



THE INFLUENCE OF PRICE DISCOUNTS, PERCEPTIONS OF PRICE, AND PRODUCT QUALITY ON ONLINE PURCHASE DECISIONS BABA RAFI TURKISH KEBAB SURABAYA

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Abstract:

Development business culinary increasingly day develop faster, indeed innovations carried out by actors business culinary make competition become the tighter, of course, matter. This requires the perpetrators business culinary. For Determine effective strategies so that you can survive and compete in the market. Baba Rafi is one of them business culinary with product main they namely Kebab Turki Baba Rafi. Several months Lastly, Baba Rafi experienced a decline in sales online, so the company need apply draft strategic marketing To raise sales. Study This done aims to know how much the existing level influences Price Discounts, Price, and Quality Perceptions of products on online purchasing decisions for Kebab Turki Baba Rafi. Method quantitative used in researching this and its population is Baba Rafi's existing customers do Purchase Turkish Kebab Baba Rafi online via food delivery order with a minimum of one transaction. Samples were taken totaling 50 respondents who have filled in the questionnaire via Google Form. Data obtained was processed with using IBM SPSS Version 22 software and analysed with used method analysis multiple linear regression. Findings from the study state that price Discounts individually are not influenced by decision purchases, however together with Price and Quality Perceptions Products have a significant impact and are influential to existing decision purchases.

Keywords: Price Discounts, Price, Quality Perceptions Product.

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INTRODUCTION

The development of the culinary business is growing more rapidly every day, the innovations carried out by business people mean that there are more and more types of food on the market and are attracting the attention of consumers, thus making competition in the culinary business even tighter. Based on data from the Central Statistics Agency (BPS), in 2020 there were 11,223 culinary businesses recorded, of this number 8,402 or 71.6% were restaurants or eateries, 269 or 2.40% were catering businesses, then the remaining 2,912 or 25.9% is in other culinary business categories.



Figure 1 Data on culinary businesses in Indonesia

Source: goodats.id

Competition for customers in culinary businesses is getting tighter following the increase in the number of culinary businesses. In this case, every business person is competing to promote their products to attract consumers or potential consumers (Talasenko, 2014). Quality products, complete facilities, or tariff wars through big discounts can be one of the weapons for business people to win the competition. The marketing mix determined by the company which includes product, price, promotion, and location has an impact on consumer perceptions which will later influence their decision to buy the goods offered (Alatas et al., 2023).

In marketing their products, almost all business people utilize technology by promoting and selling their products online through e-commerce applications that provide food delivery services such as ShopeeFood, GrabFood, and GoFood (Aprilianti & Amanta, 2020). The existence of this online ordering feature certainly makes it very easy for consumers to be able to get the food and drinks they want without having to go to a restaurant or outlet. Currently, culinary businesses are competing to compete in online sales, such as by providing price discounts to attract the attention and interest of consumers to make purchases. Product quality also influences how consumers make decisions to purchase a product because quality influences consumer satisfaction in using the product purchased (Fitri et al., 2023).

The promotions carried out by Baba Rafi not only provide information about the advantages of their products through social media, but they also use a price discount strategy by providing discount vouchers or discounts if making purchases online. Discounts are given to attract consumers' interest in making purchases (Ji et al., 2023). Apart from price discounts, Baba Rafi also pays great attention to the quality of his products, because Baba Rafi wants to provide the best products to consumers and customers. Various strategies used by Baba Rafi are carried out to encourage sales of Kebab Turki Baba Rafi online, but what is currently happening is that Baba Rafi is experiencing a fluctuating decline in online sales, this can be seen from the total turnover of online sales of Kebab Turki Baba Rafi from January to in September 2023.

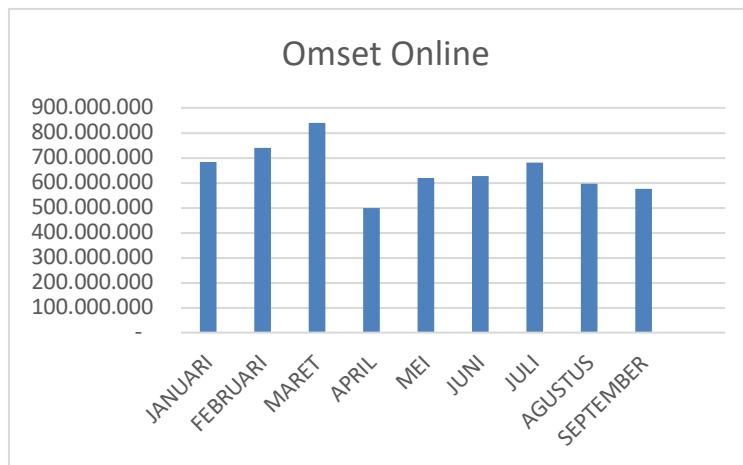


Figure 2: Online Sales Turnover

Source: PT Baba Rafi Internasional

Based on the data above, in January 2023 Baba Rafi earned a turnover of IDR 682,334,610, in February and March there was an increase with the respective monthly turnover of IDR 739,946,470 and IDR. 841,104,500. However, in April Baba Rafi experienced a decrease in online sales turnover of almost 50% from the previous month, namely only IDR 498,924,000. Furthermore, from May to September there were erratic increases and decreases with an average monthly turnover of IDR 620,000,000.

Based on the explanation of the background described above, the researcher was interested in carrying out research by taking the topic or title "The Influence of Price Discounts, Price Perceptions, and Product Quality on Online Purchasing Decisions of Kebab Turki Baba Rafi". And carry out analysis to find out how price discount variables, price perceptions, and product quality influence consumer decisions to purchase Kebab Turki Baba Rafi products online.

THEORETICAL BASIS

Price discount

A price discount is a reduction or reduction in the price of a product from its original price which is applied within a certain period to encourage sales. Discounts are defined as price cuts that are made directly when purchasing goods in a certain quantity during a certain period (Liang & Lin, 2023).

Price Perception

Price perception is how individuals interpret or define prices as low, fair, or high value. Price perception is influenced by how information about prices can be easily understood completely by consumers and provides deep meaning. Consumer reactions to prices which are influenced by psychological factors from various aspects are called price perceptions (Guliyev, 2023), which is why price perceptions are also a factor for individual consideration in determining purchasing decisions (Rajasa et al., 2023).

Product Quality

Purchasing decisions are influenced by product quality factors. The usefulness value of a product or service that is expected to be able to meet needs and also provide customer satisfaction, is known as Product Quality. The characteristics and attributes of a good or service that have the potential

to provide satisfaction with what consumers need, whether stated or implied, are referred to as product quality (Salsabila, 2023).

Buying decision

Purchasing decisions refer to a process where individuals or groups choose whether or not to purchase a product. Purchasing decisions are needs or desires that are caused by encouragement or motives toward something so that the buyer finally makes a purchase (Anggarwati et al., 2023).

conceptual framework

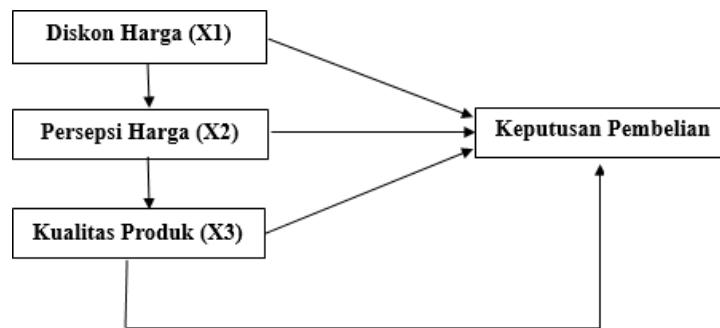


Figure 3: Conceptual Framework

Hypothesis

H1: Individual price discounts have a significant influence on online purchasing decisions for Kebab Turki Baba Rafi products in the Surabaya area.

H2: Individual price perceptions have a significant influence on online purchasing decisions for Kebab Turki Baba Rafi products in the Surabaya area.

H3: Individual product quality has a significant influence on online purchasing decisions for Kebab Turki Baba Rafi products in the Surabaya area.

H4: Price discounts, price perceptions, and product quality simultaneously or simultaneously have a significant effect on purchasing decisions (Y) Kebab Turki Baba Rafi in Surabaya online.

METHOD

The method used in this research is a quantitative method which allows statistical analysis to understand and interpret the data carefully. Quantitative research is a research approach that is based on the philosophy of positivism and is used to study specific populations or samples. Quantitative research uses data collection instruments and uses statistical data analysis to test predetermined hypotheses (Neuzil et al., 2023).

a. Population and sample

The population used by researchers is consumers who have purchased Kebab Turki Baba Rafi online via a food delivery service platform with at least one transaction. The sample taken by researchers was 50 respondents.

b. Research variable

The researcher chose 3 independent variables, namely price discounts as X1, price perceptions as X2, and product quality as X3, as well as the dependent variable, namely purchasing decisions as variable Y.

c. Data collection technique

Data was obtained by distributing questionnaires using a Likert scale with options 1 to 5. Questionnaires were distributed online with the help of Google Forms. Data obtained through questionnaires were processed using IBM SPSS version 22.

d. Data analysis

Before testing the hypothesis, the data that has been obtained will be tested first to evaluate whether the data is suitable for use as a test. Several tests will be used, namely validity tests to determine the validity of data, reliability tests, and also classical assumption tests. After that, the data was analyzed using the multiple linear regression method.

RESULTS AND DISCUSSION**1. Data Quality Test****a. Validity test****Tabel 1. Hasil Uji Validitas**

Variabel	Item	r Hitung	r Tabel	Keterangan
X1	X1.1	0,594	0,2787	Valid
	X1.2	0,861	0,2787	Valid
	X1.3	0,820	0,2787	Valid
	X1.4	0,803	0,2787	Valid
	X1.5	0,793	0,2787	Valid
X2	X2.1	0,833	0,2787	Valid
	X2.2	0,703	0,2787	Valid
	X2.3	0,867	0,2787	Valid
	X2.4	0,865	0,2787	Valid
	X2.5	0,809	0,2787	Valid
X3	X3.1	0,871	0,2787	Valid
	X3.2	0,916	0,2787	Valid
	X3.3	0,822	0,2787	Valid
	X3.4	0,790	0,2787	Valid
	X3.5	0,736	0,2787	Valid
Y	Y1	0,752	0,2787	Valid
	Y2	0,820	0,2787	Valid
	Y3	0,672	0,2787	Valid
	Y4	0,858	0,2787	Valid
	Y5	0,878	0,2787	Valid

Sumber : Data Olahan (2023)

Validity testing is a process for evaluating the ability of a measuring tool or measurement instrument to measure the variable being tested. The data tested can be said to be valid if it has a calculated r value greater than table r or a sig value smaller than 0.05. Based on the r table, in this study, the r table value is 0.2787 with a significance of 5% or 0.05. The instrument in this research is said to be valid if the calculated r result is greater than or equal to 0.2787.

After carrying out a validity test, the result is that all items of the statement have a calculated r value that is greater than the r table ($r_{\text{calculated}} > r_{\text{table}}$) with a significance value smaller than 0.05. It can be concluded that the data used in this research is valid and reliable for this research.

B. Reliability Test

Reliability tests are used to measure the extent to which a measurement instrument is reliable or consistent as a measuring tool. The general method commonly used is Coefficient Alpha or Cronbach's Alpha which measures the consistency of a set of statements or items. If the Cronbach's alpha of the item is > 0.60 then the questionnaire data is accepted as a good indicator of reliability.

Tabel 2. Hasil Uji Reliabilitas

Variabel	Cronbach's Alpha	Standar	Keterangan
Diskon Harga (X1)	0,831	0,60	Reliabel
Persepsi Harga (X2)	0,872	0,60	Reliabel
Kualitas Produk (X3)	0,844	0,60	Reliabel
Keputusan Pembelian (Y)	0,850	0,60	Reliabel

Sumber : Data Olahan (2023)

Based on the reliability test calculations, the result is that the measurement instruments which include price discounts, price perceptions, and product quality, are reliable because each instrument or variable has a Cronbach's alpha coefficient value greater than 0.60.

2. Classic assumption test

a. Normality test

The normality test is used to check the extent to which the instruments or variables used have a normal distribution. This research applies a normality test applied using the Kolmogorov-Smirnov method.

Tabel 3. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,78071819
Most Extreme Differences	Absolute	,110
	Positive	,110
	Negative	-,099
Test Statistic		,110
Asymp. Sig. (2-tailed)		,178 ^c

Sumber : Data Olahan (2023)

The results of the Kolmogorov-Smirnov normality test calculation show that in the data contained in this study, all variables are normally distributed because the significance value is greater than 0.05.

b. Multicollinearity Test

The multicollinearity test is used to identify the presence of multicollinearity problems or detect the level of linear relationship between independent variables in a multiple linear regression model. A good regression model is created if the independent variables are not correlated with each other. This research uses VIF (Variance Inflation Factor) to carry out measurements. If the regression model has a VIF value of less than 10 and a tolerance value of more than 0.1, then the regression model shows the absence of multicollinearity.

Tabel 4. Hasil Uji Multikolinearitas

Model	Coefficients ^a	
	Tolerance	VIF
1	Diskon Harga	,272
	Persepsi Harga	,250
	Kualitas produk	,311

Sumber : Data Olahan (2023)

The VIF test results show that the variables in this regression model have a tolerance value higher than 0.10 and a VIF value less than 10, so it can be concluded that there are no symptoms of multicollinearity.

c. Heteroscedasticity Test

This test is carried out to find out whether the variance of the errors (residuals) in the regression model is not constant. If heteroscedasticity is detected it can result in inaccuracies in hypothesis testing. A variable is said to pass the test if its significance value is higher than 0.05.

Tabel 5. Hasil Uji Heteroskedastisitas

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	B	Unstandardized Coefficients			
1	(Constant)	-,164	1,645	-,099	,921
	Diskon Harga	,242	,155	,222	,124
	Persepsi Harga	,365	,159	,339	,026
	Kualitas produk	,370	,134	,366	,008

Sumber : Data Olahan (2023)

The model created in this research does not have heteroscedasticity problems, because based on the test results the sig value is known. of each variable is worth more than 0.05.

3. Multiple Linear Regression Test

For research that uses more than one independent variable, the multiple linear regression test is used to evaluate the relationship between two or more independent variables and one dependent variable. In this research, the number of independent variables is three variables, so the multiple linear regression test is used as the analysis method.

Tabel 6. Hasil Uji Linear Berganda

Model	Coefficients ^a	
	B	Unstandardized Coefficients
1 (Constant)		-,164
Diskon Online		,242
Persepsi Harga		,365
Kualitas produk		,370

Sumber : Data Olahan (2023)

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = -164 + 0.242 + 0.365 + 0.370$$

Based on the test results above, it can be concluded:

- A constant value of -0.164 means that the purchasing decision variable has a value of -0.164 if all independent variables do not influence Y or all independent variables have a value of 0.
- The regression coefficient value of the price discount variable is 0.242, which means that if the variable experiences an increase of 1 unit, it will have an impact on increasing the purchasing decision value by 0.242.
- The regression coefficient value of the price perception variable is 0.365, which if there is an increase of 1 unit in the price variable, will increase the purchasing decision value by 0.365.
- The product quality variable has a regression coefficient value of 0.370, which means that if the product quality increases by 1 unit, it will have an impact on increasing the value of the purchasing decision variable by 0.370.

4. T-Test Results

The T-test is carried out to determine the impact of the independent variable on the dependent variable. The hypothesis can be accepted if the significance value is more than 0.05 and has a calculated t value greater than the t table. The t-table value in this study is 2.011.

Tabel 7. Hasil Uji T

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	-,164	1,645		-,099	,921
Diskon Harga	,242	,155	,222	1,567	,124
Persepsi Harga	,365	,159	,339	2,297	,026
Kualitas produk	,370	,134	,366	2,768	,008

Sumber : Data Olahan (2023)

Based on the test results table above, several conclusions can be drawn:

- With a significance value of $0.124 > 0.05$ and also a calculated t value of less than 2.011 ($1.567 < 2.011$) it can be stated that H1 is rejected. So the price discount variable does not influence the purchasing decision variable.
- The significance value of the price perception variable is $0.046 < 0.05$ and the calculated t value is $2.297 > 2.011$, so H2 is accepted, which means that the independent variable price perception influences the purchasing decision variable.

c. The significance value of the product quality variable is $0.008 < 0.05$ and has a calculated t value of $2.768 > 2.011$, so H3 is accepted, which means that the independent variable product quality influences purchasing decisions.

5. F Test Results (Simultaneous)

The F test is applied to measure the extent to which the independent variable simultaneously contributes to the dependent variable. The hypothesis can be accepted if the significance value for the f test is < 0.05 and the calculated f is greater than the f table value (2.087).

Tabel 8. Hasil Uji F**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	465,343	3	155,114	45,922	,000 ^b
Residual	155,377	46	3,378		
Total	620,720	49			

Sumber : Data Olahan (2023)

Based on the results of the test, the calculated f value is $45.922 > 2.087$, and the sig. $0.000 < 0.05$, so H4 can be accepted, which means that the three independent variables consisting of price discounts, price perceptions, and also product quality together or simultaneously influence purchasing decisions

a. Price Discount

Price discount refers to a reduction in the price of a product from the established list price for a certain period (Martín-Herrán & Sigué, 2023). Based on the results of the analysis of data calculations, the price discount variable does not influence the online purchasing decision variable for Turkish Baba Rafi kebabs. Statistical analysis provides results that can be concluded that there is no strong or significant correlation between giving price discounts and purchasing decisions. This indicates that although offering price discounts may be an attractive factor for consumers, its influence is not large enough to significantly influence consumer purchasing decisions.

b. Price Perception

Price perception is the perceived worth of a product or service in the consumer's mind (Huang, 2023). Analysis of data calculations also shows that price perceptions have a significant influence on online purchasing decisions for Kebab Turki Baba Rafi. That means that customers see the price as appropriate or providing good value, and they are more likely to make a purchasing decision.

Seeing how price perception is one of the factors that influence consumer purchasing decisions, this should certainly be a concern for companies to determine more effective pricing strategies in order to increase competitiveness in the market. Companies are expected to monitor and adjust pricing strategies according to consumer perceptions in order to create a business environment that is more responsive and attractive to potential customers.

c. Product Quality

Product quality refers to how well a product satisfies customer needs, serves its purpose, and meets industry standards (Sharma Bhandari, 2023). Meanwhile, the results of the analysis from data calculations show that product quality has an influence on online purchasing decisions for Kebab Turki Baba Rafi. Linear regression analysis reveals that product quality has a significant weight in predicting online purchasing decisions for Kebab Turki Baba Rafi. This indicates that when consumers perceive the quality of the kebab as high or meets their expectations, they are more likely to make a purchase. It is hoped that the results of this analysis will provide insight for companies to continue to maintain or improve their product quality standards. Understanding how product quality influences purchasing

decision-making emphasizes the importance of investing in developing and maintaining product quality as the main strategy for increasing customer satisfaction and strengthening market share.

d. The influence of price discounts, price perceptions, and product quality on purchasing decisions.

Analysis of the results of the F test that has been carried out found that the three variables which include price discounts, price perceptions, and product quality simultaneously influence online purchasing decisions for Kebab Turki Baba Rafi. The analysis results show that the combination of these variables together plays a crucial role in shaping consumer preferences for purchases (Wenzig & Gruchmann, 2018). In the ANOVA analysis, the conclusion that can be drawn is that these three variables have a positive influence on online purchasing decisions for Kebab Turki Baba Rafi.

CONCLUSION

Based on various tests that have been carried out in this research, the results are that price discounts do not have a significant contribution in predicting purchasing decisions. The influence of price discounts is not large enough to influence purchasing decisions. However, price perception, which includes consumer evaluation of the price offered, makes a significant contribution to purchasing decisions. Positive price perceptions can increase the attractiveness of the product and increase the likelihood that consumers will choose the product as a purchasing option.

Product quality is also proven to be a key factor in forming consumer purchasing decisions. Consumers tend to be more inclined to choose kebabs when they think the product quality is good and meets their expectations. Although price discounts do not show a significant influence individually, when considered together with perceived price and product quality, they appear to have a strong influence on purchasing decisions.

It is hoped that the results obtained through this research will provide insight for companies to be able to carry out effective strategic management and not only emphasize offering attractive price discounts, but also pay attention to and maintain optimal product quality to attract consumer attention. A marketing strategy that details the optimal combination of these factors can be the key to increasing product appeal and overall consumer satisfaction.

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