

Analysis of Promotion, Price Perception, Service Quality, Culture, Brand Image on Consumer Purchase Interest of MSMEs Products in South Minahasa Regency

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ABSTRACT

This study aims to determine whether Promotion, Price Perception, Service Quality, Culture, and Brand Image have an influence on Purchase Intention toward Micro, Small, and Medium Enterprises (MSMEs) products in South Minahasa Regency. The sample used in this research consisted of 97 respondents who had previously purchased MSMEs products. The data collection techniques involved questionnaires as primary data and literature studies as secondary data. The data were analyzed using multiple regression analysis, tested with IBM SPSS Statistics 29 software. The results indicate that the variables Promotion, Price Perception, Service Quality, Culture, and Brand Image simultaneously have a significant effect on Consumer Purchase Intention. This means that purchase intention is influenced not by a single factor but by multiple factors. Furthermore, each independent variable also has a significant partial effect on the dependent variable. This implies that effective promotion, competitive pricing, high-quality service, alignment with local culture, and a strong brand image can enhance consumer purchase intention for MSMEs products.

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INTRODUCTION

Marketing is the backbone of a business's success, especially for Micro, Small, and Medium Enterprises (MSMEs) that face increasingly tight business competition. Amidst changing market dynamics and increasingly diverse consumer behavior, MSMEs need to develop innovative marketing strategies to remain relevant and competitive. Promotion, price perception, service quality, local culture, and brand image are crucial elements in shaping consumer purchasing interest. Effective promotion is not just about discounts, but also able to communicate the selling value of

the product. Promotion can be done through various strategies such as advertising, personal selling, sales promotion, public relations, and digital marketing. The main purpose of promotion is to increase brand awareness, attract new customers, retain old customers, and increase sales (Silviani & Darus, 2021). Meanwhile, price perception that is in line with quality will greatly influence purchasing decisions. In the context of MSMEs, unique service quality, often enriched with local wisdom in packaging or products, can create a positive experience for consumers. Integrating local culture into products and marketing strategies can also be a unique selling point, building a strong brand image that is different from competitors.

However, the reality on the ground shows that MSMEs still face major challenges. Various efforts such as competitive prices, excellent service, and strong cultural values do not always guarantee an increase in purchasing interest. Tight competition, coupled with limited resources and marketing knowledge, often causes MSMEs to have difficulty maintaining their existence. This phenomenon, especially seen in MSMEs in Amurang District, South Minahasa Regency, which is recorded at 20,944 units but has experienced significant fluctuations, shows the urgency to understand more deeply the factors that influence consumer purchasing interest. Therefore, this study aims to comprehensively analyze the influence of promotion, price perception, service quality, culture, and brand image on consumer purchasing interest in MSME products in South Minahasa Regency, especially those that integrate local wisdom. The results of this study are expected to provide strategic guidance for MSME actors in formulating more adaptive, attractive, and sustainable marketing strategies.

METHOD

The research method used in this study is quantitative research. Quantitative research is research that uses numerical figures and statistical data in explaining research. This study uses a survey research approach by utilizing questionnaires in collecting research data.

Location and Place of Research

This research was conducted at UMKM South Minahasa Regency.

Data Collection Method

1. Field Research Collecting data by conducting field surveys that are related to the problem being studied. This type of research is conducted to obtain primary data.
2. Observation is a data collection technique that is carried out by conducting direct observation of the object being studied.
3. Interviews were conducted by asking questions to one of the employees at the UMKM tenant in South Minahasa Regency. This is done to explore, collect, and find information that is needed or related to the research.
4. Questionnaires, namely by asking questions that have been prepared in writing by distributing questionnaires and accompanied by alternative answers that will be given to respondents, namely UMKM employees in South Minahasa Regency. This is to obtain information regarding responses related to the problem being researched.

Population and Research Sample

The population of this study is consumers who use products once or more at MSMEs in South Minahasa Regency. The population in this study is focused on one sub-district in South Minahasa Regency, namely Amurang District.

In this study, the sampling technique used was accidental sampling, as explained by Sugiyono (2023), which is a method of selecting samples by chance without planning, as long as the respondents are considered relevant to the study. Based on these calculations, the number of samples for distributing the questionnaire was 97 respondents consisting of consumers of products from MSME customers in Amurang District, South Minahasa Regency.

Data Analysis

The analysis technique used in this study is Partial Least Square (PLS) which is explained by Supriyanto and Maharani (2013) as a strong approach because it can be used on various data scales, few assumptions, and a small number of samples. In SmartPLS, the research model is divided into two, namely the outer model (Measurement) and the inner model (Structural Model).

Research Instruments

The data sources used in this study come from primary data, where researchers obtain respondent data through distributing questionnaires which are then filled out by respondents as a form of answer. Scoring in this study is measured using a Likert scale of 5 (five) answer options. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group about social phenomena

RESULT AND DISCUSSION

Research Results

Validity Test Results

Table 1. Validity Test of Purchase Interest Variable (Y)

Item	r count	r table	Remarks
Y.1	0,665	0,202	Valid
Y.2	0,597	0,202	Valid
Y.3	0,776	0,202	Valid
Y.4	0,796	0,202	Valid
Y.5	0,658	0,202	Valid
Y.6	0,688	0,202	Valid
Y.7	0,793	0,202	Valid
Y.8	0,675	0,202	Valid

Source: SPSS output, data processed 2025

This study applies a validity test using the r table value based on the Product Moment correlation technique. With a sample size of 97 respondents ($N = 95$) and a significance level of 5%, the r table value is 0.202. Based on these criteria, the statement item is declared valid if the calculated r value is greater than 0.202. The test results show that all items in the Y variable have a calculated r value that meets the validity requirements, so it can be concluded that the research instrument is valid.

Table 2. Validity Test of Promotion Variables (X1)

Item	r count	r table	Remarks
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X1.1	0,669	0,202	Valid
X1.2	0,538	0,202	Valid
X1.3	0,432	0,202	Valid
X1.4	0,750	0,202	Valid
X1.5	0,744	0,202	Valid
X1.6	0,679	0,202	Valid
X1.7	0,656	0,202	Valid
X1.8	0,787	0,202	Valid

Source: SPSS output, data processed 2025

Table 2 shows that the calculated r score of each item of the Promotion variable (X2) is greater than 0.202 which is the r table. Therefore, all items are declared feasible and valid.

Table 3. Validity Test of Price Perception Variable (X2)

Item	r count	r table	Remarks
X2.1	0,848	0,202	Valid
X2.2	0,901	0,202	Valid
X2.3	0,655	0,202	Valid
X2.4	0,637	0,202	Valid
X2.5	0,714	0,202	Valid

Source: SPSS output, data processed 2025

Table 3 shows that the calculated r score of each item of the Price Perception variable (X3) is greater than 0.202 which is the r table. Thus, all items are declared feasible and valid.

Table 4. Validity Test of Service Quality Variable (X3)

Item	r count	r table	Remarks
X3.1	0,896	0,202	Valid
X3.2	0,896	0,202	Valid
X3.3	0,857	0,202	Valid
X3.4	0,653	0,202	Valid
X3.5	0,740	0,202	Valid
X3.6	0,765	0,202	Valid
X3.7	0,938	0,202	Valid
X3.8	0,911	0,202	Valid
X3.9	0,701	0,202	Valid
X3.10	0,577	0,202	Valid
X3.11	0,707	0,202	Valid
X3.12	0,767	0,202	Valid

Source: SPSS output, data processed 2025

Table 4 shows that the calculated r score of each item of the Service Quality variable (X3) is greater than 0.202 which is the r table. Thus, all items are declared feasible and valid.

Table 5. Validity Test of Cultural Variables (X4)

Item	r count	r table	Remarks
X4.1	0,835	0,202	Valid
X4.2	0,832	0,202	Valid
X4.3	0,842	0,202	Valid
X4.4	0,793	0,202	Valid
X4.5	0,668	0,202	Valid
X4.6	0,856	0,202	Valid
X4.7	0,900	0,202	Valid

Source: SPSS output, data processed 2025

Table 5 shows that the calculated r score of each item of the Culture variable (X4) is greater than 0.202 which is the r table. Therefore, all items are declared feasible and valid.

Table 6. Validity Test of Brand Image Variable (X5)

Item	r count	r table	Remarks
X5.1	0,775	0,202	Valid
X5.2	0,908	0,202	Valid
X5.3	0,748	0,202	Valid
X5.4	0,701	0,202	Valid
X5.5	0,824	0,202	Valid
X5.6	0,751	0,202	Valid

Source: SPSS output, data processed 2025

Table 6. shows that the calculated r score of each item of the Brand Image variable (X5) is greater than 0.202 which is the r table. Therefore, all items are declared feasible and valid.

Research Instrument Test Results

Table 7. Research Instrument Reliability Test

Variabel	Cronbach's Alpha	N Item
Purchase Intention (Y)	0,865	8
Promotion (X ₁)	0,813	8
Price Perception (X ₂)	0,812	5
Service Quality (X ₃)	0,945	12
Culture (X ₄)	0,906	7
Brand Image (X ₅)	0,852	6

Source: SPSS output, data processed 2025

All variables show Cronbach's Alpha values above 0.60, so it can be concluded that all research instruments used have a very good level of reliability and are suitable for use in data collection.

The Results of Classical Assumption Test

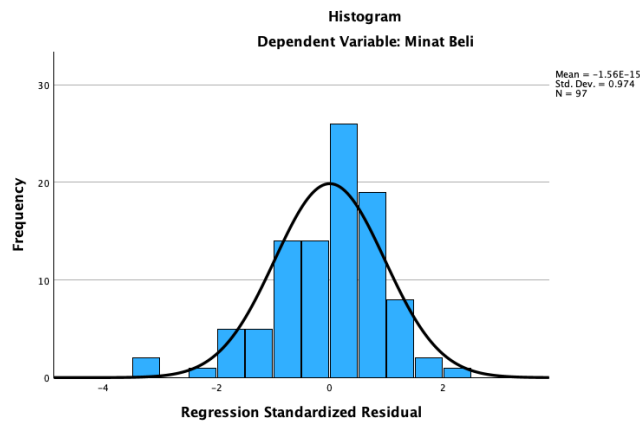


Figure 2.
Normality

Histogram

Source: SPSS output, data processed 2025

Table 8. Kolmogorov-Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			97
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.69048736
Most Extreme Differences	Absolute		.086
	Positive		.052
	Negative		-.086
Test Statistic			.086
Asymp. Sig. (2-tailed) ^c			.071
Monte Carlo Sig. (2-tailed) ^d	Sig.		.071
	99% Confidence Interval	Lower Bound	.064
		Upper Bound	.078
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.			

Source: SPSS output, data processed 2025

The normality test can be done using the Kolmogorov-Smirnov test. If the Sig. value > 0.05, then the data is normally distributed. The test results produce a sig value of 0.071 which is greater than 0.05. Thus, the data is normally distributed.

Table 9. Multicollinearity Test Results

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	41.961	.731		57.384	<.001		
	T_X1	-2.452	.551	-.591	-4.453	<.001	.224	4.460
	T_X2	-.377	.787	-.082	-.479	.633	.133	7.508
	T_X3	-.202	.449	-.056	-.450	.653	.253	3.951
	T_X4	-.453	.517	-.103	-.877	.383	.287	3.484
	T_X5	-.114	.530	-.025	-.214	.831	.299	3.346

a. Dependent Variable: Minat Beli

Source: SPSS output, data processed 2025

All variables have VIF values below 10 and Tolerance above 0.10, so it can be concluded that there is no multicollinearity among the independent variables in this regression model. Thus, the regression model used is worthy of further analysis.

Table 10. Heterodasticity Test Results

			Correlations					Unstandardized Residual
			T_X 1	T_X 2	T_X 3	T_X 4	T_X 5	
Spearman's rho	Promotion	Correlation Coefficient	1.000	.814**	.642**	.634**	.638**	.058
		Sig. (2-tailed)	.	<.001	<.001	<.001	<.001	.570
		N	97	97	97	97	97	97
	Price Perception	Correlation Coefficient	.814**	1.000	.826**	.692**	.698**	.071
		Sig. (2-tailed)	<.001	.	<.001	<.001	<.001	.489
		N	97	97	97	97	97	97
	Service Quality	Correlation Coefficient	.642**	.826**	1.000	.726**	.721**	.062
		Sig. (2-tailed)	<.001	<.001	.	<.001	<.001	.545
		N	97	97	97	97	97	97
	Culture	Correlation Coefficient	.634**	.692**	.726**	1.000	.824**	.061
		Sig. (2-tailed)	<.001	<.001	<.001	.	<.001	.550
		N	97	97	97	97	97	97
	Brand Image	Correlation Coefficient	.638**	.698**	.721**	.824**	1.000	.047
		Sig. (2-tailed)	<.001	<.001	<.001	<.001	.	.648

		N	97	97	97	97	97	97
	Unstandardized Residual	Correlation Coefficient	.058	.071	.062	.061	.047	1.000
		Sig. (2-tailed)	.570	.489	.545	.550	.648	.
		N	97	97	97	97	97	97
**. Correlation is significant at the 0.01 level (2-tailed).								

Source: SPSS output, data processed 2025

Based on the Spearman Rank test, all variables (Promotion, Price Perception, Service Quality, Culture, and Brand Image) have a significant correlation value with unstandardized residuals greater than 0.05. This indicates that there is no heteroscedasticity in the regression model. Thus, the model meets the assumption of homogeneity of residual variance and is valid for further analysis.

Results of Multiple Linear Regression Analysis

Table 11. Multiple Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.795	.260		14.578	<.001
	Promotion	.759	.010	.860	72.723	<.001
	Price Perception	-.759	.047	-.346	-16.246	<.001
	Service Quality	.136	.046	.062	2.988	.004
	Culture	.683	.052	.146	13.065	<.001
	Brand Image	.803	.057	.164	14.195	<.001
a. Dependent Variable: Purchase Intention						

Source: SPSS output, data processed 2025

The regression equation obtained is:

$$Y = 3.795 + 0.759X_1 - 0.759X_2 + 0.136X_3 + 0.683X_4 + 0.803X_5 + e$$

Where:

1. Constant (3.795): Indicates that if all independent variables are zero, Purchase Interest is 3.795.
2. Promotion (X₁, 0.759): An increase in promotion of 1 unit will increase Purchase Interest by 0.759 units. The effect is positive and significant.
3. Price Perception (X₂, -0.759): An increase in price perception of 1 unit (considered expensive) will decrease Purchase Interest by 0.759 units. The effect is negative and significant.
4. Service Quality (X₃, 0.136): An increase in service quality of 1 unit will increase Purchase Interest by 0.136 units. The effect is positive, although relatively small.
5. Culture (X₄, 0.683): A 1 unit increase in culture will increase Purchase Interest by 0.683 units. The influence is positive and quite strong.

6. Brand Image (X5, 0.803): A 1 unit increase in brand image will increase Purchase Interest by 0.803 units. The influence is positive and the largest.

Table 12. SPSS Output Simultaneous F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1683.993	5	336.799	2284.958	<.001 ^b
	Residual	13.413	91	.147		
	Total	1697.406	96			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Promotion, Price Perception, Service Quality, Culture, Brand Image						

Source: SPSS output, data processed 2025

The F test results show an F-count value of 2284.958. With a comparison of the F-table (at $\alpha = 0.05$) of 2.315, it can be seen that the F-count (2284.958) > F-table (2.315). Therefore, Hypothesis 1 (H1) is accepted. This means that Promotion, Price Perception, Service Quality, Culture, and Brand Image simultaneously have a significant effect on Consumer Purchase Interest in MSME products in South Minahasa Regency.

Table 13. SPSS Output Partial T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.795	.260		14.578	<.001
	Promotion	.759	.010	.860	72.723	<.001
	Price Perception	-.759	.047	-.346	-16.246	<.001
	Service Quality	.136	.046	.062	2.988	.004
	Culture	.683	.052	.146	13.065	<.001
	Brand Image	.803	.057	.164	14.195	<.001
a. Dependent Variable: Purchase Intention						

Source: SPSS output, data processed 2025

Based on the t-test, all independent variables in this study, Promotion (X1), Price Perception (X2), Service Quality (X3), Culture (X4), and Brand Image (X5) – show a t-count value that is greater than the t-table (1.986) and a significance value of less than 0.05. This indicates that H1 is accepted for each variable. In conclusion, all of these independent variables partially and significantly influence Consumer Purchase Interest in MSME products in South Minahasa Regency.

Table 14. SPSS Output Partial Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.996 ^a	.992	.992	.38392

a. Predictors: (Constant), Citra Merek, Kualitas Layanan, Budaya, Promosi, Persepsi Harga

Source: SPSS output, data processed 2025

Based on the Model Summary, the R-squared (R^2) value of 0.992 indicates that 99.2% of the variation in Consumer Purchase Interest can be explained by the variables Promotion, Price Perception, Service Quality, Culture, and Brand Image. The remaining 0.8% is explained by other factors outside the model. This very high R^2 value indicates a very strong relationship between the independent variables and Purchase Interest.

Discussion

The Effect of Promotion (X_1) on Consumer Purchase Interest (Y)

The Promotion variable (X_1) shows a very significant effect on consumer purchase interest with a calculated t value of 72.723, far exceeding the t table value of 1.986, and a significance value of 0.001 which is smaller than the threshold of 0.05. These results statistically indicate that promotion has a strong and relevant role in influencing consumer decisions to buy MSME products in South Minahasa Regency.

The Influence of Price Perception (X_2) on Consumer Purchase Interest (Y)

The Price Perception variable (X_2) shows a significant influence on consumer purchase interest, with a calculated t value of 16.246, which in absolute terms far exceeds the t table of 1.986, and a significance value of 0.001, which is below the threshold of 0.05. This shows that price perception has an important partial contribution in influencing consumer purchase interest in MSME products in South Minahasa Regency.

The Influence of Service Quality (X_3) on Consumer Purchase Interest (Y)

Service Quality (X_3) positively and significantly influences consumer purchase interest. With a t-count value of 2.988 (greater than the t-table of 1.986) and a significance of 0.004 (below 0.05), it is proven that service quality is a crucial factor in encouraging purchase interest in MSME products in South Minahasa Regency.

The Influence of Culture (X_4) on Consumer Purchase Interest (Y)

The Cultural Variable (X_4) shows a significant and positive influence on consumer purchase interest. With a t-count value of 13.065 (far above the t-table of 1.986) and a significance value of 0.001 (far below 0.05), this confirms that local cultural elements are very important in encouraging purchase interest in MSME products in South Minahasa Regency.

The Influence of Brand Image (X_5) on Consumer Purchase Interest (Y)

Brand Image (X_5) has a significant and positive influence on consumer purchasing interest. With a t-count value of 14.195 (far exceeding the t-table of 1.986) and a significance of 0.001 (far below 0.05), this confirms that brand image is an important strategic factor in increasing purchasing interest in MSME products in South Minahasa Regency.

CONCLUSION

1. Simultaneous Influence: Promotion, Price Perception, Service Quality, Culture, and Brand Image simultaneously have a positive effect on purchase intention ($F_{count} > F_{table}$). This indicates that consumer purchase intention is influenced by these factors collectively.

Partial Influence:

1. Promotion: Has a positive and significant effect on purchase intention ($t_{count} > t_{table}$). An effective promotion strategy increases purchase intention.
 2. Price Perception: Has a negative and significant effect on purchase intention ($t_{count} > t_{table}$). High price perception tends to decrease purchase intention.
 3. Service Quality: Has a positive and significant effect on purchase intention ($t_{count} > t_{table}$). Good quality service encourages repeat purchase intention.
 4. Culture: Has a positive and significant effect on purchase intention ($t_{count} > t_{table}$). The application of local wisdom by MSMEs increases purchase intention.
 5. Brand Image: Has a positive and significant effect on purchase intention ($t_{count} > t_{table}$). Strong and positive brand image increases consumer purchasing interest.
2. This study enriches the theory of consumer behavior, especially related to purchasing interest in MSME products. The findings show that Promotion, Price Perception, Service Quality, Culture, and Brand Image simultaneously and partially have a significant influence on consumer purchasing interest. This strengthens the theory that purchasing decisions are influenced by the marketing mix, perceived value, and sociocultural factors.

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