

Original Article

Influence of Product Quality, Service Quality, and Price on Purchase Decision at Lesehan Jembol Restaurant in Palopo City

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Abstract:

Product quality, service quality, and price are key factors that significantly influence customer purchase decisions. This study aims to examine the impact of product quality, service quality, and price on purchasing decisions at Lesehan Jembol Restaurant in Palopo City, including an in-depth analysis of how each factor, specifically product quality and service quality, affects these decisions. The research employs several data collection techniques, including interviews, questionnaires, and observations. The types of data collected include qualitative data (in the form of words) and quantitative data (in the form of numbers). Primary data is obtained directly through interviews with respondents, while secondary data is sourced from books, documents, the internet, and print media. Data analysis is conducted using descriptive methods, validity tests, and reliability tests of the questionnaire with the aid of statistical tools. The findings indicate that product quality, service quality, and price significantly affect purchase decisions at Lesehan Jembol Restaurant in Palopo City, thereby confirming the first hypothesis. Specifically, product quality has a significant impact on purchase decisions, supporting the second hypothesis. Service quality also significantly influences purchase decisions, thus confirming the third hypothesis. Additionally, price has a significant effect on purchase decisions, supporting the fourth hypothesis.

Keywords: Product Quality, Service Quality, Price, and Purchase Decision.



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Introduction

In facing competition in the era of globalization, economic actors face significant challenges to remain relevant and competitive. Therefore, they must continuously improve business performance and implement solid strategies for managing and developing various crucial assets ([Kotler & Keller, 2009](#)). To stay competitive in the global market, companies need to adopt an integrated strategy involving the enhancement of internal processes, product innovation, and operational efficiency. Regular performance evaluations and strategic adjustments based on market data and consumer feedback are also essential to ensure that companies can adapt to rapid changes and continue to meet customer expectations ([Porter, 1985](#)). With a comprehensive and sustainable approach to managing these assets, companies will be better equipped to tackle challenges and seize opportunities in the dynamic global business environment.

A company's success is highly dependent on its ability to conduct transactions effectively. Efficiently marketing goods or services is key to surviving and competing in the market ([Suryani, 2008](#)). In the increasingly competitive food industry, businesses must understand the factors influencing consumer decisions when choosing a restaurant. In such a competitive food industry, understanding and managing these factors effectively can help businesses sustain their operations and win consumer loyalty ([Zeithaml, Bitner, & Gremler, 2013](#)). Factors influencing consumer purchasing decisions involve various interconnected aspects, with service quality and price being particularly important. According to [Kotler and Keller \(2009\)](#), consumer behavior encompasses the study of how individuals, groups, and organizations make decisions regarding the selection, purchase, use, and disposal of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behavior is crucial for developing effective marketing strategies and understanding how purchasing decisions are made. By comprehending these factors, companies can craft more effective marketing strategies and make better decisions regarding products, pricing, promotion, and service. A deep understanding of consumer behavior allows companies to tailor their offerings to better meet market needs and desires ([Schiffman & Kanuk, 2010](#)).

In the increasingly competitive and evolving culinary industry, businesses must navigate tight competition with effective strategies to capture consumer attention. The key to success in such a saturated market is creating high-quality products that meet consumer expectations ([Suryani, 2008](#)). Creativity in product development and well-planned marketing strategies are essential for adding value and attracting consumer interest. According to [Suryani \(2008\)](#), purchasing decisions are influenced by several key factors, including product quality, price, promotion, and place. Product quality that meets or exceeds consumer expectations, price that reflects value, effective promotion, and good accessibility are crucial elements influencing purchasing decisions. Additionally, [Swastha and Handoko \(2008\)](#) suggest that purchasing decisions involve an actual process of evaluating various factors until consumers decide whether to buy or not. By understanding these factors, businesses can design products, pricing, promotions, and distribution strategies that better align with consumer needs and preferences, thereby competing effectively and enhancing the likelihood of positive purchasing decisions.

Rumah Makan Lesehan Jembol, which offers a variety of food menus such as Aneka Penyet, Nasi Goreng, Aneka Ca, Aneka Soup, and Aneka Seafood, seeks to attract consumers through menu diversity and unique flavors. However, low and fluctuating purchase decisions indicate underlying issues that need to be addressed. Customer complaints related to service quality, such as long wait times, staff behavior, and food taste, can significantly affect purchasing decisions ([Suryani, 2008](#)). Additionally, prices considered high compared to other restaurants may also reduce consumer appeal to [Kotler and Keller \(2009\)](#). To improve purchase decisions, Rumah Makan Lesehan Jembol needs to focus on enhancing service quality, adjusting prices to be competitive, and ensuring that product quality meets public tastes and expectations. Evaluating and adjusting to consumer demand and preferences are crucial steps for maintaining business sustainability and success ([Zeithaml](#)

[et al., 2013](#)).

Based on the issues faced by Rumah Makan Lesehan Jembol, the researcher is interested in conducting a study titled "The Effect of Product Quality, Service Quality, and Price on Purchasing Decisions at Rumah Makan Lesehan Jembol in Palopo City." This study aims to analyze the extent to which product quality, service quality, and price influence consumer purchasing decisions at the restaurant. Focusing on these three key variables—product quality, service quality, and price—the research is expected to provide in-depth insights into the factors contributing to purchasing decisions and offer strategic recommendations to improve the performance and appeal of Rumah Makan Lesehan Jembol.

Methods

The research is conducted at Rumah Makan Lesehan Jembol in Palopo City, located on Jl. Kelapa, Jembatan Bolong, over a period of two months from April to May 2024. Data collection employs several methods: interviews, which involve conversations between the researcher and respondents ([Arikunto, 2010](#)); questionnaires, which consist of a list of questions answered by respondents ([Sugiyono, 2023](#)); and observations, aimed at understanding the relationship between product quality, service quality, and price with purchasing decisions. The data types include qualitative data, which are descriptive and non-numeric, and quantitative data, which are numerical and can be analyzed mathematically ([Ghozali, 2002](#)). Data sources include primary data from interviews with selected informants and secondary data from various external sources like books and internet resources. The population for this case study includes the consumers of Rumah Makan Lesehan Jembol, and the sample is chosen incidentally, involving 50 consumers encountered during the study. Data analysis involves descriptive statistics to describe data as collected, validity and reliability tests for the questionnaires, and multiple linear regression analysis to model the relationship between the variables. Validity is assessed by comparing correlation coefficients, while reliability is measured using Cronbach's Alpha, with acceptable reliability indicated by a coefficient above 0.6. The multiple regression model is used to evaluate the impact of product quality, service quality, and price on purchasing decisions, with statistical tests including F-tests to determine the collective influence of the independent variables and t-tests to assess the individual impact of each variable. The coefficient of determination (R^2) measures how well the model explains variations in the dependent variable.

Results

The Impact of Product Quality, Service Quality, and Price on Purchasing Decision at Rumah Makan Lesehan Jembol in Palopo City

The results of this study broadly indicate that there is a significant effect of the variables Product Quality, Service Quality, and Price on Purchasing Decisions. This is evidenced by the multiple linear regression analysis, where the F-value is 7.785, exceeding the F-table value of 3.98, and the significance level is 0.001, which is lower than the established significance level of 0.05. Thus, it can be concluded that Product Quality, Service Quality, and Price significantly impact Purchasing Decisions, meaning that good Product Quality, Service Quality, and Price can increase the likelihood of consumer purchasing decisions at Rumah Makan Lesehan Jembol in Palopo City.

This research aligns with previous studies such as [Hatagalung \(2020\)](#), who in their study titled "The Effect of Product Quality, Service Quality, and Price on Purchasing Decisions (A Case Study of Kopi Benteng 2 Banyumanik)" found that the rapid growth of

coffee shops has intensified competition. Kopi Benteng 2 Banyumanik is one of the known coffee shops in Semarang City. This explanatory research included 100 respondents using non-probability sampling techniques. The analysis, performed with SPSS version 25.00, revealed that product quality, service quality, and price all significantly impact purchasing decisions. Satisfactory product quality and service, combined with affordable prices, lead to higher purchasing decisions. Similarly, [Maharani \(2020\)](#) in their study titled "The Effect of Product Quality, Service Quality, and Price Perception on Purchasing Decisions at Pizza Hut" aimed to determine the impact of product quality, service quality, and price perception on purchasing decisions at Pizza Hut Delivery in Sidoarjo. The study included 50 respondents out of a population of 57. Using purposive sampling and multiple linear regression analysis with SPSS version 20.1, it was found that product quality and service quality significantly affect purchasing decisions, while price perception did not. The F-test yielded an F-value of 34.986, exceeding the F-table value of 2.81, and a significance level of 0.000, indicating that the variables collectively influence purchasing decisions, with a coefficient of determination (R^2) of 0.695, meaning that 69.5% of the purchasing decision variance is explained by these factors. In summary, consumers are inclined to make purchasing decisions at Rumah Makan Lesehan Jembol in Palopo City because the restaurant provides good Product Quality and Service Quality, which encourages consumer purchases.

The Impact of Product Quality on Purchasing Decision at Rumah Makan Lesehan Jembol in Palopo City

The partial results of this study indicate that the Product Quality variable has a significant impact on consumer Purchase Decisions at Warung Makan Lesehan Jembol in Palopo City. This finding suggests that high product quality plays a crucial role in encouraging consumers to decide to make a purchase at Warung Makan Lesehan Jembol. In other words, the better the quality of the products offered by Warung Makan Lesehan Jembol, the more likely consumers are to choose to buy from this place. This explanation is consistent with [Sopiyan \(2022\)](#), which states that product quality is a dynamic condition related to products that meet or even exceed customer expectations. In other words, high-quality products not only meet the expected standards but also provide added value to consumers. This finding underscores the importance of product quality as a key factor in influencing consumer purchase decisions.

The partial results of this study show a significant effect, which can be explained by the positive feedback from consumers participating in the study. Positive feedback from consumers indicates that Warung Makan Lesehan Jembol has successfully met their expectations regarding the quality of the products served. This reaffirms that Product Quality is a key factor in consumer purchase decisions at Warung Makan Lesehan Jembol in Palopo City. The study emphasizes that achieving high quality standards and providing additional value to consumers is a determining factor in attracting and retaining customers at this restaurant.

Furthermore, the research results indicate that consumers value specific elements of the products offered by Warung Makan Lesehan Jembol, such as taste, presentation, and cleanliness. This reflects that product quality is not only measured by taste but also by the overall experience provided. Therefore, the restaurant needs to maintain and continuously improve these aspects to ensure consumer satisfaction and sustainable purchase decisions. In this context, Warung Makan Lesehan Jembol should focus on sustainable product quality management. Implementing a routine quality monitoring and assessment system can help maintain high standards and improve products in line with consumer expectations. These

measures are expected to strengthen Warung Makan Lesehan Jembol's position in the market and enhance customer loyalty, ultimately positively impacting the restaurant's business continuity.

The Impact of Service Quality on Purchasing Decision at Rumah Makan Lesehan Jembol in Palopo City

The partial results of the study reveal that Service Quality significantly influences Purchase Decisions at Warung Makan Lesehan Jembol in Kota Palopo. This indicates that a higher level of Service Quality increases the likelihood that consumers will choose to make a purchase at this establishment. In other words, when the quality of service is high, consumers are more likely to be inclined to buy from Warung Makan Lesehan Jembol. This finding aligns with [Sopiyan \(2022\)](#), which defines Service Quality as a measure of how well the service meets or exceeds customer expectations. Thus, exceeding anticipated standards positively impacts consumer decision-making. The study highlights a notable partial effect of Service Quality on Purchase Decisions. This effect is supported by the majority of consumers who participated in the research and expressed satisfaction with the service quality at Warung Makan Lesehan Jembol. The positive feedback from these consumers underscores that the restaurant has successfully met their service expectations, further emphasizing the critical role of Service Quality in influencing purchase decisions.

High Service Quality not only boosts consumer satisfaction but also enhances the likelihood of repeat purchases and positive word-of-mouth recommendations. This connection between service quality and consumer behavior is crucial, as satisfied customers are more likely to return and promote the restaurant to others, thereby reinforcing the establishment's market position. Consequently, maintaining high standards of service quality is essential for sustaining consumer loyalty and growing the restaurant's customer base. To capitalize on these insights, Warung Makan Lesehan Jembol should invest in continuous improvement of its service quality. This could involve regular staff training, monitoring service performance, and implementing feedback mechanisms to address any areas of concern. By doing so, the restaurant can ensure that it consistently meets or exceeds consumer expectations, thereby strengthening its competitive edge and fostering long-term success in the market.

The Impact of Price on Purchasing Decision at Rumah Makan Lesehan Jembol in Palopo City

The partial results of the study indicate that the Price variable has a significant impact on Purchase Decisions at Warung Makan Lesehan Jembol in Kota Palopo. This suggests that when the price aligns well with what consumers are willing to pay, it positively influences their decision to purchase. In other words, a price that meets consumer expectations can enhance their likelihood of choosing Warung Makan Lesehan Jembol for their dining experience. According to [Kotler and Armstrong \(2016: 324\)](#), price is defined as the amount of money paid for a product or service, or the value exchanged by consumers to gain benefits, ownership, or usage of a product or service. This theory supports the finding that Price plays a crucial role in consumer decision-making. A price perceived as fair and reasonable by consumers can significantly affect their purchasing behavior, indicating that price sensitivity is a key factor in shaping consumer preferences.

Moreover, the study highlights that the alignment between price and consumer expectations not only impacts the initial decision to purchase but also influences customer satisfaction and loyalty. Consumers who feel they receive good value for their money are more likely to return and recommend the establishment to others. This relationship

underscores the importance of pricing strategies that reflect both the quality of the offerings and the target market's willingness to pay. Effective pricing strategies can therefore enhance customer retention and attract new customers by positioning Warung Makan Lesehan Jembol as a provider of value for money. To maintain a competitive edge, the restaurant should continually assess market trends, consumer preferences, and competitive pricing to ensure its pricing remains attractive and appropriate for its target demographic.

The study also reveals that Price has a significant partial effect on Purchase Decisions, as evidenced by the majority of consumers who participated in the research expressing satisfaction with the prices offered by Warung Makan Lesehan Jembol. Their positive responses highlight that the pricing strategy of the establishment effectively meets consumer expectations and encourages purchase decisions. This finding underscores the importance of pricing as a crucial factor in influencing consumer behavior. When prices are perceived as fair and align well with consumer expectations, they enhance the likelihood of a purchase and contribute to overall consumer satisfaction. Overall, the results emphasize that competitive and appropriate pricing is vital for driving consumer choice at Warung Makan Lesehan Jembol in Kota Palopo. By offering prices that reflect the value of the dining experience and match consumer willingness to pay, the restaurant can attract and retain customers more effectively. This alignment between price and consumer expectations not only satisfies current patrons but also helps in establishing a positive reputation, which can lead to increased customer loyalty and new customer acquisition. To maintain a strong market position, Warung Makan Lesehan Jembol should continuously evaluate and adjust its pricing strategies in response to market conditions and consumer feedback, ensuring that its prices remain appealing and competitive.

Conclusion

The study concludes that Product Quality, Service Quality, and Price significantly impact consumer Purchase Decisions at Rumah Makan Lesehan Jembol in Palopo City. The multiple linear regression analysis showed an F-value of 7.785, which is higher than the F-table value of 3.98, and a significance level of 0.001, indicating that these variables collectively influence purchasing decisions. High Product Quality plays a crucial role in encouraging consumers to make a purchase, suggesting that better quality products increase the likelihood of consumers choosing this restaurant. Additionally, high Service Quality enhances consumer satisfaction and purchasing decisions, as consumers are more inclined to buy when they receive excellent service. Furthermore, Price significantly affects purchasing behavior; when prices are perceived as fair and reasonable, consumers are more likely to decide to purchase. Overall, effective management of Product Quality, Service Quality, and Price is essential for influencing consumer purchasing behavior at Rumah Makan Lesehan Jembol.

Suggestion

Based on the conclusions, it is recommended that Rumah Makan Lesehan Jembol focus on enhancing product quality, improving service quality, and ensuring competitive pricing. Continuously upgrading product quality, investing in staff training to enhance service, and setting fair and competitive prices are essential to increase consumer satisfaction and purchase decisions. Regularly evaluating and adjusting these strategies based on consumer feedback and market analysis will help maintain relevance and competitiveness. Additionally, effective marketing campaigns should communicate the high value of the restaurant's offerings to attract and retain customers.

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