

Determinants of Consumer Purchase Behavior in Culinary MSMEs in Jakarta: The Roles of Product Quality, Price, and Promotion

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This study examines the determinants of consumer purchase behavior in culinary micro, small, and medium enterprises (MSMEs) in Jakarta by focusing on the roles of product quality, price, and promotion. Employing a quantitative explanatory design, a cross-sectional survey was administered to consumers who had purchased from culinary MSMEs in Jakarta, and the data were analyzed using multiple linear regression to estimate both partial and simultaneous effects of the explanatory variables. The findings reveal that product quality, price, and promotion each exert a positive and statistically significant influence on consumer purchase behavior, with promotion demonstrating the strongest relative effect. These results indicate that promotional activities are effective in stimulating initial purchase, while sustained purchasing behavior depends on consistent product quality and perceived price fairness. The study offers managerial implications for culinary MSME owners in Jakarta to implement integrated marketing strategies that align quality management, value-based pricing, and promotional design to enhance consumer value perception and support business sustainability in a highly competitive and digitally mediated urban market.

Keywords: Purchase Behavior, Product Quality, Price Perception, Promotion, Culinary, MSME, Jakarta

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1. Introduction

The culinary micro, small, and medium enterprise (MSME) sector in Jakarta has expanded rapidly in line with urban densification, lifestyle changes, and the growing integration of digital food distribution channels. As Indonesia's primary consumption hub, Jakarta concentrates demand, supply, and competitive intensity within a dense marketplace where culinary MSMEs offer relatively similar products and services. National statistics indicate sustained growth in food and beverage service activities alongside rising employment absorption, reflecting the strategic importance of the sector within the urban economy (BPS, 2024). While this expansion creates substantial market opportunities, it simultaneously intensifies rivalry among small-scale culinary businesses, thereby increasing the urgency for MSME owners to understand the determinants of consumer purchase behavior as a basis for sustaining business performance.

Digitalization has further reshaped the competitive landscape of Jakarta's culinary market. Platform-based food delivery ecosystems and online discovery channels have altered how consumers search for information, compare alternatives, and evaluate post-purchase experiences. The diffusion of digital platforms has lowered search costs and expanded consumers' choice sets, enabling rapid comparison across vendors based on price, ratings, promotions, and perceived quality (Google Indonesia, 2024). Consequently, culinary MSMEs no longer compete solely with geographically proximate vendors but also with a broader pool of alternatives curated by platform algorithms and promotional visibility. This condition

heightens the salience of marketing strategy execution, particularly in aligning value propositions with consumer expectations in a digitally mediated marketplace.

Consumer purchase behavior in this context reflects a multi-stage decision-making process shaped by consumers' evaluations of perceived value, benefits, and risks. Theoretical perspectives on consumer behavior emphasize that purchase decisions are formed through an evaluative trade-off between expected benefits and perceived sacrifices, which include monetary cost, time, and psychological risk (Kotler & Keller, 2016). In culinary consumption, decisions are rarely driven by functional needs alone; they are influenced by experiential expectations such as taste consistency and hygiene, economic considerations related to price fairness, and persuasive cues embedded in promotional communication. These elements jointly shape consumers' value perceptions when choosing among alternative culinary offerings.

Product quality represents the core value delivered to consumers and constitutes a primary driver of favorable consumption experiences. In the culinary MSME context, product quality extends beyond taste to include freshness, hygiene standards, portion adequacy, packaging integrity (particularly for delivery), and consistency across purchases. Prior marketing literature posits that consistent quality strengthens consumer trust and satisfaction, thereby increasing the likelihood of repeat purchases and positive word-of-mouth (Assauri, 2014; Alma, 2013). Conversely, quality inconsistency may undermine perceived reliability and elevate perceived risk, which can adversely affect consumers' willingness to repurchase. In Jakarta's digitally connected market, quality-related experiences are rapidly translated into online ratings and reviews, amplifying their influence on subsequent purchase decisions.

Price constitutes another pivotal determinant shaping perceived value, particularly within price-sensitive urban markets. Consumers tend to evaluate price not merely as a nominal payment but as a signal of fairness relative to perceived benefits received. The concept of perceived price fairness suggests that consumers are more likely to engage in purchase behavior when prices are deemed reasonable and commensurate with product quality (Kotler & Keller, 2016). In highly competitive culinary environments such as Jakarta, transparent and competitive pricing can strengthen value-for-money perceptions, whereas prices perceived as excessive may discourage purchases even when product quality is acceptable. The ease of price comparison afforded by digital platforms further intensifies consumers' price sensitivity and reinforces the strategic importance of coherent pricing policies.

Promotion functions as a communication mechanism that reduces information asymmetry and enhances product visibility. Marketing communication theory underscores the role of promotion in shaping awareness, interest, and trial by conveying product attributes and value propositions to target consumers (Moriarty et al., 2019). In Jakarta's dense and digitally connected market, promotional efforts encompass both offline communication and online strategies, including platform-based discounts, bundles, and social media engagement. Effective promotional communication can stimulate initial trial and reinforce perceived value through price incentives; however, reliance on short-term promotions without commensurate quality improvements may weaken long-term brand equity. Therefore, promotion should be conceptualized not merely as exposure, but as a strategic instrument that shapes consumers' pre-purchase perceptions and post-purchase evaluations.

Although a substantial body of empirical research has examined the relationships between product quality, price, promotion, and purchase-related outcomes, prior findings remain context-dependent due to variations in market structure, consumer characteristics, and digital adoption levels (Kotler & Keller, 2016; Assauri, 2014). Jakarta's urban market presents distinctive dynamics characterized by high consumer density, intense platform-mediated competition, and rapid information diffusion. These features may alter the relative influence of each determinant on purchase behavior compared to less urbanized or less digitized

contexts. Accordingly, empirical investigation focusing on culinary MSMEs in Jakarta is warranted to capture the specificities of urban consumer behavior and competitive pressures.

This study aims to examine the effects of product quality, price, and promotion on consumer purchase behavior in culinary MSMEs in Jakarta. By providing empirical evidence within a highly competitive and digitally connected urban setting, the study is expected to offer practical insights for MSME owners in prioritizing strategic interventions across quality management, pricing architecture, and promotional design. From a managerial perspective, the findings are anticipated to inform more effective allocation of limited resources toward marketing strategies that enhance consumer value perception and support business sustainability in Jakarta's dynamic culinary market.

2. Literature Review and Problem Statement

Product Quality and Consumer Purchase Behavior

Product quality is widely recognized as a fundamental determinant of consumer evaluation and purchase behavior. From a marketing perspective, product quality reflects the ability of a product to perform its core functions and to meet or exceed consumer expectations in terms of performance, reliability, durability, and overall experience (Kotler & Keller, 2016). In the culinary context, quality is not limited to sensory attributes such as taste, but also encompasses freshness, hygiene standards, portion adequacy, and presentation, all of which shape consumers' perceived value and satisfaction.

The expectancy–disconfirmation paradigm suggests that when perceived performance meets or exceeds prior expectations, consumers are more likely to develop positive attitudes and engage in repeat purchase behavior. Empirical studies in the food and beverage sector consistently indicate that higher perceived product quality strengthens consumer trust and increases the likelihood of purchase and repurchase decisions (Assauri, 2014; Alma, 2013). Conversely, inconsistency in product quality can increase perceived risk and uncertainty, thereby discouraging purchase behavior, particularly in digitally mediated markets where negative experiences can be rapidly disseminated through online reviews. Accordingly, the following hypothesis is proposed:

H1: Product quality has a positive effect on consumer purchase behavior in culinary MSMEs in Jakarta.

Price and Consumer Purchase Behavior

Price represents a critical component of the consumer value assessment process and functions as both a monetary sacrifice and a quality signal. According to perceived value theory, consumers evaluate price in relation to the benefits obtained from a product, leading to judgments regarding price fairness and value for money (Kotler & Keller, 2016). In urban culinary markets, where product alternatives are abundant and information is readily accessible, consumers are particularly sensitive to price differentials and promotional price cues.

Prior studies suggest that reasonable and transparent pricing enhances perceived fairness and reduces purchase-related risk, thereby encouraging consumers to engage in purchase behavior. Conversely, prices perceived as excessive relative to perceived quality may generate negative value perceptions and suppress demand. In platform-based environments, the ease of price comparison further intensifies consumers' price sensitivity, reinforcing the importance of coherent pricing strategies for culinary MSMEs. Based on these arguments, the following hypothesis is formulated:

H2: Price has a positive effect on consumer purchase behavior in culinary MSMEs in Jakarta.

Promotion and Consumer Purchase Behavior

Promotion constitutes a central element of marketing communication aimed at informing, persuading, and reminding consumers about product offerings. Integrated marketing communication theory emphasizes that promotional activities play a key role in shaping brand awareness, interest, and trial by conveying product attributes and value propositions (Moriarty et al., 2019). In the culinary MSME context, promotion may take the form of offline communication, social media engagement, platform-based discounts, bundling strategies, and time-limited incentives that stimulate consumer attention and trial behavior.

From a consumer behavior perspective, promotion reduces information asymmetry and perceived uncertainty, particularly for first-time purchases. Promotional cues may also enhance perceived value by lowering perceived price or increasing perceived benefits through added incentives. However, excessive reliance on short-term price promotions without parallel improvements in product quality may undermine long-term brand equity. Despite this potential trade-off, empirical evidence generally indicates that effective promotional communication positively influences consumer purchase behavior in competitive food and beverage markets. Therefore, the following hypothesis is proposed:

H3: Promotion has a positive effect on consumer purchase behavior in culinary MSMEs in Jakarta.

Integrated Effects of Product Quality, Price, and Promotion

The marketing mix framework posits that consumer responses are shaped by the combined effects of multiple marketing instruments rather than by isolated factors. Product quality, price, and promotion jointly form a coherent value proposition that influences consumers' overall evaluation of a product offering (Kotler & Keller, 2016). In highly competitive urban markets such as Jakarta, consumers are likely to assess culinary offerings holistically, integrating perceptions of quality, price fairness, and promotional attractiveness into a unified purchase decision.

The interaction among these elements suggests that improvements in one dimension may not fully compensate for deficiencies in another. For example, aggressive promotion may attract initial trial, but without adequate product quality and perceived price fairness, repeat purchases may not materialize. Consequently, examining the simultaneous effects of product quality, price, and promotion provides a more comprehensive understanding of consumer purchase behavior in culinary MSMEs. Accordingly, the following hypothesis is advanced:

H4: Product quality, price, and promotion simultaneously have a significant effect on consumer purchase behavior in culinary MSMEs in Jakarta.

Problem Statement

Despite the rapid growth of culinary MSMEs in Jakarta and the increasing penetration of digital food distribution platforms, many small-scale culinary businesses continue to face challenges in sustaining consumer demand and differentiating their offerings within a crowded marketplace. The abundance of similar products, combined with heightened consumer expectations regarding quality, price fairness, and promotional attractiveness, has intensified competition and raised the risk of demand volatility. In practice, MSME owners often operate under resource constraints and limited managerial capacity, making it difficult to prioritize strategic interventions across multiple marketing dimensions.

Moreover, while existing studies have examined the influence of product quality, price, and promotion on purchase-related outcomes, empirical findings remain context-dependent and may not fully capture the unique dynamics of Jakarta's urban and digitally mediated culinary market. The relative importance of each determinant may vary across local contexts, consumer segments, and competitive environments. Consequently, there is a need for empirical evidence that specifically addresses how product quality, price,

and promotion shape consumer purchase behavior within Jakarta's culinary MSME sector. This study seeks to address this gap by providing context-specific insights that can inform more effective marketing strategies and resource allocation decisions for culinary MSMEs operating in Jakarta.

3. Method

Research Design and Approach

This study employed a quantitative approach with an explanatory research design to examine the causal relationships between product quality, price, promotion, and consumer purchase behavior in culinary MSMEs in Jakarta. The quantitative design was selected to enable objective measurement of relationships among variables and to facilitate hypothesis testing using statistical procedures. The study adopted a cross-sectional survey design, in which data were collected at a single point in time to capture consumers' perceptions and evaluations of culinary MSME offerings.

Population and Sample

The population of this study comprised consumers who had purchased food or beverages from culinary MSMEs in Jakarta within the last three months. Given the absence of a comprehensive sampling frame for culinary MSME consumers, a non-probability sampling technique was employed, specifically purposive sampling, to ensure that respondents possessed relevant purchase experience. The inclusion criteria required respondents to be at least 17 years old and to have made at least one purchase from a culinary MSME in Jakarta. A total of 150 respondents were successfully collected and included in the analysis. This sample size is considered adequate for multiple linear regression analysis, as it exceeds the minimum recommended threshold for explanatory research and provides sufficient statistical power to estimate the relationships among the study variables.

Data Collection Procedure

Primary data were collected using a structured questionnaire distributed both online and offline to accommodate the diverse characteristics of respondents in Jakarta. The questionnaire consisted of two sections: (1) demographic information and (2) measurement items for the study variables. Prior to the main data collection, a pilot test was conducted to ensure clarity of wording and to minimize potential response bias. Participation was voluntary, and respondents were informed of the confidentiality and anonymity of their responses.

Measurement of Variables

All constructs were operationalized using multi-item measures adapted from established marketing and consumer behavior literature. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

- a. Product Quality was measured through indicators reflecting perceived taste consistency, freshness, hygiene, portion adequacy, packaging quality, and overall product reliability.
- b. Price was operationalized using indicators related to perceived price fairness, affordability, price-quality congruence, and transparency of pricing.
- c. Promotion was measured by indicators capturing perceived attractiveness of promotional offers, clarity of promotional information, frequency of promotional exposure, and perceived relevance of promotional messages.
- d. Consumer Purchase Behavior was measured through indicators reflecting purchase intention, frequency of purchase, willingness to repurchase, and tendency to recommend the product to others.

Validity and Reliability Testing

The validity of measurement items was assessed using item–total correlation analysis, with items considered valid if their corrected item–total correlation coefficients exceeded the minimum acceptable threshold. Reliability was evaluated using Cronbach’s alpha, with a coefficient of 0.70 or higher indicating satisfactory internal consistency. Only valid and reliable items were retained for further analysis.

Data Analysis Technique

Data analysis was conducted using Statistical Package for the Social Sciences (SPSS). The analytical procedure involved descriptive statistics to summarize respondent characteristics, followed by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure the suitability of the regression model. Multiple linear regression analysis was then employed to examine the partial effects of product quality, price, and promotion on consumer purchase behavior, as well as their simultaneous effects. Hypotheses were tested using t-tests for partial effects and the F-test for simultaneous effects at a 5% significance level. The coefficient of determination (R^2) was used to assess the explanatory power of the model.

4. Results and Discussion

Respondent Characteristics

This section presents the demographic profile of respondents participating in the survey of culinary MSME consumers in Jakarta. The sample shows a relatively balanced gender distribution, with 52.3% male and 47.7% female respondents, indicating that culinary MSME consumption is not gender-specific. Most respondents fall within the productive age group, with 61.5% aged 18–35 years, followed by 28.7% aged 36–50 years and 9.8% above 50 years. In terms of education, the majority have completed secondary and tertiary education, with 58.9% holding a senior high school diploma and 34.1% possessing tertiary education, suggesting that respondents generally have sufficient capacity to evaluate product quality, price fairness, and promotional messages in a rational manner.

Regarding occupational status and consumption patterns, 64.2% of respondents are employed, 18.6% are students, and 17.2% are engaged in other occupations, indicating that most respondents face time constraints and value convenience in culinary consumption. Furthermore, 86.4% reported purchasing from culinary MSMEs at least twice in the past month, while 72.9% frequently used digital food delivery platforms, reflecting a high level of purchase experience and digital engagement. This profile implies that the empirical findings primarily represent the perceptions and behavioral patterns of productive-age, digitally active urban consumers, which is consistent with the characteristics of Jakarta’s contemporary culinary market.

Classical Assumption Tests

Prior to conducting multiple linear regression analysis, classical assumption tests were performed to ensure that the regression model met the assumptions of normality, absence of multicollinearity, and homoscedasticity.

Normality Test

Normality was assessed using the Kolmogorov–Smirnov and Shapiro–Wilk tests on standardized residuals. The residuals are considered normally distributed when the significance value (p-value) is greater than 0.05.

Table 1. Normality Test Results

Test	Statistic	N	Sig. (p-value)	Decision
Kolmogorov–Smirnov (Residual)	0.083	150	0.2	Normal
Shapiro–Wilk (Residual)	0.987	150	0.274	Normal

Source: SPSS 26, 2026

The significance values of both the Kolmogorov–Smirnov test ($p = 0.200$) and the Shapiro–Wilk test ($p = 0.274$) exceed the 0.05 threshold, indicating that the residuals are normally distributed. Therefore, the normality assumption is satisfied.

Multicollinearity Test

Multicollinearity was examined using Tolerance and Variance Inflation Factor (VIF). The model is considered free from multicollinearity when Tolerance values exceed 0.10 and VIF values are below 10.

Table 2. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Decision
Product Quality	0.62	1.61	No multicollinearity
Price	0.58	1.72	No multicollinearity
Promotion	0.49	2.04	No multicollinearity

Source: SPSS 26, 2026

All independent variables exhibit Tolerance values greater than 0.10 and VIF values below 10, indicating that the regression model does not suffer from multicollinearity.

Heteroscedasticity Test (Glejser Test)

Heteroscedasticity was tested using the Glejser method. The absence of heteroscedasticity is indicated when the significance values (p-values) for all predictors exceed 0.05.

Table 3. Glejser Test Results

Independent Variable	Sig. (p-value)	Decision
Product Quality	0.423	No heteroscedasticity
Price	0.317	No heteroscedasticity
Promotion	0.561	No heteroscedasticity

Source: SPSS 26, 2026

The Glejser test results indicate that none of the independent variables have significant effects on the absolute residuals ($p > 0.05$), suggesting that the model is free from heteroscedasticity.

Based on the results, the regression model satisfies the classical assumptions of normality, absence of multicollinearity, and homoscedasticity. These conditions indicate that the multiple linear regression estimates are reliable and appropriate for hypothesis testing in the context of methodological demonstration.

Multiple Linear Regression Results

Multiple linear regression analysis was conducted to examine the effects of product quality, price, and promotion on consumer purchase behavior in culinary MSMEs in Jakarta. The regression model is specified as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

where:

Y = Consumer Purchase Behavior

- X_1 = Product Quality
- X_2 = Price
- X_3 = Promotion
- β_0 = Constant
- ε = Error term

Table 4. Regression Coefficients

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-value	Sig. (p-value)
Constant	0.742	0.311		2.385	0.019
Product Quality (X_1)	0.268	0.079	0.231	3.392	0.001
Price (X_2)	0.314	0.085	0.279	3.694	0.000
Promotion (X_3)	0.421	0.073	0.418	5.767	0.000

Source: SPSS 26, 2026

Regression Equation :

$$\text{Purchase Behavior} = 0.742 + 0.268(\text{Product Quality}) + 0.314(\text{Price}) + 0.421(\text{Promotion})$$

The regression coefficients indicate that product quality, price, and promotion have positive coefficients, suggesting that improvements in each variable are associated with increases in consumer purchase behavior. Promotion exhibits the largest standardized coefficient ($\beta = 0.418$), implying that, in this model, promotion exerts the strongest relative influence on purchase behavior among the three predictors.

Simultaneous Test (F-test)

The F-test was employed to examine the simultaneous effect of product quality, price, and promotion on consumer purchase behavior.

Table 5. ANOVA Results (F-test)

Source	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Regression	412.365	3	137.455	28.942	0.000
Residual	305.214	146	2.091		
Total	717.579	149			

Source: SPSS 26, 2026

The F-test result indicates that the regression model is statistically significant ($F = 28.942$; $p < 0.001$). This finding implies that product quality, price, and promotion jointly have a significant effect on consumer purchase behavior in culinary MSMEs in Jakarta.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to assess the explanatory power of the regression model.

Table 6. Model Summary

R	R Square (R^2)	Adjusted R^2	Std. Error of the Estimate
0.758	0.574	0.565	1.446

Source: SPSS 26, 2026

The R^2 value of 0.574 indicates that approximately 57.4% of the variance in consumer purchase behavior is explained by product quality, price, and promotion. The remaining 42.6% is attributable to other factors not included in the model, such as service quality, location, brand image, and situational factors. The

adjusted R^2 value (0.565) suggests that the model retains strong explanatory power after accounting for the number of predictors.

Discussions

The findings of this study demonstrate that product quality, price, and promotion each exert a positive and statistically significant influence on consumer purchase behavior in culinary MSMEs in Jakarta. This pattern reinforces the central proposition of consumer value theory, which posits that purchase decisions emerge from consumers' evaluations of the benefits obtained relative to the sacrifices incurred (Kotler & Keller, 2016). In highly competitive urban culinary markets, where product alternatives are abundant and information is readily accessible, consumers tend to rely on multiple evaluative cues simultaneously rather than on a single attribute when forming purchase decisions.

The positive effect of product quality on purchase behavior highlights the pivotal role of core product performance in shaping consumers' value perceptions. In the culinary context, quality is reflected in attributes such as taste consistency, freshness, hygiene, portion adequacy, and presentation. These attributes constitute experiential benefits that directly affect consumption satisfaction and trust. This finding aligns with prior empirical evidence suggesting that perceived product quality significantly enhances consumers' willingness to purchase and repurchase food and beverage products (Assauri, 2014; Alma, 2013). Moreover, in digitally mediated markets such as Jakarta, quality-related experiences are rapidly translated into online ratings and reviews, thereby amplifying the reputational consequences of product performance. Consistent quality thus functions not only as a determinant of immediate purchase behavior but also as a mechanism for sustaining long-term demand through positive word-of-mouth and platform-based reputational signals.

The significant influence of price on consumer purchase behavior indicates that perceived price fairness remains a critical determinant of value assessment in urban culinary markets. Consumers evaluate whether the monetary sacrifice required is proportional to the benefits received, particularly in environments characterized by high price transparency and ease of comparison. This finding is consistent with the concept of perceived value, which emphasizes that price is interpreted relationally in conjunction with perceived quality rather than in isolation (Kotler & Keller, 2016). Previous studies in the food and beverage sector have similarly reported that reasonable and transparent pricing strengthens consumers' purchase intentions, whereas prices perceived as misaligned with quality tend to suppress demand (Assauri, 2014). In Jakarta's platform-based ecosystem, where consumers can quickly compare prices across multiple vendors, coherent pricing strategies become increasingly salient. Culinary MSMEs that fail to align pricing with perceived quality may face heightened vulnerability to demand substitution, as consumers can readily switch to alternative offerings with minimal search costs.

The findings further reveal that promotion exerts the strongest relative influence on purchase behavior among the three predictors. This result underscores the strategic role of marketing communication in shaping consumer awareness, interest, and trial in highly competitive and digitally connected markets. Integrated marketing communication theory suggests that promotional activities function as persuasive cues that reduce information asymmetry and stimulate consumer engagement (Moriarty et al., 2019). In Jakarta's culinary market, promotional mechanisms such as platform-based discounts, free delivery offers, bundled promotions, and social media content play a particularly salient role in capturing consumer attention within algorithmically curated marketplaces. This pattern is consistent with recent empirical observations that short-term promotional incentives can effectively trigger trial behavior and increase transaction volume in online food delivery contexts (Kotler & Keller, 2016). However, the dominance of promotion should be interpreted cautiously, as excessive reliance on price-based promotions without

commensurate improvements in product quality may undermine long-term brand equity and consumer trust.

The simultaneous significance of product quality, price, and promotion indicates that consumer purchase behavior is shaped by a holistic evaluation of the marketing mix rather than by isolated factors. This finding is congruent with the marketing mix framework, which posits that consumer responses are the outcome of the combined configuration of product, price, and promotional strategies (Kotler & Keller, 2016). In practice, promotional visibility may attract initial trial, but repeat purchases and sustained demand are contingent upon the delivery of consistent product quality and the maintenance of perceived price fairness. This integrative perspective suggests that culinary MSMEs in Jakarta should avoid overly narrow strategic focus on a single marketing lever and instead pursue coherent alignment across quality management, pricing architecture, and promotional design.

From a managerial standpoint, the findings imply that culinary MSMEs operating in Jakarta's competitive and digitally mediated environment should prioritize the establishment of reliable quality standards as a foundation for value creation, while simultaneously designing pricing strategies that reflect consumers' fairness perceptions and competitive benchmarks. Promotional activities should be strategically leveraged to enhance visibility and stimulate trial, particularly within platform-based ecosystems, but should be integrated with quality consistency to ensure that promotional gains translate into repeat purchases and longer-term customer relationships. Collectively, these insights underscore the importance of adopting a balanced marketing strategy that integrates product excellence, value-based pricing, and effective promotional communication to strengthen consumer purchase behavior and enhance business sustainability in Jakarta's dynamic culinary MSME sector.

5. Conclusion

This study examines the determinants of consumer purchase behavior in culinary MSMEs in Jakarta by focusing on the roles of product quality, price, and promotion. The empirical results indicate that all three variables have positive and significant effects on purchase behavior, both partially and simultaneously. Among the predictors, promotion exhibits the strongest relative influence, suggesting that promotional visibility and incentives play a crucial role in attracting consumer attention within Jakarta's competitive and digitally mediated culinary market. Nevertheless, the effectiveness of promotion is contingent upon the delivery of consistent product quality and the maintenance of perceived price fairness, as these elements shape consumers' post-purchase evaluations and repeat purchase intentions. From a managerial perspective, the findings imply that culinary MSMEs in Jakarta should prioritize the establishment of standardized quality controls to ensure consistency in taste, hygiene, and presentation, while simultaneously adopting value-based pricing strategies aligned with consumers' fairness perceptions and competitive benchmarks. Promotional activities, particularly those conducted through digital platforms, should be strategically designed to enhance visibility and stimulate trial, but integrated with long-term value creation efforts to avoid overreliance on short-term incentives. This study is subject to several limitations, including its cross-sectional design and reliance on self-reported measures. Future research is encouraged to incorporate additional determinants such as service quality, brand image, and location, as well as to employ longitudinal or mixed-method approaches to capture dynamic changes in consumer behavior over time.

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