

Original Article

Analysis of the Influence of Product Quality, Price, and Social Media Marketing on Purchase Interest (Study on Angkringan Djoegjakarto)

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Abstract: Based on the findings of previous preliminary research, it is evident that the sales performance at Angkringan Djoegjakarto experienced a significant decline in April 2023, accompanied by fluctuations in sales levels throughout 2023. This study seeks to examine the influence of product quality, pricing, and social media marketing on sales performance at Angkringan Djoegjakarto. This study designates the social media followers of Angkringan Djoegjakarto as the research population, and sampling was conducted through purposive sampling. The sample in this study consisted of 100 respondents who met the following criteria: consumers of Angkringan Djoegjakarto in Bogor Regency, aged 17 years old, familiar with and actively following Angkringan Djoegjakarto on social media, and having purchased or visited Angkringan Djoegjakarto at least once within the past three months. The obtained data were examined employing multiple linear regression techniques and analyzed utilizing SPSS software. The findings of this study demonstrate that product quality exerts a significant positive influence on the purchase intention of Angkringan Djoegjakarto, price also has a significant positive impact on purchase intention, and social media marketing similarly shows a significant positive effect on the purchasing intent of Angkringan Djoegjakarto.

Keywords: Product Quality, Price, Social Media Marketing, Purchase Intention, Angkringan Djoegjakarto.

I. INTRODUCTION

Entrepreneurship is crucial during crises because it provides construction to changing circumstances (Xu et al., 2021), helping to change people's perspectives by stimulating the recognition of opportunities. Local entrepreneurs will establish connections with local communities that will form mutually beneficial alliances. In this regard, local entrepreneurs and small businesses have shifted their focus to helping communities in the area to help the survival of small businesses and local communities (Giones et al., 2020; Hampel et al., 2020).

Every company is interested in studying its achievements to reflect the success of its business in market competition (Pattipeilohy, 2018). According to Leon and Uncles (2010), business actors have faced difficult challenges to achieve good business performance and lead in competition, by providing value or benefits of a product to consumers, so that customers will feel satisfied and make a repeat purchase, or what is called customer reaction. Witiastuti et al. (2016) stated that the company's ability to provide more value than competitors, such as product quality development, producing more varieties of products, good service, and competitive prices, can create consumer loyalty and provide benefits and advantages, so that it can make a superior business.

This research will place the object of research in the form of Angkringan Djoegjakarto in Bogor. Angkringan Djoegjakarto is an angkringan that provides food and drinks, and has been established since August 10, 2020. Angkringan Djoegjakarto is located in Bogor Regency because Bogor Regency is one of the areas with the largest public consumption in Indonesia. This angkringan can be said to be a modern version of angkringan in general, which is usually on the side of the road and only uses grobak, types of food sold by Angkringan Djoegjakarto, ranging from satay, rice, and various drinks. In the face of competition in the culinary industry and angkringan in particular, Angkringan Djoegjakarto strives to increase sales with existing resources. In exploring the phenomenon of existing problems, the researcher also conducted pre-research to explore consumer perception of Angkringan Djoegjakarto. The results of the pre-research indicate that there are indications of problems in Angkringan Djoegjakarto regarding low consumer perception of the variables being studied. On this basis, it is urgent to research how to increase Purchase Interest in Angkringan Djoegjakarto through independent variables in the form of product quality, price, and *social media marketing*.



Furthermore, this study includes a literature review aimed at identifying voids in prior research, which will be summarized in the research gap. This research seeks to deliver an exhaustive overview of the influence of interdependence. However, it should be acknowledged that the existing literature reveals certain voids in the research findings. The notion of a research gap pertains to the inadequacies within extant studies that motivate scholars to pursue additional inquiry. Ferdinand (2014) has documented the disparity in a summary table, which is provided below.

Table 1: Research Gap

The Influence of Relationships Between Variables	Researchers	Gap Findings
Product Quality vs. Interest Purchase	Saribu & Maranatha (2020)	Product Quality Affects Purchase Interest.
	Lestari, Et al., (2022)	Product Quality has no effect on Purchase Interest.
Price to Purchase Interest	Puspitasari, et al., (2018)	Price affects Interest Purchase.
	Haryanto, et al. (2022)	Price has no effect on Purchase Interest.
Social Media Marketing to Interest Purchase	Because & Hasmawaty (2021)	Social Media Marketing Affects Purchase Interest.
	Setianingtyas & Nurlaili (2020)	Social Media Marketing has no effect on Purchase Interest.

II. LITERATURE REVIEW

Marketing performance is a term employed to assess a company's effectiveness in promoting its products (Arbawa & Wardoyo, 2020). Marketing performance pertains to the outcomes of executing a company's strategy, including customer satisfaction, the success of new products, sales expansion, and profitability (Ferdinand, 2000). According to Ferdinand (2000), the company's strategy is consistently aimed at achieving strong marketing performance—including sales volume and sales growth rate—as well as favorable financial outcomes. Therefore, the evaluation of a company's marketing performance employs indicators such as sales, customer acquisition, and customer retention to more accurately represent marketing effectiveness and competitive positioning (Puspitasari, 2015). A superior business is one of the company's potential capabilities to improve business performance or marketing. Good marketing performance is characterized by good sales growth from previous years and higher growth than competitors, and has a wider market share than in previous years. Meanwhile, poor marketing performance is characterized by declining sales, declining sales compared to the previous year and the same industry competitors, and declining market share.

A) *The Influence of Product Quality on Purchase Interest*

The audit committee has played a significant role in the implementation of superior product quality, which will result in an increase in Purchase Interest in a business. According to Stephanie and Marrus (2002), the influence of marketing strategy is a marketing process that focuses on the long-term goals of the organization, accompanied by the preparation of a plan or effort on how to achieve these goals in order to achieve sales that are always rising. This can also determine the volume of sales up or down in a company. Based on the literature, previous research findings reveal that product quality is able to positively and significantly affect Purchase Interest in research findings conducted by Saribu & Maranatha (2020) and Segati (2018).

H1: Product Quality has a significant positive effect on Purchase Interest (The higher the Product Quality, the higher).

B) *Purchase Interest Price Effect on Purchase Interest*

The size of sales results is influenced by two factors (Ali et al., 2019; Homburg et al., 2017), namely: 1) Changes in the selling price or unit of product. This change in selling price is determined by market conditions that are difficult for the company to control, so it will affect the size of sales. 2) Changes in the volume of products sold or produced. Changes in the volume of products sold have a direct relationship with sales department activities. An increase in sales volume means that the sales department is actively working assuming that marketing costs are fixed, with an increase in sales volume means that the company is more efficient in its operations. Based on the literature, previous research findings reveal that prices are able to positively and significantly affect Purchase Interest in research findings conducted by Puspitasari et al. (2018) and Fristy (2021).

H2: Price has a significant positive effect on Purchase Interest (The better the price offered, the higher the Buying Interest)

C) *The Influence of Social Media Marketing on Buying Interest*

Social media marketing is a form of online advertising that uses the cultural context of the social community, including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals (Tuten, 2008; Handika et & Sudaryanti, 2017). Based on existing literature studies, it was found that there was previous research that

revealed that *social media marketing* was able to influence Purchase Interest. Satria & Hasmawaty (2021) revealed that *social media marketing* on Telkomsel AS Cards is able to increase sales of Telkomsel AS Cards in Palembang. The same thing is expressed in the findings of a study conducted by Reken et al. (2020), which states that *social media marketing* through *websites*, *social media*, and *email marketing* is able to increase sales in Ciputra Tallasa Jo Makassar.

H3: *Social Media Marketing* has a significant positive effect on Buying Interest (The better the *Social Media Marketing*, the higher the Buying Interest)

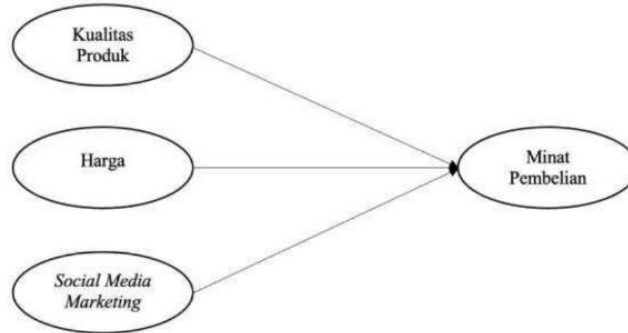


Figure 1. Frame of Mind

Source: aribu & Maranatha, (2020); Fristy (2021); Satria & Hasmawaty (2021); and has been developed for research

III. RESEARCH METHODS

A) Research Variables

Research variables, according to Sugiyono (2019), are attributes, values, or traits of people, objects, or activities that have certain variations that are determined by researchers to be studied and conclusions drawn. In this study, dependent variables and independent variables were used with the following explanation:

1. Independent Variables: Independent variables or independent variables according to Sugiyono (2019), are variables that affect or cause changes in the emergence of bound variables or dependent variables. The independent variables used in this study include Product Quality (X1), Price (X2), and *Social Media Marketing* (X3).
2. Variable Dependency: Dependent variables or bound variables are variables that are influenced or that are a consequence, due to the existence of independent variables Sugiyono (2019). The dependent variable used in this study is the creation of Purchase Interest (Y).

Table 2: Operational Definition

Variabel	Operational Definition	Indicator
Purchase Interest (Y)	How manufacturers influence consumers to purchase the goods or products offered in order to profit. (Swastha, 2009)	<ul style="list-style-type: none"> • Product Quality • Consumer tastes • Seller capabilities • Market competition Source: Marwanto (2017)
Product Quality (X1)	Product quality is everything that can be offered by the manufacturer for observation, request, search, purchase, use, or consumption in the market as a fulfillment of the needs or wants of the market in question. (Kotler & Armstrong, 2016).	<ul style="list-style-type: none"> • Penampilan • Taste • Taste • Texture • Different Source: Kotler & Armstrong (2010)
Price (X2)	Price is the determination of money or material paid consumers in purchases to attract consumers and increase sales volume. Islaili & Widyawati (2013)	<ul style="list-style-type: none"> • Price affordability • Conformity price with Product Quality • Price Competitiveness • Conformity price with benefit • Special discounts Source: Hasan (2008)

B) Population and Sample

Population, according to Sugiyono (2019), is a general area consisting of objects or subjects that have certain quantities and characteristics that are determined by the researcher to obtain learning, and then conclusions can be drawn. The population in this study is all consumers of Angkringan Djoegjakarto. In this study, the number of participants in the study was based on the number of *followers of Angkringan Djoegjakarto's* social media because this study also researched *social media marketing*. So, in this study, there is a population of 1,410 (based on the latest *follower* data on October 19, 2023). Because the consideration of the amount is too large, this study was carried out by *sampling*.

According to Sugiyono (2018), Samples are part of the population. The sampling process in this study is *non-probability sampling with the purposive sampling method*. Sugiyono (2019) proposed the *purposive sampling technique*, which is a sample determination technique with certain considerations. The reason for using the *nonprobability sampling* technique is that in this study, the size of the population is unknown. In sampling, the *purposive sampling* method is used, which is a method of sampling using subjective criteria in selecting respondents for research (Ferdinand, 2006). Considerations include samples taken through Angkringan Djoegjakarto consumers in Bogor Regency who are 17 (seventeen) years old, know and follow *social media* from Angkringan Djoegjakarto, and have bought and visited Angkringan Djoegjakarto at least 1 (one) time in the last 3 (three) months. Based on the Slovin formula, the minimum number of samples amounted to 93,377, or as many as 93 people. After the minimum number of samples is known, which is 93 people, the researcher considers that the consideration of being able to include more respondents will increase the number of samples by 100 people. This is done in order to obtain better research results and to anticipate data collection instruments that are not suitable for use in data processing.

C) Data Types and Sources

This research employs a quantitative data approach utilizing a secondary data source. Data in this investigation will be derived from primary sources. Primary data refers to a data source that directly supplies information to data collectors (Sugiyono, 2017). In this study, primary data were collected through the distribution of questionnaires via Google Forms online. The information in this investigation also relies on secondary data. This secondary data provides support for the requirements of primary data (Sugiyono, 2019). In this research, secondary data were collected from articles, journals, theses, and various other sources.

D) Analysis Method

The data analysis that will be used in this study is multiple linear regression. According to Sugiyono (2019), multiple linear regression is an analysis that intends to predict how dependent variables will rise and fall when two or more independent variables are predictive factors (manipulated). Therefore, multiple linear regression analysis can be performed if the independent variable is at least two (2).

IV. RESULTS AND DISCUSSION

A) Description of Research Respondents

The distribution of the questionnaire was carried out through a Google Form coordinated with the cashier and server employees from Angkringan Djoegjakarto. The questionnaire was distributed within a period of 3 (three) weeks from October 26, 2023, to November 16 (sixteen) 2023, with 118 questionnaires returned. After that, the researcher sorted the data to ensure that the respondents who filled in the sample had met the sample criteria and conducted a knockout system by selecting complete respondent answers. Based on the distribution of the questionnaire, the majority of respondents were obtained as many as 67% were male, 59% were domiciled in Bogor Regency, 59% were aged between 17-26 years, 49% had a diploma education, 43% were students, and 34% visited 3-4 times.

B) Validity Test

Based on the results of the validity test, all indicators used to measure the variables of Product Quality (X1), Price (X2), Social Media Marketing (X3), and Purchase Interest (Y) showed a greater *r* value than the *r* of the table, which was 0.1966. So it can be said that each indicator used in each variable of Product Quality (X1), Price (X2), Social Media Marketing (X3), and Purchase Interest (Y) is declared valid and can be continued at the next stage.

C) Reliability Test

Based on the results of the reliability test, Product Quality (X1), Price (X2), Social Media Marketing (X3), and Purchase Interest (Y) have an alpha coefficient or Cronbach's alpha greater than 0.6. So it can be concluded that all variables in this study, in the form of Product Quality (X1), Price (X2), Social Media Marketing (X3), and Purchase Interest (Y), are reliable or worthy of being used as a measuring tool.

D) Model Feasibility Test (F Test)

Table 3: F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	834.069	3	278.023	85.403	.000^b
	Residual	312.521	96	3.255		
	Total	1146.590	99			

a. Dependent Variable: Y

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

Based on the results of the F test, the F calculation was 85.403 with a significance level of 0.000. Then it was found that the F table consisting of 3 (three) independent variables and 100 respondents/sample was 2.70. When compared, the F is calculated ($85.403 > F \text{ table } (2.70)$), and the significance is $0.000 < 0.05$. So it can be concluded that the F count is larger than the F table and the significance is smaller than 0.05, or in other words, the sample used in this study is fit and suitable for use.

E) Determination Coefficient Test (R2)

Table 4: R2 Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853^a	.727	.719	1.80428

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

Based on the results of the R2 test, the magnitude of the Adjusted R Square value is known to be 0.719. So it can be interpreted that the variables of Product Quality (X1), Price (X2), and Social Media Marketing (X3) can mention variations in the variables of Purchase Interest (Y) as much as 71.9% while the remaining 28.1% is explained by other factors outside this research model.

F) Hypothesis Test

Table 5: Results of the t-test

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	-6.551	1.800		-3.640
	X1	.548	.076	.395	7.244
	X2	.157	.056	.213	2.820
	X3	.599	.069	.669	8.703

Based on the results of the t-test, it is known that in the multiple linear regression in this study, equations are obtained in the form of:

$$Y = -6,551 + 0,395X1 + 0,213X2 + 0,669X3$$

Then, with regard to hypothesis testing, hypothesis testing is carried out with a t-test or an individual parameter significance test. The t-test tests the magnitude of the influence of independent variables on dependent variables. The basis for decision making of the t-test is through the comparison of the value of t calculated against the t-table, and the degree of significance. If t is calculated to be greater than the t-table and the significance value is less than 5%, then the individual independent variable affects the dependent variable, H0 is rejected, and Ha is accepted. Based on Table 4.21 above, it can be seen that the output t calculates and the significance value in each independent variable, namely Product Quality (X1), Price (X2), and Social Media Marketing (X3) to Purchase Interest (Y) which is for 3 (three) independent variables using the number of respondents/slap of 100 in a significance level of 5% ($Df = n - k$, where n is the number of respondents and k is the number of variables, so that $Df = 100 - 4 = 96$) obtains t table 1.661.

V. INTERPRETATION RESULTS

A) *The Influence of Product Quality on Purchase Interest*

The first hypothesis test showed that the output of the t-test showed that Product Quality (X1) had a positive effect on Purchase Interest (Y) by looking at the calculated t-value of 7.244, which was greater than the table t of 1.661 and the significance of 0.000, which was smaller than 0.05. So, it can be concluded that H0 is rejected and H1 is accepted, which indicates that Product Quality (X1) has a significant positive effect on Purchase Interest (Y), in other words, the higher the quality of the product provided by Angkringan Djoegjakarto, the more Purchase Interest in Angkringan Djoegjakarto. The findings in this study also provide theoretical confirmation to the findings of previous research conducted by Saribu & Maranatha (2020) and Segati (2018), which also revealed that product quality has a significant positive effect on Purchase Interest.

B) *The Influence of Price on Purchase Interest*

The second hypothesis test showed that the output of the t-test showed that Price (X2) had a positive effect on Purchase Interest (Y) by looking at the calculated t-value of 2.820, which was greater than the table t of 1.661, and the significance of 0.006, which was smaller than 0.05. Therefore, it can be concluded that H0 is rejected and H2 is accepted, which indicates that Price (X2) has a significant positive effect on Purchase Interest (Y); in other words, the better or more comparable the price given by Angkringan Djoegjakarto, the more it will increase Buying Interest in Angkringan Djoegjakarto. The findings in this study also provide theoretical confirmation of the findings of previous research conducted by Puspitasari et al. (2018) and Fristy (2021), which also revealed that price has a significant positive effect on Purchase Interest.

C) *The Influence of Social Media Marketing on Purchase Interest*

The audit committee has a t-statistical value of 6.022 which shows a positive value with the third hypothesis test showing that the output of the t-test shows that Social Media Marketing (X3) has a positive effect on Purchase Interest (Y) by looking at the calculated t-value of 8.703 which is greater than the t table of 1.661 and the significance of 0.000 which is smaller than 0.05. So it can be concluded that H0 is rejected and H3 is accepted, which indicates that Social Media Marketing (X3) has a significant positive effect on Purchase Interest (Y), in other words, the better the use of Instagram social media from Angkringan Djoegjakarto, the more Purchase Interest in Angkringan Djoegjakarto. The findings in this study also provide theoretical confirmation to the findings of previous research conducted by Satria & Hasmawaty (2021) and Reken et al. (2020), which also revealed that social media marketing has a significant positive effect on Purchase Interest.

VI. CONCLUSION

The conclusion in the study with the title, "Analysis of the Influence of Product Quality, Price, and *Social Media Marketing* on Purchase Interest (Study on Angkringan Djoegjakarto)" resulted in research findings in the form of:

1. Based on the findings in this study, it is known that there is a problem phenomenon in the previous discussion, which, in the pre-research results, shows that Purchase Interest in Angkringan Djoegjakarto, as an angkringan business, has fluctuated in the period from January to September 2023, which makes the Purchase Interest indicator unstable in the last period. After conducting research and analysis of the hypotheses in this study, it can be concluded that the findings in this study are able to solve the existing problem phenomenon. In other words, Angkringan Djoegjakarto is able to increase sales to consumers by using antecedents in the form of product quality variables, prices, and *social media marketing*.
2. The overall Ha in this study was accepted. In other words, product quality has a significant positive effect on Angkringan Djoegjakarto's Purchase Interest, price has a significant positive effect on Djoegjakarto's Angkringan Purchase Interest, and *social media marketing* has a significant positive effect on Djoegjakarto's Angkringan Purchase Interest.

A) *Research Limitations*

Based on the research that has been conducted, it cannot be separated from the limitations that occur when the research takes place. The following are the limitations of this study.

1. This study used a closed questionnaire, so that it was not possible to find out more comprehensive information from the respondents regarding the factors that were able to influence Purchase Interest through the indicators in the variables presented in the statements in the questionnaire.
2. Another limitation in this study is that the researcher was unable to reach all Instagram *followers* from Angkringan Djoegjakarto due to the long *response time* from *Angkringan Djoegjakarto's Instagram followers* and the sample size used in this study.

B) *Future Research Suggestions*

1. Future research is expected to conduct research with qualitative methods or *mixed methods*, so that it can add an open questionnaire to the next research to provide a more detailed picture of consumer perception in increasing sales in

the angkringan business.

2. For the next study, it is hoped that a larger sample size can be used to be able to reach respondents as participants more widely.

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