

The Impact of Price, Product Variation, and Digital Marketing on Purchasing Decisions at Cilok Umi Asih Business

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Abstract

Research aim : The goal of this study is to ascertain and examine the ways in which price, product variety, and digital marketing affect consumers' decisions to buy at Usaha Cilok Umi Asih, either partially or simultaneously.

Design/Method/Approach : utilizing a quantitative explanatory method. Customers of Cilok Umi Asih were part of the study population. Purposive sampling was used to choose a sample of 40 respondents based on the following criteria: (1) was at least 17 years old, and (2) had made at least one purchase of Cilok Umi Asih items. A Likert scale-based questionnaire was used to gather primary data, and multiple linear regression was used for analysis.

Research Finding : The results show that price and product variation have a significant effect on purchasing decisions at Umi Asih Cilok Business. Meanwhile, digital marketing does not have a significant effect on purchasing decisions.

Theoretical contribution/Originality : Enriching the literature on marketing management, particularly in the context of micro-scale traditional culinary businesses, which is still relatively limited.

Practitioner/Policy implication : This research can serve as a basis for managerial decision-making for the owner of Cilok Umi Asih to prioritize competitive pricing strategies and evaluate and adjust product variations to better suit consumer needs and preferences, accompanied by the optimization of digital marketing to support promotion.

Research limitation : The study's findings could not be extensively applied due to the comparatively small sample size and the research's narrow emphasis on a single company.

Keywords : price; product variation; digital marketing; purchasing decisions.

1. Introduction

Increasingly fierce competition in the culinary micro, small, and medium enterprise (MSME) sector requires business actors to understand the factors that influence consumer purchasing decisions more comprehensively. Changes in consumer behavior, which is becoming more selective, price-sensitive, and dependent on digital information, make purchasing decisions a strategic variable in business sustainability. In this context, marketing strategies play an important role because they can influence the competitive advantage of MSMEs through the business's ability to create superior customer value. This competitive advantage will be even stronger if it is supported by appropriate and sustainable marketing strategies [1]. Digital marketing is one of the crucial strategies because through online marketing, potential buyers can obtain complete product information, ranging from product types, prices, specifications, to reviews from other buyers [2]. In traditional micro-scale culinary businesses, such as cilok businesses, this challenge becomes more complex due to limited resources and high local competition [3]. Therefore, these conditions indicate that price, product variety, and the use of digital marketing are important aspects that need to be studied empirically to explain consumer purchasing behavior and support the creation of sustainable MSME competitive advantage.

Prior research has demonstrated that price has a major impact on customers' decisions to buy because they typically weigh the advantages of an item against its cost [4]. Product diversity, in addition to price, has been shown to boost customer interest and satisfaction by offering options that accommodate a range of tastes [5]. However, the advancement of digital technology has prompted companies to use digital marketing as a more comprehensive, interactive, and effective form of advertising, which may eventually influence consumer choices [6]. These results highlight how crucial it is to use marketing tactics in order to affect customer behavior.

Research on the impact of digital marketing on consumer choices, however, has shown mixed results. While some research indicates that digital promotion has no discernible impact on purchase decisions, other studies imply that digital marketing has a favorable and substantial impact [7, 8]. In addition, the majority of previous studies have been conducted on medium and large companies or in the modern retail sector. Empirical studies that simultaneously examine price, product variety, and digital marketing in micro-scale traditional culinary businesses are still relatively limited, creating a relevant research gap for further study.

This study is unique because it focuses on cilok businesses as representatives of traditional cuisine with local market characteristics and consumer behavior that differ from modern products. In addition, this study examines the simultaneous effects of price, product variation, and digital marketing in a single research model on a micro business scale. Unlike previous studies that tended to examine marketing variables partially or in the context of large businesses, this study provides an empirical perspective on the effectiveness of marketing strategies in small businesses with limited capital, human resources, and digital literacy.

This article's goal is to examine how price, product variety, and digital marketing affect Usaha Cilok Umi Asih customers' decisions to buy. It is anticipated that this study would scientifically advance the literature on SME marketing management and provide a foundation for conventional culinary firms' strategic decision-making. An introduction, a review of the literature and the formulation of hypotheses, research methodologies, findings and discussion, conclusions, and research implications make up the framework of this article.

1.1. Statement of Problem

Effective marketing techniques must be implemented due of the intense rivalry among micro-scale traditional culinary MSMEs. However, there is currently little and conflicting empirical data on how price, product variety, and digital marketing affect consumers' decisions to buy. This situation suggests that a more thorough investigation is required to determine if these three factors have an impact on Usaha Cilok Umi Asih customers' purchase decisions.

1.2. Research Objectives

To determine and analyze how price, product variation, and digital marketing, both partially and simultaneously, influence purchasing decisions at Usaha Cilok Umi Asih.

2. Method

This study employed a quantitative approach with an explanatory research design. The population consisted of consumers who had purchased Cilok Umi Asih products. The sample size was determined based on Roscoe's rule of thumb, which suggests that in multiple regression analysis, the minimum sample size should be at least ten times the number of variables studied. Considering that this study involved four variables, the minimum sample size required was 40 respondents. The sampling technique used was purposive sampling, with the following criteria: (1) respondents who had purchased Cilok Umi Asih products at least once, (2) aged 17 years or older, and (3) willing to complete the questionnaire fully and honestly. Primary data were collected through a structured questionnaire using a Likert scale and analyzed using multiple linear regression.

Prior to further analysis, the research instrument was tested for validity and reliability. The validity test results indicated that all questionnaire items had correlation coefficients (r-count) greater than the r-table value of 0.312, confirming that all items were valid. Specifically, the r-count values ranged from 0.328 to 0.764 for price (X1), 0.502 to 0.666 for Product Variation (X2), 0.567 to 0.842 for Digital Marketing (X3), and 0.363 to 0.749 for Purchase Decisions (Y). Furthermore, the reliability test results showed that all variables had Cronbach's Alpha values exceeding the threshold of 0.60, namely 0.665 for price (X1), 0.729 for Product Variation (X2), 0.892 for Digital Marketing (X3), and 0.747 for Purchase Decisions (Y). These findings indicate that the research instrument is both valid and reliable, and therefore suitable for data collection and further analysis.

3. Results and Discussion

According to the data collecting results, 40 people participated in the study. Age-wise, the largest group of respondents (42.5%) were between the ages of 21 and 25, followed by those over 25 (40%), and the smallest group (17.5%) was between the ages of 17 and 20. Gender-wise, just 22.5% of respondents were male, while 77.5% of respondents were female. In addition, the majority of respondents (50%) reported making more than three purchases, followed by those who made two to three purchases (42.5%) and those who only made one purchase (7.5%). These characteristics indicate that the research respondents were predominantly productive-age consumers, female, and had a relatively high level of purchasing experience.

3.1. Classical Assumption Test

Normality Test

Table 1. One-Sample Kolmogorov-Smirnov Normality Test

	<i>Unstandardized Residual</i>
<i>Asymp. Sig. (2-tailed)</i>	,200 ^{c,d}

Source: Output processed using SPSS version 25, (2026)

A significance value of 0.200 was determined based on the Kolmogorov-Smirnov test findings. Given that the result is higher than the significance threshold of 0.05 and meets the predetermined conditions, this suggests that the data is well dispersed.

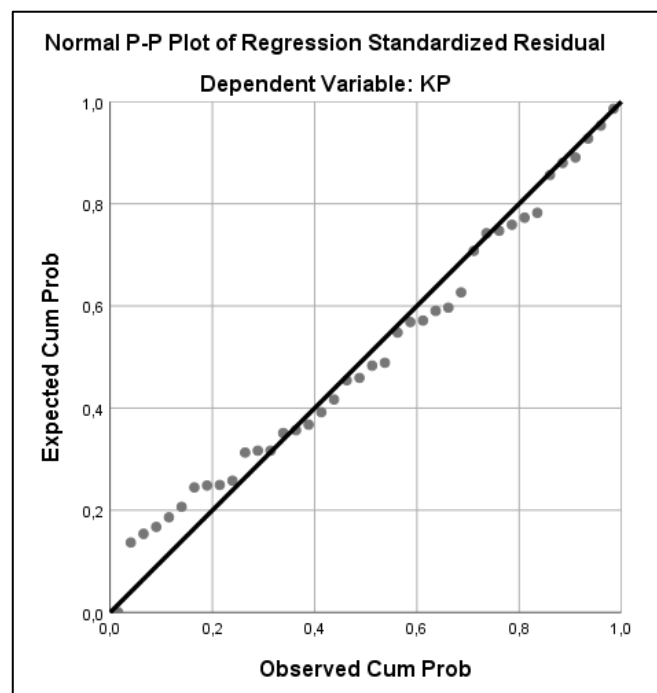


Figure 1. P-Plot Normality Test

Source: Output processed using SPSS version 25, (2026)

The data distribution exhibits a line pattern, as shown in the graphic above. This shows that the study data satisfies the normalcy assumption and is normally distributed.

Multicollinearity Test

Table 2. Results Multicollinearity Test
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
Pricing (X1)	,937	1,067
Product Variety (X2)	,935	1,070
Digital Marketing (X3)	,961	1,040

Source: Output processed using SPSS version 25, (2026)

Each independent variable in the above table has a tolerance value larger than 0.10 and a VIF less than 10. The multicollinearity assumption is met as this shows that there is no multicollinearity between the independent variables.

Heteroskedasticity Test

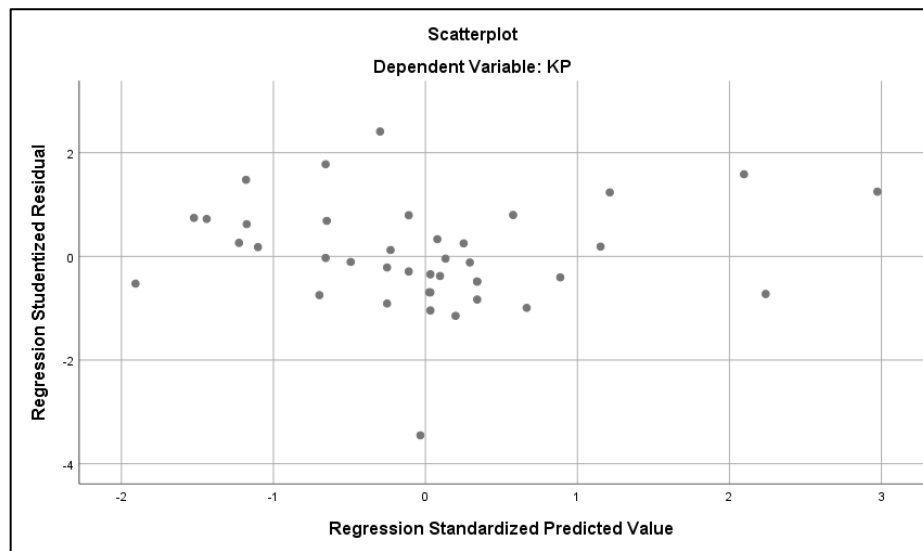


Figure 2. Scaterplott Heterokedasticity Test

Source: Output processed using SPSS version 25, (2026)

The preceding graphic shows that the data points are randomly distributed above and below the Y-axis zero line. This implies that the regression model does not contain heteroscedasticity. Because the conventional criteria of homoscedasticity has been satisfied, the regression model is suitable for hypothesis testing and further analysis.

3.2. Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	23,601	3,551	6,647	,000
	X1	,376	,084	4,457	,000
	X2	,203	,085	2,390	,022
	X3	-,023	,058	-,403	,690

Source: Output processed using SPSS version 25, (2026)

The multiple linear regression equation that follows was derived using the multiple linear regression test results mentioned above:

$$Y = 23,601 + 0,376X_1 + 0,203X_2 - 0,023X_3 + e$$

The results of multiple linear regression analysis indicate that when the variables X1, X2, and X3 are zero, the Purchase Decision variable (Y) will have a value of 23.601. The price (X1) regression coefficient of 0.376 indicates that every unit increase in X1 will boost the value of Y by 0.376, assuming that the other variables in the model remain unchanged. However, the product variety (X2) regression coefficient of 0.203 indicates that for each unit increase in X2, the value of Y will decrease by 0.203. Similarly, if all other factors stay the same, the regression coefficient for digital marketing (X3) of -0.023 shows a negative influence, meaning that every unit increase in X3 will result in a 0.023 drop in the value of Y.

3.3. Coefficient of Determination (R²)

Table 4. Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,684 ^a	,468	,423	1,467

Source: Output processed using SPSS version 25, (2026)

The test results described above yielded an Adjusted R Square score of 0.423. This indicates that 42.3% of the variance in the purchase decision variable is explained by the independent variables of price, product variation, and digital marketing, with the remaining 57.7% being influenced by factors not included in the research model.

3.4. Hypothesis Testing

Table 5. Partial Test Results (t Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	23,601	3,551		6,647
	X1	,376	,084	,560	4,457
	X2	,203	,085	,301	2,390
	X3	-,023	,058	-,050	-,403

Source: Output processed using SPSS version 25, (2026)

Given that the price variable (X1) has a significance value of 0.000 (< 0.05) According to the table above, it can be concluded that pricing significantly and favorably influences purchasing choices. In addition, the product variation variable (X2) has a significance value of 0.022 (< 0.05), indicating that product diversity significantly influences purchasing decisions, albeit negatively. On the other hand, the digital marketing variable (X3) has a significance value of 0.690 (> 0.05), indicating that digital Marketing has little influence on purchasing choices and has no influence on purchasing decisions

Table 6. Simultaneous Test Results (F Test)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	68,070	3	22,690	10,546
	Residual	77,458	36	2,152	
	Total	145,527	39		

Source: Output processed using SPSS version 25, (2026)

The computed F value of 10.546, based on the simultaneous F test results, is higher than the F table value of 2.87 at a significance level of 0.000 (< 0.05). These findings show that factors X1, X2, and X3 significantly influence the purchase choice variable (Y) at the same time.

3.5. Discussion

The Effect of Price on Purchasing Decisions

With a significance value of 0.000 (< 0.05) and a computed t-value larger than the table t-value ($4.457 > 2.024$), the t-test findings demonstrate that the price variable (X1) has a substantial impact on purchase decisions (Y). These results are consistent with studies conducted by [10] and [11], which produced comparable outcomes. According to the study's

findings, customers are more likely to make purchases when the price is competitive when compared to similar items, in accordance with their financial capabilities, and comparable to the product's quality and portion size [12]. In the context of the Cilok Umi Asih business, a relatively affordable pricing strategy, price consistency between product variants, and price suitability with the portion size and taste offered are the main considerations for consumers. Additionally, the business location, which is close to residential areas and targets consumers from various backgrounds, such as students and the surrounding community, reinforces the perception that the price of Cilok Umi Asih products provides good value. Thus, the positive price perception of the Cilok Umi Asih business has proven to play an important role in encouraging sustainable consumer purchasing decisions.

The Effect of Product Variation on Purchase Decisions

With a significance value of 0.022 (< 0.05) and a computed t-value higher than the table t-value ($2.390 > 2.024$), the t-test findings demonstrate that the product variety variable (X_2) has a substantial impact on purchase decisions (Y). These results are consistent with studies conducted by [13] and [14], which produced comparable outcomes. The study's findings support the notion that customers take product variety into account when making judgments about what to buy. Product diversity in the context of Umi Asih's Cilok Business is represented by menu variations and portion sizes, several sauce varieties (spicy and original), and pricing variations tailored to each variation. In addition, attractive product presentation and consistent menu availability reinforce consumers' perceptions of product quality and value. These conditions allow consumers to tailor their product choices to their tastes, needs, and purchasing power. Thus, the provision of relevant and consistent product variety at Usaha Cilok Umi Asih has been proven to increase product appeal and strengthen consumer purchasing decisions in a sustainable manner.

The Effect of Digital Marketing on Purchasing Decisions

With a significance value of 0.690 (> 0.05) and a computed t-value less than the table t-value ($0.403 < 2.024$), the t-test findings demonstrate that the digital marketing variable (X_3) had no discernible impact on purchase choices (Y). This result runs counter to the majority of earlier research, including those done by [15] and [16], which discovered that digital marketing significantly and favorably influences customer purchase decisions. Several contextual elements unique to Cilok Umi Asih possibly account for this discrepancy in the results. First, the characteristics of cilok as a traditional snack with a low price (a product with a low level of involvement) make purchasing decisions tend to be impulsive and spontaneous, so they are less influenced by digital promotions that require an information search process. Second, the strategic location of Cilok Umi Asih, which is close to campus areas or residential areas, allows consumers to make purchases based on direct exposure (passing by) rather than through online searches. Third, the quality and intensity of digital marketing may not be optimal because it is limited to a presence on social media without a measurable engagement strategy, content marketing, or paid advertising.

The Effect of Price, Product Variation, and Digital Marketing on Purchasing Decisions

The results of the F test show that price, product variety, and digital marketing all significantly affect purchase choices simultaneously since the calculated F value is more than the tabular F value ($10.546 > 2.87$) at a significance level of $0.000 (< 0.05)$. This finding implies that a range of integrated marketing strategies influence consumers' decisions to buy. The coefficient of determination (R Square) of 0.423 indicates that the variables of price, product variety, and digital marketing in this study model account for 42.3% of the variance in consumer purchase choices, with additional factors outside the model impacting the remaining 57.7%. Therefore, the integration of pricing, product, and digital marketing strategies plays an important role in shaping purchasing decisions in micro-scale culinary businesses, although there are still other variables that have the potential to influence consumer purchasing behavior.

4. Conclusion

This study underlines the significance of price appropriateness in connection to quality and consumer purchasing power by demonstrating that price has a positive and significant impact on Usaha Cilok Umi Asih customers' purchase decisions. Purchase decisions are also significantly impacted by product variation, although negatively, suggesting that customer preferences are not yet completely reflected in the variety offered. However, purchase decisions were not shown to be significantly impacted by digital marketing, indicating that elements that are immediately perceived have a greater influence on customer decisions.

Theoretically, by offering empirical data in the context of micro-scale traditional culinary enterprises, this study contributes to the literature on MSME marketing. Practically speaking, these results highlight the necessity for companies to give proper price strategies top priority and assess product variety in order to better meet customer expectations. This study is unusual since it simultaneously tests important marketing variables in resource-constrained microbusinesses.

The conclusions of this study cannot be extensively applied due to sample size restrictions and the small number of firms included. To have a more complete view of the elements influencing culinary arts, more study is advised to broaden the scope and include additional variables like product quality, location, or customer happiness.

5. Content Attribution

In this study, the author used several artificial intelligence (AI) applications in the process of writing and refining this article. ChatGPT (GPT-5.2 version, developed by OpenAI) was used as a tool to synthesize theories, formulate ideas, and organize and clarify academic arguments. Furthermore, DeepL Translator (developed by DeepL SE) was used to assist in the translation of academic terms and texts to ensure accuracy of meaning and consistency of language. QuillBot Paraphraser (developed by QuillBot, Inc.) was used to support the process of paraphrasing and improving sentence structure to comply with scientific writing rules. It should be emphasized that all outputs generated by each AI application were not used verbatim, but rather underwent a process of critical review, editing, and thorough curation by the author. The author retains the primary role in decision-making, interpretation, and validation of

scientific substance, thereby maintaining accuracy, authenticity, and academic integrity. Thus, this article represents the final result of a responsible collaboration between the author and AI technology, where the human role remains dominant in ensuring the scientific quality of the work produced.

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