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The Effect of Product Quality and Price on Consumer Purchase Decisions at Goela Gelato & Pizzeria in Pontianak

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A R T I C L E I N F O

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A B S T R A C T

The purpose of this research is to find out the effect of product quality and price on purchasing decision at Goela Gelato & Pizzeria Pontianak. The research was conducted using a quantitative framework to examine associative relationships. The sample included 100 consumers obtained through purposive sampling, where only customers with a history of at least two purchases were eligible to participate. The data were looked at with multiple linear regression analysis. If you look at the results separately or together, they show that both the price and the quality of the goods have a big and positive effect on people's decisions to buy. Instead of price being the main factor in their decision, consumers seem to care more about the quality of the product, such as how it tastes, how well it meets standards, how fresh the ingredients are, and how well it is presented. However, the ability of the two variables to explain purchase decisions remains limited, indicating that other factors should also be considered. The results indicate that Goela Gelato & Pizzeria should continue to ensure the consistency of its product quality while setting prices that correspond with the value and advantages recognized by customers.

INTRODUCTION

The food and beverage industry continues to develop, as indicated by increasingly diverse product choices and intensified competition among business actors. This competition motivates companies to develop products that can fulfill consumer expectations by providing high-quality offerings and prices that correspond to the value perceived by customers. While shopping for food and drinks, product quality is very important because it shows a lot of different things about the products, like how tasty they are, how varied the menu is, and how clean the products are (Laela, 2021).

Goela Gelato & Pizzeria is a culinary business operating in the food and beverage sector and has been operating in Pontianak since 2019. The business offers a variety of menu items, including gelato, pizza, pasta, desserts, appetizers, salads, and beverages, with varying price ranges that cater to different consumer groups. According to data from the Pontianak One-Stop Investment and Integrated Services Agency (2026), Goela Gelato & Pizzeria is situated in the Jalan Letjend Suprapto area, which serves as a location for at least eleven food and beverage establishments. Consequently, the company functions within a highly competitive market environment. This situation reflects that consumers have numerous options available when deciding which products or services to purchase. Consumers often evaluate the quality of food as a primary factor before choosing a restaurant, since it directly affects their perception and experience during the consumption process (Wijaya, 2017).

Company data indicate that the net profit of Goela Gelato & Pizzeria increased from IDR92,102,628 in 2023 to IDR178,496,076 in 2024, representing an increase of 93.85%. It then increased again to IDR265,342,538 in 2025, reflecting a growth rate of 48.67%. Although net profit continued to increase, its growth rate slowed compared with the previous year. Based on an interview with the business owner, this condition occurred simultaneously with the increasing number of modern-style restaurants offering similar products. Consequently, consumers have more alternatives and consider product quality and price suitability before making purchases (Goela Gelato & Pizzeria, 2026). A consumer's buying decision process includes figuring out what they need, weighing their options, and picking the products that meet their needs the best (Wibowo & Rahayu, 2021).

Several prior studies have identified product quality and price as commonly analyzed factors associated with purchasing decisions. According to Safnur et al. (2025), the quality and pricing of items at coffee shops in the South Solok Regency have a major influence on people’s buying decisions. According to Sofia et al. (2024), product distinctiveness and discount pricing were identified as factors that positively and significantly affect coffee purchasing decisions. Previous studies by Iskandar (2021), Kabanga and Sanam (2022), and Sopingi et al. (2023) have shown that product quality plays a big part in people's choices to buy. According to Tanjung et al. (2023) and Kurniawan et al. (2023), variations in price can significantly influence purchase decisions, with price showing a positive impact on consumer behavior. It was also found by Fadillah et al. (2024) and Mufian and Bambang (2024) that the price and quality of a product had a big

effect on people's decisions to buy it. Firliyansyah and Samsuddin (2026) also found that the quality and price of a product had a big effect on people's plans to buy it again.

There is a lot of study in the food sector on how product quality and pricing impact people's choices to purchase, but much of the research has been restricted to coffee shops, casual dining restaurants and particular kinds of food. This study was conducted at Goela Gelato & Pizzeria, which offers a combination of gelato, pizza, pasta, desserts, and beverages within a modern restaurant concept. These characteristics lead consumers to consider not only product taste but also the suitability of prices in relation to menu variety, ingredient quality, product presentation, and the consumption experience obtained. In addition, the company's net profit continued to increase but experienced slower growth in 2025, indicating the need to examine internal factors affecting consumer purchase decisions amid competition in the modern culinary industry in Pontianak.

Based on what we've already talked about, the purpose of this study is to look into how product quality and price affect people's decisions about what to buy at Goela Gelato & Pizzeria Pontianak. A quantitative technique is utilized to investigate the independent and combined effects of the elements on the people's purchasing choices.

THEORETICAL REVIEW

Product Quality

Ananda and Manik (2024) say that Kotler and Armstrong's definition of product quality includes all of a product or service's features and qualities that show how well it meets customers' wants and expectations. Products that are of good quality give customers more value and make them more likely to buy them. Daga (2017) defines quality of a product as the extent to which it does what it is meant to perform. This covers elements like robustness, reliability, precision, simplicity of operation and maintenance and other attributes that provide value for the client. Agriawan et al. (2025) explained that business owners are required to consistently maintain and enhance the quality of their products or services based on established company standards. This is because the quality perceived by customers can influence their satisfaction levels and willingness to make repeat purchases, even though each customer may have different perceptions regarding quality.

In managing product quality, improvements can be achieved by adopting the principles of Total Quality Management (TQM) (Daga, 2017). When Kotler (2010) and Daga (2017) talk about product quality, they say that it's how well it meets six criteria: comfort, longevity, design, materials, lack of flaws, and stability. Safnur et al. (2025) discovered that the quality of the goods has a big effect on what people in South Solok Regency decide to buy at coffee shops. Likewise, Firliyansyah and Samsuddin (2026) found that product quality at Empek-Empek Cinata Food Stall in Landak Regency might influence customer repurchase intentions.

H1: Product Quality has a positive and significant effect on the Purchase Decisions of consumers at Goela Gelato & Pizzeria in Pontianak.

Price

According to Indrasari (2019) price is the amount of money or value that individuals must pay for a product or service to get the advantages of a product or service, as Alma (2013) said. Price evaluation by Kotler (2008), as cited in Indrasari (2019), includes four factors: how affordable the price is for customers, how well the price matches the quality of the product, how well it can compete with other products, and how well the price matches the benefits of the product. According to Putren (2023), Kotler says that price is one of the marketing factors that people look at when deciding what to buy. The value that buyers give in return for a seller's good or service is called price, according to Riyono and Budiharja (2016). Salsabilla and Fasa (2024) also claimed that pricing is the amount of money that consumers have to spend for a product or service that they would get the advantages and value that they may obtain from utilizing it. In their research, Safnur et al. (2025) shown that prices greatly affect consumers' choices to make purchases at coffee shops in South Solok Regency. Sofia et al. (2024) revealed that promotional price discounts significantly contribute to consumers' decisions when purchasing coffee products. Firliyansyah and Samsuddin (2026) also shown that price has a favorable and substantial influence on consumers' desire to repurchase at Food Stall Empek-Empek Cinata in Landak.

H2: Price has a positive and significant effect on the Purchase Decisions of consumers at Goela Gelato & Pizzeria in Pontianak.

Purchase Decision

According to Wulandari and Mulyanto (2024), purchasing decisions refer to the cognitive and behavioral processes undertaken by consumers when evaluating, choosing, and acquiring a specific product or service. The purchase decision variable is assessed through five main indicators, namely the identification of problems, the process of seeking information, the evaluation of available alternatives, the decision-making process before purchase, and consumer behavior after the purchase (Wulandari & Mulyanto, 2024). Arfah (2022) described a purchase decision as a phase within the consumer decision-making process that takes place after consumers have assessed several available options and before engaging in post-purchase activities. The consumer's ultimate choice to purchase a particular product reflects what was considered in this stage. Kotler and Keller (as cited in Nuryani et al., 2022) say that a person's age, life stage, occupation, finances, personality, self-image, lifestyle, and personal values are some of the things that affect their decision to buy something. A lot of research has shown that the price and quality of a product affect what people buy (Safnur et al., 2025; Sofia et al., 2024).

H3: Product Quality and Price simultaneously have a positive and significant effect on the Purchase Decisions of consumers at Goela Gelato & Pizzeria in Pontianak.

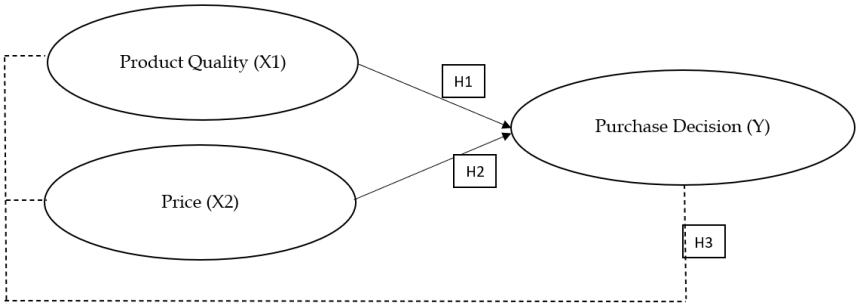

Figure 1. Conceptual Framework

METHODOLOGY

This research is using association quantitative research approach to investigate the influence of Product Quality and Price on customer Buying Decision at Goela Gelato & Pizzeria Pontianak. Associative study is used to find out how two or more factors are related or affect each other (Siregar, 2020). The study utilized primary data collected from questionnaires administered to Goela Gelato & Pizzeria customers who had purchased products at least twice. In addition, secondary data were obtained from competitor information, menu records, and the company's net profit reports for the period of 2023 to 2025 (Siregar, 2020).

The study population included all consumers of Goela Gelato & Pizzeria who purchased the products according to their individual preferences. By using Purba's method, which was explained by Sujarweni (2019), the study chose 100 individuals as its sample. The people who took part were chosen using a method purposive sampling which was based on the study's requirements. Product quality (X1) and price (X2) were the independent factors. Purchase Decision (Y) was the dependent variable that was looked at. A five-point Likert scale was used to measure all of the factors (Sugiyono, 2019).

First, we looked over the instruments. Cronbach's Alpha was used to make sure they were reliable, and the product-moment correlation method was used to make sure they were valid. More than 0.60 was thought to be a good number for the coefficient (Sahir, 2021). The usual assumption analysis that followed used the Kolmogorov–Smirnov technique for the normality test, the Test for Linearity method for the linearity test, and the Tolerance and Variance Inflation Factor (VIF) values for the multicollinearity test. These tests were done to make sure that the regression model meets the necessary statistical standards (Sahir, 2021; Ghozali, 2018). SPSS software was used for the whole process of analyzing the data.

Multiple linear regression analysis was used to test the idea and look at the link between independent variables and the choice of what to buy. It looks at how Product Quality and Price Affect Each Other (Ghozali, 2018). The coefficient of determination (R2) was used to figure out how much changes in the dependent variable could be explained by changes in the independent variables. The correlation coefficient (R) was used to measure how strongly the variables were linked (Sugiyono, 2019). At a 5% significance level, we use a joint F-test to see how the two independent variables affect the dependent variable as a whole and

a partial t-test to see how each independent variable affects the dependent variable on its own. Thereby, we test our theories (Sahir, 2021).

RESULTS

Test Research Instruments

a. Validity Test

The validity test was done to see if each question on the questionnaire could accurately reflect and measure the factors that were wanted for the study. Correlation analysis was used to look at the connection between the score on each item and the total score on the questionnaire. If the association coefficient (r-value) was higher than the important number shown in the r-table, the thing was thought to be real. The degree of freedom (df = n-2) at a significance level of 5% (0.05) was used to find the value of r-table, which is 98. The r-table number was found to be 0.196 using this math. In Table 1, you can see the results of the validity test for each study variable.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.712	0.196	Valid
	X1.2	0.690		
	X1.3	0.753		
	X1.4	0.803		
	X1.5	0.735		
	X1.6	0.699		
	X1.7	0.743		
	X1.8	0.709		
	X1.9	0.703		
	X1.10	0.840		
	X1.11	0.740		
	X1.12	0.780		
Price (X2)	X2.1	0.786	0.196	Valid
	X2.2	0.761		
	X2.3	0.,788		
	X2.4	0.776		
	X2.5	0.788		
	X2.6	0.817		
	X2.7	0.773		
	X2.8	0.724		
Purchase Decisiopn (Y)	Y.1	0.828	0.196	Valid
	Y.2	0.697		
	Y.3	0.714		
	Y.4	0.742		
	Y.5	0.688		
	Y.6	0.715		
	Y.7	0.753		
	Y.8	0.622		
	Y.9	0.650		

Y.10	0.734	
Y.11	0.747	

Source: Processed Data, 2026

The outcome of the validity test may be shown in table 1. This demonstrates that the r-value of each statement item for Variable Product Quality (X1), Price (X2) and Purchase Decision (Y) is greater than the value of the r table of 0.196. So, all of the measuring tools that were used in this study have been proven to work and are thought to be suitable for gathering data.

b. Reliability Test

The reliability study was performed using Cronbach's Alpha to verify the consistency across the research instruments. If the coefficient of Cronbach's Alpha is more than 0.60, it suggests that the research instrument is dependable. The results of the reliability test for each study variable can be seen in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Product Quality (X1)	0.924	**12**	0.60	Reliable
Price (X2)	0.905	**8**		
Purchase Decision (Y)	0.905	**11**		

Source: Processed Data, 2026

The results of the reliability test in Table 2 reveal that each study variable has a Cronbach's Alpha value more than 0.60. This finding demonstrated that the instruments employed in this study had acceptable internal consistency and could be considered reliable for the collection of research data.

Classical Assumption Test

a. Normality Test

The normality of the acquired data was examined using the Kolmogorov–Smirnov test to see whether the data had a normal distribution pattern. The data were considered regularly distributed if the significance value was > 0.05. The normalcy test results are shown in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.087
Asymp.Sig.(2-tailed)	.062[c]

Source: Processed Data, 2026

The Asymp. Sig. (2-tailed) of the normalization test in Table 3 is 0.062 which is greater than the significance limit of 0.05. In this example the result indicates that the data are regularly distributed and fulfill the normality assumption.

b. Linearity Test

The linearity test was done using Test for Linearity technique to examine whether there is a straight line between the independent and dependent elements. It is evident that there is a direct link if the Sig. Linearity value is less than 0.05 and sig. The divergence from linearity is over 0.05. Table 4 presents the results of the regression test.

Table 4. Linearity Test Results

Variabel	Linearity	Deviation from Linearity	Description
Purchase Decisiopn * Product Quality	.000	.106	Linear
Purchase Decisiopn * Price	.000	.530	

Source: Processed Data, 2026

The results of the linearity test are shown in this table. It indicates that Product Quality (X1) and Price (X2) have Sig. If linearity is less than 0.05 and sig. Associated with Purchase Decision (Y) having values over 0.05 from linearity. The findings reveal that the relationships between the non-dependent and dependent elements are linear.

c. Multicollinearity Test

The independent variables in the regression model were tested for multicollinearity to see if there were strong relationships between them. If the regression model fulfills the threshold conditions provided, it is considered to be free of multicollinearity concerns. The results of multicollinearity test are shown in Table 5.

Table 5. Multicollinearity Test Results

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
	Product Quality	.938	1.066
	Price	.938	1.066
a. Dependent Variable: Purchase Decisiopn			

Source: Processed Data, 2026

The results of the multicollinearity test are shown in Table 5. Product Quality (X1) and Price (X2) has a VIF rating of 1.066 (below than threshold value of 10.00) and a Tolerance value of 0.938 (more than 0.10). These findings indicate that the regression model has no multicollinearity issue.

Hypothesis Test

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was performed to assess the effect of independent factors on the dependent variable both individually and collectively. We also intended to determine the pattern and direction of correlations between the variables in the suggested study model. The findings of the analysis of the regression coefficients are shown in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.010	.145		6.954	.000
	Product Quality	.174	.053	.312	3.280	.001
	Price	.123	.056	.210	2.201	.030
a. Dependent Variable: Purchase Decision						

Source: Processed Data, 2026

The following multiple linear regression equation can be seen in Table 6:

$$\mathbf{Y = 1.010 + 0.174X_1 + 0.123X_2}$$

The interpretation of the regression equation is as follows:

1. The value of 1.010 shows that the Purchase Decision (Y) will likely have a value of 1.010 if the Product Quality (X_1) and Price (X_2) stay the same.
2. A one-unit rise in Product Quality (X_1) will cause a 0.174-unit rise in Purchase Decision (Y), according to the regression coefficient for Product Quality (b_1).
3. A 0.123-unit increase in Price (X_2) will cause a 0.123-unit increase in Purchase Decision (Y). This is shown by the Price coefficient (b_2).

b. Correlation Coefficient Analysis (R)

The correlation coefficient analysis was used to find out how strongly and in what way the factors in this study were linked. We did the study with the Product Moment correlation test, and Table 7 shows the results of the correlation coefficient measurement.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418[a]	.174	.157	.49158
Predictors: (Constant), Price, Product Quality.				

Source: Processed Data, 2026

Figure 7 shows the correlation study. The correlation coefficient (R) that was found is 0.418. This result is good because it shows that both Price and Product Quality are linked to a Shopping Decision. The coefficient number is also between 0.40 and 0.599, which means that the association is fairly strong.

c. Determination Coefficient (R^2)

Table 7 shows that the coefficient of determination analysis gave an R-square value of 0.174, which means that Product Quality and Price only explain 17.4% of the variation in Purchase Decision. 82.6% of the difference is due to things that aren't included in the research model.

d. Simultaneous Test

A simultaneous F-test was employed to find out the extent the independent factors influenced the dependent variable as a whole. Table 8 illustrates the findings discovered by the SPSS analysis.

Table 8. Simultaneous Test Results

Model	Sum of Squares	Mean Square	F	Significance
Regression	4.949	2.474	10.240	.000[b]
Residual	23.440	.242		
Dependent Variable: Purchase Decision				
Predictors: (Constant), Price, Product Quality				

Source: Processed Data, 2026

The result of simultaneous test is presented in Table 8, the computed F-value is 10.240, which is more than F-table value 3.09 and the significance value is 0.000, which implies less than 0.05. Thus H3 is supported which indicates that Product Quality and Price has a significant influence on the purchase choice.

e. Partial Test

Partial test was conducted to find out the influence of independent variables on dependent variable. The findings obtained using SPSS are shown in Table 9.

Table 9. Partial Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.010	.145		6.954	.000
	Product Quality	.174	.053	.312	3.280	.001
	Price	.123	.056	.210	2.201	.030
a. Dependent Variable: Purchase Decision						

Source: Processed Data, 2026

For partial test results, the estimated t-values were compared with the t-table value of 1.660 in Table 9. This leads to the following conclusions:

1. In the case of Product Quality (X1), the calculated t-value (3.280) was higher than the t-table value (1.660), and the level of significance was 0.001 (< 0.05). Because of this, H1 was accepted, showing that Product Quality has a positive and significant effect on Purchase Decision.
2. The calculated t-value for Price (X2) was 2.201, which was higher than the t-table value of 1.660. However, the significance value of 0.030 was less than the 0.05 level. So, H2 was accepted, which means that Price has a good and significant effect on the decision to buy.

DISCUSSION

The Effect of Product Quality on Purchase Decisions

The partial test findings indicate that Product Quality (X1) has a favorable and substantial impact on consumer purchasing behavior at Goela Gelato & Pizzeria Pontianak. The t-count is 3.280 > t-table is 1.660 and the significance value is 0.001 < 0.05 which means that Product Quality has a positive and significant influence on the decision to purchase. Furthermore, the slope value of 0.174 implies that for every one unit rise in Product Quality, the Purchase Decision will increase by 0.174 units. Product Quality has more effect on

Purchase Decision than Price as shown by its beta value of 0.312. The findings of this study are in line with the results of research by Iskandar (2021), Kabanga and Sanam (2022), and Sopingi et al. (2023) which states that Product Quality has a positive and substantial influence on Purchase Decisions. This consistency suggests that product quality is still one of the primary variables people use to choosing what to purchase.

The Effect of Price on Purchase Decisions

The tests at Goela Gelato & Pizzeria in Pontianak show that Price (X2) has a good and significant effect on purchase decisions to buy (Y). The significance level is 0.030, which is less than the accepted level of 0.05. The estimated t-value is 2.201, which is greater than the 1.660 value in the t-table. That is, if all the other factors stay the same, a change of one unit in Price will cause a change of 0.123 units in Purchase Decision. This study supports what Tanjung et al. (2023) and Kurniawan et al. (2023) already said: Price has a big and good affect on people's decisions to buy things. Price is one of the main things that influences people's decisions about what to buy.

The Effect of Product Quality and Price on Purchase Decisions

According to the results of the simultaneous test, both Product Quality (X1) and Price (X2) have a statistically significant effect on what customers in Pontianak purchase decision to buy (Y). The significance value of 0.000 (<0.05) and the F-value of 10.240 (higher than the F-table value of 3.09) show that Product Quality, Price, and Purchase Decision are all strongly connected at the same time. These results support what Fadillah et al. (2024) and Mufian and Bambang (2024) found, which is that Price and Product Quality both have positive and important effects on Buying Decisions.

CONCLUSIONS AND RECOMMENDATIONS

Customers at Goela Gelato & Pizzeria were purchase decision to buy (Y) when the product quality (X1) and price (X2) were both good. This was true both separately and when they were combined. We found the equation $Y = 1.010 + 0.174X_1 + 0.123X_2$ through multiple linear regression analysis. This shows that there is a connection between the price, quality, and choice to buy. Results from the parallel test show that Price and Product Quality both play a big role in the choice to buy. It was found that the F-value was 10.240, which is greater than the F-table value of 3.09, and the significance value was 0.000, which is less than 0.05. The R-value for the correlation coefficient test was also 0.418, which shows there is a moderate link. The R^2 number that was found was 0.174, which shows that Product Quality and Price only affect 17.4% of the difference in Purchase Decision. Other factors that aren't part of the study model affect the other 82.6%.

Price is also not as important to people when they are deciding what to buy as Product Quality is. It seems that the Product Quality variable has a t-value of 3.280, which is greater than the 1.660 value in the t-table. At the 0.001 level (<0.05), this is important. Product Quality has a big and good effect on the choice to buy, as shown by this finding. The t-value for Price is 2.201, which is greater than the

t-table value of 1.660. Another important thing about it is that its number is 0.030, which is less than 0.05. Price has been shown to have a good and important effect on why people buy something. People at Goela Gelato & Pizzeria choose what to buy based on both price and quality of the goods in the store. However, the quality of the product seems to have a bigger effect, as shown by its higher beta coefficient value of 0.312 compared to the price factor's value of 0.210.

From a practical perspective, the findings suggest that enhancing consumer purchase decisions at Goela Gelato & Pizzeria can be achieved through continuous efforts to maintain and improve product quality, especially in terms of taste, freshness of ingredients, menu diversity, product appearance, and the overall quality of presentation. To create a favorable value perception, the company needs to establish pricing strategies that are consistent with the quality and benefits recognized by consumers. Considering that Product Quality and Price only account for 17.4% of the factors influencing Purchase Decisions, the company needs to pay attention to other aspects, including service quality, store atmosphere, promotional strategies, location, brand image, and customer experience, in order to enhance purchase decisions more effectively. Future researchers are urged to add these variables to the study model in order to get a fuller picture of the things that make people decide to buy things in the food and drink business.

FURTHER STUDY

In this study, Product Quality and Price explained only 17.4% of the variance in Purchase Decisions. It is advised for future research to incorporate other factors that might effect Purchase Decisions in the research model. The other 82.6% is determined by factors that were not included in the research model. Service quality, marketing strategies, location, store atmosphere, brand image, customer satisfaction, customer loyalty, and electronic word of mouth are all things that could be studied further. Furthermore, it is suggested that future research should include a wider range of respondents from different geographical areas and types of culinary businesses in order to get more complete results and make the model better at explaining the factors that affect purchase decisions.

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