

The Effect of Product Quality and Price on Soft Cookies Competition Purchase Decisions of Female Consumers at KPSBU Lembang

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Abstract: The rapid development of culinary tourism in Lembang has intensified competition among soft-cookie producers, making product quality and price perception important factors in consumers' purchase decisions. This study aims to examine the effects of product quality and price perception on the purchase decisions of female consumers who purchase soft cookies at KPSBU Lembang, West Bandung Regency. A quantitative approach with descriptive and explanatory research designs was employed. The study involved a population of 60 female consumers, from which 52 respondents were selected using purposive sampling and the Slovin formula with a 5% margin of error. Data were collected through questionnaires using a four-point Likert scale and analyzed using IBM SPSS Statistics. The analysis included validity and reliability tests, classical assumption tests, multiple linear regression, the coefficient of determination (R^2), partial t-tests, and simultaneous F-tests. The results show that product quality has a positive and statistically significant effect on purchase decisions. Price perception also has a positive and statistically significant effect on purchase decisions. Simultaneously, product quality and price perception significantly influence purchase decisions, with an R^2 value of 0.582, indicating that the model explains 58.2% of the variance in purchase decisions, while the remaining 41.8% is explained by other factors outside the model. These findings indicate that consistent product quality, including taste, texture, freshness, cleanliness, safety, and packaging, combined with fair and competitive pricing, is important for strengthening consumers' purchase decisions. From an Islamic economic perspective, product quality and pricing should reflect halal and tayyib principles, truthful information, fairness, and consumer benefit.

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Introduction

One of the rapidly developing tourist areas is Lembang, West Bandung Regency, West Java. This area is known as a natural and culinary destination, visited by millions of tourists every year. As the number of tourists increases, demand for souvenirs also increases. Not only traditional products such as milk and locally processed foods, but also various modern culinary products are now developing, following market trends, one of which is soft cookies. This product has a soft texture on the inside and a slightly crunchy outside, making it popular with a wide range of consumers. The popularity of soft cookies has increased since the COVID-19 pandemic and remains a highly sought-after souvenir product due to its convenience, variety of flavors, and attractive packaging.

The increasing demand for soft cookies is also supported by sales data published by the Trisakti Tourism Institute, which shows an increase in sales value from around IDR 5.4 million in January to over IDR 11.1 million in April. Furthermore, detikFood (2022) reports that one soft cookie business has been able to sell around 1,500–3,000 products per month since 2020. This data indicates that the market opportunity for soft cookies remains significant. However, this increased demand is accompanied by an increase in the number of businesses, resulting in increasingly fierce competition. This situation requires businesses not only to produce quality products but also to set competitive prices to win the market.

Increasing competition has given rise to an interesting phenomenon in consumer behavior. Some businesses prioritize low-price strategies over improving product quality to attract buyers. On the other hand, many consumers complain about inconsistent product quality, such as changes in taste, less soft texture, shorter shelf life, and the use of inferior raw materials. This situation causes some consumers to switch to other brands that offer better quality, even at a relatively higher price. Conversely, some consumers still choose lower-priced products despite the perceived lower quality. This phenomenon demonstrates that the relationship between product quality, price competition, and purchasing decisions is not always linear, and therefore requires further study.

Theoretically, a purchasing decision is a consumer's evaluation of various alternatives before deciding to purchase a product. In the culinary industry, product quality is a crucial factor because it relates to taste, texture, food safety, shelf life, and consistency, which will determine the level of consumer satisfaction. (Tamala et al., 2026) On the other hand, price is also a key consideration because it reflects the sacrifices consumers must make to obtain a product's benefits. Therefore, businesses need to strike a balance between product quality and pricing strategy to meet consumer expectations while maintaining their business's competitiveness.

The urgency of this research is further strengthened by the results of a pre-survey of 35 respondents, which showed that product quality received the highest average score of 4.63, while price received a score of 4.17. Furthermore, respondents also stated that they were willing to pay a higher price if the product quality met their expectations, with an average score of 4.37. These findings indicate that product quality remains a primary consideration in purchasing decisions, but price still plays an important role in influencing consumer choices. The pre-survey results also showed that social media received an average score of 4.57 as the

most influential promotional medium for product sales. This condition indicates that soft cookie MSMEs need to understand the factors that influence purchasing decisions in order to be able to develop more effective marketing strategies amidst increasingly competitive market competition.

Previous research has shown inconsistent results regarding the influence of product quality and price on purchasing decisions. (Fadila & Moeljono, 2023) stated that product quality has a positive and significant influence on consumer purchasing decisions in the culinary industry. (Syahrizal & Sigarlaki, 2024) also found that product quality and price perception significantly influence purchasing decisions and customer satisfaction. However, Maulana's research (Masnun et al., 2024) Research shows that product quality is not a dominant factor in purchasing decisions in the food industry. These differences in research findings indicate a research gap, namely the lack of agreement on the extent to which product quality and price competition influence consumer purchasing decisions, particularly for modern souvenir products such as soft cookies.

In addition to the aforementioned research gap, this study also has an empirical gap. Most previous studies have been conducted on restaurants, cafes, or food products in general, while research on modern souvenir products in tourist areas, specifically soft cookies in Lembang, is still relatively limited. However, the characteristics of souvenir purchases differ from those of regular food purchases because consumers not only buy for personal needs but also consider the symbolic value, quality, price, and suitability of the product as a gift. This study also considers the characteristics of female consumers as a consumer group suspected of paying greater attention to product quality, appearance, and packaging than male consumers. Therefore, this study is expected to contribute to the development of marketing science, particularly regarding the relationship between product quality, price competition, and purchasing decisions in the modern souvenir industry. It also serves as a consideration for MSMEs in formulating more effective marketing strategies.

Research Methods

This study uses a quantitative approach with descriptive and verification methods. The descriptive method is used to describe the condition of product quality, price competition, and consumer purchasing decisions for soft cookies products at KPSBU Lembang, while the verification method is used to test the effect of product quality and price competition on purchasing decisions and the role of gender as a moderating variable through statistical hypothesis testing. The study was conducted at KPSBU Lembang, West Bandung Regency, West Java Province, with the object of research being female consumers who have purchased soft cookies products. The population in this study amounted to 60 female consumers, while the number of samples was determined using the Slovin formula with a 5% error rate, resulting in 52 respondents. The sampling technique used purposive sampling with the criteria for respondents being female, at least 17 years old, having purchased soft cookies products at KPSBU Lembang, and willing to be research respondents.

Data collection was conducted by distributing questionnaires using a four-level Likert

scale to all respondents who met the research criteria. The data obtained were then analyzed using the IBM SPSS Statistics application through descriptive analysis and multiple linear regression analysis. Before hypothesis testing was carried out, the data were first tested using validity tests, reliability tests, and classical assumption tests including normality, multicollinearity, heteroscedasticity, and autocorrelation tests. Next, a determination coefficient (R^2) test was conducted, a t-test to determine the partial effect of each independent variable on purchasing decisions, and an F-test to determine the effect of product quality and price competition simultaneously on consumer purchasing decisions of soft cookies at KPSBU Lembang.

Results and Discussion

Classical Assumption Testing

1. Normality Test

Table 1 Results of Data Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			52
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	3.11966755	
Most Extreme Differences	Absolute	.108	
	Positive	.108	
	Negative	-.084	
Test Statistic			.108
Asymp. Sig. (2-tailed) ^c			.184
Monte Carlo Sig. (2-tailed) ^d	Sig.	.127	
	99% Confidence Interval	Lower Bound	.118
		Upper Bound	.136

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1335104164.

Based on the results of the data normality test using the Kolmogorov–Smirnov test as presented in Table 1, it is known that the number of data tested (N) is 52. The test results show a Monte Carlo Sig. (2-tailed) value of 0.127, which is greater than the specified significance level, which is 0.05. Therefore, it can be said that the data in this study is normally distributed because the Monte Carlo Sig. (2-tailed) value is $0.127 > 0.05$. The research data can now proceed to the next stage of analysis because it meets the assumption of normality. The following graphical analysis results help explain the normal distribution.

2. TestMulticollinearity

Table 2. Multicollinearity Test Results

Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	11.650	4.010		2.905	.005	
	X1	.093	.113	.087	.827	.412	.779 1.284
	X2	.601	.088	.718	6.858	<.001	.779 1.284

a. Dependent Variable: Y

Based on table 2 because the tolerance value calculated for each independent variable

of product quality (Total X1) and price competition (TotalX2) shows a result of less than 0.10, namely 0.779, and the results of the Variance Inflation Factor (VIF) calculation show that no independent variable exceeds 10, with a VIF value of $1.284 < 10$, the multicollinearity test above shows that there are no symptoms of multicollinearity between the independent variables. It can be concluded that the multicollinearity test is not fulfilled or there are no symptoms of multicollinearity between the independent variables in this regression model.

3. Heteroscedasticity Test

Table 3. Glejser Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.650	4.010	2.905	.005		
	X1	.093	.113	.087	.412	.779	1.284
	X2	.601	.088	.718	<.001	.779	1.284

a. Dependent Variable: Y

The table above shows that there is no heteroscedasticity in the regression model because the dataqualityproduct (TotalX1) has a significance value of $0.412 > 0.05$ and price competition data (TotalX2) has a significance value of $0.001 > 0.05$.

4. Autocorrelation Test

Table 4. Durbin-Watson (DW) Values

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.763 ^a	.582	.564	3.18270	1.946

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

According to Table 4, if the value of $du < DW < 4 - du$ refers to a scenario where there is no positive or negative auto-correlation to test for auto-correlation. Based on the data, the value ofDurbin-Watson(DW) is 1.946, which indicates that there is no auto-correlation problem. This is consistent with the lower limit (dl) = 1.7152 and the upper limit ($4-du$) = 2.2848, so that $1.7152 < 1.946 < 2.2848$. Therefore, it can be concluded that the autocorrelation test is met.

Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.650	4.010		2.905	.005
	X1	.093	.113	.087	.827	.412
	X2	.601	.088	.718	6.858	<.001

a. Dependent Variable: Y

Product quality (total X1) and price competition (total X2) on the purchasing decisions of soft cookies among female consumers at KPSBU Lembang can be calculated using the equation based on Table 4.

$$Y' = a + b_1 X_1 + b_2 X_2$$

$$Y' = 6.97 + 0.319X_1 + 0.559X_2$$

Where:

Y = Buying decision

a = Regression constant or Y-axis intercept

b_1 = Product quality regression coefficient

b_2 = Price competition regression coefficient

x_1 = Product quality

x_2 = Price competition

e = error

The equation above shows that product quality and price competition influence the soft cookie purchasing decisions of female consumers at the Lembang KPSBU. A more detailed explanation follows:

1. Purchase decision (Y) = 11,650

The constant shows that the purchasing decision (Y) is 11.650 without any independent variables, particularly product quality and price competition.

2. Product quality (X_1) = 0.093

The product quality variable (X_1) has a regression coefficient of 0.093, which indicates that purchasing decisions (Y) will increase by 0.093 if other independent variables remain constant and product quality (X_1) increases.

3. Price competition (X_2) = 0.601

The price competition variable (X_2) has a regression coefficient of 0.601, which indicates that purchasing decisions (Y) will increase by 0.601 if the value of the other independent variables remains constant and price competition (X_2) increases.

Coefficient of Determination (R^2)

Table 6. Results of the Coefficient of Determination (R^2) Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.582	.564	3.18270

a. Predictors: (Constant), X2, X1

Based on the analysis results shown in Table 6, the coefficient of determination (R Square) is 0.582. This indicates that product quality and price competition can contribute 58.2% to the decision to purchase soft cookies at KPSBU Lembang. The remaining 0.418, or 41.8%, of the decision to purchase soft cookies among female consumers at KPSBU Lembang is influenced by variables not included in this study.

Hypothesis Testing

1. Partial Test (t-Test)

Table 7. Partial Test Results (t-Test)**Coefficients^a**

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.650	4.010		2.905	.005
	X1	.093	.113	.087	.827	.412
	X2	.601	.088	.718	6.858	<.001

a. Dependent Variable: Y

Based on table 7, the t-test results obtained the calculation of $t_{count} = 0.827$. significant level (α) for two-tailed tests; df or dk = number of observation data-variables = $52 - 2 = 50$, so that $t_{table} = 1.66$ is obtained from the data above, $t_{count} \geq t_{table}$, then H_0 is rejected and H_a is accepted, meaning that it is proven that product quality has a significant effect on purchasing decisions for soft cookies in female consumers at KPSBU Lembang. Based on table 7, the product quality variable has an effect on purchasing decisions for soft cookies in female consumers at KPSBU Lembang with a t-test significance level of 0.001. when compared with the probability value of 0.05, then the significance level of the t-test $< \text{probability value} = 0.001 < 0.05$. If the probability of $0.05 >$ from the significance of the t-test then H_0 is rejected and H_a is accepted meaning it is proven to be significant. It is proven that product quality has a significant effect on purchasing decisions. $\alpha = 0,05$

The results of statistical tests indicate that product quality has a significant influence on soft cookie purchasing decisions among female consumers at KPSBU Lembang. The calculated t value is greater than the t table, namely $0.827 > 0.113$ and the significance level is smaller than the 5% error rate ($\alpha = 0.05$) which is $0.001 < 0.05$, this indicates that the null hypothesis is rejected and the alternative hypothesis is accepted. This finding confirms that product quality has a significant influence on soft cookie purchasing decisions among female consumers at KPSBU Lembang or the application of product quality is able to increase purchasing decisions significantly and significantly.

Based on table 7, the price competition variable on soft cookie purchasing decisions

for female consumers at KPSBU Lembang is obtained with a t-test significance level of 0.001, when compared with the probability value of 0.05, then the t-test significance value > probability value = 0.001 < 0.05. If the probability of 0.05 < t-test significance then H_0 is accepted and H_a is rejected, meaning it is proven to be insignificant. It is proven that price competition has a significant effect on soft cookie purchasing decisions for female consumers at KPSBU Lembang.

The results of statistical tests indicate that price competition has a significant influence on soft cookie purchasing decisions among female consumers at KPSBU Lembang. The calculated t value is smaller than the t table, namely $6.858 > 2.009$ and the significance level is greater than the 5% error rate ($\alpha = 0.05$) namely $0.001 < 0.05$, this indicates that the null hypothesis is accepted and the alternative hypothesis is rejected. This finding confirms that price competition has a significant influence on soft cookie purchasing decisions among female consumers at KPSBU Lembang.

2. Simultaneous Test (F Test)

Table 8. Test Results Simultaneous (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	689.882	2	344.941	34.053	<.001 ^b
	Residual	496.349	49	10.130		
	Total	1186.231	51			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The F test results produced an Fcount value of 34.053 based on table 8 above. The significance level ($\alpha = 0.05$) with df1 as the numerator (N1): $k-1$ ($2-1 = 1$) and df2 as the denominator (N2): nk ($52-2 = 50$), so that the Ftable value = 3.19 was obtained. From the data above, the Fcount value of $34.053 > Ftable$ 3.19 indicates that H_0 is rejected and H_a is accepted, which indicates that product quality and price competition simultaneously have a significant effect on the purchasing decision of soft cookies in female consumers at KPSBU Lembang.

Based on the results of statistical tests, it shows that product quality and price competition simultaneously have a significant effect on soft cookie purchasing decisions among female consumers at KPSBU Lembang. The calculated F value is greater than the F table, namely $34.053 > 3.19$ and the significance level is smaller than the 5% error rate ($\alpha = 0.05$) which is $0.001 < 0.05$, this indicates that the null hypothesis is rejected and the alternative hypothesis is accepted. These statistical results confirm that product quality and price competition have a significant effect on soft cookie purchasing decisions among female consumers at KPSBU Lembang.

Discussion

The influence of product quality and price competition on soft cookie purchasing decisions among female consumers at KPSBU Lembang

Based on the results of the hypothesis test, namely the t test (partial), the tax amnesty

policy variable (X1) has a t count value of $0.827 > t_{table} 0.113$ at a significance level of 5% ($\alpha = 0.05$) and a significance value of $0.001 < \alpha = 0.05$. This means that H_0 is rejected and H_a is accepted. This shows that the decision to purchase soft cookies among female consumers at KPSBU Lembang is greatly influenced by product quality. These results indicate that the decision to purchase soft cookies among female consumers at KPSBU Lembang can be improved by implementing product quality, the more successfully the product quality is implemented, the higher the level of purchasing decisions. On the other hand, purchasing decisions tend to decrease if the product quality is not running optimally.

The results of this study align with several previous studies which stated that product quality has a positive and significant influence on soft cookie purchasing decisions among female consumers at KPSBU Lembang. Research by (Fahmi, 2012) in production management which reveals the importance of good product quality (Herlina & Silitonga, 2024) Empirically, conditions at the Lembang KPSBU indicate that the presence of soft cookies maintains product quality. This demonstrates that product quality not only has a statistical impact but also has a tangible impact on improving purchasing decisions in the field.

The Influence of Product Quality and Price Competition on Soft Cookies Purchasing Decisions of Female Consumers at KPSBU Lembang.

Based on table 7, the price competition variable on soft cookie purchasing decisions for female consumers at KPSBU Lembang is obtained with a t-test significance level of 0.001, when compared with the probability value of 0.05, then the t-test significance value $>$ probability value = $0.001 < 0.05$. If the probability of $0.05 < t\text{-test significance}$ then H_0 is accepted and H_a is rejected, meaning it is proven to be insignificant. It is proven that price competition has a significant effect on soft cookie purchasing decisions for female consumers at KPSBU Lembang.

The results of statistical tests indicate that price competition has a significant influence on soft cookie purchasing decisions among female consumers at KPSBU Lembang. The calculated t value is smaller than the t table, namely $6.858 > 2.009$ and the significance level is greater than the 5% error rate ($\alpha = 0.05$) namely $0.001 < 0.05$, this indicates that the null hypothesis is accepted and the alternative hypothesis is rejected. This finding confirms that price competition has a significant influence on soft cookie purchasing decisions among female consumers at KPSBU Lembang.

The results of the t-test (partial), the price competition variable (X2) produced a t-value of $6.858 < t\text{-table } 2.009$ At a significance level of $\alpha = 0.05$, and a significance level greater than the 5% error rate ($\alpha = 0.05$) which is $0.001 > 0.05$ This means that H_0 is accepted and H_a is rejected. These results indicate that there is a statistically significant influence between the purchasing decisions of soft cookies on female consumers at KPSBU Lembang and price competition. These results indicate that price competition perceived by consumers can be a determining factor in influencing the purchasing decisions of soft cookies on female consumers at KPSBU Lembang. Thus, consumers of soft cookies have certain perceptions of price affordability, price suitability with product quality, price competitiveness, price suitability with product benefits, clarity of price information. So that these factors are partially able to provide a significant influence on the purchasing decisions of soft cookies.

The conceptualization of price competition in this study aligns with theoretical frameworks widely used in international literature, particularly those that emphasize that before making a purchase, consumers will evaluate and compare the price paid with the benefits and quality of the product received. If consumers perceive the benefits and quality of the product to be comparable to or higher than the price paid, they are more likely to make a purchase decision.

Conclusion and Recommendation

Based on the research results, product quality has been proven to have a positive influence on the purchasing decisions of Soft Cookies among female consumers at KPSBU Lembang. The better the perceived product quality, whether in terms of taste, texture, cleanliness, safety, durability, or packaging, the higher the consumer's tendency to make a purchase. Furthermore, price competition also influences purchasing decisions because consumers assess the price offered as appropriate to the product quality and able to compete with similar products. Therefore, companies need to maintain product quality consistently and implement competitive pricing strategies to be able to increase consumer trust, satisfaction, and purchasing decisions.

The results of simultaneous testing indicate that product quality and price competition together influence the purchasing decision of Soft Cookies at KPSBU Lembang, with a contribution of 58.2%, while the rest is influenced by other factors outside the study. Based on these findings, KPSBU Lembang is advised to continue to improve product quality, maintain competitive prices, and optimize promotions, especially through digital media, to increase competitiveness and sales volume. For further researchers, it is recommended to add other variables such as brand image, service quality, promotions, customer satisfaction, or digital marketing, as well as expand the number of respondents and research locations so that the research results have a better level of generalization.

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