

## The Influence of Product Quality, Price, and Product Innovation on Purchasing Decisions of Kotak Rokok Jombang MSME Products

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### ABSTRACT

This study aims to analyze the influence of product quality, price, and product innovation on purchasing decisions of cigarette box MSMEs in Jombang. The research adopts a quantitative approach with purposive sampling involving 110 respondents. Data were analyzed using the Partial Least Square (PLS) method to test the effect between variables. The results indicate that product quality has a positive and significant influence on purchasing decisions, showing that better product quality can increase consumer confidence and satisfaction. Meanwhile, price has a negative but insignificant effect, implying that consumers do not solely base their purchasing decisions on price considerations. Product innovation demonstrates the strongest and most significant positive influence on purchasing decisions, suggesting that innovative design, variety, and quality play a crucial role in enhancing consumer interest and maintaining MSMEs' competitiveness in the market. The findings highlight the importance for MSMEs to continuously improve product innovation and maintain quality standards to sustain business growth in a competitive environment.

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## **INTRODUCTION**

Business innovation in the modern era is developing rapidly as producers continuously create various products to meet consumer needs and market demands. One form of business innovation that has emerged is the production of cigarette boxes, which serve as protective cases to store cigarettes safely and maintain their condition during mobility. This innovation has grown in popularity along with the increase in cigarette consumers, especially those who prefer hand-rolled tobacco as an alternative to factory-made cigarettes. According to the Central Statistics Agency (BPS, 2023), the percentage of Indonesian citizens aged 15 years and above who are active smokers reached 28.62%, an increase of 0.36% compared to 2022. This significant number of smokers presents a potential market opportunity for cigarette box producers, including small and medium-sized enterprises (MSMEs).

The rise in cigarette excise rates has also influenced consumer behavior, as many smokers now prefer rolling their own cigarettes to reduce expenses. Consequently, cigarette boxes have become an essential item for storing hand-rolled cigarettes. However, the increasing market potential has attracted numerous competitors, including imported cigarette boxes offered at lower prices. This intense competition poses a challenge for local MSMEs such as the Cigarette Box MSME in Jombang, which has been operating since 2018. This MSME produces a variety of cigarette boxes made from plastic, PVC, and wood, often with customizable designs to meet consumer preferences. Despite this, the enterprise still faces difficulties in maintaining consistent sales performance, with annual sales data showing fluctuations and a decline in recent years.

One key factor influencing purchasing decisions is product quality. High-quality products are likely to generate consumer satisfaction and trust, thereby encouraging repeat purchases. Conversely, when product quality declines, consumers tend to shift to competitors. Feedback obtained from Jombang MSME customers through online platforms revealed several complaints regarding product durability, coating quality, and finishing details. These issues indicate that product quality remains a major concern and plays an essential role in determining consumer purchasing behavior.

Another important determinant is price, which reflects the perceived value and affordability of a product. Price influences purchasing decisions, as consumers often compare the price and quality ratio among competing products. The Cigarette Box MSME in Jombang offers prices ranging from IDR 10,000 to IDR 15,000 depending on material and size. Although the pricing is relatively affordable, the presence of imported products with slightly higher prices but superior materials has intensified competition in the market.

In addition to product quality and price, product innovation has become a crucial aspect of maintaining competitiveness. Innovation enables MSMEs to adapt to evolving market trends, consumer tastes, and technological advancements. The ability to offer creative designs, functional improvements, and new product variations determines a company's success in attracting consumers. The Jombang MSME has attempted to introduce innovative models; however, consumer enthusiasm tends to decline over time because competing

products often appear more modern and in line with current preferences. This highlights the need for continuous innovation to maintain market interest and brand relevance.

Purchasing decisions are the culmination of various marketing factors that influence consumers' final choices. According to Kotler and Armstrong (2008), consumer purchasing decisions are shaped by perceptions of product quality, price, and innovation. Understanding how these variables affect purchasing behavior is essential for small businesses to remain competitive and sustainable in a dynamic market environment.

Therefore, this study aims to analyze the influence of product quality, price, and product innovation on purchasing decisions of cigarette box MSMEs in Jombang. The findings are expected to provide empirical insights into the factors that drive consumer decisions, as well as practical recommendations for MSMEs to improve product quality, set competitive prices, and enhance innovation strategies in order to sustain growth in a competitive marketplace.

## LITERATURE REVIEW

### *Product Quality*

According to Suci (2018), product quality refers to the ability of a product to perform its intended functions, including durability, reliability, accuracy, and ease of use or repair. Product quality represents the integration of various elements such as design planning, production process, marketing strategy, and maintenance, all of which aim to ensure that the product meets consumer expectations. In line with this, Alvina (2023) explains that product quality consists of several essential attributes that determine how well a product can satisfy customer needs.

Kotler and Armstrong (2008) state that product quality is one of the most important competitive tools in marketing. Superior product quality will positively influence consumer satisfaction and purchasing behavior. In the context of cigarette box MSMEs in Jombang, high-quality products encourage repeat purchases and consumer trust, whereas low quality – such as weak materials or poor finishing – can lead to dissatisfaction and complaints.

This is supported by research from Halimah and Pudjoprastyono (2024), showing that product quality has a positive and significant effect on purchasing decisions. Similarly, Sulis Setiowati and Nur Farida (2024) also found that higher product quality leads to stronger consumer purchasing intentions. Therefore, product quality is presumed to have a positive and significant effect on purchasing decisions. H1: Product quality has a positive and significant effect on purchasing decisions.

### *Price*

According to Sri Tahany (2023), price is the amount of money consumers must pay to obtain a product or service, serving as a measure of value exchanged for ownership or usage. Price not only reflects monetary cost but also communicates product value and positioning in the market. Nasution (2019) adds that pricing decisions are influenced by internal factors such as marketing

objectives, production costs, and company structure, as well as external factors like market demand, competition, and government regulations.

Consumers usually assess whether a product's price aligns with its quality and benefits. Alimatuts Satdiah, Elmira Siska, and Natal Indra (2023) identified several key indicators of price, including price affordability, competitiveness, price-quality suitability, and price-benefit correspondence. For MSMEs, price must be competitive yet profitable, as it directly affects consumer perception and purchasing behavior.

Research by Fahra Destarini and Bono Prambudi (2020) and Alimatuts Satdiah et al. (2023) revealed that price can have a negative but insignificant effect on purchasing decisions, indicating that consumers may prioritize other factors such as quality and innovation over price alone. H2: Price has a negative and insignificant effect on purchasing decisions.

### ***Product Innovation***

According to Tria (2021), product innovation is the process of introducing new ideas, goods, or services to the market. It involves improving existing products or creating new ones that provide added value for consumers. Veny Puspita (2022) defines product innovation as the development of new products or the enhancement of existing ones to meet changing market demands. Burhan Murdani (2021) emphasizes that innovation is not merely about invention but also about applying creative ideas to achieve market success.

Product innovation in MSMEs is crucial for adapting to technological developments and shifting consumer preferences. Nova (2023) identifies three main indicators of product innovation: product quality improvement, product variety, and product design. These aspects reflect how businesses respond to customer expectations through creativity and differentiation.

Research by Atika Della Damayanti (2024) and Nova Aditya Pradana & Ugy Soebiantoro (2023) confirms that innovation has a positive and significant influence on consumer purchasing decisions. When consumers perceive a product as new, creative, or unique, their purchasing interest tends to increase. H3: Product innovation has a positive and significant effect on purchasing decisions.

### ***Purchasing Decisions***

According to Kotler and Keller in Ivana Alma Shanaya (2023), a purchasing decision refers to the stage where consumers select and buy a product after evaluating various alternatives. Laurensius Panji Ragatirta (2020) defines purchasing decisions as the process by which consumers recognize a need, search for information, evaluate options, and finally decide to buy.

Maya Novita (2022) identifies three indicators of purchasing decisions: the purpose of buying a product, consumer confidence in the product, and willingness to recommend the product to others. These indicators reflect not only a consumer's choice but also satisfaction and trust.

Previous studies (e.g., Halimah & Pudjoprastyono, 2024; Nova & Soebiantoro, 2023) indicate that purchasing decisions are influenced by perceptions of product quality, pricing strategy, and innovation capability. Thus,

the combination of high-quality products, competitive pricing, and continuous innovation is essential for MSMEs to increase consumer purchasing behavior.

## METHODOLOGY

This study employed a quantitative approach with a non-probability sampling technique using purposive sampling involving 110 respondents. Data were collected through a questionnaire distributed via Google Form to respondents aged at least 18 years who had purchased and consumed Cigarette Box Micro, Small, and Medium Enterprises (MSMEs) in Jombang. The responses were measured using a 5-point Likert scale to assess respondents' perceptions of the studied variables. The analyzed variables included product quality, price and product innovation as independent variables, and repurchase intention as the dependent variable. The data were analyzed using the Partial Least Squares (PLS) method to examine the relationships among variables and test the proposed hypotheses.

## RESEARCH RESULTS

### *Outer Model*

#### *Convergent Validity*

Table 1. Outer Loadings

	Product Quality (X1)	Price (X2)	Product Innovation (X3)	Purchase Decision (Y)
X1.1	0.788			
X1.2	0.842			
X1.3	0.868			
X1.4	0.847			
X2.1		0.749		
X2.2		0.943		
X2.3		0.912		
X3.1			0.941	
X3.2			0.960	
Y1				0.972
Y2				0.971

The value of the loading factor is said to be qualified as a whole because all variables have values above 0,7.

**Discriminant Validity**

Table 2. The Cross Loadings Test

	Product Quality (X1)	Price (X2)	Product Innovation (X3)	Purchase Decision (Y)
X1.1	0.788	0.246	0.322	0.406
X1.2	0.842	0.223	0.235	0.314
X1.3	0.868	0.491	0.343	0.348
X1.4	0.847	0.480	0.357	0.345
X2.1	0.422	0.749	0.424	0.409
X2.2	0.390	0.943	0.584	0.486
X2.3	0.332	0.912	0.703	0.557
X3.1	0.369	0.717	0.941	0.734
X3.2	0.353	0.567	0.960	0.884
Y1	0.362	0.514	0.851	0.972
Y2	0.470	0.576	0.815	0.971

Based on the results of the cross-loading analysis, all indicators were deemed valid. The variables Product Quality (X1), Price (X2), Product Innovation (X3), and Purchase Decision (Y) each obtained loading values greater than 0.70. This finding indicates that every indicator accurately reflects its respective construct, meaning that all measurement items in this study have met the required validity criteria.

**Discriminant Validity**

Table . 3 The R-Square value

	<i>R-square</i>
Y Purchase Decision	0.750

Based on the R-square value obtained from the structural model, this coefficient is used to measure the extent to which the independent (exogenous) variables influence the dependent (endogenous) variable in the research model. The R-square value for the job satisfaction variable is 0.750, which means that organizational culture and career development jointly explain 75% of the variation in job satisfaction. The remaining 25% (0.250) is influenced by other variables not examined in this study.

Table. 4 Hypothesis Testing

	<i>Original sample (O)</i>	<i>T statistics ( O/STDEV )</i>	<i>P values</i>
X1-> Y	0.132	2.141	0.016
X2-> Y	-0.063	0.881	0.189
X3-> Y	0.850	11.493	0.000

It can be concluded that :

1. The Product Quality (X1) variable has a positive and significant effect on Purchasing Decisions (Y).
2. The Price (X2) variable has a negative and insignificant effect on Purchasing Decisions (Y).
3. The Product Innovation (X3) variable has a positive and significant effect on Purchasing Decisions (Y).

## DISCUSSION

### *The Influence of Product Quality (X1) on Purchasing Decisions (Y)*

The results of data analysis using PLS show that product quality has a positive and significant influence on purchasing decisions for cigarette box MSMEs in Jombang. This means that the better the product quality provided, the higher the consumer's tendency to make a purchase. Consumers perceive that a product with good durability, neat finishing, and appealing design reflects a higher level of reliability and satisfaction. These aspects contribute to consumer trust and foster repeat purchases.

This finding confirms that product quality plays a crucial role in influencing consumer behavior and decision-making. When MSMEs can maintain product consistency and quality standards, consumers are more likely to remain loyal. This result is consistent with previous research conducted by Halimah and Pudjoprastyono (2024), which states that good product quality encourages stronger purchasing intentions. Therefore, maintaining and improving product quality becomes a key strategy for MSMEs to enhance competitiveness and customer satisfaction in the market.

### *The Influence of Price (X2) on Purchasing Decisions (Y)*

The findings indicate that price has a negative and insignificant influence on purchasing decisions. This shows that the price offered by the MSME does not substantially determine whether consumers decide to buy the product. Consumers tend to be more concerned with product quality and design rather than small price differences. Even though the cigarette boxes are sold at affordable prices, price is not the main consideration for consumers when deciding to make a purchase.

This suggests that price sensitivity among cigarette box consumers is relatively low, as they are willing to pay slightly more for better quality and innovative designs. The results are in line with the study of Alimatuts Satdiah et al. (2023), which found that price is not always a dominant factor in influencing

purchasing decisions because consumers are more attracted to product quality and innovation.

### ***The Influence of Product Innovation (X3) on Purchasing Decisions (Y)***

The analysis shows that product innovation has a positive and significant influence on purchasing decisions. This implies that the more innovative and creative the designs developed by the MSMEs, the greater the consumer's interest in purchasing. Product innovation, such as new models, attractive designs, and better materials, helps businesses meet changing consumer preferences and market trends.

This finding supports the research by Nova Aditya Pradana and Ugy Soebiantoro (2023), which stated that product innovation is a key driver in shaping consumer purchasing behavior. Innovative products are perceived as more valuable and attractive, giving MSMEs a competitive advantage. Therefore, continuous innovation not only increases consumer appeal but also strengthens the sustainability and growth of MSMEs in a competitive market environment.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the PLS analysis of the influence of product quality, price, and product innovation on purchasing decisions for cigarette box MSMEs in Jombang, the results indicate that product quality and product innovation have a positive and significant effect on purchasing decisions, while price has a negative and insignificant effect. This means that the higher the quality and innovation of the products offered, the greater the consumer's interest in making a purchase. On the other hand, price is not the main consideration for consumers when deciding to buy cigarette boxes. These findings emphasize that consumers tend to prioritize quality and innovation over price differences. Good product quality reflects durability, precision, and attractive design, which create consumer trust and satisfaction. Meanwhile, product innovation, such as creative models and new variations, enhances product uniqueness and strengthens competitiveness in the market. Conversely, the insignificant effect of price shows that consumers are not highly sensitive to small price variations as long as the product meets their expectations and offers added value.

Therefore, MSMEs are advised to continuously maintain and improve product quality through better material selection and neat finishing to ensure durability and customer satisfaction. In addition, MSMEs should focus on developing innovative designs that follow market trends and consumer preferences to maintain product appeal and competitiveness. Although pricing remains important, MSMEs should emphasize value creation rather than price competition.

The results of this study also highlight the need for MSMEs to build stronger brand differentiation through innovation and consistent quality. By doing so, they can attract more loyal customers, sustain business growth, and strengthen their position in a highly competitive market.

## ADVANCED RESEARCH

Future researchers are encouraged to include additional variables such as customer satisfaction, brand image, and promotional strategies, as these factors may further influence purchasing decisions beyond the variables examined in this study. Moreover, future studies could be conducted in different types of MSMEs or industries to obtain broader insights and generalization of results regarding consumer behavior in small business contexts. It is also recommended to increase the number of respondents and use a mixed-method approach to gain a deeper understanding of how quality, innovation, and price perceptions affect consumer loyalty and long-term purchasing patterns.

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