

ANALYSIS OF FACTORS INFLUENCING CONSUMER PURCHASE DECISIONS FOR SUBAK TIMBUL RICE

Gede Krisna Mahartajaya¹, Ayu Sita Laksmi², Ni Luh Anik Puspa Ningsih³
^{1,2,3}Faculty of Economics and Business, Universitas Warmadewa, Indonesia

Article Info:

Article History:

Received: 2026-01-17

Revised: 2026-02-19

Accepted: 2026-04-10

Abstract:

Purpose:

This study examines and analyzes the effects of product quality, price, and promotion on consumer purchase decisions for Subak Timbul Rice.

Keywords:

Product Quality, Price, Promotion, Consumer Purchase Decision

Methodology:

The study involved 100 prospective consumers of Subak Timbul Rice. The sample size was determined using the Lemeshow formula, respondents were selected using probability-based simple random sampling, and the data were analyzed using descriptive statistics, classical-assumption tests, multiple linear regression, and t- and F-tests.

Corresponding Author:

Gede Krisna Mahartajaya

E-mail:

krisnamaharta00@gmail.com

Paper Type:

Research Paper



Findings:

Product quality, price, and promotion simultaneously have a positive and significant effect on consumer purchase decisions. Each variable also has a positive and significant partial effect on purchase decisions.

Implication:

Subak Timbul should strengthen supply-chain transparency and product identity, provide more flexible package sizes and competitive prices, intensify digital promotion, and develop relationship-building programs that encourage repeat purchasing.

INTRODUCTION

Other staple foods such as corn, flour-based foods, cassava, and instant foods remain far less dominant than rice in daily consumption, indicating Indonesia's strong dependence on rice. Increasing rice consumption creates economic opportunities in the rice industry, where numerous producers compete through different brands. Rapid economic growth has also improved household living standards and income, which can alter rice-consumption patterns and influence consumers' selection of rice products. As purchasing power increases, consumers may increasingly prefer higher-quality rice.

Market conditions and product availability also play important roles. The local availability of healthy rice, ease of access, and effective marketing strategies can increase consumer interest (Yulia et al., 2020). Understanding the factors that influence healthy-rice purchasing decisions is therefore important for developing strategies to increase consumption (Anggraeni et al., 2022). One rice producer in Bali is Timbul Harmoni, a community-based agricultural enterprise grounded in sustainability, welfare, and the local wisdom of Subak Timbul in Tegallalang, Gianyar Regency. Timbul Harmoni offers naturally grown rice cultivated using organic, sustainable, environmentally friendly methods without synthetic chemicals, as well as non-pesticide rice produced without synthetic pesticides, herbicides, or fungicides.

Research on purchase decisions remains relevant because consumers face an increasing number of products and competitive alternatives. Consumers commonly purchase products that meet their needs and expectations. Permata (2021) notes that unexpected situational factors can affect purchase decisions, while consumers also consider expected income, price, product benefits, quality, affordability, and familiarity when making choices.

Kotler and Keller (2016) identify product quality, price, and promotion as three major determinants of consumer purchase decisions. Product quality helps build trust by providing the satisfaction and added value consumers expect. Price determines perceived value and can encourage purchases when it is considered reasonable, whereas prices perceived as too high or too low may adversely affect decisions. Promotion functions as marketing communication that raises awareness, communicates product advantages, and motivates purchasing. Accordingly, quality builds trust, price shapes value, and promotion increases awareness, jointly influencing overall purchasing

behavior (Kotler & Keller, 2016, pp. 179-193). These considerations motivate the present analysis of factors influencing consumer purchase decisions for Subak Timbul Rice.

Literature Review

Purchase Decision

Kotler and Armstrong (2016) define purchase decisions as consumer behavior through which individuals, groups, and organizations select, purchase, and use goods, services, ideas, or experiences to satisfy needs and wants. Kotler and Armstrong (2012) further explain that the consumer purchase-decision process includes selecting the product brand to be purchased.

Product Quality

Kotler and Keller (2016) state that performance quality is a product's ability to perform its functions. Product quality can therefore be understood as the extent to which a product fulfills its functions while meeting applicable standards. A high-quality product is free from defects and conforms to established standards.

Price

Yuniindayani et al. (2022) note that price is the only element of the marketing mix that generates revenue, whereas the other elements create costs. Sitompul and Gultom (2025) describe price as a mechanism for communicating value to consumers that can influence product image and consumers' decisions to purchase.

Promotion

Meto et al. (2024) define promotion as a marketing activity intended to disseminate information, influence or persuade, and remind target markets about a company and its products so that consumers are willing to accept, purchase, and remain loyal to the products offered.

METHODS

The study was conducted at Subak Timbul in Tegallalang, Gianyar Regency, Bali, a subak group that applies Bali's traditional irrigation system and emphasizes sustainable and environmentally friendly agriculture. The research variables were product quality, price, promotion, and purchase decisions. The population consisted of prospective consumers of Subak Timbul Rice. Probability sampling using simple random sampling was applied. Because the total population size could not be determined, the Lemeshow formula based on proportions was used, producing a minimum sample of 96.04 respondents, rounded to 100. The independent variables were product quality (X₁), price (X₂), and promotion (X₃), while purchase decision (Y) was the dependent variable. Both qualitative and quantitative data were used from primary and secondary sources. Data were collected through observation, documentation, and surveys. The analytical techniques comprised descriptive statistics, classical-assumption tests, multiple linear regression, and hypothesis testing.

RESULTS AND DISCUSSION

Results

Multiple Linear Regression Analysis

Table 1. Summary of Multiple Linear Regression Results

Model	Variable	B	Std. Error	Beta	t	Sig.
1	Constant	0.243	0.620	-	0.392	0.696
1	Product Quality	0.399	0.037	0.502	10.794	0.000
1	Price	0.471	0.047	0.495	9.963	0.000
1	Promotion	0.095	0.046	0.100	2.062	0.042

Source: Processed data (2025).

The multiple linear regression equation is:

$$Y = 0.243 + 0.399X_1 + 0.471X_2 + 0.095X_3$$

The constant of 0.243 indicates the estimated purchase-decision value when product quality, price, and promotion are zero. The coefficient of product quality (0.399) indicates a positive relationship, meaning that better product quality is associated with stronger consumer purchase decisions. The price coefficient (0.471) also indicates a positive relationship, suggesting that more competitive prices are associated with stronger purchase decisions.

The promotion coefficient (0.095) indicates that more effective promotion is associated with higher consumer purchase decisions.

F Test

Table 2. F-Test Results

Model	Source	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1333.043	3	444.348	186.279	0.000
1	Residual	228.997	96	2.385	-	-
1	Total	1562.040	99	-	-	-

Source: Processed data (2025).

The F-test produced $F_{count} = 186.279$, which is greater than $F_{table} = 2.70$, with a significance value of $0.000 < 0.05$. H_0 is therefore rejected, indicating that product quality (X1), price (X2), and promotion (X3) simultaneously have a significant effect on consumer purchase decisions (Y) for Subak Timbul Rice.

Discussion

This discussion interprets the research findings based on the multiple linear regression analysis and the t- and F-tests.

Effect of Product Quality, Price, and Promotion on Consumer Purchase Decisions

The simultaneous F-test yielded $F_{count} = 186.279 > F_{table} = 2.70$ and a significance value of $0.000 < 0.05$. Product quality, price, and promotion therefore simultaneously have a significant effect on consumer purchase decisions. The R^2 value of 0.849 indicates that 84.9% of the variation in purchase decisions is explained by these three variables, while 15.1% is explained by factors not examined in this study. The finding is consistent with Dianamurti and Damayanti (2023), Inria (2024), and Hestiana et al. (2023).

Effect of Product Quality on Consumer Purchase Decisions

Product quality has a positive and significant effect on consumer purchase decisions, with $t_{count} = 10.794 > t_{table} = 1.661$ and $p = 0.000 < 0.05$. The regression coefficient of 0.399 indicates that higher product quality is associated with stronger purchase decisions. Sucihati et al. (2022) define product quality as the totality of product or service features and characteristics that determine its ability to satisfy explicit and implicit needs. Firms therefore need to create superior value and reliable product standards. The result is consistent with Dina et al. (2024), Sari (2021), and Satria (2023).

Effect of Price on Consumer Purchase Decisions

Price has a positive and significant effect on consumer purchase decisions, with $t_{count} = 9.963 > t_{table} = 1.661$ and $p = 0.000 < 0.05$. The coefficient of 0.471 indicates that more competitive prices are associated with stronger purchase decisions. Business actors must maintain product quality while determining prices that consumers perceive as appropriate and trustworthy. Gulo et al. (2022) identify price as a major consideration in the sale of goods and services. A price perceived as fair, affordable, and commensurate with the quality received can create positive consumer perceptions and increase purchase intention. This result is consistent with Samosir et al. (2025), Alaydrus et al. (2020), and Rumengan et al. (2022).

Effect of Promotion on Consumer Purchase Decisions

Promotion has a positive and significant effect on consumer purchase decisions, with $t_{count} = 2.062 > t_{table} = 1.661$ and $p = 0.042 < 0.05$. The promotion coefficient of 0.095 indicates that more effective promotion is associated with stronger purchase decisions. Promotion communicates accurate information from sellers to buyers to change attitudes and behavior, increase awareness, encourage purchasing, and maintain product recall. Advertising, discounts, special offers, and digital marketing can communicate product value and advantages more effectively. The result is consistent with Sucihati et al. (2022), Maulana (2021), and Astuti and Angresta (2022).

CONCLUSION AND RECOMMENDATIONS

Conclusion

Product quality, price, and promotion simultaneously have a positive and significant effect on consumer purchase decisions for Subak Timbul Rice. Product quality also has a positive and significant partial effect,

indicating that better product quality strengthens purchase decisions. Price has a positive and significant effect, indicating that competitive prices support stronger purchase decisions. Promotion likewise has a positive and significant effect, indicating that more effective promotional activities increase consumer purchase decisions.

Consumer-engagement strategies should also consider the occupational profile of respondents, most of whom are private-sector employees with relatively high mobility and limited time. Marketing should therefore emphasize product accessibility. Because most respondents are young, highly educated professionals, value-based communication highlighting environmental sustainability and the welfare of local Subak Timbul farmers can help build long-term loyalty.

Recommendations for Subak Timbul Rice

To strengthen consumer trust in product quality and increase product attractiveness, Subak Timbul should improve supply-chain transparency and product identity through clear origin information, official certification, or QR-code-based traceability containing farmer, land-location, and production-process information.

Regarding price, Subak Timbul should reassess the prices offered to consumers and consider developing several package sizes so that consumers can choose products according to their needs and purchasing ability.

Promotion should be strengthened through more effective use of social media and attractive, innovative content that introduces Subak Timbul Rice to a wider pool of prospective consumers.

Overall purchase decisions were considered reasonably good, but the statement “After consuming the product, I would consider purchasing Subak Timbul Rice again in the future” scored below the variable average. Subak Timbul should therefore strengthen customer relationships, for example through membership programs, discounts for repeat customers, and consistently good service.

Because 54.0% of respondents were 21-30 years old, digital marketing is particularly relevant. Campaigns should be optimized through visually attractive and informative social-media content on platforms such as Instagram and TikTok.

Subak Timbul is also encouraged to build strategic partnerships with stores focused on healthy lifestyles, such as Bali Buddha, Grand Lucky, or Pepito. Because the product is relatively new to the market, smaller sample-size packaging could be offered through these outlets so that new consumers can try the product at a more affordable price.

Recommendations for Future Research

Future studies should incorporate additional variables that may affect consumer purchase decisions, such as service quality, consumer beliefs, and lifestyle, and should expand the research setting beyond a single location. A broader scope would provide more comprehensive insight and improve the generalizability of the findings.

REFERENCES

- Alaydrus, A., Latoki, L., & Veronika. (2020). Pengaruh Harga, Promosi, Layanan Purna Jual, Terhadap Keputusan Konsumen Membeli Motor Metic Pada Pt Giovani Palu.
- Anggraeni, A., Zmrodah, Y., & Aditya Prayudhi, L. (2022). Analisis Perilaku Konsumen Dalam Keputusan Pembelian Beras Organik Di Kabupaten Blitar. *Jurnal Ilmiah Ilmu Pertanian*, 12(2), 83–94. <http://ejournal.unisbablitar.ac.id/index.php/grafing>.
- Astuti, I. P., & Anggresta, V. (2022). Pengaruh Promosi Terhadap Keputusan Pembelian Pada Shopee Food Di Jakarta Selatan. 3(2), 2022.
- Dianamurti, I., & Damayanti, D. (2023). Harga, Kualitas Produk, Kualitas Pelayanan, dan Promosi Penjualan Terhadap Keputusan Pembelian Konsumen di Matahari Plaza Ambarrukmo Yogyakarta Yang Dimediasi Oleh Kepuasan Konsumen. <https://journal.umpo.ac.id/index.php/ASSET>.
- Dina, H. M., Winarno, T., & Departemen, Y. (2024). Pengaruh Kualitas Produk, Harga, dan Pendapatan terhadap Keputusan Pembelian Beras di PT Komoditi Tani Indonesia. <https://doi.org/10.47772/IJRISS>.
- Gulo, T., Suryati, L., & Ginting, R. S. I. (2022). Analisis Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Pada Fa. Banang Jaya. *Jurnal Ilmiah Manajemen Kesatuan*, 10(3), 545–558. <https://doi.org/10.37641/jimkes.v10i3.1508>.
- Hestiana, Muchtar, & Junaeda. (2023). Pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian sepeda motor. 20(3), 338–349.
- Inria, S. (2024). The Influence Of Product Quality, Price, And Promotion On Pur- Chasing Decisions Of Iphone Products. <https://www.researchgate.net/publication/386582824>
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Prentice Hall International Inc.

- Kotler, P., & Armstrong, G. (2016). *Prinsip-prinsip Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Prentice Hall, Inc.
- Maulana, M. I. N. (2021). Pengaruh Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Produk Artfresh.
- Meto, B. W., Rangga, Y. D. P., & Meylano, N. H. (2024). Pengaruh Promosi dan Harga terhadap Keputusan Pembelian Mobil Suzuki Pada PT. Surya Batara Mahkota (SBM) Maumere (Studi Kasus Pada Konsumen PT. Surya Batara Mahkota (SBM) Maumere). *Jurnal Kewirausahaan Dan Manajemen Bisnis*, 2(3), 95–107.
- Permata Sari, D. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian, Kualitas Produk, Harga Kompetitif, Lokasi (Literature Review Manajemen Pemasaran). 2(4). <https://doi.org/10.31933/jimt.v2i4>.
- Rumengan, G., Tumbel, A. L., & Djemly, W. (2022). The Effect Of Price Perception, Promotion, And Product Quality On Consumer Purchase Decisions On Oppo Smartphone Products In Manado. 10(2), 40–50.
- Samosir, W. R., Pasaribu, L. N., Anggraini, S., Verdinando Pandiangan, B., & Wardani Lubis, N. (2025). Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Keputusan Pembelian pada Pengguna Skincare Somethinc Kota Medan di E-Commerce. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 4(4).
- Saputra, K. A. K., & Kawisana, P. G. W. P. (2026). Implementation Accountancy Environment in Star-rated Hotels in the Nusa Dua Tourist Area: A Qualitative Study. *Journal Management and Hospitality*, 3(3), 82-94.
- Saputra, K. A. K., Laksmi, P. A. S., & Sancaya, I. W. W. (2026). Sustainability Reporting Model for Community-Based Household Waste Management Programs within the Global Plastics Treaty Framework. *International Journal of Environmental, Sustainability, and Social Science (IJESSS)*, 7(4), 1088-1103.
- Sari, C. (2021). Pengaruh Kualitas Produk, Harga Dan Saluran Distribusi Terhadap Keputusan Pembelian Beras (Studi Kasus Konsumen Kilang Padi Kamoja Di Desa Aek Badak Kecamatan Sayurmatangi Kabupaten Tapanuli Selatan).
- Satria, E. (2023). Keputusan Pembelian Yang Ditinjau Dari Pengaruh Citra Merek, Persepsi Harga, Dan Kualitas Produk (Studi Kasus Pada Toko Bangunan Berkah Desa Lempur Danau).
- Sitompul, M. R. I., & Gultom, I. A. (2025). Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Usaha Mie Gacoan di Bandar Lampung. *ECo- Buss*, 7(3), 1913–1924.
- Suciati, R. N., Susanto, D., & Nandasari, R. (2022). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Merek Semongkat. <http://e-journalppmunsa.ac.id/index.php/samalewaPp.223-234>.
- Yulia Sari, Elly Rasmikayati, Bobby Rachmat Saefudin, Tuti Karyani, & Sulistyodewi Nur Wiyono. (2020). Willingness To Pay Konsumen Beras Organik Dan Faktor- Faktor Yang Berkaitan Dengan Kesiediaan Konsumen Untuk Membayar Lebih. *Forum Agribisnis*, 10(1), 46–57. <https://doi.org/10.29244/fagb.10.1.46-57>.
- Yuniindayani, Setia, M., Brebes, B., & Sucipto, H. (2022). The Influence Of Price And Social Media Promotion Facebook Marketing On Purchase Decisions For Am Clothing Distros In Brebes. *Jurnal Pendidikan Dan Manajemen Pendidikan Islam*, 2(2).