

# The Influence of Product Quality, Perceived Value, and Service Quality on Purchase Decisions (Study on Consumers of Bandeng Presto Products in Semarang)

Najwa Alaeysda Harista Putri<sup>1</sup>, Agung Budiarmo<sup>2</sup>

<sup>1,2</sup>Department of Business Administration, Diponegoro University, Semarang, Indonesia -50275

Email address: najwaalaeysda03@gmail.com

**Abstract**— This study aims to analyze the influence of product quality, perceived value, and service quality on purchase decisions among consumers of Bandeng Presto in Semarang. The research background is the competitive nature of the food industry, requiring companies to ensure not only high product quality but also strong perceived value and excellent service. This study employs consumer behavior theory as its foundation, emphasizing that purchasing decisions are shaped by perceptions of quality, value, and service experience. Using a quantitative approach, data was collected from 100 respondents through purposive and accidental sampling. The results indicate that all three independent variables significantly influence purchase decisions. The main influencing factors include taste, freshness, convenience in purchasing and serving, and staff responsiveness. The findings suggest that Bandeng Presto should enhance product consistency, improve value perception through packaging innovations, and strengthen service quality to maintain competitiveness and customer loyalty.

**Keywords**— Product quality, perceived value, service quality, purchase decision.

## I. INTRODUCTION

The food industry is characterized by intense competition, requiring businesses to adopt strategies that enhance product quality, perceived value, and service quality to sustain consumer purchase decisions. Consumer behavior is a key aspect in understanding how individuals choose, evaluate, and purchase products (Kotler and Keller, 2021). In the case of Bandeng Presto, maintaining a competitive edge requires consistent product quality, value-added offerings, and superior service.

Research has shown that food product quality is a major factor influencing consumer decisions, particularly in traditional food markets (Tjiptono, 2019). Perceived value, which encompasses the benefits received relative to the price paid, also plays a crucial role (Ariyanti & Iriyani, 2014). Additionally, service quality has been identified as a critical determinant of consumer satisfaction and loyalty (Laksana, 2019).

Despite the competitive advantage of Bandeng Presto in terms of taste and product quality, there are challenges in maintaining sales targets. Table 1 below illustrates the sales performance of Bandeng Presto Semarang over the past five years. The table indicates fluctuations in achieving the sales targets, with some branches experiencing consistent growth while others struggle to meet expectations. This inconsistency

suggests that factors such as product quality, perceived value, and service quality may significantly influence consumer purchasing decisions.

TABLE 1. Development and Achievement of Bandeng Presto Semarang Sales Targets.

Year	Sales (Branch 2)	Sales Target (Branch 2)	Growth
2019	Rp 11.000.000.000	Rp 12.000.000.000	
2020	Rp 10.000.000.000	Rp 13.000.000.000	-9,09%
2021	Rp 13.000.000.000	Rp 14.000.000.000	30%
2022	Rp 15.000.000.000	Rp 15.500.000.000	15,38%
2023	Rp 16.000.000.000	Rp 17.000.000.000	6,67%

The data suggests that while overall sales performance has shown a positive trend, certain branches, particularly Branch 2, have consistently failed to meet their targets. This highlights the need for further investigation into consumer decision-making factors that may influence sales performance.

The objective of this study is to empirically examine the impact of product quality, perceived value, and service quality on consumer purchase decisions in the context of Bandeng Presto Semarang.

## II. MATERIALS

### A. Product Quality

Product quality refers to the ability of a product to meet consumer expectations in terms of performance, durability, and reliability. Kotler and Keller (2021) define product quality as a key element that influences customer satisfaction and brand perception. In the food industry, product quality is often measured through sensory attributes such as taste, texture, and freshness. For Bandeng Presto, maintaining high-quality ingredients and production standards is essential to consumer retention and brand loyalty.

### B. Perceived Value

Perceived value is the consumer's overall assessment of a product based on the trade-off between perceived benefits and costs. Tjiptono (2019) explains that perceived value significantly influences consumer behavior, particularly in determining repeat purchases and brand preference. It plays a significant role in influencing purchase intentions, particularly in competitive markets where consumers seek optimal benefits for the price they pay. For Bandeng Presto, perceived value

includes factors such as convenience, nutritional content, and packaging innovation.

### C. Service Quality

Service quality is a crucial factor in consumer decision-making, particularly in the food industry. According to Laksana (2019), service quality encompasses aspects such as reliability, responsiveness, assurance, empathy, and tangible elements of service. Efficient service, staff friendliness, and responsiveness are critical to ensuring a positive consumer experience in Bandeng Presto businesses.

### D. Purchase Decision

A purchase decision is the selection of a product based on consumer preferences, needs, and external influences. Kotler and Keller (2021) describe the consumer decision-making process as a sequence of stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The interaction between product quality, perceived value, and service quality significantly impacts consumer choices, particularly in food-related purchases.

## III. RESEARCH METHOD

This type of research is explanatory research which is a study to prove the existence of cause and effect and relationships that influence between variables or how a variable influences other variables (Ibrahim et al., 2018). The sampling technique uses nonprobability sampling with purposive sampling and accidental sampling methods. The population in this study were consumers of Bandeng Presto Semarang whose number is unknown. The sample in this study amounted to 100 respondents.

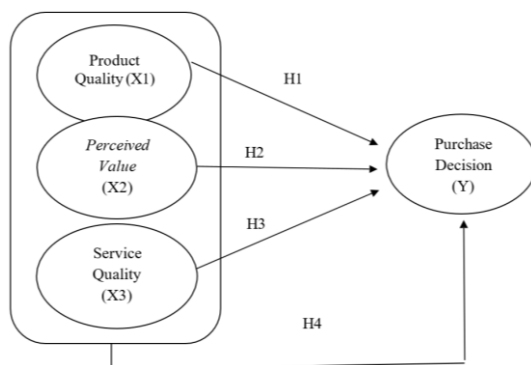


Figure 1. Hypothesis Model

- H1 : Product quality variable have an influence on purchase decision.  
H2 : Perceived value variable have an influence on purchase decision.  
H3 : Service quality variable have an influence on purchase decision.  
H4 : Product quality, perceived value and service quality variables have an influence on purchase decision.

## IV. RESULT

TABLE 2.

Hypothesis	R	R <sup>2</sup>	Simple and Multiple Regression Analysis	t-Test and F-Test	Note
	Corelation Coefficient	Determina tion Coefficient			
H1	0,765	0,585	$Y=3,864 +1,017x$	t count	Acce

	(Strong)	(58,5%)		(8,897) > t table (1,986)	pted
H2	0,802 (Very Strong)	0,643 (64,3%)	$Y=6,408+0,761x$	t count (7,546) > t table (1,986)	Acce pted
H3	0,765 (Strong)	0,585 (58,5%)	$Y= 5,560+0,595x$	t count (47,240) > t table (1,986)	Acce pted
H4	0,874 (Very Strong)	0,763 (76,3%)	$Y=0,109+0,473X1$ $+0,298X2+0,243X3$	t count (47,240) > t table (1,986)	Acce pted

## V. DISCUSSION

Based From a consumer perspective, product quality plays a crucial role in shaping purchase decisions. This study confirms that product quality significantly influences consumer choices. Consumers prioritize aspects such as taste, texture, and freshness when purchasing Bandeng Presto products. However, although high product quality is crucial, it alone may not be sufficient to drive consumer purchase decisions without complementary factors such as value perception and service quality. These findings align with the study of Tjiptono (2019), which emphasizes that product quality directly impacts consumer satisfaction and purchasing behavior.

Perceived value also plays a significant role in influencing purchase decisions. Consumers evaluate the benefits received relative to the price paid before making a purchase. This study confirms that perceived value has a significant impact on consumer purchase decisions, as consumers consider the affordability, convenience, and overall worth of Bandeng Presto products before purchasing. These results are consistent with the findings of Ariyanti & Iriyani (2014), which highlight the importance of perceived value in consumer decision-making.

Service quality is another critical factor affecting consumer behavior. This study indicates that service quality significantly influences purchase decisions, supporting previous research by Laksana (2019). Responsive customer service, staff friendliness, and efficient transaction processes contribute positively to consumer satisfaction and brand loyalty. Businesses that prioritize high service standards are more likely to retain customers and encourage repeat purchases.

Furthermore, while the direct impact of each factor is evident, this study suggests that an integrated approach combining high product quality, strong perceived value, and excellent service quality is necessary for maximizing consumer engagement. Businesses must adopt strategies that enhance these three factors simultaneously to maintain a competitive advantage in the food industry.

Overall, the findings of this study reinforce the notion that consumer purchase decisions are influenced by a combination of factors, not just a single variable. High product quality, favorable perceived value, and exceptional service quality collectively contribute to consumer preferences and purchasing behavior. Future research should explore additional factors, such as digital marketing strategies and

brand reputation, to gain a more comprehensive understanding of consumer behavior in the food sector.

#### VI. CONCLUSIONS

From the research conducted on 100 respondents of Bandeng Presto Semarang consumers, the following conclusions can be drawn:

1. Product quality (X1) has a positive and significant influence on purchase decisions (Y) at the Bandeng Presto Semarang. The better the quality of the products provided by Bandeng Presto Semarang to consumers, the better the purchase decisions of Bandeng Presto Semarang consumers.
2. Perceived Value (X2) has a positive and significant influence on purchase decisions (Y) at the Bandeng Presto Semarang. The better the value of perceived by Bandeng Presto Semarang to consumers, the better the purchase decisions of Bandeng Presto Semarang consumers.
3. Service quality (X3) has a positive and significant influence on purchase decisions (Y) at the Bandeng Presto Semarang. The better the service experience felt by consumers, the better the purchase decisions they make.

4. Product quality (X1), perceived value (X2) and service quality (X3) have a positive and significant influence on purchase decisions (Y) at the Bandeng Presto Semarang. The better the quality of product, perceived value and service quality offered by Bandeng Presto Semarang to consumers, the better the purchase decisions of Bandeng Presto Semarang consumers.

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