

UDC 339

THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION, AND WORD-OF-MOUTH PROMOTION ON LAPIS KUKUS PAHLAWAN SURABAYA PURCHASE DECISION

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ABSTRACT

CV. Alam Raya Boga is a company in the culinary business; it is located at Brebek Industri II no. 23 B Waru, Sidoarjo, East Java. The company has been producing culinary souvenirs and various other products following consumers' demand. *Lapis Kukus Pahlawan Surabaya* is the company's featured product as a culinary souvenir from Surabaya city. The research objective was to determine whether Product Quality, Price Perception, and Promotion through Word-of-Mouth affect *Lapis Kukus Pahlawan Surabaya* purchase decision. The respondents were 84 consumers of *Lapis Kukus Pahlawan Surabaya* from various circles who could represent consumer opinions. This study used secondary and primary data; the secondary data included the company's history, vision, mission, and organizational structure. The study employed a quantitative method using samples and hypotheses. This study's result was a description of causal relations. The technical analysis used was multiple linear regression analysis, T-test, and F-test to test the hypotheses. The analysis results using linear regression concluded that the Word-of-Mouth Promotion (WOMP) on Purchase Decision (PD) is the most significant effect among the three other variables, which was 0.343 with a significance level of 0.001; it was higher than the Product Quality variable (PQ), which was 0.198 with a significance level of 0.068, and Price Perception (PP), which was 0.338 with a significance level of 0.002. The result also found that the price perception directly affected *Lapis Kukus Pahlawan Surabaya* purchase decision as the R² (R Square) value reached 58.6% (0.586).

KEY WORDS

Product quality, price perception, word-of-mouth promotion, purchase decision.

The rapid growth and competition in the culinary world require business people to innovate following trends in society. Companies are currently trying to meet people's needs and desires. They need to attract (potential) consumers through a mixed marketing-strategy, which includes products, prices, promotions, and places. Service products offer certain benefits and values to consumers.

The *Lapis Kukus Pahlawan Surabaya* culinary business is product innovation: a culinary souvenir of Surabaya city. The use of cassava flour characterizes it as its main ingredient. It uses the icon "Sura and Baya" (the Sura fish and crocodile) portraying the city's symbol.

This research studied the influence of product quality, price perception, and Word-of-Mouth promotion. The object was *Lapis Kukus Pahlawan Surabaya*, a typical souvenir product of Surabaya; the product attempts to symbolize the struggle of its youths to improve the city's economy and compete with foreign products. The owner expected it to be the pride of Surabaya and favored by the people. The product was launched on 22 September 2015 at Depot Bu Rudy Jl. Dharmahusada no.140 Surabaya. Limitedly produced, *Lapis Kukus Pahlawan Surabaya* managed to capture the community's attention.

Following the above description, the producer needs to consider product quality, price, and Word-of-Mouth promotion to improve consumer *Lapis Kukus Pahlawan Surabaya* purchase decision. Thus, the author examined the effect of product quality, price perception, and Word-of-Mouth Promotion (WOMP) on *Lapis Kukus Pahlawan Surabaya* purchase decision.

LITERATURE REVIEW

Product Quality shows a measure of the product's longevity, trustworthiness, precision, ease of operation, maintenance, and other measured attributes (Sofjan Assauri, 2014). Companies need to continue improving the quality of their products or services to satisfy consumers and encourage repeat-purchase (Kotler & Armstrong, 2008).

Product Quality is the product's ability to function, and it can be measured through consumer opinion; thus, personal taste affects the measurement. Quality is often seen as a measure of the relative goodness of a product or service that can provide more than expected results (Dewi, Hasiolan, & Minarsih, 2016).

Based on the definition above, it can be concluded that Product Quality is the ability of a product to function, compete in the market, win the competition, and meet the consumers' needs and desires.

According to Kotler & Armstrong (2008), Product Quality is essential for companies and consumers. It involves several interrelated concepts:

a. Quality based on the product: it is judged by the product's character, the quantity of the materials, and the physical appearance; it includes a service-product.

b. The objective or true quality: it is judged by the number of goods or services that show its superiority.

c. Quality from a consumer point of view: it is assessed from the consumer's perception of the overall quality or superiority of a product viewed from its use. From the consumer's point of view, quality is an essential concept because consumers' expectations of a product will affect the product's quality.

Kotler & Keller (2007) state that the quality dimension is a requirement for a product's value that can satisfy customers as expected. Standardization is needed to achieve the desired product quality. The following dimensions are included in product quality:

- Product form: it can be clearly distinguished from others based on the shape, size, or physical structure.
- Product characteristics (features): secondary or complementary characteristics are useful for adding basic functions related to product choices and development.
- Performance: it is related to the functional aspects of an item and is the main characteristic that customers consider when purchasing the item.
- Durability: it is related to how long a product can be used.
- Accuracy or conformance: it is related to the level of conformity with previously determined specifications based on customers' desires. Suitability reflects the degree of accuracy between the product's design and the quality characteristics of a predetermined standard.
- Reliability: it is related to the probability or likelihood of an item successfully functioning every time within a certain period and under certain conditions.
- Repairability: it is related to the ease of repairing the product when damaged. Ideally, the product is easy to repair if it is damaged.
- Style: it is the product's appearance and consumer impression of the product.
- Design: it is the product's overall features bringing an effect of appearance and function on consumer desires.

Price perception is consumers' opinions or assumptions about the price charged for receiving benefits from owning or using a product or service (Kotler & Armstrong, 2012). Price perception is assessed by asking customers about the variables considered important in choosing a product and the relative costs to spend on the product or service (Rangkuti, 2009).

Price perceptions concerns how price information is understood and made meaningful. It is one of the factors affecting consumers when buying a product. Individual characteristics vary from one another. Every consumer assesses a product with different ratings (Peter & Olson, 2014).

It can be concluded that price perception is consumers' assumptions about the price to pay for a product or service to use or own it.

Two dimensions form price perception. First, the perception of quality: consumers tend to prefer expensive products when the quality obtained exceeds the price. Second, the perception of costs being sacrificed: consumers consider that price is a cost incurred or sacrificed to get a product (Pardede & Haryadi, 2017).

A consumer will tend to seek information about a product or service through recommendations from those having purchased and tried it. When finding no buyers to ask for experience, Word-of-Mouth is a reliable and valuable source of information on brands, products, and services (Cakim, 2010).

Word-of-mouth is a cheap yet highly effective promotional activity because the person doing it will become a "running billboard" for the product or service (Leonardo & Seolasih, 2014).

The main key to word-of-mouth is that the person doing it must have an opinion leader: someone with the power to influence a decision (influencer). People will pay attention to opinion leaders, for they may have knowledge and experience. An opinion leader is an essential asset to the company; when an opinion leader as a consumer is satisfied, he will significantly determine the effectiveness of a word-of-mouth promotion (Yuliana 2013).

Factors that promote Word-of-Mouth as proposed by Mowen & Minor (2002) are as follows:

1. The need for sending information:
 - To inspire courage and prestige;
 - To clear mistakes made when purchasing (male/female);
 - To create engagement with the desired community or group;
 - To get tangible benefits.
2. The need for information recipients:
 - To seek information from several reliable sources about the product being offered;
 - To lower the desire about the possible risk of purchase;
 - To spend time searching for information.

The purchase decision is part of the consumers' evaluation process when intending to buy a product. Consumers will form references among brands within the available options. They tend to buy one of the most preferred brands based on the choices they have during the evaluation process (Kotler & Keller, 2012).

The purchase decision is a consumer decision affected by the economy, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process; thus, it forms the consumer's attitude in processing all information and conclude which product to buy (Alma, 2011).

The purchase decision is the stage in which the buyer has made his choice, purchased the product, and consumed it. Consumers can choose what to buy, or instead, other people can choose one for them (Suharso, 2010).

Before consumers decide to buy a product, they go through the purchase decision process stage, after which the consumer makes the decision to buy a product (Agusni, Hia, and Wahyuni, 2017).



Figure 1 – The stages of the decision-making process
Source: Arif Muanas, 2014

Figure 1 displays the decision-making process:

1. Problem recognition: the buying process begins with identifying a problem or need. Internal or external stimuli can trigger these needs.
2. Seeking information: consumers who are aroused by their needs will be motivated to find more information. Consumer information sources are classified into four groups: personal, commercial, public, and experience sources.
3. Evaluation of alternatives: consumers try to meet their needs. They seek certain benefits from product solutions and see each product as an attribute with different capabilities.
4. Purchase decision: consumers form the intention to buy the most preferred brand.
5. Post-purchase behaviour: after buying a product, consumers experience certain satisfaction. Post-purchase satisfaction determines whether the buyer will be very satisfied, fairly satisfied, or dissatisfied with the purchase.

The Relationship between Product Quality and Purchase Decision. According to Fandy Tjiptono (2000), Product Quality is closely related to consumers' behavior, in which the quality of the product encourages consumers to form strong ties with the company. These types of practices allow the company to understand customer expectations and their needs thoroughly in the long run. The relationship between Product Quality is related to consumer buyer's decision. The quality must follow the type of product and the company's condition because errors in implementing the marketing system can reduce the level of consumers' purchase decision. It can even lead to the bad image of the company and provide opportunities for competitors to enter and possibly consumers switching to other companies.

The relationship between Price Perception and Purchase Decision. The customer evaluates and assesses the price of a product, which will be significantly influenced by the customer himself (Voss and Giround, 2000). Paradigm shifts, lifestyle dynamics, and various other environmental changes affect how consumers perceive the price of the product/service they will consume. Prices lead to multiple interpretations and perceptions of consumers depending on personal characteristics (motivation, attitudes, self-concept, etc.), background (social, economic, demographic, etc.), experience (learning), and environmental influences. Thereby, a product being considered cheap, expensive, or average depends on the individual's perception based on one's environment and specific conditions. Consumers assess the price of a product not only from the absolute nominal but also from the perception of the price.

A company needs to monitor the price set by competitors so that the company's price is not too high or vice versa; thus, the price offered can lead to consumers' desire to make purchases. In a study conducted by Nurul Fatmawati and A. Euis Soliha (2017), which included price perceptions as one of the variables, the results showed that price perception affected a consumer's behavior in his decision to buy a product.

The Relationship between Word-of-Mouth Promotion and Purchase Decision. Word-of-Mouth promotion is an essential part of marketing studies considering that communication in Word-of-Mouth can influence consumers' purchase decision. The power of Word-of-Mouth is growing; humans are social creatures who like to interact and share with others, including their purchasing preferences. Word-of-Mouth can spread so fast if the individuals doing it also have an extensive network. Word-of-Mouth is a means of marketing communication that is effective, cheap, and credible (Kertajaya, 2007: 126). It is also important because the essence of marketing is to promote convincingly and lead to purchase satisfaction. According to Kumar et al. (2002), the most valuable customers are not those who buy a lot, but those who frequently promote by doing Word-of-Mouth and can bring in other customers.

CONCEPTUAL FRAMEWORK

This research was conducted to find evidence about the relationship among price perception, Word-of-Mouth Promotion (WOMP), product quality, and purchase decision. This research used several relevant studies as the basis for a conceptual framework.

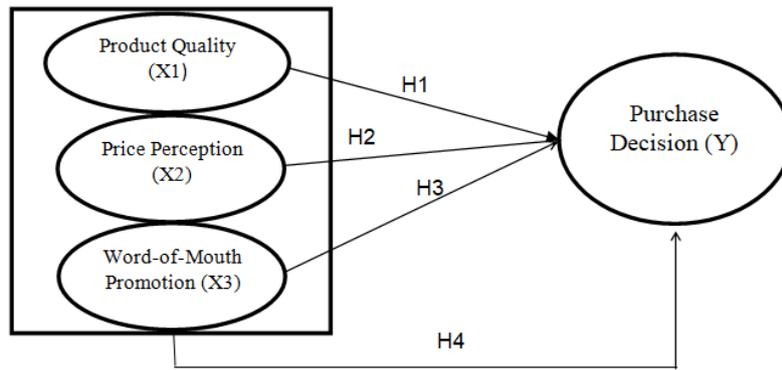


Figure 2 – Conceptual Framework (Source: Citra & Santoso, 2016; Suhaily & Darmoyo, 2017)

Hypothesis:

- H1: It is presumed that the Product Quality has a significant effect on the purchase decision of Lapis Kukus Pahlawan Surabaya.
- H2: It is presumed that price perception significantly affects the purchase decision of Lapis Kukus Pahlawan Surabaya.
- H3: It is presumed that word-of-mouth promotion has a significant effect on the Lapis Kukus Pahlawan Surabaya's purchase decision.
- H4: It is presumed that Product Quality, Price Perception, and Word-of-Mouth Promotion simultaneously have a significant effect on the Purchase Decision of Lapis Kukus Pahlawan Surabaya.

METHODS OF RESEARCH

The research design was a causal approach, namely, research that shows the direction of the relationship between the independent and dependent variables (Puguh Suharso, 2009). This research was conducted to determine the effect of product quality, price perception, and Word-of-Mouth promotion on consumers' purchase decision of Lapis Kukus Pahlawan Surabaya. The population was the consumers of Lapis Kukus Pahlawan Surabaya. The data-collection method involved a questionnaire; the responses were measured using a 5-gradation Likert scale. The sampling method was non-probability. The analysis tool was a multiple linear regression.

The study was conducted at Lapis kukus Pahlawan Surabaya, which is at Jl. Klampis Jaya No.25E, Surabaya. The research was done from April to July 2018 (reaching a conclusion).

According to Sugiyono in Rossady (2010), the population is a generalization area consisting of objects or subjects with specific quantities and characteristics determined and concluded by the researcher. The population in this study was 500 consumers of Lapis Kukus Pahlawan Surabaya.

The sample is the population selected for the study: they can be observed, given treatment, or asked for their opinion about the topic being studied (Indrawati, 2015). The sampling method used in this study was non-probability using simple random sampling. According to Sugiyono (2001), a simple random sampling technique involves randomly taking samples from members of the population without paying attention to the strata. This study's population members were considered homogeneous because the sample taken was consumers who bought and consumed Lapis Kukus Pahlawan Surabaya. The average sale of Lapis Kukus Pahlawan Surabaya per month was approximately 500 people; using a 10% margin of tolerable error, the sample size was calculated using the Slovin formula as follows:

$$n = \frac{N}{1 + N e^2} \dots\dots\dots \text{Rumus Slovin}$$

Where: N = population size / total population; n = number of samples; e = error tolerance.

The research sample examined in this study was at least 83.33 respondents; to simplify the calculation, the sample was 84 respondents who were consumers of Lapis Kukus Pahlawan Surabaya.

In this study, the data collection techniques used were:

- Literature Research. According to Sugiono (2002), library research is an in-depth study aimed at observing, examining, and identifying the literature's knowledge. The author tried to obtain information from books focusing on the variables used in this study, namely product quality, price perception, Word-of-Mouth promotion, and purchase decision.
- Questionnaires. Using a questionnaire is a way of collecting data by providing a list of questions to respondents to fill in (Soeratno and Lincoln in Sunyoto, 2013: 132). A questionnaire involves a validity and reliability test. The type of questionnaire used in this study was close-ended. The data collected was in the form of the respondent's identity and data responses to the variables affecting the purchase decision.
- Interview. The researcher asked direct questions to respondents about Lapis Kukus Pahlawan Surabaya to obtain the information (data) needed.

RESULTS AND DISCUSSION

In this study, statistical data analysis was done using multiple linear regression aiming to determine the effect of Product Quality, Price Perception, and Word-of-Mouth Promotion on Purchase Decision.

The multiple linear analysis in this study used SPSS Version 25 by looking at the results of the Coefficients table; table 1 shows that the results as follows:

Table 1 – The Results of Multiple Linear Regression Analysis

Coefficients ^a			
Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
1 (Constant)	-1.603	1.738	
PQ	.133	.072	.198
PP	.314	.099	.338
WOMP	.247	.068	.343

a. Dependent Variable: PD

From table 1, the multiple linear regression equation is explained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = (-1.603) + 0.133 PQ + 0.314 PH + 0.068 WOMP + e$$

Constant numbers:

$a = -1.603$; it implies that if all independent variables consisting of Product Quality (PQ), Price Perception (PP), and Word-of-Mouth Promotion (WOMP) are equal to 0 (zero), the Purchase Decision (PD) will be at -1.603 units.

Product Quality (PQ) regression coefficient:

$b_1 = 0.133$; The value of the Product-Quality Variable Regression-coefficient (b_1) has a positive value of 0.133. So, Suppose the Product Quality variable (PQ) increases by one unit while the other independent variables in this study have a fixed value. In that case, the purchase decision (PD) can increase by 0.133 units. It shows that the better the Product Quality (PQ) given by the company to its consumers, the better the purchase decision (PD) of the Lapis Kukus Pahlawan Surabaya.

Price Perception (PP) regression coefficient:

$b_2 = 0.314$; the Product Quality Variable Regression coefficient (b_2) has a positive value of 0.314. It means that if the price perception variable (PP) increases by one unit while the other independent variables in this study have a fixed value, the purchase decision (PD)

can increase by 0.314 units. It shows that the better the Price Perception (PP) given by the company to its consumers, the better the purchase decision of Lapis Kukus Pahlawan Surabaya.

Word-of-Mouth Promotion (WOMP) regression coefficient:

$b_3 = 0.068$; Product Quality Variable Regression coefficient (b_3) has a positive value of 0.068. This means that if the variable Word-of-Mouth Promotion (WOMP) increases by one unit, while the other independent variables in this study have a fixed value, the purchase decision (PD) can increase by 0.068 units. It shows that the better the Word-of-Mouth Promotion (WOMP) given by the company to its consumers, the better the purchase decision of Lapis Kukus Pahlawan Surabaya.

T-test was carried out to prove the hypothesis. The test was used to determine whether the independent variables (Product Quality (PQ), Price Perception (PP), and Word-of-Mouth Promotion (WOMP)) partially and significantly affected the dependent variable. The test used SPSS Version 25, and the results are as follow:

Table 2 – T-Test Results (Partial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-1.603	1.738		-.923	.359
PQ	.133	.072	.198	1.853	.068
PP	.314	.099	.338	3.178	.002
WOMP	.247	.068	.343	3.617	.001

a. Dependent Variable: PD

Table 2 shows that the significant value generated by each of the independent variables (Product Quality, Price Perception, and Word-of-Mouth Promotion) is below 0.05. The T table value with $df = n - k - 1 = 84 - 3 - 1 = 80$ is 1.66412., which is smaller than the T-count value of the three independent variables data. Therefore, the hypothesis stating that Product Quality (PQ), Price Perception (PP), and Word-of-Mouth Promotion (WOMP) partially have a significant effect on the purchase decision (PD) of Lapis Kukus Pahlawan Surabaya is accepted. The detailed description of each variable presented in table 2 is as follows:

- Product Quality (PQ). The significant value for the effect of the Product Quality variable on purchase decision is 0.068, which is > 0.05 ; the T count value is 1.853, which is higher than the table value (1.66088). Thus, X_1 is rejected. It means that Product Quality has does not affect purchase decision.
- Price Perception (PP). The significance value for the effect of the price perception variable on the purchase decision is 0.002, which is < 0.05 ; the T count value is 3.178, which is higher than the table value (1.66088), so PP is accepted. It means that Product Quality affects purchase decision.
- Word-of-Mouth Promotion (WOMP). The significance value for the effect of the WOMP variable on purchase decision is 0.001, which is < 0.05 ; the T count value is 3.617, which is higher than the table value (1.66088). Thus, WOMP is accepted. It means the Word-of-Mouth Promotion affects purchase decision.

F-test was used to see whether Product Quality (PQ), Price Perception (PP) and Word-of-Mouth Promotion (WOMP) simultaneously affected purchase decision.

The variables were said to have an effect if significance value (sig.) was < 0.05 , under the following conditions of F-table:

$$Df (N1) = \text{Number of variables} - 1$$

Based on F_{count} and F_{table} :

- H_a : if the value of F-count is $> F_{\text{table}}$, the independent variable simultaneously affects the dependent variable.

- Ho: if the value of F-count is < F-table, the independent variable simultaneously affects the dependent variable.
 Based on significance value:
- Ha: if the significance value is < 0.05, the independent variable simultaneously has a significant effect on the dependent variable.
- Ho: if the significance value is > 0.05, the independent variable simultaneously has a significant effect on the dependent variable.

Table 3 – The F-Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	376.245	3	125.415	37.789	.000 ^b
	Residual	265.505	80	3.319		
	Total	641.750	83			

a. Dependent Variable: PD

b. Predictors: (Constant), WOMP, PP, PQ

As seen on table 3, the F-count is 37.789, while the F-table is 2.72. The result of significance value is 0.000, which is < 0.05. Thus, Ha is accepted, and Ho is rejected. In other words, product quality, price perception, and word-of-mouth promotion simultaneously have a positive and significant effect on consumer satisfaction.

The Coefficient of Determination or R² was used to measure the ability of the model to explain the variation in the dependent variable. Using the SPSS Version 25 program, the results are as follow:

Table 4 – Analysis Results of the Coefficient of Determination (R²)

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.766 ^a	.586	.571	1.822	1.993	

a. Predictors: (Constant), WOMP, PP, PQ

b. Dependent Variable: PD

Table 4 reveals that the R Square value is 0.586, which means that PQ, PP, and WOMP variables simultaneously affect PD variable by 58.6%, and the remaining 41.4% is affected by other factors.

Significance testing was used to test hypotheses: whether the independent variables partially or simultaneously affected the dependent variable. The testing criteria stated that if the probability value is < level of significant (alpha = a), the independent variable affects the dependent variable.

Testing the significance of product quality's effect on purchase decision. This research was conducted to examine the effect of the independent variable Product Quality (PQ), which did not partially contribute to purchase decision (PD). The partial effect of Product Quality on purchase decision was tested through the T-test, showing a sig. Value of 0.068, which was > 0.05; it means that that Product Quality had no significant effect on purchase decision. Thus, the first hypothesis in this study stating that Product Quality significantly affects the purchase decision of Lapis Kukus Pahlawan Surabaya is rejected.

The effect of Product Quality on purchase decision was negative, which indicates there was no unidirectional relationship. It can be interpreted that the high quality of Lapis Kukus Pahlawan Surabaya will not improve consumer purchase decision. In other words, purchase decision cannot be formed through an attractive product quality.

Testing the Significance of Price Perception's Effect on Purchase Decision. This research was conducted to examine the effect of Price Perception (PP), which partially contributed to Purchase Decision (PD). The partial effect of the price perception on purchase decision was tested through the T-test, revealing a sig. Value of 0.002, which was < 0.05; it means that price perception significantly affected purchase decision. Thus, the second hypothesis stating that Price perception has a significant effect on the purchase decision of Lapis Kukus Pahlawan Surabaya is accepted.

Price perception positively affected purchase decision, which indicates a unidirectional relationship. Accordingly, the higher the price perception of Lapis Kukus Pahlawan Surabaya, the higher the consumer's purchase decision. In other words, purchase decision can be formed through the perception of an attractive price.

Testing the Significance of Word-of-Mouth Promotion's Effect on Purchase Decision. This research was conducted to examine the effect of Word-of-Mouth Promotion (WOMP), which partially contributed to Purchase Decision (PD). The partial effect of price perception on purchase decision was tested through the T-test, which showed a sig. Value of 0.001, which was <0.05 ; it means that WOMP had a significant effect on purchase decision. Thus, the third hypothesis in this study, stating that word-of-mouth promotion significantly affects the purchase decision of Lapis Kukus Pahlawan Surabaya is accepted.

The word-of-mouth promotion variable positively affected purchase decision, indicating a unidirectional relationship; it can be interpreted that the high level of word-of-mouth promotion will improve consumers' purchase decision. In other words, purchase decision can be formed through attractive word-of-mouth promotion.

Testing the Significance of Product Quality, Price Perception, and Word-of-Mouth Promotion's simultaneous effect on Purchase Decision. The results of the simultaneous effect test were carried out with the F-test, which showed that Product Quality (PQ), Price Perception (PP), Word-of-Mouth Promotion (WOMP) affected Purchase Decision (PD). It was proven by the calculated F value of $37.789 > F\text{-table}(2.72)$. The result revealed a positive direction or a unidirectional relationship between Product Quality (PQ), Price Perception (PP), Word-of-Mouth Promotion (WOMP), and Purchase Decision (PD). Thus, the better product quality, price perception, and Word-of-Mouth promotion, the better the purchase decision, and vice versa. It means that the fourth hypothesis, stating that Product Quality, Price Perception, and Word-of-Mouth Promotion simultaneously have a significant effect on the Purchase Decision of Lapis Kukus Pahlawan Surabaya is accepted.

RESEARCH IMPLICATIONS

This study proves that Product Quality, Price Perception, and Word-of-Mouth Promotion are variables determining the purchase decision of Lapis Kukus Pahlawan Surabaya in the city of Surabaya as the variables have an essential role in improving purchase decision. Companies need to enhance product quality, price perception, and word-of-mouth promotion following consumers' expectations and desires.

The variable Product Quality (PQ) partially had a negative and insignificant effect on PD, which means that quality did not affect the consumer's choice. From the research results, it is expected that Lapis Kukus Pahlawan Surabaya improves each Product Quality indicator to improve consumers' purchase decision. The price perception variable (PP) partially and significantly affected PD, which means that the price perception affected the consumer's choice. It is expected that from this result, Lapis Kukus Pahlawan Surabaya increases each price perception indicator to improve consumers' purchase decision.

The variable Word-of-Mouth Promotion (WOMP) partially and significantly affected PD, which means that WOMP affected the consumer's choice. It is expected that Lapis Kukus Pahlawan Surabaya needs to improve each indicator from the variable to improve consumer's purchase decision.

The result of the coefficient of R² determination was 58.6% for the variables Product Quality (PQ), price perception (PP), and Word-of-Mouth promotion (WOMP) on purchase decision (PD). Therefore, it is expected that Lapis Kukus Pahlawan Surabaya will seek and improve other variables not discussed in this research so that it can improve consumers' purchase decision.

RESEARCH LIMITATIONS

Using questionnaires is a limitation; often, the respondents' answers did not represent the actual situation. The factors examined in this study consist of only three independent

variables: product quality, price perception, and Word-of-Mouth promotion, while many other possible factors can affect the purchase decision of Lapis Kukus Pahlawan Surabaya. Regarding the sample or research, the respondents were people who purchased and consumed Lapis Kukus Pahlawan Surabaya in the city of Surabaya.

CONCLUSION

The conclusions of this research are as follow:

1. Based on the results of multiple linear regression analysis with partial test (T-test) shows that the Product Quality variable (X1) is obtained T-count > T-table and a significant value > 0.05 so that H_a is rejected and H_0 is accepted means that the Product Quality factor has no effect partially and significantly on purchase decision on Lapis Kukus Pahlawan Surabaya products;
2. Based on the results of multiple linear regression analysis with partial test (T-test), it shows that the price perception variable (PP) is obtained by t count < T table and a significant value > 0.05 so that H_a is accepted and H_0 is rejected, meaning that the price perception factor has a significant effect. Partial and significant on purchase decision for Lapis Kukus Pahlawan Surabaya products;
3. Based on the results of multiple linear regression analysis with partial test (T-test), it shows that the Word-of-Mouth Promotion (WOMP) variable is obtained T-count < T-table and a significant value > 0.05 so that H_a is accepted and H_0 is rejected, meaning that the Word-of-Mouth Promotion factor has a partial and significant influence on purchase decision on Lapis Kukus Pahlawan Surabaya products;
4. Based on the results of the analysis with partial test (F-test) F-count > F-table by looking at the significance < 0.05 so that H_a accepted H_0 is rejected, meaning that the factors of Product Quality, Price Perception, and Word-of-Mouth Promotion simultaneously and significantly to the Purchase Decision on the Lapis Kukus Pahlawan Surabaya product.

SUGGESTIONS

The result of multiple linear regression analysis with the partial test (T-test): the Product Quality variable (X1) revealed that T-count > T-table, with a significance value > 0.05; thus, H_a is rejected and H_0 is accepted; the Product Quality variable did not partially and significantly affect the purchase decision of Lapis Kukus Pahlawan Surabaya.

The result of multiple linear regression analysis with the partial test (T-test): the price perception variable (PP) showed that T count < T table, with a significance value > 0.05; thus, H_a is accepted and H_0 is rejected; the price perception variable had a partial and significant effect on purchase decision of Lapis Kukus Pahlawan Surabaya.

The results of multiple linear regression analysis with the partial test (T-test): the Word-of-Mouth Promotion (WOMP) variable presented that T-count < T-table, with a significance value > 0.05; thus, H_a is accepted and H_0 is rejected; the Word-of-Mouth Promotion variable had a partial and significant effect on purchase decision of Lapis Kukus Pahlawan Surabaya.

The results of the analysis with the partial test (F-test): F-count > F-table and the significance value < 0.05; thus, H_a is accepted, and H_0 is rejected; the Product Quality, Price Perception, and Word-of-Mouth Promotion variables simultaneously and significantly affected Purchase Decision of the Lapis Kukus Pahlawan Surabaya.

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