

PRODUCT QUALITY AND PURCHASE INTENTION EFFECTS ON MARKETING PERFORMANCE: THE MEDIATING ROLE OF PURCHASE DECISIONS IN FOOD-PROCESSING MSMES 4.0

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Abstract

This study aims to analyze the influence of product quality and buying interest on marketing performance mediated by purchasing decisions in MSMEs 4.0 in the food processing sector in Sidoarjo. An explanatory quantitative approach was used with a *cross-sectional* design, involving 296 respondents selected through *proportionate stratified random sampling* technique. Data were collected using a Likert scale questionnaire (1–5) adapted from standardized instruments, then analyzed with *Partial Least Squares Structural Equation Modeling* (PLS-SEM) using SmartPLS 4.0. The results showed that product quality had a positive and significant effect on purchase interest and purchase decisions, while buying interest was proven to be a partial mediating variable between product quality and purchase decision. Purchasing decisions directly affect the marketing performance of MSMEs. Predictive analysis through PLSpredict confirms that the model has high predictive relevance to consumer behavior in the digital marketing era. These findings confirm that strengthening product quality, followed by a digital marketing strategy based on consumer interaction, is an important determinant in increasing the competitiveness and sustainability of MSMEs 4.0 in the processed food sector. This research contributes to the empirical literature on technology-based marketing and provides strategic recommendations for the development of MSMEs in the digital economy era.

Keywords: *Product Quality, Purchase Intention Effects, Marketing Performance, Purchase Decisions*

INTRODUCTION

MSMEs have long been placed as economic entities that have a strategic role in the development of developing countries. In Indonesia, this role is increasingly prominent given the national economic structure dominated by small and medium-sized businesses. Data Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, (2023) noted that there are more than 65.4 million MSME units operating in various sectors, making them the largest contributor to job creation and the main support of domestic economic activity. São Paulo et al, (2023) stated that MSMEs not only provide a significant contribution to national economic growth, but also play a role in strengthening the economic resilience of the community through income diversification and the creation of business opportunities at the local level. Report OJK, (2022) emphasized that MSMEs account for around 60% of Indonesia's Gross Domestic Product (GDP). The contribution reflects the sector's ability to remain functional despite external pressures, including global economic fluctuations and regulatory changes. MSMEs also absorb more than 96% of the national workforce, making this sector a key driver of economic inclusion and mitigator of the impact of unemployment. In addition to the macroeconomic function, MSMEs also increase the equitable distribution of development through the distribution of economic activities to remote areas, thereby strengthening the socio-economic structure of the community. Despite its large contribution, the adaptive capacity of MSMEs faces various structural challenges. (Saori et al., 2021) emphasized that most MSMEs are still limited in management competence, access to financing, and the ability to keep up with rapidly changing market dynamics. This challenge is increasingly complex with the presence of digital technology and shifts in consumer behavior that demand transparency, quality, and better customer experience. The increasingly tight competitive structure and wider penetration of imported products make MSMEs have to improve product quality while strengthening technology-based marketing strategies. The problem of MSMEs in Sidoarjo is also related to global challenges such as increasingly fierce market competition and rapid development of information technology. In the international context, MSMEs in the food sector need to adapt to marketing trends 4.0 which emphasize the use of digital technology to improve business

performance. MSMEs in Sidoarjo are also affected by the Covid-19 pandemic. Many MSMEs have experienced a decline in daily turnover, although some of them have managed to adjust to this situation. However, there are also those who are forced to stop their operations. The main problems faced by MSMEs in Sidoarjo include limited business capital, difficulties in increasing production to achieve higher turnover. Less effective distribution and marketing, as well as minimal innovation, are also a challenge. This study uses SWOT analysis and internal-external factors to evaluate the condition of MSMEs and design appropriate development strategies (Rahmadani & Subroto, 2025). The problem is strengthened by the theory of product quality according to Zeithaml, (1988) emphasizing the importance of product quality as one of the main factors that affect customer satisfaction. Meanwhile, the marketing theory 4.0 developed by Kotler, P. and Keller, (2016) Highlighting the role of digital technology in creating value for customers and improving marketing performance.

Theory of buying interest according to Schiffman, L & Kanuk, (2007). explain the factors that influence consumer purchasing decisions. Thus, this research is expected to fill the existing knowledge gap by examining the relationship between product quality, marketing performance 4.0, and MSME buying interest in Sidoarjo. With a holistic approach and rich empirical data, it is hoped that the results of this research can provide new insights for stakeholders related to MSME development strategies in the food sector Kotler, P. and Keller, (2016) It shows that Marketing 4.0 can help companies understand consumer behavior, improve interaction with customers, and optimize marketing strategies. By utilizing digital technology, business actors in Sidoarjo can collect data on consumer preferences and use it to improve product quality and marketing strategies. Research Chaffey, et al, (2016) revealed that digital marketing can help companies in increasing brand visibility, attracting consumer interest, and increasing customer loyalty. Thus, business actors in Sidoarjo need to utilize digital technology to improve their marketing performance and compete in an increasingly competitive market. In addition, digital marketing allows companies to personalize marketing messages, measure campaign effectiveness, and optimize strategies based on the data obtained. Therefore, business actors in Sidoarjo need to develop an effective 4.0 marketing strategy to improve marketing performance and achieve their business goals.

According to Supriadi et al., (2021) Product quality is one of the crucial factors that influence consumer purchase decisions. According to the latest data from the Central Statistics Agency (BPS), the Processed Food industry in Sidoarjo has shown a significant increase in recent years. However, this improvement is not always accompanied by adequate product quality, which in turn influences consumer purchasing decisions. Based on BPS 2025 data, there are around 1,500 MSMEs in the Processed Food sector in Sidoarjo. However, only 55% of these MSMEs are able to maintain product quality according to national standards. This decline was caused by inconsistent product quality, which led consumers to switch to higher-quality competitor products (Prasetyo, 2015). Research Research Kotler, P. and Keller, (2016) indicates that the quality of the product has a direct influence on the purchase decision. However, this study has not examined in depth the impact of product quality on marketing performance 4.0 mediated by consumer buying interest.

Product quality is the main factor influencing consumers' purchasing decisions. In Sidoarjo, the processed food industry has grown significantly in recent years, with MSMEs in the sector increasing by 12% by 2025 (BPS). The main challenge for business actors is to maintain and improve product quality in a competitive market. A survey by the Sidoarjo Department of Industry and Trade shows that around 45% of consumers complain about the inconsistent quality of processed food products, which has resulted in a 20% decrease in MSME sales in the last six months. Research by Zeithaml et al., (2020) It also revealed that consumer perception of product quality is influenced by reliability, durability, and uniqueness, so these aspects need to be considered by business actors to meet consumer expectations and increase buying interest.

According to Supriadi et al., (2021) Buying interest is an important mediating factor in determining purchasing decisions. Consumer buying interest can be influenced by a variety of factors, including product quality. In the context of marketing 4.0, buying interest is also influenced by the ease of access to consumer information and reviews on digital platforms. Based on a survey conducted by BPS in 2025, around 70% of consumers in Sidoarjo rely on online reviews before deciding to buy processed food products. This shows that buying interest mediated by product quality and online reviews has a significant influence on purchasing decisions. "B" MSMEs that produce snacks have managed to increase sales by 30% after improving product quality and utilizing digital platforms to collect positive reviews from consumers (Evelina, et al, 2012). This case shows that buying interest mediated by product quality and online reviews can improve purchasing decisions. Research shows that buying interest has a significant mediating role in purchasing decisions. However, this study has not specifically examined the impact of buying interest in the context of marketing 4.0 and Processed Food MSMEs in Sidoarjo.

Consumer buying interest is an important factor that influences purchasing decisions. In Sidoarjo, consumers' buying interest in processed food products is influenced by several factors such as product quality, price, and promotion. Based on a survey conducted by the Sidoarjo Industry and Trade Office, around 55% of consumers stated that they were interested in buying processed food products that are of high quality and have affordable prices. Research Hrubes et al., (2010) It shows that consumers' buying interest is influenced by attitudes towards the product, subjective norms, and perceived control of behavior. Consumers tend to have a high buying interest in products that they consider to be of high quality and in accordance with their values and preferences. Therefore, it is important for business actors in Sidoarjo to understand these factors and integrate them in their marketing strategies. Fishbein et al, (1962); - Icek Ajzen, (1962) It also revealed that consumer buying interest is influenced by beliefs and evaluations of product attributes. Consumers tend to have a high buying interest in products that they consider to have positive attributes and meet their needs. Therefore, business actors in Sidoarjo need to ensure that their products have superior attributes to increase consumer buying interest. In addition, research by Hartley, (2018) states that consumer buying interest is also influenced by value perception.

Consumers tend to be more interested in buying products with a combination of quality and good prices. Therefore, business actors in Sidoarjo need the right price strategy and ensure high-quality products. MSMEs in Sidoarjo face challenges such as limited resources, access to technology, and managerial skills. BPS 2025 data shows that 65% of MSMEs have difficulty maintaining consistency in product quality, and only 50% have access to digital marketing technology. Research Fatmawati, F., & Sulistyandari, (2021); Tambunan, (2019) revealed that this challenge has not been specifically studied related to the impact of product quality and marketing 4.0 on MSMEs in the processed food sector. Product quality has a crucial role in improving marketing performance 4.0 for MSMEs in the food sector in Sidoarjo, as it is the main factor that influences consumer purchasing decisions (Kotler, P. and Keller, 2016). According to Farzin & Fattahi, (2018), marketing 4.0 enables MSMEs to reach their target market more efficiently through the use of social media, data analytics, and other digital technologies. For example, a study by Geng et al., (2020) shows that MSMEs that adopt marketing 4.0 are able to significantly increase their brand awareness and sales. Buying interest is an important factor that mediates the relationship between product quality and marketing performance 4.0 for MSMEs in the food sector in Sidoarjo. According to (Schiffman, L & Kanuk, 2007), buying interest reflects the level of interest and intention of consumers to buy a product. With high buying interest, MSMEs can increase the conversion rate from prospects to customers.

This study found a research gap that shows that not all MSMEs are able to utilize product quality as an effective marketing tool. For example Setiawan et al., (2019) found that despite the high quality of the products, some MSMEs still have difficulty increasing sales due to a lack of effective marketing strategies. In addition, consumer buying interest plays an important role in purchasing decisions and is often mediated by consumers' perceptions of product quality. Research (Zeithaml et al., 2020) It shows that the perception of product quality influences buying interest, which ultimately influences the purchase decision. Therefore, it is important to understand the interaction between product quality and buying interest in influencing purchasing decisions and the marketing performance of processed food MSMEs. This research gap shows the lack of studies that specifically examine the influence of product quality on the marketing performance of MSMEs 4.0 in the food sector in Sidoarjo, especially in the context of buying interest mediation. Therefore, it is hoped that this research can fill the existing literature gap and provide a new understanding of how product quality affects the marketing performance of 4.0 MSMEs in the food sector in Sidoarjo through the mediation of consumer buying interest (Setiawan et al., 2019).

Research by Kotler Philip Armstrong, (2015); Chaffey, et al, 2016) Shows that Marketing 4.0 can improve marketing performance. However, this study has not examined in depth how product quality and consumer buying interest affect marketing performance 4.0 in the context of MSMEs in the Processed Food sector in Sidoarjo. Therefore, this study aims to fill the research gap by exploring the influence of product quality on purchasing decisions and marketing performance 4.0 mediated by consumer buying interest. This research is expected to make a significant contribution to the development of marketing theories and practices, as well as provide useful recommendations for business actors in Sidoarjo to improve their business performance (Lee & Ko, 2016). By delving deeper into marketing theories from reputable international and national journals, this research is expected to be able to make a valuable contribution to the development of MSME marketing strategies in the current digital era. The influence of product quality on marketing performance 4.0 mediated by the buying interest of food MSMEs in Sidoarjo is very important to be researched. Product quality is a crucial factor in determining marketing success, especially in the era of Marketing 4.0 which is characterized by the use of digital technology and increasingly personalized consumer interactions (Lee & Ko, 2016). In the context of food MSMEs, product quality is not only seen in terms of taste and packaging, but also in terms of food safety, cleanliness, and halal products. According to

data from the Central Statistics Agency (BPS), the food MSME sector in Indonesia is still faced with challenges related to product quality standards that must be met to compete in local and international markets. Therefore, it is important for food MSMEs in Sidoarjo to improve the quality of their products to improve competitiveness and marketing performance in the digital era (Huang & Sarigöllü, 2014). As a result of the development of research gaps and several problems, the author is interested in studying more deeply about Product Quality And Purchase Intention Effects On Marketing Performance: The Mediating Role Of Purchase Decisions In Food-Processing Msmes 4.0

LITERATURE REVIEW

Based on existing theories and various previous studies, product quality is closely related to purchasing decisions. The results of previous research according to Studies on Buying Interest and Purchase Decisions show that factors such as planned behavior, product knowledge, and consumer involvement play a crucial role in shaping purchase intent and purchase decisions (Ajzen, 2011; Chen, 2014; Mittal & Lassar, 1998). Extended Planned Theory shows that subjective attitudes, subjective norms, and perceived behavioral controls collectively influence consumer buying intent (Ajzen, 2011). In addition, in-depth knowledge of products and the level of consumer involvement in the purchasing process can increase the tendency to purchase certain products, as seen in meta-analytic research regarding organic products (Chen, 2014). In conclusion, an in-depth understanding of these factors can assist companies in designing more effective marketing strategies to increase consumer satisfaction and loyalty levels.

The planned theory extended by Ajzen (2011) highlights that subjective attitudes, subjective norms, and behavioral controls influence consumers' purchase intentions. Chen (2014) in his research on organic products found that in-depth knowledge of products and the level of consumer engagement significantly influenced their purchase intent. In addition, Mittal and Lassar (1998) show that product knowledge and consumer involvement play an important role in determining purchasing decisions. A deep understanding of these factors is essential for designing an effective marketing strategy in influencing consumer behavior and increasing consumer satisfaction and loyalty levels to a particular product or service.

Research results from international journals such as research (Kumar et al., 2011), (Pham, 2013), (Hollebeek et al., 2014), (Brakus et al., 2009), and (Eggert et al., 2015) make important contributions to the understanding of buying interest and marketing performance. (Kumar et al., 2011) discuss how buying interest can affect the success of marketing campaigns. According to (Pham, 2013) explores the psychological factors that trigger consumer buying interest. The research (Hollebeek et al., 2014) provides an empirical study of customer engagement and its impact on marketing performance. Research (Brakus et al., 2009) examined the relationship between brand experience and buying interest. The research (Eggert et al., 2015) discusses how the quality of business relationships affects buying interest and marketing performance. All of these journals provide valuable insights into how buying interest can improve marketing performance and strategies that can be used to achieve desired results.

Research results from international journals such as. International journals such as (Rust et al., 2002; Szymanski & Henard, 2001; Morgan & Rego, 2006; Ritala et al., 2014; Grewal et al., 2009) make an important contribution to the understanding of product quality and marketing performance. Rust et al., (2002) discuss how product quality can affect consumer perception and ultimately marketing performance. Research (Szymanski & Henard, 2001) explores the relationship between product innovation and market acceptance that impacts marketing performance. Research (Morgan & Rego, 2006) provides an empirical study of the influence of product quality on customer loyalty and marketing performance. The research (Ritala et al., 2014) examined the impact of product quality on competitive advantage and marketing performance in the industrial market. The study (Grewal et al., 2009) discusses how the perception of product quality influences purchasing decisions and retail performance. All of these journals provide valuable insights into how product quality can improve marketing performance and strategies that can be used to achieve desired results.

The results of the research from Purchasing decisions and marketing performance are important aspects of interrelated business strategies in the context of consumer behavior and marketing strategy effectiveness. Purchasing decisions involve the process by which consumers choose to buy or not to purchase a particular product or service, influenced by factors such as price, product quality, promotions, and personal preferences. Marketing performance, on the other hand, refers to the evaluation of the effectiveness of marketing efforts in achieving business goals, such as increased sales, market share, and consumer satisfaction. Research shows that a good marketing strategy can influence purchasing decisions by increasing brand awareness, building positive perceptions of products, and providing added value that meets consumer needs (Kotler, 2000; Ajzen, 2011; Chen, 2014; Mittal & Lassar, 1998; Engel, Blackwell, & Miniard, 1995). Good integration between purchasing decisions and marketing performance is

essential for better understanding consumer preferences, optimizing marketing workflows, and achieving better results in a competitive market.

Based on the research background, problem formulation, and framework of thought and previous research that acted as a reinforcement in this study, hypotheses were prepared based on the following variables:

H1 : Product Quality Variable Has a Positive Effect on Marketing Performance

H2 : Buying Interest Variable has a Positive Effect on Marketing Performance

H3 : Product quality variables have a positive effect on purchasing decisions

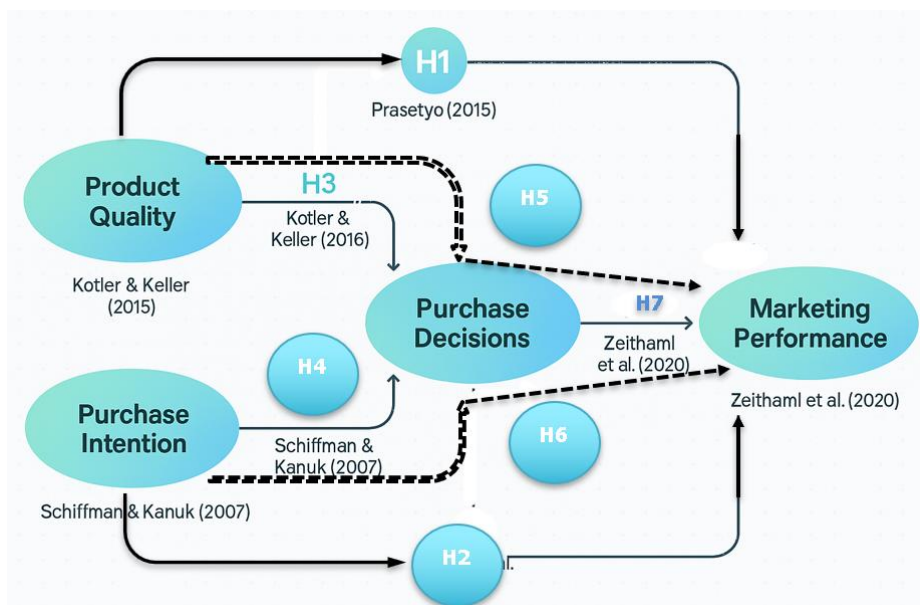
H4 : Buying Interest Variable Has a Positive Effect on Purchase Decision

H5 : Product Quality Variable has a positive effect on Marketing Performance mediated by purchase decisions

H6 : Buying Interest Variable has a Positive Effect on Marketing Performance Mediated by Purchase Decision

H7 : Purchase Decision Variables Have a Positive Effect on Marketing Performance

In the explanation above, the research model can be described as follows:



Source: Data processed, 2025

Figure 1 Research Model

METHOD

This study uses a quantitative approach with explanatory methods and design *Cross-sectional* to test The influence of product quality and buying interest on marketing performance, with purchasing decisions as a mediating variable in MSMEs 4.0 in the processed food sector. This approach was chosen to provide an empirical understanding of the causal relationships between variables and measure the extent to which product quality and buying interest can drive improved marketing performance through the consumer purchasing decision-making process. To minimize potential *Common Method Variance*, the initial analysis was carried out using *Harman's single-factor test* by ensuring that the single-factor variant is below the 50% threshold. In addition, the potential for collinearity is tested through *Full collinearity assessment* with a VIF value of < 3.3 as recommended by Kock (2015). Both tests aim to ensure that the data meets the basic assumptions for advanced analysis using *Structural equation modeling*. The entire analytical procedure is carried out with an approach *Partial Least Squares Structural Equation Modeling (PLS-SEM)* using SmartPLS 4.0 software (Ringle, Wende, & Becker, 2022). PLS-SEM was chosen because it has advantages in modeling causal relationships on complex conceptual structures, involves reflective latent constructs, and is ideal for predictive research contexts with moderate sample sizes, thus being in line with contemporary methodological recommendations (Hair et al., 2021). This study uses nonprobability sampling with the purposive sampling method, which is the selection of respondents based on certain criteria that are relevant to the research objectives (Sekaran & Bougie, 2016). By view Arikunto, (2016), the sample is a part of the population that represents the overall characteristics. Based on the results of the calculation, a minimum number of 296

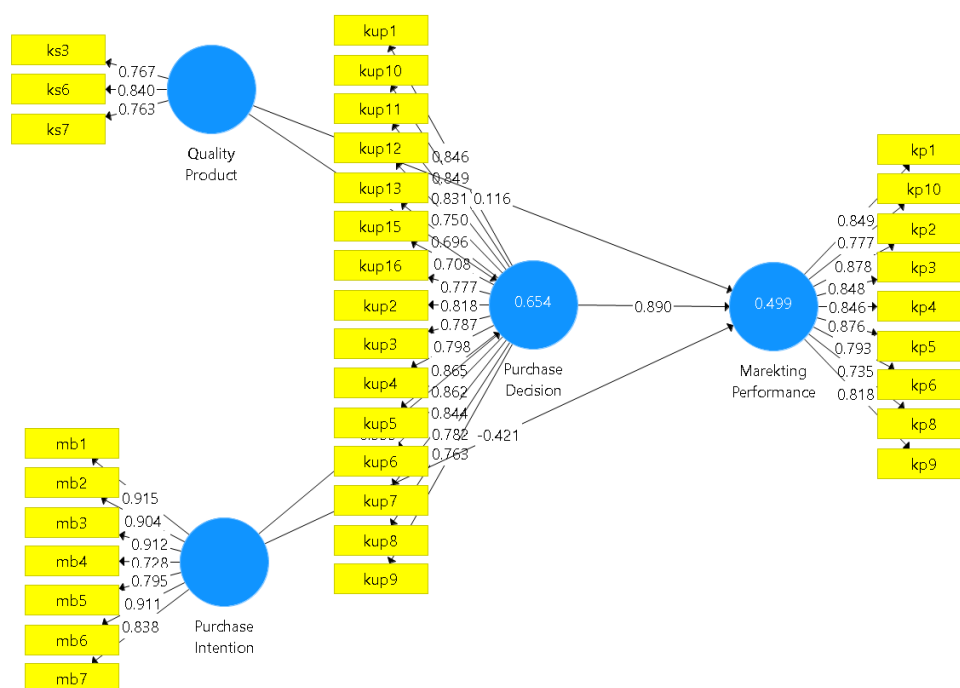
respondents of processed food MSMEs in Sidoarjo was obtained as a research sample. Evaluation of the measurement model is carried out to ensure the quality of latent constructs which includes the reliability test of the indicator through *Outer Loadings* ≥ 0.70 , the internal reliability through Cronbach's Alpha and Composite Reliability ≥ 0.70 , as well as the convergent validity indicated by the Average Variance Extracted (AVE) value ≥ 0.50 . Discriminant validity was verified using the Fornell–Larcker criteria and an HTMT ratio of < 0.85 as suggested (Henseler et al., 2016). This evaluation ensures that the latent construct consisting of product quality, buying interest, purchase decisions, and MSME 4.0 marketing performance meets the statistical requirements so that it is feasible to continue at the structural evaluation stage. The next stage is the evaluation of the structural model which is carried out to assess the relationships between variables in the model and the strength of their explanation. Some of the indicators used include the R^2 value to measure the explainability of endogenous variables, the f^2 value to assess the amount of contribution of each predictor variable, the Q^2 value obtained through the technique *blindfolding* to test the predictive relevance of the model, as well as the SRMR value (*Standardized Root Mean Square Residual*) as an indicator of the overall suitability of the model. This stage provides an empirical understanding of how product quality and buying interest affect purchasing decisions, and how purchasing decisions ultimately contribute to improving the marketing performance of MSMEs 4.0 in the food processing sector.

RESULTS AND DISCUSSION

The data analysis techniques used are validity tests, reliability tests and also hypothesis tests using SmartPLS software version 4.0 test tools. SEM-PLS, which is part of the Structural Equation Modeling (SEM) analysis, has two models, namely the outer model (model measurement) and also the inner model (structural model). A model that measures to test validity uses convergent validity and discriminant validity. In addition to testing validity, the outer model also measures data reliability tests, namely using composite reliability and cronbach alpha. Then for the structural model (inner model) make measurements seen from the values in Q Square, R Square, and T statistics or t test (Ghozali, 2019). Validation tests or legitimacy can be obtained by utilizing a method with the SmartPLS application to form an underlying road graph. The arrangement of charts using model testing is suitable for meeting the legitimacy of the combination, specifically the elements of stacking each statement on variables that demonstrate capability, client relationships with executives, ruthless power and advertising execution. Outline it in the image below:

Source: PLS Output Results, 2025

Figure 2 Outer Model



Based on the above figure, the results obtained are in accordance with the requirements and can be considered valid for all indicators for any variable of promotional or marketing ability, client relationship with executives, serious strength and advertising execution due to the loading factor value of more than 0.7. As a result, this is likely to continue with the following information testing performed by the analysis. After the completion of the validity test, an inspection is carried out using a fixed quality test. The reliability test must be seen from the consequences of the SmartPLS implementation results obtained from the quality advantages of Cronbach's Alpha and Composite Reliability of each variable. A variable can be said to be solid if it has a Composite Reliability value and Cronbach's Alpha > 0.7 (Ghozali, 2019). Composite Reliability is seen as better to assess consistency in a development (Ghozali, 2014). Next is a table showing the consequences of the estimated reliability test:

Table 2 Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Mean Variance Extracted (AVE)
Purchase Decision	0,959	0,961	0,964	0,640
Marketing Performance	0,942	0,953	0,950	0,681
Product Quality	0,706	0,712	0,833	0,625
Buying Interest	0,940	0,944	0,952	0,740

Source: PLS Output Results, 2025

Based on the table of reliability test results, it can be ascertained that the measuring instrument used in this study has passed the consistency test. This can be seen from the composite reliability and cronbach's alpha values that each variable has met the required reliability criteria, which is > 0.7 so that it can be concluded in this study that each variable is reliable. The determinant coefficient (R-Square) is a tool that measures how far a model goes to explain variations from dependent variables. The values of the coefficient of determination are zero and one. If the relationship has a small value, then it is explained that the variant of the dependent variable has a limit and if the value is close to 1 then the independent variable provides almost the information needed to make a prediction on the dependent variable. According to (Ghozali, 2021), if the result of a score of 0.75 means strong, a value of 0.50 means moderate or adequate, and a value of 0.25 means weak. The following are the results of the R^2 test:

Table 3 R Square Test Results (R^2)

	R Square	Adjusted Square
Purchase Decision	0,654	0,647
Marketing Performance	0,499	0,482

Source: PLS Output Results, 2025

Based on the table above, the variable Purchase Decision is 0.647 which means product quality and Buying Interest can contribute an influence of 0.647 or 64.7% and the excess is 36.3%, understood by various variables that are not analyzed in the examination. The marketing performance variable has a value of 0.483, meaning that the variables of product quality and Buying Interest can be understood by the variable on Buy performance of 0.483 or 48.3% and the excess of 62.7% is influenced by various factors, not examined in exploration. The so-called epsilon variable is such as the relationship between consumers, prices, and so on. The basis of the output results used in hypothesis testing is the value found in the output path coefficients. The value of the original sample (O) indicates the direction of the relationship between each latent variable and the value of the path coefficients score derived from the value of t-statistics indicates the level of significance in the hypothesis test. The hypothesis is acceptable if the t-statistics value > 1.96 on the two-tailed hypothesis. R^2

Table 4 Path Coefficients Test Results

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Purchasing Decisions -> Marketing Performance	0,890	0,882	0,115	7,771	0,000	Valid
Product Quality -> Purchase Decision	0,364	0,371	0,077	4,706	0,000	Valid
Product Quality -> Marketing Performance	0,116	0,119	0,092	1,262	0,208	Invalid
Buying Interest -> Purchase Decision	0,533	0,528	0,068	7,789	0,000	Valid
Buying Interest -> Marketing Performance	-0,421	-0,401	0,177	2,386	0,017	Valid

Source: PLS Output Results, 2025.

Based on the results of the calculation that has been carried out using the SEM-PLS method using SmartPLS 4.0 with a sample representing a population of 96 MSME owners of the Food Processing industry in Sidoarjo, the researcher analyzed the data obtained to support the results of this study, The framework of the results of the test is as follows: Based on the results of the calculation and hypothesis test analysis, it shows that the purchase decision affects marketing performance has an original sample value of 0.890 Showing positive results, the T-Statistic value is $7.771 > 1.96$ and has a P-value of 0.000. This means that the purchase decision has a significant positive effect on marketing performance, so H1 is accepted. This study reveals that consumer purchasing decisions have a significant influence on the marketing performance of 4.0 Processed Food MSMEs in Sidoarjo. Purchasing decisions, according to consumer behavior theory, include several stages that include the identification of needs, the search for information, the evaluation of alternatives, the purchase decision, and the post-purchase evaluation (Kotler & Keller, 2021). This process plays an important role in determining how effectively MSMEs can market their products. The results of the study show that positive purchasing decisions increase sales volume and strengthen the market position of MSMEs, in line with the theory that consumers who are satisfied with their purchasing decisions tend to recommend products to others (Armstrong & Taylor, 2020)

In the context of marketing 4.0, digital marketing theory suggests that the implementation of digital marketing strategies can improve marketing performance by utilizing digital technology to reach and engage consumers more effectively (Kumar et al., 2020). Therefore, good purchasing decisions contribute to better marketing performance by leveraging digital technologies, such as social media and e-commerce platforms, which can expand market reach and improve interaction with consumers. However, MSMEs in Sidoarjo face several challenges, including limited resources and access to the latest technology. The Resource-Based View (RBV) theory suggests that the success of an organization depends on unique internal capabilities and resources that cannot be replicated by competitors (Barney, 2001). To overcome these challenges, MSMEs must consider cooperation with third parties or supporting institutions that can assist in the implementation of digital marketing strategies. In addition, training to improve skills in the use of marketing technology is also important. Overall, the study emphasizes that by understanding and managing purchasing decisions well, MSMEs can improve their marketing performance and achieve greater success in the market. These theories provide a basis for understanding how digital purchasing and marketing decisions can affect the marketing results of Processed Food MSMEs in Sidoarjo. Based on the results of the calculation and analysis of the hypothesis test, it shows that based on the results of the calculation and analysis of the hypothesis test, it shows that the quality of the product affects the purchase decision has an original sample value of 0.364 indicating negative results, a t-statistical value of $4.706 > 1.96$ and has a p-value of 0.000. This means that Product Quality has a positive influence on the purchase decision, so H2 is accepted.

Product quality plays a very important role in influencing consumer purchasing decisions. In consumer behavior theory, product quality is one of the key factors that influence the evaluation of alternatives and final decisions in the purchasing process (Kotler & Keller, 2016). Product quality is defined as the level of a product's ability to meet or exceed consumer expectations, which includes aspects such as durability, performance, and additional features (Zeithaml et al., 2010). When consumers feel that a product is of high quality, they are more likely to choose the product compared to the existing alternatives. Signaling theory also supports this view by arguing that product quality serves as a signal to consumers regarding the value and reliability of the product (Spence, 1973).

In this context, good product quality reduces uncertainty and increases consumer confidence in making purchasing decisions. On the other hand, products of low quality can lead to dissatisfaction and doubt, which can hinder purchasing decisions and even affect future purchasing decisions (Oliver, 1997). In addition, in the theory of Value-Based Buying, product quality is considered one of the main components that make up the value of the product in the eyes of consumers. Consumers tend to compare the benefits obtained from the product with the costs that must be incurred. Products that offer high quality are considered to provide better value, thus increasing the likelihood of consumers buying the product. Thus, good product quality not only influences purchasing decisions directly but also impacts consumer perception of value and trust. Therefore, for Processed Food MSMEs in Sidoarjo, ensuring consistent product quality and meeting standards can be an important strategy to influence purchasing decisions and improve overall marketing performance.

Based on the results of calculation and hypothesis test analysis, it shows that product quality to marketing performance has an original sample value of 0.116 indicating negative results, a t-statistic value of $1.262 < 1.96$ and a p-value of 0.208. This means that the quality of the product has no influence on marketing performance, so H3 is rejected. This study shows that there is no significant influence between product quality on marketing performance 4.0 in Processed Food MSMEs in Sidoarjo. These findings may come as a surprise, given that product quality is often considered a major factor in marketing. However, these results indicate that in the context of marketing 4.0, other factors could be more influential. According to Kotler & Gertner, (2002) Digital marketing strategies and their implementation often have a greater impact than the quality of the product itself. Marketing 4.0 emphasizes the importance of integration between digital and traditional marketing. If MSMEs do not optimize the use of digital marketing tools such as social media and web analytics, then product quality, while high, may not contribute significantly to marketing performance.

An intense competitive environment can also reduce the influence of product quality. According to Porter, (2008) explains in his theory of competitive advantage that in a highly competitive market, factors such as price and product differentiation often influence marketing performance more than product quality. If competitors offer products at a lower price or attractive additional features, the quality of the product may not provide a significant advantage. In addition, changing consumer preferences and market trends can affect the effectiveness of product quality. According to Zeithaml et al., (2010). states that a consumer's purchasing decision is influenced by the perceived overall value, which involves not only the quality of the product but also elements such as design and brand. If consumers focus more on these elements, the impact of quality on marketing performance may not be significant. In addition, errors in quality assessment can also explain the results of this study. according to Oliver, (1997). argues that if there is a mismatch between perceived quality and actual quality or if the quality of the product does not meet consumer expectations, the impact on marketing performance can be minimized. Thus, while product quality is generally considered important, in the context of marketing 4.0, other factors may have a greater influence on marketing performance

Based on the results of calculation and hypothesis test analysis, it shows that buying interest affects the purchase decision has an original sample value of 0.533 showing positive results, a t-statistic value of $7.789 > 1.96$ and a p-value of 0.000. This means that buying interest has a significant positive influence on the purchase decision, so H4 is accepted. Buying interest has a significant influence on consumer purchasing decisions. Buying interest, or a consumer's desire to buy a product, is often an important indicator in the purchase decision process. According to consumer behavior theory, buying interest is an important stage in the decision-making process, which affects how likely consumers are to buy a product (Kotler & Keller, 2016). When consumers have high buying interest, they are more likely to proceed to the evaluation stage and ultimately make a purchase decision.

Buying interest can be influenced by a variety of factors, including perceptions of product quality, price, and promotion. According to Zeithaml et al., (2010) stating that buying interest is often influenced by the perception of product value, which involves the consumer's assessment of the benefits received compared to the costs incurred. If consumers feel that the product offers good value, their buying interest will increase, which in turn will influence their purchasing decisions. In addition, buying interest is also related to the concept of consumer motivation theory. According to this theory, buying interest can be seen as a manifestation of the consumer's motivation to fulfill a particular need or desire. When a product is considered capable of meeting the needs or desires of consumers, buying interest will increase, which will influence the purchase decision. Furthermore, in the context of digital marketing, buying interest is often influenced by effective marketing strategies, such as engaging advertising campaigns and relevant promotions. (Kotler, & Keller, 2016) explains that good digital marketing can build higher buying interest through proper targeting and a positive user experience, which further influences purchasing decisions. Overall, buying interest plays a key factor that influences purchasing decisions, as it leads consumers to evaluate products

and ultimately make a purchase decision. Understanding and leveraging buying interest in marketing strategies can help companies increase the likelihood of converting from interest to real purchase. Based on the results of calculation and hypothesis test analysis, it shows that Buying Interest in marketing performance has an original sample value of 10.421 showing positive results, a t-statistic value of $2.386 > 1.96$ and has a p-value of 0.000. This means that Buying Interest has a significant positive influence on marketing performance, so H5 is accepted. Buying interest has a significant influence on a company's marketing performance. Buying interest, i.e. the desire and tendency of consumers to buy a product or service, can directly affect the results of marketing performance. According to consumer behavior theory, buying interest is an important first step in the purchase decision process and can be a key indicator of sales potential (Kotler & Keller, 2016). When a consumer's buying interest is high, there is a high chance that the consumer will pursue the product further, conduct an in-depth evaluation, and ultimately make a purchase decision. This contributes to increased sales volume and better marketing performance. In the context of marketing, buying interest can strengthen marketing performance through several mechanisms. First, high buying interest often drives a faster response from consumers to marketing and promotional campaigns. Kotler et al. (2017) suggest that marketing campaigns that are able to generate buying interest will be more effective in attracting attention and motivating consumers to make purchases, which ultimately improves marketing performance.

Second, strong buying interest can increase the effectiveness of the marketing strategy implemented. Zeithaml (1988) states that consumers who have high buying interest tend to be more responsive to product offers, promotions, and innovations. This can improve the effectiveness of advertising and promotions, as well as optimize the results of marketing campaigns, which has a positive impact on overall marketing performance. In addition, in digital marketing, buying interest plays a crucial role in influencing marketing performance. Data-driven marketing allows companies to identify and target audiences that have high buying interest, thereby improving the efficiency of digital marketing campaigns and ROI (Return on Investment) (Kumar et al., 2020). By understanding and managing buying interest, companies can adjust their marketing strategies to meet consumer expectations, improve user experience, and ultimately improve marketing performance. Overall, buying interest serves as an important factor that influences marketing performance by influencing consumer responses to marketing strategies and sales potential. By understanding and leveraging buying interest, companies can design more effective marketing strategies and improve their marketing performance outcomes.

The novelty of this study is the emphasis on buying interest as an important variable in the MSME marketing model. Many previous studies have focused on factors such as product quality and purchase decisions, but this study specifically shows that buying interest has a significant influence on purchasing decisions and marketing performance. This research provides a new understanding of how buying interest can be a powerful indicator in designing an effective marketing strategy. This study found that product quality did not have a significant direct influence on marketing performance, although it did have a positive influence on purchasing decisions. The novelty of these findings lies in the emphasis that while product quality is important to influence purchasing decisions, other factors may play a greater role in determining the final outcome of marketing performance. This provides new insights into how product quality functions in the context of marketing and may encourage further research regarding other factors that affect marketing performance.

This study highlights the importance of purchasing decisions in influencing the marketing performance of MSMEs with strong quantitative values. Novelty here is the use of in-depth statistical analysis to demonstrate a significant relationship between purchasing decisions and marketing performance, providing solid empirical evidence of how purchasing decisions can directly improve marketing performance. This research proposes the integration of digital and traditional marketing strategies to maximize marketing performance, offering novelty in MSME marketing approaches. Many previous studies may have focused on only one aspect of marketing, but this study underscores the importance of combining both approaches to achieve optimal results. This provides a new perspective for MSMEs in designing a more comprehensive and integrated marketing strategy. Another novelty of this study is the emphasis on the practical application of the findings in the context of MSMEs. By providing specific recommendations on how to improve purchasing decisions, product quality, and buying interest to improve marketing performance, this study offers practical guidance that can be directly applied by MSMEs. This adds practical value and relevance of research findings to industry players.

CONCLUSION

This study aims to evaluate the influence of purchasing decisions and product quality on buying interest and its impact on the marketing performance of MSMEs in the food processing industry in Sidoarjo. The results show

that consumer purchasing decisions have a significant positive impact on marketing performance, confirming the importance of effective strategies to influence purchasing decisions to improve marketing performance. While product quality has been shown to have a positive effect on purchasing decisions, product quality does not show a significant direct impact on marketing performance. This indicates that product quality serves more as a supporting element than a major factor in marketing performance. Consumer buying interest plays an important role in the purchase decision process and marketing performance. High buying interest drives stronger purchasing decisions and contributes positively to marketing results. The study emphasizes that focusing on developing strategies that increase consumer buying interest can improve overall marketing performance. To improve marketing performance, MSMEs are advised to optimize marketing strategies that can strengthen consumer purchasing decisions, such as through effective advertising and promotional campaigns. Even if product quality doesn't have a direct impact on marketing performance, it's still important to keep improving product quality to attract buyers. In addition, MSMEs must develop strategies to increase buying interest through creative campaigns and positive customer experiences. Integration between digital and traditional marketing as well as regular evaluation and adjustment of strategies is also recommended to maximize marketing results.

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