

Quality Price Awareness Drive Indonesia UMKM Consumer Choices

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Abstract: *This study investigates the impact of product quality, brand awareness, and price on purchasing decisions for Kedai Sukidayo Surabaya products. Using quantitative methods with primary data from 100 consumers surveyed via questionnaires, the research employs a proportional stratified random sampling technique. Analytical tools include validity tests, reliability tests, classical assumption tests, multiple linear regression, coefficient of determination (R^2), and SPSS 20 for data analysis. Findings reveal that product quality, brand awareness, and price exert significant partial influences on purchasing decisions. This research fills a gap in understanding consumer behavior towards UMKM products in Surabaya, offering implications for marketing strategies aimed at enhancing consumer decision-making processes.*

Keywords: *Product Quality, Brand Awareness, Price, Buying Decisions, UMKM*

1. Introduction

The business world is currently growing and competing more and more tightly. This is evidenced by the increasing number of micro, small and medium enterprises (MSMEs) [1]. The development of the business world and the emergence of various new business models open up opportunities for business people to actively produce more creative innovations. All of these efforts are directed at meeting the growing needs and demands of consumers that never stop [2]. In the era of e-commerce development and competitive opportunities in both the offline and online worlds, it is important for local products to have a unique identity that distinguishes them. This will help local products be recognized by the public at large [3].

The increase in e-commerce in Indonesia reached more than 40% in 2021. This increase goes hand in hand with changes in people's lifestyles that are increasingly heading towards digital aspects, as well as the development of payment systems that are increasingly digitized. This growth is also related to efforts to recover the national economy and changes in people's shopping patterns that are more likely to go online. Currently, there is a trend of shifting consumer interest towards the ready-to-eat or frozen food business, both on the scale of micro, small and medium

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enterprises (MSMEs), and home-based. This has a positive impact with a considerable profit contribution from the frozen food business sector [4]. Through the ghost kitchen concept, MSME Kedai Sukidayo in Surabaya has been able to run a culinary business from home using simple equipment. Furthermore, these food products are marketed online through platforms such as Go-Food, Shopee Marketplace, and various other applications. This business approach is also supported by an active promotion strategy on various social media, providing promos to customers, and organizing giveaways. Through these steps, a well-planned promotion and media utilization strategy is formed, the goal of which is to increase brand awareness, which in turn will have an impact on consumer purchasing decisions and generate positive transactions [5].

Purchasing decisions taken by consumers for a product can be improved by continue to improve and improve product quality. Innovation can also be directed at the type of promotion used and product packaging design. The higher the value of the packaging made, the more positive consumer purchasing considerations tend to be. Apart from influencing directly, packaging also has the potential to strengthen purchasing decisions through increasing brand awareness [6].

The purchasing decision process is when individuals choose the best product from the various options available after obtaining information about the brand. This involves steps such as realizing a need, seeking information about a unique product or its brand, and evaluating the extent to which each option can meet that need before finally making a purchase decision. The purchase stage is part of the consumer decision-making process, especially when consumers will definitely make a purchase. At this stage, consumers recognize a problem that needs to be solved, seek information about a particular product or brand, and evaluate how well each option can meet their needs before making a final decision. There are three indicators in purchasing decisions: product stability, product purchasing habits, and giving recommendations to others [7].

Product quality includes all elements that can be provided to the market with the aim of fulfilling wants or needs. It includes various forms such as physical products, services, experiences, events, individuals, locations, ownership, organizations, information, and ideas [8]. Product quality is the properties possessed by products and services that can increase their ability to meet customer needs more [9]. Product quality has 5 indicators: portion, taste, texture, aroma, and color [10].

Brand Awareness is the ability of a brand to come to mind when customers think of a particular product and the extent to which the brand is easy to remember. Therefore, the role of brands in increasing purchase intention is significant, because high brand awareness can lead to higher buying interest from consumers in these products [11]. Brand Awareness has 3 indicators: brand recall, recognition, purchase, and consumption [1]

Price is the consumer's perception of the value associated with a product or service, whether it is considered expensive, cheap, or appropriate. This perception has a strong impact on consumer purchase intentions as well as on the level of satisfaction obtained from the purchase [12]. Price is a flexible part of the marketing component that differs from product characteristics and the existence of distribution channels, where prices can be adjusted quickly. When consumers process value knowledge cognitively, they can compare the price offered to the price range that has formed in people's minds for that product [13]. Price has 4 indicators: price range, price competitiveness, price according to product quality, and price according to benefits [14].

The study conducted by Kaharu and Budi in the research title "The Effect of Lifestyle, Promotion, and Product Quality on Purchasing Decisions at Cosmic" resulted in findings that lifestyle, promotion, and product quality have a continuous and positive influence on purchasing decisions. Meanwhile, research conducted by Fetrizen and Aziz under the title "Analysis of the Effect of Product Quality, Price, Promotion on Purchasing Decisions for Bottled Drinking Water (AMDK) Brand Aicos Production of PT. Bumi Sarimas Indonesia" concluded that the product quality variable has no sustainable influence on the decision to buy [15].

The results of the research conducted by Sinuraya in the title "Analysis of the Influence of Brand Image and Price Perceptions on Purchasing Decisions Study on Starbucks Consumers" indicate that there is a positive and significant impact between brand image factors and perceptions of prices on purchasing decisions, where product quality and price variables have a positive influence on the dependent variable (purchase decision) [16]. However, through research conducted by Bagas Yudhistira Alamsyah, it was found that in buying motorized vehicle products, the price variable has no influence on consumer purchasing decisions. This research indicates that the price set by the manufacturer has been positively accepted by everyone, so consumers do not give significant weight to the price factor in the purchasing decision-making process [17].

Based on this research gap, it is necessary to conduct research on consumer perceptions and attitudes that influence purchasing decisions which will have an impact on product quality, brand awareness, and prices for MSMEs in Surabaya. This is what motivates the author to conduct research with the title "The Relationship between Product Quality, Brand Awareness, Price to Purchasing Decisions (Study on MSME Consumers Kedai Sukidayo Surabaya)".

This research category is based on the SDGs (Sustainable Development Goals) on the pillar of economic development which includes 8 points, namely decent work and economic growth. Based on the description of the problems above, it can be concluded that the formulation of the problem: The influence between product quality, brand awareness, price on purchasing decisions for UMKM Kedai Sukidayo Surabaya. The purpose of this study aims to determine the benchmarks and illustrations related to quality, brand awareness, price, and purchasing decisions at UMKM Kedai Sukidayo Surabaya.

Product Quality

Yanto argues that product quality refers to efforts to meet consumer needs by offering products that meet predetermined quality standards. Product quality is dynamic and tends to change because it is influenced by consumer preferences for a product [18]. If a product has superior quality, it will usually encourage consumers to make repeat purchases. However, if the product quality does not meet expectations, consumers are more likely to look for similar products that are more satisfying [19]. Marketing management is the spearhead of an MSME to achieve its targets, which starts from the concept of products that can meet the wants and needs of consumers [20]. This can be interpreted that product quality includes the extent to which a product meets the expected quality standards, which in turn can affect consumer purchasing interest in the product [21]. Previous research conducted by Asia, stated that product quality has a partial effect on product purchasing decisions [22]. In line with Oktavenia's research, where product quality variables affect purchasing decisions [23]. This contradicts Ababil and Muttaqien's research, that product quality variables have no effect on purchasing decisions [24]. Likewise with research [25] with the results that product quality variables have no influence on purchasing decisions. Indicators of product quality are [10]:

1. Portion is every food that is served has a standard portion size.

2. Taste is the right taste of the food and drinks served such as sweet, salty, and spicy.
3. Texture is the suitability of the texture of the food served.
4. Aroma is the aroma that is smelled from food which will influence consumers to try the food.
5. Color is a color combination of food ingredients and packaging design that is attractively presented.

Brand Awareness

Brand awareness is the level of awareness and ability of consumers to recognize and remember a brand in a variety of different situations. This includes the ability of consumers to link brand names, logos, symbols, or other elements of the brand with certain associations that exist in their memory [26]. Tsimonis and Dimitriadis, state that brand awareness is one of the main results expected from marketing activities through business social media [27]. According to Keller, brand awareness can increase buying decisions because the brand will be a consideration of purchase interest for consumers, and can even be a serious consideration due to a strong level of awareness [28]. Based on previous research, it was found that the Brand Awareness variable has a positive influence on purchasing decisions [29]. This is supported by Cahyani's research which shows that brand awareness has an effect on purchasing decisions [30]. This is not in line with Fitriani's research that the brand awareness variable has no influence on purchasing decisions [31]. This is in line with Sipahutar's research, that the brand awareness variable has no significant effect on purchasing decisions [32]. Brand awareness indicators are [33]:

1. Brand recal is the extent to which consumers can remember when asked what brands they remember.
2. Recognition is consumers easily recognize a food product.
3. Purchase is that consumers will include certain brands in alternative choices when they are going to purchase a food product.
4. Consumption is the extent to which consumers still remember a particular brand when they are using a competitor's product.

Price

Kotler and Armstrong state that price is one of the main factors that must be ensured [34] and charged for a product [35]. Then the amount of money that consumers have to pay to get the desired product in order to obtain ownership rights [36]. According to Kotler and Armstrong, the higher the price, the lower the purchasing decision, on the contrary, if the

price is low, the purchasing decision changes higher [37]. This is in line with Gunarsih and Kalangi's research, that the price variable has a significant influence on purchasing decisions [38]. Other research is in line, namely with the results of the price variable having a significant effect on purchasing decisions [39]. This contradicts Mulyana's research which has the result that the price variable has no effect on purchasing decisions [40]. Likewise with other studies which explain that price has no influence on purchasing decisions [41]. Price indicators are [14]:

1. Affordable price is the price and quality expectations that customers get before making a purchase.
2. Price competitiveness is the selling price of a product by considering the price of products sold by its competitors.
3. Value in accordance with quality is the price given by according to the quality of the product provided.
4. The price in accordance with the benefits is the price given in accordance with the benefits obtained by consumers.

Purchase Decision

Kotler and Keller have stated that at the purchasing decision stage, consumers factually take the action of purchasing a product [42]. Purchasing decisions are defined as the nature of consumers in purchasing or using a certain product, either in the form of services or goods, where consumers are sure that the product can satisfy them and are willing to bear the risks it might cause [43]. The purchasing decision process involves a series of steps that begin when consumers realize a problem, seek information about a particular product or brand, and evaluate the extent to which each option can solve the existing problem. These steps ultimately lead consumers towards making a decision to buy [44]. This research is supported by research that has been conducted such as Nabillah and Anggraeni's research with the results that product quality, price, promotion, brand awareness, brand image and celebrity endorsers simultaneously influence purchasing decisions [45]. Another similar study is Asia's research which states that product quality, price and brand awareness have a partial and significant effect on product purchasing decisions [22]. In contrast to Laisina and Fairliantin's research with the results that partially product quality has a significant effect on consumer purchasing decisions, while price and brand image variables have no effect on purchasing decisions. Other research explains that the product quality variable has no positive and significant effect on purchasing decisions,

while price and purchase intention have a positive and significant effect on purchasing decisions [46]. The decision whether to buy or not to buy a product is part of the inherent behavior of consumers known as behavior that refers to real physical action [47]. Indicators of purchasing decisions are [7]:

1. Stability in the product is a belief from consumers to buy a product after knowing information about the product.
2. Product purchasing habits are continuous purchases of the same product.
3. Providing recommendations to others is that consumers will recommend certain products to relatives or friends.

Interrelationship between variables

- a. The relationship between product quality and purchasing decisions: The relationship between product quality has a positive influence on purchasing decisions [48]. Good product quality by consumers will create purchasing decisions [49]. This can be interpreted that product quality is very important and related to purchasing decisions where consumers will buy products that are needed and have superior product quality compared to competitors' products.
- b. The relationship between Brand Awareness and purchasing decisions: The relationship between Brand Awareness has a positive influence on purchasing decisions [29]. Basically, potential consumers tend to buy products that they already know for several considerations of something that can adjust consumer needs. In other words, Brand Awareness plays an important role in consumer purchasing decisions. Because with this value, consumers will recognize or realize a brand so that it allows consumers to buy a product.
- c. Price relationship with purchasing decisions: The price relationship to have a positive influence on the decision to purchase a product. The higher the price of a product, the lower the purchasing decision will be, and vice versa, if the price of a product is low, the higher the purchasing decision [37].

2. Materials and Method

A. Research Framework

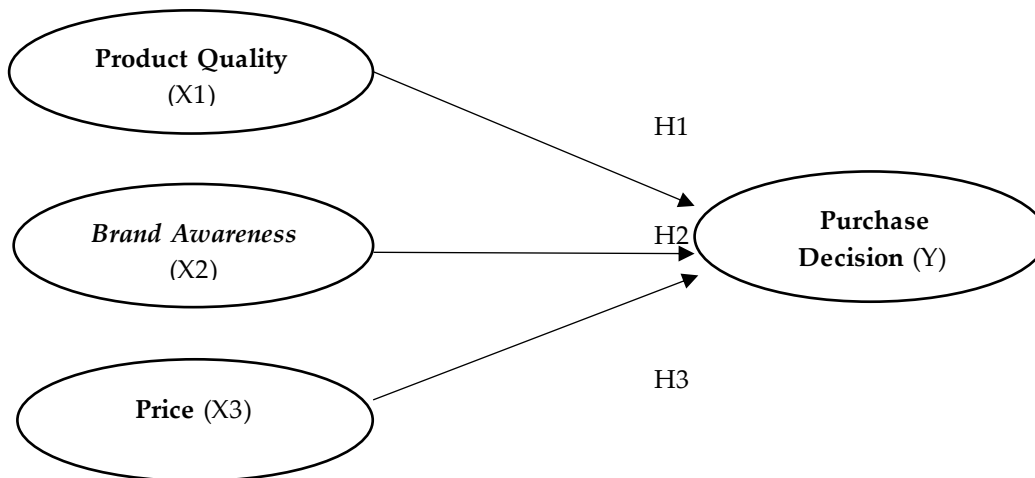


Figure 1. Research Framework

B. Hypothesis:

H1 : Partially it is suspected that product quality has an influence on purchasing decisions.

H2 : Partially it is suspected that brand awareness has an effect on purchasing decisions.

H3 : Partially it is suspected that price has an effect on purchasing decisions.

C. Sampling Technique

The population of this study are consumers who have bought or consumed UMKM Kedai Sukidayo Surabaya noodle products. The sample used in this study is the Probability sampling technique, namely proportional stratified random sampling, which is a sampling method used when the population members are not homogeneous and the number of units in the strata is not the same. The criteria for respondents are as follows: 1. Willing to be a respondent and can be contacted, 2. All consumers of UMKM Kedai Sukidayo Surabaya, both men and women, 3. Aged 18-35 years, 4. Have purchased products at least 1 (one) time, 5. Domiciled in the Surabaya district area.

The calculation to determine the sample size at each consumer level is carried out by proportional allocation by means of :

$$\begin{aligned} &\text{Number of samples per level} \\ &= \frac{\text{Number of consumers per level}}{\text{Total population}} \times \text{Number of samples} \end{aligned}$$

Table 1. Research Sample The Relationship Between Product Quality, Brand Awareness, Price Towards Purchasing Decisions of UMKM Kedai Sukidayo Surabaya

No.	District Level	Number of Consumers	Sample
1.	Tandes	29	$\frac{29}{200} \times 100 = 14,5$ Rounded up to 14
2.	Asemrowo	20	$\frac{20}{200} \times 100 = 10$
3.	Sukomanunggal	24	$\frac{24}{200} \times 100 = 12$
4.	Benowo	28	$\frac{28}{200} \times 100 = 14$
5.	Pakal	19	$\frac{19}{200} \times 100 = 9,5$ Rounded up to 9
6.	Lakarsantri	30	$\frac{30}{200} \times 100 = 15$
7.	Sambikerep	52	$\frac{52}{200} \times 100 = 26$
Total		200	100

In this study, the sample taken was the level of consumers of UMKM Kedai Sukidayo Surabaya starting from Tandes sub-district to Sambikerep sub-district, totaling 100 respondents.

D. Types and Sources of Data

In this study, primary data and secondary data is an object that comes from the data obtained and data can be obtained from various previous sources so that the two data sources are interrelated as supporting data or complementary data. The use of an ordinal scale with a Likert scale approach was used to measure the variables in this study. This type of research can be identified as research that focuses on quantitative dimensions [50]. It is called a quantitative approach because this research focuses on collecting and analyzing data in the form of numbers and using statistical methods. In this study, researchers used numerical data derived from questionnaires distributed through the google form platform. The questionnaire contains questions that are filled in by respondents online [26]. Secondary data is information obtained through literature or writings related to the research subject. These reports can come from various sources such as documents or literature studies that have been produced by previous researchers [51].

E. Data Collection Technique

The method applied in this research is descriptive quantitative, where the data is analyzed through calculations based on samples that have been

taken from respondents. This research relies on primary data obtained directly from respondents through filling out questionnaires. Data collection is done by distributing questionnaires or questionnaires to respondents.

The measurement scale used in the data collection technique is a five-point Likert Scale, where respondents provide responses based on the degree of agreement or disagreement with the statements presented, namely as follows: [52]

Table 2. Table *Skala Likert*

Question	Acquisition
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

F. Data Analysis Technique

This study uses analysis of respondent characteristics, and descriptive statistical analysis to describe data based on the results obtained from respondents' answers to each variable measuring indicator. In addition, the validity test is also applied to show the level of validity of an instrument. Reliability test to determine measurements that remain consistent. The classic assumption test consists of a normality test which aims to identify whether the residual value is normally distributed. Multicollinearity test to evaluate the presence of problems in the regression model that may be related to multicollinearity. Heteroscedasticity test to test for differences in residual variances in different observation periods. In this study, multiple linear regression tests to observe the impact of the variables Product Quality (X1), Brand Awareness (X2), and Price (X3) on Purchasing Decisions (Y) of products from Kedai Sukidayo MSMEs in Surabaya. Test the Coefficient of Determination (R^2) to determine and predict how much influence the independent variables jointly have on the dependent variable. T test to analyze the individual effect of each independent variable on the dependent variable significantly [53].

Research Location

The location of this research is the UMKM Kedai Sukidayo which is located at Candi Lempung V Blok 47B No.22, Lontar, Sambikerep District, Surabaya Regency, East Java. UMKM Kedai Sukidayo is included in the culinary sector.

Operational Definition

a. Product Quality (X1)

The nature and ability of a noodle product to meet the needs and desires of consumers. Indicators of product quality are:

- a. Portions: each food served has a standard portion size.
- b. Taste: the food served has the right taste, such as sweet, salty, sour, and spicy.
- c. Texture: the texture of the food served is appropriate.
- d. Aroma: has a distinctive aroma that encourages consumers' desire to try the food.
- e. Color: food presentation has an attractive color combination.

b. Brand Awareness (X2)

The ability of potential consumers to recognize, recall a brand as part of a certain category of noodle products issued by these MSMEs. Brand awareness indicators are:

- a. Brand recall: consumers remember the product when asked what food brands they remember.
- b. Recognition: consumers easily recognize food products.
- c. Purchase: consumers will include in the alternative choices when they will make a purchase of a food product.
- d. Consumption: consumers still remember the product when they are using a competitor's product.

c. Price (X3)

The amount of money billed for the noodle product obtained. Price indicators are:

- a. Affordable price: price and quality expectations that customers get before making a purchase.
- b. Price competitiveness: the selling price of the product taking into account the price of the product sold by its competitors.
- c. Value in accordance with quality: the price given is in accordance with the quality of the product provided.
- d. Price in accordance with the benefits: the price given is in accordance with the benefits obtained by consumers.

d. Purchase Decision (Y)

The act of buying or not buying noodle products that are sold. Indicators of purchasing decisions are:

- a. Stability in the product: a belief from consumers to buy a product after knowing information about the product.
- b. Product purchasing habits: making purchases continuously on a product.
- c. Giving recommendations to others: consumers will recommend products to relatives or friends.

3. Results and Discussion

A. Analysis of Respondent Characteristics

Table 3. Characteristics of Respondents (Gender)

No.	Gender	Frequency (Person)	Percentage
1.	Male	21	21%
2.	Female	79	79%
	Total	100	100%

Source: Processed Primary Data, 2023

Based on table 2, it can be seen that out of 100 respondents, 21% or 21 people are male while 79% or 79 people are female. It can be concluded that the most dominant respondent is female.

Table 4. Characteristics of Respondents (Age)

No.	Age	Frequency (Person)	Percentage
1.	18 – 23 years	80	80%
2.	24 – 35 years	20	20%
	Total	100	100%

Source: Processed Primary Data, 2023

Table 3, it can be seen from 100 respondents as many as 80% or 80 people aged 18 - 23 years while 20% or 20 people aged 24 - 35 years. It can be concluded that the most dominant respondent is aged 18-23 years.

Table 5. Characteristic Responden (Status Responden)

No.	Status Responden	Frequency (Person)	Percentage
1.	Student	65	65%
2.	Work	30	30%
3.	Other	5	5%
	Total	100	100%

Source: Processed Primary Data, 2023

Based on table 4, it can be seen that of the 100 respondents, 65%, 65 people were students, 30% or 30 people were workers, while 5% or 5 people were others. It can be concluded that the most dominant respondents are students.

Table 6. Characteristics of Respondents (Length of Time as a Consumer)

No.	Length of time as a consumer	Frequency (Person)	Percentage
1.	< 1 years	51	51%
2.	1 – 2 years	34	34%
3.	> 2 years	15	15%
	Total	100	100%

Source: Processed Primary Data, 2023

In table 5, it can be seen that out of 100 respondents there are 51% and 51 people for < 1 year, 34% or 34 people for 1 - 2 years, while 15% or 15 people for > 2 years. It can be concluded that the most dominant respondent is the length of time being a consumer for < 1 year.

Table 7. Respondent Characteristics (Purchase)

No.	Purchase	Frequency (Person)	Percentage
1.	1 – 3 Times	64	64%
2.	4 – 6 Times	30	30%
3.	> 6 Times	6	6%
	Total	100	100%

Source: Processed Primary Data, 2023

Based on table 5, it can be seen that of the 100 respondents, 64% or 64 people made purchases 1 - 3 times, 30% or 30 people made purchases 4 - 6 times, while 6% or 6 people made purchases > 6 times. It can be concluded that the most dominant respondent is purchasing products 1 - 3 times.

B. Descriptive Statistical Analysis

Descriptive statistical measurements on this variable need to be carried out to provide an overview of the data, including the average value (Mean), highest value (Max), lowest value (Min), and standard deviation of each variable, namely Product Quality (X1), Brand Awareness (X2), Price (X3), and Purchase Decision (Y). The results of the descriptive statistical analysis can be found in Table 7 below:

Table 8. Descriptive Statistics Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	39	50	46,76	3,663

Brand Awareness	100	25	40	34,64	4,249
Price	100	26	40	35,22	4,034
Purchase Decision	100	19	30	25,83	3,146
Valid N (listwise)	100				

Sources : *Output SPSS 2023*

Based on the results of the descriptive statistical analysis, we can describe the data distribution as follows:

1. Product Quality Variable (X1): The data shows that the minimum value is 39, the maximum value is 50, the average is 46.76, and the standard deviation is 3.663. An average that is greater than the standard deviation indicates that the data tends to be well distributed.
2. Brand Awareness Variable (X2): The data shows that the minimum value is 25, the maximum value is 40, the average is 34.64, and the standard deviation is 4.249. An average that is greater than the standard deviation indicates that the data tends to be well distributed.
3. Price Variable (X3): The data shows that the minimum value is 26, the maximum value is 40, the average is 35.22, and the standard deviation is 4.034. An average that is greater than the standard deviation indicates that the data tends to be well distributed.
4. Purchase Decision Variable (Y): The data shows that the minimum value is 19, the maximum value is 30, the average is 25.83, and the standard deviation is 3.146. An average that is greater than the standard deviation indicates that the data tends to be well distributed.

C. Validity Test

In the validity test, if $r_{\text{count}} > r_{\text{table}}$, it can be said to be valid and $r_{\text{count}} < r_{\text{table}}$ is said to be invalid. Calculated using the formula $df = (n-2)$ with a value of n of 100, $df = (100-2) = 98$. At the 5% significance level, so the indicators of this research variable can be said to be valid and the r -table value is 0.196.

Table 9. Validity Test Results

Variable	Indicator	R Count	R Table	Sig.	Description
Product Quality (X1)	X1.1	0,777	0.196	0,000	Valid
	X1.2	0,707	0.196	0,000	Valid
	X1.3	0,591	0.196	0,000	Valid
	X1.4	0,739	0.196	0,000	Valid
	X1.5	0,748	0.196	0,000	Valid
	X1.6	0,828	0.196	0,000	Valid
	X1.7	0,784	0.196	0,000	Valid
	X1.8	0,798	0.196	0,000	Valid

	X1.9	0,803	0.196	0,000	Valid
	X1.10	0,739	0.196	0,000	Valid
Brand Awareness (X2)	X2.1	0,741	0.196	0,000	Valid
	X2.2	0,787	0.196	0,000	Valid
	X2.3	0,841	0.196	0,000	Valid
	X2.4	0,794	0.196	0,000	Valid
	X2.5	0,817	0.196	0,000	Valid
	X2.6	0,867	0.196	0,000	Valid
	X2.7	0,809	0.196	0,000	Valid
	X2.8	0,821	0.196	0,000	Valid
Price (X3)	X3.1	0,804	0.196	0,000	Valid
	X3.2	0,791	0.196	0,000	Valid
	X3.3	0,806	0.196	0,000	Valid
	X3.4	0,803	0.196	0,000	Valid
	X3.5	0,812	0.196	0,000	Valid
	X3.6	0,864	0.196	0,000	Valid
	X3.7	0,834	0.196	0,000	Valid
	X3.8	0,838	0.196	0,000	Valid
Purchase Decision (Y)	Y,1	0,755	0.196	0,000	Valid
	Y,2	0,819	0.196	0,000	Valid
	Y,3	0,816	0.196	0,000	Valid
	Y,4	0,781	0.196	0,000	Valid
	Y,5	0,793	0.196	0,000	Valid
	Y,6	0,827	0.196	0,000	Valid

Sources : *Output SPSS 2023*

From table 8 of the validity test results, it can be concluded that the calculated r value for all statement items is greater than the r table value. This indicates that all items used in this study are declared valid, so they can be considered as appropriate instruments for measuring the variables studied.

D. Reliability Test

The reliability test in this study was carried out by calculating the value of Cronbach's Alpha > 0.60 , so the answers from the respondents on the questionnaire were declared reliable. If the Cronbach Alpha value < 0.60 is declared unreliable.

Table 10. Reliability Test Results

Variable	Cronbach's Alpa	R Critical	Decription
Product Quality (X1)	0,918	0,60	Reliable
Brand Awareness (X2)	0,924	0,60	Reliable
Price (X3)	0,930	0,60	Reliable
Purchase Decision (Y)	0,885	0,60	Reliable

Sources : *Output SPSS 2023*

Based on table 9, the reliability test results show the Cronbach's Alpha value on the Product Quality variable (X1) of 0.918, the Brand

Awareness variable (X2) of 0.924, the Price variable (X3) of 0.930, and the Purchasing Decision variable (Y) of 0.885. So it can be concluded that all questionnaires in this study are reliable or consistent so that they can be used as research instruments because the Cronbach's Alpha value on X1, X2, X3, and Y is > 0.60 .

E. Classical Assumption Test

1. Normality Test

The normality test is carried out to determine whether the residual data obtained is normally distributed or not. The models used are Kolmogorov-Smirnov and Normal P-Plot. Kolmogorov-Smirnov is said to be normally distributed if the significance is > 0.05 , while it is not normally distributed if the significance is < 0.05 .

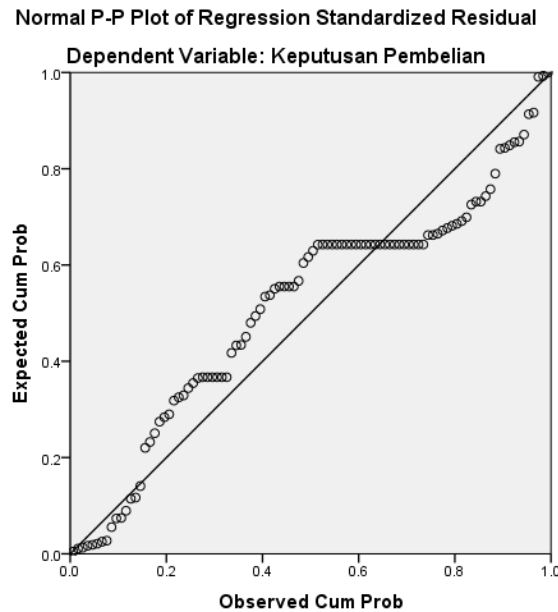
Table 11. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		<i>Undtandardized Residual</i>
<i>N</i>		100
<i>Normal Parameter^{a,b}</i>	<i>Mean</i>	0E-7
	<i>Std. Deviation</i>	1,28754918
<i>Most Extreme Differences</i>	<i>Absolute</i>	,135
	<i>Positive</i>	,128
	<i>Negative</i>	-,135
<i>Kolmogorov-Smirnov Z</i>		1,348
<i>Asymp. Sig. (2-tailed)</i>		,053
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		

Source: Processed Primary Data SPSS 20 (2023)

Table 10 shows that the Kolmogorov-Smirnov Z value is 1.348 with a significance of 0.053 ($0.053 > 0.05$). This indicates that the data has a normal distribution because the significance value is greater than 0.05. In addition, the normality test results using the Normal P-Plot also show that the data spreads around the diagonal line or follows the diagonal line, which is an indication that the data has a normal distribution.

Thus, based on the results of this normality test, the data is considered normally distributed and can be used in further statistical analysis. The results of the normality test using the Normal P-Plot can be seen in the following figure:



Source: Processed Primary Data SPSS 20 (2023)

Figure 2. Normal P-Plot

In Figure 2, it can be seen that the points spread around the diagonal line and the distribution follows the diagonal line. So it can be concluded that the regression model used in this study meets the criteria for normality.

2. Multicollinearity Test

Multicollinearity test to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between the independent variables. Based on the VIF (Variance Inflation Factor) and Tolerance rules, if $\text{Tolerance} > 0.1$ and $\text{VIF} < 10$, it is stated that there are no symptoms of multicollinearity, otherwise if $\text{Tolerance} < 0.1$ and $\text{VIF} > 10$, it is stated that there are symptoms of multicollinearity.

Table 12. Multicollinearity Test Results

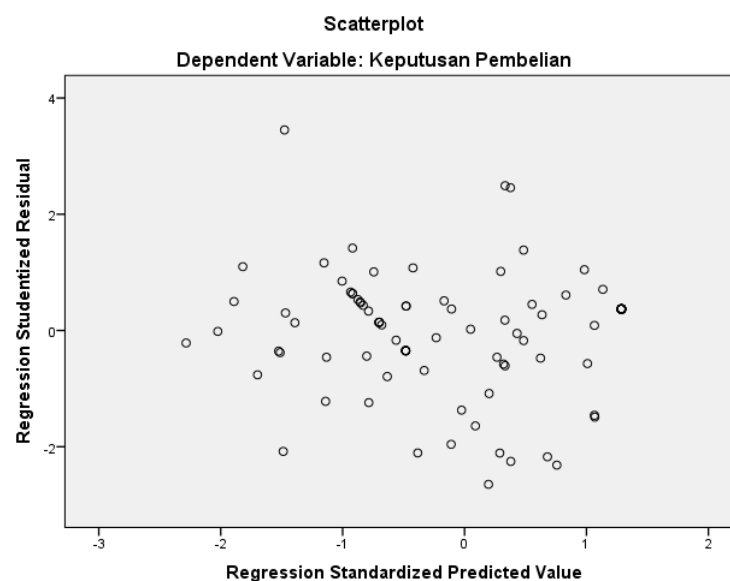
Model	Collinearity Statistics	
	Tolerance	VIF
Product Quality (X1)	0,610	1,640
Brand Awareness (X2)	0,277	3,616
Price (X3)	0,282	3,542

Source: Processed Primary Data SPSS 20 (2023)

From Table 11, it can be concluded that the VIF (Variance Inflation Factor) value for the product quality variable (X1) is 1.640, which is smaller than 10, and the tolerance value is 0.610, which is greater than 0.1. For the brand awareness variable (X2), the VIF value is 3.616, which is also smaller than 10, and the tolerance value is 0.277, which is greater than 0.1. Furthermore, for the price variable (X3), the VIF value is 3.542, which is still smaller than 10, and the tolerance value is 0.282, which is greater than 0.1. These results indicate that there are no symptoms of multicollinearity between the variables in the analysis, as all VIF values are below the commonly set limit of 10, and the tolerance values of all variables are quite large, greater than 0.1. Thus, there is no multicollinearity problem in the regression model used.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test the regression model whether there is an inequality of variance from the residuals of one observation to another.



Source: Processed Primary Data SPSS 20 (2023)

Figure 3. Scatterplot regression residual

From the figure above, it can be concluded that there is no heteroscedasticity in the data, because there is no clear pattern of wavy patterns or uneven distribution of data points above or below 0 on the Y-axis. Therefore, it can be considered that the heteroscedasticity test has

been met, and the assumption of homoscedasticity can be maintained in this regression model.

F. Multiple Linear Regression Test

Table 13. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,129	1,696		-1,255	,213
	Product Quality	,125	,046	,146	2,726	,008
	Brand Awareness	,435	,059	,588	7,401	,000
	Price	,199	,061	,256	3,252	,002

Source: Processed Primary Data SPSS 20 (2023)

From the test results in table 12, it can be concluded that the calculated multiple linear regression equation is :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -2,129 + 0,125 X_1 + 0,435 X_2 + 0,199 X_3 + e$$

Based on the test results, it can be explained below:

- The constant value is -2.129 with a negative value, it can be concluded that without the variables Product Quality (X1), Brand Awareness (X2), Price (X3), Purchasing Decisions (Y) will decrease by 212.9%.
- The coefficient value of the Product Quality variable (X1) of 0.125 has a positive relationship, if the value of other variables is constant and variable X1 has increased by 1%, the Purchasing Decision variable (Y) has increased by 12.5%.
- The coefficient value of the Brand Awareness variable (X2) of 0.435 has a positive relationship, if the value of the other variables is constant and the X2 variable has increased by 1%, the Purchasing Decision variable (Y) has increased by 43.5%.
- The coefficient value of the Price variable (X3) of 0.199 has a positive relationship, if the value of the other variables is constant and the X3 variable has increased by 1%, the Purchasing Decision variable (Y) has increased by 19.9%.

G. Coefficient of Determination (R²)

Table 14. Test Results of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,912 ^a	,833	,827	1,308

Source: Processed Primary Data SPSS 20 (2023)

Based on table 13 above, the results of the analysis of the independent variables on the dependent variable show a coefficient of determination (R^2) of 0.827. This means that about 82.7% of the variation or change in purchasing decisions (Y) can be explained by the independent variables, namely product quality (X1), brand awareness (X2), and price (X3). While the rest, about 17.3%, is influenced by other factors not examined in this study.

H. Partial Test (T Test)

Table 15. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,129	1,696		-1,255	,213
	Product Quality	,125	,046	,146	2,726	,008
	Brand Awareness	,435	,059	,588	7,401	,000
	Price	,199	,061	,256	3,252	,002

Source: Processed Primary Data SPSS 20 (2023)

In the partial test (t test) conducted with a confidence level of 5% or 0.05 and using the df value $K = 3$ and $df2 = n - k - 1$ ($100 - 3 - 1 = 96$). That the results obtained t table value of 1.984. Then the effect of the independent variable on the dependent variable partially is as follows:

- The t value of the Product Quality variable (X1) is $2.726 > t$ table value of 1.984 and the significance value is $0.008 < 0.05$, so H_01 is rejected and H_{a1} is accepted. This means that there is a significant effect of product quality on purchasing decisions.
- The t value of the Brand Awareness (X2) variable is $7.401 > t$ table value of 1.984 and the significance value is $0.000 < 0.05$, so H_02 is rejected and H_{a2} is accepted. This means that there is a significant influence of brand awareness on purchasing decisions.
- The t value of the Price variable (X3) is $3.252 > t$ table value of 1.984 and the significance value is $0.002 < 0.05$, so H_03 is rejected and H_{a3} is accepted. This means that there is a significant effect of price on purchasing decisions.

Discussion

H1 : Product quality affects purchasing decisions

The results showed that the product quality variable has a positive and significant influence on purchasing decisions. These results indicate

that the increasing product quality at Kedai Sukidayo MSMEs will increase sales and can generate profits.

Today's consumers tend to consider product quality before making a purchase, and Kedai Sukidayo MSME players are able to create products with superior standards. Previous researchers also revealed that MSME players focus more on product quality and compare it with those offered by competitors to increase sales [54]. This study also shows that the indicator that has the most influence on purchasing decisions is product texture. Consumers prefer products with a good texture when consumed. This finding is in line with previous research which states that product quality has a positive and significant influence on purchasing decisions [55].

H2 : Brand Awareness affects purchasing decisions

The results showed that the brand awareness variable has a positive and significant influence on purchasing decisions. This finding indicates that an increase in brand awareness can partially affect the increase in purchases of food products at Kedai Sukidayo MSMEs in Surabaya. When food products have high brand awareness, consumers will more easily recognize the product. This makes consumers more trusting and more likely to choose these products because they know the brand is safe for consumption. Brand awareness can also influence consumer buying interest and ultimately influence purchasing decisions. The results of the analysis also show that the indicator that has the most influence on purchasing decisions is "purchase". This indicates that when consumers already have the intention to buy a product, brand awareness can influence their choice in choosing a particular product or brand. This is supported by previous research that the more aware consumers are of the existence of a brand, it will determine consumers' decisions to buy products from that brand [56]. This finding is in line with previous research which states that brand awareness has a positive and significant influence on purchasing decisions [57].

H3 : Price has an effect on purchasing decisions

The results showed that the price variable has a positive and significant effect on purchasing decisions. This finding indicates that a partial increase in price can influence the increase in purchasing decisions for

food products at Kedai Sukidayo MSMEs in Surabaya. Price is a sensitive factor in consumer purchasing decisions.

Therefore, Kedai Sukidayo MSME players must be able to set prices that are in accordance with consumer conditions. Price can be one of the main considerations for consumers in choosing the product to be purchased. Price has the function of regulating the flow of goods and services offered to fulfill human wants and needs [58]. When consumers think the price of the product is comparable to the benefits they receive, this can increase consumer satisfaction. This is supported by previous research which reveals that the price set by the seller will be a benchmark for the demand for a product, the wrong pricing will result in an unmaximal number of sales [48]. The results of the analysis also show that the indicator that has the most influence on purchasing decisions is affordable prices in accordance with product quality. This indicates that consumers tend to choose products that have affordable prices but still have quality. This finding is in line with previous research which concluded that price has a positive and significant effect on purchasing decisions [59].

4. Conclusion

Based on the results of the study, several important conclusions can be drawn, namely First, the product quality variable (X1) partially has a significant influence on purchasing decisions (Y). Second, the brand awareness variable (X2) has a significant effect on purchasing decisions (Y). and Third, the price variable (X3) has a significant effect on the purchasing decision variable (Y). Improving the quality of noodle products at Kedai Sukidayo Surabaya MSMEs will increase sales and potentially increase profits. Consumers consider various aspects of product quality in making purchasing decisions and the presence of high brand awareness tends to have a higher purchase interest in the product. Brand awareness helps consumers recognize products, create trust that the brand is safe for consumption and tend to become loyal customers. This price is an important consideration for consumers in making purchasing decisions if it is in accordance with

the quality of the product and the benefits provided will affect consumer satisfaction. Competitive and affordable prices are also a factor that influences purchase intentions.

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