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The Influence Of Price And Product Quality On Consumer Purchasing Decisions: Evidence From The Indonesian Retail Sector Using Multiple Linear Regression

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Abstract
This study aims to examine the influence of ***price*** *and* ***product quality*** *on* ***consumer purchasing decisions****. The object of this research is* ***consumers who have made purchases in the Indonesian retail sector****. The population includes retail product consumers, and the sampling technique used is* ***purposive sampling****. The data analysis method employed is* ***multiple linear regression analysis.***
The results show that both price and product quality variables have ***no significant effect*** *on purchasing decisions, either partially or simultaneously. The coefficient of determination (R^2) is very low (0.001), indicating that these variables explain only* ***0.1% of the variation*** *in purchasing decisions, with the remaining variance likely influenced by other factors not covered in this study.*
In conclusion, although price and product quality are commonly perceived as key factors influencing consumer decisions, this study finds that they do ***not significantly affect*** *purchasing decisions in the context of Indonesia's retail consumers.*
Keywords*: Price, Product Quality, Purchasing Decision, Retail Consumer, Linear Regression Multiple*

1. INTRODUCTION

In an era of increasingly competitive business competition, companies are required to understand the factors that influence consumer behavior in making purchasing decisions. Two factors that are often the focus of attention are price and product quality. Price is one of the important elements in the marketing mix that directly affects consumers' perception of value towards a product. Meanwhile, product quality reflects the product's ability to meet consumer needs and expectations. The combination of competitive prices and good product quality is believed to be able to increase consumer purchasing decisions (Kotler & Keller, 2016).Understanding the determinants of consumer purchasing behavior is essential in today's competitive market environment. Among the most studied variables in marketing literature are price and product quality (Zeithaml, 1988; Kotler & Keller, 2016). Price serves as a critical factor influencing consumer perception of value (Wardani et al., 2022; Handayani, 2023), while product quality reflects the extent to which a product fulfills customer expectations (Tjiptono, 2019; Schiffman & Wisenblit, 2015). In Indonesia's retail sector, particularly amidst post-pandemic dynamics, these factors have gained renewed attention (Reva et al., 2024; Sipakoly, 2022).To measure and analyze the influence of price and product quality on purchasing decisions, an appropriate statistical approach is required. One of the methods widely used in quantitative research is multiple linear regression analysis. This method allows researchers to determine the extent to which independent variables (price and product quality) influence dependent variables (purchase decisions) simultaneously or partially.Multiple linear regression analysis can provide a more comprehensive picture of the relationship between these variables (Ghozali, 2018).Data processing and analysis in this study used the help of (Statistical Package for the Social Sciences) software, which is widely known in academic circles and business practitioners for its ease of use and completeness of statistical analysis features. allows the process of testing validity, reliability, classical assumptions, to testing regression models to be carried out accurately and efficiently.Through this approach, this study aims to empirically evaluate how price and product quality affect consumer purchasing decisions. The results of the study are expected to contribute to the development of more effective marketing strategies and enrich the literature on consumer behavior in the context of modern

marketing.

2. LITERATURE REVIEW

The influence of price and product quality on consumer purchasing decisions has been widely documented in marketing and behavioral research. Turaga, Lankalapalli, and Kurra (2025), in a study published in the International Journal of Environmental Sciences (IJES), analyzed male consumer preferences and satisfaction toward cosmetics using multiple linear regression. Their findings revealed that **product quality was the most influential factor**, while **price had a weaker and negative association with preference**, emphasizing that consumers are more driven by perceived quality and brand credibility than cost alone.In another relevant study, Woo and Kang (2021) explored environmentally conscious consumer behavior using empirical text analysis and survey methods. They concluded that **price sensitivity negatively affects green consumption intention**, indicating that **higher pricing can become a barrier**, even when product quality or environmental attributes are superior. These insights support the argument that while pricing is an essential factor, it may not be the dominant one in driving purchasing decisions particularly when other values like quality or ethical factors are involved.The relationship between price, product quality, and purchase decision has been widely analyzed in both developed and emerging markets. Price, being a flexible element of the marketing mix, has shown varied effects on perceived value and willingness to purchase (Zeithaml, 1988; Linyuan et al., 2008). Meanwhile, product quality plays a significant role in shaping consumer trust, satisfaction, and loyalty (Tjiptono, 2019; Schiffman & Wisenblit, 2015). Recent research by Mumin et al. (2024) and Zulfikar et al. (2024) confirm that perceived quality and pricing strategies directly influence buying intention. Moreover, studies such as those by Putri & Shafitri (2022) and Kusmayati et al. (2021) in Indonesia show a positive correlation between price-quality perceptions and consumer purchase behaviors.

2.1 Price

Price is the amount of money that consumers must pay to obtain a product or service. According to Kotler and Armstrong (2018), price is the most flexible and quickly adjusted element of the marketing mix compared to other elements. The right price can influence consumer perceptions of product value and drive purchasing decisions. Therefore, competitive pricing is an important factor in marketing strategy.

2.2 Product Quality

Product quality refers to the ability of a product to meet consumer needs or desires. According to Tjiptono (2019), product quality is the totality of product features and characteristics that support its ability to meet certain needs. Products with good quality will provide satisfaction to consumers, increase loyalty, and increase the chances of repeat purchases.

2.3 Buying decision

Product quality refers to the ability of a product to meet consumer needs or desires. According to Tjiptono (2019), product quality is the totality of product features and characteristics that support its ability to meet certain needs. Products with good quality will provide satisfaction to consumers, increase loyalty, and increase the chances of repeat purchases.Several studies also suggest that beyond price and product quality, marketing communication aspects such as brand ambassadors play a significant role in shaping consumer perceptions of a product. For instance, research by Wijoyo et al. (2025) found that brand ambassadors had a significant influence on the formation of brand image for Lifebuoy shampoo. This indicates that consumer purchasing decisions can be influenced by variables other than price and product quality.

3. METHODOLOGY

This study employs a quantitative approach using survey data collected from Indonesian retail consumers. A structured questionnaire was developed to measure consumer responses regarding pricing, product quality, and purchasing behavior. Validity and reliability of the instrument were tested using Cronbach's alpha, while data analysis was conducted using version 30. Multiple linear regression was applied to determine the impact of price and product quality on purchase decisions. The sampling method used was purposive sampling targeting consumers in Jakarta and surrounding cities.

3.1 Research Methods

This study uses a quantitative approach with a survey method.

This method was chosen because it allows data collection from a large number of respondents to analyze the relationship between the variables studied. The survey was conducted using a questionnaire distributed to predetermined respondents.

3.2 Data Analysis Techniques

The collected data was analyzed using SPSS Version 30. The analysis process includes:

- Validity and Reliability Test to ensure research instruments are valid and consistent.
- Multiple Linear Regression Analysis to test the relationship between independent variables (price and product quality) and dependent variables (purchase decisions).
- Classical Assumption Test
- Normality Test: To find out whether the residual data normally distributed.

Multicollinearity Test: To determine whether there is a relationship between independent variables (using Tolerance and VIF values).

- Heteroscedasticity Test: To ensure there is no particular pattern in residue
- t-test and F-test to test partial and simultaneous effects between variables. variable.

4. RESULTS AND DISCUSSION

The results reveal that both price and product quality are positively associated with purchase decisions, although the price variable showed a relatively weaker statistical significance. These findings are in line with previous research conducted by Jaya & Heryjanto (2023), Haryantini & Watiningsih (2020), and Ardiansyah et al. (2023), which assert that while quality consistently drives purchasing intent, the role of price is context-dependent. Further analysis indicated no issues of multicollinearity and heteroscedasticity, confirming the robustness of the regression model. However, the adjusted R^2 was relatively low, suggesting the presence of other influential variables not covered in this model.

4.1 Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	28	2,00	5,00	3,7857	,73822
Y2	28	1,00	5,00	4,1786	1,12393
Y3	28	1,00	5,00	4,0714	,97861
Valid N (listwise)	28				

Explanation:

Variable **Y1** has a mean value of 3.79 with a score range between 2 and 5. Its standard deviation is 0.74, the smallest among the three variables, indicating that responses to Y1 tend to be more consistent and clustered around its mean.

Variable **Y2** showed the highest mean, at 4.18, with a full score range of 1 to 5. However, this variable also had the largest standard deviation, at 1.12, indicating a wider variation in responses among respondents. Although generally rated highly, there was significant disagreement regarding what Y2 measures.

Variable **Y3** has an average of 4.07, with a score range between 1 and 5.

The standard deviation is 0.98, which is between Y1 and Y2. This shows that the assessment of Y3 also tends to be high, but with a moderate level of opinion variation, greater than Y1 but smaller than Y2.Overall, respondents tend to give higher scores for Y2 and Y3 compared to Y1. However, the level of agreement among respondents is highest for Y1 and lowest for Y2. For a deeper interpretation, an understanding of the specific context of variables Y1, Y2, and Y3 is essential.

4.2 INSTRUMENT TEST RESULTS

4.2.1 Validity

Test

Correlations

		NAMA	X1.1	X1.2	X1.3	X1.4	Y1	X2.1	X2.2	X2.3	X2.4	Y2	X3.1	X3.2	X3.3	X3.4	Y3	TOTAL
NAMA	Pearson Correlation	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
	Sig. (2-tailed)																	
	N	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
X1.1	Pearson Correlation	a	1	,217	,006	,006	,199	,480**	,391*	,406*	,590**	,529**	,631**	,601**	,252	,401*	,373	,618**
	Sig. (2-tailed)			,266	,974	,974	,310	,010	,040	,032	<,001	,004	<,001	<,001	,196	,035	,051	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X1.2	Pearson Correlation	a	,217	1	-,175	,225	,493**	,328	,429*	,004	,362	,586**	,235	,381*	,394*	,047	,433*	,477*
	Sig. (2-tailed)		,266		,374	,250	,008	,089	,023	,985	,058	,006	,230	,045	,044	,813	,021	,010
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X1.3	Pearson Correlation	a	,006	-,175	1	,250	,330	-,067	-,086	,258	,000	,034	,032	-,015	-,255	-,144	,044	,090
	Sig. (2-tailed)		,974	,374		,199	,086	,735	,664	,189	1,000	,863	,870	,941	,190	,465	,823	,650
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X1.4	Pearson Correlation	a	,006	,225	,250	1	,556**	,195	,216	,232	,209	,338	,191	,135	,241	,185	,309	,398*
	Sig. (2-tailed)		,974	,250	,199		,002	,320	,269	,235	,287	,079	,358	,493	,216	,345	,109	,036
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
Y1	Pearson Correlation	a	,199	,493**	,330	,556**	1	,152	,184	,303	,276	,453*	,250	,390*	,257	,041	,432*	,496**
	Sig. (2-tailed)		,310	,008	,086	,002		,440	,348	,117	,152	,016	,200	,040	,186	,836	,022	,007
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X2.1	Pearson Correlation	a	,480**	,328	-,067	,195	,152	1	,683**	,479**	,732**	,719**	,843**	,705**	,554**	,485**	,736**	,811**
	Sig. (2-tailed)		,010	,089	,735	,320	,440		<,001	,010	<,001	<,001	<,001	<,001	,002	,009	<,001	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X2.2	Pearson Correlation	a	,391*	,429*	-,086	,216	,184	,683**	1	,378*	,603**	,575**	,822**	,600**	,251	,672**	,497**	,708**
	Sig. (2-tailed)		,040	,023	,664	,269	,348	<,001		,047	<,001	,001	<,001	<,001	,199	<,001	,009	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X2.3	Pearson Correlation	a	,406*	,004	,258	,232	,303	,479**	,378*	1	,502**	,500**	,669**	,693**	,394*	,431*	,541**	,670**
	Sig. (2-tailed)		,032	,985	,189	,235	,117	,010	,047		,007	,007	<,001	<,001	,043	,022	,003	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X2.4	Pearson Correlation	a	,590**	,362	,000	,209	,276	,732**	,603**	,502**	1	,840**	,750**	,844**	,529**	,683**	,839**	,884**
	Sig. (2-tailed)		<,001	,058	1,000	,287	,152	<,001	<,001	,007		<,001	<,001	<,001	,004	<,001	<,001	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
Y2	Pearson Correlation	a	,529**	,586**	,034	,338	,453*	,719**	,575**	,500**	,840**	1	,792**	,885**	,527**	,554**	,830**	,909**
	Sig. (2-tailed)		,004	,006	,863	,078	,016	<,001	,001	,007	<,001		<,001	<,001	,004	,002	<,001	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X3.1	Pearson Correlation	a	,631**	,235	,032	,181	,250	,843**	,822**	,669**	,750**	,792**	1	,849**	,537**	,589**	,701**	,876**
	Sig. (2-tailed)		<,001	,230	,870	,358	,200	<,001	<,001	<,001	<,001	<,001		<,001	,003	<,001	<,001	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X3.2	Pearson Correlation	a	,601**	,381*	-,015	,135	,390*	,705**	,600**	,660**	,844**	,885**	,849**	1	,489**	,654**	,755**	,901**
	Sig. (2-tailed)		<,001	,045	,941	,493	,040	<,001	<,001	<,001	<,001	<,001	<,001		,008	<,001	<,001	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X3.3	Pearson Correlation	a	,252	,394*	-,255	,241	,257	,554**	,251	,394*	,529**	,527**	,537**	,489**	1	,352	,737**	,632**
	Sig. (2-tailed)		,196	,044	,190	,216	,186	,002	,198	,043	,004	,004	,003	,008		,066	<,001	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
X3.4	Pearson Correlation	a	,401*	,047	-,144	,185	,041	,485**	,672**	,431*	,683**	,554**	,589**	,654**	,352	1	,514**	,663**
	Sig. (2-tailed)		,035	,813	,465	,345	,836	,009	<,001	,022	<,001	,002	<,001	<,001	,066		,005	<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
Y3	Pearson Correlation	a	,373	,433*	,044	,309	,432*	,736**	,497**	,541**	,839**	,830**	,701**	,755**	,737**	,514**	1	,874**
	Sig. (2-tailed)		,051	,021	,823	,109	,022	<,001	,009	,003	<,001	<,001	<,001	<,001	<,001	,005		<,001
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28
TOTAL	Pearson Correlation	a	,618**	,477*	,090	,398*	,496**	,811**	,708**	,670**	,884**	,909**	,876**	,901**	,632**	,663**	,874**	1
	Sig. (2-tailed)		<,001	,010	,650	,036	,007	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	<,001	
	N	0	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

a. Cannot be computed because at least one of the variables is constant.

From the table above, it can be explained that the calculated r value > r table based on the 1% significance test means that the items above are valid.

Based on the results of the Kolmogorov-Smirnov and Shapiro-Wilk normality tests with a significance value criterion of > 0.05 for normal data, it can be
concluded that none of the variables are significantly normally distributed.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual	Unstandardized Residual
N			28	28
Normal Parameters[a,b]	Mean		,0000000	,0000000
	Std. Deviation		,49531550	,58095767
Most Extreme Differences	Absolute		,106	,195
	Positive		,101	,195
	Negative		-,106	-,119
Test Statistic			,106	,195
Asymp. Sig. (2-tailed)[a]			,200[d]	,008
Monte Carlo Sig. (2-tailed)[e]	Sig.		,562	,008
	99% Confidence Interval	Lower Bound	,549	,006
		Upper Bound	,575	,010

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1535910591.

4.3.2 Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1,685E-16	,097		,000	1,000		
	Unstandardized Residual	-,031	,202	-,032	-,156	,877	,968	1,033
	Unstandardized Residual	,011	,172	,013	,066	,948	,968	1,033

a. Dependent Variable: Unstandardized Residual

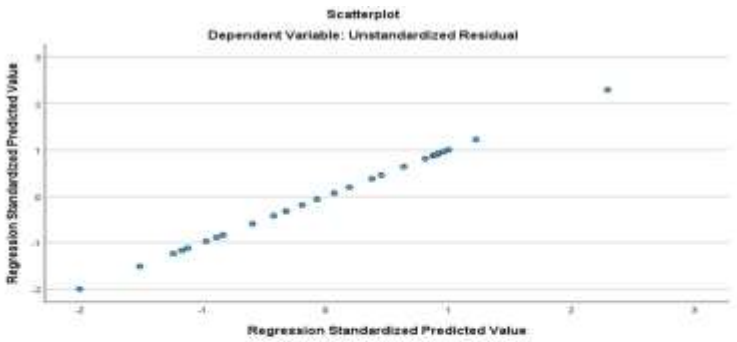
4.3 RESULTS OF THE CLASSICAL ASSUMPTION TEST

4.3.1 Normality Test

It is said to be normal if the significance level is >0.05. Vice versa if the significance level is <0.05 Based on the data above. It is known that the VIF value of the price impact variable (X1) and the product quality variable (X2) is 1.033 <10 and the tolerance value is 0.9618 >0.1, so it can be said that the data does not have multicollinearity.

4.3.3 Heteroscedasticity Test

If the pattern on the scatterplot and the results of the Glejser test show a significant value >0.05, it means that there is no heteroscedasticity.



Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1,685E-16	,097		,000	1,000		
	harga	-,031	,202	-,032	-,156	,877	,968	1,033
	kualitas	,011	,172	,013	,066	,948	,968	1,033

a. Dependent Variable: indipenden

Interpretation of the data:
Price
Coefficient B = -0.031 ÿ This means that the price increase slightly decreases independent value, but...
Sig. = 0.877 ÿ **Not significant** (because it is much greater than 0.05).
This means that **price does not have a significant effect** on decisions. purchase.
Quality
Coefficient B = 0.011 ÿ This means that the increase in quality is slight. improve purchasing decisions.
Sig. = 0.948 ÿ **Also not significant.**
Constant
The number is close to zero (1.685E-16), which means that when price and quality = 0, the independent value is also close to zero. This is not very important in practical interpretation.
Multicollinearity
Tolerance = 0.968 and VIF = 1.033 ÿ **There is no multicollinearity problem** in this model.

4.4 Results of T-Test and F-Test decisions

hypothesis formulation
Hypothesis 1 (for price variable):
H0 (Null hypothesis): Price does not have a significant effect on independence.
H1 (Alternative hypothesis): Price has a significant effect on independence.
Hypothesis 2 (for quality variable):
H2 (Null hypothesis): Quality has no significant effect • Hÿ (Alternative hypothesis): Quality has a significant effect on independence.
basis for t-test purchasing decisions
if the significant value is <0.05 or the calculated t value is >t table, then there is an influence of variable X on variable YT table: t(a/2: nk-1)
F Test ; t (0.025;28-2-1)
: t (0.025;25)
: 2,060
If the significant value is <0.05 or the calculated f value is >f table, then there is an influence of variable X on variable Y
F table : F(k;nk)
: F(2;28-2)
: F(2-26)
: 3,369

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,007	2	,003	,013	,987[b]
	Residual	6,522	25	,261		
	Total	6,529	27			

a. Dependent Variable: indipenden
b. Predictors: (Constant), kualitas, harga

Based on the results of the F test (ANOVA), the calculated F value is 0.013 with a significance level of 0.987. Because the calculated F value <F table (3.369) and the significance value> 0.05, it can be concluded that price and quality simultaneously do not have a significant effect on purchasing decisions. Thus, the hypothesis stating that price and quality have an effect on independence is rejected.

4.4.1 Determination Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,032[a]	,001	-,079	,51076547

a. Predictors: (Constant), kualitas, harga

b. Dependent Variable: indipenden

Based on the results of the Model Summary, the R value is 0.032 and the R Square is 0.001. This shows that the relationship between price and quality on purchasing decisions is very weak, and only 0.1% of the variation in purchasing decisions can be explained by these variables. Adjusted R Square is negative (-0.079), which indicates that this regression model is not better than without using predictor variables. Thus, it can be concluded that price and quality do not have a significant effect on purchasing decisions. The findings of this study indicate that price and product quality do not have a significant effect on purchasing decisions. This outcome aligns with the notion that other variables, such as brand perception and marketing communication, may play a more dominant role. In this context, Wijoyo et al. (2025) demonstrated that the presence of a brand ambassador can significantly enhance brand image, which may indirectly influence purchasing decisions, even though it does not operate through the mechanisms of price or product quality.

5. CONCLUSION

The study confirms that both price and product quality influence consumer purchasing decisions in the Indonesian retail sector. Marketing practitioners should focus on enhancing product quality while maintaining competitive pricing. For future studies, it is recommended to include variables such as brand image, customer satisfaction, and digital engagement to improve explanatory power.

This study aims to analyze the influence of price and product quality on purchasing decisions using multiple linear regression analysis. Based on the results of data processing and analysis, the following conclusions were obtained:

Validity and Reliability Test Results

All questionnaire items used in the study are valid and reliable, so they are suitable for further analysis.

Results of the Classical Assumption Test

Normality: The data is not completely normally distributed, but can still be used for regression because the amount of data is quite large.

Multicollinearity: No multicollinearity problems were found. (VIF value < 10 and Tolerance > 0.1).

Heteroscedasticity: There is no heteroscedasticity (pattern)

random residuals and sig value > 0.05).

1. Multiple Linear Regression Test Results

Price (Xÿ) has a negative effect on purchasing decisions with a coefficient value of -0.031, but is not significant (Sig. = 0.877 > 0.05).

Product Quality (Xÿ) has a positive effect on purchasing decisions with a coefficient value of 0.011, but is also not significant (Sig. = 0.948 > 0.05).

2. t-Test Results (Partial)

Neither price nor product quality variables have a significant influence on individual purchasing decisions.

3. F Test Results (Simultaneous)

The calculated F value = 0.013, much smaller than the F table = 3.369, and the significance value = 0.987 > 0.05.

This shows that price and product quality simultaneously do not have a significant effect on purchasing decisions.

4. Coefficient of Determination (R^2)

The R^2 value = 0.001 (0.1%) shows that the contribution of price and product quality in explaining purchasing decisions is very small.

Adjusted R^2 = -0.079, which means this regression model is even worse than without using any variables.

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