



Determinants of Purchasing Decisions for Sampoerna Cigarette Products among the Community of Kayuara Village, Sekayu District

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Abstract: This study aims to determine the effect of price and quality on purchasing decisions for Sampoerna brand cigarette products in Kayuara Village, Sekayu District. The non-probability sampling technique is accidental sampling, namely researchers take samples from people who happen to be in the area around the research object at the time of observation. The data collection method used is by giving questionnaires to consumers who buy Sampoerna brand cigarette products in Kayuara Village. Data were analyzed using the Quantitative Method, namely using validity tests, reliability tests, regression analysis, correlation analysis, and t-tests with the help of SPSS 25. for Windows software. The results of the study showed that there was no significant effect between price on purchasing decisions for Sampoerna brand cigarette products in Kayuara Village, Sekayu District individually and there was also no significant effect of product quality variables on purchasing decisions for Sampoerna brand cigarette products in the Kayuara Village community, but had a simultaneous effect on purchasing decisions for Sampoerna brand cigarette products in Kayuara Village, Sekayu District, with a correlation result of 0.777 indicating a strong relationship.

Keywords: Price; Product Quality; Purchasing Decision

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INTRODUCTION

Development of globalization has encouraged increasingly fierce competition in the industrial world, so companies are required to implement effective marketing strategies to gain a competitive advantage. In these conditions, understanding consumer behavior is very important because consumer purchasing decisions determine the company's success in maintaining and increasing market share. Purchasing decisions are influenced by various factors, including price and product quality, which are the main considerations for consumers in choosing a product (Sari 2021, 524).

Product quality that is able to meet needs and provide satisfaction to consumers has the potential to create customer loyalty. On the other hand, price also plays an important role because consumers tend to judge the benefits and quality of products

based on the price offered. Therefore, companies need to set a pricing strategy that is appropriate and balanced with the quality of the products offered. The compatibility of price and product quality can increase the value felt by consumers, so that it can attract the interest of potential buyers, increase consumer confidence, and encourage purchase decisions (Huriyaty et al. 2026, 169). Thus, the combination of good product quality and appropriate price is an important factor that can help companies in increasing competitiveness and achieving their marketing goals.

The cigarette industry is one of the sectors that has a high level of competition in Indonesia. The number of cigarette brands circulating in the market requires companies to create the right marketing strategy so that their products are able to compete. One of the brands that is quite in demand by the public is Sampoerna cigarettes. Based on the results of observations on the people of Kayurara Village, it was found that many Sampoerna cigarette products were chosen because they were considered to have a price that was in accordance with the benefits obtained and good product quality compared to other brands. This condition shows that there is an interesting phenomenon to be studied further.

Although various studies have discussed the factors that influence purchase decisions, studies on the influence of price and product quality on the purchase decision of Sampoerna brand cigarettes in the people of Kayuara Village are still limited. Thus, there is a research gap that is the basis for the need to conduct this research. Based on these problems, this study aims to partially and simultaneously analyze the influence of price and product quality on the purchase decision of Sampoerna brand cigarette products in the people of Kayuara Village, Sekayu District. Although previous studies have investigated the influence of price and product quality on purchasing decisions, their findings remain inconsistent. Some studies have reported that both variables significantly influence purchasing decisions, while others found that only product quality has a significant effect. These inconsistencies indicate that the relationship between price, product quality, and purchasing decisions may vary across products, consumer characteristics, and geographical settings.

Furthermore, limited research has specifically examined purchasing decisions for Sampoerna cigarettes among consumers in Kayuara Village, Sekayu District. The unique socio-economic characteristics and purchasing behavior of consumers in this area provide an important context for further investigation. Therefore, this study seeks to fill this research gap by examining the influence of price and product quality on purchasing decisions for Sampoerna cigarettes among consumers in Kayuara Village. The findings are expected to enrich the marketing literature by providing empirical evidence on consumer purchasing behavior in a local market context and offering practical insights for companies in developing more effective marketing strategies. This research is expected to contribute to the development of economics and business, especially in the field of marketing and consumer behavior. This research is expected to contribute to the development of economics and business, especially in the field of marketing and consumer behavior.

LITERATURE REVIEW

Some previous studies have shown that price and product quality are factors that influence consumer purchasing decisions. Research conducted by (Al-haddad & Ernawati, 2021) regarding the influence of product quality and price on the purchase decision of Sampoerna A Mild cigarettes found that product quality and price affect the purchase decision, both partially and simultaneously. These results show that consumers tend to consider product quality and price suitability in determining purchasing decisions.

Research conducted by (Azmi & Yusuf, 2022) Gudang Garam Signature cigarette products show that product quality has a partial effect on purchase decisions, while price has no partial effect. However, simultaneously product quality and price are proven to affect purchasing decisions. The findings indicate that product quality is a more dominant factor in influencing consumer purchase decisions.

Based on the results of the previous research, it can be seen that price and product quality have an important role in influencing purchase decisions. However, there are still differences in research results related to the influence of price on purchase decisions. Therefore, further research is needed to test Determinants of Purchasing Decisions for Sampoerna Cigarette Products among the Community of Kayuara Village, Sekayu District.

RESEARCH METHODS

This study uses a quantitative approach with a descriptive method. The research population is all consumers who buy Sampoerna brand cigarette products in Kayurara Village, Sekayu District. The sampling technique used non-probability sampling with the accidental sampling method, so that as many as 75 respondents were obtained.

Data Collection Techniques

The data in this study was obtained through several data collection techniques, namely:

1. Questionnaires, which are used to obtain primary data from respondents through a number of statements arranged based on the Likert scale.
2. Observation, which is carried out to observe phenomena related to the object of research.
3. Interviews, which are conducted directly to respondents to obtain supporting information.

Variables studied

This study involves two types of variables, namely independent variables including price (X_1) and product quality (X_2) and dependent variables, namely the purchase decision (Y) of Sampoerna brand cigarette products in the community of Kayurara Village, Sekayu District. The relationship between these variables is analyzed to

determine the influence of each independent variable, either partially or simultaneously, on consumer purchasing decisions.

Variable Operational Definition

1. Price is an element of the marketing mix that generates revenue, another element generates costs.
2. Product Quality is everything that includes and provides value to satisfy a person's needs or desires.
3. Purchase Decision is the stage in the buyer's decision return process where the consumer effectively buys a product or service.

Data Analysis Techniques

Data analysis was carried out with the help of the SPSS version 25 program. Before the hypothesis test is carried out, a validity test, a reliability test, and a classical assumption test are first carried out which include the normality test, the multicollinearity test, and the heteroscedasticity test. Furthermore, the data is analyzed using multiple linear regression analysis to determine the influence of price and product quality on purchase decisions. Hypothesis testing is carried out through the t-test to determine the influence partially, the F-test to determine the simultaneous influence, the determination coefficient (R^2) to determine the amount of contribution of independent variables to the dependent variables, and correlation analysis (r) to show the strong or absence of a relationship between two or more variables.

Data analysis methods

The data analysis technique used is multiple *regression analysis (Multiple Regression Model)* OLS (*Ordinary Least Square*) method Regression analysis is carried out to see the influence of price variables, product quality on the purchase decision of Sampoerna brand cigarette products in the community of Kaurara Village, Sekayu District. The regression analysis in this study was processed with the help of the SPSS version 25 application. With the form of the equation as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

- Y : Purchase Decision
 X_1 : Price Dimension Score
 X_2 : Product Quality Dimension Score
 A : Constant of regression equations
 β_1, β_2 : Multiple regression coefficient
 e : Residual

RESEARCH RESULTS

Descriptive Results of Respondent Characteristics

The respondents in this study amounted to 75 consumers, from the questionnaire distributed to the respondents, a description of the characteristics of the respondents was produced as follows:

a. Characteristics of Respondents by Gender

Table 1. Characteristics of Respondents by Gender

No.	Gender	Number of Respondents (people)	Percentage
1.	Men	75	100%
Total		75	100%

Source: Primary Data (processed), 2025

Based on table 1, we can see that the respondents who are male amounted to 75 respondents (100 percent).

b. Characteristics of Respondents by Age

Table 2. Characteristics of Respondents by Age

No.	Age	Number of Respondents	Percentage
1.	18-25	38	51%
2.	26-35	24	32%
3.	>35	13	17%
Quantity		75	100%

Source : Primary Data (processed), 2025

c. Characteristics of Respondents Based on Education Level

Table 3. Characteristics of Respondents Based on Education Level

No.	Education	Number of Respondents	Percentage
1.	High School	8	10%
2.	Diploma Three	26	35%
3.	Bachelor	41	55%
Quantity		75	100%

Source: Primary Data (processed), 2025

Based on table 3, we can see that respondents with a high school education amounted to 8 respondents (10 percent), respondents with a Diploma Three education amounted to 26 respondents (35 percent), respondents with a bachelor's education amounted to 41 respondents (55 percent).

Data Quality Test

1. Validity Test

Table 4. Validity Test Results

Variable	Statement No	<i>Corrected Item Total</i>		
		<i>Correlation</i> (r-count)	r-table	Remarks
Price (X1)	X1.1	0,775	0,224	Valid
	X1.2	0,632	0,224	Valid
	X1.3	0,898	0,224	Valid
	X1.4	0,841	0,224	Valid
	X1.5	0,636	0,224	Valid
Product Quality (X2)	X2.1	0,795	0,224	Valid
	X2.2	0,838	0,224	Valid
	X2.3	0,641	0,224	Valid
	X2.4	0,905	0,224	Valid
	X2.5	0,788	0,224	Valid
Purchase Decision (Y)	Y1	0,759	0,224	Valid
	Y2	0,713	0,224	Valid
	Y3	0,810	0,224	Valid
	Y4	0,742	0,224	Valid
	Y5	0,383	0,224	Valid

Source : Primary Data (processed), 2025

From the results of the validity test above, it can be said that the value of r for the overall calculation of the item is greater than the r of the table, then it can be found that all items can be said to be valid and used to measure the instrument in the research.

2. Reliability Test

Table 5. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	Remarks
Price (X1)	0,816	Reliable
Product Quality (X2)	0,855	Reliable
Purchase Decision (Y)	0,724	Reliable

Source : Primary Data (processed), 2025

From the table above, it is obtained that the *Cronbach's alpha* value for the price variable (X1) is $0.816 > 0.7$, it can be concluded that the price variable has a reliable value. For the product quality variable (X2), *Cronbach's alpha* value is $0.855 > 0.7$ and it can be concluded that the product quality variable is also reliable. For the purchase decision variable (Y), the *Cronbach's alpha* value is $0.724 > 0.7$ and it can be concluded that the purchase decision variable is also reliable.

3. Classic Assumption Test

a. Normality Test

Table 6. Normality Test

		Unstandardized Residual
N		75
Normal Parameters, b	Red	0.0000000

	Std.	2.59444391
	Deviation	
Most Extreme Differences	Absolute	0.066
	Positive	0.034
	Negative	-0.066
Test Statistic		0.066
Asymp. Sig. (2-tailed)		0.200c,d

Source : Primary Data (processed), 2025

Based on table three above using the Kolmogorov Smirnov test, it is known that the significance value of 0.200 above 0.05 then the data distribution meets the assumption of normality or the distribution of the data is normal.

b. Multicollinearity Test

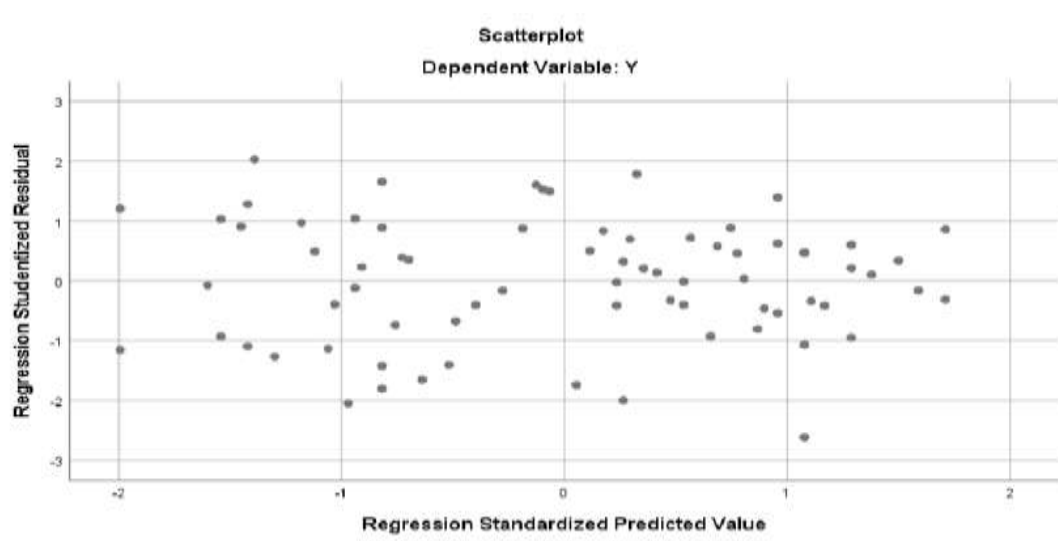
Table 7. Multicollinearity Test

	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
Models	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	5.909	1.157		5.106	0.000		
X1	0.290	0.207	0.326	1.396	0.167	0.101	9.906
X2	0.386	0.195	0.461	1.977	0.052	0.101	9.906

Source : Primary Data (processed), 2025

The VIF value for the price variable is 9.906 and for the product quality variable is 9.906. Because the VIF value of the two is no more than 10, it can be said that there is no multicollinearity in the two independent variables. Based on the requirements of the classical assumption of linear regression, a good linear regression model is one that is free from multicollinearity. Thus, the above model has been free from the existence of multicollinearity.

c. Heteroscedasticity Test



Source : Primary Data (processed), 2025

Figure 1. Heteroscedasticity Test

From the *Scatterplot* graph above, it can be seen that the dots are scattered randomly, and scattered up and down the number 0 on the Y axis.

4. Multiple Linear Regression Analysis Results

Table 8. Multiple Linear Regression Results

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
1 (Constant)	5.909	1.157		5.106	0.000
X1	0.290	0.207	0.326	1.396	0.167
X2	0.386	0.195	0.461	1.977	0.052

Source : Questionnaire data that has been processed, 2025

Based on the table above, it can be known that the regression equations that are formed, namely:

$$Y = 5.909 + 0.290X1 + 0.386X2 + e$$

The interpretation of the results of the above equation is as follows:

- Constant value of 5.909 states that if the price (X1) and the product quality (X2) value is 0, then the purchase decision (Y) value is 5.909. This constant value describes the basic level of purchasing decisions that can occur without being influenced by price and product quality variables.
- The regression coefficient for price (X1) of 0.290 states that for every time one price value is added (X1), the value of the purchase decision (Y) increases by 0.290.
- The regression coefficient for product quality (X2) of 0.386 states that for every time one product quality value (X2) is added, the purchase decision value (Y) increases by 0.386.

5. Correlation Test (r)

Table 9. Correlation Test (r)

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.77a	0.604	0.593	2.63023

Source: Questionnaire data that has been processed, 2025

From the table above, it is known that the correlation value (R) is 0.777, this shows a strong relationship between the influence of price and product quality on the purchase decision of sampoerna brand cigarette products in the community of Kayuara Village, Sekayu District because it is in the range of 0.60 – 0.799. Thus, it can be interpreted that the better the consumer perception of the price and quality of the products offered, the higher the level of purchase decisions made by consumers.

6. Coefficient of Determination

Table 10. Coefficient of Determination

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	0.777a	0.604	0.593	2.63023
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Source : Questionnaire data that has been processed, 2025

Based on the table above, it is known that the r^2 of 0.604 means that the price and quality of the product on the purchase decision of Sampoerna brand cigarette products in the Kayuara village community is 0.604 or 60.4 percent and other variables other than those in this study are 77.7 percent.

7. Hypothesis Test

a. T test

Table 11. T test

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.909	1.157		5.106	0.000
1 X1	0.290	0.207	0.326	1.396	0.167
X2	0.386	0.195	0.461	1.977	0.052

Source : Questionnaire data that has been processed, 2025

Based on the table, it is known that the t-value calculates the price variable (1.396) and the product quality variable (1.977). The table t-value for $n = 75$ is (1.992). By comparing t calculation with t table, it was obtained that t calculated the price variable (1,396) < t table (1,992), then it can be concluded that H_a was rejected and H_o was accepted, meaning that there was no price influence on the purchase decision of Sampoerna brand cigarette products in the Kayuara Village community and the product quality variable (1,977) < t table (1,992), then it can be concluded that H_a was rejected and H_o was accepted, meaning that there was no influence of product quality on the purchase decision of cigarette products Sampoerna brand in the community of Kayuara Village.

b. Test F

Table 12. Test F

Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	760.216	2	380.108	54.944	0.000b
Residual	498.104	72	6.918		
Total	1258.320	74			

Source : Questionnaire data that has been processed, 2025

It is known that the Sig. value of 0.000 (<0.05) then it is concluded that the Independent variable, price (X1) and product quality (X2) have a simultaneous effect (together) on the Dependent variable, purchase decision (Y).

DISCUSSION

Based on the results of data processing using SPSS version 25, it was obtained that the validity value of the questionnaire items was found that the entire questionnaire item could be said to be valid because the r-count value (Item Total

Correlation) $>r$ -table was 0.224. From the SPSS calculation, it is obtained that the Cronbach's α value for the price variable (X_1) is $0.816 > 0.7$, thus it can be concluded that the price variable (X_1) has a reliable value. For the product quality variable (X_2), Cronbach's α value is $0.855 > 0.7$ and it can be concluded that the product quality variable (X_2) is also reliable. For the purchase decision variable (Y) Cronbach's α value is $0.724 > 0.7$ and it can be concluded that the purchase decision variable (Y) is also reliable. It is known that the correlation value (R) is 0.777, this shows a strong relationship between the influence of price and product quality on the purchase decision of Sampoerna brand cigarette products in the people of Kayuara Village, Sekayu District because it is in the range of 0.60 - 0.799. From the results of the hypothesis test (t-test), it is known that the t-value calculates the price variable (1.396) and the product quality variable (1.977). The table t-value for $n=75$ is (1.992). By comparing t calculation with t table, it is obtained that t calculates the price variable ($1.396 < t$ -table (1.992), then it can be concluded that H_a is rejected and H_o is accepted, meaning that there is no price influence on the purchase decision of Sampoerna brand cigarette products in the Kayuara Village community and the product quality variable ($1.977 < t$ -table (1.992), then it can be concluded that H_a is rejected and H_o is accepted, meaning that there is no influence of product quality on the purchase decision of brand cigarette products Sampoerna to the people of Kayurara Village. It is known that the Sig. value is 0.000 (< 0.05), so it is concluded that the Independen variable has a simultaneous effect (together) on the dependen variable.

CONCLUSION

The findings of this study indicate that price does not have a statistically significant partial effect on purchasing decisions for Sampoerna cigarettes among consumers in Kayuara Village. Although consumers generally consider price when evaluating products, the results suggest that price alone is not the primary determinant of purchasing decisions in this context. One possible explanation is that consumers perceive Sampoerna cigarettes as having relatively stable prices across retailers, reducing price sensitivity. In addition, consumers who are already familiar with the brand may prioritize other attributes over price when making purchasing decisions.

This finding is consistent with the study by Azmi and Yusuf (2022), who reported that price did not significantly influence purchasing decisions. However, it differs from the findings of Al-Haddad and Ernawati (2021), who found that price had a significant effect on purchasing decisions. These differences suggest that the influence of price may vary depending on consumer characteristics, purchasing power, and the market environment.

The results also show that product quality does not have a statistically significant partial effect on purchasing decisions. Although product quality is generally regarded as an important factor influencing consumer behavior, the findings indicate that consumers in Kayuara Village may perceive only minor differences in quality among cigarette brands. Consequently, product quality alone is insufficient to significantly influence purchasing decisions.

Nevertheless, price and product quality jointly have a significant effect on purchasing decisions. This finding indicates that consumers evaluate these two factors simultaneously rather than independently. Consumers are more likely to make purchasing decisions when they perceive that the price is appropriate for the quality offered. This result supports the concept of perceived value, which suggests that purchasing decisions are influenced by consumers' overall assessment of the trade-off between the benefits received and the costs incurred.

The coefficient of determination indicates that 60.4% of the variation in purchasing decisions can be explained by price and product quality, while the remaining variation is explained by other factors not included in this study. These factors may include brand image, promotion, consumer loyalty, social influence, lifestyle, and brand trust. Future studies should therefore include these variables to obtain a more comprehensive understanding of consumer purchasing behavior.

Overall, this study contributes to the marketing literature by demonstrating that purchasing decisions for Sampoerna cigarettes are influenced more by the combined effect of price and product quality than by either variable individually. The findings also provide practical implications for marketing managers, suggesting that maintaining an appropriate balance between product quality and pricing strategy is more effective than focusing on either aspect alone.

The suggestions from the results of this study are as follows:

1. PT Hm Sampoerna Tbk must pay attention to the price marketed in accordance with the benefits felt by the community.
2. PT Hm Sampoerna Tbk must pay attention to product quality so that Sampoerna products are able to provide a good reputation to the community and guarantee the standards and quality provided.
3. This research can be used as a guideline for future researchers with the same variable title so that this research can continue to be used, and the author suggests that future researchers can research other variables such as consumer loyalty, and others.

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