



FAKULTAS EKONOMI & BISNIS
Universitas Muhammadiyah Pontianak

Jurnal Manajemen
motivasi

www.openjurnal.unmuhpnk.ac.id/index.php/jm_motivasi



The Influence of Product Quality and Product Uniqueness on the Purchasing Decision of Onde Mutiara in Medan City

Febby Novita¹, Wilson Limurti², Gerry Godwin³

Universitas Mikroskil¹, Jln. M.H Thamrin No.112, 124 dan 140 Medan

Universitas Mikroskil², Jln. M.H Thamrin No.112, 124 dan 140 Medan

Universitas Mikroskil³, Jln. M.H Thamrin No.112, 124 dan 140 Medan

ARTICLE INFO

Keywords:

Product Quality; Product Uniqueness;
Purchasing Decisions; Consumer Behavior;
MSMEs; Product Differentiation.

ABSTRACT

This study aims to analyze the influence of product quality and product uniqueness on purchasing decisions for Onde Mutiara in Medan City. A non-parametric quantitative approach was employed by distributing questionnaires to 110 respondents. The data were analyzed using Spearman correlation and ordinal logistic regression. Results indicate that product quality and uniqueness have a positive and significant effect on consumer purchasing decisions. These findings show that both variables can enhance loyalty and buying interest. The implications suggest strategic input for local culinary MSMEs to focus on improving product quality and differentiation to strengthen competitiveness and increase market interest effectively.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan keunikan produk terhadap keputusan pembelian Onde Mutiara di Kota Medan. Penelitian menggunakan pendekatan kuantitatif non-parametrik dengan menyebarkan kuesioner kepada 110 responden. Teknik analisis data yang digunakan adalah korelasi Spearman dan regresi logistik ordinal. Hasil menunjukkan bahwa kualitas dan keunikan produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Temuan ini menunjukkan bahwa kedua variabel tersebut dapat meningkatkan loyalitas dan minat beli. Implikasi dari penelitian ini memberikan masukan strategis bagi UMKM kuliner lokal untuk fokus pada peningkatan kualitas dan diferensiasi produk guna memperkuat daya saing pasar.

Introduction

The culinary industry in Indonesia has experienced significant growth in recent years, driven by changes in consumer lifestyles and increasing purchasing power. Since 2017, the global food delivery market has reached US\$150 billion, with a threefold increase over the past four years (Ahuja et al., 2021). In Southeast Asia, delivery services such as GrabFood, GoFood, and ShopeeFood are becoming increasingly dominant.

*Corresponding author.

E-mail addresses: febbynovita88@gmail.com (Febby)

Indonesia recorded a Gross Merchandise Value (GMV) growth of 18% in 2024, with a total value reaching US\$5.4 billion (Yonatan, 2025). Domestically, the Central Bureau of Statistics (2024) reported that the number of food and beverage service businesses reached 4.85 million units in 2023, up 21.1% from 2016. Sales value also increased significantly, from IDR 674 trillion in 2016 to IDR 998.37 trillion in 2023, representing a 48% growth.

Table 1. Statistics of Food and Beverage Service Businesses

Year	Number of Businesses (million units)	Sales Value (IDR trillion)
2016	4.00	674.42
2023	4.85	998.37

Source: Central Bureau of Statistics, 2024

This phenomenon is further reinforced by changes in consumer behavior during the COVID-19 pandemic. A survey by Google Temasek Bain (2021) revealed that 64% of internet users in Indonesia used food delivery services more frequently during the pandemic, mainly due to convenience. In fact, the GMV of food delivery services in Indonesia in 2021 contributed IDR 78.4 trillion (US\$5.52 billion) to the national digital economy, marking a 36% increase from the previous year. This trend reflects a shift in consumer consumption patterns toward digitalization and convenience in accessing food (Yonatan, 2025).

Amidst these modern trends, consumer interest in local or traditional food has actually increased. Indonesia, as a country rich in cultural and ethnic diversity, holds great potential in traditional culinary arts. Medan City, one of the culinary centers on Sumatra Island, is known for its wide variety of traditional foods such as *bika ambon*, *lemang*, *mie gomak*, and *onde-onde*. A previous study showed that local foods like traditional sweets and snacks are in high demand, especially ahead of major celebrations such as Eid and New Year (Icha Darlene Hanna Sipahutar & Mariana Simanjuntak, 2024). Product quality, unique taste, and marketing strategies through social media platforms like WhatsApp and Instagram are key factors influencing consumer purchasing decisions. During such occasions, purchase volume increased by an average of 212.5%, particularly among lower-middle-income consumers who are also sensitive to price and location (Icha Darlene Hanna Sipahutar & Mariana Simanjuntak, 2024).

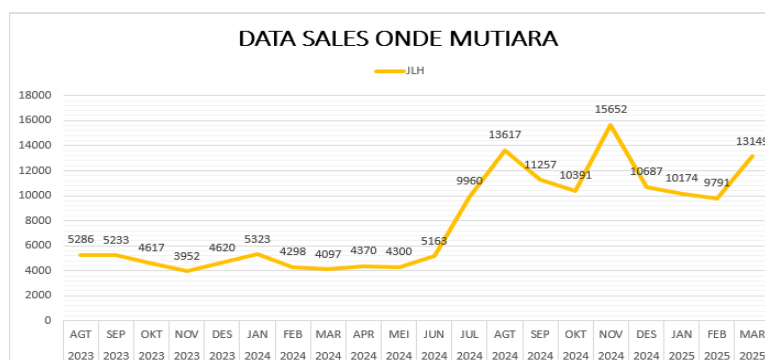


Figure 1. Sales Data of Onde Mutiara

Source: Internal Data of Onde Mutiara, 2025

One of the traditional culinary businesses in Medan is Onde Mutiara, an MSME known for its signature Medanese *onde-onde* product. In line with technological developments, the business has begun selling its products online and opened its first outlet in 2023. Although it has great potential as a Medan specialty souvenir, the sales of Onde Mutiara have not been entirely stable. Based on Figure 1 above, there are noticeable monthly fluctuations in sales

data. This phenomenon indicates instability in consumer purchasing decisions, which is suspected to be influenced by varying perceptions of the quality and uniqueness of the products offered.

From a theoretical perspective, product quality is one of the main determinants in shaping consumer purchasing decisions. Quality refers to a product's ability to meet consumer needs and desires, including taste, durability, and packaging (Kotler & Keller, 2016). Meanwhile, product uniqueness or differentiation also serves as a distinct attraction for consumers, particularly in the context of the culinary souvenir market. A study conducted in the city of Pekanbaru confirmed that product uniqueness has a positive and significant influence on consumers' purchasing decisions for food souvenir products (Nofrizal et al., 2021).

Although numerous studies have been conducted on local culinary products and purchasing behavior, there has yet to be a specific study examining the influence of product quality and uniqueness of Onde Mutiara on purchasing decisions in Medan. Previous research has generally focused on seasonal events or different food products. Therefore, a more in-depth investigation is needed to understand the impact of quality and uniqueness of traditional products like Onde Mutiara within the context of the Medan market. This study aims to analyze the influence of product quality and product uniqueness on purchasing decisions for Onde Mutiara in Medan City. The results are expected to provide strategic contributions to the development of local culinary MSMEs, particularly in enhancing the competitiveness of traditional products in the modern market.

Literatur Review

Product Quality

Product quality refers to a product's ability to consistently meet consumer expectations in terms of function, appearance, and durability (Kotler & Keller, 2022). In the culinary context, such as Onde Mutiara, quality includes taste, texture, cleanliness, and consistency across batches. Previous studies have emphasized the importance of product quality in influencing purchasing decisions. For example, a study on the effects of product quality, price, and social media on consumer purchasing decisions at Elcakery cake shop in Jakarta (Iryanti et al., 2023) found that product quality had a positive and significant influence on purchasing decisions, dominating over other variables. Consumers are more motivated to buy when they perceive that product quality aligns with their expectations and the price offered. A similar finding emerged from a study investigating the influence of product quality on clothing purchase decisions at Gigg Store (Dahlia et al., 2024). Using multiple linear regression analysis, they found that the higher the perceived product quality, the greater the tendency for consumers to make a purchase. A significance value of ($p = 0.000$) indicates a statistically strong influence.

Product quality consists of several dimensions such as performance, reliability, durability, and conformance to standards (Garvin, 1987). For food products, performance and sensory aspects such as taste, aroma, and appearance are particularly crucial (Zeithaml, 1988). In consumer behavior theory, product quality attributes such as taste, texture, and consistency are assessed through rational thinking and evaluation processes, thus falling under the cognitive dimension (Schiffman & Wisenblit, 2015). Product quality itself is defined as a product's ability to fulfill its function, including durability, reliability, and ease of use (Kotler & Keller, 2022). These dimensions will be measured through a questionnaire and operationalized as variable X_1 . Assuming that the higher the perception of product quality, the higher the purchasing decision, the proposed hypothesis is:

H₁: Product Quality (X_1) has a positive influence on Purchasing Decision (Y).

Product Uniqueness

Product uniqueness refers to the extent to which a product possesses distinctive features or characteristics that set it apart from competing products. Uniqueness can be reflected in aspects such as design, quality, performance, additional features, and innovation (Kotler & Keller, 2016). According to Kotler and Keller (2016), a product’s unique attributes not only create functional value but can also evoke emotional and symbolic value, as they relate to the consumer’s identity and personal attachment to the product. A study on MSME souvenir products in Makassar confirmed that product uniqueness and product completeness significantly affect consumer purchasing decisions, with product uniqueness having a greater influence than completeness (Nurhani, 2024). This is supported by previous findings showing that unique characteristics such as innovative packaging or rare varieties statistically drive increased purchasing decisions (Wirsa, 2024). In this study, product uniqueness dimensions will be measured through a questionnaire and operationalized as variable X₂. Assuming that the higher the perception of product uniqueness, the greater the purchasing decision, the proposed hypothesis is:

H₂: Product Uniqueness (X₂) has a positive influence on Purchasing Decision (Y).

Purchasing Decision

Purchasing decision is the final stage in the consumer decision-making process, where an individual selects the best alternative from several available options. Kotler and Keller (2016) assert that purchasing decision is part of consumer behavior involving the selection, purchase, and use of a product to fulfill needs and desires. Thus, purchasing decision can be understood as the ultimate action influenced by various prior considerations, such as perceptions of product quality or uniqueness.

Previous studies have shown that purchasing decisions can be significantly influenced by independent variables such as product quality (Dahlia et al., 2024). Through multiple linear regression analysis, it was found that the product quality variable had a positive effect on purchasing decisions for clothing ($p < 0.000$). In addition, another study found that marketing strategies such as quality, price, and social media collectively influenced the decision to purchase cake products, analyzed using the SEM approach (Iryanti et al., 2023). Both studies highlight the importance of quantitative modeling in measuring the determinants of purchasing decisions, particularly in the context of consumer goods and MSMEs.

In this study, purchasing decision is operationalized as variable Y, which will be measured through several indicators in the questionnaire. Assuming that purchasing decisions are influenced by perceptions of product quality and uniqueness, this variable will serve as the basis for testing the model of the influence of two independent variables on the decision to purchase Onde Mutiara products.

H₃: Product Quality (X₁) and Product Uniqueness (X₂) simultaneously have a positive and significant influence on Purchasing Decision (Y).

Conceptual Framework

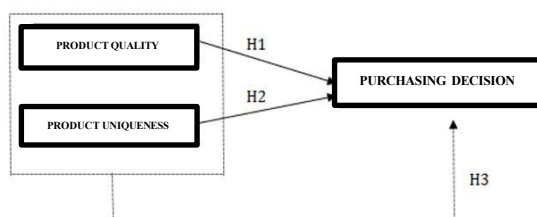


Figure 2. Conceptual Framework Diagram

Based on Figure 2 above, it can be explained that this study examines the influence of two independent variables, namely product quality and product uniqueness, on one dependent variable, which is the purchasing decision. The arrows in the diagram indicate a direct relationship between each independent variable and the dependent variable, as well as the simultaneous relationship of both independent variables with the dependent variable.

First, H1 indicates that the higher the product quality offered, the greater the likelihood that consumers will make a purchase. Second, H2 states that product uniqueness also plays an important role in encouraging consumer purchasing decisions, especially in the context of culinary MSMEs that rely on distinctiveness as a key attraction. Lastly, H3 demonstrates that product quality and product uniqueness together (simultaneously) influence purchasing decisions.

This conceptual framework is developed based on marketing theories and previous research findings that support the existence of a significant relationship between product attributes and consumer behavior in making purchasing decisions.

Research Methods

This study employs a non-parametric quantitative approach with the aim of analyzing the influence of product quality and product uniqueness on consumer purchasing decisions for Onde Mutiara in Medan City. This approach was chosen because the characteristics of the collected data do not meet the assumption of normal distribution, making parametric analysis methods invalid. Therefore, the relationships and influences between variables were tested using Spearman correlation and ordinal logistic regression analysis (Ghozali, 2021).

Primary data were collected through the distribution of closed-ended questionnaires to respondents who were familiar with or had previously purchased Onde Mutiara products. The instrument used a five-point Likert scale to measure consumer perceptions of the variables: product quality, product uniqueness, and purchasing decisions. In addition to questionnaires, data were also obtained through direct observation of the product and semi-structured interviews to enhance understanding of consumer behavior. A literature review was conducted to support the development of instruments and the conceptual framework.

The sample was determined using a non-probability sampling method with an accidental sampling approach, as the exact number of consumers in the population could not be determined. Respondents were selected based on chance encounters and their willingness to complete the questionnaire. The minimum sample size was determined using the Lemeshow formula with a 95% confidence level, resulting in a required minimum of 96 respondents.

The independent variables in this study include product quality and product uniqueness, while the dependent variable is purchasing decision. Each variable was measured through specific indicators defined in the operational definitions. A five-point Likert scale was used, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted using SPSS version 26 software. The analysis stages included descriptive analysis to describe respondent profiles and score trends for each variable, followed by instrument validity and reliability testing. A normality test was then performed using the Shapiro-Wilk method to confirm the suitability of the non-parametric approach. Since the results indicated that the data were not normally distributed, the relationships between variables were analyzed using Spearman correlation. To examine the simultaneous effect of the two independent variables on the dependent variable, ordinal logistic regression was applied, which is appropriate for ordinal and non-normally distributed data (Ghozali, 2021). This model generates significance values (p-values), regression coefficients (β), and pseudo R-square values as indicators of the model's predictive strength.

The final outcome of this analysis is expected to contribute to the development of marketing strategies for local culinary MSMEs, particularly in managing product uniqueness and quality to enhance consumer purchasing decisions.

Result and Discussion

Research Findings

This study involved 110 respondents, with demographic characteristics predominantly consisting of individuals aged 20–30 years (63.64%) and male participants (56.36%). This indicates that the majority of respondents belong to the young, productive age group and actively participate in purchasing activities. Descriptive analysis of the study's three main variables Product Quality (X1), Product Uniqueness (X2), and Purchase Decision (Y) showed positive results. The mean values of these variables were in the high category, ranging from 4.22 to 4.34, indicating a tendency among respondents to choose responses between “Agree” and “Strongly Agree.” The relatively low standard deviations for all variables reflect a good level of consistency in respondents’ answers.

Table 2. Descriptive Statistics of Respondents and Research Variables

Category	Subcategory	Frequency	Percentage (%)	Mean	Std. Deviation
Respondents' Age	< 20 years	29	26.36%	-	-
	20–30 years	70	63.64%	-	-
	31–40 years	5	4.55%	-	-
Respondents' Gender	Male	62	56.36%	-	-
	Female	48	43.64%	-	-
Research Variables	Product Quality (X1)	-	-	4.34	0.60–0.69
	Product Uniqueness (X2)	-	-	4.22	0.60–0.72
	Purchase Decision (Y)	-	-	4.23	0.61–0.84

Source: Processed SPSS Data 2025

The descriptive results indicate that respondents have a positive and consistent perception of product quality and uniqueness, as well as the purchase decisions made. These findings provide a strong basis for further analytical testing to examine the causal relationships among the variables. A validity test was conducted to assess the extent to which the questionnaire items accurately represent the research variables (Ghozali, 2018). Based on data analysis from 110 respondents, all items under the variables Product Quality (X1), Product Uniqueness (X2), and Purchase Decision (Y) have calculated r-values (r_h) greater than the critical r-value (r_t) of 0.1874 at a 5% significance level, indicating that all instruments are valid.

Table 3. Recapitulation of Validity and Reliability Test Results

Variable	Number of Items	r_h Range	r_t	Validity	Cronbach's Alpha	Reliability
Product Quality (X1)	15	0,719 – 0,857	0,1874	All items valid	0,957	Very high reliability
Product Uniqueness (X2)	15	0,706 – 0,862	0,1874	All items valid	0,957	Very high reliability
Purchase Decision (Y)	12	0,662 – 0,848	0,1874	All items valid	0,940	Very high reliability

Source: Processed SPSS Data 2025

Meanwhile, the reliability test indicates that all variables have Cronbach's Alpha values greater than 0.70, meaning that all instruments are highly reliable and consistent in measuring the intended constructs. Based on these

results, all research instruments have met the criteria for validity and reliability, and therefore can be used for further hypothesis testing.

The normality test was conducted to determine whether the residual data in the regression model are normally distributed, which is one of the fundamental assumptions in parametric regression analysis. The test employed was the One-Sample Kolmogorov-Smirnov Test on the unstandardized residuals.

Based on the test results, the Asymp. Sig. (2-tailed) value was $0.000 < 0.05$, with a K-S statistic value of 0.197. This indicates that the residual distribution does not follow a normal distribution.

Table 4. Kolmogorov-Smirnov Normality Test Results

Test Statistic	Value
N	110
Mean Residual	0,000
Std. Deviasi	2,416
K-S Statistic	0,197
Sig. (2-tailed)	0,000

Source: SPSS Output, Processed Data 2025

Thus, since the data do not meet the assumption of normality ($p < 0.05$), the use of parametric regression analysis cannot be continued, and the researcher needs to employ a non-parametric analysis method as a more appropriate alternative. Non-parametric methods do not require a normal distribution, making them more suitable in this context.

Due to the non-normal distribution of the residual data, the Spearman's Rank Correlation test was used as a non-parametric method to measure the relationship between the independent and dependent variables. The analysis results show that product quality (X1) has a correlation coefficient of $\rho = 0.888$ with purchase decision (Y), with a significance value of $p = 0.000$, while product uniqueness (X2) has a correlation coefficient of $\rho = 0.916$ with $p = 0.000$. Both are classified as having a very strong relationship (0.80–1.000) and are statistically significant at the 99% confidence level ($p < 0.01$).

Table 5. Spearman Correlation Test Results Between Variables

Variable X	Variable Y	Correlation Coefficient (ρ)	Significance (p)	Interpretation
Product Quality (X1)	Purchase Decision (Y)	0,888	0,000	Very strong & significant
Product Uniqueness (X2)	Purchase Decision (Y)	0,916	0,000	Very strong & significant

Source: Processed Research Data, 2025

Thus, the research team concludes that there is a positive, very strong, and significant relationship between each independent variable (X1 and X2) and the dependent variable (Y). This indicates that an increase in the perception of both product quality and product uniqueness tends to be followed by an increase in consumer purchase decisions.

Table 6. Ordinal Logistic Regression Test Results on Purchase Decision

Variable	Coefficient (B)	Std.Error	Wald	Sig.	95% CI (Lower–Upper)
Product Quality (X1)	0,226	0,051	19,667	0,000	0,126 – 0,325
Product Uniqueness (X2)	0,392	0,057	47,025	0,000	0,280 – 0,504

Model Fit:

1. -2 Log Likelihood (Final Model) = 362,533
2. Chi-Square = 216,009 (df = 2; Sig. = 0,000)

3. Nagelkerke $R^2 = 0,862$

Source: SPSS Output, Processed Data 2025

The results of the ordinal logistic regression analysis in Table 4.15 indicate that the regression model is statistically valid. The Chi-Square value of 216.009 with 2 degrees of freedom (df) and a significance level of 0.000 (< 0.05) suggests that the model has a significant goodness of fit. This means there is a simultaneous influence of the product quality variable (X1) and product uniqueness variable (X2) on the purchase decision (Y).

The Nagelkerke R^2 determination coefficient of 0.862 indicates that 86.2% of the variation in purchase decisions can be explained by variables X1 and X2, while the remaining percentage is explained by other factors outside the model. Partially:

1. Product Quality (X1) has a coefficient of 0.226 and a significance value of 0.000, indicating that X1 has a positive and significant effect on purchasing decisions.
2. Product Uniqueness (X2) has a coefficient of 0.392 and a significance value of 0.000, indicating that X2 also has a positive and significant effect on purchasing decisions.

Thus, an increase in consumer perception of product quality and uniqueness will enhance the likelihood of consumers making a purchase of Onde Mutiara products. It should be noted that although the system encountered difficulties in completing the Test of Parallel Lines perfectly (due to model convergence issues), this does not automatically invalidate the model. Even though the system was unable to complete the Test of Parallel Lines due to convergence constraints, this does not render the model unusable. According to Ghozali (2018), as long as the parameters in the model are significant and can be logically interpreted, the regression model remains valid for analysis, especially when the overall model is significant despite data distribution imbalances. Based on this reasoning, the regression results can be accepted and interpreted as statistically and theoretically valid. In conclusion, both product quality and product uniqueness are proven to have a significant and positive effect on purchasing decisions, making them key focus areas in developing marketing strategies for MSME actors.

Discussion

The results of this study indicate that product quality (X₁) and product uniqueness (X₂) have a positive and significant effect on purchasing decisions (Y), both partially and simultaneously. Statistically, the Spearman correlation value between X₁-Y is 0.888 and X₂-Y is 0.916, both of which are very strong and significant ($p = 0.000$). Meanwhile, the ordinal logistic regression shows that both variables have a significant influence on purchasing decisions, with a Nagelkerke R^2 value of 0.862. This means that 86.2% of the variation in purchasing decisions can be explained by product quality and uniqueness.

These findings are in line with the theory proposed by Kotler & Keller (2016), which states that product quality is the fundamental basis in shaping satisfaction and purchasing decisions. In the context of Onde Mutiara, quality which includes taste, texture, cleanliness, and consistency proves to be a key factor. This is consistent with the research conducted by Iryanti et al. (2023) and Dahlia et al. (2024), which found that product quality has a dominant influence on purchasing decisions.

A high perception of quality reflects consumer trust in the product and contributes to consistent decision-making. Products that are able to consistently meet expectations tend to create customer loyalty. Therefore, quality control and continuous improvement are crucial in maintaining consumer satisfaction.

In addition to quality, product uniqueness also plays an important role in driving purchases. According to the theory proposed by Kotler & Keller (2016), product uniqueness reflects differentiation that sets a product apart from

its competitors. In this study, uniqueness including distinctive taste, packaging, and local value has been proven to increase purchase intention.

These findings are reinforced by the studies of Nurhani (2024) and Wirsa (2024), which state that unique characteristics significantly drive purchasing decisions, particularly in the MSME souvenir sector. Unique products not only attract attention but also shape consumers' emotional perceptions, strengthening the connection between the product and their identity.

The product development strategy of Onde Mutiara should remain focused on enhancing product quality and uniqueness as key elements in creating added value. Quality encompassing taste, texture, cleanliness, and consistency has been proven to build consumer trust and encourage repeat purchases. On the other hand, product uniqueness, whether in terms of taste, packaging, or the story behind the product, can strengthen emotional appeal, differentiate the product in the market, and establish a special bond with consumers, especially among younger generations.

These findings indicate that a marketing strategy based solely on promotion is not sufficient. Products that excel in terms of quality and uniqueness are, in fact, the main drivers of purchasing decisions. The high value of the coefficient of determination (Nagelkerke $R^2 = 0.862$) reinforces the notion that perceptions of product quality and differentiation explain the majority of consumer decisions far more strongly than other factors. Therefore, MSME investments should be focused on market research, product innovation, and improving the quality of production human resources.

Theoretically, these results enrich the understanding that quality appeals to the rational (cognitive) aspect, while uniqueness reaches the emotional (affective) side of consumers. The combination of both produces a tangible behavioral drive in the form of purchasing. Therefore, the development of Onde Mutiara products should go beyond operational aspects such as maintaining taste, and also incorporate strategic and long-term initiatives, such as building a brand story, positioning the product as a distinctive local souvenir, and continuously adopting market-driven innovations.

Conclusion and Suggestion

Conclusion

This study aims to analyze the influence of product quality and product uniqueness on consumer purchasing decisions for Onde Mutiara. Based on the analysis of 110 respondents, it was found that both product quality (X_1) and product uniqueness (X_2) have a very strong and significant relationship with purchasing decisions (Y), both partially and simultaneously. Spearman correlation shows a value of $\rho = 0.888$ for X_1 and $\rho = 0.916$ for X_2 , with a significance level of $p = 0.000$. The ordinal logistic regression also indicates that both variables have a significant effect, with a Nagelkerke R^2 value of 0.862, meaning that 86.2% of the variation in purchasing decisions can be explained by these two variables.

Product quality, which includes taste, texture, cleanliness, and consistency, has proven to be an important factor in building consumer trust and encouraging repeat purchases. Meanwhile, product uniqueness such as flavor innovation, attractive packaging, and cultural value provides strong differentiation and strengthens consumers' emotional attachment. These findings are supported by marketing theories and previous studies, providing empirical evidence that both variables are key factors in influencing consumer purchasing behavior toward local MSME products.

Overall, this study concludes that the product development strategy for Onde Mutiara should focus on the continuous enhancement of both quality and uniqueness. The combination of rational dimensions (perceived quality) and emotional dimensions (perceived uniqueness) has been shown to effectively drive consumer purchasing decisions,

making these two factors strategic foundations in the marketing planning and product development of local culinary MSMEs.

Suggestions

Based on the results of this study, suggestions can be divided into short-term and long-term categories. For the short term, the owner of the Onde Mutiara MSME is advised to consistently maintain and improve product quality, particularly in terms of taste and cleanliness. Good quality control and regular training for workers will help maintain quality standards and build customer satisfaction. In addition, to enhance product appeal, business owners can start developing more attractive packaging and incorporate local cultural elements as part of the product identity. A narrative approach or storytelling branding should also be considered as a communication strategy to create emotional closeness between consumers and the product.

For the long term, Onde Mutiara MSME needs to develop a sustainable differentiation strategy to establish a strong position in the local souvenir market. Developing brand identity and exploring unique product variants not offered by competitors can be a strategic step in the long run. Furthermore, business actors are advised to conduct regular market evaluations through surveys or customer satisfaction research to ensure that consumer perceptions of product quality and uniqueness remain positive and relevant.

For future researchers, it is recommended to include additional variables such as price, digital promotion, or brand image to gain a more comprehensive understanding of the factors influencing purchasing decisions. Moreover, the use of qualitative approaches can be an alternative to explore more deeply into consumer experiences and perceptions of traditional culinary products, particularly within the MSME context.

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