



# Analysis of Consumer Motives in Purchasing Decisions and the Use of Instant Cooking Seasonings

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## Abstract

**Purpose:** This study aims to discuss and analyze the purchase of Indofood's spice blends in Tangerang, Indonesia. This study aims to determine customer purchasing decisions and consider individuals or organizations in developing marketing or sales policies or strategies by considering purchasing decisions in the market.

**Research Methodology:** The determination of the independent variables for this study was based on the results of a preliminary survey via Google Form for customers in the area where the main factors in purchasing decisions are evaluation quality and price. The population is the customer race of Indofood in the Tangerang area, with a sample of approximately 160 respondents. This study used SEM data analysis techniques and data processing using the Partial Least Squares (Smart-PLS) program. version 3.0. Partial least squares (PLS).

**Results:** The results show that product quality and price perception influence purchasing decisions for Indofood instant seasonings.

**Conclusions:** This study found that price perception has a significant influence on consumer purchasing decisions for Indofood's instant seasoning products, making it the most critical factor in the decision-making process. These findings suggest that companies should focus on competitive pricing strategies while maintaining adequate product quality to attract and retain consumers.

**Limitations:** This study is limited by the use of a relatively small sample size, focusing only on specific variables such as product quality and price perception.

**Contributions:** This research contributes to the understanding of consumer behavior by analyzing the factors influencing purchase decisions for Indofood's spice blends. The findings can guide marketing strategies to enhance consumer satisfaction and increase sales.

**Keywords:** *Consumer Motives, Decision Purchase, Perception Price, Quality Product*

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## 1. Introduction

Food is a fundamental human need because it affects human survival and well-being in terms of both quality and quantity. Efforts to meet food needs in developing countries can be made traditionally or by expanding agricultural land. The availability of sufficient, safe, high-quality, and nutritious food is a primary requirement for realizing quality human resources. Food consumption is not merely meant to satisfy hunger but must also be nutritious and appetizing, and attract the interest of those who consume it

(Nótári & Ferencz, 2014; Sallam, 2014). A variety of spices are required to produce food that provides a more delicious aroma, color, and taste.

In Indonesia, there are several instant herbal medicine producers, one of which is PT. Indofood Sukses Makmur Tbk, which was founded on August 14, 1990. Initially, PT. Indofood Sukses Makmur Tbk is a company that produces instant noodles. Subsequently, it grew rapidly and became a leading producer of instant noodles, a company committed to becoming a Total Food Solution company (Gani & Putri, 2018). The emergence of various types of manufacturers has led to an instant push for PT. Indofood Sukses Makmur Tbk to present Indofood Mix Spices to maintain their existence. Due to increasingly fierce competition among instant seasoning manufacturers, Indofood Racik Bumbu is constantly creating new innovations to ensure that consumers do not get bored with its products (Pratiwi et al., 2020; Rukmawanti et al., 2019). Furthermore, Indofood Racik Bumbu provides quality products that meet the needs and expectations of diverse consumers (Sianipar et al., 2016). Indofood's seasoning mixes are also affordable compared to competitors in the instant seasoning market, such as Sajiku, Sasa, Royko, and MamaSuka (Zainal et al., 2020).

Purchasing decisions are a stage where consumers consider several factors and reasons that strengthen their decision to purchase a particular product or service (Schiffman & Kanuk, 2010). Kotler (2008) state that purchasing decisions are consumers who form an intention to buy the most preferred brand. Meanwhile, according to Currie et al. (2008) and Schiffman and Kanuk (2007), purchasing decisions involve the process of selecting two or more alternative choices that result in a decision to buy or not. According to Klamler and Pferschy (2007) and Kotler and Keller (2009), factors that can influence consumer purchasing decisions about a product include product quality, price, promotion, and distribution, or what is known as the marketing mix (Yasri et al., 2020). Product quality is the ability of a product to demonstrate various functions, including durability, reliability, accuracy, and ease of use (Kotler, 2008). Quality is important in consumer purchasing decisions.

Product quality has a positive and significant effect on purchasing decisions, meaning that improving product quality increases purchasing decisions (Özdemir-Güzel & Baş, 2020). This prompted researchers to incorporate product quality as a variable in their research to obtain high-quality products. Which Good so consumer must emit cost or which called with price. According to Anderson et al. (2008) and Kotler (2008), price is the amount of money which charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using a product or service (Herberz et al., 2020; Umbola et al., 2019). Based on the results of previous research, the following explains the conclusions of several researchers, product quality has a positive and significant effect on purchasing decisions. Nugroho et al. (2014) and Silva and Correia (2008) stated that price has a positive and significant effect on purchasing decisions.

## 2. Literature Review & Hypothesis Development

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### 2.1 Quality Product

According to Kotler (2008), the ability of a product to demonstrate its function includes the overall durability, reliability, accuracy, ease of operation, and repair of the product, as well as other product attributes. Companies need to continuously improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy and influence them to make repeat purchases (Hawlitschek et al., 2018).

Product quality is the ability of a product to perform its function, which is a combination of durability, reliability, permanence, ease of maintenance, and other characteristics. From a marketing perspective, quality must be measured in terms of visibility and responses. The buyer's preference for quality plays a

significant role. Therefore, product quality should be tailored to its intended use (Bianchi et al., 2020; Rahman et al., 2018).

## 2.2 Perception Price

According to Stanton (1994), price is the value that consumers exchange for the benefits of having a product or use a product or service whose value is determined by the buyer or seller through a bargaining process or by the seller at the same price as the buyer. Peter and Olson (2000) argue that price perception is related to how price information is fully understood by consumers and gives them deep meaning when evaluating and examining the price of a product (Umbola et al., 2019; Zhang et al., 2019). Product is influenced by consumer behavior. The perception of price is not the same for each individual because it depends on each individual's background, living environment, and individual conditions (Whitley et al., 2018; Won & Kim, 2020).

## 2.3 Purchase Decision

According to Kotler (2008), purchasing decisions are the final choice made by consumers to fulfill their needs and desires. Consumers undergo a decision-making process, the same purchasing decision, but not all of these processes are carried out by the consumer (Hanaysha, 2018; Prasad et al., 2019). According to Zhang and Dong (2020), purchasing decisions are one of the main components of consumer behavior, with the stages used by consumers when purchasing goods and services. According to Schiffman and Kanuk (2009), purchasing decisions are the selection of two or more alternative purchasing decision options (Zhang & Dong, 2020), meaning that someone can make a decision, there must be several alternative choices, and purchasing decisions can lead to how the decision-making process is carried out by consumer behavior (Purwanto et al., 2019).

## 2.4 Price Perception to Purchase Decision

Research conducted by Yasri et al. (2020) states that price has an important role in purchasing decisions, but not only that, service quality, promotion, and brand image can also play a role in influencing consumer purchasing decisions. As Kuo and Nakata (2016) did, who conducted research in the United States regarding price perceptions, the results of the study showed that price and promotion influence purchasing decisions, and prices during promotions reduce the negative influence of low ratings (Harahap et al., 2020; Rachmawati et al., 2019).

## 2.5 Product Quality to Purchase Decision

Product quality reflects a product's ability to perform its functions, including durability, reliability, strength, ease of packaging and repair, and other features. Consumers assess quality based on their perception (Mayes & Govender, 2019; Mbete & Tanamal, 2020). A product is considered high quality if it meets consumer needs and desires (Muslim et al., 2020; Uddin, 2020). Quality is determined by customers and their experiences with a product or service. The results of this study support previous research by Bianchi et al. (2020), which revealed that product quality influences purchasing decisions.

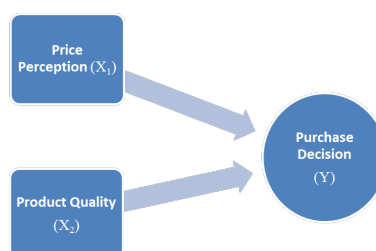


Figure 1. Framework

Based on Figure 1, the framework illustrates the relationship between the independent variables, Price Perception (X1) and Product Quality (X2), and the dependent variable, Purchase Decision (Y). Price Perception and Product Quality both directly influence the Purchase Decision, indicating that both factors contribute to determining a consumer's decision to make a purchase.

### 2.6 Hypothesis Development

Based on the theoretical basis and previous research that has been described, the hypothesis in this study is formulated as follows:

$H_1$ : Price perception has a positive and significant effect on purchase decisions.

$H_2$ : Product quality has a positive and significant effect on purchase decisions.

## 3. Methodology

This research uses qualitative and quantitative data, primary and secondary, collected from research locations in Jakarta, Bogor, Tangerang, and Bekasi, which are startups with a dominant number of domiciles from 2016 and 2017 (Creswell, 2014). Data were collected using a questionnaire on Google Forms (Hair et al., 2019). Data collection was carried out by reading literature, books on the theory of the problem to be studied, and using Internet media as supporting media. The analysis methods to test the hypothesis study use variance-based SEM and Partial Least Square (PLS) version 3.0 software program (Ringle et al., 2015).

## 4. Results and Discussion

### 4.1 Model Measurement

#### 4.1.1 Validity Convergent

Convergent validity, which is the degree of suitability of several items used to measure the same concept, was tested. Factor loadings, composite reliability, and average variance extracted are indicators for assessing convergent validity.

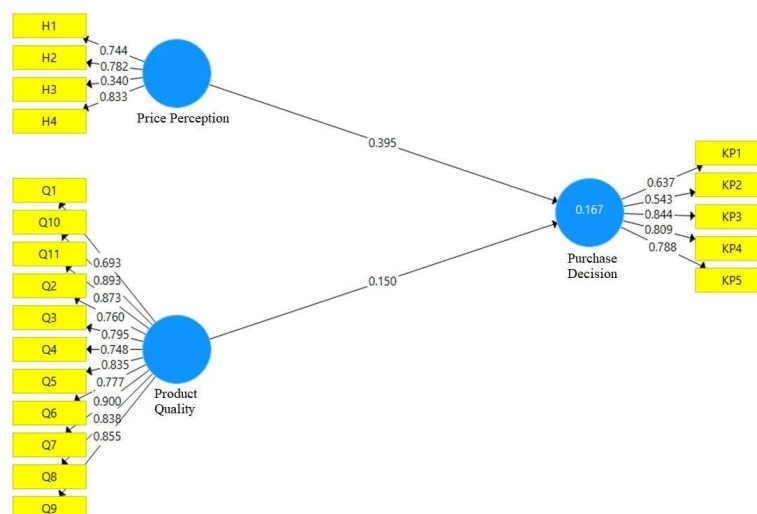


Figure 2. PLS Model

Based on the Figure 2, the model demonstrates the relationships between Price Perception, Product Quality, and Purchase Decision. Price Perception is influenced by four indicators (H1, H2, H3, and H4),

with path coefficients ranging from 0.340 to 0.833. Product Quality is represented by eight indicators (Q1 to Q9), with path coefficients varying from 0.693 to 0.900. Finally, the Purchase Decision is influenced by both Price Perception and Product Quality, with path coefficients of 0.395 and 0.150, respectively. The Purchase Decision is also influenced by five indicators (KP1 to KP5), with path coefficients between 0.543 and 0.844.

The Average Variance Extracted (AVE), which reflects the total amount of variance in the indicators accounted for by the latent construct, ranges from 0.577 to 0.710, which exceeds the recommended value of 0.5.

#### 4.1.2 Validity Discriminant

Discriminant validity is the extent to which a measure does not reflect other variables and is indicated by low correlations between the measure of interest and measures of other constructs (Zhu et al., 2015).

Table 1. Factor Loadings and Reliability

	<b>Product Quality</b>	<b>Purchase Decision</b>	<b>Price Perception</b>
DP1	<b>0.855</b>	0.799	0.733
DP2	<b>0.930</b>	0.821	0.774
DP3	<b>0.925</b>	0.774	0.733
DP4	<b>0.859</b>	0.790	0.652
KP3	0.891	<b>0.911</b>	0.798
KP4	0.800	<b>0.913</b>	0.722
KP5	0.709	<b>0.867</b>	0.648
KP6	0.805	<b>0.918</b>	0.751
PH1	0.733	0.723	<b>0.897</b>
PH2	0.761	0.783	<b>0.951</b>
PH3	0.716	0.684	<b>0.853</b>
PH4	0.717	0.739	<b>0.905</b>

The loadings for all items exceeded the recommended value of 0.6. Based on Table 1, which describes the extent to which an indicator construct indicates a latent construct, ranged from 0.904 to 0.924, which exceeds the recommended value of 0.7.

Table 2. Discriminant Validity Of Construct Fornell-Lacker Criterion

	<b>Product Quality</b>	<b>Purchase Decision</b>	<b>Price Perception</b>
Product Differentiation	<b>0.893</b>		
Purchase Decision	0.892	<b>0.902</b>	
Price Perception	0.811	0.812	<b>0.902</b>

*Note: Diagonal elements are the square root of the AVE of the reflective scales while the off diagonals are the squared correlations between constructs*

Discriminant validity can be assessed by comparing the squared correlations between constructs and the variance extracted for each construct. Based on Table 2, the squared correlation for each construct was less than the square root of the average variance extracted by the indicators measuring that construct, indicating adequate discriminant validity. Thus, the measurement model demonstrated adequate convergent and discriminant validity.

### 4.1.3 Model Structural

Table 3. Summary of the Structural Model

Path	Hypothesis	t-statistics	Results
Product Quality → PD	H1	8,823	Support
Price Perception → PD	H2	2,622	Support

Based on Table 3, results of the structural model from the PLS output. Awareness, Price Perception, and Marketing Communication were positively related to Intention to Use, explaining 55.8% of the variance, thus supporting H1 and H2.

## 5. Conclusions

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Price had a positive relationship and significant influence on the decision to purchase Indofood products. Spice Mix. This means that price is the most important factor that influences the decision to purchase similar products. This occurs because buyers are always looking for the lowest possible price to obtain a product. Product quality has a positive relationship and does not significantly influence the decision to purchase Indofood's Bumbu Racik. This means that product quality is not a very important factor in influencing purchasing decisions for products such as Indofood's Rempah Racik. Product quality, in terms of characteristics, performance, suitability, durability, and reliability, when purchasing Indofood's Bumbu Racik products, is less important for consumers to achieve satisfaction than brand image.

With an R-squared (R<sup>2</sup>) value of 0.168, the independent variables (price and product quality) explain 16.8% of the variance in the dependent variable (purchase decisions). The remainder is explained by factors outside this model. The highest price perception variable index contains the statement "Price is appropriate/commensurate with the benefits obtained," which means that buyers and consumers fully understand price information, thus providing meaningful insights into the benefits they receive from the product.

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## Author Contributions

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MAFA contributed to the conceptualization, supervision, and review and editing of the manuscript, served as the corresponding author, methodology, data curation, formal analysis, drafting of the original manuscript, data collection, investigation, validation, data analysis support, visualization, and provision of technical resources for the study.

## Conflicts of Interest

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The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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