
INVESTIGATING THE ROLE OF TASTE, PRICE, AND MARKETING METHODS ON CONSUMER PURCHASING DECISIONS ON FLAVORED ICE CUBE PRODUCTS

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ABSTRACT

The purpose of this study is to determine the influence of taste, price, and marketing methods on consumer purchasing decisions on flavored ice cube products. This research was conducted using quantitative research methods with data obtained through the distribution of questionnaires to 100 respondents. Analysis of the data obtained was carried out by data analysis techniques using the SPSS application by pouring the results of questionnaires distributed by researchers. The result of this study is that taste, price, and marketing methods have a large and significant influence on consumer purchasing decisions. Consumers want products that have prices by the taste offered, and the taste of a product must be consistent to cause purchase repetition and loyalty from consumers. Marketing for products is considered more relevant through social media, where social media is used as a place for interaction and exchange of information, so digital marketing is the right thing. It is hoped that this research can be a guide to help businesses or similar businesses determine their strategies in terms of taste, price, and marketing methods in their business.

Keywords: Purchase Decision; Taste; Price; Marketing Method; Ice Cube

INTRODUCTION

Ice cubes are one of the supporting components that are often used in the world of F & B. Usually this ice cube is used to cool a food or drink or can also be a tool to preserve the age of a food or drink. Most ice cubes are used in the realm of HORECA (Hotels, Restaurants, and Cafes). With the development of the F&B world, the higher component of using ice cubes in daily business (Rahmaniar, 2011). The majority of the use of ice cubes as a supporting material for cold drinks, namely to cool drinks so that they can be consumed in cold temperatures.

With the development of the F&B industry sector and the rise in the use of ice cubes, people are becoming increasingly aware of the importance of ice cubes in their business. According to Tandi (2022) Business people are becoming smarter or more careful in distinguishing the quality of ice cubes. In addition, due to the increase in the quality of beverage products sold by restaurants and cafes, the drink menu has also developed, It becomes an obstacle for those who want to serve the menu quickly or for those who want to buy drinks with the same taste consistency.

Therefore, the novelty of this study emphasizes the object of ice cube innovation with interesting flavors served to connoisseurs of cold drinks. This ice cube product is also made from natural ingredients with premium quality such as real coffee beans, premium cocoa powder, original matcha powder, etc. The flavors offered are also quite varied, ranging from the taste of Coffee, Tea, Matcha, Chocolate, etc. Purchasing decisions made by flavored ice cube consumers affect several variables such as taste, price, and marketing methods. Price variables have a significant influence on consumer purchasing decisions, namely how prices are determined can affect who and how consumers buy (Zhao, 2021). Similar to price, taste variables also have an important role in purchasing decisions from consumers, consistent taste is considered to be able to generate loyalty from consumers (Azizah, 2020). In addition to price and taste, the last variable that influences consumer purchasing decisions is marketing methods. Many marketing methods can be used, one of the appropriate is to use digital marketing by using social media as a marketing medium because social media is considered to have a variety of consumer reach (Putri, 2022).

LITERATURE REVIEW

Taste

Taste is an assessment of consumers of a food or beverage product, where there is a stimulus both external and internal (Andrianto, 2019). With this, the taste has a considerable role in influencing the purchase decision of a product, because consumers will assess a taste in the product before deciding to buy the product.

Price

Price is the amount of money that must be paid by a customer for the product to be purchased (Azizah, 2020). The price itself has a relative value whether it can be expensive or cheap, and subjectively depends on each individual, according to their abilities, therefore the price offered by a company will be a consideration for consumers before buying products from the company.

Marketing Methods

Marketing strategy is the marketing logic by which a company hopes to create a certain value for consumers and achieve mutually beneficial relationships (Aditama, 2012). Marketing, itself is used so that the products offered can be quickly known by the public and are expected to generate good profits for the company (Hariyana et al., 2017).

Purchasing Decision

Purchasing decisions according to Resmi & Wismiarsi (2015), It is a consumer decision about the brands that are in the pool of choices. In other words, this purchase decision occurs at a time when consumers are already confident in their decision before making a product purchase.

Based on the research framework above, the hypotheses that can be compiled are:

- H₁:** The taste of a product has a significant positive influence on the purchase decision of consumers to a flavored ice cube product.
- H₂:** The price of a product has a significant positive influence on the purchase decision of consumers for a flavored ice cube product.
- H₃:** The marketing method of a product has a significant positive influence on the purchasing decision of consumers for a flavored ice cube product.

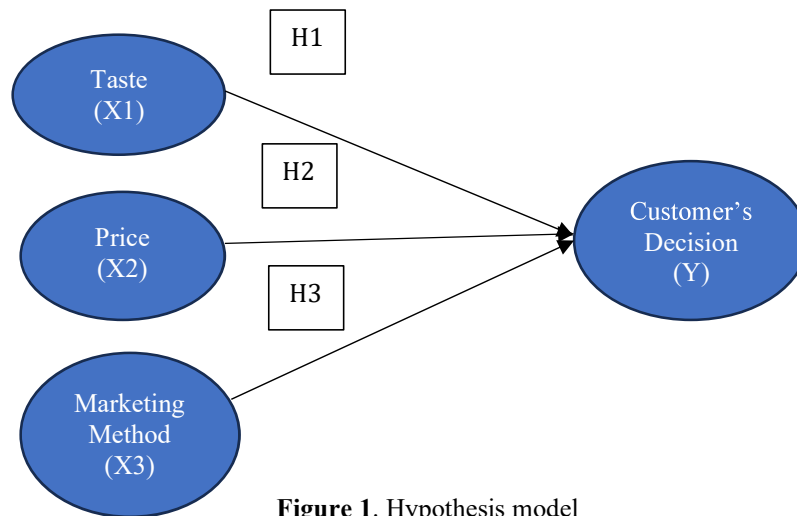


Figure 1. Hypothesis model
Source: data processed (2023)

METHOD

The method used in this study is a quantitative research method, which is a research method based on concrete data or definite data that can be measured, such as numerical data that becomes a calculation test tool. Quantitative research is research that in the process uses a lot of numbers ranging from data collection, data interpretation, and the appearance of the results (Sekaran, 2017). Research is carried out with the availability of data sources that help complete research, In a study, of course, a source is needed from where the data used as a reference for research comes from, the data sources used are primary data and secondary data. The population and sample used for this study are those who have an age range of adolescents, both men and women in Malang City.

From the calculation results using the Slovin formula, the minimum number of respondents is 100 respondents. The questionnaire was distributed through an online method using Google Forms and respondents filled it out independently or self-administered questionnaire. The present research developed the multivariate data analysis to measure the customers' satisfaction with 3 latent variables. The data were analyzed by using multiple linear regression. The details of the indicators are presented in Table 1 below. The latent variables are comprised of Taste, Price, and Marketing Method. The 4 dimensions are measured with 11 indicators.

Table 1. The Definition of Operational Variable

No	Variabel	Indicator	Item
1	Taste (X1)	1. Interesting flavor variants	1. Business products have several different flavors
		2. Taste consistency	2. The degree of consistency of taste in the products made
2	Price (X2)	1. Equality of price with quality	1. Offer a price that matches the quality of the product.
		2. Price benchmarking	2. Consumers compare prices with other similar brands.
		3. Price acceptance	3. Consumers will determine whether the price is reasonable and acceptable or not.

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3	Marketing Methods (X3)	<ol style="list-style-type: none"> 1. Marketing methods at online merchants 2. Marketing methods with social media 3. Marketing methods are concerned with public relations 	<ol style="list-style-type: none"> 1. Marketing products in the e-commerce section 2. Marketing with social media is considered to reach more consumers. 3. Marketing and offering products by participating in social activities such as exhibition exposure.
4	Purchasing Decision (Y)	<ol style="list-style-type: none"> 1. Evaluation of alternatives 2. Purchase activity 3. After Purchase 	<ol style="list-style-type: none"> 1. Consumers will compare with several different brands. 2. Consumers will determine whether taste, price, and marketing methods are the deciding factors. 3. Consumers will make repeat purchases in the near future or switch to other brands.

Source: (Azizah, 2020; Hadi & Farisi, 2016; Faith & Edwin, 2014; Resmi & Wismiarsi, 2015; Putri, 2022; Limpo & Rahim, 2018), date (07, August 2023)

RESULTS AND DISCUSSION

This study gathered 100 respondents with a division of 57% or as many as 57 respondents dominated by male adolescents and 43% or as many as 43 respondents were female adolescents. The age of respondents varies where the majority of respondents aged 19-22 years by 40%, the rest are aged 23-26 years by 33%, aged 27-35 years by 19%, and at least respondents aged 15-18 years by 8%. As many as 54% of respondents are students or university students, 26% of respondents are employees, and 20% are self-employed respondents.

All variables in this study, namely taste, price, and marketing method have a value of Cronbach's Alpha > 0.6, so it can be concluded that all variables are reliable with details, namely taste variables are 0.747, price is 0.739, Marketing Method is 0.744, and purchase decision is 0.732. This study has normally distributed data with significance values above 0.05 characterized by Asymp.Sig 2-tailed significance values of 0.200. All variables have no multicollinearity, presented from all VIF values less than 10 (1.167, 1.409, 1.283). All variables do not experience heteroskedasticity problems presented in the data at the Sig. value which shows the level of significance between the independent variable and absolute residual (ABS_RES) in the variables taste (0.629), price (0.742), and marketing method (0.797). Based on the results of the analysis, regression produces an absolute positive value with details $Y = 7.156 + 0.079X_1 + 0.432X_2 + 0.287X_3$ (illustration in Figure 2). The results project how taste, price, and marketing methods have a significant p-value.

Thus, the entire hypothesis was accepted with positive and significant results. Of all the regression coefficients, the price variable was the most significant, with a score of 0.432. Consumers are very concerned about the price when purchasing this flavored ice cube product. ; The price offered by Icicle is already a price agreed upon by consumers, so it can be concluded that consumers are satisfied with the price offered and the quality of the products received is according to consumer wishes. Appropriate prices and supported by good and appropriate quality greatly influence the purchasing decisions of consumers, and consumers can likely re-repeat products and not move to other brands (Azizah, 2020; Faith & Edwin, 2014; Faisal, 2019).

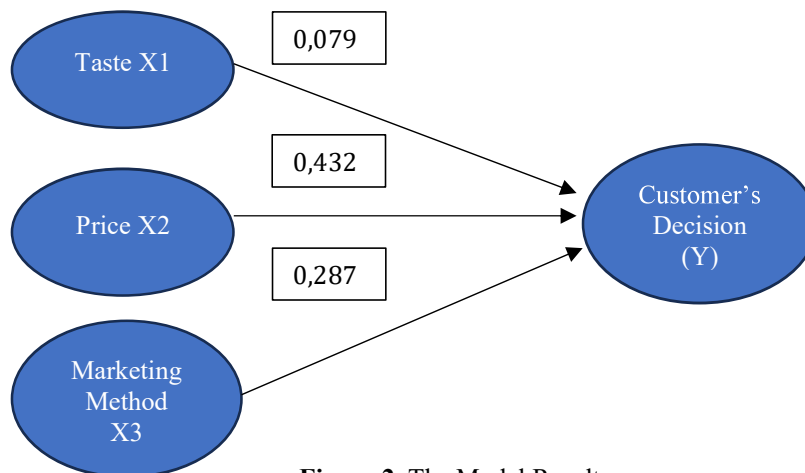


Figure 2. The Model Result
Source: data processed (2023)

CONCLUSIONS

1. Taste has a significant positive influence on consumer decisions before making a purchase. Consumers want products with consistent taste, to generate loyalty to consumers and encourage them to repeat orders on flavored ice cube products.
2. Price has a significant positive influence on consumer decisions before making a purchase. Consumers want prices that match the taste and quality of the products offered. Prices must match the prices available in the market according to similar products or other brands. The price offered must be right, not too cheap and not too expensive.
3. Marketing methods have a significantly positive influence on consumer decisions before making a purchase. Flavored ice cube products are suitable products to be marketed through Instagram social media because the market consumers have a range of teenagers and adults. Social media is also considered a medium for mutual interaction and finding good information.
4. The three variables that influence consumer purchasing decisions, each has an important role are interrelated with each other, and have a simultaneous significant positive influence on purchasing decisions.
5. There are limitations regarding sampling, whereby the number of samples must be added in the future to improve the accuracy of the coefficient results. Further research also considers adding new variables to decipher representations of how consumer satisfaction can be evaluated.

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