



ANALYSIS OF THE IMPACT OF THE PRICE, PRODUCT QUALITY, AND WORD OF MOUTH ON PURCHASE INTENTION OF PKL MRICAN

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ABSTRACT

This research aimed to determine the impact of price, product quality, and word of mouth on purchase intention of Mrican Street Vendors Restaurant. This research used quantitative method research. The data collection technique used a questionnaire via Google Forms with a purposive sampling technique. The sample in this research were consumers of PKL Mrican who were active students at Sanata Dharma University, Yogyakarta. The analytical methods used were instrument testing, classical assumption testing, multiple linear regression analysis and hypothesis testing. The results of this research showed the variables price, product quality, and word of mouth have a positive and significant effect on customers' purchase intention of Mrican Street Vendors Restaurant.

Keywords: price, product quality, word of mouth, purchase intention

1. Introduction

The development of culinary trends during the 2020 – 2022 COVID-19 pandemic, even when PPKM (Implementation of Restrictions on Community Activities) was implemented, didn't prevent people from thinking creatively about creating innovations in the culinary field. People try to develop food creations ranging from snacks to heavy meals. Creativity based on innovation had value, provided benefits, created jobs, and produced new products that were useful for many people.

People found good opportunities from the culinary creations. Most entrepreneurs who started their businesses from the smallest prospective businesses with small capital according to their hobbies generated quite big profits. Therefore, people are starting to open small businesses, usually called Micro, Small, and Medium Enterprises (MSMEs). Generally, new business actors start a business from home because it is more flexible in managing their home and business work, also saving costs because they don't have to buy or rent land.

Micro, Small, and Medium Enterprises (MSMEs) are business activities that can increase employment opportunities and support broad economic services to the community (Hastuti et al., 2020: 158). MSMEs play a role in the process of equalization and increasing people's income, increasing economic growth, and realizing national stability. According to data from the Ministry of Cooperatives and SMEs, in 2023 there were 64.2 million MSMEs in Indonesia, and 4.8 million of them will be engaged in the culinary sector. That means 7.48 percent of all MSMEs in Indonesia are culinary businesses.

According to Singgih Raharjo, the mayor of Yogyakarta, MSMEs in Yogyakarta especially in the culinary field, are extraordinary with various types. In 2023, there were 32,917 MSMEs recorded in Yogyakarta City. Mrican Street Vendors Restaurant located on Pringgodani Street Number 2, RW.02, Mrican, Caturtunggal, Depok, Sleman Regency, contributes to the number of MSMEs in Yogyakarta City. This place is a meeting point for MSMEs in the culinary field. Around 26 MSME kiosks are selling various food and drink

menus. The prices of food and drinks offered by MSME is quite affordable, especially for students. The food menu provided at Mrican Street Vendors Restaurant is very diverse, delicious, and familiar to culinary enthusiasts in Yogyakarta. Starting from traditional menus such as Lotek, Gado-Gado, Nasi Pecel, Soto, regional food menus such as Nasi Padang, Arsik Fish, Gomak Noodles, Manado Porridge, Roa Fish, to modern menus such as Steak, Katsu, and Cordon Bleu, available at Mrican Street Vendor Restaurant.

According to Tjiptono 2006 (in Milansari et al., 2021) says that price is a simple term that means the value of a quantity (monetary or non-monetary unit) that has a specific function to obtain a good/service. The prices set by traders at Mrican Street Vendors Restaurant tend to be competitive. They set similar prices between traders. When compared with food sold in public places, Mrican Street Vendors Restaurant is cheaper with the same food menu.

According to Sinaga 2019 (in Raga et al., 2021) product quality is the advantages of the product that consumers feel directly influence consumers' purchase intention, and in general consumers have several perceptions of quality and price before deciding to buy a product. The quality of the products offered at Mrican Street Vendors Restaurant is in accordance with the prices set. However, cheap prices do not mean low quality. The Sleman Regency Industry and Trade Service with the Sleman Health Service have carried out food hygiene tests and revealed that Mrican Street Vendors Restaurant has occupied a suitable place, and received training towards clean and healthy culinary delights. For consumers, this testing is a guarantee that the food they consume is safe and clean.

Mrican Street Vendors Restaurant currently does not have digital promotional media that able to cover all MSMEs who sell there, so it is difficult for them to reach a wider range of consumers. This has resulted in a Word-of-mouth phenomenon from buyers to other potential buyers so that the Mrican Street Vendors Restaurant remains busy every day. According to Ristiyanti (in Zakaria 2020) Word of Mouth is a process where information from someone about a product, either from interactions or from personal experience of consumption, is passed on to other people.

Several previous studies (Tania, Hemawan, Izzuddin 2022; Caniago and Rustanto 2022; Makarim & Haryati 2023) stated that price, product quality and Word of Mouth variables influence consumer purchase intention. On the other hand, there were inconsistencies in the results of previous research by (Rokhmawati, Kuncorowati, Supardin 2022; Melinda, Artina, Lestari 2021) which stated that price and Word of Mouth variables had no partial effect on purchase intention.

The results of this research are targeted to help MSMEs determine marketing strategies, especially in terms of price, product quality, and Word of Mouth in order to attract consumer purchase intention.

Based on these gaps and events, the problem formulation that emerges is:

- Does price influence the purchase intention of Mrican street vendor consumers?
- Does product quality influence the purchase intention of Mrican street vendor consumers?
- Does Word of Mouth influence the purchase intention of Mrican street vendor consumers?

Based on the problem formulation that has been found, the aim of this research is

- To determine the effect of price on Mrican street vendor consumer purchase intention
- To find out the effect of product quality on Mrican street vendor consumer purchase intention
- To determine the influence of Word of Mouth on Mrican PKL consumers purchase intention

2. Literature Review

2.1 Price

According to Kotler (2021:383) price is an element of marketing mix that communicates to the market about the desired value position of a product or brand by the company. Price is an exchange rate that can be equated with money to obtain goods or services for individuals or groups at a certain time and place (Kelvinia et al., 2021: 86). According to Kotler Philip & Armstrong (in Septyadi, Salamah, Nujiyatillah 2022:305) four indicators that characterize prices, namely:

- Affordability Price
- Price match with product quality
- Price competitiveness
- Matching price with benefits

2.2 Product Quality

According to Kotler (2021: 131) product quality is the overall features and characteristics of a product or service that influence its ability to satisfy stated or implied needs. According to Qin et al., 2009 (in Vinaya, Prasetyo, and Harisyana 2019) product quality in the food and beverage sector has four dimensions, namely:

- Freshness (food freshness)
- Presentation (serving food)
- Well Cooked (food that is cooked well/properly)
- Variety of Food (food diversity).

2.3 Word of Mouth

Kotler and Keller (in Zakaria 2020:42) formulate that Word of Mouth is a marketing activity using person-to-person intermediaries which is carried out verbally, written, or through electronic communication tools related to the history of purchasing or using goods and services. According to Lupiyoadi (in Zakaria 2020:43) Word of Mouth can be measured using the following indicators:

- Talking about positive things, a good and positive impression can be created from the willingness of marketers and consumers to talk about positive things about a product/service.
- Recommendations, increasing trust and desire to choose a product/service by giving recommendations to others.
- Encouragement, encouraging others to buy a product/service.

2.4 Purchase Intention

Schiffman and Kanuk (in Harli, Mutasowifin, Andrianto 2021:562) state that purchase intention is the emergence of psychic activity in the form of stimulation and thoughts about a product or services desired. According to Ferdinand (in Harli, Mutasowifin, Andrianto 2020:562), purchase intention is divided into several indicators, namely:

- Transactional interest, consumers tend to purchase the desired product.
- Referential interest, consumers tend to refer products they have purchased to other people.
- Preferential interest, consumer behavior that prioritizes the products they have consumed.
- Exploratory interest, the behavior of consumers who always want to find out information about products they are interested in.

2.5 Hypothesis

Price is an important consideration for consumers when making a purchase, as it represents the exchange rate they must pay for a specific product or service. Some consumers tend to prefer lower prices over relatively expensive ones. According to Sugiyanto, Wibowo, and Kartini (2022), research on food delivery apps in Jakarta found that price partially impacts consumer purchase intention positively. This finding is supported by research from Asia, Ramli, and Siangka (2023), which indicates that price significantly influences our interest in purchasing premium rice at the Mamuju Branch of Perum Bulog Indonesia.

H1 : Price influences purchase intention.

In addition to the price factor, the product quality factor is also a consideration for consumers before purchasing a product. If the quality of a product is bad, consumers tend to choose other alternative products with similar functions. According to Awalya, Winarso, and Anas (2023) in their research on Azarine Sunscreen products, product quality partially has a positive and significant effect on purchasing interest. Moreover, according to Ermini, Suryati, Najib, and Nindiati (2023) in The Hangry Burer (THB) research, there is a significant and positive influence of product quality on consumer purchase intention.

H2 : Product quality influences purchasing interest

Positive and negative word of mouth can influence a person's purchase intention in a product. The more positive and frequent information received from others, the stronger the curiosity and desire to try the mentioned product. According to Alvian (2023), in research on the Cukli Creative Industry, he found that Word of Mouth had a positive and significant effect on purchase intention. The statement is supported by research on Wardah products by Rina, Pranata, and Lukita (2023), which states that Word of Mouth has a significant and positive influence on consumer purchase intention.

H3 : Word of Mouth influences purchase intention.

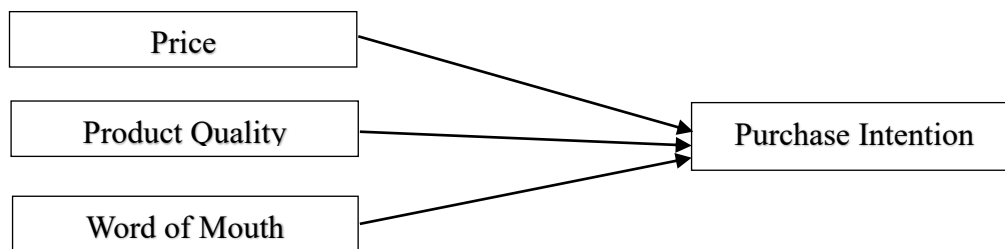


Figure 1. Conceptual Mapping

3. Research Methods

3.1 Research Design

The research design used in this research is causal research with a quantitative approach. According to Sugiyono 2018 (in Chasun, 2019) causal research aims to determine the cause-and-effect relationship between independent and dependent variables. The causal relationship from this research is price, product quality, and word of mouth on the purchasing interest of Mrican Street Vendors Restaurant consumers.

According to Sugiyono (2017) the quantitative approach is a research method that refers to the philosophy of positivism, used to study specific populations or samples. It involves collecting data through research instruments and analyzing quantitative or statistical data to test established hypotheses. In this study, a questionnaire was used as the research instrument.

3.2 Sample and Population

According to Indriantoro and Supomo (in Amin, Garancang, and Abunawas 2023) population is a group of people, events or anything that has certain characteristics. The population of this study were visitors to the Mrican Street Vendors Restaurant in Yogyakarta. The total population of visitors to Mrican Street Vendors Restaurant is unknown because there is no exact data on the number of visitors. The sampling technique used in this research was Purposive Sampling with a sample of 100 respondents who met the criteria. The criteria used for this research were active students at Sanata Dharma University, both those who had previously purchased and those who were about to purchase at Mrican Street Vendors Restaurant.

3.3 Research Data

To get accurate information, a type of Primary Data source is needed. According to Umar 2011:42 (in Satria et al., 2023) primary data is data obtained directly from individuals by means of interviews or filling out questionnaires. Primary data for this research comes from questionnaires distributed directly to Mrican PKL consumers.

3.4 Data Analysis Technique

3.4.1 Validity Test

According to Sugiyono 2015 (in Lestari, Yani 2023:35) instrument validity is a measure that indicates the degree of validity of an instrument. The validity test in this study aims to assess the accuracy of the instrument in measuring the variables Price (X1), Product Quality (X2), Word of Mouth (X3) and Purchase Interest (Y). A questionnaire is declared valid if the correlation value is > 0.3 and declared invalid if the correlation value is < 0.3 with a significance level of < 0.05 .

3.4.2 Reliability Test

According to Sugiyono 2015 (in Lestari, Yani 2023:35) reliability is a sequence of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are carried out repeatedly. To achieve this, a reliability test was carried out using the Alpha Cronbach method. The questionnaire is declared reliable if the Cronbach's Alpha (α) value is greater than 0.6.

3.4.3 Normality Test

According to Ghozali 2016 (in Kasih et al., 2023) the aim of the normality test is to check whether the mixed variables or residuals of the regression model have a normal distribution. One way to identify whether the residuals are normally distributed or not is through graphical analysis by looking at the P-Plot graph which compares the observed data with a distribution that is close to a normal distribution. Normality can be detected by looking at the distribution of data (points) on the diagonal axis of the graph or by looking at the residual histogram.

3.4.4 Multicollinearity test

According to Ragner Frisch (in Azizah et al, 2021) multicollinearity is a very high linear relationship in the regression model for each independent variable. The presence of multicollinearity can make the use of regression methods less appropriate because the regression variable coefficients are very large and cause the regression estimates to be unstable.

3.4.5 Heteroscedasticity Test

According to Sujarweni (in Handayani, 2020), a situation where heteroscedasticity does not occur in the regression model because the confounding variance and error are not constant for all independent variables.

3.4.6 Autocorrelation Test

According to Subianto (2021) autocorrelation is a test to see whether there is a relationship between existing errors. The existence of autocorrelation can be determined using the Durbin Watson test (DW-Test).

3.4.7 Linearity Test

According to Siregar (in Novriansya et al, 2022) the linearity test is a test to determine that the independent variable (X) and the dependent variable (Y) have a linear relationship.

3.4.8 Multiple Linear Regression Analysis

In this research, the data analysis technique used multiple linear regression analysis. This technique aimed to find out how influential independent variables have on the dependent variable. According to Sheikh 2011 (in Maharani and Musnaini, 2023) multiple regression of the dependent variable (Y) is caused or influenced by two or more independent variables (X), so that in this research the following formula is found:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

3.4.9 F Test and T Test

The F test was carried out to test the hypothesis in order to determine the simultaneous influence of the price, product quality and word of mouth variables on purchase intention, as well as the t test to determine the partial influence of the price, product quality and word of mouth variables on purchase intention.

3.4.10 Coefficient Test

The coefficient of determination test was carried out to determine how much influence the independent variables (price, product quality, and word of mouth) have on the dependent variable (purchase interest).

4. Research Findings and Discussion

4.1 Validity Test

Table 1. Validity Test Price Variable

Variable	R count	R table	Result
Price (X1)	X1.1	0,730	Valid
	X1.2	0,737	
	X1.3	0,812	
	X1.4	0,780	

Based on table 1, all items in the price variable have a greater r count than the table r which is 0.1946. Then the price variable is valid.

Table 2. Validity Test Product Quality Variable

Variable	R count	R table	Result
X2.1	0,761	0,1946	Valid

Product Quality (X2)	X2.2	0,713	0,1946	
	X2.3	0,760	0,1946	
	X2.4	0,677	0,1946	

Based on table 2, all items in the product quality variable have a greater r count than the table r which is 0.1946. Then product quality variable is valid.

Table 3. Validity Test Word of Mouth Variable

Variable	R count	R table	Result	
Word of Mouth (X3)	X3.1	0,527	0,1946	Valid
	X3.2	0,769	0,1946	
	X3.3	0,654	0,1946	
	X3.4	0,849	0,1946	
	X3.5	0,786	0,1946	
	X3.6	0,789	0,1946	

Based on table 3, all items in the word of mouth variable have a greater r count than the table r which is 0.1946. So the word of mouth variable is valid.

Table 4. Validity Test Purchase Intention

Variable	R count	R table	Result	
Purchase Intention (Y)	Y1.1	0,581	0,1946	Valid
	Y2.2	0,741	0,1946	
	Y3.3	0,849	0,1946	
	Y4.4	0,801	0,1946	

Based on table 4, all items in the purchase interest variable have a greater r count than the table r which is 0.1946. So the purchase interest variable is valid.

4.2 Reliability Test

Table 5. Reliability Test Price Variable

Cronbach’s Alpha	N of Items	Result
0,774	4	Reliable

Based on table 5, the price variable has a Cronbach's alpha of 0.774, which means it is greater than 0.60. So the price variable is reliable.

Table 6. Reliability Test Product Quality Variable

Cronbach’s Alpha	N of Items	Result
0,704	4	Reliable

Based on table 6, the product quality variable has a Cronbach's alpha of 0.704, which means it is greater than 0.60. So the price variable is reliable

Table 7. Reliability Test Word of Mouth Variable

Cronbach's Alpha	N of Items	Result
0,829	6	Reliable

Based on table 7, the word of mouth variable has a Cronbach's alpha of 0.829, which means it is greater than 0.60. So the price variable is reliable

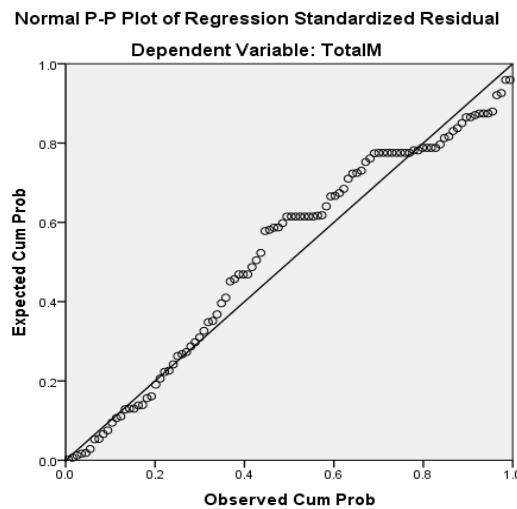
Table 8. Reliability Test Purchase Intention Variable

Cronbach's Alpha	N of Items	Result
0,738	4	Reliable

Based on table 8, the purchase intention variable has a Cronbach's alpha of 0.739, which means it is greater than 0.60. So the price variable is reliable

4.3 Normality Test

Figure 2. P-Plot



Based on Figure 2, shows that the points are on the diagonal line and follow the line, which means the data was normally distributed.

4.4 Multicollinearity Test

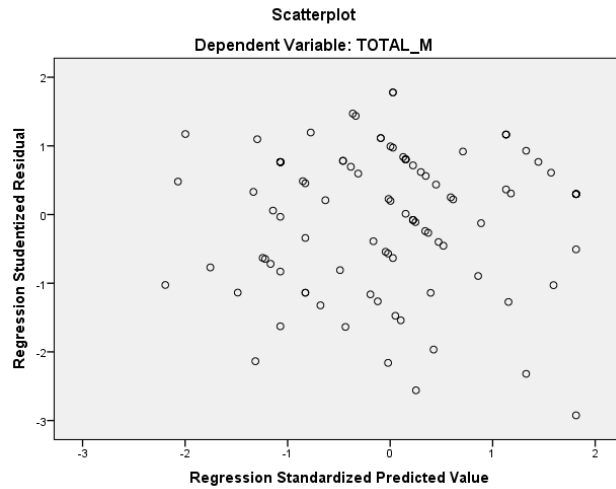
Table 9. Multicollinearity Test

Model		Collinearity Statistic	
1		Tolerance	VIF
	Price	0,558	1,791
	Product Quality	0,511	1,956
	Word of Mouth	0,634	1,578

Based on table 10, the tolerance value of all variables is > 0.10 , and the VIF value of all variables is < 10 , which means there is no multicollinearity.

4.5 Heteroskedasticity Test

Figure 3. Scatterplot



Based on Figure 3, shows that the data points are spread out, not gathered on one side, and do not form a particular pattern. It means heteroscedasticity does not occur.

4.6 Autocorrelation Test

Table 10. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0,786	0,618	0,607	1,269	1,905

The D (Durbin Watson) value of 1.905 is greater than DU, namely 1.383 and less than 2.167 ($4 - DU = 4 - 1.383$), or in the equation it is $1.905 > 1.383 < 2.167$ so it can be concluded that there are no symptoms of autocorrelation.

4.7 Linearity Test

Table 11. Linearity Test

Variable	Deviation from Linearity		
	df	F	Sig
Price	6	1,444	0,206
Product	5	1,856	0,109
Word of Mouth	11	1,895	0,50

Based on table 13, shows that the deviation from linearity sig value for all variables is greater than 0.05, which means there is a significant linear correlation.

4.8 Multiple Linear Regression Analysis

Table 12. Multiple Linear Regression Analysis

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,727	1,255		-2,173	0,032
	Price	0,236	0,101	0,195	2,331	0,22
	Product Quality	0,387	0,116	0,292	3,344	0,001
	Word of Mouth	0,350	0,063	0,436	5,557	0,000

$$Y = -2,727 + 0,236 X1 + 0,387 X2 + 0,350 X3$$

Based on the regression equation above, then:

- If price, product quality, and word of mouth are constant, then purchase intention will decrease by -2.727.
- The regression coefficient value for the price variable is 0.236 which means for every one unit increase in the variable, the dependent variable will increase by 0.236.
- The regression coefficient value for the product quality variable is 0.387, which means for every one unit increase in the variable, the dependent variable will increase by 0.387.
- The regression coefficient value for the word of mouth variable is 0.350, which means for every one-unit increase in the variable, the dependent variable will increase by 0.350.

4.9 F Test

Table 13. F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	255,654	3	85,218	52,951	0,000
	Residual	157,719	98	1,609		
	Total	413,373	101			

Based on a significance value of $0.000 < 0.05$, there is a simultaneous influence of price, product quality and word of mouth variables on purchasing interest.

4.10 T Test

Table 14. T Test

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,727	1,255		-2,173	0,032
	Price	0,236	0,101	0,195	2,331	0,22
	Product Quality	0,387	0,116	0,292	3,344	0,001
	Word of Mouth	0,350	0,063	0,436	5,557	0,000

Determining t table: $0.05/2$; $n-k-1 = 0.025$; $102-3-1 = 0.025$; 99. The t table 99 value is 1.98422. Based on table 16, the calculated t value of the three variables is $>$ t table 1.98422, so the three independent variables have a significant effect on the purchase interest variable.

4.11 Coefficient Test

Table 15. Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,786	0,618	0,607	1,269

Based on the adjusted r square value of 0.607 or 60.7%, it shows that the regression model in this research is strong enough to explain Mrican Street Vendors Restaurant' purchase intention. Price, product quality, and word of mouth have a significant influence on purchasing interest.

5. Conclusion

Based on research that has been conducted regarding the influence of price, product quality and word of mouth on consumer purchase intention at Mrican street vendors, the following results were obtained:

- a. The variables price, product quality and word of mouth simultaneously influence the purchase intention of Mrican PKL consumers.
- b. The price variable has the result that it partially has a positive effect on the purchasing interest of Mrican street vendor consumers
- c. The product quality variable has the result that it partially has a positive effect on the purchasing interest of Mrican street vendor consumers
- d. The word of mouth variable has the result that it partially has a positive effect on the purchase intention of Mrican street vendor consumers

The results of this research are used as input for the relevant Mrican street vendors and the traders there to determine marketing strategies, especially in terms of price, product quality, and Word of Mouth to attract consumer purchase intention.

For further research:

- a. Expand the research sample
- b. Analyze other factors/variables that influence purchase intention, for example business location, menu offered, customer service, and promotions.
- c. Research more about how word of mouth influences purchase intention

For Mrican street vendors:

- a. Create a comfortable and pleasant atmosphere at Mrican street vendors to attract customers.
- b. Offer friendly and professional service to customers.
- c. Follow the latest culinary trends and offer a menu that suits market tastes.
- d. Keep the business area clean and tidy

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