



## **THE EFFECT OF PRICE PERCEPTION, PRODUCT DIVERSITY, SERVICE QUALITY AND STORE IMAGE ON PURCHASE INTENTION IN BREAD PRODUCTS**

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### **ABSTRACT**

The development of the business world today is very rapid. This makes business people have to compete with others to get more consumers. Business actors must remain more innovative and creative in order to survive increasingly fierce competition. One way to bring out the differences and uniqueness of the company's products compared to competitors is to attract consumers to make purchases. Many bakeries have sprung up demanding that the Ajeng Bakery store maintains the quality of service and adds to the product variants offered which still have to consider the selling price of the product. This study aims to determine the effect of price perception, product diversity, service quality and store image on purchase intention at the Ajeng Bakery shop in Dawarblandong district. The population in this study were consumers of the Ajeng Bakery bakery in Dawarblandong district with the number of samples used was 100 respondents. The results of the study indicate that the variables of product diversity, and store image have a significant effect on purchase intention. Meanwhile, the perception of price and service quality is not significant to purchase intention.

Keywords: price perception, product diversity, service quality, store image, purchase intention

## INTRODUCTION

One of the businesses that still survives is the culinary business. This business will continue to exist at any time but those who are in the culinary business will also be more and more creative, the culinary business has various types. One of them is the cake and bread business. This makes business people continue to compete to attract consumers and buy products produced by producers.

Price is a very important factor for most consumers, because in general when buying a product what consumers have in mind is price. The same thing was expressed by Diallo (2012) that the perceived price is conceptualized as a subjective interpretation of the monetary value of the product, considering the product is cheap or expensive, the perceived price perception as an overall representation of the relative price level, meaning that the perceived price is a consumer's assessment of affordability. product. The price level set by the company affects the quantity sold (Darmawan, 2019). In addition, prices also indirectly affect costs, because the quantity sold is affected by the costs incurred in relation to production efficiency (Djaelani & Mardikaningsih, 2021; Khayru & Issalillah, 2021).

Product diversity is something that must be considered by a company because if the product is not diverse then the product will be unable to compete with other companies, this statement is supported by research by Wu *et al.* (2019) that product diversity will affect purchase intention. Companies must make the right decisions regarding the diversity of products sold, because with this it will make it easier for consumers to choose and buy various kinds of products according to their wishes (Iskandar, 2003; Yanti & Yuliana, 2018).

Service quality is centred on a reality that is determined by the consumer (Darmawan & Grenier, 2021). The interaction of service strategy, service system and human resources as well as consumers will determine the success of business management, a way for companies to remain competitive is to consistently provide services with higher quality than competitors (Fared, 2021). Companies are required to provide quality services (Masitoh *et al.*, 2017). Every consumer will definitely judge the quality of service (Padma *et al.*, 2018). With the quality of service, consumers can feel satisfaction when buying Ajeng Bakery products.

One strategy for a retail or store to be able to compete and survive in the market is to build a good image of the store in the eyes of consumers and the public (Munir & Putra, 2021), because the image of the store can affect the process of buying interest in a bakery product. As revealed by Balaji and Maheswari (2021) that the image of the store has a great influence on the purchase intention of a product. So, creating a store image is necessary to increase sales.

One of the promising businesses in the food sector such as cakes, donuts, brownies and bread. Currently, there are many cake and bakery outlets in various crowds, such as Surabaya steamed layer cakes, najwa bakery and even street bread sellers. This is the case that business people must be able to compete to attract consumers, besides that business

owners must be able to innovate that is superior to their competitors, therefore because many consumers have started to be smart in purchasing products, and what are the benefits for consumers (Darmawan, 2019; Khairi, 2021). The performance of Ajeng bakery employees must be friendly in serving consumers to buy brands, if the employee's performance is not in accordance with consumer expectations. Ajeng Bakery is not a big culinary business so Ajeng Bakery still has to maintain the quality of both product quality and service quality, create a good store image, set reasonable prices according to product quality, and must create many product choices so that it can generate buying interest in consumers.

## LITERATURE REVIEW

According to Diallo (2012), the perceived price is conceptualized as a subjective interpretation of the monetary value of the product, considering that the product is cheap or expensive, the perceived price is an overall representation of the relative level of price, meaning that the price is perceived as a consumer's assessment of the affordability of the product. Hawkins and Mothersbaugh (2013), price can indicate the brand quality of a product, where consumers have the assumption that high prices usually have good quality. In general, price has a positive influence on quality, the higher the price, the higher the quality (Ferrinadewi, 2004; Sinambela, 2017). Consumers have the assumption that there is a positive relationship between price and quality of a product, so they will compare one product with another, and then consumers make a decision to buy a product (Gunawan *et al.*, 2019). According to Duman and Mattila (2015); Djaelani and Darmawan (2021), price perception affects consumers in comparing acceptable prices with the quality of the products to be purchased.

Product variant is a process of planning and controlling products in one group or the number of existing product groups made by producers (Singh, 2008). Based on the type and level of diversity, product groups are classified again to make it easier for retailers to plan the variety of products they must have (Hawkins & Mothersbaugh, 2013). According to Kotler and Keller (2012), product variant is the completeness of the product which concerns the depth, breadth and quality of the product offered as well as the availability of the product. One of the key elements in competition is the variety of products provided by manufacturers. Companies must make the right decisions regarding the product variants that are sold, because with this it will make it easier for consumers to choose and buy various kinds of products according to their wishes (Iwarere & Fakokunde, 2011). Companies must make the right decisions regarding the variety of products sold, because with this it will make it easier for consumers to choose and buy various kinds of products according to their wishes.

According to Lovelock *et al.* (2010), service quality is something that consistently meets or exceeds consumer expectations. Service quality is centered on a reality that is determined by the consumer (Retnowati & Mardikaningsih, 2021). The interaction of service strategy, service system and human resources as well as consumers will determine the success of business management, a way for companies to remain competitive is to consistently provide services

with higher quality than competitors (Masitoh *et al.*, 2017). Consumer expectations are formed by past experiences of word of mouth and promotions carried out by service companies, then compared, the most important thing is to be willing to listen to consumers, companies make relationships with consumers by meeting expectations and paying attention to consumers (Mardikaningsih, 2021). From some of the opinions above, it can be concluded that service quality is a management strategy to determine whether the perceived service is in line with customer expectations (Djati, 2004; Hariani, 2020; Ali *et al.*, 2022; Sinambela *et al.*, 2022).

According Berman and Evans (2010), the store image is seen from the functional concept related to merchandise, prices and layout. Psychologically, the store image is related to the store's personality values, starting from the friendly feelings that have been generated, the feeling of belonging, and the values obtained from architecture, symbols, displays, colors, including employee attitudes (Khayru, 2021). According to Beristain and Zorrilla (2011), store image is defined as a collection of brand associations associated with the store in consumer memory. Brand associations are concerned both with perceptions of store attributes and consumer perceived benefits. It can be conceptualized as an attitude derived from the evaluation of the store's main attributes, the store image as a set of associations related to the store brand in the consumer's memory, creating the overall image of the store image can be easily recalled in the consumer's memory and the store image can attract consumers' attention (Keller, 2003).

Needs and wants in fact are not easy to know. Customers can change their minds at the last second. Of course, marketers expect customers to have a positive attitude that is willing to buy the goods offered (Huang, 2014; Sinambela, 2021; Halizah *et al.*, 2022). To attract or grow customer buying interest, marketers must first understand how customers make decisions. According to Gunawan *et al.* (2019) and Retnowati *et al.* (2021) stated that consumer buying interest reflects the desire and desire of consumers to buy a product. According to Kotler and Keller (2012), buying interest is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. If the benefits are greater than the sacrifice to get it, the impulse to buy is higher.

## RESEARCH METHODOLOGY

The population for this research is the consumers of Ajeng Bakery's bakery in Dawarblandong District. The sampling technique used is accidental sampling. The sample to be examined is 100 respondents.

This study has four independent variables, namely price perception (X.1), product diversity (X.2), service quality (X.3), store image (X.4) and one dependent variable is buying interest (Y). The operational definitions and indicators of each variable will be explained as follows.

1. Perceived price (X.1) is the amount of money charged for a product or service or the amount of value exchanged by consumers to obtain the benefits of owning or using a product or service (Kotler & Armstrong, 2014). Still from the same opinion the indicators of price perception are (a) price affordability; (b) price match with product quality; (c) price competitiveness; (d) suitability of price with benefits.
2. Product Diversity (X.2) is the completeness of the product regarding the depth, breadth and quality of the products offered as well as the availability of these products at any time in the store (Engels & Roger, 1995). The indicators of product diversity according to Benson *et al* (2007) are (a) various product sizes; (b) a variety of product types; (c) diverse product materials; (d) diverse product designs; (e) diverse product quality.
3. Service quality (X.3) is something that consistently meets or exceeds consumer expectations (Lovelock *et al*, 2010). The indicators of service quality according to Zeithaml *et al.* (1996) are: (a) tangible; (b) empathy; (c) responsiveness; (d) assurance; (e) reliability.
4. Store image (X.4) is a collection of brand associations associated with stores in consumer memory (Beristain & Zorrilla, 2011). The store image indicators according to Collins and Lindley (2003) are (a) product variations; (b) product quality; (c) price; (d) value for money; (e) store atmosphere.
5. Purchase intention (Y) is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. The indicators of buying interest according to Kotler and Armstrong (2014) explain that the indicators of buying interest are (a) attention interest; (b) interest interest; (c) desire desire; (d) action actions.

This study uses a data collection method in the form of a questionnaire using a Likert scale of 1 (Strongly Disagree) – 8 (Strongly Agree) which is processed using SPSS. The data analysis tool used is multiple linear regression analysis with t test and f test, before carrying out the analysis, validity test, reliability test is carried out first.

## RESULTS AND DISCUSSION

### Respondent Profile

The results of data collection and processing obtained 27 male respondents, while 73 female respondents. With the age of respondents between 18-20 years as many as 13 respondents, respondents aged between 21-25 years as many as 28 people, respondents aged between 26-30 years as many as 22 people, respondents aged between 31-35 years as many as 11 people, while respondents 13 people aged between 36-40 years and over >40 years old. Based on the type of work, there were 40 private employees, 32

housewives, 5 teachers and civil servants, 1 military and police, while the other job respondents had 16 people. Looking at the marital status, it shows that 64 respondents are married, while 36 are unmarried.

### Validity and Reliability Test

Validity test is a test that serves to see whether a measuring instrument is valid or invalid. The measuring instrument referred to here is the questions contained in the questionnaire with results showing a significance below 0.05, then it is declared valid and the sample can be studied further. The conclusion is that all statement items from each variable of price perception (X.1), product diversity (X.2), service quality (X.3) and store image (X.4) and purchase intention (Y) are declared valid. This is because the value of  $r$  count  $> 0.5$ .

Reliability test can be used to determine the consistency of the measuring instrument, whether the measuring instrument remains consistent if the measurement is repeated. A measuring instrument is said to be reliable if it produces the same result even though it is measured many times. The reliability test in this study used the Croanchbach's Alpha coefficient with the help of SPSS. The test results are said to be reliable if the value of Croanbach's Alpha  $> 0.6$  is shown in table 1 below.

Tabel 1. Reliability Test

No	Variables	Cronbach's Alpha	N of item	Status
1	Price perception (X.1)	0.748	8	Reliable
2	Product diversity (X.2)	0.754	11	Reliable
3	Service quality (X.3)	0.847	10	Reliable
4	Store image (X.4)	0.855	10	Reliable
6	Purchase intention (Y)	0.838	8	Reliable

Source: SPSS output

### Classic Assumption Test

The normality of the data can also be seen on the output side of the P-Plot normal curve. The data on the variables are said to be normal if the distribution image with data points in the same direction follows the diagonal line.

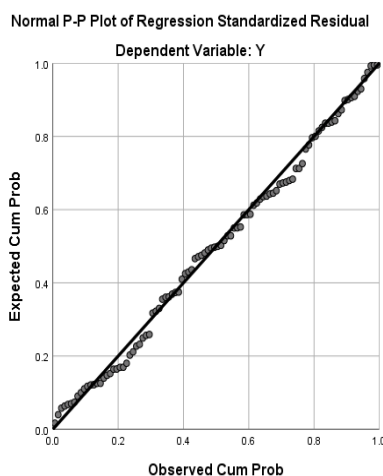


Figure 1. Normality Test

Source: SPSS output

The results of the normality test in Figure 1 explain that this research instrument meets the normal requirements where the probability plot is normally distributed with the points following the diagonal line, so it is a normal graph.

Multicollinearity can be seen from the variance inflation factor (VIF). So, the cut off value that is commonly used to indicate the presence of multicollinearity is the VIF value  $< 10$ . The test results show that all variables used as predictors of the regression model show a fairly small VIF value, where all of them are below 10 and the tolerance value is more than 0.1. This means that the independent variables used in this study do not show any symptoms of multicollinearity, so all the independent variables in this study are mutually independent variables, so they can be continued in multiple linear regression testing. In this analysis, it can be said that there are no symptoms of multicollinearity in this study.

Table 2. Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Price perception (X.1)	0.633	1.580
Product diversity (X.2)	0.293	3.416
Service quality (X.3)	0.275	3.640
Store image (X.4)	0.363	2.758

Source: SPSS output

Based on the results of the multicollinearity test data that has been carried out, it can be concluded that all variables have a tolerance value above 0.1 and a VIF value below 10 so that there is no multicollinearity or no correlation between independent variables.



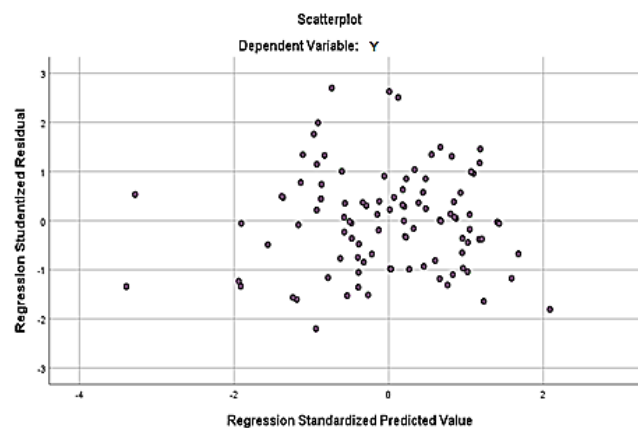


Figure 2. Heteroscedasticity Test

Source: SPSS output

Heteroscedasticity is a condition where the variance of the confounding error is not constant for all values of the independent variables, where this test aims to test whether in the regression model there is an inequality of variance from the residual or one other observation. To detect it, it is seen from the points that spread above and below the number 0 on the Y axis on Scatterplot graph. From figure 2 shows that the distribution of residual data does not form a certain pattern and spreads below and above zero on the axis Y thus the model is free from heteroscedasticity symptoms.

### t-test

The t-test was used to determine whether the independent variable had a significant effect or not on the dependent variable.

Table 3. t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.497	4.685		1.173	.244
	X.1	.034	.101	.027	.337	.737
	X.2	.240	.103	.275	2.339	.021
	X.3	-.106	.113	-.114	-.941	.349
	X.4	.545	.091	.634	6.000	.000

Source: SPSS output

Based on table 3 shows that the results of the t statistic test must have a sig value.  $P < 0.05$  then it is said to be significant. The SPSS output shows that the price perception variable (X.1) is declared to have no significant effect on purchase intention (Y) with a significant



value obtained of 0.737. The significant value of the product diversity variable (X.2) of 0.021 indicates that the product diversity variable (X.2) has a significant effect on purchase intention (Y). service quality (X.3) the significant value obtained is 0.941, then the service quality variable (X.3) is declared to have no significant effect on purchase intention (Y). The store image (X.4) has a significant value of 0.000, so the store image variable (X.4) is declared to have a significant effect on purchase intention (Y).

### F-test

F test is used to determine the results of all independent variables have a significant effect on purchase intention simultaneously. The results are as in Table 4.

Table 4. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1745.991	4	436.498	37.925	.000 <sup>b</sup>
	Residual	1093.399	95	11.509		
	Total	2839.390	99			

Source: SPSS output

Based on table 4 obtained an F value of 37.926. The significant value is  $0.000 < 0.05$  so that the variables of price perception (X.1), product diversity (X.2), service quality (X.3) and store image (X.4) simultaneous have a significant effect on the dependent variable. namely purchase intention (Y).

### Determinant coefficient

The coefficient of determinant is 0.599 indicating the influence of the independent variable on the dependent variable. The contribution of price perception (X.1), product diversity (X.2), service quality (X.3) and store image (X.4) to purchase intention (Y) is 59.9%. While 40.1% is influenced by other variables outside of this study.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 <sup>a</sup>	.615	.599	3.39256

Source: SPSS output

## Discussion

Price perception (X.1) has no significant effect on purchase intention (Y), this result is supported by previous research conducted by Powa, *et al* (2018) which stated that the price perception variable had no significant effect on purchase intention. The implication that can be given by producers that can be applied is to change the dimensions or quantity of the cake per unit price so that the quality of the cake or bread is maintained and consumer buying interest remains high. Product diversity (X.2) has a significant effect on purchase intention (Y). The results of this study are in line with the research of Wu *et.al* (2019) that the product diversity variable has a significant effect on purchase intention. Manufacturers must continue to innovate so that consumers do not feel bored with Ajeng bakery products. Service quality (X.3) has no significant effect on purchase intention (Y). Saleem *et al.* (2017) in research conducted before this study resulted in a service quality variable that had no significant effect on purchase intention. Store image (X.4) has a significant effect on purchase intention (Y). The results of this study are in line with research by Balaji and Maheswari (2021) which states that store image is significant for purchase intention. In addition, other findings state that price perception, product diversity, service quality and store image have a significant simultaneous effect on purchase intention.

## CONCLUSION

Based on the results of this study, it can be seen that product diversity and store image have a significant effect on purchase intention. While the perception of price and service quality is not significant to purchase intention. The researcher's suggestion that can be given is that producers may put aside the problem of the price of cakes or breads to be marketed, but they should not reduce the quality of the cakes or breads. Improve the reputation of the store in the eyes of consumers by improving the brand image, product quality and promotion. With the increase in these three variables (brand image, product quality and promotion) it is expected that the image of the ajeng bakery shop will also increase. Further researchers are expected to be able to examine other variables such as product quality, promotion.

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