



# **The Effect of Price Perception, Product Quality and Location on Consumer Purchase Decisions Through Buying Interest As Intervening Variables on MSME Products During The Covid-19 Pandemic**

## **(Study on MSME UD. Mandiri in Pangu Village, Sub-District Ratahan Timur, Minahasa Tenggara Regency)**

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**Abstract:** In Indonesia, one of the main priorities in national economic development is the existence of Micro, Small and Medium Enterprises (MSMEs). Regional economic activities are mostly supported by activities originating from micro, small and medium enterprises as evidenced by the existence of small household-based businesses. The purpose of this study is to analyze the effect of price perception on buying interest, to analyze the effect of product quality on buying interest, to analyze the influence of location on buying interest, to analyze the effect of price perception on purchasing decisions, to analyze the effect of product quality on purchasing decisions, to analyze the influence of product quality on purchasing decisions. analyze the influence of location on purchasing decisions, to analyze the effect of buying interest on purchasing decisions. This research method is a quantitative research method. The research was conducted at UD. Mandiri UMKM, Pangu 1 Village, East Ratahan District, Southeast Minahasa Regency. Research respondents were 61 respondents. The distribution of the questionnaires was done online using Google Form. Data analysis used path analysis with SPSS. The results showed that Price Perception had a Positive and Significant effect on Purchase Intention but had no effect on Purchase Decision. Product quality has no effect on Purchase Interest and Purchase Decision. Location has a positive and significant effect on Purchase Interest and Purchase Decision. Purchase intention has no effect on Purchase Decision. Southeast Minahasa Regency. Research respondents were 61 respondents. The distribution of the questionnaires was done online using Google Form. Data analysis used path analysis with SPSS. The results showed that Price Perception had a Positive and Significant effect on Purchase Intention but had no effect on Purchase Decision. Product quality has no effect on Purchase Interest and Purchase Decision. Location has a positive and significant effect on Purchase Interest and Purchase Decision. Purchase intention has no effect on Purchase Decision. Southeast Minahasa Regency. Research respondents were 61 respondents. The distribution of the questionnaires was done online using Google Form. Data analysis used path analysis with SPSS. The results showed that Price Perception had a Positive and Significant effect on Purchase Intention but had no effect on Purchase Decision. Product quality has no effect on Purchase Interest and Purchase Decision. Location has a positive and significant effect on Purchase Interest and Purchase Decision. Purchase intention has no effect on Purchase Decision. The results showed that the price perception had a positive and significant effect on purchase intention but had no effect on purchasing decisions. Product quality has no effect on Purchase Interest and Purchase Decision. Location has a positive and significant effect on Purchase Interest and Purchase Decision. Purchase intention has no effect on Purchase Decision. The results showed that the price perception had a positive and significant effect on purchase intention but had no effect on purchasing decisions. Product quality has no effect on Purchase Interest and Purchase Decision. Location has a positive and significant effect on Purchase Interest and Purchase Decision. Purchase intention has no effect on Purchase Decision.

**Key words:** price perception, product quality, location, purchase intention, purchase decision, micro small and medium enterprises

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## PRELIMINARY

Micro, Small and Medium Enterprises (MSMEs) in Indonesia are one of the priorities in national economic development. This is because the business is the backbone of the people's economic system which is not only aimed at reducing the problem of inequality between income groups and between business actors, or poverty alleviation and employment.

Micro and Small Business Development is an integrated part of the Micro Small and Medium Enterprises (MSME) development program in North Sulawesi. Its development activities are intended as one of the pillars of the people's economy that can become the main driver of the regional economy.

Regional economic activities such as in Southeast Minahasa Regency so far have been largely supported by activities originating from micro, small and medium enterprises. This is evident in the current reality that in Southeast Minahasa Regency there are currently many small household-based businesses. The number of micro, small and medium enterprises in Southeast Minahasa Regency is 3,185.

The world is currently experiencing a Covid-19 pandemic, including Indonesia. The entry of Covid-19 in Indonesia since March 2020 and the increasing positive cases of Covid-19 have greatly affected various sectors in Indonesia, one of which is the economic sector. And based on data from the Department of Cooperatives, Industry and Trade, there are 2,130 MSMEs in Southeast Minahasa affected by Covid-19.

UD. Mandiri is one of the MSMEs located in Pangu Satu Village, East Ratahan District, Southeast Minahasa Regency and is one of the MSMEs affected by Covid-19. This business is the only industry that processes salak into salak lunkhead. The following is data on sales of salak dodol before the pandemic and during the covid-19 pandemic

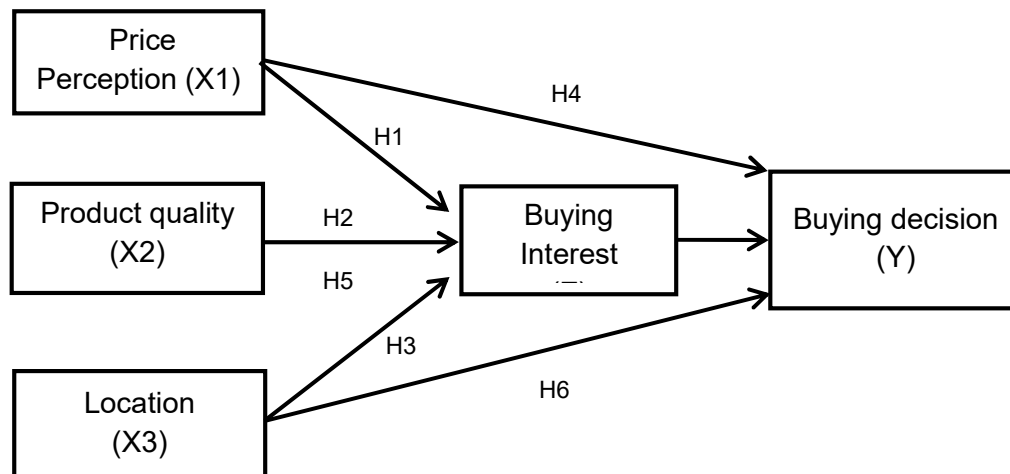
**Dodol Salak Sales Data Before and During the Pandemic**

<b>Before the Pandemic</b>		<b>During the Pandemic</b>	
<b>Month and Year</b>	<b>Salak Dodol Products Sold</b>	<b>Month and Year</b>	<b>Salak Dodol Products Sold</b>
June 2019	524 Packaging	April 2020	120 Packs
July 2019	657 Packaging	May 2020	26 Packs
August 2019	630 Packaging	June 2020	0 Packaging
September 2019	535 Packaging	July 2020	0 Packaging
October 2019	756 Packaging	August 2020	0 Packaging
November 2019	616 Packaging	September 2020	0 Packaging
December 2019	826 Packaging	October 2020	414 Packaging
January 2020	654 Packaging	November 2020	266 Packaging
February 2020	510 Packaging	December 2020	355 Packaging
March 2020	429 Packaging	January 2021	248 Packs
<b>Total</b>	<b>6.137</b>	<b>Total</b>	<b>1,429</b>
<b>Average</b>	<b>614 Packaging</b>	<b>Average</b>	<b>143 Packaging</b>

Source: UD. Mandiri, 2021

Based on the table above, it can be seen that sales of Dodol Salak products experienced very significant changes when compared to before the pandemic and during the pandemic. Total sales before the pandemic were 6,137 with an average monthly sales of 614 packages. Meanwhile, during the pandemic, total sales were 1,429 with an average monthly sales of 143 packages.

### Hypothesis Framework



Source: Processed concept, 2021

## RESEARCH METHODS

### TYPES OF RESEARCH

The type of research carried out in this research is descriptive and verification research with a quantitative research approach. The quantitative approach is a research approach with an emphasis on testing theories through numerical measurement of variables and analyzing data using statistical procedures, and aims to test hypotheses (Indriantoro and Supomo 2002).

### RESEARCH SITES

The location of the research was in Micro, Small and Medium Enterprises (UMKM) UD. Mandiri, Pangu Satu Village, East Ratahan District, Southeast Minahasa Regency.

### METHOD OF COLLECTING DATA

#### Data source

The primary data in this study were UD. Mandiri which was obtained through observation, interviews and questionnaires, while the secondary data in this study were literature studies, literature books and previous research related to the problems in this study.

#### Data collection technique

##### 1. Observation

This method is used to make observations and also interviews on an object directly and in detail to get correct information related to the object of research.

##### 2. Library Research

This method is carried out by examining various theories relevant to the preparation of this research such as data from various references such as books and scientific journals in the form of theories about purchasing decisions, buying interest, price perception, product quality and location.

### 3. Field Research

This method is done by distributing questionnaires to respondents. For the questionnaire in this study using google form.

#### **Population and Sample**

##### 1. Population

The population in this study were all consumers who had bought Dodol Salak products at UD. Mandiri SMEs in 2020 as many as 157.

##### 2. Sample

The sample in this study was determined using the Slovin formula in order to obtain representative data. Here is Slovin's formula.

$$n = \frac{N}{1 + Ne^2}$$

n : number of samples

N : population

e : allowance for inaccuracy due to sampling error that can tolerated.

Calculation fore by 10% and a population of 157 are as following .

$$n = \frac{157}{1 + (157 \times 0.12)}$$
$$n = 61.08$$

The minimum number of representative research samples is 61.08 and rounded to 61.

#### **Instrument Testing Techniques**

The instrument testing technique consists of validity and reliability tests. According to Ghazali (2006:45) the validity of the data is used to measure the validity or validity of a questionnaire. After determining the validity of the research instrument, the next step is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if a person's answer to a question is stable from time to time (Ghozali 2005: 50).

#### **Classic assumption test**

Classical assumption test consists of normality test, multicollinearity test, heteroscedasticity test.

#### **Path Analysis**

According to Sugiyono (2013: 70) path analysis is part of a regression model that can be used to analyze causal relationships between one variable and another. Path analysis is used by using correlation, regression and path so that it can be known to arrive at the intervening variable.

### **RESEARCH RESULTS AND DISCUSSION**

#### **Respondent Description**

Based on the results of the respondent's characteristics test, for gender it is dominated by women as many as 40 people with a percentage of 66% and for men, namely 34 people with a percentage of 34%. Meanwhile, the age group is dominated by the age group of less than 30 years as many as 39 people with a percentage of 64% and for those aged more than 30 years as many as 22 people with a percentage of 36%.

### Instrument Test Results

#### Validity and Reliability Test

**Table 1.1**

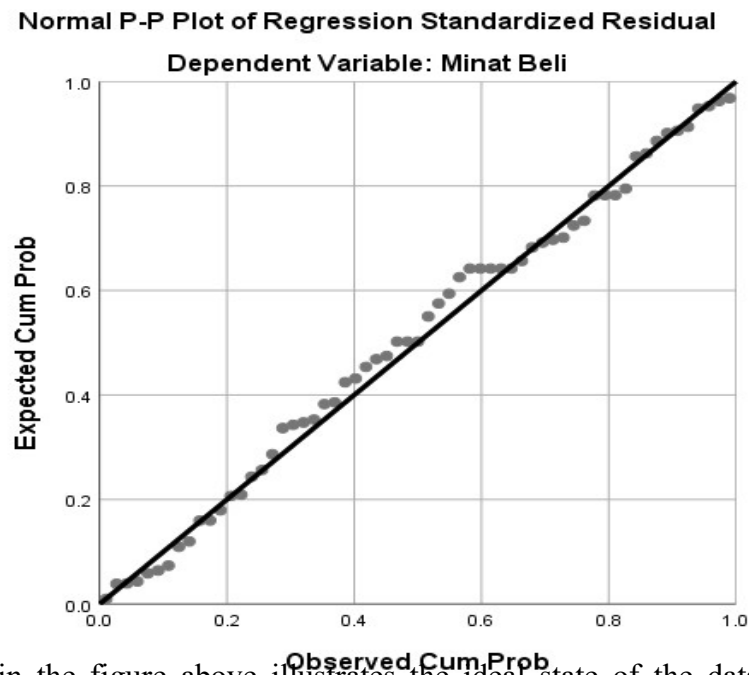
Variable	Indicator	Correlation (r)			Coefficient		
		R	Sig	Status	Cronbach Alpha	Limit of Cronbach's Alpha	Status
Price Perception (X1)	X1.1	0.779	0.000	Valid	0.812	0.60	Reliable
	X1.2	0.784	0.000	Valid			
	X1.3	0.797	0.000	Valid			
	X1.4	0.845	0.000	Valid			
Product Quality (X2)	X2.1	0.845	0.000	Valid	0.706	0.60	Reliable
	X2.2	0.819	0.000	Valid			
	X2.3	0.719	0.000	Valid			
Location (X3)	X3.1	0.777	0.000	Valid	0.910	0.60	Reliable
	X3.2	0.868	0.000	Valid			
	X3.3	0.904	0.000	Valid			
	X3.4	0.904	0.000	Valid			
	X3.5	0.835	0.000	Valid			
Buying Interest (Z)	Z1	0.783	0.000	Valid	0.873	0.60	Reliable
	Z2	0.780	0.000	Valid			
	Z3	0.805	0.000	Valid			
	Z4	0.733	0.000	Valid			
	Z5	0.766	0.000	Valid			
	Z6	0.867	0.000	Valid			
Purchase Decision (Y)	Y1	0.869	0.000	Valid	0.827	0.60	Reliable
	Y2	0.829	0.000	Valid			
	Y3	0.890	0.000	Valid			

*Source: Processed data (2021)*

Based on the table, it shows that all items in the correlation value (r) have a value greater than r table, namely 0.209. This shows that all indicators in the research instrument test meet the validity test criteria. It can be said that the research questionnaire instrument can be continued for further tests. As for the reliability test, it can be seen that the reliability value of X1 is 0.812, X2 is 0.706, X3 is 0.910, Z is 0.873 and Y is 0.827. Based on the value of the reliability coefficient, it can be concluded that all reliable in this study are reliable or consistent, so that it can be used for further analysis.

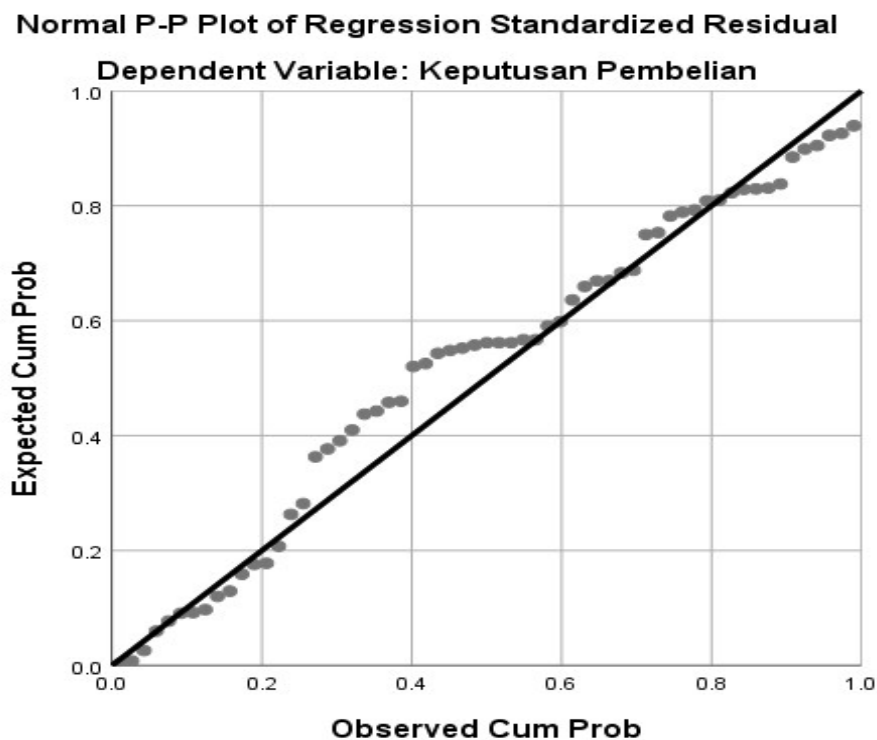
### Classic Assumption Test Results

#### Normality Test Model 1



The diagonal line in the figure above illustrates the ideal state of the data following a normal distribution. The points around the line are the state of the test data. Most of the points are close to the diagonal line, so it can be concluded that the data follows a normal distribution.

#### Normality Test Model 2



The diagonal line in the figure above illustrates the ideal state of the data following a normal distribution. The points around the line are the state of the test data. Most of the points are close to the diagonal line, so it can be concluded that the data follows a normal distribution.

#### Multicollinearity Test Model 1

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	T		Tolerance	VIF
1 (Constant)	2.417	1,956		1,236	.222		
Price Perception	.353	.141	.274	2,493	.016	.410	2.439
Product quality	.206	.236	.105	.872	.387	.343	2,912
Location	.673	.121	.560	5.579	.000	.493	2,029

a. Dependent Variable: Buying Interest

Based on the table above, it can be seen the results of the Tolerance and VIF values in model 1 where all variables have a tolerance value above 0.10 and a VIF value below 10.00. Thus it can be concluded that in the regression model in this study there is no multicollinearity.

**Multicollinearity Test Model 2****Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	-.282	1.483		-190	.850		
Price Perception	.180	.112	.228	1.615	.112	.370	2,705
Product quality	.102	.178	.085	.573	.569	.339	2.950
Location	.341	.112	.463	3.040	.004	.319	3.137
Buying Interest	.047	.099	.077	.478	.635	.283	3.532

a. Dependent Variable: Purchase Decision

**Structural Equation Model 2****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.766a	.586	.557	1,267

a. Predictors: (Constant), Purchase Intention, Price Perception, Product Quality, Location

b. Dependent Variable: Purchase Decision

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127,350	4	31,838	19,833	.000b
	Residual	89,896	56	1,605		



Total	217,246	60			
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a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Purchase Intention, Price Perception, Product Quality, Location

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.282	1.483		-.190	.850
	Price Perception	.180	.112	.228	1.615	.112
	Product quality	.102	.178	.085	.573	.569
	Location	.341	.112	.463	3.040	.004
	Buying Interest	.047	.099	.077	.478	.635

a. Dependent Variable: Purchase Decision

The following is an explanation of the results of the calculation of the structural equation model 2.

1. It is known that the significance value of the Price Perception variable (X1) is 0.112, which is greater than 0.05. These results provide the conclusion that price perception has no significant effect on purchasing decisions.
2. The significance value of the Product Quality variable (X2) is 0.387, which is greater than 0.05. These results provide a conclusion that product quality has no significant effect on purchasing decisions.
3. The significance value of the Location variable (X3) is 0.004 which is smaller than 0.05. These results give the conclusion that location has a significant effect on purchasing decisions.
4. The significance value of the Purchase Interest (Z) variable is 0.635, which is greater than 0.05. These results provide the conclusion that Purchase Interest has no significant effect on Purchase Decisions.
5. It is known that the R Square value is 0.586, this indicates that the contribution of X1, X2 and X3 to Y is 58.6% while the remaining 41.4% is the contribution of other variables not included in the study.
6. The magnitude of the path coefficient of other variables outside the study that affect ( $\epsilon_1$ ) that is equal to 0.643 ( $\sqrt{1 - 0.586} = 0.643$ ).
7. The constant significance test (F) shows a significant value of  $F = 0.000$  where  $0.000 < 0.05$  which means that the Price Perception, Product Quality and Location variables have a simultaneous and significant effect on the Purchase Interest variable.
8. Based on the above results, the equation 2 model is obtained, namely:

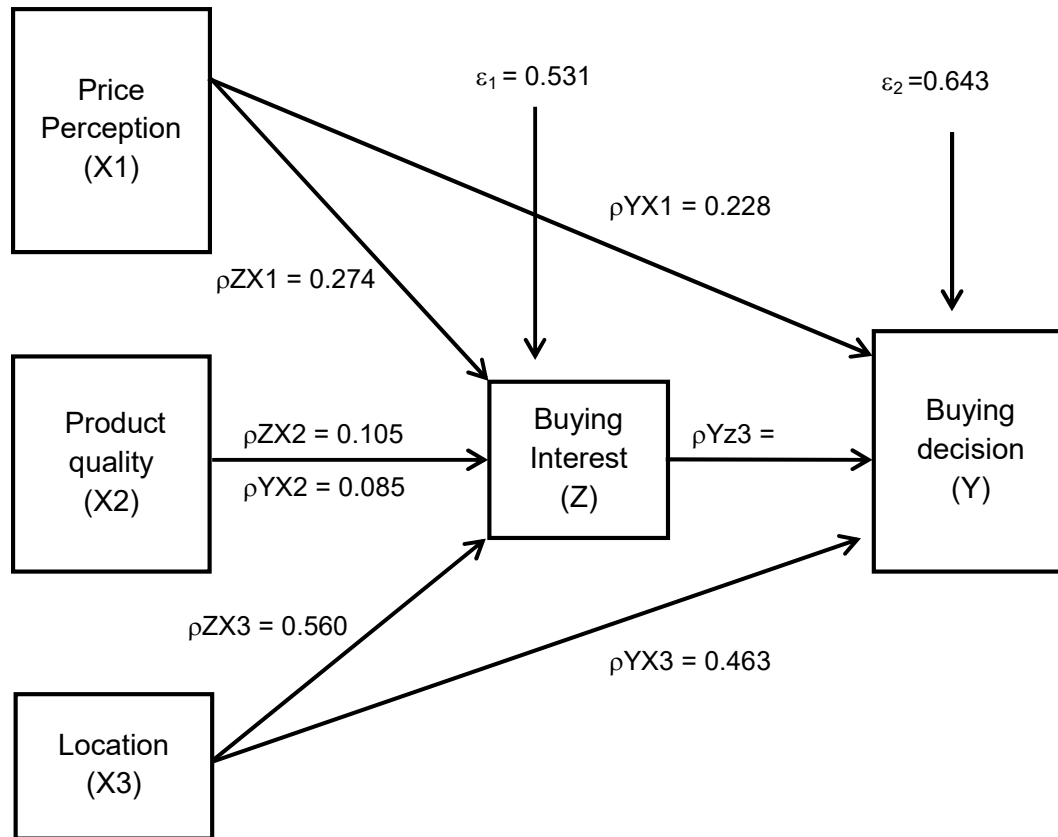
$$Y = \rho_{YX1} + \rho_{YX2} + \rho_{YX3} + \rho_{YZ} + \rho_{Y\epsilon_2}$$

$$Y = 0.228 + 0.085 + 0.463 + 0.077 + 0.643$$

Based on the results of the previous structural equation analysis, it can be seen in Figure 5.6 and Table 5.8 overall hypothesis testing results.



### Research Hypothesis Test Results



### Direct, Indirect and Total Effect Path Analysis

Variable	Influence			
	Path Coefficient	Direct	Indirect	Total
X1 against Z	0.274	0.274	-	0.274
X2 against Z	0.105	0.105	-	0.105
X3 against Z	0.560	0.560	-	0.560
X1 against Y	0.228	0.228	$0.274 \times 0.077 = 0.021$	0.249
X2 against Y	0.085	0.085	$0.105 \times 0.077 = 0.008$	0.093
X3 against Y	0.463	0.463	$0.560 \times 0.077 = 0.043$	0.506
Z against Y	0.077	0.077	-	0.077
$\varepsilon_1$	0.531	0.531	-	0.531
$\varepsilon_2$	0.643	0.643	-	0.643

Explanation of the picture and table above as follows.

1. The path coefficient of Price Perception on Purchase Intention is 0.274; the path coefficient of Product Quality on Purchase Intention is 0.105; the path coefficient of Location to Buying Interest is 0.560; the path coefficient of Price Perception on Purchase Decisions is 0.228; the path coefficient of Product Quality on Purchase Decisions is 0.085; the path coefficient of the Location of the Purchase Decision is 0.463; The path coefficient of Purchase Interest on Purchase Decision is 0.077

2. The direct effect of price perception on purchase intention is 0.274; the direct effect of product quality on purchase intention is 0.105; the direct influence of Location on Buying Interest is 0.560; The direct influence of Price Perception on Purchase Decision is 0.228; the direct effect of product quality on purchasing decisions is 0.084; the direct influence of location on purchasing decisions is 0.463; The direct influence of Purchase Interest on Purchase Decision is 0.077.
3. The indirect effect of price perception on purchasing decisions is 0.021; the indirect effect of product quality on purchasing decisions is 0.008; the indirect effect of location on purchasing decisions is 0.043.
4. The total effect of Price Perception on Purchase Intention is 0.274; the total effect of Product Quality on Purchase Intention is 0.105; the total influence of Location on Buying Interest is 0.560; The total effect of price perception on purchasing decisions is 0.249 ( $0.228+0.021=0.249$ ); the total effect of Product Quality on Purchase Decisions is 0.093 ( $0.085+0.008=0.093$ ); the total effect of Location on Purchase Decisions is 0.506 ( $0.463+0.043=0.506$ ); The total influence of Purchase Interest on Purchase Decision is 0.077.
5. The magnitude of the path coefficient for other variables outside the influence of Price Perception, Product Quality and Location together on Purchase Interest ( $\epsilon_1$ ) is 0.531.
6. The magnitude of the path coefficient for other variables outside the influence of Price Perception, Product Quality, Location and Purchase Interest together on Purchase Decisions ( $\epsilon_2$ ) which is 0.643.
7. The indirect effect of Price Perception on Purchase Decisions through Purchase Intention is 0.021 and this is smaller than the direct effect of 0.228. So that means, indirectly Price Perception does not have a significant effect on Purchase Decisions Through Purchase Intention.
8. The indirect effect of Product Quality on Purchase Decisions through Purchase Intention is 0.008 and this is smaller than the direct effect of 0.085. So that means, indirectly Product Quality has no significant effect on Purchase Decisions through Buying Interest
9. The indirect effect of Location on Purchase Decisions through Purchase Intention is 0.043 and this is smaller than the direct effect of 0.463. So that means, indirectly Location has no effect on Purchase Decisions through Buying Interest.

## **DISCUSSION**

### **The Influence of Price Perception on Purchase Intention**

Price perception becomes a consumer's assessment of the comparison of the amount of sacrifice with what is obtained from products and services. The better the consumer's perception of the price of an item or service, it will have an impact on the level of consumer buying interest in these goods and services. Buying interest arises after receiving stimulation from the product he sees, then the desire to buy and own the product arises.

Based on the results of hypothesis testing, it was found that the Price Perception variable had a positive and significant effect on consumer buying interest in Dodol Salak products. This finding can be seen from the significance value which is smaller than 0.05. This study is in line with research conducted by Prakarsa (2020), where this study found that price had a positive and significant effect on Purchase Interest. Other research also strengthens the results of this study, namely research from Brata (2017) which found that price had a positive and significant effect on buying interest.

### **The Influence of Product Quality on Purchase Intention**

Product quality is the totality of goods and services related to consumer desires, which in terms of product excellence are worthy of being sold in accordance with consumer expectations. Shape, color, taste, texture are characteristics of the quality of a food product. The better the quality of a product, the higher someone's buying interest in the product.

Based on the results of hypothesis testing, it was found that product quality had a negative effect on buying interest. This shows that salak dodol products do not yet have good quality, so this also affects the low consumer buying interest in these products. This finding can be seen from the significance value greater than 0.05. This research is in line with research conducted by Foster (2019) where the results of his research show that product quality has a negative effect on Purchase Interest.

### **The Influence of Location on Buying Interest**

The importance of location for companies or entrepreneurs greatly influences the decision of the target market in generating consumer buying interest. The better or more accessible a business location is, the higher the consumer's buying interest.

The results of hypothesis testing in this study indicate that location has a positive and significant effect on buying interest. This finding can be seen from the significance value less than 0.05. This finding is in line with research conducted by Aufa (2015) which found that location had a positive and significant effect on Purchase Interest.

### **The Influence of Price Perception on Purchase Decisions**

Price perception as a representation of consumer perception or subjective perception of the objective price of the product. In today's increasingly competitive situation, price differences are felt to be an important factor in purchasing decisions where consumers generally choose the cheapest price for a product offered. The higher the price of a product, the lower the consumer's purchase decision on the product, and vice versa.

Test results The hypothesis in this study shows that price perception has a negative effect on consumer purchasing decisions on salak dodol products. This finding can be seen from the significance value greater than 0.05. This means that the consumer's perception of the price is still not in accordance with the condition of the product so that this results in low purchasing decisions for the Dodol Salak product. The results of this study are in line with research conducted by Dini Hidayah (2019), where the results of his research show that price has no effect on purchasing decisions.

### **The Influence of Product Quality on Purchase Decisions**

Quality is one of the important factors in the consumer purchasing decision process. Where consumers today are also very critical in choosing a product, the decision to buy a product is strongly influenced by an assessment of the quality of the product. The higher the quality of a product, the higher the consumer's purchasing decisions for a product.

The results of hypothesis testing in this study indicate that product quality has a negative effect on purchasing decisions. This finding can be seen from the significance value greater than 0.05. This means that Dodol Salak has not been able to provide the best quality for consumers in terms of shape, durability, design, etc. The results of this study are in line with research conducted by Ratlan Pardede (2016) where the results of his research show that product quality does not have a positive influence on consumer purchasing decisions.

### **Influence of Location on Purchase Decision**

One of the factors that can influence purchasing decisions is the location factor. Consumers will choose a location that is really strategic and doesn't require too much time, effort and cost such as being easy to reach or close to the highway. The easier it is to reach the business location, the higher the consumer's purchase decision for a product.

The results of hypothesis testing in this study indicate that location has a positive and significant effect on consumer purchasing decisions. This finding can be seen from the significance value greater than 0.05. This means that the location of UD. Mandiri's business is easy to reach by consumers so that it affects the purchasing decisions of Dodol Salak products. The results of this study are in line with research conducted by Danang Pudji Utomo (2018) where the results of his research found that location had a positive effect on consumer purchasing decisions.

### **The Influence of Buying Interest on Purchase Decisions**

Purchase intention is part of the component of consumer behavior in consuming attitudes and the tendency to act before the buying decision is actually implemented. The higher a person's buying interest, the higher the purchase decision for a product. The behavior of purchasing decisions for a product occurs after consumers experience a series of thoughts in their minds such as consumer perceptions of price, product quality, location and other factors that influence it, which will then lead to buying interest in the minds of consumers, to decide to buy an existing product.

The results of this hypothesis test indicate that buying interest has a negative effect on consumer purchasing decisions. This finding can be seen from the significance value greater than 0.05. This means that low buying interest will also affect the low consumer purchasing decisions for Dodol Salak products. The results of the study contradict the research conducted by Saidah Putri Sari (2020) which found that buying interest had an effect on purchasing decisions.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

Based on the results of research and discussion, the conclusions from the contents of this thesis are:

1. Price perception has a positive effect on consumer buying interest in Dodol Salak products. The better the price of the product, the more consumers buy interest in the product.
2. Product quality has no negative effect on Purchase Intention. Low product quality, resulting in a lack of consumer buying interest in Dodol Salak products.
3. Location positive and significant effect on Consumer Buying Interest. Locations that are easily accessible by consumers, or close to the highway can increase consumers' buying interest in Dodol Salak products.
4. Price Perception has no effect on Purchase Decision. The higher the price of the product offered, the lower the consumer's purchasing decision on the Dodol Salak product.
5. Product quality has no effect on purchasing decisions. Low product quality results in low purchasing decisions as well.
6. Location positive and significant effect on Consumer Purchase Decisions. One of the factors of consumer purchasing decisions is the presence of locations that are easily accessible to consumers. A good location will improve Consumer Purchase Decision.
7. Buying Interest has no effect on Purchase Decision. The lower the Purchase Interest, the lower the Consumer Purchase Decision.

## **6.2. Suggestion**

Based on the conclusions above, the suggestions that can be given related to this thesis include:

1. MSME UD.Mandiri needs to increase consumers' buying interest in Dodol Salak products in terms of increasing product quality so that with an increase in product quality, someone's interest will appear to buy Dodol Salak products and this will also affect Consumer Purchase Decisions.
2. MSME UD.Mandiri needs to pay attention to the price of products offered to consumers, namely prices that are in accordance with quality, consumer purchasing power and other things that can increase consumer buying interest so that it will also have an impact on increasing consumer purchasing decisions on Dodol Salak products.
3. With the Covid-19 Pandemic, it is hoped that UD. Mandiri MSMEs will be able to create new innovations in improving consumer purchasing decisions such as doing online trading or e-commerce.
4. For further researchers, it can be done at the same location or with different variables to understand consumer purchasing decisions using marketing strategies during the Covid-19 Pandemic Period.

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