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The Effect of Product Quality, Price and Promotion on Indomie Product Purchase Decisions

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ABSTRACT

This research seeks to investigate and clarify the effect of product quality, price, and promotion on Indomie product purchase decisions in West Jakarta. The study applies a causal research design. A total of 155 participants were selected using a purposive sampling approach. Data were processed using the Partial Least Square (PLS) version 4.0 method, supported by descriptive analysis. The investigation focuses on how product quality, price, and promotion influence Indomie product purchase decisions in West Jakarta. Despite Indomie's market dominance, the decline in sales alongside heightened competition has led to an evaluation of factors shaping consumer preferences. Drawing from literature reviews and prior studies, it is hypothesized that all three independent variables exert a positive and significant effect on purchase decisions. Findings confirm that product quality, price, and promotion each have a statistically positive and meaningful impact on Indomie product purchase decisions. The study concludes that superior product quality, competitive price, and well-executed promotion strategies strengthen Indomie product purchase decisions. Actionable suggestions include enhancing flavor standards, sustaining competitive pricing, improving promotional effectiveness, and expanding distribution reach.

Keywords: *Product Quality; Price; Promotion; Purchasing Decision.*

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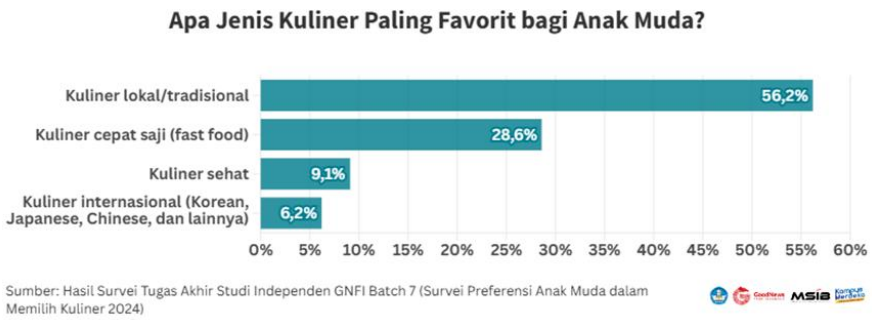
INTRODUCTION

In this modern era, people have busy schedules filled with work, school, and college. In this situation, people tend to look for solutions that can support their daily activities in a practical and efficient manner. One growing trend is the increasing preference for instant foods. Among the various types of instant foods.

Figure 1 Data on the Most Popular Types of Food Among Young People



Source : (Goodstats, 2024)

Data shows that instant noodles are one of the most popular types of food, especially among the younger generation. According to (Goodstats, 2024) around 56.2% of respondents stated their preference for local specialties, such as meatballs and chicken noodles. Meanwhile, fast food, such as fried chicken, ranked second with 28.6%. Only 9.1% of respondents chose healthy foods, indicating that the younger generation is less interested in healthy options, such as low-calorie or organic menus. International cuisines, such as Korean, Japanese, and Chinese dishes, were preferred by only 6.2% of respondents, a relatively low figure. This low interest is believed to be influenced by the younger generation's perception that international cuisine is an occasional choice, not a daily menu, due to considerations of taste and price that are deemed unsuitable for consumers. Additionally, as the market share of instant noodles in Indonesia continues to grow, PT Indofood dominates with 71% of the domestic instant noodle market share (Ramadhani & Panglipurningrum, 2021).

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Table 1 Instant Noodle Sales Data in Indonesia (2017-2021)

No	Year	Achievement value
1.	2017	2,63
2.	2018	2,7
3.	2019	2,73
4.	2020	2,92
5.	2021	3,03

Source : (Katadata, 2022)

The World Instant Noodles Association reports that Indonesia ranks as the world's second-largest instant noodle consumer, with total consumption hitting 13.27 billion packs in the referenced year. Over the past five years, instant noodle sales have consistently grown, from US $2.63 billion in 2017 to US $3.30 billion in 2021. (Pahlevi, 2022). This indicates that each product has made efforts to improve its quality and appeal to consumers. In other words, the annual increase in instant noodle consumers enables companies to meet consumer needs and maintain their existing competitive advantage.

Table 2 Top Brand Award in the Instant Noodles Category 2020-2024

Merek	Tahun				
	2020	2021	2022	2023	2024
Indomie	70.50	72.90	72.90	72.50	71.20
Mie Sedap	16.00	15.50	16.20	16,20	13.90
Sarimi	3.80	3.10	2.60	2.60	2.40
ABC	-	-	-	-	2.90
Gaga 100	-	-	-	-	4.20

Source : (Top Brand Award, n.d.)

Table 2 shows that instant noodles have consistently ranked at the top of Indonesia's Trusted Brand Awards from 2020 to 2024. Indomie has successfully maintained its position as market leader, ranking first in the Top Brand Index for five consecutive years. Indomie products have become market leaders, ranking first in the Top Brand Index for the past five years. This performance demonstrates Indomie's ability to captivate buyers and earn consumer confidence in fulfilling the nation's instant noodle demand. As such, Indomie can be considered the best instant noodle brand compared to its competitors. In 2020, there was a 70.50% decline, so from 2021 to 2023, sales increased by 72.50%, and in 2024, they decreased again by 71.20%.

It can be concluded that Indomie is in a vulnerable position because the percentage of other instant noodles is increasing while Indomie's percentage is decreasing. This means that PT Indofood CBP Sukses Makmur, which operates in the instant noodle production sector, needs to understand the causes of the annual decline in consumer interest. Therefore, the research problem is the factors driving the increase in consumer purchasing decisions.

The central theme explored in this paper is the impact of product quality, price, and promotion on Indomie product purchase decisions. Specifically, the objectives are to assess: 1. Whether product quality exerts a significant and positive effect on Indomie product purchase decisions. 2. Whether price meaningfully and positively affects Indomie product purchase decisions. 3. Whether promotion significantly and positively impacts Indomie product purchase decisions.

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LITERATURE REVIEW

Product Quality

(Kotler, 2016) defines product quality as the overall set of attributes and traits inherent in a product or service, reflecting its capability to fulfill consumer requirements, whether overtly or implicitly expressed. (Islamiyah & Soebiantoro, 2022), emphasize that a product becomes more advantageous when it is specifically oriented toward a particular target. Product quality serves as a vital benchmark for organizations to sustain their presence and endure amid the rigorous rivalry within the market.

Price

Price represents the metric of value associated with goods presented to buyers, evaluated and purchased to gratify their wants and necessities. (Pramudiana & Pramudiana, 2022) describe price as the monetary amount consumers expend to secure a product or service. As noted by Grewal and Levy in (Tjiptono, 2019), price reflects the aggregate of sacrifices a consumer is prepared to make in exchange for a specific product or service.

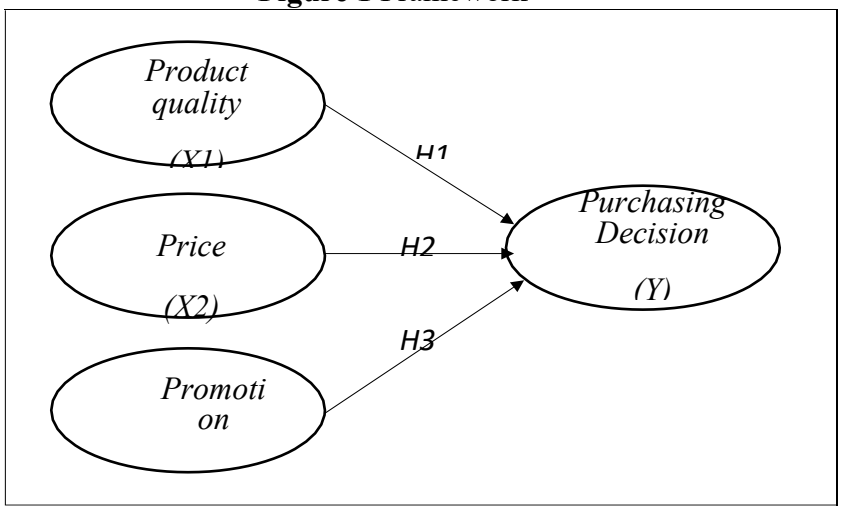
Promotion

According to (Budiono & Yuliana, 2021), promotion is communication carried out by companies to influence consumers to become aware of, interested in, and purchase the products offered. This helps consumers become familiar with the product, become buyers, and remember it. This is in line with (Rusmahafi & Wulandari, 2020) who argue that product promotion should be included as part of the marketing strategy.

Purchasing Decisions

Purchasing decisions refer to a component of consumer behavior, which involves examining how individuals, groups, and organizations choose, buy, utilize, and assess products, services, concepts, or experiences to satisfy their needs and preferences. As stated by (Habibullah, 2021), purchasing decisions cover every potential alternative for addressing an issue, assessing these alternatives along with their objectives in a systematic and unbiased manner, and identifying the strengths and weaknesses of each.

Figure 1 Framework



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Description:

1. The independent variable, represented by the symbol (X), is a variable whose value is not directly determined by other variables:
   X1 : Product quality
   X2 : Price
   X3 : Promotion
2. The dependent variable, denoted by the symbol (Y), is one whose value is influenced by other variable
   Y : Purchasing Decision

METHOD

The research began by recognizing existing issues, formulating the research problem, and compiling relevant theoretical foundations to reinforce each variable. Subsequent stages involved creating data collection techniques, designing research instruments, processing gathered information, composing the report, and delivering the final findings. This study was conducted from June 17, 2024, to June 26, 2025, with Indomie as the research site. The focus of the study was to examine the effect of product quality, price, and promotion on purchase decisions for Indomie products.

A quantitative research design was adopted, in which all data, from acquisition and interpretation to presentation, was expressed numerically. The research type applied was associative causal research. According to (Sugiyono, 2019), associative causal research is a formulation of a research problem that investigates the connection between two or more variables. In this study, associative causal research was applied to explore the degree of causal association between the marketing mix (product quality, price, and promotion) and purchase decisions for Indomie products.

In this research, the investigators applied an ordinal scale as the measurement framework. This ordinal scale served to evaluate respondents' attitudes, income levels, and perceptions either individually or collectively toward social phenomena (Sugiyono, 2019).

The population is the subject of the study. According to (Sugiyono, 2017), the population is the area of generalization consisting of objects/subjects that have certain qualities and characteristics applied by researchers to be studied and then conclusions are drawn. The population of this study is the community located in West Jakarta. The technique used to collect relevant data related to the research problem is a questionnaire.

According to (Sugiyono, 2016), a sample represents a segment of the population that reflects its total number and characteristics. When the population size is vast, examining every element becomes impractical. Therefore, the sampling approach in this study adopts the Purposive Sampling method. As stated (Sugiyono, 2017), the recommended number of samples for assessing multivariate data is between 5 and 10 observations per estimated parameter. With 31 research indicators multiplied by 5, the calculated sample size amounts to 155.

The analytical tool utilized is Partial Least Square (PLS), which is defined as a statistical technique for concurrently estimating an equation system known as Structural Equation Modeling (SEM). As outlined by (Ghozali, 2021), the PLS approach can describe latent variables those not directly observable measured through specific indicators.

The main objective of PLS is to determine the most effective predictive linear association within the dataset. While PLS is applicable for theory verification, it also serves to explain the existence or absence of connections among latent variables.

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RESULTS AND DISCUSSION

Data Qualitiy Test Results

1. Outer Model

a. Convergent Validity

An indicator is deemed valid when its loading value is higher, indicating stronger relevance of the respondents' answers to the related variable. Based on this principle, any factor with a loading value below 0.6 will be excluded from the model (Ghozali, 2021).

Table 4 Convergent Validity Test Results (modified)

Variable	Indicator	Outer Loading	Description
Price	H1	0,882	Lolos Uji
	H2	0,858	Lolos Uji
	H3	0,863	Lolos Uji
	H4	0,919	Lolos Uji
Purchasing Decision	Kepem1	0,886	Lolos Uji
	Kepem2	0,706	Lolos Uji
	Kepem3	0,770	Lolos Uji
	Kepem4	0,714	Lolos Uji
Product quality	Kp1	0,923	Lolos Uji
	Kp2	0,871	Lolos Uji
	Kp3	0,960	Lolos Uji
	Kp4	0,947	Lolos Uji
Promotion	P1	0,978	Lolos UJI
	P2	0,844	Lolos Uji
	P4	0,945	Lolos Uji
	P5	0,904	Lolos Uji

Source : Output Smart-PLS, 2025

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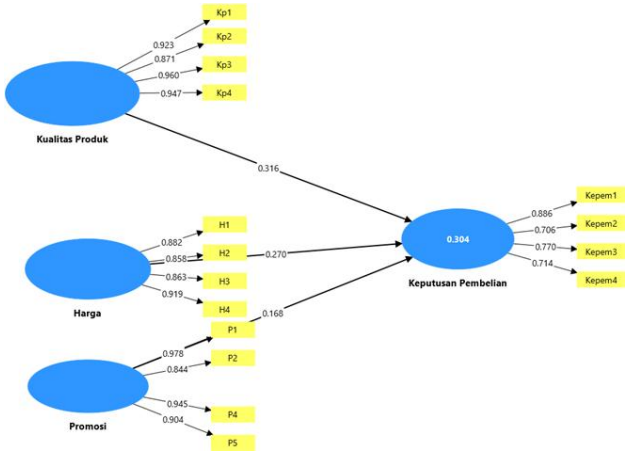
Figure 3 PLS Algorithm Results



Source : Output Smart-PLS, 2025

The findings of the adjusted convergent validity test in Table 3 and Figure 3 demonstrate that all indicators satisfy the convergent validity requirement, having factor loading values of 0.5, thereby confirming their validity.

b. Counstruct Reliability and Validity

Reliability assessment is essential to establish the instrument's accuracy, uniformity, and exactness in measuring the construct. In this evaluation, the applied parameters are Cronbach's Alpha and Composite Reliability values greater than 0.70 (Ghozali, 2021).

Table 5 Composite Reliability Test Results

Variable	Cronbach's alpha	Composite reliability (Rho_C)	Description
Price	0,904	0,933	Reliable
Purchasing Decision	0,781	0,855	Reliable
Product quality	0,944	0,960	Reliable
Promotion	0,940	0,956	Reliable

Source : Output Smart-PLS, 2025

Referring to Table 5 above, the outcomes of the Cronbach's Alpha and Composite Reliability assessments indicate favorable values, as every latent variable demonstrates Cronbach's Alpha and Composite Reliability scores exceeding 0.70. This finding suggests that the construct possesses strong reliability.

c. Average Varience Extracted (AVE)

Table 6 Averange Variance Extraced (AVE)

Variable	Averange extracted (AVE)
Price	0,776
Purchasing Decision	0,597
Product quality	0,858
Promotion	0,845

Source : Output Smart-PLS, 2025

From Table 6 above, the Average Variance Extracted (AVE) results for all variables are greater than 0.50, indicating that there are no issues related to discriminant validity within the evaluated model.

d. Discriminant Validity

Discriminant validity evaluation can be carried out through the Heterotrait Monotrait (HTMT) approach, which requires that the HTMT Ratio value must be less than 0.85 to meet the criteria for good discriminant validity.

Table 7 Ratio Heterotrait Monotrait (HTMT)

	Price	Purchasing Decision	Product quality	Promotion
Price				
Purchasing Decision	0,470			
Product quality	0,325	0,485		
Promotion	0,210	0,338	0,302	

Source : Output Smart-PLS, 2025

According to Table 7 above, the Heterotrait Monotrait (HTMT) ratio reveals the following correlations: between price and purchase decisions is 0.470; between price and product quality is 0.325; between price and promotion is 0.210; between purchase decisions and product quality is 0.485; between purchase decisions and promotion is 0.338; and between product quality and promotion is 0.302. These results indicate that all correlation coefficients are below 0.9, thus confirming validity from the perspective of discriminant analysis.

e. Composite Reliability and Cronbach's Alpha

Reliability assessment is essential to confirm the precision, consistency, and stability of the instrument in representing the construct. In this process, Cronbach's Alpha and Composite Reliability thresholds of >0.70 are applied as criteria (Ghozali, 2021)

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Table 8 Composite Reliability & Cronbach's Alpha Test Results

Variable	Cronbach's alpha	Composite reliability (Rho_C)	Description
Price	0,904	0,933	Reliable
Purchasing Decision	0,781	0,855	Reliable
Product quality	0,944	0,960	Reliable
Promotion	0,940	0,956	Reliable

Source : Output Smart-PLS, 2025

As presented in Table 8 above, the Cronbach's Alpha and Composite Reliability evaluations demonstrate satisfactory values, with every latent variable surpassing the 0.70 benchmark. This supports the conclusion that the construct holds robust reliability.

2. Inner Model

Testing of the internal model refers to the formulation of models grounded in theoretical and conceptual foundations to assess the linkages between exogenous and endogenous variables as outlined in the conceptual framework.

a. R-Square

The R-Square value explains the variation of the exogenous variable on the endogenous variable. The strength of the explanation of this variation is divided into several criteria, namely R-Square of 0.67, which means moderate, and 0.19, which means weak (Ayattulloh Michael Musyaffi, Hera Khairunnisa, 2021).

Table 9 Endogenous Variable R^2 Value

	R-square
Purchasing Decision	0,304

Source : Output Smart-PLS, 2025

The R-Square value explains the variation of the exogenous variable on the endogenous variable. The strength of the explanation of this variation is divided into several criteria, namely R-Square of 0.67, which means moderate, and 0.19, which means weak.

b. F-Square

F-square is a procedure carried out to determine changes in R-Square in endogenous constructs. These changes in R-Square show the influence of endogenous constructs related to the existence of their substantive influence. The F-Square value is small, namely 0.02 (Ayattulloh Michael Musyaffi, Hera Khairunnisa, 2021).

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Table 10 F-Square test results

Relationship between variables	Purchasing Decicion	Description
Price → Purchasing Decision	0,093	Kecil
Product quality → Purchasing Decision	0,122	sedang
Promotion → Purchasing Decision	0,036	Kecil

Source : Output Smart-PLS, 2025

Based on Table 10 above, it shows that the f-square value identifies that the price variable affecting the purchase decision has an f value of 0.093, which falls into the small category, which is classified as a small effect size. Product quality on the purchase decision with an f value of 0.122 has a moderate effect size, and promotion on the purchase decision with an f value of 0.036 has a small effect size.

c. Q-Square

The Q square value is used to determine the predictive power of a prediction through a blindfolding procedure. The Q square value is referred to as Stone-Geisser's. A Q square value below 0 indicates that the exogenous latent construct, as an explanatory variable, is capable of predicting the existing construct.

Table 11 Q-Square test results

variable	Q-square
Purchasing Decision (Y)	0,261

Source : Output Smart-PLS, 2025

Based on Table 11 above, it shows that the Q square value calculated for the endogenous variable, namely the purchase decision, is 0.261. It can therefore be concluded that the predictive relevance research model is good because it is greater than 0 (zero).

d. Hypothesis Testing Results

The estimated value for the relationship between paths in the structural model must be significant. A significant value (indicated by the P value) that is less than the confidence level of 0.05 means that the hypothesis is accepted. If we look at the significant value of the t-statistic, it must be greater than 1.96 (Ghozali, 2021).

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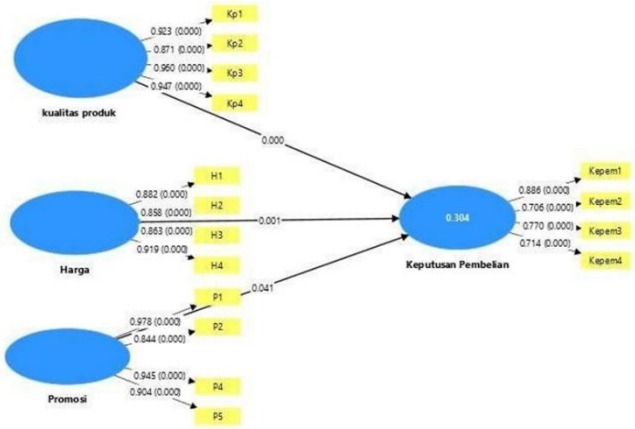
Table 12 Hypothesis Testing Results

	Original sampe l (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic (|O/STDEV|)	P Values	Description
Price-> Purchasing Decision	0,270	0,270	0,078	3,443	0,001	Positive Significant
Product quality-> Purchasing Decision	0,316	0,312	0,081	3,893	0,000	Positive Significant
Promotion-> Purchasing Decision	0,168	0,171	0,082	2,040	0,041	Positifve Significant

Source : Output Smart-PLS, 2025

Figure 4 Boostrapping Test Results



Source : Output Smart-PLS, 2025

Discussion

1. **The Effect of Price on Purchasing Decisions**
   The price factor in relation to purchase decisions records a T-statistic of 3.443, exceeding the threshold value of 1.96, and a P-value of 0.001, which is below 0.05. These results indicate acceptance of the first hypothesis, confirming that price exerts a positive and significant impact on purchase decisions.
   This conclusion aligns with prior findings by (Rohana et al., 2023), which demonstrated that price positively and significantly shapes purchase decisions. Buyers generally assess price by weighing it against the perceived value and benefits offered. Competitive pricing has become a key selling point of the indomie product, particularly for consumers highly sensitive to cost.

2. **The Effect of Product quality on Purchasing Decisions**
   Regarding the relationship between product quality and purchase decisions, the analysis produces a T-statistic of 3.893, surpassing the critical value of 1.96, and a P-value of 0.000, which is under the 0.05 threshold. This outcome validates the second hypothesis, affirming that product quality has a positive and significant influence on purchase decisions.
   This finding emphasizes that quality continues to be a primary determinant for buyers when selecting instant noodle brands, even though price and other aspects also play notable roles.
3. **The Effect of Promotion on Purchasing Decisions**
   In assessing the role of promotion on purchase decisions, the results reveal a T-statistic of 2.040, which surpasses 1.96, alongside a P-value of 0.041, falling below 0.05. These figures confirm the acceptance of the third hypothesis, indicating that promotion positively and significantly affects purchase decisions.
   This evidence is consistent with the study by (Nyoman & Gita, 2021), which reported that promotion exerts a significant and positive effect on purchase decisions. Indomie product campaigns, including price cuts, mass media advertisements, and innovative promotional tactics, have effectively stimulated consumer interest in making a purchase. Promotion serves as a strategic mechanism for reminding, persuading, and informing the market about the product, thereby shaping consumer purchasing behavior.

CONCLUSION

Referring to the conclusions presented, there are several suggestions that can be considered, including:

1. Product quality exerts a notable and favorable influence on purchase decisions for indomie product. Enhancing product quality leads to a greater likelihood of purchase decisions being made. The higher the quality standard of the marketed indomie product, the more pronounced the rise in purchase decisions.
2. Price demonstrates a considerable and beneficial influence on purchase decisions for indomie product. This implies that when the price becomes more economical and corresponds closely to the perceived value by buyers, the increase in purchase decisions becomes more evident.
3. Promotion holds a substantial and advantageous effect on purchase decisions for indomie product. Efforts such as price reductions, advertising campaigns, and exclusive deals capture consumer interest and stimulate purchase decisions. The more appealing and frequent the promotion, the greater the enhancement in purchase decisions.

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