

CONSUMER CONSIDERATIONS IN BUYING TEMPE: A CASE STUDY IN SEPANDE VILLAGE, SIDOARJO

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Abstract

This research aims to determine the influence of price, product quality, and personal selling on consumers' purchasing decisions regarding tempe. This study utilizes a quantitative approach as the research method, employing a questionnaire distributed incidentally. The study involves a sample of 96 individuals who meet the author's criteria, determined using the Lemeshow formula. Quantitative data analysis technique is employed, utilizing statistical methods to analyze the data. The statistical method used is Smart-PLS. Based on the research findings, it was discovered that price has a positive and significant impact on tempe purchasing decisions in the village of Sepande, Sidoarjo. Product quality has a positive and significant influence on tempe purchasing decisions in the village of Sepande, Sidoarjo. Personal selling has a positive and significant effect on tempe purchasing decisions in the village of Sepande, Sidoarjo. Furthermore, within this context, price, product quality, and personal selling collectively have a significant impact on tempe purchasing decisions in the village of Sepande, Sidoarjo.

Keywords: Price; product quality; personal selling

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INTRODUCTION

Competition in the business world in Indonesia is increasing sharply, considering that every tempeh producer is striving to expand their market share and attract new customers. Therefore, tempeh entrepreneurs must have the ability to formulate appropriate marketing strategies to ensure the sustainability of their business and outperform competitors. Thus, the goals of tempeh farmers can be successfully achieved¹. Not only should tempeh entrepreneurs retain

¹ Intan Dewina Antonia, ‘The Influence of E-Commerce on Purchasing Decisions’, 1.2 (2023).

their customers, but they should also continually increase their customer base to ensure that products remain in demand in the market, thus achieving the company's goals. Consumers are an essential factor that companies must pay attention to, according to marketing concepts. Success in business is achieved when a company or business can meet the needs or desires of consumers effectively. In such circumstances, the company can compete successfully with others in the same industry.

In today's business world, many face intense competition, requiring companies to provide good service, high product quality, and reasonable prices to remain competitive. Companies can also increase their profits in line with their goals. However, in this fierce competition, companies or producers must have superior products to endure and use technology effectively. Lately, the product marketing environment is highly dynamic, forcing companies, commercial entities, SMEs, and other producers to compete for opportunities to develop and promote their products. With intense and active competition, some decide to develop effective strategies to compete with other factories. Therefore, products sold to consumers can receive positive responses, be well-received, and be more favored by consumers².

The key to achieving a competitive advantage is through delivering value and satisfaction to customers. This can be achieved by offering high-quality products at competitive prices³. Consumers play a significant role in determining product preferences and how they perceive the brands they consume. Consumer behavior is a crucial phenomenon in a company's marketing activities, particularly in the process of purchasing. The purchase decision is an individual activity directly involved in making decisions to buy products offered by sellers. Pak Anan's tempeh business has generally been smooth in producing and selling tempeh to customers, with few significant issues. However, recently, due to unpredictable weather conditions, his tempeh business has faced a decline. Many customers have expressed dissatisfaction because Pak Anan's tempeh production has not been ready for sale due to soybean not developing properly, likely due to the warm weather. Some of Pak Anan's tempeh consumers have also complained about the pricing not matching the quality when soybean growth is subpar.

The consumer decision-making process is essentially a process in which consumers determine the products or services they will purchase⁴. Marketers of a company should understand the process consumers go through when making purchasing decisions to design appropriate strategies. The consumer decision-making process in buying products cannot be considered uniform. Consumer preferences and the factors influencing their decisions can vary significantly from person to person, making it essential for marketers to have a nuanced understanding of their target audience⁵ to tailor their strategies effectively⁵. Consumer

² WINDA EVYANTO, ASRON SAPUTRA, AND TRIANA ANANDA RUSTAM, 'The Influence Of Packaging And Promotion On The Purchase Decision Of Tempe Chips In Sungai Langkai Sub-District, Batam'.

³ Etty Zuliawaty Rajasa and others, 'Literature Review: Analysis Of Factors Influencing Purchasing Decisions, Product Quality And Competitive Pricing', 12.01 (2023).

⁴ Frans Sudirjo, 'The Influence Of Online Customer Reviews And E-Service Quality On Buying Decisions In Electronic Commerce', 2, 2023.

⁵ Muhammad Wahyudi and Zara Rahmadi, 'The Influence of Digitalization, Religiosity and Product Quality on Purchase Decisions of Korean Packaged Food and Beverage Products', in *Proceedings of the International Conference on Economic, Management, Business and Accounting, Icemba 2022, 17 December*

purchase decision-making often occurs when there are multiple products on offer, presenting consumers with several options for a single product from various alternatives. As a result, customers will assess the goods and make a decision about their next move. Before reaching a final purchasing decision, this evaluation process compares elements like price, quality, features, and personal preferences⁶. Price is a factor that may have an impact on how satisfied customers are. Price becomes one of the most important factors in the buying and selling process since it acts as a measurement tool in transactions. The single variable and always-changing component of the marketing mix is price. The cost can be specified as a local currency value. The sum paid by the customer might be considered the price. Price fixing can therefore be seen as a component of the marketing function of product differentiation since it allows a seller to distinguish their offer from that of rivals⁷. According to Fetra et al⁸, quality is a dynamic situation that relates to people, processes, products, services, and the environment and meets or surpasses consumer expectations. The combination of features and qualities that make up a product's quality determines how effectively it satisfies consumers' fundamental needs. The best strategy for firms to draw customers in is by providing high-quality items⁹. Increasing client value through personal selling services, including sales, might be essential to supporting the target market. It is crucial when selling a product to have a skilled salesperson who can clearly communicate the benefits of the product. Therefore, understanding how to achieve customer satisfaction and profit is vital. Salespeople should possess knowledge of sales data analysis, market potential evaluation, market information gathering, and designing effective marketing strategies. Personal selling involves direct or face-to-face communication between the seller and potential customers, with the aim of introducing products and helping customers understand the impact of personal selling and pricing on their purchase decisions, motivating them to make a purchase¹⁰.

Several studies related to the impact of price, product quality, and personal selling on purchasing decisions have been conducted by (Hidayat, 2022) Stating that the price has a positive impact on purchasing decisions means that the more affordable the price of a

2022, *Tanjungpinang, Riau Islands, Indonesia* (presented at the Proceedings of the International Conference on Economic, Management, Business and Accounting, ICEMBA 2022, 17 December 2022, Tanjungpinang, Riau Islands, Indonesia, Tanjungpinang, Indonesia: EAI, 2023) <<https://doi.org/10.4108/eai.17-12-2022.2333267>>.

⁶ Indriani Putri Asmoro and Meylani Tuti, 'Satisfaction with Packaging and Price to Purchase Decision and Repurchase Intention', *Jurnal Dinamika Manajemen Dan Bisnis*, 6.1 (2023), 66–79 <<https://doi.org/10.21009/JDMB.06.1.5>>.

⁷ Tjokorda Gde Agung Wijaya Kesuma Suryawan and others, 'How Product Review, Price and Ease of Transaction Affect Online Purchase Decision: Study of Bukalapak Users in Gelgel Village, Bali', *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 14.1 (2023), 287–305 <<https://doi.org/10.18196/jbti.v14i1.18463>>.

⁸ Rusmaidi Fetra, Theresia Pradiani, and Faturrahman, 'The Influence of Price, Facilities, and Service Quality on Re-Staying Interest', *ADI Journal on Recent Innovation (AJRI)*, 4.2 (2023), 184–93 <<https://doi.org/10.34306/ajri.v4i2.867>>.

⁹ Rajasa and others.

¹⁰ Willy Hadinata, Ryan Trizie, and Jarungjung Hutagaol, 'The Effect Of Personal Selling, Sales Promotion And Product Quality On The Purchase Decision Of Yuasa Brand Motor Battery At PT. Adidaya Karya Indotama Medan', 12.01 (2023).

product, the easier it is for consumers to make the decision to purchase that product¹¹. Meanwhile, based on research conducted by (Destarini & Prambudi, 2020) it is stated that the price has a negative impact on purchasing decisions, which means that the price is not a determining factor in the purchase decision¹². In (Hadi, 2020)'s research, it is stated that the product quality has a positive simultaneous impact on purchasing decisions¹³. Meanwhile, based on (Maiza et al., 2022)'s research, it is stated that the product quality variable has a negative and non-significant impact on purchasing decisions¹⁴. In (Amrita, 2021)'s research it is stated that personal selling has a positive and significant impact on purchasing decisions, meaning that the better the personal selling, the more it increases the purchasing decisions for the brand's products¹⁵. Meanwhile, based on (Samsinar et al., 2020)'s research, it was found that the personal selling variable does not have a significant partial influence on purchasing decisions. The inconsistency in the results of previous research has prompted the need for a similar study that combines the three independent variables, as they are closely related to purchasing decisions that indicate the fluctuation of consumer purchasing decisions¹⁶. This is the focus of the research: how the quality of the product provided, whether the price is affordable for the tempeh being sold, and whether the Personal Selling provided by the seller is sufficient to influence the tempeh buyer's decision. Therefore, the tempeh industry in Sepande Village must address the issues that arise by analyzing the causes of these problems and rectifying them as soon as possible to ensure customer satisfaction and prevent them from switching to competitors. There are a considerable number of home-based tempeh industries in Sepande Village, but the ones that offer various packaging and sizes can only be estimated. Pak Anan's tempeh business is located in Sepande Village, RT. 6 RW. 2, Candi District, Sidoarjo Regency, East Java. Pak Anan's tempeh business has been operating since 1990 and continues to do so. For approximately 33 years, Pak Anan has been producing tempeh for the people of Sidoarjo. Therefore, this research aims to analyze the impact of price, product quality, and personal selling on customer satisfaction with tempeh products. Product quality, price, and promotions are factors that significantly influence purchase decisions. Before buying a product, consumers will assess what the product is like and how much it costs. This is the focus of consumers who are concerned about whether the offered product matches its price and quality. If a product has poor quality, it will affect the company's sales. Based on the theory, background information mentioned above, and previous research, the researcher is

¹¹ Ridho Rahmad Hidayat, 'The Influence of Price and Product Quality on The Purchase Decision', 3.2 (2022).

¹² Fahra Destarini and Bono Prambudi, 'Pengaruh Produk dan Harga Terhadap Keputusan Pembelian Pada Konsumen 212 Mart Condet Batu Ampar', *Jurnal Ekobis : Ekonomi Bisnis & Manajemen*, 10.1 (2020), 58–66 <<https://doi.org/10.37932/j.e.v10i1.27>>.

¹³ Hadinata, Trizie, and Hutagaol.

¹⁴ Fiksi Maiza, Agus Sutardjo, and Rizka Hadya, 'Pengaruh Kualitas dan Harga Produk Terhadap Keputusan Pembelian Konsumen Pada Toko Nazurah Hijab Di Kubang Tungkek Kabupaten Lima Puluh Kota', 4.2 (2022).

¹⁵ Widya Amrita, 'Pengaruh Citra Merek, Harga Dan Personal Selling Terhadap Keputusan Pembelian Produk Merek', *Jurnal Manajemen*, 1.4 (2021).

¹⁶ Samsinar Samsinar and others, 'Pengaruh Media Promosi Internet dan Personal Selling terhadap Keputusan Pembelian Produk Skin Care SR Olshop di Kota Makassar', *Journal of Economic Education and Entrepreneurship Studies*, 1.2 (2020), 78 <<https://doi.org/10.26858/je3s.v1i2.19896>>.

interested in conducting a study with the title “Consumer Considerations In Buying Tempe: A Case In Sepande Village, Sidoarjo.

In this chapter, the author is asked to explain the background of the problem that the study focuses on in this article with the support of brief literature or survey to show the current conditions and show the best previous solutions, to show the main limitations of the previous research, to show what is to be achieved (to solve the limitations), and to show the scientific benefits or novelties of this article. The focus of the study in this article can be stated in a statement. In addition, the author must also explicitly describe the originality of the article by providing a statement about the state of the art (the latest) science, the sophistication of viewpoints and / or approaches, the novelties of findings (novelties, new to science), or the greatness of theory. The existence of the state of art and the contribution of this new theory/idea demonstrates the importance this article made.¹

RESEARCH METHODS

This research employs a quantitative method with a descriptive research type to determine the values of an independent variable, either one or several independent variables, without making comparisons associated with other variables. The research utilizes the Purposive sampling method, where the sample is selected based on specific criteria¹⁷. The type of data used in this research is primary data obtained directly in the field by the researcher. The sampling technique used in this study is Accidental sampling, done based on chance encounters with individuals who meet the research criteria. The purpose of developing these criteria is to consider decision-making when filling out the questionnaire. The research location is in the Sepande Village, Candi District, Sidoarjo Regency, East Java Province. The population in this study consists of consumers who have purchased the product more than once within a one-week period. Sampling in this research also uses the Lemeshow formula because the population size is infinite or unknown¹⁸. Hence, the total number of research respondents who purchased Pak Anan's tempe products is 96 respondents. In this study, the questionnaire method is used as the data collection method. The questionnaires are directly given to consumers who have purchased Pak Anan's tempe in Sepande Village. Data processing in this research utilizes the Smart Partial Least Square (SmartPLS) application. The data measurement tool in this study uses the Likert Scale, which is used to measure attitudes, opinions, and perceptions about social events or phenomena. The assessment of questionnaire responses is as follows: a value of 1 for strongly disagree; a value of 2 for disagree; a value of 3 for neutral; a value of 4 for agree; and a value of 5 for strongly agree.

RESULT AND DISCUSSION

Data response description

The characteristics of the respondents in this study can be determined based on the

¹⁷ Oktavia Mulyani and Nurul Hermina, ‘The Influence of Digital Marketing and Brand Awareness on Increasing Brand Image and Its Impact on Purchasing Decisions’, *Prisma Sains: Jurnal Pengkajian Ilmu Dan Pembelajaran Matematika Dan IPA IKIP Mataram*, 11.1 (2023), 132 <<https://doi.org/10.33394/j-ps.v11i1.6594>>.

¹⁸ Wawan Wasik Marzuki and . Triyono, ‘Pengaruh Religiusitas, Sertifikasi Halal, dan Bahan Produk Terhadap Keputusan Pembelian’, *Value Added: Majalah Ekonomi dan Bisnis*, 17.2 (2021) <<https://doi.org/10.26714/vameb.v17i2.7885>>.

research conducted between May 15, 2023, and August 31, 2023, by distributing questionnaires using the accidental method to 96 respondents who meet the research criteria and have purchased Pak Anan's tempe.

Table 1. Respondent Criteria Based on Gender

Gender	Frequency	Presentage
Male	15	16%
Female	81	84%
Total	100%	100%

Source: Primary data processed by the researcher

Based on the data, it can be observed that tempeh buyers in Sepande Village, Sidoarjo are predominantly female, with a percentage of 84% or 81 individuals, compared to male users who account for only 16% or 15 individuals. From the data, it can be concluded that tempeh buyers in Sepande Village, Sidoarjo, are mostly dominated by females compared to males.

Table 2. Respondent Criteria Based on Age

Age	Frequency	Presentage
15-20 years old	2	2%
20-30 years old	33	34%
30-50 years old	45	47%
Above 50 years old	16	17%
Total	100%	100%

Source: Primary data processed by the researcher.

From the data in Table 2, it can be seen that the age range of respondents is divided into four categories: aged 15-20 years, which accounts for 2 respondents or 2%; aged 20-30 years, which accounts for 33 respondents or 34%; aged 30-50 years, which accounts for 45

respondents or 47%; and above 50 years, which accounts for 16 respondents or 17%. This suggests that the average tempeh buyers in Sepande Village, Sidoarjo, fall into the 30-50 years category, with a total of 45 individuals. Meanwhile, the fewest tempe buyers were in the 15-20 year age range, namely 2 people.

Occupation

Table 3. Respondent Criteria Based on Occupation

Occupation	Frequency	Presentage
Homemaker	40	42
Student	15	16
Civil Servant (PNS - Pegawai Negeri Sipil)	8	8
Private Sector Employee	24	25
Other	9	9
Total	100%	100%

Source: Primary data processed by researchers

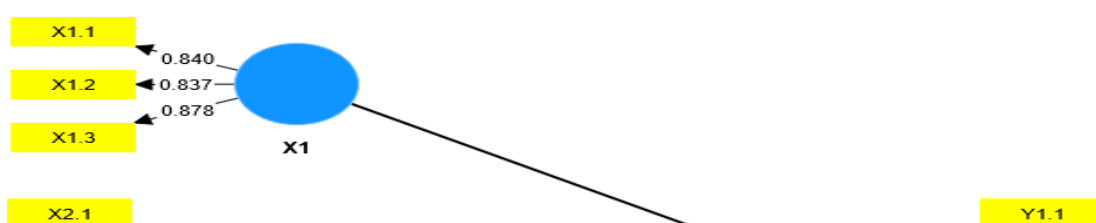
From table 33 data, it can be seen that the occupations of the respondents are divided into 5 categories, namely Housewives with 40 respondents or 42%, Students with 15 respondents or 16%, Civil Servants (PNS) with 8 respondents or 8%, Private sector with 24 respondents or 25%, and for the Other category with 9 respondents or 9%. This can be concluded that the average tempe buyers in Sepande Village, Sidoarjo City fall into the Housewives category, with 40 respondents or 42%.

Hypothesis testing and analysis

In this study, data analysis involves validity testing, reliability testing, and hypothesis testing. These tests are conducted using PLS (Partial Least Square) with the participation of 96 tempe buyers in Sepande Village, Sidoarjo City as respondents. The purpose of using this method is to assess the validity of the conducted research

Measurement Model (outer model)

The following is a path diagram of the validity test that has been processed using PLS, as follows:



Source: PLS Output Results

Figure 1. Research Outer Model

Convergent Validity Test

For preliminary research, loading factor values of 0.05-0.06 are considered quite good, and the Average Variance Extracted (AVE) is considered valid if its value is greater than 0.05.

Table 4. Loading Factor Results

	X1	X2	X3	Y1
X1.1	0.840			
X1.2	0.837			
X1.3	0.878			
X2.1		0.859		
X2.2		0.929		
X2.3		0.840		
X3.1			0.832	

	X1	X2	X3	Y1
X3.2			0.925	
X3.3			0.903	
Y1.1				0.86 8
Y1.2				0.79 6
Y1.3				0.70 8

Source: PLS Output Results

Based on Table 4, it can be observed that the loading factor values are all above 0.50 for each question. The highest loading factor value can be seen in question or indicator X2.2 with a value of 0.929. Meanwhile, the lowest loading factor value is found in indicator Y1.3 at 0.708. From these results, it can be concluded that all indicators in the data are considered valid.

Discriminant Validity Test

Table 5. Fornell Lacker Criterium

	X1	X2	X3	Y1
X1	0,852			
X2	0,286	0,877		
X3	0,241	-0,063	0,887	
Y1	0,424	0,265	0,322	0,794

Source: PLS Output Results

Based on Table 5, it can be observed that the PLS analysis using the Fornell-Lacker criterion for discriminant validity explains that the values of each correlation have a good

ratio for the requirements in the research, which should be above 0.50-0.60.

Furthermore, for the discriminant validity testing, the results were obtained from the measurement using SmartPLS 4.0, specifically the values of AVE (Average Variance Extracted) for the indicators of Price, Product Quality, Personal Selling, and Purchase Decision. Here are the results of these measurements using PLS 4.0:

Table 6. AVE (average variance extracted)

No	Variabel	Average varianceextracted (AVE)
1	Price	0,726
2	Qualty product	0,769
3	Personal Selling	0,788
4	Purchase decision	0,630

Source: PLS Output Results

Based on Table 6, it can be observed that the AVE (Average Variance Extracted) values are all greater than 0.50 for all variables, including Price, Product Quality, Personal Selling, and Purchase Decision. From these results, it can be concluded that all the instruments/indicators used have good discriminant validity and can be considered valid.

Reability Test

Tabel 7. Cronbach's Alpha dan Composite Realibility

Variable	Cronbach'salpha	Compositereliability
Price	0,812	0,888
Product quality	0,858	0,909
Personal Selling	0,867	0,917
Purchase decision	0,711	0,835

Source: PLS Output Results

Based on Table 7, it can be seen that the Cronbach's alpha values for each variable, Price, Product Quality, Personal Selling, and Purchase Decision, are all above 0.70. From the data, it can be observed that the Cronbach's alpha results for the variables Price (0.812), Product Quality (0.858), Personal Selling (0.867), and Purchase Decision (0.711) are categorized as highly reliable according to (Ghozali, 2014).

The variable with the highest composite reliability value is Personal Selling, with a value of 0.867, which is categorized as highly reliable. The variable with the lowest composite reliability value is Purchase Decision, with a value of 0.711, which is still considered highly reliable. This is followed by Product Quality (0.858) and Price (0.812), both of which have composite reliability values categorized as highly reliable.

Hypothesis testing

Hypothesis testing for R-squared

The R-squared value is used to measure the extent of variation change stages between independent variables and dependent variables.

Table 8. R-Square Test

	R-square	R-squareadjusted
Y1	0.423	0.404

Source: PLS Output Results

Based on the above Table 8, it can be seen that the R-Square value for the Purchase Decision variable is 0.423 or 42%. Furthermore, the adjusted R-Square value obtained is 0.404 or 40%. This can be concluded that the variables Price (X1), Product Quality (X2), and Personal Selling (X3) can measure and have a good relationship with the Purchase Decision variable with a good R-Square value of 42% and an adjusted R-Square of 40%. The remaining variation is explained by other indicators or variables outside the scope of the researcher's study.

T-Test (partial test)

The t-test is conducted to identify whether the variables used have a significant positive influence in the context of PLS (Partial Least Squares) analysis, as explained below:

Table 9. T-Test Partial

Originalsample (O)	T statistics(O/STDEV)	P values
X1 -> Y1	0.306	2.352
		0.019

X2 -> Y1	0.193	2.050	0.040
X3 -> Y1	0.260	3.154	0.002

Source: PLS Output Results

Based on Table 8, the following can be explained:

Based on the PLS measurement results for the Price Variable, it shows that the calculated t-value (t-test) is greater than the tabulated t-value, with a value of $2.352 > 1.986$. Additionally, the p-value is $0.019 < 0.05$. Therefore, it can be summarized that from this analysis, it can be concluded that Price has a positive and significant influence on the purchase decision of tempe in Sepande Village, Sidoarjo City. Based on the PLS measurement results for the Product Quality variable, it shows that the calculated t-value (t-test) is greater than the tabulated t-value, with a value of $2.050 > 1.986$. Additionally, the p-value generated is $0.040 < 0.05$. Consequently, this analysis concludes that the decision to purchase tempe in Sepande Village, Sidoarjo City, is positively and significantly influenced by the quality of the product. The computed t-value (t-test), with a value of $3.154 > 1.986$, is bigger than the tabulated t-value, according to the PLS measurement findings for the Personal Selling variable. Additionally, the p-value generated is $0.002 < 0.05$. Consequentially, this analysis concludes that tempe purchase decisions in Sepande Village, Sidoarjo City, are positively and significantly influenced by personal selling.

The Influence of Price on Purchase Decision

The data analysis results indicate that the purchase decision is highly influenced by the price variable. This suggests that price has an impact on people's decisions to buy tea in Sepande Village, Sidoarjo City. Therefore, if the price offered by tempe sellers to the community is better and affordable, it will likely lead to an increase in the purchase decision of tempe in Sepande Village, Sidoarjo City. Conversely, if the prices are unaffordable and unfavorable in the community, it may result in a decrease in the purchase decision of tempe in Sepande Village, Sidoarjo City. Price refers to the amount of money consumers must pay to acquire a particular product or service. Price is one of the critical factors that influence consumer purchase decisions. Affordable pricing, or pricing that aligns with the buyer's budget, enhances the attractiveness of a product. Prospective buyers tend to choose products that offer benefits in line with the cost incurred. Reasonable pricing is often interpreted as a good value. If consumers feel that the price they pay is commensurate with the benefits and quality of the product, they are more likely to make a purchase. The results of this study are in line with the research conducted by (Pratiwi et al., 2019) in her study, which states that there is an influence of price on consumer purchase decisions. Increasing client value through personal selling services, including sales, might be essential to supporting the target market. It is crucial when selling a product to have a skilled salesperson who can clearly communicate the benefits of the product¹⁹.

The Influence of Product Quality on Purchase Decision

¹⁹ Afrida Pratiwi, Dedi Junaedi, and Agung Prasetyo, 'Pengaruh Harga terhadap Keputusan Pembelian Konsumen: Studi Kasus 212 Mart Cikaret', 2.2 (2019).

Based on the data analysis conducted, it has been found that the Product Quality variable significantly influences Purchase Decision. This indicates that there is an influence between Product Quality and the purchase decision of tempe in Sepande Village, Sidoarjo City. Therefore, if the quality of the tempe products offered by tempe sellers to the community is better, it will likely lead to an increase in the purchase decision of tempe in Sepande Village, Sidoarjo City. Conversely, if the quality of the tempe products is poor, it may result in a decrease in the purchase decision of tempe in Sepande Village, Sidoarjo City. Product quality refers to the attributes, features, and characteristics of a product that influence the extent to which the product meets the expectations and needs of consumers. Product quality encompasses reliability, performance, appearance, durability, and everything that makes a product worthwhile and desirable to consumers. High product quality tends to create customer satisfaction because the product meets or even exceeds their expectations. Customer satisfaction is a crucial factor in influencing purchase decisions. Good product quality often adds value for consumers. They feel that the product provides benefits commensurate with the price paid, which encourages them to make a purchase. Consistent product quality can build a strong brand reputation. Consumers tend to choose products from brands known for their quality, and this can influence purchase decisions. The results of this study are in line with the research conducted by (Martini & Feriyansyah, 2021) in his research stated that there is an influence of product quality on consumer purchasing decisions. This means that the increasing product quality of the various brands offered will be able to increase consumer purchasing decisions²⁰.

The Influence of Personal Selling on Purchase Decision

Based on the data analysis conducted, it has been found that the Personal Selling variable significantly influences Purchase Decision. This indicates that there is an influence between Personal Selling and the purchase decision of tempe in Sepande Village, Sidoarjo City. Therefore, the more successful the seller's personal selling efforts, the more probable it is that potential customers or purchasers will decide to buy tempe in Sepande Village, Sidoarjo City. In contrast, if the seller's personal selling is less successful, it could lead to a drop in the decision to buy tempe in Sepande Village, Sidoarjo City. Purchase decisions are the processes through which consumers choose which items or services to purchase, whereas personal selling refers to sales activities that entail direct interaction between the seller and potential customers. Personal selling encompasses face-to-face or other in-person interactions as well as telephone calls or other types of personal connections between the seller and potential clients or consumers. Explaining products or services, responding to queries or concerns, and helping clients comprehend the advantages of the product and how it might satisfy their needs are all common components of personal selling. The findings of this study are in line with those of (Sutomo & Santi, 2019) who found that personal selling had an impact on consumers' decisions to make purchases. The more effectively a seller uses personal selling, the more it improves customer buying decisions, and vice versa²¹

CONCLUSION

According to this study, pricing affects consumers' decisions to buy tea in Sepande

²⁰ Aldini Nofta Martini and Ahmad Feriyansyah, 'Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Oppo Di Kota Pagar Alam', 2021.

²¹ Maskuri Sutomo and Ira Nuriya Santi, 'Pengaruh Personal Selling Terhadap Keputusan Pembelian Kacamata Pada Agung Optik Di Kota Palu', *On Line*, 5.2 (2019).

Village, Sidoarjo. This implies that pricing plays a significant role in influencing potential purchasers' decisions about whether or not to purchase a product. Prospective purchasers typically favor stores whose prices fit within their spending limits. The findings of the study also show that the decision to buy tempeh is influenced by the quality of the product. This suggests that potential customers select products with high-quality attributes like a delectable flavor, consistency, and appealing look. The study also shows that people's decisions to buy are influenced by personal selling. Personal selling, which entails the seller's direct engagement with potential customers, seems to be important in helping those customers comprehend the advantages of tempe and may even persuade them to buy. This study shows how pricing, product quality, and personal selling interact to affect consumer decisions when buying tempe in Sepande Village, Sidoarjo. This suggests that before choosing to purchase tempe, buyers weigh a variety of criteria. The results of this study can help tempe producers in Sepande Village, Sidoarjo, gain an understanding of the variables affecting prospective customers' buying decisions. Producers can modify prices, enhance product quality, and maximize human selling encounters, among other more successful marketing techniques, with the help of the research findings. Future research should look into expanding the sample size under study and taking into account other factors that might affect consumers' decisions to buy. This study could lay the groundwork for more research and development.

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