

Price and Product Quality as Determinants of Purchasing Decisions: A Case Study on Mrs. Ida's Potato Chips

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Abstract-This study aims to analyze the effect of price and product quality on consumer purchasing decisions of Ibu Ida Potato Chips, a micro, small, and medium enterprise (UMKM) in Garut Regency. Using a quantitative approach, data were collected through questionnaires distributed to 100 respondents selected via accidental sampling. The variables were measured using a Likert scale, and data analysis included classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination. The findings indicate that both price and product quality significantly affect purchasing decisions. Specifically, the price variable contributes 25.7% and product quality 23.9% to the variation in consumer purchasing decisions. Simultaneously, these two variables account for 31.9% of the total influence, while the remaining 68.1% is attributed to other factors not examined in this study. The price variable had the strongest impact when aligned with product benefits and perceived fairness, while product quality influenced decisions through attributes such as performance, durability, and visual appeal. These results support previous studies highlighting the critical role of competitive pricing and consistent product quality in driving consumer behavior. Practical implications from this research suggest that UMKM should maintain competitive yet fair pricing, improve product quality through raw material control, and pay attention to packaging design as a part of perceived quality. Furthermore, engaging with customers through direct feedback channels and quality assurance processes can help UMKM sustain and expand their market presence. This study provides valuable insight for local business actors to develop more consumer-oriented strategies and maintain competitiveness in the increasingly dynamic snack food industry.

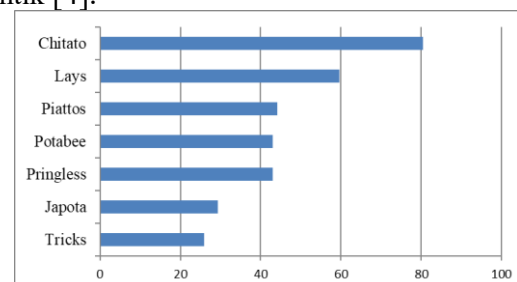
Keywords: Price, Product Quality, Purchase Decision

I. INTRODUCTION

In the modern business world, entrepreneurs are required to excel in providing high-quality and competitive products. Product quality and price greatly influence consumer purchasing decisions and business continuity, both in the short and long term [1]. Products that meet quality standards and consumer needs will be more attractive to purchase. Therefore, the right marketing strategy is very important to influence consumer decisions [2]. In the era of globalization, the food and beverage industry in Indonesia is growing rapidly, driven by increasing household consumption and the purchasing power of the middle class. Competition in this industry is getting tighter, while the internationalization of local food opens up new opportunities for export (www.djkn.kemenkeu.go.id).

One of the popular local foods is processed potatoes, although it is not a native plant of Indonesia. West Java is one of the largest potato producers in Indonesia, with central areas such as Garut, West Bandung, Cianjur, and Sumedang [3]. Potatoes are

widely processed into potato chips, which are ready-to-eat foods made from potatoes that are fried and seasoned. Common types of potatoes used include AR 08, Sangkuriang, Medians, Papita, Spudy, and Atlantik [4].



Source : [5]

Figure 1. Best Selling Potato Chips Brands in Indonesia

Based on data released by the Polling Institute (Jakpat), Chitato is the most popular potato chip brand in Indonesia with a dominant percentage of 80.4%. This product, produced by PT Indofood Fritolay Makmur, has succeeded in becoming the main choice of the majority of consumers. In second place, Lays brand potato chips recorded a percentage



of 59.7%. However, after all of its shares were acquired by PT Indofood CBP Sukses Makmur, the Lays brand was reported to have stopped production and was replaced by Chitato Lite. In third place is Piattos with a percentage of 44.1%, indicating that this product also has its own appeal to consumers. Meanwhile, Potabee and Pringless each obtained 43%, followed by Japota with 29.4%. In last place, the Tricks brand received 26% of respondents. This data reflects the diversity of potato chip brand choices in Indonesia, where each brand strives to present its own uniqueness and appeal to meet the increasingly diverse preferences and needs of consumers.

Table 1. Mrs. Ida's Potato Chips Sales Report

No	Year	Price	Amount	Total
1	2020	Rp. 35,000	4,500 packs	Rp157,500,000
2	2021	Rp. 35,000	3,280 packs	Rp144,800,000
3	2022	Rp. 40,000	3,079 packs	Rp123,000,000

Source : [6]

The Polling Institute (Jakpat) released data on the seven most popular potato chip brands in Indonesia. The Chitato brand dominates with 80.4% of respondents, followed by Lays at 59.7%, although Lays has now stopped being produced and replaced by Chitato Lite after being acquired by PT Indofood CBP Sukses Makmur. Piattos is in third place with 44.1%, followed by Potabee and Pringless with 43% each, Japota at 29.4%, and Tricks with 26%. These results reflect the diversity of consumer preferences for potato chip brands, where each brand competes to present unique products to meet market tastes.

Ibu Ida Potato Chips is an MSME engaged in the snack industry and has been established since 2004. Based on interviews, this business initially sold various types of chips such as potatoes, cassava, and spinach. However, high demand has made this business focus on potato chip products, especially the Medians, Atlantic, and Granola types. Data shows that sales of Ibu Ida potato chips have decreased from year to year. According to the owner, this is due to the declining quality of potatoes from suppliers and the increasing price of raw materials, from IDR 35,000 to IDR 40,000 per 500 grams since 2022. This condition has an impact on product quality and selling price, which then influences consumer purchasing decisions. In the context of purchasing potato chips,

price is an important factor that consumers consider. Ibu Ida potato chips provide a variety of price options to reach consumers with different purchasing power. Factors such as product quality, brand image, and price have been shown to have a significant influence on purchasing decisions [1].

Price is one of the main factors that influence consumer purchasing decisions [7]. Price is defined as the amount of money that consumers must pay to obtain a product. Consumers will assess whether the price is comparable to the benefits obtained from the product. In addition, consumers tend to compare prices between similar products before deciding to purchase, so the perception of price fairness becomes very important [8]. Price is also a determining factor in brand selection and influences the consumer's final decision.

Product quality is no less important in the decision-making process. Consumers buy products not only based on appearance, but also because of the benefits and value offered. Therefore, companies must be able to present high-quality products that can meet consumer needs and desires. Consistent product quality will form a positive image in the minds of consumers, which ultimately increases loyalty and potential for repeat purchases [9]. In addition, superior product quality can be a competitive advantage in the midst of tight market competition [10].

Based on initial observations of 10 respondents who are buyers of Mrs. Ida's potato chips in the Cikajang area, it is known that the prices offered are quite competitive. This competitive price is considered capable of influencing consumers in making purchasing decisions. In addition, the quality of Mrs. Ida's potato chips produced is also considered quite good by consumers, thus providing a great possibility to increase interest and purchasing decisions.

Several studies support that price and product quality variables simultaneously have a significant effect on purchasing decisions [11]. However, there are also different research results, such as from Septiani & Prambudi (2021) which states that product quality has no significant effect [12] which states that price does not affect purchasing decisions in the context of motorcycle products [13].

Facing increasingly tight competition in the snack industry, especially potato chips, companies are



required to be able to set appropriate prices and maintain product quality to remain competitive in the market. Both factors are important strategies in increasing sales and maintaining product position in the market. Based on this background, researchers are interested in conducting a study entitled "The Effect of Price and Product Quality on Consumer Purchasing Decisions of Mrs. Ida Potato Chips."

II. LITERATURE REVIEW

2.1 Buying decision

Consumer purchasing decisions are an important stage in consumer behavior, namely when consumers make choices, buy, and consume a product [14]. Basically, purchasing decisions are consumer actions in choosing one of two or more available product alternatives to meet their needs [15]. This process not only reflects the act of purchasing alone, but also reflects considerations of the benefits, needs, desires, and expectations of consumers towards a product [1].

Furthermore, purchasing decisions do not occur spontaneously, but rather through a process involving identification of needs, information search, evaluation of alternatives, until finally consumers decide to buy or not buy a product. This behavior is part of the decision-making process that is closely related to consumer behavior, including consumer reactions before and after purchase [16]. In the process, purchasing decisions are also influenced by the perception of the value and function of the product felt by consumers after obtaining information about the product [17]. Purchasing decisions are also greatly influenced by how much benefit and appeal a product has in the eyes of consumers. The higher the benefits offered by the product, the greater the tendency of consumers to make a purchase. Consumers are in a position to make purchasing decisions when they are faced with choices, either to buy or not to buy, then decide based on rational or emotional considerations [18].

Based on these various definitions, it can be concluded that purchasing decisions are consumer actions in determining a choice of a product that is considered to be in accordance with their needs, desires, and expectations, which will ultimately result in satisfaction or dissatisfaction depending on the extent to which the product is able to meet expectations.

The author decided to use five indicators adopted from previous research by [1], namely product confidence, product purchasing habits, product recommendations, product evaluation, and product repurchase. The indicators were selected based on the availability of valid and reliable secondary data, as well as by selecting the highest r^2 value, thus ensuring the validity and reliability of the analysis to be carried out in this thesis.

2.2 Price

Price is one of the determinants of a company's success because price determines how much profit the company will get from selling its products, both in the form of goods and services. Price is all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product [19].

Price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of having or using the product or service [20]. Price is said to be cheap or expensive in relative terms. Different appreciations among people for the value of a good or service will make the price of a product or service relatively cheap or expensive. Price is the amount of value given by customers to gain the benefit of having or using a product, either goods or services [21]. Each Individuals give different assessments of the price of an item, because they are influenced by perception, conditions and the environment. concerned. Price is one of the important variables in marketing, where price can influence consumers in making decisions to buy a product, for various reasons [7]. Price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of having or using the product or service [22].

Price is the amount of money and/or goods needed to obtain a combination of goods. from goods another which is accompanied by with the provision of services. Price is an element of the marketing mix that is flexible, where at one time the price will be stable for a certain period of time but in an instant the price can also increase or decrease and is also the only element that generates revenue from sales [23].

From the several definitions of price above, it can be concluded that price is all forms of costs sacrificed by consumers to obtain, own, and utilize a number of goods and services from a product. The author decided to use four indicators from [22],



namely price affordability, price suitability, price competitiveness, price according to benefits. The indicators were selected based on the availability of valid and reliable secondary data, as well as by selecting the highest r^2 value, thus ensuring the validity and reliability of the analysis to be carried out in this thesis.

2.3 Product Quality

Product quality is the main important thing that needs attention from producers or industries. Quality is the main equipment to achieve product position [24]. Quality shows the level of expertise of a brand or product in carrying out roles and expectations. Product quality can be seen from the size of how long the product lasts, so that it can be trusted by consumers.

A product is something offered to consumers which can be in the form of goods or services to fulfill the needs and desires of customers which can then be used or felt by customers [25]. A product is the ability of a product to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole [26].

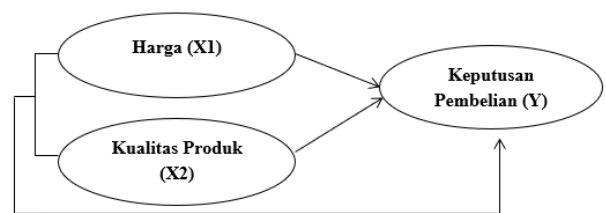
Product quality is the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation, and repair of the product as well as other product attributes [27]. Product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended or needed.

Product quality is the quality that includes efforts to meet or exceed customer expectations that include products, services, people, processes, and the environment. Product quality is also a condition that is always changing [28]. Product quality is a combination of properties and characteristics that determine the extent to which output can meet customer needs requirements [18]. A product or service is said to be of quality if the company is able to provide and meet what is expected and desired by consumers for a product or service. Because quality must have standards that have been determined by the company. [29].

From several definitions of product quality above, it can be concluded that product quality is the ability of a product to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. The author decided to use indicators adopted from previous

research by [26], namely product specifications, product performance, product appearance. Indicators are selected based on the availability of valid and reliable secondary data, as well as by selecting the highest r^2 value, thus ensuring the validity and reliability of the analysis to be carried out in this thesis.

Based on the previous explanation and previous research, it can be explained that price affects purchasing decisions, product quality affects purchasing decisions, then price and product quality affect purchasing decisions. Therefore, the author includes the following research framework:



Source : [1]

Figure 2. Research Model

With this in mind, a research hypothesis can be drawn which can be a temporary answer to the problem that was previously formulated, namely as follows:

- H1: Price has a positive effect on consumer purchasing decisions.
- H2: Product quality has a positive effect on consumer purchasing decisions.
- H3 : Price and product quality have a positive effect on consumer purchasing decisions.

III. RESEARCH METHODS

The population in this study were consumers of Mrs. Ida's potato chips in Garut Regency. The sample was determined using the accidental sampling technique, namely anyone who was accidentally met and met the criteria could be a respondent. Because the population size was not known for certain, the sample size was calculated using the Zikmund formula (2013), with a value of $Z = 1.96$, $S = 0.25$, and $E = 0.05$, so that the minimum sample size was 96 people, which was then rounded up to 100. The data collection technique was carried out by giving questionnaires to respondents, which were filled out directly with the assistance of researchers so that respondents understood each question [30]. The data used in this study were primary data obtained directly from respondents through filling out questionnaires by Mrs. Ida's potato chip consumers. The research



instrument used a Likert scale that measured the variables of price, product quality, and purchasing decisions, with answer choices ranging from strongly agree to strongly disagree. The approach used was quantitative, and the instrument was an important part of measuring research variables accurately [30].

IV. RESULTS AND DISCUSSION

4.1 Normality Test

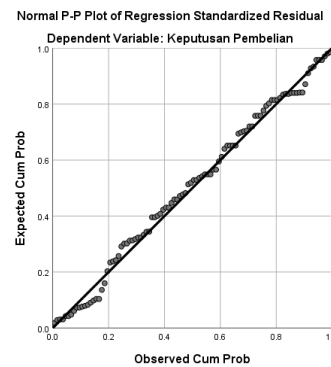
The normality test is conducted to obtain information related to the distribution of research data is normally distributed or not. This study will use the Kolmogorov Smirnov test, the requirement of this test is that the data has a value In addition, the results of the p plot normality test can be seen in Figure 4.4. The figure shows that the data is normally distributed because its distribution follows the diagonal line. probability (sig) > 0.05 to be said to be normal.

Table 2. One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		100
Normal	Mean	.0000000
Parameters ^{a,b}	Std.	2.14737124
	Deviation	
Most Extreme	Absolute	.069
Differences	Positive	.069
	Negative	-.050
Test Statistics		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: [31]

From Table 2 it is known that the data in this study are normally distributed because the results obtained are $0.200 > 0.05$. Where the data shows that the results obtained can meet the requirements.



Source : [31]

Figure 3. Normality Test

In addition, the results of the p-plot normality test can be seen in Figure 3. The figure shows that the data is normally distributed because the distribution follows the diagonal line.

4.2 Multicollinearity Test

Multicollinearity test is a test process to find information about whether or not there is a correlation between independent variables in a regression model. A regression model will be said not to include multicollinearity when the tolerance value is > 0.01 and the VIF (Variance Inflation Factor) value is < 10 .

Table 3. Multicollinearity Test

		Coefficients ^a					
		Unstandardized Coefficient	Standardized Coefficient	Collinearity Statistics			
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	Constant	22,298		3.323	.001		
	Price	.3246	.340	3.384	.001	.694	1,441
	Product Quality	.4201	.300	2.986	.004	.694	1,441

Source : [31]

From Table 3, it is known that the tolerance figure obtained is $0.694 > 0.01$ and the VIF value is $1.441 < 10$, this shows that the data obtained is free from multicollinearity.

4.3 Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine whether or not there is inequality of variance from the residuals of one observation to



another. Heteroscedasticity is stated to not occur if the probability value (sig) > 0.05. In the study using the Glejser Test.

Table 4. Heteroscedasticity Test

Coefficients ^a					
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	Sig.
		B		Beta	
1	(Constant)	-.356	1,959		.856
	Price	.009	.056	.020	.867
	Product Quality	.067	.083	.098	.423

a. Dependent Variable: Abs RES

Source : [31]

Based on the calculation results in Table 4, the significance value of the price variable is 0.867 > 0.05, while the product quality variable is 0.423 > 0.05. This shows that the data obtained is free from heteroscedasticity.

4.4 Multiple Linear Regression Analysis

This analysis is used to determine the relationship between independent variables and dependent variables, whether each variable is positively or negatively related and to predict whether the value of the independent variable will increase or decrease.

Table 5. Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	Sig.
		B		Beta	
1	(Constant)	22,298	3.323		.000
	Price	.324	.096	.340	.001
	Product Quality	.420	.141	.300	.004

a. Dependent Variable: Purchase Decision

Source : [31]

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 22.298 + 0.324X_1 + 0.420X_2 + e$$

Based on the results of the regression analysis, it can be concluded that the constant value of the purchasing decision variable (Y) is 22.298. This shows that if the price variable (X1) and product quality (X2) are zero, then the consumer's purchasing decision for Mrs. Ida's potato chips remains at 22.298.

This means that without the influence of the price and product quality variables, there is still a basic value for purchasing decisions. Furthermore, the regression coefficient value of the price variable (X1) of 0.324 indicates a positive influence on purchasing decisions. In other words, every one-unit increase in the price variable, assuming other variables remain constant, will increase purchasing decisions by 0.324. Likewise, the product quality variable (X2) which has a regression coefficient value of 0.420, indicates that product quality also has a positive effect on purchasing decisions. Every one-unit increase in product quality, assuming other variables remain constant, will increase purchasing decisions by 0.420. These results indicate that both price and product quality contribute to increasing consumer purchasing decisions.

4.5 Analysis of the Influence of Price on Purchasing Decisions (t-Test)

Table 6. Coefficients^a

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
		B		Beta		
1	(Constant)	27,901	2,851		9,787	.000
	Price	.482	.083	.507	5,816	.000

a. Dependent Variable: Purchase Decision

Source : [31]

The independent variable will affect the dependent variable if the significance value of the t-test < 0.05 or the calculated t > t table, the t table here is 1.985. Based on Table 6, it is known that the significance value of the influence of price (X1) on purchasing decisions (Y) is 0.000 < 0.05 and the calculated t value is 5.816 > 1.985, which means that there is a significant influence between price and purchasing decisions. This is in line with the results of research from [19] which states that price has a significant influence on purchasing decisions with a contribution of 49.7%.

Table 7. Coefficient of Determination

Model Summary			
Model	R	Adjusted R Square	Std. Error of the Estimate
1	.507 ^a	.257	.249

a. Predictors: (Constant), Price

Source: [31]



Based on table 7 on the results of the determination coefficient test (R²) obtained a result of 0.257 or 25.7%. This result shows that there is an influence of the price variable on the purchasing decision variable of 25.7%.

4.6 Analysis of the Influence of Product Quality on Purchasing Decisions (t-Test)

Table 8. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	26,490	3.244			8.166	.000
Product Quality	.683	.123	.489		5,544	.000

a. Dependent Variable: Purchase Decision

Source : [31]

Based on Table 8, it is known that the significance value of the influence of product quality (X₂) on purchasing decisions (Y) is 0.000 < 0.05 and the calculated t value is 5.544 > 1.985, which means that there is a significant influence between product quality and purchasing decisions. This is in line with research from [19] which states that product quality has a significant influence on purchasing decisions with a contribution of 24.6%.

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.489 ^a	.239	.231	2.28217

a. Predictors: (Constant), Product Quality

Source : [31]

Based on table 9 on the results of the determination coefficient test (R²) obtained a result of 0.239 or 23.9%. This result shows that there is an influence of the product quality variable on the purchasing decision variable of 23.9%.

4.7 Analysis of the Influence of Price and Product Quality on Purchasing Decisions (F Test)

The f test is used to see how much influence all variables simultaneously have on

the dependent variable. Independent variables will simultaneously influence the dependent variable if the significance value of the f test < 0.05 or f count > f table.

Table 10. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	214.001	2	107,000	22,736	.000 ^b
Residual	456,509	97	4,706		
Total	670,510	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Price

Source : [31]

From table 10 it is known that the significance value for the influence of price (X₁) and product quality (X₂) on purchasing decisions (Y) is 0.000 < 0.05 and the calculated F value is 22.736 > 3.09 which means that there is a significant and joint influence of price (X₁) and product quality (X₂) on purchasing decisions. This is in line with research [11] which states that price and product quality have a significant influence on consumer purchasing decisions with a contribution of 55.9%.

Table 11. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.565 ^a	.319	.305	2.169

a. Predictors: (Constant), Product Quality, Price

Source : [31]

Based on table 11, the results of the determination coefficient test (R²) obtained a result of 0.319 or 31.9%. This result shows that there is an influence of the price and product quality variables on the purchasing decision variable of 31.9%.

Based on the results of the study, it is known that the price variable (X₁) has a significant influence on purchasing decisions (Y), as evidenced by the calculated t value (5.186) which is greater than the t table (1.985) and a significance value of 0.00 < 0.05, so that the first hypothesis (H₁) is accepted. This



means that the more competitive the price offered, the higher the consumer's purchasing decision for Mrs. Ida's potato chips. The highest score on the price variable is in the indicator of price suitability with product quality. Consumers feel that the price of the product is in accordance with the benefits and quality obtained, so they are interested in buying the product sustainably. The average score for the price variable is in the high category, indicating that consumers consider the price of Mrs. Ida's potato chips to be more affordable than competitors without sacrificing quality.

This study is in line with the results of previous studies such as which show that price has a significant effect on purchasing decisions. However, it is contrary to the which stated that price had no effect on the purchase. In conclusion, chips consumers consider that the product price is in accordance with their quality and expectations. Therefore, keeping prices affordable while maintaining quality is an important strategy to increase and maintain consumer purchasing decisions.

The results of the study indicate that the price variable (X1) has a significant effect on purchasing decisions (Y), indicated by the calculated t value of 5.186 which is greater than the t table of 1.985 and a significance value of $0.00 < 0.05$, so the first hypothesis is accepted. This means that the more competitive the price offered, the higher the consumer's purchasing decision for Mrs. Ida's potato chips. The highest score on the price variable is in the indicator of price suitability with product quality, which shows that consumers feel that the price of the product is commensurate with the benefits obtained, so they are interested in buying the product continuously. The average score for the price variable is in the high category, indicating that consumers consider the price of Mrs. Ida's potato chips to be more affordable compared to competitors without sacrificing quality. This study is in line with the results of Haque which states that price has a significant effect on purchasing decisions [11], and is supported by the findings of Putranto and Kartoni who also stated a significant influence between price and purchasing decisions [19]. However, these results differ from Hestiana's research which states that price does not affect

the decision to purchase a Yamaha Mio motorbike [12]. In conclusion, consumers consider that the price of Ibu Ida's potato chips is in accordance with their quality and expectations, so keeping the price affordable while maintaining quality is an important strategy to increase purchasing decisions.

V. CONCLUSION AND SUGGESTIONS

The results of this study indicate that there is a positive influence between price and purchasing decisions of Mrs. Ida's potato chips by 25.7%. Low prices that are in accordance with consumer expectations can increase purchasing decisions, while high prices that are not in accordance with consumer preferences will actually decrease them. In addition, product quality also has a positive effect on purchasing decisions by 23.9%. Products that are considered to be of high quality by consumers can increase purchasing decisions, while quality that is considered to be declining can decrease them. The combination of price and product quality has a positive effect on purchasing decisions with a calculated F value of 22.736 and a determination coefficient of 31.9%, which indicates that affordable prices accompanied by good quality can significantly increase purchasing decisions.

The implications of these results point to the importance of pricing and quality strategies for Mrs. Ida's potato chips. Products with appropriate prices, benefits, and consistent quality will drive consumer satisfaction and purchasing decisions. Therefore, companies are advised to adjust prices based on market expectations and improve aspects of product quality, including packaging design. From the questionnaire observations, consumers prioritize the balance between price and benefits, as well as interest in attractive packaging and consistency of taste. This study will be more useful if the results are used as a basis for product improvement and business strategy. For further research development, it is recommended to add promotional variables or product innovation and combine the questionnaire method with interviews to obtain more in-depth and accurate results. UMKM actors should consider conducting periodic quality checks, adopt cost-efficient production strategies to maintain competitive pricing, and invest in appealing packaging and consistent product standards. Additionally, engaging with



customers through feedback mechanisms can help tailor product improvements and strengthen brand loyalty. These strategies can enhance the competitiveness and sustainability of UMKM in a rapidly evolving market.

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