
THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, AND CONSUMER TRUST ON BIRD'S NEST PURCHASING DECISIONS AT UD. EFIYANTO MEDAN

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ABSTRACT

This research is motivated by the fluctuation of swallow nest sales at UD. Efiyanto Medan which is suspected to be influenced by product quality, price perception, and consumer trust. This study aims to determine the effect of product quality, price perception, and consumer trust on swallow nest purchasing decisions at UD. Efiyanto Medan. The research method used is descriptive quantitative. The study population consisted of 120 customers of UD. Efiyanto Medan and the entire population was sampled through a saturated sampling technique (census). Data collection techniques were carried out through observation, interviews, questionnaires, and documentation studies, while the data analysis method used multiple linear regression, hypothesis testing, and classical assumption tests. The results showed that the product quality variable had a t-value of $5.974 > t\text{-table } 1.980$ and a significant value of $0.000 < 0.05$, so it had a positive and significant partial effect on purchasing decisions. The price perception variable had a t-value of $3.707 > t\text{-table } 1.980$ and a significant value of $0.000 < 0.05$, so it had a positive and significant partial effect on purchasing decisions. The consumer trust variable has a calculated t-value of $4.512 > t\text{-table } 1.980$ and a significance value of $0.000 < 0.05$, thus having a positive and significant partial effect on purchasing decisions. The F-test results indicate that product quality, price perception, and consumer trust simultaneously have a positive and significant effect on purchasing decisions, with an F-value of $65.661 > F\text{-table } 2.68$ and a significance value of $0.000 < 0.05$. The results indicate that product quality, price perception, and consumer trust are important factors influencing purchasing decisions for bird's nests at UD. Efiyanto Medan. Therefore, the company needs to maintain product quality, set appropriate prices, and increase consumer trust to encourage sustainable purchasing decisions.

Keywords: Product Quality; Price Perception; Consumer Trust; Purchasing Decision; Bird's Nest.

Submitted: 05 August 2026	Accepted: 05 September 2026	Published: 25 September 2026
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INTRODUCTION

The bird's nest business is one of the business sectors with high economic prospects in Indonesia due to its high sales value and increasing demand, both in the domestic and international markets. This situation has led to increasingly intense competition among business players, requiring each company to implement appropriate marketing strategies to maintain and increase consumer purchasing decisions. According to Sasmita (2018), the bird's nest business is highly competitive, requiring companies to have an appropriate competitive strategy to face market competition. One factor determining a company's success in winning the competition is the ability to understand the factors that influence consumer purchasing decisions.

A purchasing decision is the process by which consumers select and decide to purchase a product after considering various available alternatives. According to Lotte (2023), a purchasing decision is the process by which consumers choose to purchase or use a particular product or service. In the bird's nest industry, purchasing decisions are influenced by various factors, including product quality, price perception, and consumer trust. If the product quality does not meet expectations, the price is perceived as disproportionate to the benefits received, or trust in the company is low, consumers tend to delay or even cancel their purchase decision.

This phenomenon also occurs at UD. Efiyanto Medan. Sales data for the past three months shows fluctuations in sales, from 50 kg in January, down to 45 kg in February, and then increasing to 55 kg in March. This fluctuation indicates that consumer purchasing decisions are unstable. The decline in sales is suspected to be influenced by changes in market demand, consumer purchasing power, competition with competitors, and consumer perceptions of product quality, price, and level of trust in the company. This situation highlights the importance of identifying factors that influence purchasing decisions so companies can develop more effective marketing strategies.

Product quality is one factor influencing purchasing decisions because it reflects the product's ability to meet consumer needs and expectations. For bird's nest products, quality is determined by cleanliness, color, texture, aroma, nutritional content, and processing. Umaroh (2020) states that product quality aims to provide consumer confidence in making purchasing decisions while maintaining sales stability and retaining customers. In addition to product quality, price perception also plays a crucial role in shaping purchasing decisions. Mujid and Andrian (2021) explain that price is a crucial factor in running a business because it is a source of company revenue and a primary consideration for consumers before making a purchase. On the other hand, Pavlou (2016) stated that consumer trust is a consumer's willingness to rely on a company, believing that the company will act honestly and meet their needs. Therefore, product quality, price perception, and consumer trust are interrelated variables that influence purchasing decisions.

Based on this phenomenon, this study aims to analyze the influence of product quality, price perception, and consumer trust on purchasing decisions for bird's nests at UD. Efiyanto Medan, both partially and simultaneously. This research is expected to provide solutions for companies in formulating strategies to improve product quality, set prices that align with consumer perceptions, and increase consumer trust, thereby increasing purchasing decisions. Based on the theoretical basis and research phenomena, the proposed hypothesis is that product quality, price perception, and consumer trust have a positive and significant influence on purchasing decisions for bird's nests at UD. Efiyanto Medan, both partially and simultaneously.

RESEARCH METHODS

This research used a quantitative approach with descriptive methods. The study was conducted at UD. Efiyanto Medan, located at Jalan Asia Raya Blok MM No. 1–2, Sukaramai II Village, Medan Area District, North Sumatra, from December 2024 to July 2025. The study population consisted of 120 customers, and the entire population was sampled using a saturated sampling technique (census). The research objects included product quality (X_1), price perception (X_2), and consumer trust (X_3) as independent variables, and purchase decision (Y) as the dependent variable. Research data were collected through observation, interviews, a Likert-scale questionnaire, and documentation. Product quality variables were measured based on freshness, availability, brand, certification, and product safety; price perception based on affordability, price-to-quality ratio, competitiveness, and price-benefit; consumer trust based on product availability, quality assurance, transparent communication, scientific evidence, testimonials, and brand reputation; and purchase decision measured through problem recognition, information search, alternative evaluation, purchase decision, recommendations, and repeat purchases. Data analysis was carried out using validity tests,

reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination (R^2).

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity Test

According to Ghozali (2018), validity testing is used to measure the validity of a questionnaire. An instrument is declared valid if each statement item is able to measure the variable being studied, as indicated by a calculated r value $>$ r table value.

Table 1. Validity Test of Purchase Decisions

Questions	R _{value}	R _{table}	Remarks
1	0,772	0,179	Valid
2	0,802	0,179	Valid
3	0,714	0,179	Valid
4	0,734	0,179	Valid

Based on the test results in Table 1 above, it can be seen that each question item for the interest variable has a calculated $r > r$ table (0.719) and is positive. Therefore, the question item is declared valid.

Table 2 Product Quality Validity Test

Questions	R _{value}	R _{table}	Remarks
1	0,707	0,205	Valid
2	0,685	0,205	Valid
3	0,657	0,205	Valid
4	0,659	0,205	Valid
5	0,723	0,205	Valid

Based on the test results in Table 2 above, it can be seen that each question item on the Product Quality variable has a calculated $r > r$ table (0.205) and is positive. Therefore, the question item is declared valid.

Table 3 Price Perception Validity Test

Questions	R _{value}	R _{table}	Remarks
1	0,372	0,179	Valid
2	0,663	0,179	Valid
3	0,585	0,179	Valid
4	0,787	0,179	Valid
5	0,744	0,179	Valid

Based on the test results in Table 3 above, it can be seen that each question item on the marketing communication variable has a calculated $r > r$ table (0.179) and is positive. Therefore, the question item is declared valid.

Table 4 Consumer Trust Validity Test

Questions	R _{value}	R _{table}	Remarks
1	0,485	0,179	Valid
2	0,751	0,179	Valid
3	0,743	0,179	Valid
4	0,630	0,179	Valid
5	0,730	0,179	Valid

Based on the test results in Table 4 above, it can be seen that each question item on the marketing communication variable has a calculated $r > r$ table (0.179) and is positive. Therefore, the question item is declared valid.

Reliability Test

According to Ghozali (2018), reliability testing is used to measure the consistency of a questionnaire. An instrument is considered reliable if it produces consistent results over time, with a Cronbach's Alpha value of ≥ 0.60 , while a value of 0.70–0.80 indicates a high level of reliability.

Table 5 Reliability Test Results

No	variabel	Cronbach Alpha	Criteria	Remarks
1	Keputusan pembelian (Y)	0,888	0,60	Reliabel
2	Kualitas produk (X ₁)	0,864	0,60	Reliabel
3	Persepsi harga(X ₂)	0,830	0,60	Reliabel
4	Kepercayaan Konsumen (X ₃)	0,786	0,60	Reliabel

Based on the test results in Table 5, all research variables have a Cronbach's Alpha value > 0.60, so that all statement items are declared reliable and suitable for use as research instruments.

Classical Assumption Test

Normality Test

According to Sugiyono (2019), the normality test is used to determine whether the data in a regression model is normally distributed. Data is considered normally distributed if it spreads around the diagonal line and has a significance value > 0.05. A significance value < 0.05 indicates the data is not normally distributed.

Table 6 One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			120
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.45135280
Most Extreme Differences	Absolute		.063
	Positive		.044
	Negative		-.063
Test Statistic			.063
Asymp. Sig. (2-tailed)			.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on Table 6 above, it is known that the Asymp Sig. (2-tailed) value is 0.2, meaning that in the research regression model, the dependent variable and independent variable have a normal distribution.

Multicollinearity Test

According to Ardiansyah (2017), the multicollinearity test is used to determine whether there is a correlation between independent variables in a regression model. A good regression model does not experience multicollinearity, as indicated by a VIF value <10.00 and a Tolerance >0.10.

Table 7 Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.089	1.366		.065	.948		
1 Kualitas produk	.352	.059	.438	5.974	.000	.595	1.681
persepsi harga	.213	.058	.255	3.707	.000	.675	1.482
Kepercayaan Konsumen	.268	.059	.288	4.512	.000	.784	1.276

a. Dependent Variable: keputusan pembelian

Table 7 above shows that the analysis results show that the variance inflation factor (VIF) values for each independent variable are as follows:

- The VIF for the Product Quality variable (X₁) is 1.681 < 10, with a tolerance value of 0.595 > 0.10.
- The VIF for the Price Perception variable (X₂) is 1.482 < 10, with a tolerance value of 0.675 > 0.10.

- c) The VIF for the Consumer Trust variable (X1) is $1.1276 < 10$, with a tolerance value of $0.784 > 0.10$.

Therefore, it can be concluded that there are no symptoms of multicollinearity and can be used.

Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test is used to determine whether there is inequality in residual variance in a regression model. The test is conducted using the Glejser test.

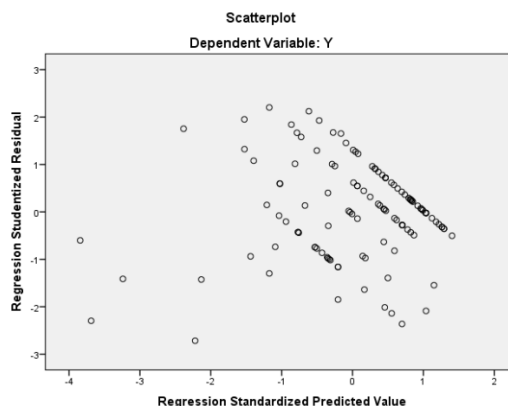


Figure 1 Heteroscedasticity Test

Based on the scatterplot above, it can be seen that the points are spread randomly, do not form a particular pattern or are irregular and the points are also spread above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is a method for measuring the extent to which two or more independent variables influence a single dependent variable. According to Sugiyono (2018:110), this analysis is used by researchers to predict the fluctuations in the condition of the dependent variable based on changes (manipulations) in the values of the independent variables as predictors.

Table 8 Multiple Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.089	1.366		.065	.948
1 Kualitas produk	.352	.059	.438	5.974	.000
persepsi harga	.213	.058	.255	3.707	.000
Kepercayaan Konsumen	.268	.059	.288	4.512	.000

a. Dependent Variable: Keputusan pembelian

Based on Table 8 above, the following equation can be formed:

$$Y = 0.089 + 0.352X_1 + 0.213X_2 + 0.268X_3$$

The explanation is as follows:

- A constant of 0.089 means that if the variables product quality, price perception, and consumer trust are equal to 0, then the purchase decision (Y) will be 0.089.
- The regression coefficient for the product quality variable (X1) is 0.177, meaning that if the other independent variables remain constant and product quality increases by 1%, then product quality will increase by 0.177. A positive coefficient indicates a positive relationship between product quality and purchase decisions.
- The regression coefficient for the price perception variable (X2) is 0.520, meaning that if the other independent variables remain constant and price perception increases by 1%, then price perception will increase by 0.520. A positive coefficient indicates a positive relationship between price perception and purchase decisions.
- The regression coefficient of the consumer confidence variable (X3) is 0.520, meaning that if the other independent variables remain constant and consumer confidence increases by 1%, then

consumer confidence will increase by 0.520. A positive coefficient means that there is a positive relationship between price perception and purchasing decisions.

Hypothesis Testing

A hypothesis is a tentative answer that must be tested. The purpose of this test is to determine whether the tentative answer is accepted or rejected.

Partial Significance Test (t-Test)

The t-test measures the effect of each independent variable on the dependent variable. If the calculated t-value > t-value or the significance value < 0.05, the effect is significant (H0 is rejected); otherwise, the effect is not significant (H0 is accepted).

Table 9 T-Test Results (Partial Test)

Table 5. F-Test Results (Area 100)						
Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.089	1.366		.065	.948
	Kualitas produk	.352	.059	.438	5.974	.000
	persepsi harga	.213	.058	.255	3.707	.000
	Kepercayaan Konsumen	.268	.059	.288	4.512	.000

a. Dependent Variable: Keputusan pembelian

Based on Table 9, the processed results of the SPSS model, it can be concluded:

- The calculated t-value for product quality (X1) is 5.974 with a significance level of 0.000. This means that the product quality variable has a positive and significant effect on purchasing decisions, with a calculated t-value of 5.974 > t-table 1.980 and a significance value of 0.000 < 0.05.
- The calculated t-value for price perception (X2) is 3.707 with a significance level of 0.000. This means that the price perception variable has a positive and significant effect on purchasing decisions, with a calculated t-value of 3.707 > t-table 1.980 and a significance value of 0.000 < 0.05.
- The calculated t value for consumer trust (X3) is 4.512 with a significance level of 0.000, so the consumer trust variable has a positive and significant effect on purchasing decisions with a calculated t value of 4.512 > t-table 1.980 and a significance value of 0.000 < 0.05.

Simultaneous Significance Test (F-Test)

The F test examines the joint influence of independent variables on the dependent variable. Ho is accepted if the calculated F < F table or sig < 0.05; otherwise, Ha is accepted.

Table 10 F-Test Results (Simultaneous Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	425.660	3	141.887	65.661	.000 ^b
	Residual	250.665	116	2.161		
	Total	676.325	119			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), Persepsi harga, Kualitas produk

Based on the table above, it can be seen that the calculated F value is 65.661 with a significance level of 0.000. With the use of a significance level (α) of 5%. Based on the table, it is obtained 0.000 < 0.05, and the calculated F is 65.661 and the F table is 2.68. This shows that there is a simultaneous influence between product quality, price perception, and consumer trust on purchasing decisions.

Table 11 Summary of Research Results

No	Hipotesis	Uji T	Uji F	Hasil
1	H ₁ : Pengaruh kualitas produk terhadap Keputusan Pembelian	5.974		Berpengaruh positif dan signifikan secara parsial
2	H ₂ : Pengaruh persepsi harga terhadap keputusan Pembelian	3.707		Berpengaruh positif dan signifikan

3	H ₃ : Pengaruh kepercayaan konsumen terhadap keputusan Pembelian	4.512	Berpengaruh positif dan signifikan secara parsial
4	H ₄ : Pengaruh Kualitas Produk, Persepsi Harga, dan Kepercayaan Konsumen Secara Simultan terhadap Keputusan Pembelian	65,661	Berpengaruh positif dan signifikan secara simultan

Coefficient of Determination

The coefficient of determination (R Square) aims to measure how large the percentage of influence of the independent or free variable is on the dependent or bound variable in percentage units in a research regression model.

Table 12 Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.620	1.47000

a. Predictors: (Constant), X3, X2, X1

The results of the determinant test in Table 12 above show that:

- 1) The R value is 0.793, indicating a 79.3% relationship between product quality and price perception on purchasing decisions. This indicates a strong relationship.
- 2) The R Square is 0.629, indicating that 62.9% of the factors influencing purchasing decisions can be explained by product quality, price perception, and consumer trust, while the remaining 37.1% is explained by other factors not examined in this study.

CONCLUSIONS

Based on the research findings, product quality, price perception, and consumer trust have positive and statistically significant relationships with purchasing decisions for bird's nest products at UD. Efiyanto Medan, both individually and simultaneously. The partial t-test results indicate that product quality significantly influences purchasing decisions, with a t-value of 5.974 exceeding the critical t-value of 1.980 ($p < 0.001$). Similarly, price perception demonstrates a positive and significant influence, with a t-value of 3.707 ($p < 0.001$), indicating that consumers' perceptions of price play an important role in their purchasing decisions. Consumer trust also shows a positive and significant influence, with a t-value of 4.512 ($p < 0.001$), highlighting the importance of consumer confidence in the products and the company. Furthermore, the simultaneous F-test confirms that product quality, price perception, and consumer trust collectively have a statistically significant relationship with purchasing decisions, as indicated by an F-value of 65.661, which exceeds the critical F-value of 2.68 ($p < 0.001$). These findings suggest that product quality is the strongest predictor based on its reported standardized regression coefficient, followed by consumer trust and price perception. Therefore, UD. Efiyanto Medan should prioritize maintaining consistent product quality, establishing competitive and reasonable pricing strategies, and strengthening consumer trust through transparent communication and reliable services to improve purchasing decisions and support long-term business sustainability.

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