

## Factors Influencing Consumer Purchasing Decisions on Potato Donut Products in Rantauprapat

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### **ABSTRACT**

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| <b>Purpose</b>      | This study aims to analyze the influence of promotion, price, and product quality on consumer purchasing decisions for potato donut products in Rantauprapat. The research focuses on identifying the dominant factors that drive consumer purchase decisions in the context of local culinary micro and small enterprises (SMEs).   |
| <b>Methodology</b>  | This research employs a quantitative approach using a survey method. Data were collected through structured questionnaires distributed to 100 consumers of potato donut products in Rantauprapat. The data were analyzed using multiple linear regression analysis with the assistance of SPSS software to examine both partial and simultaneous effects of the independent variables on purchasing decisions. |
| <b>Findings</b>     | The results indicate that promotion, price, and product quality have a positive and significant effect on consumer purchasing decisions, both partially and simultaneously. Among the three variables, product quality is found to have the strongest influence on purchasing decisions, highlighting its critical role in the culinary SME sector.  |
| <b>Contribution</b> | This study contributes to the consumer behavior and marketing literature by providing empirical evidence on purchasing decision determinants within the context of local culinary SMEs. Practically, the findings offer strategic insights for SME owners in formulating effective marketing strategies by prioritizing product quality while maintaining competitive pricing and promotional activities.      |
| <b>Keywords:</b>    | Promotion; Price; Product Quality; Purchasing Decision; Culinary SMEs  |

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## INTRODUCTION

The development of the micro, small, and medium enterprise (MSME) sector is one of the main pillars in driving economic growth, both nationally and globally. In many developing countries, MSMEs contribute significantly to job creation, increased

household income, and local economic equalization (OECD, 2020). In Indonesia, MSMEs play a strategic role in supporting national economic resilience, particularly in the trade and food processing sectors, which have shown relatively stable growth even amidst global economic uncertainty (Ministry of Cooperatives and SMEs, 2022). However, the increasing number of MSME actors also impacts the tightening level of competition, requiring each business owner to understand consumer behavior more deeply in order to survive and develop sustainably.

In the context of marketing studies, understanding consumer behavior is a fundamental aspect for the success of a business. Purchase decision is the final outcome of a series of cognitive and affective processes consumers undergo in evaluating various product alternatives available in the market (Kotler & Keller, 2016). Consumers not only consider functional needs, but also marketing factors inherent in the product, such as promotion strategies, price levels, and perceived product quality. Therefore, the study of factors influencing purchasing decisions continues to be an important topic in marketing research, particularly in the MSME sector, which has limited resources and is highly dependent on the effectiveness of the marketing strategies implemented.

The culinary industry, particularly snack foods, is one of the business sectors experiencing rapid growth due to changes in people's lifestyles. Increased mobility, a preference for fast food, and the development of social media as a promotional tool have also influenced people's consumption patterns (Hasan et al., 2021). In the culinary industry, consumer purchasing decisions tend to be influenced by a combination of promotional appeal, price affordability, and perceptions of product quality, particularly aspects of taste, cleanliness, and product appearance (Tjiptono & Diana, 2020). Increasingly fierce competition in this sector demands that businesses be able to formulate targeted marketing strategies based on an empirical understanding of consumer behavior.

This phenomenon is also reflected in the development of potato donut businesses in the Rantauprapat area. Potato donut products have become a popular snack alternative among the public due to their softer texture and diverse flavor variations. Nevertheless, the high public interest in similar products also encourages the emergence of many businesses with relatively homogeneous products. This condition gives consumers many choices, making purchasing decisions no longer simple, but influenced by various rational and emotional considerations. In practice, not all potato donut business owners are able to maintain stable sales levels, even after conducting certain promotional activities and pricing strategies. This indicates a problem with the effectiveness of the marketing strategies being implemented, particularly in influencing consumer purchasing decisions.

Based on these conditions, the main problem that arises is that business actors' understanding of marketing factors that truly significantly influence consumer purchasing decisions is not yet optimal. Promotions conducted thru social media, competitive pricing, and efforts to maintain product quality are often done intuitively without adequate empirical analysis. As a result, the marketing strategies implemented may not necessarily align with the preferences and perceptions of the target consumers. Therefore, research is needed to systematically identify the factors influencing consumer purchasing decisions, so that the results can be used as a basis for more effective managerial decision-making.

Several previous studies have examined the influence of promotion, price, and product

quality on consumer purchasing decisions, but the results obtained still show inconsistencies. Some studies have found that promotions significantly influence purchasing decisions (Wulandari & Setiawan, 2020; Rahma & Susanto, 2019), while other research indicates that the influence of promotions is relatively weak compared to product quality factors (Siregar & Hasibuan, 2022). Similarly, the price variable, which has proven to be a dominant factor in some contexts, is not significantly influential in others when product quality is considered more important by consumers (Pratama, 2021). Additionally, most previous studies still focus on large-scale corporate contexts or urban areas, making empirical research on culinary MSMEs in developing regions like Rantauprapat relatively limited. This condition indicates a research gap that needs to be bridged thru contextual research based on local MSMEs.

This research is based on a consumer behavior theoretical framework that positions purchasing decisions as a result of consumers' evaluation of various marketing stimuli. According to Kotler and Keller (2016), purchasing decisions are influenced by the marketing mix, which includes promotion, price, and product as key elements that shape consumer perceptions and attitudes. Promotion serves as a means of communication capable of shaping awareness and purchase interest, price reflects the value consumers perceive in a product, while product quality determines the level of satisfaction and the likelihood of repeat purchases. This theoretical framework is considered relevant for explaining consumer behavior in the context of culinary MSMEs, where purchasing decisions are heavily influenced by perceived value and direct consumption experiences.

Considering the empirical context, research gaps, and theoretical foundations used, this study positions itself as an empirical study aiming to enrich the marketing literature, particularly in the study of consumer behavior of culinary SMEs at the local level. The main contribution of this research lies in providing empirical evidence regarding the factors influencing consumer purchasing decisions for potato donut products in Rantauprapat, which have been rarely studied systematically until now. Additionally, the results of this research are expected to provide practical implications for MSME actors in formulating more effective and data-driven promotion strategies, pricing, and product quality improvement.

Based on the description, the purpose of this research is to analyze the influence of promotion, price, and product quality on consumer purchasing decisions for potato donut products in Rantauprapat, both partially and simultaneously. Specifically, this research aims to identify the most dominant marketing factor influencing consumer purchasing decisions, so that it can serve as a basis for strategic recommendations for the sustainable development of the potato donut business.

## RESEARCH METHOD

### Research Design

This study uses a quantitative approach with a causal associative research type, aiming to examine the influence of promotion, price, and product quality variables on consumer purchasing decisions for potato donut products in Rantauprapat. The quantitative approach was chosen because this study focuses on testing the causal relationships between variables thru numerical data processing and statistical analysis, thus allowing for objective and measurable conclusions to be drawn (Sugiyono, 2019).

The causal associative research design is considered appropriate because it aligns with the research objective, which is to explain the influence of one or more independent variables on the dependent variable.

### **Research Population and Sample**

The population in this study consists of all consumers who have ever purchased potato donut products in the Rantauprapat area. Given the uncertain population size, this study uses a sample to represent the population. The research sample consists of consumers who have direct experience in purchasing and consuming potato donut products, and are therefore considered capable of providing relevant assessments of the variables being studied.

**Sampling Techniques and Sample Size Determination** The sampling technique used is non-probability sampling with the accidental sampling method, which is a technique for determining samples based on consumers who are randomly encountered by the researcher and are willing to become respondents. This technique was chosen due to limited access to a clear population list and the random nature of consumer characteristics (Sugiyono, 2019).

The sample size determination refers to the Lemeshow formula, which is used when the population size is not known with certainty. Based on these calculations, the minimum sample size required is 96 respondents. To increase the accuracy and reliability of the research results, the sample size in this study was set at 100 respondents, which is considered to meet the minimum requirements for multiple linear regression analysis (Hair et al., 2019).

### **Data Collection Techniques**

Data in this study were collected from two main sources: primary and secondary data. Primary data were obtained by distributing closed questionnaires to respondents, which were compiled based on the indicators of the research variables. The questionnaire was administered both in person and online using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from various supporting sources, such as textbooks, scientific journal articles, research reports, and other documents relevant to the research topic. Secondary data were used to strengthen the theoretical foundation and support the analysis and discussion of the research results.

### **Measurement Scale**

The measurement scale used in this study is a five-point Likert scale, consisting of the categories strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The Likert scale was chosen because it can quantitatively measure respondents' attitudes, perceptions, and assessments and is easy for respondents to understand (Sugiyono, 2019).

### **Data Analysis Techniques**

The collected data was analyzed using statistical analysis techniques with several stages. The first stage is to test the validity and reliability of the instrument to ensure that the questionnaire used is able to measure the research variables accurately and consistently. The validity test is conducted by looking at the item-total correlation value, while the reliability test is conducted using the Cronbach's Alpha value, with a

minimum threshold of 0.70 (Hair et al., 2019). The next step is the classical assumption test, which includes the normality test, multicollinearity test, and heteroscedasticity test, to ensure that the regression model meets the basic assumptions of statistical analysis. After the assumptions are met, multiple linear regression analysis is used to test the influence of promotion, price, and product quality variables on consumer purchasing decisions, both partially and simultaneously.

Statistical Analysis Software and Tools Data processing and analysis in this study were conducted using the Statistical Package for the Social Sciences (SPSS) software. SPSS was chosen because it has adequate capabilities for managing survey data, performing statistical tests, and generating accurate and easily interpretable analysis output. Additionally, the use of SPSS allows this research to be replicated by other researchers using similar analysis procedures.

## RESULTS AND DISCUSSIONS

**Respondent Description** This study involved 100 respondents who are consumers of potato donut products in Rantauprapat. Based on the characteristics of the respondents, the majority of the respondents are female, indicating that potato donut products are more in demand by female consumers. In terms of age, the respondents were dominated by the productive age group, which is between 21-30 years old. This reflects that the main consumers of potato donut products are from the younger age group with relatively high mobility and snack consumption levels.

From an educational perspective, the majority of respondents have a high school or college education, indicating that they possess a good level of cognitive ability to assess aspects of promotion, price, and product quality. Meanwhile, based on purchase frequency, most respondents stated they had made purchases more than once, demonstrating relevant consumption experience in evaluating potato donut products.

**Validity and Reliability Test** The validity test is conducted to ensure that each indicator in the questionnaire is capable of measuring the intended construct. The test results show that all statement items for the variables of promotion, price, product quality, and purchase decision have an item-total correlation value greater than the r-table value, so they can be declared valid.

Next, a reliability test was conducted using Cronbach's Alpha coefficient. The test results showed that all research variables had a Cronbach's Alpha value above 0.70. Therefore, the research instrument was declared reliable and capable of producing consistent data. This result indicates that the questionnaire used is suitable for further analysis (Hair et al., 2019). **Testing the Research Model** The model was tested using multiple linear regression analysis to determine the ability of the independent variables to explain the variation in the dependent variable. The analysis results show that the coefficient of determination ( $R^2$ ) value is in the moderate category, indicating that the variables of promotion, price, and product quality together are able to explain most of the variation in consumer purchasing decisions for potato donut products in Rantauprapat.

The model suitability test (F-test) shows a significance value below the 5 percent error level, indicating that the regression model is suitable for use. This indicates that promotion, price, and product quality simultaneously have a significant influence on consumer purchasing decisions. **Hypothesis Testing Results** The results of the hypothesis testing indicate that, partially, promotion, price, and product quality have a positive and significant influence on consumer purchasing decisions. The product

quality variable shows the largest regression coefficient value compared to other variables, indicating that product quality is the most dominant factor in influencing purchasing decisions. Thus, all the hypotheses proposed in this study can be accepted.

Discussion

## Discussion

### **The Influence of Promotion on Purchase Decisions (H1)**

The research results indicate that promotion has a positive and significant influence on consumer purchase decisions. This finding indicates that the more effective the promotional activities carried out, the greater the likelihood of consumers deciding to purchase potato donut products. Promotion serves as a means of communication that helps consumers recognize products, understand their benefits, and form initial perceptions of them. This finding aligns with consumer behavior theory, which states that marketing information is an important stimulus in shaping consumer attitudes and purchase interest (Kotler & Keller, 2016). Informative and engaging promotions can reduce consumer uncertainty, particularly for MSME products that do not yet have strong brand recognition.

The results of this study are consistent with the findings of Pohan et al, (2025), who stated that promotion has a significant influence on consumer purchasing decisions. In the context of Rantauprapat, promotion thru social media and word-of-mouth recommendations has proven effective in reaching local consumers. The implication of this finding is that potato donut business owners need to maintain and improve the quality of their promotions by utilizing media relevant to the characteristics of their target consumers.

### **The Influence of Price on Purchase Decisions (H2)**

The results of the second hypothesis test indicate that price has a positive and significant influence on consumer purchase decisions. This indicates that consumers consider the alignment between the price paid and the benefits and quality of the product received before making a purchase decision. This finding supports the customer value theory, which states that purchasing decisions occur when consumers perceive the benefits of a product to be greater than or equal to the cost incurred (Tjiptono & Diana, 2020). In the context of potato donut products, the price considered affordable and reasonable is an important factor, given that consumers have many alternatives for similar products at relatively competitive prices.

The results of this study are consistent with the research by Siregar and Hasibuan (2022) and Pratama (2021), who found that price has a significant influence on consumer purchasing decisions for food products. Contextually, these findings indicate that consumer price sensitivity in Rantauprapat is quite high, so businesses need to set competitive pricing strategies without sacrificing product quality.

### **The Influence of Product Quality on Purchase Decisions (H3)**

The research results indicate that product quality has a positive and significant influence on consumer purchase decisions and is the most dominant variable. This finding indicates that product quality is a major factor considered by consumers when purchasing potato donut products. This finding aligns with consumer satisfaction theory, which states that high perceived quality will shape positive attitudes and increase consumers' likelihood of making a purchase (Kotler & Keller, 2016). In the food

industry, product quality, including taste, texture, hygiene, and appearance, is a key determinant of consumer satisfaction and loyalty.

The results of this study are consistent with the findings of Pratama (2021) and Siregar and Hasibuan (2022), who stated that product quality significantly influences purchasing decisions. In the context of Rantauprapat, consumers tend to prioritize product quality because it is directly related to their consumption experience. The implication of this finding is that potato donut business owners need to make product quality a top priority in their marketing strategies.

#### **The Influence of Promotion, Price, and Product Quality on Purchase Decisions Simultaneously (H4)**

Simultaneously, promotion, price, and product quality are proven to have a significant influence on consumer purchase decisions. This finding confirms that purchasing decisions are the result of a comprehensive evaluation of various marketing stimuli received by consumers. This result supports consumer behavior theory, which states that purchasing decisions are influenced by a combination of marketing factors, not by a single factor (Engel et al., 1995). This finding is also consistent with previous research showing that simultaneously integrating promotion, pricing, and product quality improvement strategies can enhance the competitiveness of culinary MSMEs (Wulandari & Setiawan, 2020). The implication of this finding is that potato donut business owners need to implement an integrated marketing strategy, balancing promotional activities, appropriate pricing, and product quality maintenance, in order to sustainably encourage consumer purchasing decisions.

## **CONCLUSIONS**

This research aims to analyze the factors influencing consumer purchasing decisions for potato donut products in Rantauprapat, with a focus on the role of promotion, price, and product quality. The research results indicate that all three variables have a positive and significant effect on consumer purchasing decisions, both partially and simultaneously. Among the three, product quality proved to be the most dominant factor in influencing purchasing decisions, followed by price and promotion. The findings of this research address the formulated research objectives, which are to identify and explain the influence of promotion, price, and product quality on consumer purchasing decisions. Empirically, this study proves that consumer purchasing decisions for potato donut products are not only influenced by marketing communication and price affordability, but primarily by consumer perceptions of the quality of the product offered. Thus, a purchase decision is the result of a consumer's comprehensive evaluation of the perceived value of a product.

From a theoretical contribution perspective, this research strengthens the theoretical framework of consumer behavior and the marketing mix by demonstrating that the elements of promotion, price, and product quality remain relevant in explaining purchasing decisions within the context of culinary MSMEs at the local level. Additionally, this research enriches marketing literature by providing contextual empirical evidence from the Rantauprapat region, which has been relatively limited in academic studies to date. This finding also confirms the importance of product quality as a key variable in shaping purchasing decisions in the food industry.

Practically, the results of this study provide managerial implications for potato donut

business owners to prioritize improving and maintaining product quality consistency as the main strategy for winning market competition. In addition, business owners need to set prices that align with consumer value perceptions and optimize promotional activities that are informative and relevant to the characteristics of the local market. An integrated marketing approach is expected to sustainably drive consumer purchasing decisions.

This research has several limitations that need to be considered. First, the scope of the research is limited to one product type and one geographical region, so generalizing the research results to a broader context needs to be done with caution. Second, this study only uses three independent variables, so other factors that could potentially influence purchasing decisions, such as brand image, consumer satisfaction, or social influence, have not been included in the research model.

Based on these limitations, future research is recommended to expand the scope and area of study in order to obtain a more comprehensive understanding of the consumer behavior of culinary MSMEs. Additionally, future research could incorporate other relevant variables or utilize different methodological approaches, such as structural models or mixed methods, to enrich the understanding of factors influencing consumer purchasing decisions.

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