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THE INFLUENCE OF PRICES AND PRODUCTS ON PURCHASE DECISIONS AT PAKDE SURIPAN MEATBALL STALLS

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Abstract

This study aims to analyze the influence of prices and products on consumer purchase decisions at Warung Bakso Pakde Suripan, Mukok District, Sanggau Regency. The background of this study is based on the increasing competition in the meatball culinary business in the region, which encourages business actors to optimize their price and product quality strategies. The research method used was an associative quantitative approach with purposive sampling techniques on 100 respondents who had made purchases. Data were collected through a Likert scale questionnaire and analyzed using validity, reliability, multiple linear regression tests, as well as F tests and t tests. The results showed that both price and product had a significant effect simultaneously and partially on purchase decisions, with the product having a dominant influence ($\beta = 0.731$; Sig. = 0.000) over price ($\beta = 0.187$; Sig. = 0.005). The coefficient of determination ($R^2 = 0.728$) indicates that 72.8% of the variation in purchasing decisions can be explained by both independent variables. These findings provide strategic implications for the management of local culinary businesses in increasing competitiveness and consumer satisfaction.

Keywords: Price, Product, Purchase Decision, Meatball Shop

INTRODUCTION

One of the food products derived from meat is meatballs. Meatballs are well known in various walks of life in Indonesia because they are relatively cheap. Meatballs are a form of processed meat and are known as foods with a high level of demand. Meatballs with beef raw materials are more popular and have become popular. The distinctive taste and chewy texture of meatballs are what make meatballs very popular with all people in Indonesia. The increasing population growth every year encourages the need for fast food to increase as well. The need for fast food will create business actors to open culinary businesses by creating innovations and creations in their respective products, including the culinary business of meatball stalls. The culinary business at this time has won the hearts of the Indonesian people, especially in Mukok District, Sanggau Regency. The development of trade in today is increasingly rapid with a level of fierce competition to market products and services to consumers.

According to Firmansyah (2019, p. 203): "The purchase decision is a consumer's decision about what to buy, how much to buy, where to do it, when to do it and how to make the purchase". Andrian, *et al.* (2022, p. 112) says: "Purchasing decisions are the thinking in which individuals evaluate various options and decide on a product from a variety of choices". It can be concluded that a purchase decision is a decision that has been made by the consumer to make a purchase, after evaluating several choices related to the product to be purchased, the price of the product, the number of products to be purchased, where to buy the product and the purchase process to be carried out. The existence of increasingly fierce price competition and product variety in the meatball stall business in Mukok District, Sanggau Regency not only adds to market dynamics, but encourages every business actor to design more effective and innovative strategies in an effort to influence consumer purchase decisions. In facing this competition, business actors need to focus attention on various important aspects, including product variety and quality and competitive prices. Based on data obtained from the Department of Industry, Trade, Cooperatives and Micro Enterprises of Sanggau Regency, the following author presents a list of names of meatball stalls in Mukok District, Sanggau Regency in the following table

Table 1. List of Meatball Stalls in Mukok District, Sanggau Regency

Yes	Business Name	Owner Name	Address
1	Asa's Meatball Shop	Siti Maryam	Manunggal Jaya Hamlet, Mukok District
2	Mbak Sari Meatball and Chicken Noodle Stalls	Moonlight From	Ubay Village, Mukok District
3	Pak Jumari Meatball Shop	Kusrini	Manunggal Jaya Village, Mukok District
4	Mango Meatball Chicken Noodles	coal	Semanggis Raya Village, Mukok District
5	Widodo Meatball Eatery	Widodo Suhwanto	Kerosik Village, Mukok District
6	Adnan'ni Meatball Shop	Elvin Zulfitawati	Bokang Jaya Village, Mukok District
7	Pakde Suripan Meatball Shop	Suripan	Semuntai Village, Mukok District
8	Barokah Meatball Chicken Noodles	Düsseldorf	Semuntai Village, Mukok District
9	Mbak Lilik Meatballs and Cakes	Siti Khusnul Amaliyah	Mukok District
10	Tukasdi Meatball Shop	Tukasdi	Mukok District

Data Source: Sanggau Regency Cooperative Trade and Micro Enterprises Industry, 2024

Data from the Sanggau Regency Department of Industry, Trade and Micro Enterprises in 2024 shows that there are 10 meatball stalls that have been recorded in Mukok District, Sanggau Regency. With the increasing number of meatball stalls popping up in Mukok District, competition between business owners is becoming increasingly fierce. Every business actor must be observant in innovating products, so that they can produce quality and varied products. On the other hand, it is also necessary to think about pricing that remains competitive, but still maintains product quality. The ability of business actors to innovate the products sold, while still prioritizing quality and providing affordable prices can attract consumers to make purchases. There are several studies that show the influence of price and product on purchase decisions. In Heryanto's (2015) research, it was concluded that the influence of products is the most dominant influence on purchase decisions. Price influence is the second largest influence after product influence. Fauziyah, Rusti and Widakdo (2023) in their research concluded that products and prices partially or simultaneously have a positive and significant effect on purchasing decisions. Some of the research above shows that products and prices are variables that can determine consumers in deciding to make a purchase. Regarding prices and products, the author presents a table of product menus and prices available at Warung Bakso Pakde Suripan.

Table 2. List of Food and Beverage Menus and Prices at Pakde Suripan Meatball Shop in 2025

No.	Food Menu	Product Pricing
1	Meatballs	IDR 22,000
2	Egg Meatballs	IDR 22,000
3	Chicken Meatballs	IDR 22,000
4	Fish Balls	IDR 22,000
5	Jumbo Meatballs	IDR 32,000
6	Bone Meatballs	IDR 35,000
7	Baby Meatballs	IDR 40,000
8	Regular Chicken Noodles	IDR 17,000
9	Chicken Veins Noodles	IDR 30,000
10	Bone Soup	IDR 35,000
11	Meat Soup	IDR 35,000
12	Pecel Chicken	IDR 25,000

13	Pecel Lele	IDR 25,000
	Drink Menu	
1	Iced Tea	IDR 5,000
2	Small Orange Ice	IDR 7,000
3	Large Orange Ice	IDR 8,000
4	Warm Tea	IDR 5,000
5	Hot Black Coffee	IDR 6,000
6	Hot Milk Coffee	IDR 8,000
7	Mineral water	IDR 7,000

Source: Warung Bakso Pakde Suripan in 2025

The table shows that at Warung Bakso Pakde Suripan there are 13 types of food products and 7 types of beverage products with prices ranging from Rp 5,000 – Rp 40,000 with a variety of menu products available at Warung Bakso Pakde Suripan. With the number of products sold and the prices offered, Warung Bakso Pakde Suripan is able to attract consumers to make purchases, so that this meatball stall is able to earn income. The amount of income during the period 2022 –2024 at Warung Bakso Pakde Suripan can be seen in Table 3 below

Table 3. Total Revenue of Pakde Suripan Meatball Stalls in 2022 - 2024

Year	**Income**	**Present (%)**
2022	IDR 288,000,000,00	-
2023	IDR 266,000,000,00	(7,64)
2024	IDR 306,000,000,00	15,04

Source: Warung Bakso Pakde Suripan in 2025

Based on the data in the Table, it can be seen that the revenue in 2022 at Warung Bakso Pakde Suripan is IDR 288,000,000.00. Then in 2023 it will be IDR 266,000,000.00 or a decrease of 7.64% compared to the previous year and in 2024 it will increase by 15.04% to IDR 306,000,000.00. It can be said that the revenue at Warung Bakso Pakde Suripan in the period of 2022 - 2024 has fluctuated or is inconsistent. Based on the results of the interview with the owner of Warung Bakso Pakde Suripan, information was obtained that there are several factors that affect the amount of income received. Apart from the many business competitors in the Mukok District, Sanggau Regency, each meatball stall has its own variety of products that are characteristic, so that consumer choices become more diverse and to buy products, consumers are no longer focused on just one or two places. For the average price problem, so that related to the price problem, consumers make too many comparisons.

The phenomenon related to the amount of income that is inconsistent or fluctuates every year, is allegedly caused by the price and products offered. Affordable prices, price compatibility with product quality, prices that are able to compete with competitors and price compatibility with the benefits obtained by consumers from the products purchased are expected to be considerations for consumers to make purchases. In addition, good product quality, attractive product packaging, complete and varied product availability are also expected to influence purchase decisions. Therefore, the author is interested in conducting research on "The Influence of Prices and Products on Purchase Decisions at Warung Bakso Pakde Suripan".

METHODOLOGY

The type of research used in this study is associative research that aims to examine the relationship and influence between independent variables (price and product) on bound variables (purchase decisions). The associative approach was chosen because the research wanted to explain the extent and how these variables are related to each other and be able to predict changes in purchasing decisions. The research design is quantitative with structured data collection so that the results can be statistically tested to answer the hypothesis of the relationship and influence between variables. The study population was defined as all consumers who had made purchases at Warung Bakso Pakde Suripan in the study area; Since the size of the population is not known for sure, the researchers set the sample as a representation of that population. The calculation of sample needs using the Isac Michel formula yielded a minimum number of 57 respondents, but the researchers chose to take 100 respondents to anticipate invalid data and strengthen the reliability of the findings. The sampling technique used was purposive sampling with inclusion criteria: respondents had bought at Warung Bakso Pakde Suripan, were at least 18 years old, and the purchase was made on their own initiative. The data collection technique combines primary and secondary data. Primary data was obtained through a structured questionnaire distributed to consumers and in-depth interviews with stall owners to obtain operational context and information about products and prices. Secondary data includes sales documents, menu and price lists, and stall data available from internal records or local publications. The main instrument is a Liker-scale questionnaire to measure price perception, product attributes, and purchasing decisions; These instruments will be tested for validity and reliability (e.g. product-moment and Alpha Cronbach) before the main analysis. Data analysis begins with descriptive analysis to describe respondent characteristics and answer distribution. Before the hypothesis test, prerequisite tests were carried out including the validity and reliability test of the instrument, as well as the classical assumption test for regression analysis (normality test using Kolmogorov–Smirnov, linearity test, and multicollinearity test via VIF/tolerance). To test the relationship and influence used Product-Moment correlation analysis and multiple linear regression analysis ($Y = a + b1X1 + b2X2$) with SPSS software; significance was tested simultaneously with the F test and partially with the t-test at the level of $\alpha = 0.05$. The determination coefficient (R^2) was reported to show the magnitude of the contribution of the independent variable to the purchase decision, and all findings were presented with an implicit interpretation for stall management practices

RESULTS AND DISCUSSION

Marketing aspects

Product

Bakso Pakde Suripan sells products with various types of menu variants, so that consumers can easily choose according to their wishes from the types of meatballs, jumbbo meatballs and others. Pakde Suripan meatballs always maintain the quality of each product and provide a premium taste and do not use preservatives. Bakso Pakde Suripan requires its employees to always be friendly to all consumers and if consumers need something, then Bakso Pakde Suripan employees are ready to help.

Price

Bakso pakde Suripan provides a price list for each product so that consumers can choose the menu at the price they want. The price set for Pakde Suripan meatballs varies from economical to premium. Each product already has a price tag or price tag. One of the benefits of this price tag is to make it easier for consumers to see the price of the product before buying it.

Human Resources Aspects

Number of Employees

Employees are those who work in a company or agency to perform an operational task and expect return in the form of commissions or salaries. It is the same with employees in food stalls where these people are responsible for serving consumers and carrying out operational tasks. The number of employees at Warung Bakso pakde Suripan is 9 (nine) people. 2 (two) people assist the owner in concocting the menu. 4 (four) people in the delivery department of consumer orders. 2 (two) people make meatballs.

Working Hours

Employees of Warung Bakso Pakde Suripan work for 7 days a week with working hours of 09.00 WIB to 19.00 WIB. Each employee gets 1 (one) day off a week. In addition to the division of working hours above, Warung Bakso pakde Suripan sets holidays on Eid al-Fitr, Eid al-Adha and once a month. For holidays on Eid al-Fitr, usually the owner returns to his hometown, so the employee's vacation time is relatively long.

Data analysis results
Validity and Reliability Tests

Table 4. Purchase Decision

Items	r Count	Sig. (2-tailed)	Information
Y1.1	0.846	0.000	**Valid**
Y1.2	0.804	0.000	**Valid**
Y1.3	0.771	0.000	**Valid**
Y1.4	0.789	0.000	**Valid**
Y1.5	0.884	0.000	**Valid**
Y1.6	0.900	0.000	**Valid**
Y1.7	0.864	0.000	**Valid**
Y1.8	0.857	0.000	**Valid**
Y1.9	0.710	0.000	**Valid**
Y1.10	0.790	0.000	**Valid**
Y1.11	0.753	0.000	**Valid**
Y1.12	0.815	0.000	**Valid**
Y1.13	0.789	0.000	**Valid**
Y1.14	0.792	0.000	**Valid**
Y1.15	0.615	0.000	**Valid**
Y1.16	0.637	0.000	**Valid**
Y1.17	0.651	0.000	**Valid**
Y1.18	0.569	0.000	**Valid**
Y1.19	0.533	0.000	**Valid**
Y1.20	0.552	0.000	**Valid**

All statement items (Y1.1–Y1.20) have a calculated r value of > 0.195 and Sig. (p) < 0.05, so that all items are declared valid. The highest correlation was at Y1.6 (r = 0.900) — this indicates that the item is the most representative in measuring *Purchase Decisions*. The lowest correlation was at Y1.19 (r = 0.533), but it remained above the validity threshold, so it was still accepted.

Reliability Statistics

Cronbach's Alpha	N of Items
.959	20

This value is well above 0.70, indicating that the entire item has a very high consistency. The Purchase Decision variable (Y) can be said to be very reliable, meaning that if this questionnaire is given again under similar conditions, then the results will remain consistent.

Table 5. Price Test

Items	r Calculate (correlation with total Price)	Sig. (2-tailed)	Information
X1.1	0.605	0.000	**Valid**
X1.2	0.609	0.000	**Valid**
X1.3	0.537	0.000	**Valid**
X1.4	0.710	0.000	**Valid**
X1.5	0.554	0.000	**Valid**
X1.6	0.677	0.000	**Valid**
X1.7	0.598	0.000	**Valid**
X1.8	0.737	0.000	**Valid**
X1.9	0.627	0.000	**Valid**
X1.10	0.607	0.000	**Valid**
X1.11	0.712	0.000	**Valid**
X1.12	0.243	0.015	**Valid**
X1.13	0.409	0.000	**Valid**
X1.14	0.523	0.000	**Valid**
X1.15	0.461	0.000	**Valid**
X1.16	0.443	0.000	**Valid**

Reliability Statistics

Cronbach's Alpha	N of Items
.842	16

Table 6. Product

Items	r Calculate (correlation with total Products)	Sig. (2-tailed)	Information
X2.1	0.748	0.000	**Valid**
X2.2	0.749	0.000	**Valid**
X2.3	0.735	0.000	**Valid**
X2.4	0.787	0.000	**Valid**
X2.5	0.836	0.000	**Valid**
X2.6	0.732	0.000	**Valid**
X2.7	0.431	0.000	**Valid**
X2.8	0.788	0.000	**Valid**
X2.9	0.855	0.000	**Valid**
X2.10	0.784	0.000	**Valid**
X2.11	0.866	0.000	**Valid**
X2.12	0.888	0.000	**Valid**
X2.13	0.858	0.000	**Valid**
X2.14	0.797	0.000	**Valid**
X2.15	0.786	0.000	**Valid**
X2.16	0.760	0.000	**Valid**

Reliability Statistics

Cronbach's Alpha	N of Items
.956	16

Coefficient Determination Test

Model Summary[b]

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853a	.728	.723	6.61324

a. Predictors: (Constant), Product (X2), Price (X1)
b. Dependent Variable: Purchase Decision (Y)

Table 7. Coefficient Determination Test

Component	Value	Interpretation
R	0,853	Indicates **the double correlation rate** between independent variables (Products and Price) and dependent variables (Purchase Decisions). This value is very high (close to 1), meaning that there is a strong relationship between the variables X1 and X2 against Y.
R Square (R^2)	0,728	This means that **72.8% of the variation in Purchase Decisions** can be explained by **the variables Product (X2)** and **Price (X1)** together.
Adjusted R Square	0,723	This value adjusts the number of free variables to the number of samples. This means that after adjusting, **72.3% of the change in Purchase Decision** was explained by the two independent variables, while the **remaining 27.7%** was explained by factors other than the model.
Std. Error of the Estimate	6,61324	Indicates the level of the model's prediction error. The smaller this value, the better the model's ability to predict the value of the dependent variable.

Test F

NEW ERA

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11368.347	2	5684.174	129.969	.000b
	Residual	4242.293	97	43.735		
	Total	15610.640	99			

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (Constant), Product (X2), Price (X1)

Component	Value	Interpretation
Calculation	129.969	The value of the Fcal is the result of the SPSS calculation.
Sig. (p-value)	0.000	The significance value of the test F.
Ftable (α=0.05; df1=2; df2=97)	±3.09	(can be seen in table F or calculated via Excel).

Since Sig. = 0.000 < 0.05 and Fcal = 129.969 > Ftable = 3.09, the results of the F test are significant. Meaning: Simultaneously, the variables Price (X1) and Product (X2) have a significant effect on the Purchase Decision (Y).

T/Hypothesis/regression TEST

Coefficient

Type		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-4.628	5.322		-.869	.387
	Price (X1)	.353	.122	.187	2.889	.005
	Products (X2)	.937	.083	.731	11.282	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the *Coefficients table, the* Unstandardized Coefficients (B) *value is obtained* as follows:

$$Y = -4.628 + 0.353X_1 + 0.937X_2$$

Information:
1. Y = Purchase Decision
2. X_1 = Price
3. X_2 = Product

Interpretation of the Equation
1. Constant (a = -4,628)This value indicates that if the variables Price (X1) and Product (X2) are considered constant or have a value of zero, then the value of the Purchase Decision (Y) will be -4,628. This negative value is not interpreted literally, but indicates that in the absence of the influence of price and product, the purchase decision would be at a very low level.
2. Price Coefficient (b_1 = 0.353)
   This means that every 1 unit increase in the score on the Price variable, will increase the Purchase Decision by 0.353 units, assuming the other variable (Product) is fixed. Since the value of Sig. = 0.005 < 0.05, the influence of Price on the Purchase Decision is partially significant.
3. Product Coefficient (b_2 = 0.937)
   This means that every 1 unit increase in the Product score will increase the Purchase Decision by 0.937 units, assuming a fixed price. Sig. value = 0.000 < 0.05, indicates that the Product has a partial significant effect on the Purchase Decision.

T/Partial TEST

Variable	Stuttgart	Sig.	Information
Price (X1)	2.889	0.005	Significant
Products (X2)	11.282	0.000	Significant

Because the value *of Sig.* for both variables less than 0.05, both Price and Product partially have a significant effect on the Purchase Decision. In addition, *the value of the Product calculation (11,282)* is much greater than the *price calculation (2,889),* which means that the Product (X2) has a more dominant influence on the Purchase Decision than the Price (X1).

Normality Test

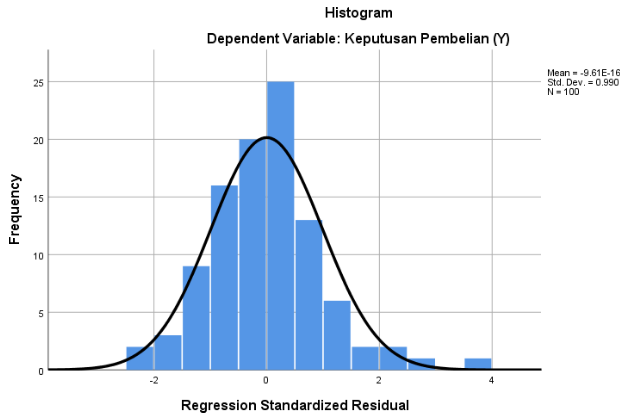
One-Sample Kolmogorov-Smirnov Test

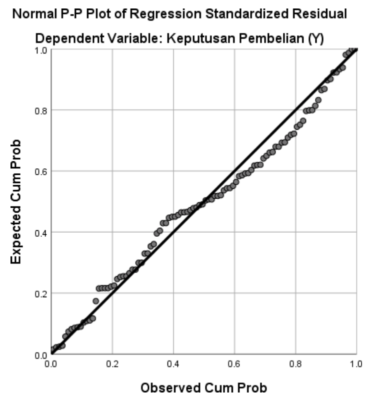
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.54610123
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.068
Test Statistic		.076
Asymp. Sig. (2-tailed)		.173c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

The Kolmogorov–Smirnov test was performed to find out whether the residual data of the regression model is normally distributed or not. Decision-making criteria:
1. If the Sig. (p-value) > 0.05, then the residual is normally distributed.
2. If the Sig. (p-value) < 0.05, then the residual is not normally distributed.
   From the above output, the value is obtained: Asymp. Sig. (2-tailed) = 0.173 > 0.05

It can be concluded that: Residual data are normally distributed, so the regression model meets the assumption of normality.





Based on the results of the analysis of **the Normal P–P Plot of Regression Standardized Residual** graph, it can be seen that the residual points are spread around the diagonal line and follow the direction of the line. This shows that residual data is distributed normally. Thus, the regression model has met the assumption of normality.

CONCLUSION

Based on the results of research conducted at Warung Bakso Pakde Suripan, it can be concluded that prices and products have a significant influence on consumer purchasing decisions, both simultaneously and partially. Products proved to be the most dominant factor in influencing purchasing decisions, as shown by the regression coefficient value of 0.937 and the calculation value of 11.282, much higher than the price which had a coefficient of 0.353 and a calculation value of 2.889. This shows that the quality, variety, and attractiveness of the product are the main considerations for consumers in choosing to buy. Nonetheless, price still plays an important role as a supporting factor, especially in terms of affordability and compatibility with product benefits. The regression model used showed an R^2 value of 0.728, which means that 72.8% of the variation in purchasing decisions could be explained by both variables, while the rest was influenced by other factors outside the model. These findings confirm the importance of innovative product management strategies and competitive pricing in improving the competitiveness and sustainability of local culinary businesses.

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