



# Exploring the Impact of Product Quality, Price, and Promotion in Driving Purchasing Decisions through Mediation Consumer Preferences in Indonesia

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## Abstract

The interest and demand for rustic furniture is increasing in the exhibition around the world in the great spread of the covid-19 disease, which is new and established. The purpose of this study is to investigate the influence of quality, price and promotional selection on edamame products. There is a difference for buyers and sellers to attract potential customers to their business. Based on the objectives to be carried out, this study is an investigation of the effect of product quality, price and promotion to achieve choices through consumer needs as mediating variables. The results of this analysis show that the ability to control the quality, price and progress of the goods affects the purchasing choices of the consumer as a defensive factor. Because data can keep track of customer needs, maintain loyalty and increase product/service transactions. The application of this idea shows the result of this idea, it also appears that the customer's desire as an average person can demonstrate the proven concept. In other words, the quality of the goods, the price and the general appearance can create the desire of the buyer according to this review. A strong consumer product leads to a better brand image and a better product. The result of this review can be used as a comparative and reference context to think and reflect to help expand the research using other factors such as factors that increase the sales of products /service.

**Keywords:** Product Quality, Price, Promotion, Consumer Preference, Purchase Decision.

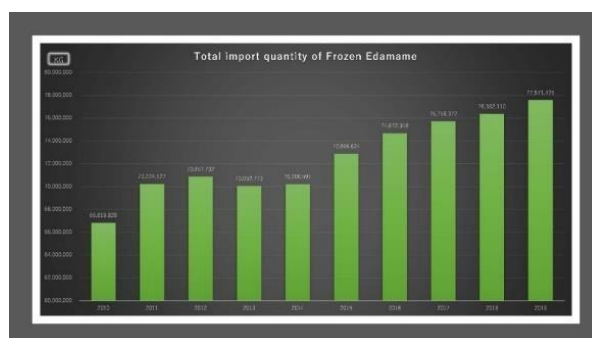
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## Introduction

The world's agricultural industry is currently moving forward at a very fast pace and with great progress. The agricultural industry is very ambitious and can be established after expanding the advertising needs. China is one of the most influential countries in the world's agricultural industry. At the same time, Japan and related countries have become one of the main targets for Vitrin. The need and demand for agricultural products in the World Showcase is growing, healthy and robust, in the outbreak of the Covid-19 disease (Zhiovinovic, 2020).

It is a big challenge for many countries, especially Indonesia, to pay attention to establish and play an important role in the agricultural industry worldwide. Green soy (edamame) is currently in demand and is one of the products whose transactions are increasing every year. The outbreak of Covid-19 has increased the demand for edamame products, especially in the US market. It seems that the world community, including Indonesia, is gaining, and the use of solid nutrients at reasonable prices is spreading. According

to the chart below, the largest display of edamame products is still held by Japan, Taiwan is the largest producer, followed by China, Thailand and Indonesia, as shown in the following here:



**Figure 1.** Edamame Import Data in Japan from 2010-2019

Source: Japan Custom statistic

From the **Figure 1**, it can be seen that the content of edamame products in Japan has increased rapidly every year, rising from 66,819,828 kg in 2010 to 77,571,425 kg in 2019. It is likely that Japanese consumers want these edamame products. This information indicates that Indonesia is still competing with its neighbor, the source of edamame products in Japan. On the other hand, Indonesia is a rural country where the agricultural sector plays an important role in promoting the development of the country. The Indonesian government continues to make efforts to increase the rural sector to produce quality agricultural products. Indonesia may be a tropical country with annual development advantages compared to small countries. Therefore, Indonesia should have a great competition for agricultural products in the international exhibition. There is little competition in Indonesia's agricultural industry, which means that there is still a lot of room for improvement. One of the symbols on the surface of agriculture is PT Agro, located in Temanggung Law, Central Java.

Derived choices are consumers' choices about what to buy, when to buy, where to buy and how to pay (Gabler, 2013). A consumer's choice to change, delay, or maintain a strategic distance from purchasing options is considered to be strongly influenced by risk. The level of risk depends on the estimation of the situation, the level of vulnerability of the asset and the degree of confidence of the customer (Cutler, 2012). Purchase selection can be defined as the process by which consumers evaluate various options and select one or more desired options based on specific considerations. Consumer purchasing choice indicates the extent to which marketing influences a product. Marketers need to understand the needs of consumers to make purchasing choices (Cutler, 2012). Consumer needs are created by the consumer's desire to act on something. Consumer behavior is an interesting topic. Attitude is a general evaluation that allows a person to respond positively or negatively to the thing being evaluated (Carver, 1989).

Advertising appears to have a significant impact on the sale of securities and the direction in which the buyer's interest in securities is obtained. It is hypothesized that consumer preferences can influence secondary purchases (Carver, 1989). Consumers' current expectations about a product or brand lead to purchasing options for that product or brand. Choice is a motivational, powerful force for action, influenced by desires and positive emotions (Cutler, 2006). With strong and positive information, consumers are empowered and increase their purchasing options.

In other words, if the bid or offer is weak, it does not affect the consumer's emotions and has a weak effect on the choice. When customers are empowered and supported beyond expectations, they can have a positive and wonderful experience and stronger purchasing options. Customers can choose purchasing options based on a number of variables such as quality, price and product availability. Cutler and Armstrong (2015) describe the quality of goods as safety, use or use that can satisfy needs and wants. According to Ontoro (2010) product quality is closely related to customer satisfaction, which is the goal of the company's marketing efforts. The quality of the goods is a practical and powerful factor. In any case, definitions can be

changed. Goods are of a quality that meets or exceeds the customer's expectations. This includes product or departmental decisions.

According to Stanton (2004), a product can have a combination of intangible and intangible attributes such as packaging, color, price, quality, brand name, benefit and the name. According to Tjiptono (2015), the product is the producer's understanding of a "thing" that can be promoted to achieve astronomical goals by meeting the needs and wants of the customer. Being small affects hierarchical power and gaining power.

Price is what is provided to consumers to apply the firm's marketing mix (Cannon et al., 2008). Price is the primary determinant of consumer choice, as consumers decide whether a price is worth it. The estimation of choice should be consumer oriented (Cannon et al., 2008). When a buyer buys something, the value (price) is transferred and the benefit (benefits of ownership or use) is received. If the customer sees that the price is higher than the price of the product, the customer will not buy that product. It is good if the customer sees the price below the price of the product.

This is supported by a study by Tedjakusuma et al. (2001) suggest that price influences intention and purchase decision. Cockerill and Goode (2010) believe that price can be a subjective statistic that affects many aspects. Price your goods in reasonable, customer response to price. Therefore, the price is the reason why one chooses to buy. Gurville and Tuncar et al. (2010) found that consumer spending is influenced by prices advertised by other stores that offer similar items, and consumer satisfaction. Additionally, the cost of product promotion keeps customers informed and interested.

Advertising means increasing your target or promoting a product or service by attracting potential customers to your business. Companies and merchants can get paid by direct promotion. By sharing data about the product with potential customers who are considered as possible, it will generate untapped revenue, maintain customer loyalty, increase performance and marketing benefits, promote the product to the image of competitors and the edamame brand in the eyes of consumers' goods. To change consumer behavior and perceptions about the product.

Edamame is a whole soybean that is young when harvested. Unpeeled, it is still green and has a very sweet taste (Tsai, 1999). Edamame is often eaten alone or added to food mixes. Edamame is very low-fat, low-calorie, cholesterol-free and a good and nutritious source of protein, protein and calcium, of course edamame (Apriadi, 2015).

PT Agro is a new player whose major crops are rice, okra and beans. The introduction of the development of edamame is a warm climate and a lot of rain. Therefore, edamame is suitable for development in the tropical regions of India. PT Agro develops green soybeans and other crops in the Central Java region (Temanggung et al.). An altitude of 400-600 meters is suitable for green soybeans (continued). At this height, the following items are manufactured with high quality and high productivity, which can reduce injuries and illnesses. PT Agro produces two types of materials for building panels: fresh and solid. Fresh edamame products are properly prepared, edamame raw materials are selected, packed and sold according to quality criteria.

Their proximity to the neighboring farmers is a feature of the immediate presence with neighboring actors. Edamam solids are usually processed from the raw material department to cleaning, sorting, cooking, freezing, final distribution, packaging, storage and marketing. Closer competition in India for solid edamame promotions is generally limited, with only a few companies such as PT Mitra Tani 27, P.T. Gading Mas and other players, so the opportunity to improve the solid edamame market is huge and promising.

PT Agro stands out from the rest and offers solid edamame products with unique features and special advertising features (Daitsabu and Minaku brands). The Daitsabu sub-brand is a premium edamame product sold to the upper middle class, while the Minaku brand is featured in middle class supermarkets. By focusing on solid Edamam products, local players will have the opportunity to satisfy their new Edamam needs. PT Agro's sustainable crops have competitive advantages such as grain size, green color and sweeter taste, because they are developed at an altitude of 400-600 meters above sea level. ocean Despite the fact that PT Agro's edamame products have a competitive interest with existing competitors, efforts must be

made to take market share from existing competitive edamame products. PT Agro may be a new player in frozen edamame products in the domestic market, so it needs time and attention to processes to manage the project.

## **Literature Review**

### **1.1. Product Quality**

Intangibles are goods that people can buy (Harjanto, 2009). The definition of product quality, according to Cutler and Armstrong (2015), can be a combination of important features of products and management that can meet needs, the combination of thinking of age, lack of quality, accuracy, easy support and other factors. Characteristics of an object Kotler and Keller (2012), an object can be read to fulfill a need or desire. The quality of goods is the appropriateness of the use of goods (soundness of use) to meet the needs of the customer and achieve (Nasoshan, 2005). Product quality indicators Agreeing to Kotler (2015) explains that there are seven product quality indicators that distinguish one product from another, specifically:

1. **Form.** Products may differ from each other in shape, size or physical structure.
2. **Characteristics.** Features are features that support the core functions of the product. The provision of additional product functions also provides a means of competition between one company's products and those of another. Companies always try to update the characteristics of the products they produce to attract the interest of the market.
3. **Performance.** Performance is how the main characteristics of the product when used according to its function. Buyers of expensive products usually compare the performance (appearance/performance) of different brands. Buyers generally pay more for better performance based on the value earned.
4. **Accuracy / Compatibility.** It refers to the degree of compliance with predetermined specifications based on the wishes of the customer. Conformance reflects the degree of accuracy between the design characteristics of the product and the predetermined quality standard characteristics.
5. **Durability.** Durability refers to how long a product lasts until it needs to be replaced. Durability is usually measured by the age or life of a product.
6. **Reliability.** It refers to the probability or possibility that an item will successfully perform its function whenever it is used for a specified period of time and under specified conditions.
7. **Repairability.** This is about the ease of repairing the product in case of damage. Ideally, the product will be easy to repair by the users themselves in case of breakage.

### **1.2. Price**

According to Lupiyoadi (2011:61), the decision making process is very important for customer appreciation and influencing the product image and purchase choices of customers. The prices are closely related to the results when it comes to offers or channel viewing. In any case, the most important thing is to estimate the options to be true to the reading method. According to Kotler (2012:509) the price determination strategy is possible by selecting the final price by including variables, objective price accounting, and customers can use prices as an indicator of the quality and policies in the company's estimation (the company's decision-making principles) for delivery implement price standards with sales agents to ensure customer satisfaction and business results. Price points according to Haravati et al. (2016): (a) consumers pay the fair price, (b) fair value judgment, (c) fair value estimation, (d) price variances by means, (e) prices to direct customers.

### **1.3. Promotion**

Marketing is the act of sending messages about goods, merchandise, organizations, brands, or companies, etc. to consumers to help promote additional value. According to Tjiptono (2015), promotion is part of the display mix that focuses on advising, influencing and reminding consumers about the company's brands and products. Currently, according to Buchory and Saladin (2017), progress is one of the components of the company's work structure, which is used to explain, influence and remember the company's cases.

As usual, it is not limited to special time. According to Tejakusuma (2010), promotion is an activity related to the expansion of transactions and means to entertain potential customers through exchange. Based on

these three definitions, specific activities do not serve as a means of communication between companies and consumers, but as a means of influencing the fulfillment of activities that correspond to their needs and desires. This is done using limited-time tools. According to Swastha (2013), other specific unit indicators are set to achieve the marketing plan. Advanced symptoms include:

1. **Promotion** is the totality of the costs that the media have to do to create impersonal presentations and advances in the framework of ideas, products and services.
2. **The personal offer** can be a personal presentation by the company's sales representatives to close the sale and build relationships with customers.
3. **Business progress** can be a short-term motivating force to stimulate the purchase or sale of a product or benefit.
4. **Open relations** create good relations with the relevant public to gain support and build a "good corporate image". Also, managing or deleting conversations, stories and events can be annoying.
5. **Coordinated promotion** involves coordinating communication with several target buyers to get a quick response using mail, telephone, fax, courier, etc., to communicate directly with specific customers or businesses to get a quick response.

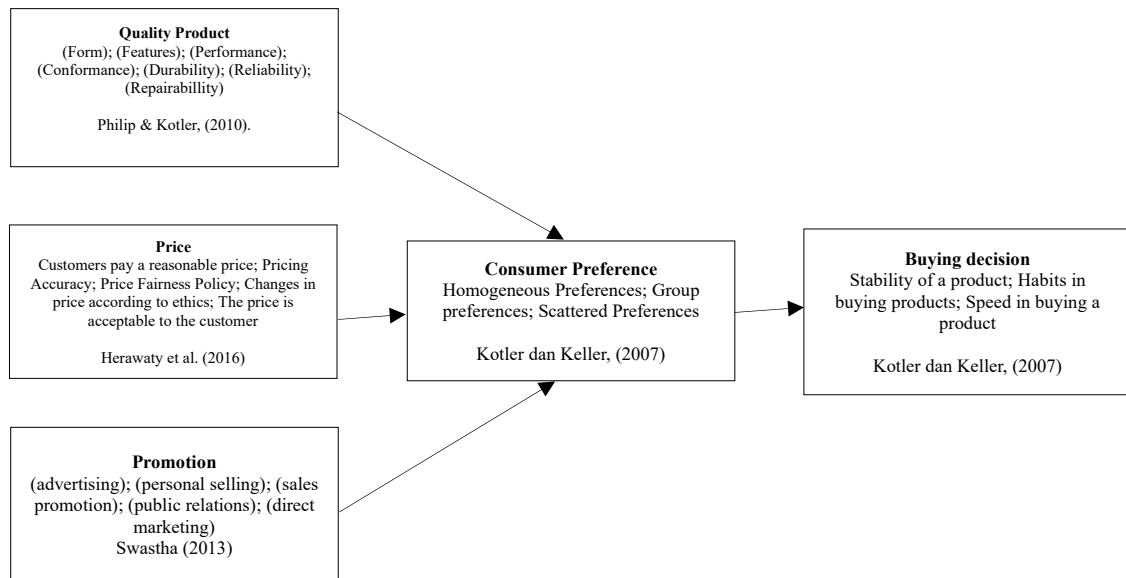
#### 1.4. Purchase Decision

The amount and satisfaction of buyers with their purchases varies. According to Howard (2003), customer acquisition can be seen as problem solving and sees three circumstances. These circumstances are programmed responses, limited troubleshooting and general troubleshooting. To create the appropriate methodology, business marketers must develop the customer's purchase decision plan. The way buyers make choices when buying an item can be considered different. Buying toothpaste can be a different plan than buying detergent or makeup. Assael (2010: 67) created the typology of the customer's decision: the level of the decision and the level of the purchase association, the complex decision and the limited decision. It includes four types of customer buying patterns, brand trust and passivity. Low-involvement purchases lead to limited decision-making behavior. Customers sometimes need more involvement in the product. Buyers need to know more about the category of the article, and the search and evaluation of data is more limited than in complex forms. According to Engel, Blackwell and Miniard (2012), the buyer's choices take the following steps: (1) ask for an answer, (2) search for information, (3) optional evaluation, (4) buy and (5) get results. According to Kotler (2012), in the stage of evaluating choices and making choices, there is an initiation of purchase interest, which measures the customer's propensity to seek a particular action on the article.

#### 1.5. Consumer Preferences

Attitudes are the doubts or considerations of a person about an object. Slantness is how a person selects, sorts and decodes squiggles in a meaningful image (Schiffman and Kanuk, 2014). Propensity can be an impulse that occurs because of a feeling, where the feeling is the movement of a feeling or the cause of an energetic and enthusiastic state (Sangadji and Sopiah, 2013). Different consumer preferences will be completely different preferences for each customer. According to Kotler and Keller (2016), consumer preference is the method by which to select, sort and interpret input data to form a meaningful picture. According to Kotler and Keller (2007), there are three types of prejudice patterns that can form (**Figure 2**):

1. **Homogeneous trends.** It shows a showcase where all customers generally have the same trends.
2. **Clustered trends.** Where the showcase features distinct groups of tilt groups.
3. **Distributed trends.** It seems that customers are completely changing in their inclinations.



**Figure 2.** Research Model

## 1.6. Hypothesis

Making choices is a fundamental element that must be paid attention to, since purchasing choices are elements that companies or other professionals use to develop the presentation methodologies to be implemented (Ershadi et al., 2019; Chi et al. , 2009; When they present their products). items, there should be item property elements that can influence customers in their purchase choice, such as quality, cost, brand and strength of the product (Hong and Pavlou, 2014; Bai et et al., 2008). This is often the first persuasive thought. of shoppers who have recently made a purchase decision on a selected or assigned item and customers will reevaluate the choices they have made.

### **H1: The Impact of Item Quality on Obtaining Choices through Customer Inclinations as a intervening variable.**

One of the factors that determine the choice of consumers to buy a product is the cost of that product (Purnawati et al., 2016). Consumers constantly expect their cost to be proportional to the benefits they receive (Ryu and Han, 2010). The cost of natural rice is higher than that of inorganic rice (Magnusson et al., 2001). This higher cost is due to the fact that farmers offer less rice than traditional rice. After all, regular pesticides are not as effective as chemical pesticides in killing insects. However, when it comes to health benefits, organic rice certainly has more impact on the health of the consumer due to the absence of chemicals. According to Widyastuti (2018), the price of the product exceeds the quality of the product and this is the reason why consumers choose to buy organic rice in this way. Therefore, there is a link between price trends in purchase decisions and consumer trends to make purchases.

### **H2: The impact of cost on purchasing decisions through buyer inclinations as a intervening variable.**

According to Silviadewi (2020), the impact of the promotion and the advancement of the deal on the choices based on the tendencies of the buyers is variable. The population and the test of this reflection were people residing in Indonesia who had eaten Wall's ice cream products and the number of people interviewed for the test in this reflection was 120. The sources of information used in this reflection are the core information and auxiliary information. Data collection strategies using a survey. Review the information using the Partial Least Square (PLS) strategy. Progress has a positive but insignificant influence on purchase choices; customer preferences have a positive and critical impact on purchasing choices; advertising has a positive but insignificant impact on purchasing choices influenced by consumer preferences; and sales progress has a positive and critical influence on purchase choices influenced by consumer preferences ( Li et al., 2002; Mitchell and Olson, 1981 ; Sparkles et al. , 2013 ).

### **H3: The Impact of Advancement on Acquiring Choices through Customer Inclinations as a mediating variable**

#### **Research Method**

According to the objectives to be achieved, this investigation is exploratory because it aims to discover the impact of the quality, the cost and the evolution of the product on the purchase choices with the consumer's preference as a variable intermediate. This investigation can solve the problem (Malhotra, 2012) whose purpose is to determine how to influence purchase choices. This type of investigation is also called a causal study. As for the method of data collection, it is a survey study.

The synthesis strategy involves carrying out a test using a survey as a key tool for gathering information. As for the measurement of time, it can be an indirect reflection of where this research is carried out to know how the types and relationships or tests are examined in a certain time. As for where and how analysts handle survey items, this survey was conducted among clients. Furthermore, this survey is quantitative in terms of the data and methods used. Regarding the type, this inquiry is important because it seeks to produce information based on wonders that are dissected and illuminated (Cooper & Shindler, 2006).

Sugiyono (2020) states that the test is the age and characteristics determined by the population. Prepare the test used in this proposal for using a standardized test method. According to Sugiyono (2020) the screening strategy is based on certain considerations. It should be able to communicate with the subjects, so it can be used as a test. The respondents in this tank are the customers who bought Edamame Minaku products from PT Agro. The decision on the number of tests, and repeating the number of points by 5-10 (Hair et al., 2010), was based on the number of information points in the research offered by 5-10. This poll uses 23 digits, so the decimals increase by 23 to 230, the maximum number of respondents.

Reviewing information about this, consider career analysis. Path analysis can be a tool for graphically displaying the structure of causal relationships between independent, intermediate and subordinate factors. The evaluation method is based on the factors evaluated in this reflection, the factors evaluated are the quality of the product, the price, the progress (X), the need of the customer (Z) and a put option (Y).

The research is an empirical study based on positivism known as quantitative research. The quantitative approach is used in this study to test the influence between the variables in this study. Quantitative research is research in which the relationship between phenomena is systematic.

The data in this study is research that uses primary data. The type of primary data used in this study is a questionnaire. This research questionnaire will be distributed to loyal consumers of PT Agro, which totals around 240 people. Determination of the number of research samples is based on the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

where: n = sample size; N = population size; e = margin of error

the results of calculations using the slovin formula with a population of 240 people and an error rate of 5%, it was found that the minimum sample size was 150 people.

The data collection method used is using several methods, namely literature study, documentation, and questionnaires. The literature study method aims to collect data sourced from literature such as books, scientific articles, and others that are used to obtain materials for preparing research instruments. Furthermore, documentation is a data collection technique in the form of records of events that have passed. Finally, the distribution of questionnaires is to obtain research data from respondents to be processed and drawn a conclusion.

The data analysis carried out in this study is a quantitative approach, namely by conducting multiple regression analysis. The multiple regression analysis process in this study was carried out using

the help of the SPSS version 22.0 application. Multiple regression analysis consists of several stages, namely descriptive statistics, pilot test, validity test, reliability test, classical assumption test, F-test, t-test, coefficient of determination test, and hypothesis testing.

## Results And Discussion

### 1.1. Result Analysis

Based on the information it shows that most of the sex is female. In fact, there are 150 respondents. the proportion of male sex is 80 respondents or 35.8%. This shows that female consumers are more surprised by the experimental reaction. This shows that women manage the customers of PT Agro.

The information is the highest % of respondents aged 40-50 in the long term, 60%. For those over 50 the longest at the 20 percent rate, 18 to 28 year olds are third at the 10 percent rate, and 29 to 39 year olds are the fourth longest at the 10 percent rate. Based on the information received, it can be concluded that 40 to 50 years old to use or buy PT Agro goods and buy customers. **Table 1** below show the result of the hypothesis in this research.

**Table 1. The results of testing the hypotheses**

Relationship between Variables	B	SE	SobelTest	Information
Product Quality (X1) → Purchase Decision (Y) with Consumer Preference (Z) as Mediation	0,489	0,203	2,038	Significant
Price (X2) → Purchase Decision (Y) with Consumer Preference (Z) as Mediation	0,474	0,135	2,587	Significant
Promotion (X3) → Purchase Decision (Y) with Consumer Preference (Z) as Mediation	0,652	0,188	2,569	Significant

Source: data processed (2023)

#### 1.1.1. The Effect of Product Quality on Purchasing Decisions through Consumer Preferences as a mediating variable

The theory test can be seen from the soil test statistics to get a score of 2.038, because the Sobel test value obtained is  $2.038 > 1.96$  with a significance level of 5%, this indicates that the customer's interest is the relationship between the effect of the quality of the elements on Receive the selection on these elements can be concluded that the theory is accepted.

#### 1.1.2. The effect of price on purchasing decisions through consumer preferences as a mediating variable

Theory testing over can be seen from the comes about of the soil test calculation over, getting a esteem of 2.587; since the Sobel test esteem gotten is  $2.587 > 1.96$  with a importance level of 5%, it demonstrates that Customer Inclinations can intercede the relationship between Cost impact on Obtaining Choices. Based on these comes about, it can be concluded that the speculation is acknowledged.

#### 1.1.3. The Effect of Promotion on Purchasing Decisions through Consumer Preferences as a mediating variable

Predictive tests can be seen from soil test statistical results to reach a score of 2.569. Since the Sobel test score is  $2.569 > 1.96$  with a center level of 5%, it indicates that consumer preferences can moderate the relationship between the effect of progress on choice vote. According to these cases, it can be concluded that this concept is accepted.

### 1.2. Discussion

#### 1.2.1. The Effect of Product Quality on Purchasing Decisions through Consumer Preferences as a mediating variable

Based on the results of a clear observation, the quality of the goods is not wrong according to the shape of the things, the decision of the things is not clear, the structure of the press is on, and the quality of the image. hold on as much as possible. Offer the best to customers to influence the majority of customers to assess



the quality of the goods and influence the choices and preferences of the customer. In addition, the ring design of the goods is made according to the standard, and the quality of the goods matches this standard, which greatly influences the choices. So, consumers will definitely agree that the quality of the goods affects the choice and the willingness of the buyer to intervene.

Reviewing the choices that buyers make benefits the business. It should continue to maintain the excellent quality of the product so that customers continue to have good tendencies to make edamame items, which can lead to customer purchase choices, and student/student level consumers should have a strong tendency for quality products so that buyers can choose for students. /students and respected ASN/employees become a changing mindset to shape purchasing choices. These results seem to indicate that purchase choices are essential to consider because purchase choices are elements that companies or other business actors use to form the marketing strategies to be implemented. When presenting their products, there should be elements of the product characteristics that can influence the purchasing decisions of buyers, such as product quality, price, brand and features. This is often the most important consideration for customers who have recently made a purchase decision on a product. In the diagram below, the purchases are communicated in the form of actions, after which the selected or allocated products will be used and the customers will reevaluate their choices.

### **1.2.2. The effect of price on purchasing decisions through consumer preferences as a mediating variable**

According to the results of an in-depth study of the costs of products in stores, the prices of products in stores are still reasonable, the prices of products in stores are relatively stable for customers, they are not subject to significant increases, provide good choices for customers, so that most customers give a common assessment of the overall impact of costs on purchase choices, with customer preferences that can interfere. In addition, the price of the products in the stores is still reasonable compared to other stores in development; The most reasonable prices for middle and low class customers have a positive effect on purchase choices when shopping, so customers clearly agree that price affects purchase choices, customer preferences can interfere.

Examining the profitable choices by the buyers in relation to the competitive prices offered by the company, the company must maintain the stability of the costs, since the buyers are extremely concerned about the prices which are the main reference for the buyers in the decision of buy an item. that lower price customer trends will influence the purchase choices made by customers and student-level buyers should be offered strong preferences at competitive prices to make purchase choices for customers such as students, the ASN/PNS and private sector workers, as well as the author. employee people who have strong inclinations towards choices based on lower costs.

These results are consistent with previous research that one of the factors that determine the decision of consumers to buy a product is the price of the product (Purnawati et al., 2016). Buyers always expect their price to be proportional to the benefits they receive (Ryu and Han, 2009). The prices of organic rice are higher than those of inorganic rice (Magnusson et al., 2001). The higher price is because farmers produce less rice than normal rice. After all, natural pesticides are not as effective as chemical pesticides in killing pests. However, when it comes to health benefits, natural rice definitely has more effect on the health of consumers due to the absence of chemicals. According to Widyastuti (2018), the price of the product exceeds the quality of the product and that is why customers choose to buy natural rice in this way. Therefore, there is a link between price trends in purchasing choices and consumer trends to make purchases.

### **1.2.3. The effect of promotion on purchasing decisions through consumer preferences as a mediating variable.**

According to the results of an in-depth study of progress in impersonal promotion among customers, promotion with different ideas provides good preferences for customers, so most customers give a common assessment of progress that influences purchase choices, with the preferences of customers who may be able. to intervene. In addition, promoting sales representatives, establishing good relationships, maintaining customer relationships and establishing new customer relationships have a significant impact

on customer purchasing choices. Thus, customers clearly agree that progress influences purchase choices, with customer preferences that could interfere.

Examining the trends of buyers, progress should be carried out regularly so that customers receive clear information about Edamame products, so that they can give positive references to buyers and lead to decisions for customers to make purchases and student level buyers should have a good attitude towards healthy food to promote and introduce Edamame Minaku products are unused special products so that many people can be shared with students, officials, private representatives so that the purchase decisions of customers to treat in the community.

These results are consistent with previous research, which shows that the main thing that a buyer considers when buying online is whether he trusts the site that provides the services of the online store and the online sellers; such as customers who think they have to transact over the Internet. According to Hartono (2007), business advances make buyers' tendencies significantly influence customers' purchasing decisions. Through sales promotion activities and forms, individuals gain confidence in a product and a mindset, which then influences purchasing behavior, including purchase decisions. According to a study carried out by (Wijaya & Kempa, 2018), it seems that business advances have a significant impact on purchasing decisions based on customer trends that they have experienced.

## Conclusions

The results of the hypothesis survey show that product quality, cost and development influence purchasing choices. In addition, quality, cost and product development influence customer preferences. Furthermore, the results of the hypothesis survey show that product quality, cost and development implicitly influence purchase choices through customer preference as an intervening variable.

It is believed that the company can pay more attention and focus more on customers, especially on customer preferences for the product. Companies must be able to create strong consumer trends through product quality, competitive prices and more sustainable innovations. With the establishment of strong consumer trends, the image of the brand naturally evolves so that customers can easily obtain the product.

The study showed that product quality, cost and development influence purchase choices based on customer preferences as an intervening variable. Based on the results of the study, it can be suggested that the company pays attention to the needs of customers. Customer satisfaction will certainly be an isolated focus for the company, which means that it must pay attention to customer behavior; Customer disappointment will be a possibility.

The results of this study can be used as comparison and reference material for the survey and as food for thought to expand the incentive survey using additional factors such as brand image, the product quality in influencing customer satisfaction, customer loyalty which in turn can increase repetition. purchase of a product/service.

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## Data Availability Statement

The data that support the findings of this study are available from the corresponding author, [author initials], upon reasonable request.

### **Ethical Considerations**

All participants provided informed consent before participating in this study. The confidentiality of my research data as a doctoral student at my university (Universitas Airlangga) is maintained throughout the research process, and the data is only used for academic research purposes.

**Conflict of interest:** The authors declare no conflict of interest.

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### **Ethical Approval**

1. We abide by the Economic and Social research Council's [Framework for Research Ethics](#)
2. We keep all information gathered on individual posts confidential on secure password protected servers
3. In research outputs we never directly quote *individual* posters without their informed consent. We use opt-in consent for posts that are deemed sensitive and/or users that are deemed vulnerable. Opt-out consent is used for all other posts and users. Where consent cannot be obtained we represent the content of posts in aggregate form (e.g. topic clustering, wordclouds) and themes (decontextualised examples and descriptions of the meaning or tone of tweet content). These forms of representation preclude the identification of individual Twitter users, preserving anonymity and confidentiality
4. In research outputs we do directly quote from online accounts maintained by *organisations* (e.g. government departments, law enforcement, local authorities, companies) and *public figures* (e.g. politicians) without seeking prior informed consent
5. We follow a risk assessment ahead of publishing online data, and use the decision flow chart found [here](#) as part of this process (See [Williams et al. 2017](#) for further discussion).

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