a product option from various available options. Kotler & Keller (2009) also defines a purchasing decision as an action in decision-making where consumers really want to make a purchase. With varied and relatively affordable prices, Mixue itself offers ice cream products that are sold in various variants. Currently, prices are units of currency or which can be exchanged to obtain ownership rights for the use of a product or service (Tjiptono et al., 2023), whereas according to Farisi & Siregar (Kurnianty Muchlisin, 2021) price is a crucial component. integrated into a product. And also companies that prioritize product quality also have a significant positive influence on purchasing decisions. Quality in sales procedures is reflected in Mixue's actions in always keeping its raw materials fresh when they arrive at its outlets. This can be seen from the attractive product packaging and the straw lid which is covered with plastic so that it gives a clean impression, tastes good, and the raw materials used remain fresh. Promotion has an important role in marketing a product and making purchasing decisions. Promotion on social media in today's advanced digital era, cannot be denied, has a significant impact on purchasing decisions. Angipora (Kurnianty Muchlisin, 2021) explains that promotion is an activity that aims to provide information and mobilize and attract consumers to be interested in buying the product being promoted.

## LITERATURE REVIEW

Simply put, marketing is a company-wide effort. Product is just one focus of marketing. Other objectives include strategic product planning, cost estimation, advertising, and distribution. Marketing is the starting point of it all when it comes to making money from selling a company's products or services. According to Tjiptono (2014), Management in the marketing sector works towards organizational goals by selecting, setting prices, and distributing offers that are attractive to the target market.

Management in marketing according to Kotler and Keller (2016) is "the acquisition, retention and expansion of customers through the creation and communication of shared value for the benefit of all parties involved." Kotler and Armstrong (2016) state that "Through analysis, planning, implementation and evaluation, marketing management seeks to build and maintain profitable relationships with target audiences." Buchori and Djaslim (2016) Marketing management means the process of planning and implementing all aspects of marketing to increase sales that satisfy customers and advance organizational goals. The supply and involvement in the exchange of products and services to fulfill wants and needs is what Daryanto (2015) calls "marketing", namely a social and management activity. Every company relies on marketing to survive, expand, and maximize profits. To be successful, businesses must coordinate their marketing efforts with other departments such as manufacturing and finance. According to this authority, marketing management is the practice of

establishing strategies to reach a company's target demographic through strategic product positioning in relevant markets at competitive prices.

### **Characteristics of Marketing Management**

Focus on consumers. Apart from profits, your own business depends on how you have loyal consumers. The presence of consumers with these characteristics makes it easier to recognize a product. Then for other things, consumers can be good givers or influencers. Therefore, it is important to maintain consumer trust because this is at the forefront of the business world.

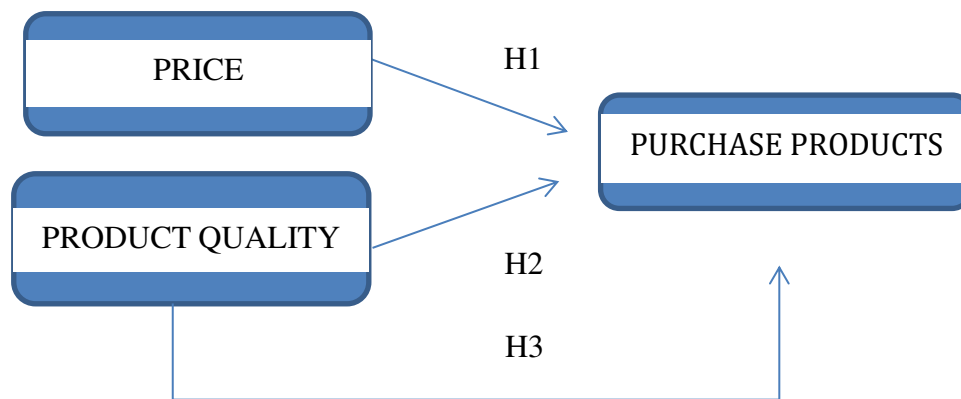
### **Market Research**

Basically, when starting a business, market research needs to be done to find out who the target market is, what is the ideal volume or amount to release the product. and also see how marketing strategies should be implemented. Create a marketing plan. After conducting research and identifying your target market, all that remains is to create a marketing plan. If you look at the current era which is more digital in social media. Develop plans that will be implemented in the form of promotions.

### **HYPOTHESIS DEVELOPMENT**

Sugiyono (2017) stated that research is a science-based way to obtain information for specific purposes and uses. this research has 2 types of free variables and also one dependent variable including Communicative Skills (X1 stimulus variable), Appearances attractive (X2 stimulus variable) for Marketing manipulative techniques (Y dependent variable). Through some client located in the place. Data collection techniques consisting of primary data collection techniques consisted of several questions, including questions that were asked to collect information about the marketing manipulative technique (dependent variable Y). The primary data collection technique consists of several questions asked by respondents in a Google form. This questionnaire format includes 5 indicators including Strongly Disagree (STS), Disagree (ST), Moderately Agree (CS (S), Agree), Strongly Agree (SS). The objective of Multiple Linear Regency Analysis was to find out in which directly and how much the stimulus variable was related to the dependent variable. (Ghozali, 2018).

Classical hypothesis testing consisting of normality, multicholinerity, heteroskedastisity, and auto correlation testing was then carried out to ensure that the resulting logistic regression equation was normal. The final stage is a partial T test to investigate the influence of each stimulus variable on the dependent variable and a simultaneous F test to determine the effect of the three stimulus variety on the bound variable at the same time. From the explanation above, the conceptual framework and hypothesis can be derived as follows:



The hypothesis proposed is as follows

- H1 : Price (X1) significantly affecting Purchase Product (Y)
- H2 : Product Quality (X2) significantly affecting Purchase Product (Y)
- H3 : Price (X1) and Product Quality (X2) have a simultaneous and significant effect on Purchase Product (Y)

### RESEARCH METHODS

Researchers use two types of data sources. Primary data was obtained directly from respondents using a questionnaire, while secondary data was obtained through journals, literature studies and various other sources related to the research subject. In taking samples have a simultaneous influence on purchasing decisions. using non-probability sampling techniques with saturated sampling. At the time of data acquisition there was a population and sample consisting of 58 students enrolled in the Management Class of STIE Mahardhika Surabaya.

### ANALYSIS AND DISCUSSION OF RESULTS

#### Instrument Validity Test

From 58 respondents, the degrees of freedom (df) were  $N - 2$  ( $58 - 2 = 56$ ).  $df = 56$  and alpha value 5% (one side), rtable value is 0.258. The rtable value is then used as a criterion for the validity of the questionnaire items. To be declared valid, the total correlation coefficient must be above 0.258.

Table 1. Validity Result Test

Variable	r count	r table	Status
Price	0,716	0,258	Valid
	0,646	0,258	Valid
	0,660	0,258	Valid
	0,745	0,258	Valid
Product quality	0,624	0,258	Valid
	0,658	0,258	Valid
	0,587	0,258	Valid
	0,611	0,258	Valid
	0,742	0,258	Valid
Purchase Product	0,775	0,258	Valid
	0,732	0,258	Valid
	0,680	0,258	Valid
	0,736	0,258	Valid
	0,610	0,258	Valid

Table 2. Reliability Test Results

Variabel	Alpha Value	Status
Price	0.637	Reliable
Product quality	0.648	Reliable
Purchase Product	0.751	Reliable

From the analysis table above, it can be seen that all variable instruments have reliability values that meet the requirements and can be said to be reliable, because the Cronbach's Alpha value for each exceeds 0.06.

### Classic Assumption Test Normality Test

The normality test using the one sample Kolmogorov-Smirnov test with a significance level of 0.05 or 5% produces a significant probability value in the calculation (Asymp.Sig 2-tailed) for the three variables of 0.200 above 0.05 which indicates the variables price, quality, promotional decisions and purchases are normally distributed, as in the following table:

Table 3. Normality Test Results

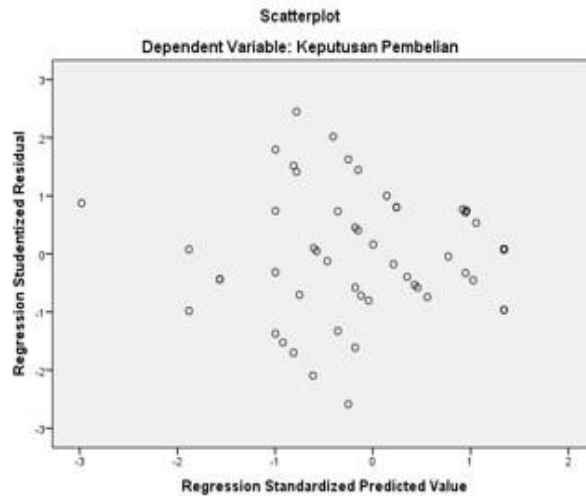
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	0.95941863
Most Extreme Differences	Absolute	0.99
	Positive	0.99
	Negative	-0.071
Test Statistic		0.99
Asymp.Sig. (2-tailed)		0.200 <sup>c,d</sup>

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Price	.552	1.811	No Multicollinearity
Product quality	.526	1.899	No Multicollinearity

The results of testing the classical assumption regarding multicollinearity show that the VIF values are all less than ten and each variable has a tolerance value exceeding 0.1. Therefore, it can be concluded that there is no multicollinearity between the independent variables.

**Heteroscedasticity Test**



From the visualization of the data produced by the heteroscedasticity test using SPSS Windows, it can be seen that the points are scattered below and above the Y axis, without any systematic motif. Therefore, it can be concluded that there is no indication of heteroscedasticity in the independent variables.

Table 5. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error			
1	(Constant)	-0.065	1.572		-.042	0.967
	Price	0.656	0.127	0.499	5.184	0.000
	Product quality	0.608	0.109	0.552	5.599	0.000

By referring to the beta coefficient value (Unstandardized Coefficient B) in Table 5, the multiple linear regression equation can be formulated as follows:

$$u = -0.065 + 0.656 X_1 + 0.608 X_2,$$

Where it is explained:

The a value of -0.065 is a constant that describes the situation when the variable The b1 coefficient (X1 Regression) of 0.656 indicates that the price variable has a positive influence on purchasing decisions. This shows that a one unit increase in the price variable can result in an increase in purchasing decisions by 0.656.

The b2 coefficient (X2 Regression) of 0.608 indicates that the product quality variable has a positive effect on purchasing decisions. This shows that an increase of one unit has an influence of 0.608 on purchasing decisions.

**Partial Hypothesis Test (t test)**

Hypothesis testing was carried out using the t test with a significance level of 0.05 and  $T_{table} = t (\alpha/2) : (n-k-1) \alpha = 5\% = t (0,05/2) : (58-2-1) = 0,025 : 55 = 2,004$

As a result, the ttable value is 2.004. The results of testing X1 against Y produced a t value of 5.184 > 2.004, with a significance value of 0.000 < 0.05. So it can be concluded that price has a

**Simultaneous Hypothesis Test (F test)**

Table 6. F Test Results

	Model	Sum of Square	df	Mean Square	F	Sig
1	Regression	137.136	3	45.712	47.047	0.000
	Residual	52.468	54	0.972		
	Total	189.603	57			

From the F test table that has been presented, it can be concluded that the f table value is 3.16 with a significance value of 0.000. Meanwhile, the fcount value of 47.047 is greater than the ftable value of 3.16. Therefore, it can be concluded that the significance value for significant influence on purchasing decisions until the alternative hypothesis (H1) is accepted.

**T test**

Variable price (X1), product quality (X2) of 0.000 is below the predetermined significance level (0.05). Therefore, it can be concluded that variables X1, X2 have a simultaneous or simultaneous influence on purchasing decisions.

Table 7. Determination Coefficient Test (R Test)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.850	0.723	0.708	0.986

From this table, it is known that the R-square value or coefficient of determination obtained is 0.723 or the equivalent of 72.3%. This shows that the

**RESULTS AND DISCUSSION**

From the results of research that has been previously tested, it can be seen that all statements in this research are related to independent variables such as promotion, quality of goods and price are related to the dependent variable. The research results showed that of the 58 respondents, 51 respondents (88%) were aged 18-24 years, while 7 respondents (12%) were aged 25-30 years. In addition, of the respondents interviewed, 23 people (40%) were men, and 35 people (60%) were women.

From the results of the multiple regression analysis above which was carried out by the reviewer using SPSS software, the following results were obtained: The first discussion is related to the influence of price on Mixue purchasing decisions. From the results of the t test carried out by the reviewer, it is known that price has a positive effect on purchasing decisions. This is proven by variables Price, Product Quality contribute 72.3% to Purchasing Decisions, while the remaining 27.7% is influenced by other factors that are not included in the variables studied. tcount 5.184 > 2.004. The results of this research are in line with research by Melan Rismayanti (2023) which shows that price has a positive influence on the purchasing decisions of potential Mixue buyers. The second discussion relates to the influence of product quality on Mixue purchasing decisions. From the results of the t test carried out, it can be seen that product quality has a positive effect on purchasing decisions. This is indicated by tcount 5.599 > 2.004. The results of this research are in line with research by Muhammad Roni, (2019) which states that the quality of goods has a positive influence on purchasing decisions at the Bojonegoro branch of Alfamart Gunung Haryono.

In the final discussion regarding the influence of price and product quality on Mixue purchasing decisions, through the F test, it can be seen that the independent variables simultaneously have a positive effect on the dependent variable. It is proven that the Fcount value of 47.047 is greater than the Ftable of 3.16, this is in line with research by Rizky Dwijantoro,

### CONCLUSION

Price has a positive and significant effect on Mixue purchasing decisions. This is proven by tcount (5.184) above ttable (2.004). So it can be concluded that price influences purchasing decisions. Product quality has a positive and significant effect on Mixue purchasing decisions. This is proven by the value of tcount (5.599) above ttable (2.004). So it can be concluded that product quality influences purchasing decisions. Product quality and price simultaneously (simultaneously) have a positive effect on purchasing decisions. This is proven by the Fcount value (47.047) above Ftable (3.16).

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The research results reveal that there is a positive and significant influence of price on purchasing decisions, so companies should consider implementing smarter and more effective pricing strategies to increase consumer buying interest in Mixue products. (2021) which revealed that price, quality of goods and promotions have a simultaneous influence on purchasing decisions in the Shopee marketplace. Product quality has a positive and significant effect on purchasing decisions. Therefore, it is best for companies to prioritize efforts to improve the quality of Mixue products so that they match the specified price and meet the quality expectations of buyers.

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