

The Effect of Price, Packaging, and Product Quality on the Purchase Decision of MSME Products (Case Study on Palm Souvenir Shops in Lubuklinggau City)

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ABSTRACT



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MSME souvenir products are one of the local business sectors that help support regional economic growth by offering products that represent the unique characteristics of an area and are often purchased as gifts or souvenirs. To remain competitive and continue growing, MSME businesses need to understand consumer needs and preferences. Uncovering the key drivers behind consumer buying behavior is crucial for boosting organizational competitiveness and business results. The purpose of this research is to evaluate how product quality, packaging, and pricing impact consumer choices when purchasing traditional food souvenirs from Aren Linggau micro, small, and medium enterprises (MSMEs) located in Lubuklinggau City. Adopting a quantitative framework, this study employs a causal-associative design. Data were gathered via questionnaires utilizing a Likert scale distributed to 128 participants. These respondents were chosen through purposive sampling from a monthly consumer base of 450 individuals. The analytical process relied on multiple linear regression via SPSS version 25. The findings reveal that pricing exerts a favorable and statistically significant impact on buying choices, yielding a calculated t -statistic of 4.579. Similarly, packaging demonstrates a positive and significant influence with a t -value of 4.675, while product quality also shows a significant positive effect with a t -value of 5.196. When tested collectively, all three factors significantly drive purchasing decisions, producing an F -value of 21.205. Furthermore, the adjusted R^2 coefficient of 0.323 demonstrates that these variables account for 32.3% of the variance in purchase decisions, with the remaining 67.7% governed by external factors outside this scope. Ultimately, these insights suggest that local souvenir food businesses should strategically focus on maintaining appropriate pricing, appealing packaging, and high product standards simultaneously to optimize their marketing performance.

Keywords: Price, Packaging, Product Quality, Purchase Decision, MSMEs

1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) have a very strategic role in Indonesia's national economy. This sector not only contributes more than 61.1% to the national Gross Domestic Product (GDP), but also absorbs almost 97% of the workforce, and the number of units has exceeded 64 million business units (Nasrida et al., 2023). The large role of MSMEs makes this sector the backbone of the Indonesian economy that needs to continue to be driven by growth. The government also consistently pays great attention to the development of MSMEs through various empowerment programs and capacity building of business actors. Therefore, understanding consumer behavior is key for MSME actors to adjust their business strategies to market needs and desires (Nasrida et al., 2023).

One of the MSME sectors that has considerable potential to develop is the culinary industry, especially special food souvenirs. Food is a staple of society's daily needs, so its demand will never stop (Diana et al., 2024). Souvenir food has different characteristics from ordinary food because it is not only purchased for personal consumption, but also as a souvenir, a symbol of the peculiarities of an area, and part of travel memories (Vianita et al., 2025). This uniqueness makes souvenir products have more value in the eyes of consumers than food products in general. Thus, souvenir specialties are an interesting topic to be studied more deeply, especially in the field of marketing and consumer behavior that is increasingly dynamic and competitive in the current era.

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The condition of the regional economy also strengthens the importance of this research to be conducted. Based on data from the Central Statistics Agency of Lubuklinggau City (2024), the city's economy is recorded to grow by 4.62% in 2024. This growth figure illustrates that trade activities and people's spending habits have a considerable contribution in driving the regional economy. According to data from the Lubuklinggau City Cooperatives and MSME Business Office (2026), as many as 7,190 MSMEs have been registered with a workforce of more than one million people and a monthly turnover of around IDR 882.4 billion. The size of this number shows that the competition between business actors in the city is quite high, so understanding consumer behavior is very important for business sustainability.

Buying decisions represent the ultimate phase in the consumer journey, where individuals carefully evaluate multiple alternatives before committing to a purchase. This final choice is shaped by a variety of elements, including product quality, visual presentation, pricing, and functional benefits. Especially for souvenir specialty food products, the purchase decision process becomes more complex because the product is not only purchased for personal consumption, but also to be carried, stored, and given to others (Annisa et al., 2023). Consumers will go through a series of evaluation stages before choosing a particular product. Therefore, product characteristics that are easy to see and feel directly by consumers have a very big role in shaping purchasing decisions for typical food products for MSME souvenirs.

Pricing serves as a critical element driving consumer buying choices, as it connects directly to buyers' purchasing power and their evaluation of a product's value. Shoppers generally proceed with a purchase when the cost aligns reasonably with the perceived benefits, yet they will walk away if the price feels excessive. As defined by Kotler and Armstrong (2018), price represents the monetary exchange required for a consumer to acquire a good or service alongside its associated advantages. Within the realm of food-based MSMEs, prior studies demonstrate that pricing yields a favorable and statistically significant impact on buyer decisions (Fadillah et al., 2024). Consequently, establishing optimal pricing stands out as a fundamental strategic priority for local souvenir food enterprises.

Packaging is also an important factor in consumer purchasing decisions. Currently, packaging not only serves as a product protector but also as a means of visual communication, brand recognition, and first impression formation for consumers (Alfayed et al., 2024). In souvenir food products, the appearance of the packaging is often the consumer's initial assessment in determining whether the product is worth buying or being used as a souvenir (Zed et al., 2024). Attractive, neat, and easy-to-carry packaging can give the impression that the products in it are of good quality. Previous research has also proven that creative and informative packaging can encourage consumers to decide to buy a product

(Laoli et al., 2024), so the packaging aspect must be the main concern of souvenir food business actors.

Product quality is the next determining factor that influences consumer purchasing decisions. The quality of food products can be judged from various aspects such as performance, reliability, durability, and quality that are directly perceived by consumers (Kotler & Keller, 2021). A good quality product will build consumer confidence to buy, while products of dubious quality can reduce buying interest. In souvenir food products, quality is a bigger consideration because consumers also think about the feasibility of the product being given to others (Fisabilillah et al., 2025). Research on Surabaya's typical souvenir food proves that product quality affects purchase decisions (Wisesa, 2021), which means that the better the product quality, the higher the likelihood of consumers making a purchase.

Several prior investigations have analyzed how product attributes impact buying choices, either individually or in combination. For instance, research conducted by Diana et al. (2024) indicates that packaging, price, and product quality collectively exert a substantial influence on consumer decisions regarding MSME merchandise. Atussa'dyah and Hartiningtyas (2022) also proved the same thing in processed soybean products in Tulungagung. However, most previous studies have only tested one or two independent variables separately against a purchase decision. There has been no research that has tested these three variables simultaneously on souvenir food products in Lubuklinggau City, so there are research gaps that need to be filled to enrich scientific studies in the field of marketing and consumer behavior.

This research was conducted at Aren Linggau MSMEs located on Jalan Lapter Silampari, East Lubuk Linggau I District. This store was established around 2019 and focuses on palm sugar-based food products, such as palm sponges, palm layers, and krekers with modern packaging that elevates local wisdom as a characteristic of the product (Linggau Pos, 2024). Aren Linggau also acts as an MSME center that accommodates around 50 local business actors to market their products. As one of the souvenir centers that is widely known and visited by the public and tourists, Aren Linggau is a relevant and strategic research object to examine the influence of price, packaging, and product quality on consumer purchase decisions in Lubuklinggau City.

In light of the preceding background, this research intends to: (1) evaluate the impact of pricing on buying choices, (2) assess the effect of packaging on consumer decisions, (3) examine how product quality influences purchasing behavior, and (4) investigate the combined effect of price, packaging, and product quality on consumer selections regarding traditional food souvenirs offered by Aren Linggau MSMEs in Lubuklinggau City. Ultimately, these findings aim to deliver empirical insights into the determinants of consumer buying behavior, serving as a foundation for strategic recommendations for local government bod-

ies and small-business operators looking to elevate the market competitiveness of regional souvenir foods (Pradesa et al., 2023).

2. Methods

2.1 Types and Approaches to Research

This research adopts a quantitative framework utilizing a causal-associative design. The quantitative methodology was selected to empirically evaluate variable relationships using respondent data processed through statistical techniques, thereby generating objective and scientifically substantiated conclusions (Sugiyono, 2022). The framework comprises independent variables specifically price (X_1), packaging (X_2), and product quality (X_3) alongside a dependent variable representing consumer purchase decisions (Y).

2.2 Population and Sample

The population in this study is all consumers who buy souvenir specialty food products at the Aren Linggau store, Lubuklinggau City. Based on store sales data (2026), the number of consumers is estimated to be 450 people per week. Sample sizes were calculated utilizing Slovin's formula based on a 5% margin of error, structured as follows:

$$n = \frac{N}{1 + N(e)^2} = \frac{450}{1 + 450(0,05)^2} = \frac{450}{3,5} = 128,5 \approx 128 \text{ responden}$$

A purposive sampling method was applied, targeting respondents who met specific criteria: regular patrons of Aren Linggau who have previously bought their items, made a minimum purchase of IDR 100,000, and are at least 17 years of age.

2.3 Data collection techniques

First-hand information was gathered via structured questionnaires built around specific variable indicators, utilizing a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Direct observations were also conducted to evaluate store conditions, product appearances, packaging styles, and pricing structures on-site. Meanwhile, secondary records were compiled from academic textbooks, peer-reviewed journals, and official documentation provided by the Cooperatives and SMEs Office of Lubuklinggau City.

Table 1. Research Instrument Grid

Variable	Indicator	Number of Items
Price (X1)	Price affordability; price conformity with quality; price competitiveness; Price Compatibility with Benefits	5
Packaging (X2)	Attractive design; neat and clean; protect the product; easy to carry; Clear information	5

Product Quality (X3)	Product performance; reliability; durability; specification conformity; Perceived quality	5
Purchase Decision (Y)	Product selection; brand choice; choice of distributor; time of purchase; the amount of purchases; Payment methods	6

Source: Data processed, 2026

2.4 Data Analysis Techniques

Data processing was performed using IBM SPSS version 25 through a multi-step procedure: (1) validity testing via the comparison of computed r -statistics against critical r -table values; (2) reliability assessment utilizing a Cronbach's alpha threshold above 0.60; (3) classical assumption diagnostics, encompassing normality checks (Kolmogorov-Smirnov), multicollinearity evaluations (Tolerance values above 0.10 and VIF below 10), and heteroscedasticity testing; and (4) multiple linear regression analysis governed by the following equation:

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

and (5) hypothesis testing including t-test (partial), F-test (simultaneous), and determination coefficient (R^2).

3. Results and Discussion

3.1 Respondent Profile

Of the 128 respondents of Aren Linggau consumers, based on age, 36 people (28.1%) were dominated by the age group >50 years old, followed by 34 people (26.6%), 30 people (23.4%), and 28 people (21.9%) from 17-30 years old. Based on gender, female respondents dominated with 66 people (51.6%) and men 62 people (48.4%). Based on job profiles, civil servants, private employees, and housewives amounted to 28 people (21.9%), students/students 25 people (19.5%), and self-employed 19 people (14.8%).

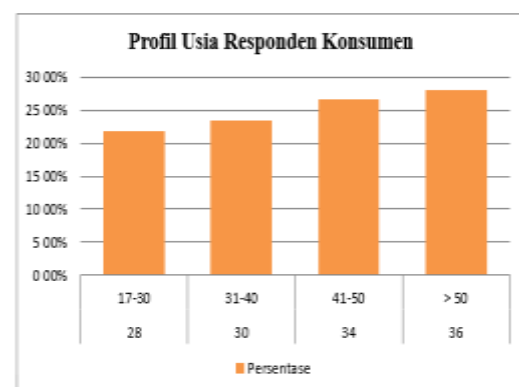


Figure 1. Age Profile of Consumer Respondents, Aren Linggau

Source: Data Processing Results (2026)

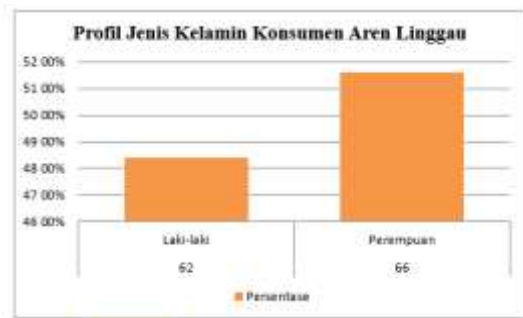


Figure 2. Respondent Gender Profile Aren Linggau Consumer

Source: Data Processing Results (2026)

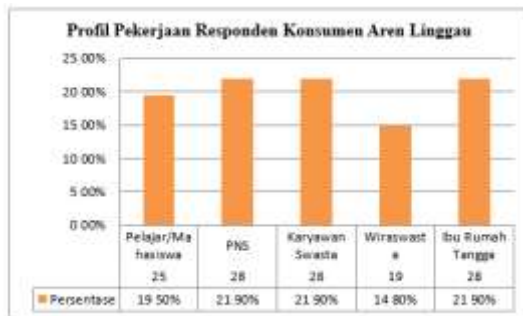


Figure 3. Job Profile of Consumer Respondents in Aren Linggau

Source: Data Processing Results (2026)

3.2 Validity and Reliability Tests

Validity assessments were conducted by evaluating computed r -statistics against the critical r -table threshold ($n = 128 - 2 = 126$, yielding an r -table value of 0.1743). Every questionnaire item across all four variables generated a calculated r -value exceeding the critical threshold, confirming that all items were valid. Additionally, reliability evaluations demonstrated Cronbach's alpha coefficients above 0.60 for all variables, signifying that the research instrument was dependable and internally consistent.

Table 2. Validity Test Results

Variable	Item	r Table	r Count	Remarks
Price (X1)	X1.1	0,1743	0,826	Valid
	X1.2	0,1743	0,805	Valid
	X1.3	0,1743	0,834	Valid
	X1.4	0,1743	0,802	Valid
	X1.5	0,1743	0,789	Valid
Packaging (X2)	X2.1	0,1743	0,805	Valid
	X2.2	0,1743	0,859	Valid
	X2.3	0,1743	0,879	Valid
	X2.4	0,1743	0,784	Valid
	X2.5	0,1743	0,845	Valid
Product Qual-	X3.1	0,1743	0,844	Valid

ity (X3)	X3.2	0,1743	0,816	Valid
	X3.3	0,1743	0,833	Valid
	X3.4	0,1743	0,860	Valid
	X3.5	0,1743	0,889	Valid
	Y.1	0,1743	0,827	Valid
	Y.2	0,1743	0,827	Valid
Purchase Decision (Y)	Y.3	0,1743	0,872	Valid
	Y.4	0,1743	0,843	Valid
	Y.5	0,1743	0,742	Valid
	Y.6	0,1743	0,882	Valid

Source: Data processed from the results of SPSS 25, 2026

Table 3. Reliability Test Results

Yes	Variable	Cronbach's Alpha	N of Item	Remarks
1	Pricing	0,809	5	Reliable
2	Packaging	0,814	5	Reliable
3	Product Quality	0,817	5	Reliable
4	Purchase Decision	0,805	6	Reliable

Source: Data processed from the results of SPSS 25, 2026

3.3 Classical Assumption Test

The normality check, executed via the One-Sample Kolmogorov-Smirnov test, yielded an asymptotic significance (2-tailed) value of 0.200, which exceeds the 0.05 threshold, thereby confirming that the data followed a normal distribution. The multicollinearity test showed a *Tolerance* value of all variables > 0.10 and *VIF* < 10 , so multicollinearity did not occur. The heteroscedasticity test showed a significance value of all variables > 0.05 , so there was no heteroscedasticity problem.

Table 4. Classical Assumption Test Results

Test	Variable	Results	Remarks
Normality	—	Sig. 0.200	Normal Distributed
Multicollinearity	Pricing	LIFE 1,010; <i>Tolerance</i> 0.990	Multicollinearity-free
	Packaging	DIV, 1,034; <i>Tolerance</i> 0.967	Multicollinearity-free
	Product	LIFE	Multicollinear

	Quality	1,031; Tolerance 0.970	ity-free
Heteroscedasticity	Pricing	Sig. 0.787	Not Happening
	Packaging	Sig. 0.079	Not Happening
	Product Quality	Sig. 0.161	Not Happening

Source: Data processed from the results of SPSS 25, 2026

3.4 Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis, the following equations were obtained:

$$Y = -1,302 + 0,417X_1 + 0,427X_2 + 0,458X_3 + e$$

Table 5. Multiple Linear Regression Test Results

Years	Variable	Regression Coefficients	Sig.	Remarks
	Constant	-1,302	0,600	Insignificant
1	Price (X1)	0,417	0,000	Very Significant
2	Packaging (X2)	0,427	0,000	Very Significant
3	Product Quality (X3)	0,458	0,000	Very Significant

Source: Data processed from the results of SPSS 25, 2026

A constant value of -1.302 indicates that without the influence of the three independent variables, buying decisions tend to decline. The price coefficient of 0.417 indicates a positive relationship between price perception and purchase decisions. The packaging coefficient of 0.427 indicates that the better the packaging, the more the purchase decision will be improved. Product quality has the largest coefficient of 0.458, making it the most dominant variable in influencing purchasing decisions.

3.5 Hypothesis Testing

Table 6. Partial Test Results (t-test)

Years	Variable	t count	t table	Sig.	Remarks
1	Price (X1)	4,579	1,65714	0,000	H1 Accepted
2	Packaging (X2)	4,675	1,65714	0,000	H2 Accepted

3	Product Quality (X3)	5,196	1,65714	0,000	H3 Accepted
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Source: Data processed from the results of SPSS 25, 2026

Table 7. Simultaneous Test Results (F Test) and Coefficient of Determination

Test	Value	Remarks
F count	21,205	—
F Table	2,68	—
Sig.	0,000	H4 Accepted (Effective Simultaneously)
Adjusted R Square	0,323	32.3% explained by X1, X2, X3

Source: Data processed from the results of SPSS 25, 2026

3.6 Discussion

The Influence of Price on Purchase Decisions. The *t*-test outcomes demonstrate that pricing exerts a favorable and statistically significant impact on buying choices (*t*-statistic of 4.579 exceeding the critical *t*-table value of 1.65714; significance of 0.000 below 0.05), leading to the acceptance of H_1 . This indicates that greater alignment between the price charged and the value and quality received by buyers results in stronger purchasing intent. Shoppers at Aren Linggau evaluate price reasonableness, cost-to-quality alignment, competitive positioning, and value matching before completing a purchase. These findings align with prior work by Fadillah et al. (2024), which notes that pricing positively and significantly influences consumer decisions for MSME merchandise.

The Effect of Packaging on Purchase Decisions. The *t*-test results indicate that product packaging exerts a favorable and statistically significant impact on buying decisions (*t*-statistic of 4.675 exceeding the critical *t*-table value of 1.65714; significance of 0.000 below 0.05), thereby confirming H_2 . This implies that packaging characterized by enhanced visual appeal, neatness, safety, and informative labeling significantly increases consumer likelihood to buy. Shoppers evaluated Aren Linggau's modern packaging designs favorably while appreciating how they still incorporate local cultural values. These findings correspond with research by Partiwi and Arini (2021), which establishes that packaging positively affects consumer choices for souvenir items.

The Influence of Product Quality on Purchase Decisions. The *t*-test outcomes demonstrate that product quality exerts a favorable and statistically significant impact on buying choices (*t*-statistic of 5.196 exceeding the critical *t*-table value of 1.65714; significance of 0.000 below 0.05), resulting in the acceptance of H_3 . Product quality registered the highest regression coefficient (0.458), establishing it as the most influential determinant in the research. Buyers

feel a greater sense of confidence when acquiring goods that feature superior flavor, ensure food safety, and consistently meet their expectations. These conclusions align with studies by Diana et al. (2024), which confirm that product quality positively and significantly drives consumer decisions regarding small-business products.

Simultaneous Influence of Price, Packaging, and Product Quality. The *F*-test findings demonstrate that the three variables collectively exert a significant impact on buying decisions (*F*-statistic of 21.205 surpassing the critical *F*-table value of 2.68; significance of 0.000 below 0.05), leading to the acceptance of H_4 . An adjusted R^2 coefficient of 0.323 indicates that these predictors account for 32.3% of the variance. This implies that fair pricing, appealing presentation, and superior product standards jointly enhance consumer purchasing choices. These outcomes correspond with research by Khairunnisa et al. (2025), which reports that pricing, packaging, and product quality concurrently have a substantial effect on consumer buying behavior.

4. Conclusion

This research establishes that pricing, packaging, and product quality individually exert favorable and statistically significant impacts on consumer buying choices regarding Aren Linggau MSME merchandise in Lubuklinggau City. Partial evaluations demonstrate that price ($t = 4.002$), packaging ($t = 3.717$), and product quality ($t = 3.589$) all surpass the critical *t*-table value of 1.65714 at a significance level of 0.000. Additionally, simultaneous testing reveals that the three factors collectively drive purchasing decisions, producing an *F*-statistic of 21.205, which exceeds the critical *F*-table threshold of 2.68. Among these predictors, product quality stands out as the primary driver, yielding the highest regression coefficient at 0.458. Furthermore, the adjusted R^2 coefficient of 0.323 shows that these independent variables account for 32.3% of the variance in consumer choices, with the remaining 67.7% governed by external elements beyond the scope of this investigation. MSME actors are therefore recommended to maintain product quality, set competitive prices, and continue innovating packaging design to strengthen consumer purchase decisions.

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