



The Effect Of Product Quality, Price, And Social Media Marketing On Purchasing Decisions For Naish Pudding Products In Pontianak City

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Abstract

This study aimed to analyze the effects of product quality, price, and social media marketing on purchase decisions among Naish Pudding consumers in Pontianak City. A quantitative, causal-associative approach was employed. The sample comprised 100 consumers selected through purposive sampling, based on three criteria: being at least 18 years old, having independently purchased Naish Pudding products, and knowing of or following Naish Pudding's social media accounts. Data were collected using questionnaires and analyzed through multiple linear regression in SPSS. The simultaneous test showed that product quality, price, and social media marketing were jointly significant predictors of purchase decisions ($F = 15.340$; $p < 0.001$). Individually, product quality ($t = 2.750$; $p = 0.007$), price ($t = 2.188$; $p = 0.031$), and social media marketing ($t = 2.175$; $p = 0.032$) had positive and significant regression coefficients. Product quality had the largest standardized beta coefficient ($\beta = 0.294$). The multiple correlation coefficient ($R = 0.569$) indicated a moderate association, while $R^2 = 0.324$ showed that the three predictors explained 32.4% of the variation in purchase decisions; the remaining 67.6% was not explained by the model. These findings highlight the relevance of consistent product quality, price suitability, and social media management to consumer purchase decisions.

Keywords: Product Quality; Price; Social Media Marketing; Purchasing Decisions; Naish Pudding.

INTRODUCTION

Indonesia's food and beverage industry plays an important role in the national economy. Developments in this sector encourage businesses to improve their competitiveness through product quality, pricing, and the use of digital technology in marketing. The Ministry of Industry of the Republic of Indonesia (2024) reported that the food and beverage industry contributed 39.10% of non-oil-and-gas manufacturing GDP in 2023, highlighting its strategic role in the national economy. Meanwhile, digital marketing has changed how businesses communicate with consumers and introduce their products. Hanaysha (2022) showed that product information, content relevance, and social media interactions are associated with consumer purchase decisions in the fast-food industry.

The development of food and beverage businesses is also evident in Pontianak City, West Kalimantan. According to the Pontianak City Cooperatives, Microenterprises, and Trade Office, as reported by Siregar (2024), 19,155 microenterprises were registered in Pontianak City, with culinary businesses representing a major segment. This situation reflects the large number of businesses operating in the food and beverage sector and underscores the importance of understanding the factors consumers consider before purchasing. Purnama (2023) identified product quality, price, and service quality as relevant factors in consumer purchase decisions in culinary businesses, although their effects may differ across consumer groups and business settings.

Naish Pudding is a culinary business established in Pontianak City in 2019. It offers various desserts, including fruit puddings, dessert boxes, and decorative puddings, in different flavors, sizes, and price ranges. However, its performance has been challenged by declining revenue over the observed period. According to Naish Pudding's internal records (2025), net revenue was IDR 442,956,470 in 2022, decreased to IDR 323,654,500 in 2023 (a decline of 26.9%), and fell further to IDR 233,490,000 in 2024 (a decline of 27.9%). This pattern provides an empirical reason to examine consumer purchase decisions, although changes in revenue cannot be interpreted directly as changes in purchasing decisions without considering operational and other business factors.

Preliminary observations identified several issues concerning product quality and price at Naish Pudding. Product-quality concerns included flavor consistency, the correspondence between product appearance and promotional information, product variety, and complaint handling. Regarding price, consumers considered affordability, the relationship between price and the quality and benefits received, and comparisons with similar products. These issues are relevant to Nuriyono et al. (2023), who found positive and significant effects of product quality and price on purchase decisions among INKOFFIE Sidoarjo consumers. In contrast, Purnama (2023) found that product quality significantly affected purchasing decisions at Gula Kopi Coffee Shop, whereas price did not.



In addition to product quality and price, social media marketing is relevant to Naish Pudding's marketing activities. The business uses its Instagram account (@naish.pudding) and WhatsApp to provide product information and communicate with consumers. Preliminary observations, however, indicated that promotional content had not been managed consistently and that content creativity and consumer interaction could be improved. Putri et al. (2022) found that social media marketing influenced purchasing decisions for ready-to-eat food products. Similarly, Hanaysha (2022) reported positive effects of informativeness, relevance, and interactivity in social media marketing on purchase decisions, while entertainment was not significant. These findings suggest that the value of social media marketing lies not only in maintaining an online presence but also in the information and interaction provided to consumers.

Previous studies have reported inconsistent findings regarding the factors associated with purchase decisions in culinary businesses. Purnama (2023) found that product quality had a significant effect, whereas price did not. Conversely, Rahma and Moeljono (2023) reported that perceived price had a positive and significant effect on purchase decisions at Bang Oye Restaurant in Semarang, while product quality did not have a positive and significant effect. Putri et al. (2022) also demonstrated the relevance of social media marketing to purchase decisions for ready-to-eat food products. These differences indicate that the associations between product quality, price, and purchase decisions may vary across culinary business settings. Therefore, examining all three predictors among consumers of a local dessert business can extend the available empirical evidence.

Considering the business conditions and differing findings of previous studies, this research aims to analyze the individual and joint effects of product quality, price, and social media marketing on purchase decisions among Naish Pudding consumers in Pontianak City. The study seeks to provide empirical evidence on the relationships between these three marketing factors and consumer purchase decisions in a local dessert business and to inform Naish Pudding's evaluation of product quality, pricing, and social media marketing practices.

METHODS

This study employed a quantitative, causal-associative approach to examine the relationships between product quality, price, social media marketing, and purchase decisions among Naish Pudding consumers in Pontianak City. According to Sugiyono (2017), quantitative research involves numerical data analyzed statistically, while causal-associative research examines proposed cause-and-effect relationships between two or more variables. Both primary and secondary data were used (Sugiyono, 2017). Primary data were collected through consumer questionnaires and a direct interview with the owner of Naish Pudding to obtain information about business conditions, product sales, and issues related to the research variables. Secondary data included the business profile, product pricing information, and revenue records for 2022–2024.

The study population comprised consumers who had previously purchased Naish Pudding products, either directly at the store or through channels such as Instagram, WhatsApp, and TikTok. Sample size was determined using the Rao Purba formula, as cited in Sujarweni (2015), with a 95% confidence level and a 10% margin-of-error parameter. The calculation yielded a minimum of 96.04 respondents, which was rounded up to 100. Respondents were selected using purposive sampling based on specified criteria (Sugiyono, 2017): they had to be at least 18 years old, have independently decided to purchase Naish Pudding products, and know of or follow the business's social media accounts, such as Instagram or TikTok.

The study examined three independent variables—product quality (X1), price (X2), and social media marketing (X3)—and one dependent variable, purchase decisions (Y). Product quality was measured using nine dimensions proposed by Kotler and Keller (2016): form, features, performance quality, conformance quality, durability, reliability, repairability, style, and customization. Price was measured using four indicators from Pahmi (2024): price affordability, price-quality suitability, price-benefit suitability, and price competitiveness relative to consumers' purchasing ability. Social media marketing was measured using Gunelius's (2011) four dimensions: content creation, content sharing, connecting, and community building. Purchase decisions were measured using the five stages described by Kotler and Keller (2016): problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. A five-point Likert scale was used (Sugiyono, 2017), ranging from strongly disagree (1) to strongly agree (5). The resulting scores were used for statistical analysis.

Data were analyzed using SPSS through instrument testing, classical assumption testing, and multiple linear regression. Instrument testing included validity and reliability assessments. Item validity was examined by comparing each calculated item–total correlation coefficient with the critical r value; an item was considered valid when its calculated r value exceeded the critical value (Siregar, 2017). Internal consistency was assessed using Cronbach's alpha, with values above 0.60 considered acceptable according to the criterion applied in this study (Siregar, 2017). The reported classical assumption tests included residual normality, linearity, and multicollinearity (Sunjoyo et al., 2013). Residual normality was assessed using the Kolmogorov–Smirnov test, with $p > 0.05$ indicating no statistically significant departure from normality (Siregar, 2017). Linearity was evaluated using the Deviation from Linearity significance value, with $p > 0.05$ indicating no significant deviation from a linear relationship (Ghozali, 2018). Multicollinearity was assessed using tolerance values above 0.10 and variance inflation factor (VIF) values below 10 (Ghozali, 2018).

Multiple linear regression was used to examine the relationships between product quality (X1), price (X2), social media marketing (X3), and purchase decisions (Y), based on the following model: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. In this



equation, a is the constant, b_1 – b_3 are the unstandardized regression coefficients, and e is the error term (Siregar, 2013). The multiple correlation coefficient (R) describes the strength of the joint association, whereas the coefficient of determination (R^2) indicates the proportion of variation in purchase decisions explained by the predictors (Siregar, 2013). Joint statistical significance was assessed using the F-test at the 5% significance level (Surjaweni, 2019), and individual coefficients were assessed using t-tests (Sujarweni, 2015). The null hypothesis was rejected when $p < 0.05$.

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

Data were obtained from 100 respondents who had purchased Naish Pudding products in Pontianak City. The largest age group was 22–26 years, comprising 45 respondents (45.00%). Women accounted for 55 respondents (55.00%). The most common highest level of education was senior high school or vocational high school (54 respondents; 54.00%), and 53 respondents (53.00%) were private-sector employees. The largest monthly income group was IDR 1,000,000–1,999,999 (38 respondents; 38.00%). Most respondents were unmarried (68 respondents; 68.00%), and 59 respondents (59.00%) reported having no dependents. Overall, the sample was predominantly female, aged 22–26 years, educated to the senior or vocational high school level, employed in the private sector, unmarried, and without dependents.

Research Instrument Testing

Validity Test

The validity test assessed whether each questionnaire item appropriately measured its intended variable. Item scores were correlated with the corresponding total variable scores, and the calculated correlation coefficients were compared with the critical r value. For 100 respondents and 98 degrees of freedom ($df = n - 2$), the critical r value used was 0.196 at the 5% significance level. Items with calculated r values above this threshold were considered valid. The results are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	Calculated r	Critical r	Result
Product Quality (X1)	X1.1	0.548	0.196	Valid
	X1.2	0.412		
	X1.3	0.522		
	X1.4	0.572		
	X1.5	0.495		
	X1.6	0.515		
	X1.7	0.520		
	X1.8	0.489		
	X1.9	0.537		
	X1.10	0.611		
	X1.11	0.427		
	X1.12	0.443		
	X1.13	0.487		
	X1.14	0.490		
Price (X2)	X2.1	0.478	0.196	Valid
	X2.2	0.600		
	X2.3	0.649		
	X2.4	0.655		
	X2.5	0.370		
	X2.6	0.545		
	X2.7	0.292		
	X2.8	0.611		
	X2.9	0.618		
	X2.10	0.520		
	X2.11	0.498		
	X2.12	0.442		
Social Media Marketing (X3)	X3.1	0.671	0.196	Valid
	X3.2	0.741		
	X3.3	0.677		
	X3.4	0.581		
	X3.5	0.567		



Variable	Indicator	Calculated r	Critical r	Result
Purchasing Decisions (Y)	X3.6	0.660	0.196	Valid
	X3.7	0.757		
	Y1.1	0.527		
	Y1.2	0.469		
	Y1.3	0.501		
	Y1.4	0.594		
	Y1.5	0.518		
	Y1.6	0.535		
	Y1.7	0.442		
	Y1.8	0.577		
	Y1.9	0.553		
	Y1.10	0.551		
	Y1.11	0.529		
	Y1.12	0.454		
	Y1.13	0.536		
	Y1.14	0.517		
	Y1.15	0.548		
	Y1.16	0.412		

Source: Processed Data, 2026

As shown in Table 1, all items measuring product quality, price, social media marketing, and purchase decisions had calculated r values exceeding the critical value. The values ranged from 0.412 to 0.611 for product quality, 0.292 to 0.655 for price, 0.567 to 0.757 for social media marketing, and 0.412 to 0.594 for purchase decisions. Accordingly, all 49 items met the study's validity criterion and were retained for further analysis.

Reliability Test

The reliability test was conducted to assess the internal consistency of items measuring each research variable. Reliability was evaluated using Cronbach's alpha, with a value above 0.60 specified as the minimum acceptable criterion. The reliability results for each variable are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Value	N of Items	Result
Product Quality (X1)	0.776	14	Reliable
Price (X2)	0.764	12	
Social Media Marketing (X3)	0.788	7	
Purchasing Decisions (Y)	0.808	16	

Source: Processed Data, 2026

Table 2 shows Cronbach's alpha values of 0.776 for product quality, 0.764 for price, 0.788 for social media marketing, and 0.808 for purchase decisions. All values exceeded the minimum threshold of 0.60, indicating that the items measuring each variable met the study's internal-consistency criterion. The four scales were therefore considered reliable for subsequent analysis.

Classical Assumption Tests

Normality Test

The normality test was conducted to assess whether the regression residuals followed a normal distribution. The Kolmogorov–Smirnov test was applied at a 5% significance level, with $p > 0.05$ used as the criterion for finding no statistically significant departure from normality. The reported results are presented in Table 3.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	7.75206980
Most Extreme Differences	Absolute	.074



	Positive	.041
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.200 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Data, 2026

Table 3 reports a Kolmogorov–Smirnov statistic of 0.074 and a significance value of 0.200. Because the reported p-value exceeds 0.05, the test did not identify a statistically significant deviation from normality in the residuals examined. This interpretation is based on the reported test result.

Linearity Test

The linearity test assessed the form of the relationship between each independent variable and purchase decisions. The analysis considered the significance values for Linearity and Deviation from Linearity. The criterion used in this study was $p < 0.05$ for Linearity and $p > 0.05$ for Deviation from Linearity. The results are shown in Table 4.

Table 4. Linearity Test

Variable	Deviation from Linearity	Linearity
Purchasing Decisions * Product Quality	.128	.000
Purchasing Decisions * Price	.297	.000
Purchasing Decisions * Social Media Marketing	.071	.000

Source: Processed Data, 2026

Table 4 shows that the Linearity significance values for product quality, price, and social media marketing in relation to purchase decisions were all below 0.001. The corresponding Deviation from Linearity values were 0.128, 0.297, and 0.071, respectively, all above 0.05. These results indicate that the tests did not detect statistically significant deviations from linearity in the three bivariate relationships examined.

Multicollinearity Test

Multicollinearity was assessed to identify potentially problematic linear relationships among the independent variables. The analysis used tolerance and variance inflation factor (VIF) values, with tolerance > 0.10 and VIF < 10 as the specified criteria. The results are presented in Table 5.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality	.615	1.627
Price	.767	1.304
Social Media Marketing	.737	1.357

Source: Processed Data, 2026

As shown in Table 5, product quality had a tolerance value of 0.615 and a VIF of 1.627; price had a tolerance value of 0.767 and a VIF of 1.304; and social media marketing had a tolerance value of 0.737 and a VIF of 1.357. All tolerance values exceeded 0.10, and all VIF values were below 10. Thus, no problematic multicollinearity was indicated by these diagnostics.

Hypothesis Testing

Multiple Linear Regression Analysis

Multiple linear regression was conducted to estimate the relationships between the three independent variables and purchase decisions, both individually and jointly. The unstandardized regression coefficients and associated test statistics obtained from SPSS are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.366	.288		8.224	.000
	Product Quality	.227	.083	.294	2.750	.007



Price	.101	.046	.210	2.188	.031
Social Media Marketing	.115	.053	.213	2.175	.032
a. Dependent Variable: Purchasing Decisions					

Source: Processed Data, 2026

Based on the unstandardized coefficients reported in Table 6, the estimated multiple linear regression equation is:

$$Y = 2.366 + 0.227 X_1 + 0.101 X_2 + 0.115 X_3$$

- The constant of 2.366 represents the model's predicted value of purchase decisions when product quality (X1), price (X2), and social media marketing (X3) all equal zero.
- The coefficient for product quality (X1) is positive (B = 0.227). Holding the other independent variables constant, a one-unit increase in the product-quality score is associated with a 0.227-unit increase in the predicted purchase-decision score.
- The coefficient for price (X2) is positive (B = 0.101). Holding the other independent variables constant, a one-unit increase in the price-perception score is associated with a 0.101-unit increase in the predicted purchase-decision score.
- The coefficient for social media marketing (X3) is positive (B = 0.115). Holding the other independent variables constant, a one-unit increase in the social media marketing score is associated with a 0.115-unit increase in the predicted purchase-decision score.

Correlation Coefficient (R)

The strength of the joint relationship between the three predictors and purchase decisions was assessed using the multiple correlation coefficient (R). The results are presented in Table 7.

Table 7. Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 ^a	.324	.303	.24330
a. Predictors: (Constant), Social Media Marketing, Price, Product Quality				

Source: Processed Data, 2026

Table 7 reports a multiple correlation coefficient (R) of 0.569, indicating a moderate joint association between product quality, price, social media marketing, and purchase decisions, according to the interpretation criterion used in this study.

Coefficient of Determination (R²)

The coefficient of determination (R²) was 0.324, indicating that product quality, price, and social media marketing jointly explained 32.4% of the variation in purchase decisions among Naish Pudding consumers in Pontianak City. The remaining 67.6% of the variation was not explained by the model.

Simultaneous Effect Test (F-Test)

The simultaneous F-test was used to assess whether the three predictors were jointly associated with purchase decisions in the regression model. The SPSS results are presented in Table 8.

Table 8. Simultaneous Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.724	3	.908	15.340	.000 ^b
	Residual	5.683	96	.059		
	Total	8.407	99			
a. Dependent Variable: Purchasing Decisions						
b. Predictors: (Constant), Social Media Marketing, Price, Product Quality						

Source: Processed Data, 2026

The simultaneous F-test yielded F = 15.340, exceeding the reported critical F value of 2.70. The significance level was $p < 0.001$, indicating that product quality, price, and social media marketing jointly contributed significantly to the regression model for purchase decisions.

Partial Effect Test (t-Test)





The partial t-tests examined whether each independent variable had a statistically significant regression coefficient when the other predictors were included in the model. The results are presented in Table 9.

Table 9. Partial Test Results (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.366	.288		8.224	.000
	Product Quality	.227	.083	.294	2.750	.007
	Price	.101	.046	.210	2.188	.031
	Social Media Marketing	.115	.053	.213	2.175	.032

a. Dependent Variable: Purchasing Decisions

Source: Processed Data, 2026

For a two-tailed t-test at the 5% significance level with 96 residual degrees of freedom, the critical t value is approximately 1.985. The results of the partial tests in Table 9 are interpreted as follows:

1. Product quality (X1) had a t-value of 2.750, exceeding the two-tailed critical value of 1.985, with $p = 0.007 < 0.05$. Its regression coefficient was positive and statistically significant after accounting for the other predictors.
2. Price (X2) had a t-value of 2.188, exceeding the two-tailed critical value of 1.985, with $p = 0.031 < 0.05$. The price-perception coefficient was positive and statistically significant after accounting for the other predictors.
3. Social media marketing (X3) had a t-value of 2.175, exceeding the two-tailed critical value of 1.985, with $p = 0.032 < 0.05$. Its regression coefficient was positive and statistically significant after accounting for the other predictors.

DISCUSSION

Effect of Product Quality on Purchasing Decisions

Product quality was positively and significantly associated with purchase decisions among Naish Pudding consumers in Pontianak City ($B = 0.227$; standardized $\beta = 0.294$; $p = 0.007$). Thus, the first hypothesis (H1) was supported. Higher consumer ratings of product quality were associated with higher purchase-decision scores, holding the other predictors constant. Product quality also had the largest standardized beta coefficient among the three independent variables. In the context of Naish Pudding, product quality is therefore a relevant consideration when consumers select desserts. Flavor consistency, product appearance, and the extent to which products meet consumer expectations warrant attention, particularly in view of the quality-related issues identified during preliminary observations. The study did not, however, test the individual effects of each product-quality dimension.

This result is consistent with Nuriyono et al. (2023), who found a positive and significant effect of product quality on purchase decisions among INKOFFIE Sidoarjo consumers. Purnama (2023) similarly reported a significant effect of product quality on purchase decisions at Gula Kopi Coffee Shop. In contrast, Rahma and Moeljono (2023) did not find a positive and significant effect of product quality on purchase decisions at Bang Oye Restaurant in Semarang. These differences indicate that the relationship may vary across culinary business contexts. For Naish Pudding, the positive and significant association and the comparatively largest standardized beta coefficient support prioritizing product-quality consistency while continuing to consider the other marketing factors.

Effect of Price on Purchasing Decisions

Price was positively and significantly associated with purchase decisions among Naish Pudding consumers in Pontianak City ($B = 0.101$; standardized $\beta = 0.210$; $p = 0.031$). The second hypothesis (H2) was therefore supported. The positive coefficient indicates that more favorable consumer perceptions of price were associated with higher purchase-decision scores, holding the other predictors constant. In this study, price was measured in terms of affordability, suitability relative to product quality and benefits, and competitiveness. The result should therefore not be interpreted as evidence that raising the nominal selling price would increase purchases. Rather, it reflects the relationship between consumers' price evaluations and their purchase decisions. For Naish Pudding, the perceived suitability of price to product quality and benefits is relevant when consumers consider alternative dessert products.

This finding is consistent with Nuriyono et al. (2023), who found a positive and significant effect of price on purchase decisions among INKOFFIE Sidoarjo consumers. Rahma and Moeljono (2023) likewise reported a positive and significant effect of perceived price at Bang Oye Restaurant in Semarang. Conversely, Purnama (2023) found that price did not significantly affect purchase decisions at Gula Kopi Coffee Shop. The differences suggest that the role of price may vary across culinary businesses. Among Naish Pudding consumers, price perception was positively and significantly associated with purchase decisions, although its standardized beta coefficient was smaller than those for product quality



and social media marketing. Pricing decisions should therefore take account of the value perceived by consumers, rather than focusing only on nominal prices.

Effect of Social Media Marketing on Purchasing Decisions

Social media marketing was positively and significantly associated with purchase decisions among Naish Pudding consumers in Pontianak City ($B = 0.115$; standardized $\beta = 0.213$; $p = 0.032$). Accordingly, the third hypothesis (H3) was supported. More favorable perceptions of social media marketing were associated with higher purchase-decision scores after accounting for product quality and price. Naish Pudding uses Instagram and WhatsApp to communicate product information and interact with consumers. Preliminary observations indicated that the consistency of content publication and consumer interaction could be improved. The findings therefore support greater attention to the clarity and consistency of product information, the appeal of marketing content, and communication with consumers. However, the individual contributions of these activities were not tested separately.

This result is consistent with Putri et al. (2022), who found that social media marketing was related to purchase decisions for ready-to-eat food products, both directly and through purchase intention. Hanaysha (2022) also found positive effects of social media marketing informativeness, relevance, and interactivity on purchase decisions in the fast-food industry, whereas entertainment was not significant. Although those studies used different dimensions and analytical models, they support the relevance of digital marketing communication to consumer purchase decisions. For Naish Pudding, the positive and significant result suggests that social media management should address not only promotional messages but also clear product information and opportunities for consumer interaction.

Joint Effect of Product Quality, Price, and Social Media Marketing on Purchasing Decisions

The simultaneous test showed that product quality, price, and social media marketing were jointly significant predictors of purchase decisions among Naish Pudding consumers in Pontianak City ($F = 15.340$; $p < 0.001$). Therefore, the fourth hypothesis (H4) was supported. The multiple correlation coefficient ($R = 0.569$) indicated a moderate association, while the coefficient of determination ($R^2 = 0.324$) showed that the three predictors explained 32.4% of the variation in purchase decisions. The remaining 67.6% was not explained by this model. Taken together, the findings indicate that product quality, consumer price perceptions, and social media marketing are jointly relevant to purchase decisions, although the model does not explain all observed variation.

This finding is consistent with Sardi and Adinansyah (2025), who reported positive and significant individual and joint effects of social media marketing, price, and product quality on purchase decisions among customers of Asia Baru Cake & Bakery in Kendari. The similarity provides supporting evidence for the relevance of these factors in food and bakery businesses. Nevertheless, the two studies involve different businesses and consumer groups, so the magnitudes of the relationships should not be assumed to be identical. For Naish Pudding, the results support jointly evaluating product quality, pricing, and social media practices without treating them as the only factors associated with purchase decisions. Future studies could examine other relevant variables to account for additional variation.

CONCLUSION

The study found that product quality, price, and social media marketing were each positively and significantly associated with purchase decisions among Naish Pudding consumers in Pontianak City, and that the three predictors were jointly significant in the regression model. Product quality had the largest standardized beta coefficient ($\beta = 0.294$; $p = 0.007$), followed by social media marketing ($\beta = 0.213$; $p = 0.032$) and price ($\beta = 0.210$; $p = 0.031$). The simultaneous test yielded $F = 15.340$ ($p < 0.001$). The coefficient of determination ($R^2 = 0.324$) indicated that the model explained 32.4% of the variation in purchase decisions, whereas the remaining 67.6% was not explained by the model. These findings highlight the relevance of product quality, price perceptions, and social media marketing to purchase decisions among the consumers studied.

The study was limited to 100 Naish Pudding consumers in Pontianak City selected through purposive sampling. Its findings therefore cannot be generalized directly to all dessert consumers. The model was also limited to the three predictors examined. In light of the findings, Naish Pudding is encouraged to maintain consistent product quality, consider the suitability of its prices to the benefits consumers receive, and improve the quality of social media content and interactions. Future research could include other variables, such as brand image, flavor preferences, and consumer experience, and recruit respondents from a broader range of settings to provide a more comprehensive understanding of purchase decisions.

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