
THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASING DECISIONS AT EDELWEIS FLORIST SURABAYA



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Abstract

This study examines the influence of price and product quality on consumer purchasing decisions at Edelweis Florist Surabaya. Using a quantitative associative approach, data were collected from 153 respondents through purposive sampling and analyzed with multiple linear regression using SPSS. The findings reveal that price and product quality simultaneously exert a positive and significant effect on purchasing decisions. Partially, both variables also show a significant and positive influence. Price perceived as appropriate to product quality creates a balanced value perception, enhancing consumer attraction. Meanwhile, high product quality reflected in freshness, durability, and aesthetic design strengthens consumer confidence and increases purchasing intention. These results highlight that combining competitive pricing strategies with superior product quality significantly improves consumer decision-making. The study contributes theoretically to consumer behavior and marketing literature, while practically providing insights for florists to develop effective marketing strategies to maintain competitiveness in a dynamic market.

Keywords: Price, Product Quality, Purchasing Decision

INTRODUCTION

Competitive business environment the florist industry is no longer only about selling flowers but also about creating meaningful experiences for customers. Consumers now expect not just attractive flower arrangements but also freshness, durability, and services that match the price they pay. As a result, price and product quality have become two essential factors that strongly influence purchasing decisions (Kotler, 2000 in Syam et al., 2022). Price plays an important role because it directly affects consumers' perceptions of value. A product that is considered affordable and fair compared to its quality will be more attractive to buyers. Dwi (2021) argues that price is the only element in the marketing mix that directly contributes to company revenue, which means it must be set strategically.. At the same time, product quality is a key factor that builds trust and satisfaction. In the florist business, quality refers not only to fresh and long-lasting flowers but also to creative designs and reliable service that meet or even exceed customer expectations (Anggraeni & Soliha, 2020 in Sari & Prihartono, 2021).

Edelweis Florist Surabaya operates in a highly competitive local market, where many other florists also compete by offering a variety of products and services. To maintain customer loyalty and attract new buyers, the company must find the right balance between competitive pricing and high-quality products. This makes Edelweis Florist a relevant case for studying how price and product quality influence consumer purchasing decisions (Sari & Prihartono, 2021). Based on these considerations, this research aims to analyze the effect of price and product quality on purchasing decisions at Edelweis Florist Surabaya. The findings are expected to provide both theoretical contributions to marketing and consumer behavior studies, as well as practical insights for business owners in developing strategies to improve competitiveness (Ernawati, 2022 in Miradji et al., 2024).

REVIEW OF LITERATURE

Price

Price is an important factor that strongly affects consumer decisions. Dwi (2021) explains that price is the only element in the marketing mix that directly creates revenue for the company, so it must be set carefully. Consumers often see price as a sign of product quality and value. For this reason, companies need to make sure that the price they set is both affordable and fair (Kotler & Armstrong, 2008, as cited in Winasis et al., 2022). Hasan (2016) as cited in Sari & Prihartono, (2021) also points out that the way consumers see price can shape the image of the store and influence their loyalty. Setting the right price not only attracts new customers but also helps keep existing ones.

Product Quality

Product quality means how well a product or service meets or goes beyond customer expectations. Anggraeni and Soliha (2020) as cited in Sari & Prihartono, (2021) say that product quality is directly linked to customer satisfaction, making it very important for building trust and loyalty. In the florist business, product quality includes freshness, durability, the look of the flowers, and the creativity of the design (Kotler & Keller, 2016, as cited in Sahara & Prakoso, 2020). When the quality is high, customers feel more satisfied

and are more willing to buy again and recommend the product to others (Puspita & Rahmawan, 2021).

Purchasing Decision

Purchasing decision is the stage where consumers choose the product or service that they think is best for their needs. Kotler and Armstrong (2014) as cited in Puspita & Rahmawan, (2021) explain that this process includes recognizing a need, looking for information, comparing alternatives, and finally making the purchase. Many factors can influence this decision, including price and product quality. Sari and Prihartono (2021) found that price and product quality together have a significant effect on purchasing decisions. Similarly, Sahara and Prakoso (2020) confirmed that these two factors positively affect purchasing decisions in online shopping.

Relationship between Price, Product Quality, and Purchasing Decision

Previous studies show that price and product quality work together to influence purchasing behavior. Monica (2018, as cited in Puspita & Rahmawan, 2021) explains that customers are more likely to buy again when the price matches the quality and benefits of the product. Kotler and Keller (2012) as cited in Winasis et al., (2022) also emphasize that quality not only affects first-time purchases but also long-term customer loyalty. As a result, combining competitive prices with good product quality is very important for businesses to influence customer decisions and remain competitive in the market.

RESEARCH METHOD

This study applied an associative research design with a quantitative approach. According to Musianto (2002) as cited in Waruwu, (2023), quantitative research emphasizes measurement, calculation, and numerical certainty at every stage, from planning, hypothesis development, data collection, and statistical analysis to drawing conclusions. This approach was chosen because it provides objective, measurable, and reliable results. This research employed an associative design with a quantitative approach to analyze the relationship between price, product quality, and purchasing decisions. The study was conducted at Edelweis Florist Surabaya, which operates in a competitive florist market in Surabaya.

The population consisted of all Edelweis Florist customers from January to December 2024, totaling 7,255 people as recorded by the company. Using the Slovin formula with an error tolerance of 8%, a sample of 153 respondents was obtained through purposive sampling, with criteria including being a customer of Edelweis Florist, aged at least 18 years, and domiciled in Surabaya. Data were collected through a structured questionnaire distributed via Google Forms using a five-point Likert scale, while supporting data were obtained from books, journals, and related references. The research variables consisted of Price (X1), Product Quality (X2), and Purchasing Decision (Y), and the data were analyzed using multiple linear regression with the help of SPSS software, including validity and reliability tests, classical assumption tests, and hypothesis testing. Based on the framework of this study, the hypotheses proposed were: (H1) Price and product quality simultaneously have a significant effect on purchasing decisions at Edelweis Florist Surabaya. (H2) Price has a significant effect on purchasing decisions, (H3) Product quality has a significant effect on purchasing decisions.

RESULTS AND DISCUSSION

Research Instrument Test Results

Validity Test

The research instrument used in this study was a questionnaire consisting of a total of 42 items. The distribution of these items included 12 questions measuring the Price variable, 12 questions measuring the Product Quality variable, and 18 questions measuring the Purchasing Decision variable. The validity test was conducted by comparing the calculated r-value with the r-table value and by examining the significance probability value. An item was considered valid if the calculated r-value was greater than the r-table value or if the significance probability (p-value) was less than 0.05. Therefore, the validity test was applied to ensure that each item in the questionnaire was able to accurately measure the research variables in accordance with the objectives of the study.

Table 1.
Validity Test Results

Price (X1)				
Item	Correlation R	Table R	Sig. (2-tailed)	Description
X1	0,577	0,158	0.01 < 0.05	Valid
X2	0,567	0,158	0.01 < 0.05	Valid
X3	0,540	0,158	0.01 < 0.05	Valid
X4	0,657	0,158	0.01 < 0.05	Valid
X5	0,562	0,158	0.01 < 0.05	Valid
X6	0,587	0,158	0.01 < 0.05	Valid
X7	0,572	0,158	0.01 < 0.05	Valid
X8	0,588	0,158	0.01 < 0.05	Valid
X9	0,617	0,158	0.01 < 0.05	Valid
X10	0,621	0,158	0.01 < 0.05	Valid
X11	0,500	0,158	0.01 < 0.05	Valid
X12	0,576	0,158	0.01 < 0.05	Valid
Product Quality (X2)				
Item	Correlation R	Table R	Sig. (2-tailed)	Description
X1	0,530	0,158	0.01 < 0.05	Valid
X2	0,567	0,158	0.01 < 0.05	Valid
X3	0,605	0,158	0.01 < 0.05	Valid
X4	0,528	0,158	0.01 < 0.05	Valid
X5	0,531	0,158	0.01 < 0.05	Valid
X6	0,521	0,158	0.01 < 0.05	Valid
X7	0,481	0,158	0.01 < 0.05	Valid
X8	0,680	0,158	0.01 < 0.05	Valid
X9	0,659	0,158	0.01 < 0.05	Valid
X10	0,518	0,158	0.01 < 0.05	Valid
X11	0,543	0,158	0.01 < 0.05	Valid
X12	0,472	0,158	0.01 < 0.05	Valid
Purchasing Decision (Y)				

Item	Correlation R	Table R	Sig. (2-tailed)	Description
Y1	0,663	0,158	0.01 < 0.05	Valid
Y2	0,458	0,158	0.01 < 0.05	Valid
Y3	0,603	0,158	0.01 < 0.05	Valid
Y4	0,524	0,158	0.01 < 0.05	Valid
Y5	0,581	0,158	0.01 < 0.05	Valid
Y6	0,594	0,158	0.01 < 0.05	Valid
Y7	0,512	0,158	0.01 < 0.05	Valid
Y8	0,575	0,158	0.01 < 0.05	Valid
Y9	0,597	0,158	0.01 < 0.05	Valid
Y10	0,644	0,158	0.01 < 0.05	Valid
Y11	0,412	0,158	0.01 < 0.05	Valid
Y12	0,512	0,158	0.01 < 0.05	Valid
Y13	0,454	0,158	0.01 < 0.05	Valid
Y14	0,501	0,158	0.01 < 0.05	Valid
Y15	0,626	0,158	0.01 < 0.05	Valid
Y16	0,435	0,158	0.01 < 0.05	Valid
Y17	0,532	0,158	0.01 < 0.05	Valid
Y18	0,566	0,158	0.01 < 0.05	Valid

Source: (Data processed by the researcher), 2025

Reliability Test

Reliability testing was carried out to evaluate the consistency of an instrument in measuring the same variable repeatedly. An instrument is considered reliable if it produces stable and consistent results over time. In this study, the reliability test was conducted using Cronbach’s Alpha coefficient. If the Cronbach’s Alpha value is greater than 0.60, the instrument is considered to have adequate reliability and can be trusted.

Table 2.
Reability Test Results

Variable	Cronbach Alpha	Cross of Value	Decision
Price	820	0,60	Reliable
Product Quality	799	0,60	Reliable
Purchasing Decision	859	0,60	Reliable

Source: (Data processed by the researcher), 2025

Classical Assumption Test Results

Normality Test

The normality test aims to identify whether the data in the dependent variable, independent variables, or both have a distribution pattern that is close to a normal distribution in the context of the regression model. A regression model is considered ideal if the data distribution is normal. The normality test can be carried out using the Kolmogorov-Smirnov method, with a significance level of 0.05. If the test results show a significance value (Sig.) greater than 0.05, it can be concluded that the data are normally distributed. However, if the significance value is less than 0.05, then the data are considered not normally distributed. The results of the normality test in this study are presented in the following table:

Table 3.
Normality Test Results

Unstandardized d Residual	
Asymp Sig. (2-tailed)	0,200

Source: (Data processed by the researcher), 2025

Multicollinearity Test

The multicollinearity test was conducted to ensure that there is no high linear relationship among the independent variables in the multiple linear regression analysis. High multicollinearity can cause bias in the estimation of the regression model. To test this, two main indicators are used, namely the Variance Inflation Factor (VIF) value and the tolerance value. A model is considered free from multicollinearity if each variable has a VIF value of less than 10 and a tolerance value greater than 0.1.

Table 4.
Multicollinearity Test Results

Variable	Tolerance	VIF
Price	0,328	3,045
Product Quality	0,328	3,045

Source: (Data processed by the researcher), 2025

Heteroscedasticity Test

The heteroscedasticity test was carried out to determine whether there is inconsistency in the variance of the unstandardized absolute residuals of the regression model based on the independent variables. This test aims to detect whether there are differences in the distribution of errors or residuals across the values of the independent variables. A model is considered free from heteroscedasticity if the significance value of each variable is greater than 0.05, which means that there is no systematic pattern in the distribution of errors in relation to the independent variables.

Table 5.
Heteroscedasticity Test Results

Variable	Sig
Price	0,343
Product Quality	0,979

Source: (Data processed by the researcher), 2025

Multiple Linear Regression Analysis

Multiple linear regression was used in this study as an analytical method to evaluate the extent of the influence of Price and Product Quality on Purchasing Decisions. This analysis was also applied to test the hypotheses that had been formulated earlier in the research. The estimated regression coefficient values for each variable can be seen in detail in the following table.

Table 6.
Multiple Linear Regression Test Results

Variable	B	T	Sig.	Description
(Constan)	6.014	2.157	0.033	Positif and Significant
Price	0.751	8.368	<0,001	Positif and Significant

Product Quality	0.624	6.699	<0,001	Positif and Significant
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Source: (Data processed by the researcher), 2025

$$Y = 6,014 + 0,751X1 + 0,624X2 + e$$

Interpretation of Regression Results:

The constant (α) = 6.014.

1. This value indicates that if variables X1 and X2 are assumed to be zero, the purchasing decision (Y) will still have a value of 6.014. This means that even without the influence of the two independent variables, purchasing decisions remain at a positive level.
2. The regression coefficient of X1 = 0.751 with a t-value of 8.368 and Sig. < 0.001. This shows that variable X1 has a positive and significant effect on purchasing decisions. Every increase of one unit in X1 will increase purchasing decisions by 0.751, assuming X2 remains constant. Since the significance value is less than 0.05, the hypothesis stating that X1 significantly affects Y is accepted.
3. The regression coefficient of X2 = 0.624 with a t-value of 6.699 and Sig. < 0.001. This means that X2 also has a positive and significant effect on purchasing decisions. Every increase of one unit in X2 will increase purchasing decisions by 0.624, assuming X1 remains constant. The significance value below 0.05 confirms that the effect of X2 is statistically significant.

Research Hypothesis Test Results

Test of Determination Coefficient (R²)

The purpose of this analysis is to evaluate the extent to which the independent variables, namely Price and Product Quality, can explain the variation in the dependent variable, namely Purchasing Decision, through the interpretation of the coefficient of determination (R square). The following are the R square measurement results based on the regression analysis obtained in this study:

Table 7.
Test of Determination Coefficient Results

R	R Square
0,899	0,805

Source: (Data processed by the researcher), 2025

Referring to Table 4.11, the regression model produced an R value of 0.899, indicating a very strong correlation between Price and Product Quality with Purchasing Decision. The coefficient of determination (R²) was 0.805, meaning that 80.5% of the variation in Purchasing Decision can be explained by Price and Product Quality, while the remaining 19.5% is influenced by other factors outside the model.

F-test

The F-test is intended to evaluate the collective or simultaneous influence of all independent variables by comparing the calculated F-value with the F-table value, based on the determination of the overall significance of the effect.

Table 8.
F-test Results

	F	Sig.	Influence
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Regression	314.831	<0,001	Positif and Significant
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Source: (Data processed by the researcher), 2025
 $df_2 = 153 - 2 - 1 = 150$.

Based on the calculation, the F-table value was 3.06, while the analysis results showed an F-calculated value of 314.831 with a significance level of $0.000 < 0.05$. Since the F-calculated value is greater than the F-table ($314.831 > 3.06$) and the significance value is below 0.05, it can be concluded that Price and Product Quality simultaneously have a significant effect on Purchasing Decision at Edelweis Florist Surabaya. This result indicates that the regression model used in this study is fit to explain the variation in purchasing decisions, meaning that both price and product quality jointly contribute significantly to influencing consumer purchasing decisions.

T-test

The t-test was conducted to determine the effect of each independent variable on the dependent variable partially. The basis for decision-making is to compare the calculated t-value with the t-table value at a significance level of 5% ($\alpha = 0.05$).

Table 9.
T-test Results

Variabel	Correlation T	Table T	Sig.	Influence
Price	8.368	1,976	<0,001	Positif and Significant
Product Quality	6.699	1,976	<0,001	Positif and Significant

Source: (Data processed by the researcher), 2025
 $df = 153 - 2 - 1 = 150$.

The t-test was conducted to determine the partial effect of each independent variable on the dependent variable, with $df = 150$ and a t-table value of 1.976. The results show that Price ($t = 8.368$, Sig. = $0.000 < 0.05$) has a positive and significant effect on Purchasing Decision, meaning better pricing leads to stronger consumer decisions. Similarly, Product Quality ($t = 6.699$, Sig. = $0.000 < 0.05$) also has a positive and significant effect, indicating that higher product quality increases the likelihood of consumer purchasing decisions.

The Effect of Price and Product Quality on Purchasing Decisions

The results of hypothesis testing show that Price and Product Quality simultaneously have a positive and significant effect on purchasing decisions at Edelweis Florist Surabaya. The calculated F-value was 314.831 with a significance level of <0.001 , while the F-table at the 5% significance level was 3.06. Since the calculated value is far above the table value and the significance is smaller than 0.05, the hypothesis is accepted. This means that both price and product quality together play an important role in encouraging consumer purchasing behavior. Consumers generally see that affordable prices combined with good product quality create greater value and confidence in making purchasing decisions. The descriptive analysis also shows that price-related indicators gained high average scores, which implies that competitive prices are strongly appreciated when supported by reliable product quality. Therefore, it can be stated that the combination of pricing strategy and quality consistency provides a strong foundation for shaping consumer purchase intentions and decisions.

The Effect of Price on Purchasing Decisions

The analysis shows that Price has a positive and significant influence on purchasing decisions, as proven by a t-value of 8.368 with a significance level of <0.001 . This indicates that price becomes one of the most decisive considerations for consumers in choosing products. When prices are perceived as fair, reasonable, and in accordance with the benefits obtained, consumers are more motivated to make a purchase. In this study, many respondents indicated that they evaluate whether the price offered matches the quality of flowers provided by Edelweis Florist. A suitable price not only improves the attractiveness of the product but also strengthens consumer confidence and satisfaction. On the other hand, if the price is considered too high compared to the perceived value, the decision to buy tends to decline. Thus, pricing policy is one of the most critical aspects for businesses in maintaining competitiveness and ensuring steady demand.

The Effect of Product Quality on Purchasing Decisions

The hypothesis testing also confirms that Product Quality significantly influences purchasing decisions, with a t-value of 6.699 and a significance level of <0.001 . This proves that consumers place strong importance on the quality of flowers offered by Edelweis Florist. Indicators such as freshness, durability, and visual appearance are considered essential by consumers when deciding to buy. The results of the descriptive analysis show that respondents highly value the freshness of the flowers, which obtained the highest average score among quality indicators. High product quality not only improves consumer satisfaction but also builds trust, encouraging repeat purchases and long-term loyalty. When consumers experience consistent quality, they are more likely to repurchase and recommend the product to others. Therefore, maintaining good product quality is a strategic step that directly supports customer confidence and ensures sustainable purchasing decisions.

CONCLUSION

This study aimed to examine the effect of Product Quality (X1) and Price (X2) on Purchase Decisions (Y) of consumers at Edelweis Florist Surabaya. A total of 153 respondents were selected using purposive sampling, and the data were analyzed using multiple linear regression in SPSS. The results show that Product Quality and Price together have a positive and significant effect on Purchase Decisions, indicating that combining good product quality with appropriate pricing significantly encourages consumers to make purchases. In other words, a well-planned strategy that balances both product quality and price can explain a considerable portion of the variation in consumers' buying decisions at Edelweis Florist.

Price alone also has a positive and significant effect on Purchase Decisions. Consumers perceive that the price is appropriate for the product quality, which creates a fair sense of value and attracts them to buy. This demonstrates that careful pricing strategies can enhance consumer interest, build trust, and make the products more competitive in the market. By setting prices that reflect the perceived value of the products, Edelweis Florist can strengthen its position and appeal to a wider range of customers.

Similarly, Product Quality alone positively and significantly affects Purchase Decisions. Consumers' perception of the store's reputation, product uniqueness, attractive arrangements, and quality of service strongly influences their decision to purchase. This emphasizes the importance of consistently maintaining high product standards and service quality to satisfy customers. Overall, both Product Quality and Price are crucial factors in

shaping consumer purchase decisions at Edelweis Florist Surabaya. Effective management of these factors can increase customer satisfaction, encourage repeat purchases, and improve overall business performance, providing practical guidance for marketing and operational strategies.

Based on the results and conclusions of this research, several suggestions can be given. For Edelweis Florist Surabaya, it is important to integrate price and product quality as part of a marketing strategy, since affordable prices will have a stronger impact when supported by high-quality products. Therefore, management should strategically balance these two aspects to build stronger customer loyalty. In addition, maintaining competitive prices that are consistent with product quality will ensure that consumers feel they receive fair value for their purchases. Continuous improvement of product quality, such as freshness, durability, and design variety of flowers, should also be a priority, as quality has been proven to be a key factor influencing purchase decisions. For future researchers, it is suggested to expand the research object to other regions in order to determine whether similar results apply in different markets. Furthermore, future studies may include other variables such as digital promotion, customer service, or consumer trust, which could also play an important role in influencing purchase decisions.

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