EFFECT OF QUALITY AND PRICE OF MEATBALL ON CONSUMER PURCHASE DECISION

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ABSTRACT

Meatball is a beef-processed food that easily found in the various regions in Indonesia. Price and quality are two factors that are used by consumers in buying this particular food. This study aims to determine the effect of meatball quality and price on consumer purchase decisions. The independent variables in this study are quality and price and the consumer purchase decisions as the dependent variable. Each variables has a few indicators as benchmark. This is a quantitative research. The data were collected using a questionnaire and analyzed using multiple regression. The population in this research was all meatball consumers in the city of Caruban and the sample of 100 respondents drawn using purposive sampling technique.

Based on the analysis that has been done, it is known that the quality and price of meatball influence consumer purchase decisions. The quality of meatball taken from its taste and the benchmark of the price taken from the general prices. The regression results indicate that the quality have a greater influence on the buying decision than the price.

Keywords: meatball, quality, price, buying decision, consumer behavior, food industry

INTRODUCTION

Meatball is a common and popular food among Indonesian. Meatballs can be consumed at anytime and anywhere. There are places serve meatballs in all over the places. Many Indonesian consume rice as their main food. Indonesians put rice, vegetables, side dishes, fruits, and milk together into Healthy 4-Perfect 5. One of the alternative foods is meatball. Meatball is a round various size meat-processed food. The quality and price of the meatball are related to its ingredients. The more meat means the higher price. The easiest way to decide the quality of the meatball is by taking the quality of its sensory or organoleptic. There are five main sensory