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THE EFFECT OF PRICE AND QUALITY OF QUAIL EGGS ON PURCHASE DECISIONS THROUGH CONSUMER PERCEPTION IN PAKUAN STATE VILLAGE

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Abstract

This study aims to determine the influence of quail egg price and quality on purchasing decisions through consumer perceptions in Negeri Pakuan Village. This research is motivated by differences in the price and quality of quail eggs offered by vendors, which influence consumer perceptions and purchasing decisions. This study used quantitative methods with a sample of 91 respondents. Data collection was conducted through a questionnaire and analyzed using multiple linear regression with SPSS. The results show that price significantly influences purchasing decisions with a significance value of 0.002. Quality has no effect on purchasing decisions with a significance value of 0.317. Price significantly influences consumer perception with a significance value of 0.000, while quality influences consumer perception with a significance value of 0.053. Consumer perception significantly influences purchasing decisions with a significance value of 0.002. Consumer perception does not moderate the influence of price or quality on purchasing decisions with significance values of 0.311 and 0.994, respectively. Simultaneously, price and quality significantly influence purchasing decisions with a significance value of 0.000..

Keywords: *Price, Quality, Consumer Perception, Purchase Decision*
JEL Classification: M11, C01, E02

INTRODUCTION

Food transportation is an important part of meeting people's consumption needs because it plays a role in ensuring the availability of nutritious food to support daily activities. One of the sources of animal food that is widely consumed by the Indonesian people is eggs, including quail eggs which are known to have high protein, vitamins, and minerals that are beneficial for health. This finding is strengthened by research by Rahmawati (2022) who stated that quail eggs are a source of animal protein that is in demand by the public because of its complete nutritional content and high value for health.

These developments require traders and breeders to continue to improve product quality and adjust prices to remain competitive in the market. This is strengthened by the findings of Wibowo & Lestari's (2020) research which states

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that competition in the egg trade can encourage business actors to improve quality, maintain freshness, and set prices that are in accordance with consumer purchasing power. In addition, another study from Amaliah (2021) also confirms that quality improvement and competitive pricing are the main strategies in retaining consumers and facing an increasingly competitive market.

In the process of buying quail eggs, consumers not only assess the availability of goods, but also consider the price and quality of the product. Price is seen as the main factor because it is directly related to consumer purchasing power, while quality includes aspects of freshness, shell cleanliness, size, and egg integrity level. Consumer perception of these two factors has a major influence on the decision to buy a product.

Currently, there are several quail egg breeders and sellers in Pakuan Village who offer products with different prices and quality. These variations in price and quality form a diverse assessment among consumers. This phenomenon is supported by research by Yuliana & Rahayu (2023) which found that price differences between traders affect consumer perceptions of product quality, where some consumers consider higher prices to be an indication of better quality.

The development of the increasingly competitive quail egg trade requires traders to understand consumer perceptions of the price and quality of products. If the price is not proportional to the quality, consumers tend to feel dissatisfied and have the potential to move to other sellers. On the other hand, if the quality of the product is considered good at an appropriate price, then consumers tend to make a repeat purchase.

The community is the main consumer in meeting daily food needs, especially foods that contain animal protein such as eggs. In daily life, people are inseparable from consumption activities that demand the selection of the right products according to their needs. Along with increasing public awareness of the importance of nutrition, quail eggs are one of the most popular protein source options because the price is relatively affordable and easy to obtain in traditional markets and grocery stores.

The quality of quail eggs is very important for sellers if they want to be able to compete in the market and can satisfy the desires and needs of consumers. Every consumer always wants to get a quality product according to the price they pay, but there are also some people who think that expensive products are quality products. One of the factors that determine the purchase decision is the price and quality of the products marketed.

In this phenomenon, the local community in Pakuan Village, especially quail egg consumers, is still considering purchasing decisions due to price and quality differences between traders. Some consumers consider the price of quail eggs in some places to be relatively more expensive than the quality received, while in others the price is cheaper but the quality of the product is doubtful. This raises consumer doubts in making purchasing choices.

The price and quality of the product allow for a purchase decision by the consumer to buy the egg product, and it is also worth noting that when the consumer has bought the product will make an assessment of the purchased product, if the egg product is able to provide what the consumer wants and expects, then the

consumer will feel satisfied or maybe the consumer will invite other consumers to buy the quail egg product.

Therefore, the author makes the community in Pakuan State Village an object of research because consumers are very critical in making purchasing decisions and have the freedom to choose among many sellers who offer the same products at different prices and quality. According to the author, consumers in the Pakuan village are appropriate to be used as an object of research because they are able to provide a real picture of the perception of price and product quality. Therefore, the author is interested in conducting research on: "The Influence of Price and Quality of Quail Eggs on Purchase Decisions Through Consumer Perception in Pakuan State Village".

METHOD

This study uses a quantitative approach with the research location in Pakuan State Village, Ogan Komering Ulu Timur Regency, South Sumatra. The object of the research is focused on quail egg consumers which include household needs and culinary businesses. The population in this study is all consumers who make purchases throughout 2024, with a total of 91 respondents. Given the relatively small population, the sampling technique used is the census method (saturated sample), in which all members of the population are assigned as research samples.

The variables analyzed consisted of independent variables, namely price (X_1) and quality (X_2), intervening variables, namely consumer perception (Z), and bound variables, namely purchase decisions (Y). Data were collected through questionnaires on a Likert scale (1-5). Before being analyzed, the research instrument was tested for validity using *the Pearson Product Moment* method and its reliability through *Cronbach's Alpha* with the help of IBM SPSS software. The test results showed that all research instruments were declared valid and reliable for use in further analysis.

The data analysis techniques used include classical assumption tests as a condition of parametric analysis, which include normality tests (*One Sample Kolmogorov-Smirnov Test*), multicollinearity tests (as seen from *Tolerance* and VIF values), and heteroscedasticity tests (with Glejser Test). This procedure is carried out to ensure that the regression model constructed is stable, unbiased, and meets the basic statistical assumptions required before in-depth hypothesis testing.

Data analysis was carried out using path *analysis* and multiple linear regression to determine the direct and indirect influence between variables. In addition, correlation coefficient analysis was used to determine the strength of the relationship and the determination coefficient to measure the contribution of independent variables to bound variables. Hypothesis testing was carried out through a partial test (t-test) and a simultaneous test (F-test) with a significance level of 0.05, to test the significant influence between research variables.

RESULTS AND DISCUSSIO

The characteristics of the respondents in this study consisted of 91 quail egg consumers in Pakuan State Village with classification based on gender and age., respondents were dominated by women as many as 55 people (60.4%) compared to men who amounted to 36 people (39.6%). The age profile of the respondents showed that the age group >30 years was the largest proportion, namely 56 people (61.5%), followed by the age group <25 years as many as 18 people (19.8%), and the age group of 26-29 years as many as 17 people (18.7%). Furthermore, the results of descriptive statistical analysis are based on the description of the average (mean) of respondents' answers. The price variable (X1) has an average value of 43.53 with a standard deviation of 4.188. The quality variable (X2) had an average value of 42.80 with a standard deviation of 2.423. The consumer perception variable (Z) showed an average value of 43.34 with a standard deviation of 3.544, and the purchase decision variable (Y) had an average value of 41.88 with a standard deviation of 4.422. This data shows the consistency of respondents' assessment of the attributes measured in the study.

After explaining the respondent profile and descriptive statistics, the next step is to perform a classical assumption test as a mandatory prerequisite in multiple linear regression analysis.

Normality Test

In this study, the normality test was carried out using *the One Sample Kolmogorov-Smirnov Test* with decision making if the Sig < 0.05 data distribution is abnormal and vice versa. The results of the normality test are presented in the following table:

Table 1. Regression Normality Test Results

Model	Nilai *Asymph. Sig (2 Tailed*)	Remarks
Regress I	0,200	Normal
Return II	0,200	Normal

Multicollinearity Test

Multicollinearity detection is carried out by looking at the values: *Tolerance* and *Variance Inflation Factor (VIF),* the model is declared free of multicollinearity if: *Tolerance* value > 0.10 and VIF value < 10.

Table 2. Regression multicollinearity test results

Model	Variabel	*VIVID*	*Tolerance*	Remarks
Regress I	Pricing	1,000	1,000	No Multicollinearity Occurs
	Quality	1,000	1,000	No Multicollinearity Occurs
Return II	Pricing	0,676	1,480	No Multicollinearity Occurs
	Quality	0,958	1,044	No Multicollinearity Occurs
	Perception Concept	of0,659	1,518	No Multicollinearity Occurs

Heteroscedasticity Test

Heteroscedasticity testing was carried out using *the Glejser Test.* The basis for the *Glejser Test* decision-making is: if the significant value > 0.05, then heteroscedasticity does not occur and vice versa.

Table 3. Regression Heteroscedasticity Test Results

Model	Variabel	*VIVID*	Remarks
Regress I	Pricing	0,476	No heteroscedasity occurs
	Quality	0,652	No heteroscedasity occurs
Return II	Pricing	0,838	No heteroscedasity occurs
	Quality	0,034	Heteroscedastytyness occurs
	Perception Konsmen	0,407	No heteroscedasity occurs

Correlation Coefficient Test

Correlation analysis is used to measure the strength and direction of relationships between variables. The results of the analysis are presented in the following table:

Table 4. Correlation Coefficient Test Results

Variabel	Consumer Perception (Z)	Purchase Decision (Y)
Price (X1)	0,559	0,531
Quality (X2)	0,158	-0,043
Consumer Perception (Z)	-	0,511
Harga_Persepsi Consumer (X1Z)	-	0,594
Kualitas_Persepsi Consumer (X2Z)	-	0,372

Based on these results, the relationship between price and consumer perception showed a moderate positive correlation (0.559), which means that the higher the price, the more positive the consumer perception. On the other hand, the relationship between quality and consumer perception was very weak (0.158). In relation to the purchase decision, price shows a moderate positive correlation (0.531), while quality shows a very low negative correlation (-0.043). In addition, the variables of consumer perception and their interaction with price (X1Z) and quality (X2Z) show a positive influence on purchasing decisions.

Determination Coefficient (R^2) Test Results

The determination coefficient is used to find out how much an independent variable contributes to the dependent variable.

Table 5. Determination Coefficient Test Results

Models	Adjusted R Square
Regression I (X1, X2 against Z)	0,326
Regression II (X1, X2, Z against Y)	0,334
Moderation (Moderation Interaction)	0,328

The results in the table show that the variation in consumer perception can be explained by price and quality by 32.6%, while the rest (67.4%) is explained by other factors. In Table 4.12, price, quality, and consumer perception variables contribute 33.4% to purchasing decisions. As for the moderation model (Table 4.13), the influence of price and quality moderated by consumer perception on purchase decisions was 32.8%.

Multiple Linear Regression Analysis

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The results of regression analysis were used to see the effect of the magnitude of independent variables on dependents.

Table 6. Summary of Regression Equations

Equations	Konstanta	X1 (Price)	X2 (Quality)	Z (Perception)
Z = f(X1, X2)	12,022	0,476	0,248	-
Y = f(X1, X2, Z)	15,007	0,362	-0,161	0,416

Based on the regression results in Table 4.16, it can be concluded that partially, price has a positive effect on purchasing decisions. However, the quality coefficient is negative (-0.161), which indicates that the improvement in physical quality in quail egg products does not automatically improve purchasing decisions in this model.

Hypothesis Testing Results (t-test and f-test)

The t-test was carried out by comparing the significance value (sig.) with the real level of 0.05. If sig. < 0.05, then the hypothesis is accepted.

Table 7. Summary of Test Results t

Hipotesis	Variabel	Sig.	Remarks
H1	Price against Y	0,002	Accepted
H2	Quality to Y	0,317	Rejected
H3	Price against Z	0,000	Accepted
H4	Quality to Z	0,053	Accepted*
H5	Perception of Y	0,002	Accepted
H6/H7	Moderasi (X1Z, X2Z)	> 0.05	Rejected

The results of the t-test show that prices and consumer perceptions have a significant influence on purchasing decisions. Meanwhile, quality did not have a significant effect on the purchase decision (H2 was rejected), which is suspected to be due to the nature of quail eggs as a daily staple so that consumers are more sensitive to price than physical quality. The moderation test showed that consumer perceptions were unable to moderate the relationship between price and quality to the purchase decision (H6 and H7 were rejected).

Table 8. F Test Results

F-count	Sig.	Remarks
16,039	0,000	H8 Accepted

The results of the simultaneous test showed a significance value of 0.000 (sig. < 0.05). Thus, it can be concluded that together (simultaneously), price and quality variables have a significant effect on consumer purchasing decisions.

Discussion

The Influence of Price on Purchase Decisions

The results of the analysis for the first hypothesis test obtained a significance level of less than 0.05, which is 0.002. This means that the first hypothesis is accepted, the price

has a significant effect on the decision to purchase quail eggs in Pakuan State Village. The results of the research are supported by theory according to Rahman (2022) explained that the more affordable the price of a product, the more likely consumers are to make a purchase. Consumers often make price comparisons before deciding on a purchase, especially for daily necessities products and prices indicate that the prices offered should be clear, not confusing, and not cause suspicion. Transparent pricing provides a sense of security for consumers because there are no additional costs beyond their knowledge and consumers prefer traders who have stable prices over traders who often raise prices suddenly for no apparent reason. The results of the study are supported by Sari (2021) indicates that price has a significant effect on the purchase decision. Yuniarti (2023) shows that prices have a significant effect on buyer decisions.

The Influence of Quality on Purchase Decisions

The results of the analysis for the second hypothesis test obtained a significance level greater than 0.05, which is 0.317. This means that the second hypothesis is accepted, so the quality does not affect the decision to purchase quail eggs in Pakuan State Village. This is because quail eggs are a daily food need so that consumers do not see quality but affordable prices affect decisions more than the physical quality of quail eggs, besides that purchase decisions are influenced by other factors that are not researched, including product selection, brand, number of purchases, payment methods and others.

The results of the study are not in line with Putra (2022) showing that the price and quality of products greatly affect consumer buying interest. Sari (2021) mentioned that quality has a significant effect on purchasing decisions. Nabila (2022) shows that product quality has a positive effect on purchase decisions.

The Influence of Price on Consumer Perception

The results of the analysis for the third hypothesis test obtained a significance level of less than 0.05, which is 0.000. This means that the third hypothesis is accepted, the price affects consumer perception in purchasing quail eggs in Pakuan State Village. Price is seen as the main factor because it is directly related to consumer purchasing power, consumer perception of price factors greatly affect the decision to buy a product.

The Influence of Quality on Consumer Perception

The results of the analysis for the fourth hypothesis test obtained a significance level of less than 0.05, which is 0.053. This means that the fourth hypothesis is accepted, so the quality affects the decision to purchase quail eggs in Pakuan Village. Product quality plays an important role in product presentation, so that it is able to foster consumer perception that will influence consumers' interest in purchasing decisions for a product. Consumers usually judge whether the purchased quail eggs are of decent quality for the price, such as the freshness of the eggs, the cleanliness of the shell, the size of the eggs, and the wholeness.

The Influence of Consumer Perception on Buyer Decisions

The results of the analysis for the fifth hypothesis test obtained a significance level of less than 0.05, which is 0.002. This means that the fifth hypothesis is accepted, which means that consumer perception has a significant influence on the decision of quail egg buyers in Pakuan State Village. According to Kotler and Keller (2022), consumer perception is formed through the process of selection, organizing, and interpreting information that ultimately influences purchasing decisions, consumer perception greatly determines how consumers assess the price, quality, and value of a product before finally deciding to buy. The results of the study supported by Mohamad, Wolok & Juann (2026)

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show that consumer perception has a positive and significant effect on purchasing decisions.

The Influence of Price on Buyer Decisions through Consumer Perception

The results of the analysis showed that the significance value of the interaction variable (X1Z) of 0.311 was greater than 0.05. Therefore, it can be concluded that H7 is rejected, meaning that consumer perception cannot moderate the influence of price on purchase decisions. This is because consumers do not consider perception to be an important thing. In fact, a good consumer perception of a positive price will accelerate the decision to buy. If the price is considered too high compared to the benefits, consumers are more likely to cancel the purchase or switch to a competitor. In terms of buying quail eggs, consumers do not see the perception because quail eggs are products with daily needs, so consumers will continue to buy.

The Influence of Quality on Buyer Decisions through Consumer Perception

The results of the analysis showed that the significance value of the interaction variable (X2Z) of 0.994 was greater than 0.05. Therefore, it can be concluded that H8 is rejected, meaning that consumer perception cannot moderate the influence of quality on purchase decisions. This is because consumers do not see purchasing decisions through the perception of product quality. Decision-making that is not through consumer perception generally occurs in impulse purchases, routine habits, or basic / cheap products. In this condition, consumers immediately act (buy) without evaluating, seeking information, or processing perceptions of excess product risks. In terms of this research, it is the purchase of quail eggs where eggs are products with daily needs

The Influence of Price and Quality on Purchase Decisions

The results of the analysis show that the significance value of 0.000 is less than 0.05, so it can be concluded that H8 is accepted, meaning that price and quality simultaneously affect the buyer's decision (Y). Consumers' purchasing decisions were found to be significantly influenced by price, and product quality simultaneously. Therefore, product quality management, competitive pricing, and brand image strengthening are important strategies to drive purchase decisions. The results of the study supported by Sari (2021) show that price and quality have a significant effect on purchasing decisions, with Putra (2022) showing that price and product quality greatly affect consumer buying interest. Nabila (2022) shows that product quality has a positive effect on purchase decisions.

CONCLUSION

1. The price affects the decision to purchase quail eggs in Pakuan State Village with a significance value of less than 0.05, which is 0.002.
2. Quality has no effect on the decision to purchase quail eggs in Pakuan State Village with a significance value greater than 0.05, which is 0.317.
3. The price has a significant effect on consumer perception in the purchase of quail eggs in Pakuan State Village with a significance of less than 0.05, which is 0.000.
4. Quality has a significant effect on the decision to purchase quail eggs in Pakuan State Village with a significance value smaller than 0.05, which is 0.053.
5. Consumer perception has a significant effect on the decision to buy quail eggs in Pakuan State Village with a significance value of less than 0.05, which is 0.002.

6. Consumer perception cannot moderate the influence of price on the purchase decision of quail eggs in Pakuan State Village with a significance value of the interaction variable (X1Z) of 0.311 greater than 0.05.).

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