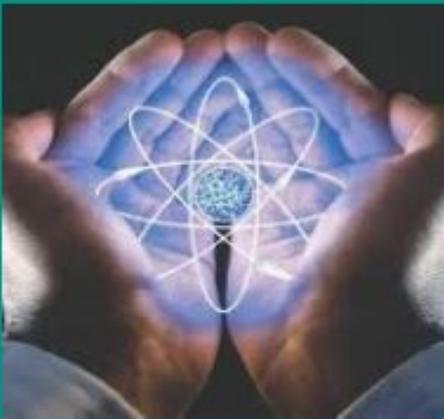


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# Academia Open



*By Universitas Muhammadiyah Sidoarjo*

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# Academia Open

Vol 10 No 2 (2025): December

DOI: 10.21070/acopen.10.2025.11684 . Article type: (Business and Economics)

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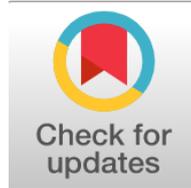
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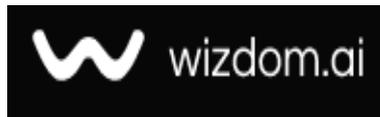
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## **Price and Quality Drive Purchase Decision via Purchase Interest on Tangkelek**

### *Harga dan Kualitas Mendorong Keputusan Pembelian melalui Minat Beli di Tangkelek*

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#### **Abstract**

**General Background:** In an era marked by globalized consumerism, local brands have begun to reclaim cultural identity through products that embody regional heritage. **Specific Background:** Tangkelek, a Minangkabau-based fashion brand in Padang City, integrates cultural values into its offerings, appealing to emotionally and culturally conscious consumers. **Knowledge Gap:** While extensive studies have examined the role of price and quality in purchasing decisions, few focus on local, culture-based brands in emerging markets. **Aims:** This study investigates how price and product quality influence purchasing decisions for Tangkelek products, with purchase interest as a mediating factor. **Results:** Based on SEM-PLS analysis of 90 respondents, both price and product quality significantly influence purchase interest and decision-making. Purchase interest also effectively mediates the relationship between the two predictors and purchasing behavior. **Novelty:** The study contributes a localized, culturally grounded model of consumer behavior, extending marketing literature by highlighting emotional-cultural value as a competitive edge. **Implications:** Findings recommend that MSMEs adopt fair pricing and continuous quality improvement, supported by marketing strategies that evoke purchase interest through cultural storytelling and value communication.

#### **Highlight :**

- Price and product quality have a significant effect on purchase interest and decisions.
- Purchase intention is an important mediator between perceived price and quality on purchasing decisions.
- Local products such as Tangkelek gain traction because they carry regional cultural values.

**Keywords :** Price, Product Quality, Purchase Interest, Purchase Decision, Tangkelek

# Academia Open

Vol 10 No 2 (2025): December

DOI: 10.21070/acopen.10.2025.11684 . Article type: (Business and Economics)

Published date: 2025-07-24 00:00:00

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## INTRODUCTION

In recent years, people's consumption trends have undergone significant changes. Consumers no longer only consider the functional aspects of a product, but also pay attention to the emotional, social, and cultural values attached to the product. In the midst of globalization and the onslaught of modern products from various national and international brands, people began to show interest in local products that promote regional cultural identity (Azrina et al., 2025). This phenomenon marks the growth of consumer awareness of the importance of preserving local culture through their consumption choices. In this context, the term culture local brand emerged, which is a local brand that not only sells products, but also represents cultural values, traditions, and local wisdom as part of the brand identity (Pranta et al., 2024). Culture local brands are considered capable of creating emotional attachment between products and consumers, especially for those who have cultural affinity with the origin of the product (Sun et al., 2023).

One product that reflects the concept of culture local brand is Tangkelek in Padang City which combines Minangkabau cultural values in fashion trends. Tangkelek carries the mission of preserving local culture that reflects regional identity. In the midst of increasingly competitive market competition, the existence of brands such as Tangkelek is important, because they are able to compete not only through quality, but also through the strength of cultural values communicated to consumers. Therefore, understanding the factors that influence consumer purchasing decisions for local products such as Tangkelek is crucial in supporting business sustainability and preservation of regional cultural values.

However, in an effort to expand the market and strengthen competitiveness, Tangkelek business owners must still pay attention to effective marketing strategies, especially in the aspects of price and product quality. Price is one of the elements of the marketing mix that is very sensitive and has a direct effect on the attractiveness of a product (Akdogan, 2021). Consumers tend to consider price in assessing whether a product is worth buying or not (Hussien, 2022) because price is directly related to perceived value and affordability (Chi et al., 2021). Research by (Sihotang & Supriyono, 2024) shows that price has a significant effect on purchasing decisions both directly and through brand image mediation. Consumers assess price as an indicator of quality and conformity of product value to expectations. Meanwhile, (Anggriani et al., 2022) found that perceptions of prices that are reasonable, competitive, and according to benefits also encourage the purchase of local souvenir products in NTT. The same thing was also revealed by (Pranoto et al., 2022), that a fair price forms a positive brand image and strengthens purchasing decisions. Furthermore, (Carvalho et al., 2020) emphasized that according to equity theory, perceptions of unfair prices can lead to dissatisfaction and hinder purchasing decisions. Therefore, price plays not only an economic, but also a psychological role in shaping consumer perceptions and loyalty.

On the other hand, product quality is also a key indicator in influencing consumer satisfaction and loyalty (Tong & Su, 2022). Products that have good quality will provide added value that encourages repeat purchases. According to Garvin in (Meliawati et al., 2023), product quality includes dimensions such as performance, features, reliability, fit, durability, aesthetics, and perceived quality. Good product quality will shape positive perceptions, increase trust, and increase consumer opportunities to buy. Research (Rosadi & Kusdiyanto, 2024) confirms that product quality has a positive and significant effect on consumer purchase interest, where products that have an attractive appearance and meet consumer expectations are more likely to be purchased. This is in line with the findings by (Setyadi et al., 2024) that product quality has a direct effect on purchase intention, which then plays a role in driving purchasing decisions.

However, not all consumers immediately make purchasing decisions based solely on price and quality, there is a psychological stage in the form of purchase intention that mediates the relationship between these variables and purchasing decisions. Purchase interest describes the tendency or desire of consumers to buy a product after going through an evaluation process of various product attributes (Liu & Ali Qureshi, 2023). According to (Rusmiyati & Hartono, 2022), purchase intention can be mediated by perceptions of product quality, brand image, and promotion, and is an important factor in the formation of consumer final decisions. Setyadi et al. (2024) also shows that purchase intention is formed from information exposure and perceptions of the value of the products offered, including quality and suitability of needs. The study (Panjaitan et al., 2024) found that perceived product quality and fair prices can significantly increase consumer purchase intention.

This research is based on the theory of consumer behavior which emphasizes the importance of internal and external factors in influencing the purchasing decision-making process (Ajzen, 2020). In addition, the hierarchy of effects theory is also used to explain that the buying process starts from awareness, attraction, desire (interest), until finally a purchase occurs (Roy, 2022). Based on this theory, purchase intention acts as a crucial stage before consumers make a final decision (Sokolova & Kefi, 2020). Therefore, it is important to understand the mediating role of purchase intention in the relationship between price, product quality, and purchase decisions. While there is a large body of literature on the variables of price, quality and purchase intention, there is a significant gap when it comes to culturally-based local brands in emerging market economies such as Padang. Most of the international research tested the model on global brands, large e-commerce or eco-friendly apparel segments in developed countries, so the empirical findings are not fully relevant to the situation of emerging local brands (Azrina et al., 2025).

The main motivation of this research is to make an empirical contribution to the marketing literature, especially in the context of culture-based local products such as Tangkelek. This research also aims to provide practical recommendations to MSME players in designing pricing strategies and improving product quality that can encourage consumer purchase interest and purchasing decisions. Given the limited studies on Minangkabau local products from the perspective of consumer behavior, this study is important to expand academic understanding while supporting efforts to preserve culture through a business approach. Based on this description, the objectives of this study are to: (1) analyze the effect of price on purchase intention and purchase decision of Tangkelek products, (2) analyze the effect of product quality on purchase intention and purchase decision, and (3) test the role of purchase intention as a mediating variable in the relationship between price and product quality on purchase decision.

## METHODS

This study uses a quantitative approach with a type of causal research that aims to determine the effect of price and product quality on purchasing decisions, with purchase intention as a mediating variable. The research was conducted on consumers of Tangkelek products in Padang City. The population in this study were all consumers who had bought or knew Tangkelek products. The sampling technique used purposive sampling method. The number of samples was determined using the guidelines from Hair et al. (2019), which is at least 5 to 10 times the number of indicators in the questionnaire. The number of samples for this study was 90 people. This research data was collected by distributing questionnaires via google form to respondents. The questionnaire in this study was structured using a 5-point Likert scale, with answer options ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). The questionnaire instrument includes four variables which are measured through several indicators that have been adapted from previous research. The price variable (X1) is measured using four indicators adapted from (Kotler & Keller, 2016). The product quality variable (X2) is measured using six indicators adapted from (Setyadi et al., 2024). Furthermore, the purchase intention variable (Z) is measured through four indicators which are also adapted from (Setyadi et al., 2024). Finally, the purchase decision variable (Y) is measured by four indicators adapted from (Kotler & Keller, 2016). All indicators are compiled based on relevant theories to ensure validity and reliability in measuring respondents' perceptions of Tangkelek products. Data analysis was carried out using Structural Equation Modeling (SEM) techniques based on Partial Least Square (PLS) through SmartPLS 4 software. To ensure the quality of the measurement model, validity and reliability tests were carried out operationally. Convergent validity is tested through the outer loading and Average Variance Extracted (AVE) values, where each indicator is declared valid if it has a loading value above 0.70 and an AVE above 0.50. Meanwhile, reliability is tested using the Cronbach's Alpha and Composite Reliability values which must exceed the 0.70 threshold. All indicators in this study meet these criteria, which indicates that the research instruments used have met the reliability and validity requirements in measuring the constructs under study.

Variable	Operational Definition	Indicator	Item
Price (X1)	Price is the consumer's perception of the level of fairness of a product's price based on the benefits obtained, purchasing power, and comparison with similar products.	Price affordability. Price according to ability or price competitiveness. Price compatibility with the quality of goods or services. Price match with benefits.	The price of Tangkelek products is affordable to me. The price of Tangkelek products is in accordance with my purchasing power. The price of Tangkelek products is competitive with other similar products. The price of Tangkelek products is comparable to the quality offered. The price of Tangkelek products is in accordance with the benefits I get after using them.
Product Quality (X2)	Product quality is the level of reliability and conformity of a product to consumer expectations, which includes the durability, function, materials, and appearance of the product.	Show. Durability. Conformity to specification. Feature. Reliability. Aesthetics.	Tangkelek products have an attractive appearance. Tangkelek products are durable when used. Tangkelek products match the description or specifications that are informed. Tangkelek products have features or advantages that distinguish them from other products. I am satisfied with the performance and reliability

			of Tangkelek products.Tangkelek products have an aesthetically appealing design.
Purchase Interest (Z)	Purchase interest is a consumer's psychological tendency to purchase a product that arises from interest, trust, and positive feelings towards the product.	Attention.Interest.Hatred.Confession.	I am interested in knowing more about Tangkelek products.I have an interest in trying Tangkelek products.I have no objections to Tangkelek products.I am willing to admit that I am interested in buying Tangkelek products.
Purchase Decision (Y)	Purchasing decisions are real consumer actions in choosing and purchasing a product after going through a process of considering various alternatives.	Product stability.Product buying habits.Giving recommendations to others.Making repeat purchases.	I feel confident about the stability of Tangkelek product quality.I am used to buying Tangkelek products regularly.I am willing to recommend Tangkelek products to others.I plan to buy Tangkelek products again in the future.

**Table 1.** Operational definitions of variables and research instruments

Source: Researcher (2025)

## RESULTS AND DISCUSSION

### A.Results

Before conducting data analysis, first explain the profile of respondents involved in this study. Respondent characteristics include aspects of gender, age, education level, occupation, and monthly income. The criteria for respondents in this study are having bought or knowing Tangkelek products at stores in Padang City, both online and offline. The purpose of presenting these characteristics is to provide an overview of the respondents' background which can influence their perceptions and decisions in purchasing products. Details of the respondents' characteristics are presented in Table 2 below:

No	Category	Quantity	Percentage
1	Gender		
	Male	34	37.8%
	Female	56	62.2%
2	Age		
	< 17 years old	3	3.3%
	17 - 25 years	46	51.1%
	26 - 35 years	34	37.8%
	36 - 45 years	7	7.8%
3	Education		
	SLTA	12	13.3%
	DI/DII/DIII/DIV	6	6.6%
	S1/S2/S3	72	79.9%
4	Profession		
	Srudent	33	36.7%
	Teacher	13	14.4%
	Lecturer	3	3.3%
	PNS	7	7.8%
	TNI/Polri	3	3.3%

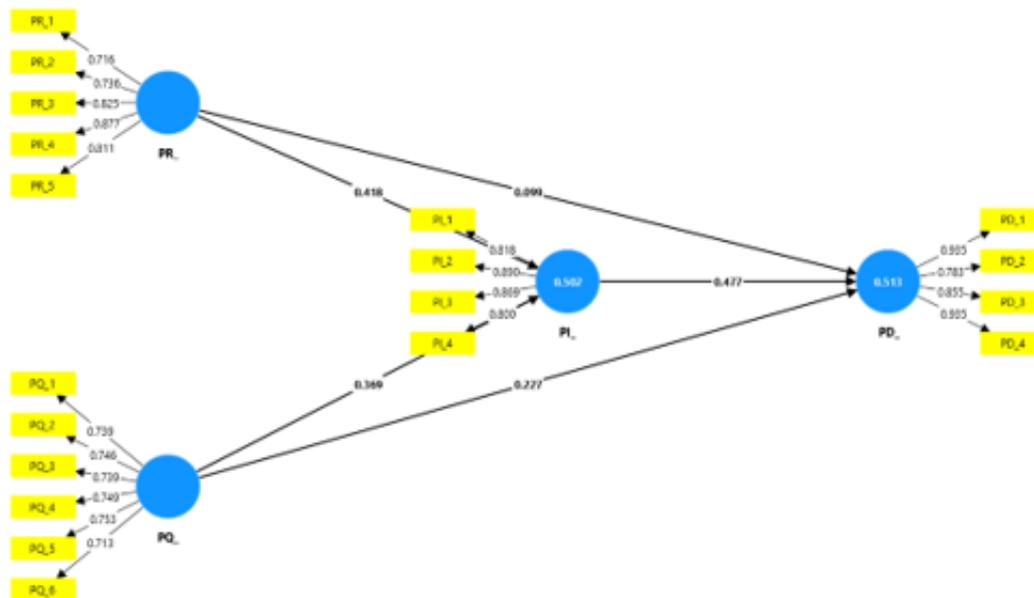
	Employee	10	11.1%
	Self-employed	12	13.3%
	Others	8	8.8%
5	Income/month		
	< 1.000.000	19	21.1%
	1.000.000 - 5.000.000	52	57.8%
	6.000.000 - 15.000.000	14	15.6%
	16.000.000 - 25.000.000	1	1.1%
	>25.000.000	4	4.4%
Total		90	100%

**Table 2.** Characteristics of Research Respondents

Based on the data on the characteristics of 90 respondents, the majority of respondents in this study were women, namely 56 people (62.2%), while men totaled 34 people (37.8%). This shows that female respondents are more dominant in making purchasing decisions on Tangkelek products in Padang City. Overall, the profile of respondents in this study describes a fairly representative group of consumers of the Tangkelek product market segment, especially from among women, young adults, highly educated, and have various levels of income and occupation.

### Outer Model Evaluation

Outer model evaluation is carried out to measure the validity and reliability of indicators against latent constructs. This test uses the outer loadings value, where the indicator is declared valid if it has a value above 0.70, which indicates that the indicator is able to represent the variable well. The following are the results of the outer loading visualization.



**Figure 1.** Outer Model

Furthermore, the results of the outer loading test are shown in Table 3 below:

Variable	PD	PI	PQ	PR
PD_1	0.935			
PD_2	0.783			
PD_3	0.855			
PD_4	0.935			
PI_1		0.818		
PI_2		0.890		

PI_3		0.869		
PI_4		0.800		
PQ_1			0.739	
PQ_2			0.746	
PQ_3			0.739	
PQ_4			0.749	
PQ_5			0.753	
PQ_6			0.713	
PR_1				0.716
PR_2				0.736
PR_3				0.825
PR_4				0.877
PR_5				0.811

**Table 3.** *Outer loadings*

\* PD = Purchase Decision, PI = Purchase Interest, PQ = Product Quality, PR = Price.

Based on the results of the outer loadings analysis, all indicators on each variable show a value that is above the minimum threshold of 0.70, which indicates that all indicators have good convergent validity and are suitable for use in the measurement model. The strongest indicators on the purchase decision variable are PD\_1 and PD\_4 (0.935), while on purchase intention is PI\_2 (0.890). For product quality, all indicators are valid although the values are slightly lower, with a range of 0.713-0.753. The strongest indicator on the price variable is PR\_4 (0.877), indicating that price perceptions are strongly influenced by aspects of the benefits received. The overall results confirm that the measurement model in this study has high reliability.

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
PD_	0.900	0.909	0.931	0.773
PI_	0.866	0.875	0.909	0.714
PQ_	0.845	0.847	0.879	0.548
PR_	0.855	0.883	0.895	0.632

**Table 4.** *Construct Reliability and Validity*

The results of reliability testing and construct validity show that all variables in this research model meet statistically good criteria. This can be seen from the Cronbach's Alpha, Composite Reliability (rho\_a and rho\_c), and Average Variance Extracted (AVE) values which are all above the recommended minimum threshold, namely 0.70 for reliability and 0.50 for convergent validity. The results of this analysis indicate that all constructs in the study have high reliability and adequate convergent validity, so it can be concluded that the instruments used are suitable for measuring each variable in the research model related to the effect of price and product quality on purchasing decisions with purchase intention as a mediating variable on Tangkelek products in Padang City.

#### Inner Model Evaluation

The research model design is presented in Figure 2 which explains that two independent variables influence the purchase decision of Tangkelek products in Padang City, namely price and product quality with one mediating variable, namely purchase interest.

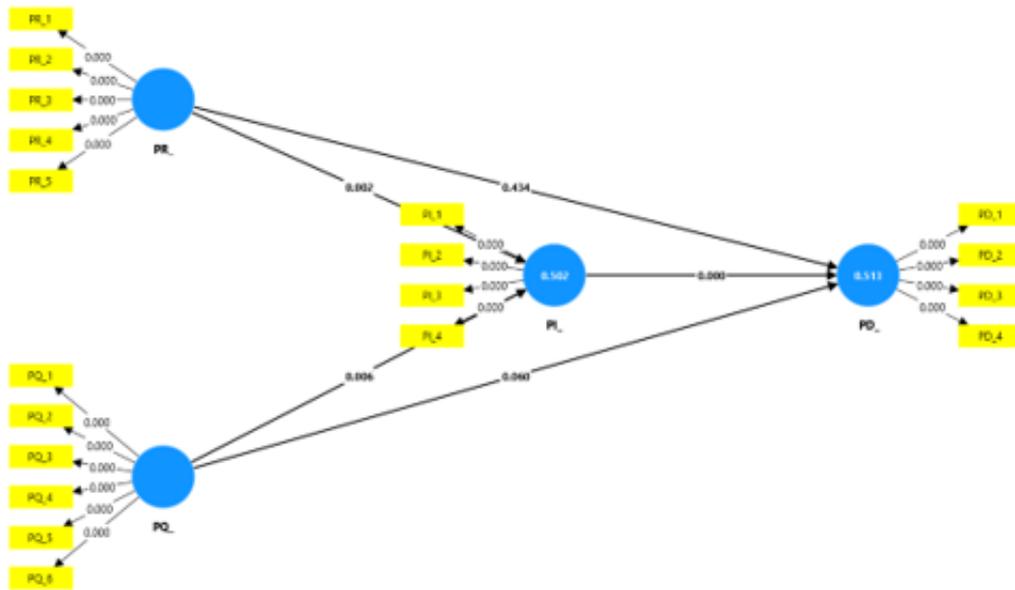


Figure 2. Inner Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
PD_	0.513	0.534	0.086	5.962	0.000*
PI_	0.502	0.526	0.073	6.862	0.000*

Table 5. R-Square

Based on the results of the R-Square analysis, it is known that the Purchase Decision (PD) variable has an R<sup>2</sup> value of 0.513, meaning that 51.3% of the variation in purchasing decisions can be explained by price, product quality, and purchase interest. Meanwhile, the Purchase Interest (PI) variable has an R<sup>2</sup> value of 0.502, which indicates that 50.2% of the variation in purchase interest is explained by price and product quality. Both of these values are in the medium category, and are statistically significant (p < 0.001), so it can be concluded that the model has good explanatory power for consumer purchasing behavior for Tangkelek products.

Hypothesis Testing

The results of hypothesis testing show that all relationship paths between variables in this model are statistically significant at the 95% confidence level (p < 0.05), as indicated by the T-statistic value > 1.96 and p-value < 0.05. This finding reinforces that purchase intention plays an important mediator in the effect of price and product quality on consumer purchasing decisions on Tangkelek products in Padang City.

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Purchase Interest -> Purchase Decision	0.477	0.463	0.129	3.684	0.000*
Product Quality -> Purchase Decision	0.403	0.404	0.137	2.939	0.004*
Product Quality -> Purchase Interest	0.369	0.366	0.131	2.827	0.006*
Price -> Purchase Decision	0.298	0.301	0.138	2.158	0.033*
Price -> Purchase Interest	0.418	0.426	0.130	3.223	0.002*
Product Quality -> Purchase	0.176	0.167	0.072	2.428	0.017*

Interest -> Purchase Decision					
Price -> Purchase Interest -> Purchase Decision	0.199	0.201	0.094	2.130	0.036*

**Table 6.** Direct and Indirect Effect

## B. Discussion

The results of this study indicate that all hypotheses proposed are empirically supported, with all relationships between variables being statistically significant at the 5% significance level ( $p < 0.05$ ). The analysis results show that price has a positive and significant effect on purchase interest ( $\beta = 0.418$ ;  $p = 0.002$ ). This means that the more affordable and competitive the price of Tangkelek products, the greater consumer interest in buying them. Consumer perceptions of affordability and price compatibility with product quality and benefits are the main drivers of purchase intention. This finding is consistent with the perceived value theory, which states that perceptions of price can shape positive attitudes and motivate purchase intentions. These results are in line with research (Zhao et al., 2021) which states that price is an important element in consumer buying behavior, because the appropriate price forms satisfaction and increases purchase interest. (Harliningtyas et al., 2020) also found that price perceptions have a significant effect on consumer buying interest in Chatime products. Meanwhile, (Marsudi & Fitriasari, 2023) show that price discounts, as part of a pricing strategy, are able to increase consumer buying interest directly before finally influencing purchasing decisions. The findings of this study are consistent with previous results, which confirm that positive price perceptions in terms of affordability, suitability for quality, and value for money are key factors in shaping consumer buying interest in products (Eniola & Ok, 2025), including local products such as Tangkelek.

The managerial implication of this finding is that Tangkelek businesses need to develop pricing strategies that are more adaptive to consumer purchasing power, without ignoring quality perceptions. Pricing that is transparent, reasonable, and commensurate with the benefits received will strengthen the positive image of the product in the minds of consumers. In addition, seasonal discount strategies, product bundling, or loyalty-based special offers can be utilized to attract new consumers while retaining existing customers. Thus, the pricing strategy not only functions as a transaction tool, but also as an instrument for communicating product value to the market.

The results of the analysis also show that product quality has a positive and significant effect on purchase interest ( $\beta = 0.369$ ;  $p = 0.006$ ). This means that the higher the product quality perceived by consumers, the greater their tendency to have an interest in buying Tangkelek products. Product quality includes aspects of reliability, conformity to specifications, durability, features, and aesthetic value, all of which give the impression of satisfaction to consumers and build confidence in the feasibility of the product to be purchased. This finding is in line with research (Eka, 2019) which proves that product quality has a significant effect on purchase intention. Product quality is a major factor in attracting consumer interest because products that meet standards and expectations will create strong interest. Furthermore, (Arif, 2020) also concluded that product quality has a significant effect on restaurant customers' buying interest. These results reinforce product quality is the main consideration for consumers before deciding to buy a product. The same thing is also found in research (Setyadi et al., 2024), which shows that product quality has a significant direct effect on consumer buying interest, which shows that consumers' perceptions of quality determine their buying interest.

The managerial implication of this finding is that Tangkelek business actors need to make improving product quality a top priority in marketing strategy. Aspects such as material durability, comfort of use, accuracy of specifications, and aesthetic design that reflects cultural values must be continuously improved to build a strong perception of quality in the eyes of consumers. Regular implementation of quality control, product innovation, and attractive packaging will help create a positive experience that triggers purchase interest. By ensuring that products are not only visually appealing but also reliable in use, Tangkelek can strengthen the brand's position in the market and attract more potential consumers.

Purchase interest has the strongest effect on purchasing decisions ( $\beta = 0.477$ ;  $p = 0.000$ ). This indicates that purchase interest is the main factor that drives purchasing decisions. When consumers have shown attention, interest, and intention to buy Tangkelek products, it is very likely to be realized in the form of actual purchases. This finding is consistent with the results of research (Eldisthia et al., 2023) which shows that consumer interest has a significant effect on purchasing decisions. Consumers who have a high interest in product attributes and benefits tend to continue to the purchase stage. This confirms that purchase interest is an important transition factor from preference to real decision. In line with that, (Widi & Juanda, 2024) revealed that consumers with high buying interest tend to make purchasing decisions. Ethical values and product sustainability increase interest and encourage consumers to buy. However, different results were found in the study of (Multi et al., 2022) which found that buying interest has no partial effect on purchasing decisions.

The managerial implication of these findings is that businesses need to focus on creating and strengthening purchase intention through targeted and sustainable communication strategies. Efforts such as emotionally

evocative promotions, strong cultural narratives, customer testimonials, product trials, and an active presence on social media can be used to shape and maintain consumer interest in products.

Price has a positive and significant effect on purchasing decisions ( $\beta = 0.298$ ;  $p = 0.033$ ). This means that prices that are considered appropriate and feasible by consumers can encourage them to buy Tangkelek products. Consumers assess prices in terms of affordability, value of benefits, and suitability for quality to buy without going through an evaluation process. These results are in line with research (Sumiati & Gea, 2021) which shows that price has a significant effect on purchasing decisions for branded medicinal products at PT Bernofarm. Consumers consider price as the main factor in determining the purchase of pharmaceutical products. Furthermore, research by (Tasera et al., 2023) also found that price has a positive and significant effect on purchasing decisions for Nike brand shoes in Padang City. This study emphasizes that affordable prices and according to quality encourage consumers to make purchases. Meanwhile, research (Citaningtyas Ari Kadi et al., 2023) also concluded that price perceptions have a positive and significant effect on purchasing decisions. This shows that the better consumers' perceptions of price, the more likely they are to buy the product.

The managerial implication of this finding is that Tangkelek business actors need to ensure that the pricing strategy implemented truly reflects the value and quality of the product in the eyes of consumers. Prices that are too high can reduce purchase interest and purchase decisions, while prices that are too low can reduce quality perceptions. Therefore, it is important to conduct regular market research to understand consumer perceptions of fair and competitive prices.

Product quality has a positive and significant effect on purchasing decisions ( $\beta = 0.403$ ;  $p = 0.004$ ). This shows that the higher consumers' perceptions of Tangkelek's product quality, the more likely they are to make a purchase. Product quality gives consumers confidence that the product will meet their needs and expectations, thus encouraging purchases. These results are supported by research (Kuswibowo et al., 2023) which found that product quality significantly influences consumer buying interest in Scarlett products. Product quality creates a positive experience value that encourages purchasing decisions. Other support from (Setiawan et al., 2024) states that product quality has a significant effect on online buying interest. Good quality is considered capable of increasing trust and perceived value by consumers, thereby encouraging purchases. In addition, (Dirwan & Firman, 2023) concluded that product quality has a significant contribution in influencing purchasing decisions. This shows that consumers tend to make purchasing decisions based on the belief that high-quality products will meet their expectations and needs.

The managerial implication of these findings is that Tangkelek business actors need to make product quality the main foundation in marketing and business development strategies. Efforts to maintain and improve quality can be made through the selection of superior raw materials, consistent use of production techniques, and strict quality control at every stage of production. In addition, strengthening the image of quality can also be supported by professional packaging design, responsive after-sales service, and customer testimonials that emphasize product satisfaction and durability. By creating the perception that Tangkelek products are not only culturally unique but also superior in quality, consumer confidence will increase and purchasing decisions will be easier to occur.

The indirect effect results show that purchase interest significantly mediates the relationship between price and purchasing decisions ( $\beta = 0.199$ ;  $p = 0.036$ ). This means that although price influences purchasing decisions directly, the influence becomes stronger when price first fosters consumer purchase interest. This illustrates that price perception drives interest, and that interest leads to purchase action. This finding is in line with (Djuraidi et al., 2024) which shows that price affects purchase interest, and purchase interest has an impact on purchasing decisions. In the context of Tangkelek products in Padang City, the perception of a fair, affordable, or high-value price triggers a sense of consumer interest in the product. This interest encourages consumers' intention to try, which ultimately decides to buy. This is also supported by (Marsudi & Fitriyani, 2023) who found that price discounts as a representation of pricing strategies significantly encourage purchase interest, which then has a major impact on purchasing decisions. Statistically, the indirect effect through purchase interest (0.604) is even greater than the direct effect (0.377), which strengthens the mediation path to have a more substantial influence.

The managerial implication of this finding is that the price strategy not only functions as a transaction determinant, but also as a psychological trigger that arouses consumer buying interest. Therefore, Tangkelek business actors need to develop a price strategy that is not only competitive, but also able to create a perception of value in the eyes of consumers.

Hypothesis H7 is also proven, with the indirect effect results showing that purchase interest significantly mediates the relationship between product quality and purchasing decisions ( $\beta = 0.176$ ;  $p = 0.017$ ). This means that consumer perceptions of product quality not only have a direct impact, but also form a strong purchase interest, which in turn increases the likelihood of consumers making purchasing decisions. This finding is reinforced by (Septiawan & Iskandar, 2024), which shows that product quality significantly affects purchase interest, and purchase interest acts as a strong mediating variable for purchasing decisions. This shows that the perception of quality is not enough, the quality must be able to create an attraction that encourages purchasing actions. The study of (Mardiyono & Digdowiseiso, 2023) also supports this result. Product quality has a significant direct effect on purchasing decisions and also purchase interest. This means that purchase interest plays an important role as a mediator in the relationship between quality and purchasing decisions. Thus, these results indicate that the quality

of Tangkelek products must not only meet functional standards (e.g. durability, performance), but must also be able to build consumer perceptions of value and trust that create interest in buying. Interest is the main driver in the purchasing decision process.

The managerial implication of this finding is that improving product quality must be accompanied by a communication strategy that is able to package this quality into an attractive value in the eyes of consumers. Tangkelek business actors can highlight product excellence through storytelling that links quality with cultural meanings, quality certification, customer testimonials, or visual content that displays details of product excellence. This strategy aims to make existing quality not only recognized, but also perceived as valuable and generate interest in trying. By shaping perceptions of quality accompanied by emotional appeal and trust, consumers will be more encouraged to realize a purchase.

## CONCLUSION

This study concludes that price and product quality have a positive and significant effect on purchasing decisions for Tangkelek products, both directly and through purchase intention as a mediating variable. Consumers assess affordable prices and good quality as the main factors that encourage interest in buying, which is then realized in the act of purchase. This finding makes it clear that purchase intention plays an important role as a link between consumer perceptions and final decisions. Theoretically, this study strengthens the concept of perceived value and confirms the role of purchase intention in consumer behavior models, especially in the context of culture-based local brands. This research also presents a novel contribution by focusing on the local market which has not been highlighted much by the international literature. From a practical perspective, this study recommends that MSME players such as Tangkelek set prices that are competitive and commensurate with product value, while continuing to maintain and improve quality through innovation and quality control. In addition, marketing strategies that are able to generate buying interest such as cultural storytelling, thematic discounts, or customer testimonials need to be optimized to encourage sustainable purchasing decisions. For future development, it is recommended that research include additional variables such as brand image or consumer trust, as well as expanding the coverage area of respondents. In addition, a longitudinal approach and integration of consumer analytics technology can be used to gain a deeper understanding of the dynamics of local consumer buying behavior.

## THANKYOU NOTE

The authors would like to express their sincere gratitude to all parties involved in the writing and research of this article. Special thanks are extended to the respondents who generously took the time to complete the research questionnaire, thus significantly contributing to the completion of this study. The authors would also like to thank their fellow authors for their moral and material support, which greatly contributed to the smooth completion of this research.

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