

**THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PROMOTION ON  
PURCHASING DECISIONS FOR HYBRID CHICKEN EGGS AT CV MAJU JAYA  
KARYA BERSAMA IN KETAPANG REGENCY**



**Azhar Mahendra<sup>1</sup>**

**Universitas Muhammadiyah Pontianak, Pontianak, Indonesia**  
[211310045@unmuhpnk.ac.id](mailto:211310045@unmuhpnk.ac.id)

**Sukardi<sup>2</sup>**

**Universitas Muhammadiyah Pontianak, Pontianak, Indonesia**  
[su\\_kardi82@yahoo.com](mailto:su_kardi82@yahoo.com)

---

**Abstract**

This study examines the factors influencing purchasing decisions for hybrid chicken eggs at CV Maju Jaya Karya Bersama in Ketapang Regency. The study focuses on three main factors: product quality, price, and promotion, and investigates how these elements affect consumer behavior. The primary objective of this research is to analyze whether these factors significantly influence purchasing decisions. Data were collected through a questionnaire distributed via Google Forms to 100 respondents selected using purposive sampling. The study employed multiple linear regression analysis with SPSS to assess the impact of each factor. The results indicate that product quality, price, and promotion simultaneously and partially affect purchasing decisions. Product quality has been shown to have a strong impact, as consumers are more likely to purchase eggs that meet their expectations regarding cleanliness, durability, and nutritional value. Price also plays an important role, with reasonable prices that align with the quality of the product helping to increase consumer interest. Promotion, especially direct marketing strategies, significantly influences consumer awareness and purchasing decisions. The findings suggest that CV Maju Jaya Karya Bersama should continue focusing on improving product quality, setting competitive prices, and implementing more creative promotional strategies to increase sales and customer loyalty.

**Keywords:** Product Quality, Price, Promotion, Purchasing Decisions

## INTRODUCTION

Meeting food needs is one of the biggest challenges in the world today, especially for countries with dense populations like Indonesia. Food is an important commodity that affects the economic and social stability of a country and fulfills basic human needs. Eggs are an essential part of the Indonesian diet and are an unavoidable food. Indonesians from all walks of life, from urban to rural, consume chicken eggs, especially hybrid chicken eggs. Chicken eggs have high nutritional value and are relatively cheap compared to meat or other sources of protein, so they can be consumed by people from all walks of life, both upper and lower class (Damayanti & Haryantini, 2024).

The big challenge facing the chicken egg farming sector is how to maintain and increase production to meet growing demand, especially in areas with large market potential. For example, in Kalimantan, hybrid chicken egg production has shown significant growth in recent years. The following is data on the number of laying hens produced by province in Kalimantan (tons) from 2021 to 2023.

**Figure 1**  
**Production of Eggs from Laying Hens by Province of Kalimantan (Tons) 2021-2023**

38 Provinsi	Produksi Telur Ayam Petelur menurut Provinsi (Ton)		
	2021	2022	2023
KALIMANTAN BARAT	53.475,51	70.235,91	63.620,60
KALIMANTAN TENGAH	8.396,73	3.050,77	9.989,70
KALIMANTAN SELATAN	84.160,59	106.115,05	100.127,20
KALIMANTAN TIMUR	30.229,35	29.051,65	35.964,30
KALIMANTAN UTARA	2.213,16	1.014,67	2.633,00

Source: bps.go.id, 2025

As can be seen from the data in Figure 1, several provinces such as West Kalimantan and South Kalimantan, show a very rapid increase in chicken egg production. In 2021, West Kalimantan produced 53,475.5 tons of eggs, which increased to 70,235.91 tons in 2022, and decreased to 63,620.60 tons in 2023. Likewise, South Kalimantan, which produced 84,160.59 tons of eggs in 2021, experienced an increase to 106,115.05 tons in 2022, and a decrease to 100,127.20 tons in 2023. There is a province that has decreased, namely North Kalimantan, which has decreased from 2,213.16 tons in 2021 to 1,014.67 tons in 2022.

The development of the hybrid chicken egg business encouraged an entrepreneur named Surianto to supply the community's needs by selling hybrid chicken eggs. Surianto offers varying prices and engages in attractive marketing through direct promotions so that

he can be well received by consumers in Ketapang Regency. From this initiative, Suriyanto had the desire to establish a hybrid laying chicken business for the people of Ketapang Regency, which was later realized through CV Maju Jaya Karya Bersama. CV Maju Jaya Karya Bersama is a chicken egg supplier and chicken egg shop that sells eggs of various sizes and qualities. CV Maju Jaya Karya Bersama is located on Jl. Ketapang-Sukadana, Tempurukan Village, Ketapang Regency. CV Maju Jaya Karya Bersama hopes to be more widely recognized, especially in Ketapang Regency as an egg supplier for MSMEs that fulfill daily needs, especially chicken eggs. By providing quality chicken eggs to the people of Ketapang Regency, CV Maju Jaya Karya Bersama wants to increase consumer loyalty through various factors, such as product quality, price, and promotion.

Amid the ever-increasing need for food, hybrid chicken eggs are one of the food products needed as a supplement to animal protein. Hybrid chicken eggs at CV Maju Jaya Karya Bersama offer several advantages, including better egg quality, maintained cleanliness and high productivity, making it the top choice for many consumers in various regions, including Ketapang Regency. With the growing hybrid chicken egg industry, CV Maju Jaya Karya Bersama plays an important role in meeting the market needs of the community, especially for MSMEs that require a supply of quality chicken eggs that are guaranteed to be clean.

However, in order to continue to grow and compete in this industry, CV Maju Jaya Karya Bersama faces challenges related to the influence of three main factors that influence consumer purchasing decisions, namely product quality, price, and promotion. An effective marketing program combines all the elements of the marketing mix into an integrated marketing program designed to achieve the company's marketing objectives by delivering value to consumers (Arini & Sukardi, 2021). The quality of the chicken eggs offered is the main point for consumers to choose it, because good egg quality has a direct impact on health and daily consumption. In this case, CV Maju Jaya Karya Bersama has ensured that the products sold, from the quality of the eggs to their cleanliness and durability, always meet consumer expectations. If a product is of good quality, consumers will be interested in buying it, and vice versa. If a product is of poor quality, consumers will also be less interested in buying it (Ainun et al., 2023).

On the other hand, price is the next factor, with varying prices, CV Maju Jaya Karya Bersama strives to provide options that match consumer purchasing power. Reasonable prices that are comparable to the quality of the product can increase attractiveness in a competitive market. However, prices that are too high or too low can affect consumer perceptions of the value of the product, which then influences their purchasing decisions. Price is a benchmark in purchasing decisions and has a flexible nature because it can change according to time and place (Pralampita, 2024). Price is any form of monetary cost sacrificed by consumers to obtain, own, or take advantage of a number of combinations of goods and services from a product (Paujiah & Sukardi 2024).

The last factor is the promotion carried out by CV Maju Jaya Karya Bersama. This is different from other businesses that rely more on online platforms to market their goods. From the results of the interview with the owner of CV Maju Jaya Karya Bersama, they chose to market their products directly. The owner revealed that with this strategy, CV Maju Jaya Karya Bersama can build direct relationships with customers and understand their needs directly. In addition, CV Maju Jaya Karya Bersama conducts promotions by collaborating with MSMEs to supply eggs in Ketapang Regency, which makes the product more accessible to local customers. In this way, the hybrid chicken egg product business reaches a wider market. Through promotion, the company can introduce the resulting products to the public, so that the public can find out about the products that have been produced (Harapanku et al., 2020). However, the owner also revealed that behind the direct marketing system there are obstacles that also pose a challenge, namely reaching targets outside the local network due to limited access to digital information.

CV Maju Jaya Karya Bersama continues to strive for maximum results in terms of annual sales. CV Maju Jaya Karya Bersama strives to increase sales turnover, not only reflecting consistent product quality, but also stable prices for effectiveness and a deep understanding of market needs. In recent years, CV Maju Jaya Karya Bersama has been working to continuously increase revenue turnover. Based on data obtained directly from CV Maju Jaya Karya Bersama, see the following table 1:

**Table 1**  
**Net Income Data per Year for CV Maju Jaya Karya Bersama**

No	Year	Income (Rp)	Percentage Up/Down (%)
1	2022	120.201.876	-
2	2023	351.742.132	71,1%
3	2024	132.567.500	- 62,3%

Source: CV. Maju Jaya Bersama, 2025

Based on table 1 above, it shows that every year there is an increase in sales turnover, from 2022 to 2023. CV Maju Jaya Karya Bersama experienced an increase of 71.1%, while from 2023 to 2024, the owner revealed that the decline in income was due to the number of old chickens being replaced with new chickens that had not yet laid eggs and also the number of chickens affected by the virus, which caused a drop in household income in 2024.

## LITERATURE REVIEW

### Product Quality

Product quality is a statement of the level of ability of a particular brand or product in performing its expected function (Assauri, 2018). Product quality is the ability of a product to provide results or performance that meet or even exceed what customers want (Evelyn et al., 2022). Product quality is the suitability of a product for a consumer to meet his needs and desires, without any deficiencies in the elements or values that follow from the product and in accordance with his hopes and expectations (Pristiawan et al., 2022). Another opinion, according to Perreault et al. (2015), is that product quality is how consumers perceive the product and demand the product to be able to meet consumer needs.

### Price

According to Grewal and Levy in Tjiptono & Diana, (2016), Price is defined as the consumer's sacrifice towards the whole that the consumer is willing to do with the main objective of obtaining a certain product or service. In this case, the sacrifice consists of money that must be paid to the marketer to obtain the product, as well as other sacrifices. According to Kotler & Armstrong, (2016) states that price is the amount of money that customers need to pay for a product.

### Promotion

The definition of sales promotion, according to Fajar Laksana (2008) in Ristanto et al., (2021) is a sales activity that is short-term and not done repeatedly or routinely, which is

aimed at encouraging a stronger acceleration of the targeted market response as a promotional tool using different forms. According to Tjiptono (2015), in Marlius & Jovanka, (2023) promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brand and products.

### **Purchase Decision**

Purchase decisions involve integrating available options and then guiding consumers to determine whether or not to make a purchase (Sumarwan & Tjiptono, 2018). According to Marshall & Johnston (2015), individual purchasing decisions begin with the need that drives consumer purchasing decisions. According to Kotler and Keller (2009) in Arini & Sukardi, (2021), the consumer purchasing decision process goes through five stages: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior.

### **RESEARCH METHOD**

The research method used in this study is associative. According to Sugiyono, (2019), associative research aims to determine the relationship between two or more variables. The variables in this study aim to explore the relationship between product quality, price, and promotion on the purchasing decision of broiler eggs at CV Maju Jaya Karya Bersama in Ketapang District.

The data used in this study consists of both primary and secondary data. According to Sugiyono (2019), primary data refers to data sources that directly provide data to the data collector. The primary data used in this study was obtained through a questionnaire distributed via Google Forms. According to Sugiyono (2019), secondary data refers to data sources that do not directly provide data to the data collector, such as through other individuals or documents. The secondary data in this study includes the number of eggs produced in Kalimantan and annual revenue data.

The population in this study includes all consumers who have purchased products from CV Maju Jaya Karya Bersama in Ketapang District. The sample for this study was selected using Rao Purba, resulting in a sample size of 100 respondents. The sampling technique employed in this study is purposive sampling. According to Sugiyono (2019), purposive sampling refers to data collection based on specific criteria. The criteria for

selecting the sample in this study are the people in Ketapang District who have made more than two purchases at CV Maju Jaya Karya.

The variables in this study are product quality (X1), price (X2), and promotion (X3), and purchasing decision (Y). The measurement in this study uses a Likert scale with closed-ended questions and five categories of answers.

The data analysis techniques in this study are instrument tests, classical assumption tests and hypothesis tests. The instrument test is divided into a validity test. This validity test is carried out with the criteria of  $r \text{ count} > r \text{ table}$ , then it is valid, and a reliability test. This reliability test is carried out with the criteria of Cronbach's  $\alpha > 0.60$ , then the instrument being tested is reliable. The classical assumption test is divided into a normality test to test the normality of the data using the Kolmogorov-Smirnov (K-S) test. The decision-making criterion in the Kolmogorov-Smirnov (K-S) test is that if the significance value is  $> 0.05$ , the data is normally distributed. linearity test uses the Test of Linearity at a significance level of 0.05. The independent and dependent variables are considered to have a linear relationship if the significance value is  $< 0.05$ , and are considered nonlinear if the significance value is  $> 0.05$ . The multicollinearity test to detect multicollinearity uses the Variance Inflation Factor (VIF) method. It can be seen that if the tolerance value is  $> 0.10$  and the VIF value is  $< 10$ , it can be said that it is free of multicollinearity. If the tolerance value is  $< 0.10$  and the VIF value is  $> 10$ , it can be said that there is multicollinearity. The hypothesis test is divided into multiple regression analysis, correlation coefficient, coefficient of determination ( $R^2$ ), F-test, and partial test.

### **Hypotheses in this Study**

H1: Product quality has a positive and significant effect on purchasing decisions.

H2: Price has a positive and significant effect on purchasing decisions.

H3: Promotion has a positive and significant effect on purchasing decisions.

## **RESULTS AND DISCUSSION**

### **Test Research Instruments**

#### **Validity Test**

The validity test was carried out with the aim of determining the level of validity of a statement instrument from a research questionnaire. The r-table value can be obtained by

the formula  $df = n$  (number of samples)  $- 2 = 100 - 2 = 98$ . With a significance value of 0.05, the r-table value is 0.196. The results of the validity test of all research variables can be seen in Table 1 below.

**Tabel 1**  
**Validity Test Results**

Variable	Indicator	r count	r table	Description
Product Quality (X1)	X1.1	0,620	0,196	Valid
	X1.2	0,684		
	X1.3	0,673		
	X1.4	0,718		
	X1.5	0,604		
	X1.6	0,731		
Price (X2)	X2.1	0,710	0,196	Valid
	X2.2	0,626		
	X2.3	0,622		
	X2.4	0,641		
	X2.5	0,707		
	X2.6	0,652		
	X2.7	0,787		
	X2.8	0,825		
Promotion (X3)	X3.1	0,767	0,196	Valid
	X3.2	0,747		
	X3.3	0,774		
	X3.4	0,795		
	X3.5	0,746		
	X3.6	0,776		
Purchasing Decisions (Y)	Y1.1	0,644	0,196	Valid
	Y1.2	0,592		
	Y1.3	0,713		
	Y1.4	0,597		
	Y1.5	0,608		
	Y1.6	0,629		
	Y1.7	0,790		
	Y1.8	0,805		
	Y1.9	0,814		
	Y1.10	0,811		

Source: Processed Data, 2025

Based on Table 1 above, it can be seen from the results of the validity test on the variables of Product Quality, Price, Promotion and Purchasing Decisions that they are declared valid, because they have met the validity test criteria with a value of r count > r table, which is greater than 0.196.

### Reliability Test

The reliability test is carried out to determine the level of reliability of a statement in the questionnaire as a measuring tool. The reliability test in this study uses the Cronbach's Alpha method; a measurement item can be said to be reliable if it has a Cronbach's Alpha significance value of 0.60. The results of the reliability test of all variables can be seen in Table 2 below:

**Tabel 2**  
**Reliability Test Results**

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.758	Reliable
Price (X2)	0.849	
Promotion (X3)	0.743	
Purchasing Decisions (Y)	0.885	

Source: Processed Data, 2025

Based on Table 2 above, it can be seen that the Cronbach's Alpha value on the Product Quality (X1), Price (X2), Promotion (X3), and Purchase Decision (Y) variables has a Cronbach's Alpha value > 0.60. So it can be concluded that all the variables measuring items are reliable.

### Classical Assumption Test

#### Normality Test

Based on the results of the analysis using SPSS, the results of the normality test can be seen in Table 3 below:

**Tabel 3**  
**Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic	.041
Asymp.Sig.(2-tailed)	.200 <sup>c</sup>

Source: Processed Data, 2025

Based on Table 3 above, it can be seen that the Asymp. Sig. (2-tailed) 0.200 is greater than 0.05. So it can be concluded that the data in this study is normally distributed.

#### Linearity Test

Based on the results of the analysis using SPSS, the results of the linearity test can be seen in Table 4 below:

**Tabel 4**  
**Linearity Test Results**

Variable	Sig
Product Quality * Purchasing Decisions	0.000
Price * Purchasing Decisions	0.000
Promotion * Purchasing Decisions	0.000

Source: Processed Data, 2025

Based on the results of the linearity test, the relationship between the variables of Product Quality, Price, and Promotion on the Purchase Decision shows a significant value of  $0.000 < 0.05$ . This indicates that all relationships between the independent variables and the dependent variable meet the linearity assumption.

### Multicollinearity Test

Based on the results of the analysis using SPSS, the multicollinearity test results can be seen in Table 5 below:

**Table 5**  
**Multicollinearity Test Results**

Variable	Tolerance	VIF
X1 Product Quality	.531	1.885
X2 Price	.570	1.754
X3 Promotion	.494	2.022

Source: Processed Data, 2025

Based on Table 5, it can be seen that the Tolerance value of the Product Quality variable (X1) has a value of 0.531, indicating a value greater than 0.10, and has a VIF value of 1.885, indicating a value smaller than 10.00. The Price variable (X2) has a Tolerance value of 0.570, indicating a value greater than 0.10, and has a VIF value of 1.754, indicating a value smaller than 10.00. And the Promotion variable (X3) has a Tolerance value of 0.494, indicating a value greater than 0.10, and has a VIF value of 2.022, indicating a value smaller than 10.00. When referring to the basis for decision making, it can be concluded that there are no symptoms of multicollinearity between the variables of Product Quality (X1), Price (X2), and Promotion (X3).

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the state (ups and downs) of the dependent variable, if two or more independent variables as predictor factors. Based on the results of the analysis using SPSS, the regression coefficient results can be seen in Table 6 below:

**Table 6**  
**Multiple Linear Regression Analysis Results**

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.397	7.207	.000
Product Quality	.220	2.163	.033
Price	.265	2.415	.018
Promotion	.263	3.293	.001

Dependent Variable: Purchasing Decisions

Source: Processed Data, 2025

Based on Table 6 above, the multiple linear regression coefficient equation can be made, the results are as follows:

$$Y = 1.397 + 0.220 X_1 + 0.265X_2+ 0.263 X_3$$

- The constant (a) is 1.397, this means that if the variable Product Quality (X1), Price (X2) and Promotion (X3) is zero. Then the Purchasing Decision (Y) will increase by 1.397.
- The Product Quality Coefficient (X1) is 0.220 and has a positive value, meaning that if the better and higher the Product Quality, this can increase the Purchasing Decision. And vice versa, if the worse and lower the Product Quality, this can reduce the Purchasing Decision.
- Price Coefficient (X2) of 0.265 and has a positive value, meaning that if the better the price is better, this can increase the Purchasing Decision. And vice versa, if the price is given, this can reduce the Purchasing Decision.
- The Promotion Coefficient (X3) is 0.263 and has a positive value, meaning that the better the Promotion provided, this can increase Purchasing Decisions. And vice versa, if the worse the Promotion is, this can reduce Purchasing Decisions.

### Hypothesis Test

#### Correlation Coefficient and Determination Coefficient (R<sup>2</sup>)

The results of the correlation coefficient test and the coefficient of determination can be seen in Table 7 below:

**Table 7**  
**Correlation Coefficient and Determination Coefficient (R<sup>2</sup>) Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 <sup>a</sup>	.462	.446	.47644

Predictors: (Constant), Promotion, Product Quality, Price

Dependent Variable: Purchasing Decisions

Source: Processed Data, 2025

Based on the results of the correlation coefficient test in Table 7 above, it shows the correlation coefficient (R) of 0.680, which means that the relationship between Product Quality, Price and Promotion on Purchasing Decisions has a strong level of relationship, this is because the value is in the interval 0.60-0.799.

The results of the coefficient of determination ( $R^2$ ) test in Table 7 above, show that the R-Square value is 0.462, which means that the variables of Product Quality, Price and Promotion in explaining their influence on Purchasing Decisions are 46.2% ( $1 \times 0.462 \times 100\%$ ) while the remaining 53.8% of Purchasing Decisions are influenced by other variables outside this study.

### Simultaneous Test (F Test)

Based on the results of simultaneous hypothesis testing (F test) using SPSS, the results of simultaneous testing can be seen in Table 8 below:

**Tabel 8**  
**Simultaneous Test Results (F Test)**

Model		Sum of Squares	Mean Square	F	Sig.
1	Regression	18.738	6.246	27.515	.000 <sup>b</sup>
	Residual	21.792	.227		
	Total	40.530			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Promotion, Product Quality, Price

Source: Processed Data, 2025

Based on the simultaneous test results (F test) in Table 8 above, the calculated f value is  $27.515 > f$  table 3.09 and the significance value is  $0.000 < 0.05$ . So it can be concluded that the variables of Product Quality, Price, and Promotion simultaneously have a positive and significant influence on Purchasing Decisions.

### Partial Test (t Test)

Based on the results of partial hypothesis testing (t-test) using SPSS, the partial test results can be seen in Table 9 below:

**Tabel 9**  
**Partial Test Results (t Test)**

Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.397	7.207	.000
Product Quality	.220	2.163	.033
Price	.265	2.415	.018
Promotion	.263	3.293	.001

Dependent Variable: Purchasing Decisions

Source: Processed Data, 2025

Based on the partial test results (t-test) in Table 9 above, the t-test results will be compared with the t-table. The t-table value is 1.660. The results of the t-test (Partial) in Table 9 can be explained as follows:

1. The t value of the Product Quality variable (X1) is  $2.163 > t$  table of 1.660 and a significance value of  $0.033 < 0.05$ ; it can be concluded that the Product Quality variable (X1) partially has a positive and significant effect on Purchasing Decisions (Y).
2. The t value of the Price variable (X2) is  $2.415 > t$  table of 1.660 and a significance value of  $0.018 < 0.05$ ; it can be concluded that the Price variable (X2) partially has a positive and significant effect on Purchasing Decisions (Y).
3. The t value of the Promotion variable (X3) is  $3.293 > t$  table of 1.660 and a significance value of  $0.001 < 0.05$ , it can be concluded that the Promotion variable (X3) partially has a positive and significant effect on Purchasing Decisions (Y).

### **The Effect of Product Quality on Purchasing Decisions**

Based on the results of data analysis, product quality affects purchasing decisions. The partial test value shows a positive and significant relationship between the two variables. Therefore, **H1**, which states that product quality has a positive and significant effect on purchasing decisions, is **accepted**. These results are in line with the research of Reinaldo & Chandra, (2020) and Amin et al., (2022) the results of the study found that product quality has a positive and significant effect on purchasing decisions. From the results of this analysis, it indicates that the quality of egg products at CV Maju Jaya Karya Bersama is of good quality in terms of size, cleanliness, durability can influence consumer purchasing decisions.

### **The Effect of Price on Purchasing Decisions**

Based on the results of data analysis, price has an effect on purchasing decisions. The partial test value shows a positive and significant relationship between the two variables. Therefore, **H2** which states that price has a positive and significant effect on purchasing decisions is **accepted**. This result is in line with the research of Enre et al., (2020) and Arifin et al., (2022) the results showed that price has a positive and significant effect on purchasing decisions. From the results of this analysis, it indicates that the price of eggs at CV Maju Jaya Karya Bersama is in accordance with the desired quality with consumers influencing purchasing decisions.

### **The Effect of Promotion on Purchasing Decisions**

Based on the results of data analysis, price has an effect on purchasing decisions. The partial test value shows a positive and significant relationship between the two variables. Therefore, **H3** which states that promotion has a positive and significant effect on purchasing decisions is **accepted**. These results are in line with the research of Diputra & Yoga, (2020) and Alatas et al., (2023) the results showed that the marketing mix had a positive and significant effect on purchasing decisions. From the results of this analysis, it indicates that the direct promotion carried out by CV Maju Jaya Karya Bersama to consumers and MSMEs has a significant impact on consumers, thus influencing purchasing decisions.

### **CONCLUSION**

From the findings of this study, it can be concluded that product quality, price, and promotion have a considerable impact on the purchasing decisions of broiler eggs at CV Maju Jaya Karya Bersama in Ketapang. These results support the marketing mix theory, underlining the significance of these three factors in shaping consumer decisions, especially in the Ketapang local market. In practical terms, CV Maju Jaya Karya Bersama must consistently ensure the quality of its products, offer competitive pricing, and continue to innovate in its promotional efforts to attract more consumers. This is crucial for the company to sustain its competitive advantage in a rapidly growing market. Going forward, the company can use the insights from this research to focus on enhancing product quality and building stronger customer relationships through more inventive promotions and better pricing strategies. This will not only help the company maintain its market leadership but also broaden its market share by fostering greater customer loyalty. Additional studies could explore other factors, such as the role of branding or the efficiency of distribution channels, as well as comparisons with other similar products in a wider market. Such studies would provide a more comprehensive understanding of the elements that drive consumer purchasing behavior.

### **REFERENCES**

- Ainun, Hamzah. A., & Yusriana. (2023). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Telur Ayam Broiler Pada Toko Anna Di Desa Pondong Baru Kecamatan Kuaro. *Jurnal Riset Manajemen*, 1(2). <https://doi.org/10.54066/jurma.v1i2.414>

- Alatas, H., Karyatun, S., & Digdowiseiso, K. (2023). The Influence of Product Quality, Price Perception, and Promotion on The Purchase Decision of Aqua Brand Drinking Water in The Jakarta Area Final Project. *Jurnal Syntax admiration*, 4(4), 517-530.
- Amin, A. M., Angelia, R., Mukhsin, Eddy, P., & Yuliendi, R. R. (2022). The Effect of Product Quality, Price, and Word of Mouth on Packing Sticker Purchase Decision at CV. Blitz Media Kreasindo Pekanbaru City. *Journal of Applied Business and Technology*, 3(3), 214-225. <https://doi.org/10.35145/jabt.v3i3.105>
- Arifin, M. Z., Rosyidah, I. M., & Bisari, N. A. (2022). Analisis Pengaruh Marketing Mix 7p Terhadap Keputusan Pembelian (Studi Pada CV. Karya Apik MAN 3 JOMBANG). *Jurnal Inovasi Penelitian*, 3(2), 4873-4886. <https://doi.org/10.47492/jip.v3i2.1751>
- Arini, A., & Sukardi, S. (2021). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Pada Toko Haikal Collection Di Sekura Kabupaten Sambas. *Jurnal Produktivitas*, 8(1). <https://doi.org/10.29406/jpr.v8i1.3088>
- Assauri, S. (2018). *Manajemen Pemasaran* (16th ed.). Jakarta: Rajawali Pers.
- Damayanti, N., & Haryantini. (2024). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Toko Telorindo Di Tangerang Selatan. *JORAPI : Journal of Research and Publication Innovation*, 2(4).
- Diputra, G. I. S., & Yoga, G. A. D. M. (2020). Pengaruh Bauran Pemasaran Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada PT Indomarco Pratama Denpasar Bali. *Widya Manajemen*, 2(2), 69-80. <https://doi.org/10.32795/widyamanajemen.v2i2.908>
- Enre, A., Hutagalung, D. ., Simbolon, H. A. ., & Ong, M. T. . (2020). Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian CV Obor Pematangsiantar. *Owner : Riset Dan Jurnal Akuntansi*, 4(1). <https://doi.org/10.33395/owner.v4i1.173>
- Evelyn, J., Arwin, A., & Yuliana, Y. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Di Cv Omama Opapa Food Industry. *Seminar Nasional 2022 - NBM Arts*, 3.
- Harapanku, I. W., Manoppo, W. S., & Rogahang, J. . J. (2020). Promosi terhadap Keputusan Pembelian Produk Meubel CV. Defmel Leilem. *Productivity*, 1(4).
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). New York: Pearson.
- Marlius, D., & Jovanka, N. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Y.O.U Pada Hasanah Mart Air Haji. *JURNAL ECONOMINA*, 2(2). <https://doi.org/10.55681/economina.v2i2.326>
- Marshall, G. W., & Johnston, M. W. (2015). *Marketing management* (2nd ed.). New York: McGraw-Hill Education.
- Paujiah, N., & Sukardi, S. (2024). The Influence Of Price And Service Quality On Purchasing Decisions For Cafe Goela Gelato In Pontianak City. *EKOMBIS REVIEW: Jurnal*

---

*Ilmiah Ekonomi Dan Bisnis*, 12(3), 2559 –2566.  
<https://doi.org/10.37676/ekombis.v12i3.6031>

- Perreault, W. D. J., Cannon, J. P., & McCarthy, E. J. (2015). *Essentials of Marketing: A Marketing Strategy Planning Approach* (14th ed.). New York: McGraw-Hill Education.
- Pralampita, L. (2024). Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Pembelian Telur Ayam (Studi Kasus Pelanggan UD PanPan). *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 13(1).
- Pristiawan, H. E., Mariah, M., & Bahasoan, S. (2022). Pengaruh Kualitas Produk, Harga, Dan Lokasi Terhadap Keputusan Pembelian Pada Bakso Granat Malang Indah. *Nobel Management Review*, 3(1). <https://doi.org/10.37476/nmar.v3i1.2865>
- Reinaldo, I., & Chandra, S. (2020). The Influence of Product Quality, Brand Image, and Price on Purchase Decision at CV Sarana Berkas Pekanbaru. *Journal of Applied Business and Technology*, 1(2), 137-150. <https://doi.org/10.35145/jabt.v1i2.40>
- Ristanto, H., Aditya, G., & Catur. (2021). Pengaruh Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian (Studi Pada CV Mitra Sejati Foamindo Semarang). *JBE Jurnal Bingkai Ekonomi*, 6(1).
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Sumarwan, U., & Tjiptono, F. (2018). *Strategi Pemasaran dalam Perspektif Perilaku Konsumen* (1st ed.). Bogor: IPB Press.
- Tjiptono, F., & Diana, A. (2016). Pemasaran: Esensi Dan Aplikasi. In *Pemasaran Esensi Dan Aplikasi*. Yogyakarta: Andi.