



Analysis of the Influence of Raw Material Quality, Product Quality, and Price on Purchasing Decisions with Competitive Advantage as an Intervening Variable in Silungkang Restaurant

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Abstract. Business competition in the restaurant sector continues to experience quite rapid development, which means businesspeople have to be careful when making decisions. Therefore, the purpose of this study is to find out and analyze the influence of raw material quality, product quality, and price on purchasing decisions with competitive advantage as an intervening variable in Silungkang Restaurant. The sample of this study is 100 consumers of the Silungkang Restaurant. The model of this research is structural equation modeling (SEM), with an analysis tool using SmartPLS 3. The findings of this study show that raw material quality, product quality, and competitive advantage have a positive and significant influence on purchasing decisions. In addition, it was also found that the quality of raw materials, product quality, and price had a positive and significant effect on competitive advantage. Meanwhile, price has an effect, but significantly, on the purchase decision. For the indirect influence through the competitive advantage variable, it was found that competitive advantage could not play a role in strengthening the influence of price on purchasing decisions. However, indirect influence through competitive advantage variables, a significant influence was found on the quality of raw materials and product quality on purchasing decisions.

Keywords: Raw material quality, product quality, price, competitive advantage, purchasing decision

1. Introduction

Nowadays, business ventures in the restaurant sector continue to experience quite rapid development. Demographic factors, lifestyle, and habits in a region or country can influence developments in this field. Everything that affects society continues to undergo changes, both in the political, economic, social, and cultural fields, as well as in influencing the behavior patterns of competitors in carrying out their business operations. This factor makes competition in the business world even tighter. This is proven by the large number of restaurants spread across Padang City. Based on the website of the Central Statistics Agency of Padang City, it can be seen that the high number of restaurant business competition in Padang City such as in 2019 the number of restaurant business businesses amounted to 335, in 2020 it decreased due to the impact of Covid-19 and from 2021 to 2023 it increased to 338 restaurants. This competition requires business people to be careful in making decisions to run their business.

Companies need strategies to understand consumer behavior to win the competition by always making continuous improvements to each level of operation or process in product production and the product marketing process, and focusing their attention on consumers (1). The number of restaurants in circulation, especially in Padang City, requires people to make various considerations before making a purchase decision. In facing competition in the world of the food industry, Silungkang Restaurant also continues to maintain and improve quality, with good quality and according to standards, consumer satisfaction in purchasing decisions will have more value. All Silungkang Restaurant products are under well-organized quality control. Customer value is used as a reference and customer evaluation of product performance, and the consequences obtained from the use of the targeted product in the usage situation, in making a purchase decision (2).

In purchasing decisions, consumers will look at and learn several elements such as: place, brand, model, purchase size, purchase time, and expected price (3). Consumers can make decisions to purchase a product that can be influenced by their personal experience and satisfaction with a product, which can also be based on information obtained from the surrounding environment, both family and friends, and can make purchases based on culture and lifestyle (5). From the opinion regarding the above definition, the results show that the purchase decision is a stimulus carried out by a company consisting of products, prices, and others that aim to influence consumers in determining a product that is considered to be a solution to consumer needs and desires.

Raw materials are the main ingredients or simple staples that have a role in the formation of products, which cannot be separated from the finished product (7). (8) Raw Materials are important staples that are purchased and used in the production process until they become finished goods that will be sold to consumers, including all materials used for the production process. (9) defines raw materials as basic materials that have not been processed and have standards set by the company so that these materials can be used and processed into finished products that meet consumer demand. From the above understanding, it can be concluded that the quality of raw materials is a basic material obtained from suppliers whose quality is tested so that it can be used as the main material or main component in the production process to obtain efficient and high-quality final product output, and by consumer demand. According to Keller in (10), which are indicators of a raw material include: a). Durability, b). aesthetics, c). quality impression, d). suitability.

Product quality is a conformity of the product that is done to the components of a product that have been produced to meet consumer needs (11). Product quality is the ability of a product to provide satisfaction to consumers and is able to meet customer needs (12). Product quality is one of the factors that can affect purchasing decisions. The better the quality of the products offered by the company to consumers, the higher and more of decisions will be made by consumers. Based on some of the definitions above, product quality is defined as the ability of an item to have a very important meaning to demonstrate its function by or exceeding what the customer wants. The dimensions of product quality consist of: a). Achievement, b). Indestructible, c). Product conformity with specifications, d). Characteristic, e). Dependability.

Price can be interpreted as a cost that depends on consumer demand for a product that can satisfy consumers (14). According to (15) Price is defined as the value of the product produced or produced in both goods and services. The more economical the price offered,

coupled with* satisfactory product quality, the more interested and satisfied consumers will be, so that consumers want to visit the place again. According to (16) affordable products are an important indicator that can influence purchasing decisions made by consumers. From some of the definitions above, price can be interpreted as a sum of money as a determination of the value of a product, goods or services that contain certain benefits and uses and can influence consumers in making purchase decisions to buy a product and the goals that the company wants to achieve can be achieved. According to the indicators used to measure prices include: a). affordable prices for consumers, b). pprice conformity to the quality of a product, c). level of price competition between competitors, d). price conformity to the benefits provided by the product.

Competitive advantage, according to It is a system that is created and has a unique advantage over other competitors through differentiation, low cost, and rapid response. By taking advantage of competitive advantages, it can have a positive impact on buying decisions. Competitive advantage is a position where organizations work to excel and beat competitors (19). Competitive Advantage is defined as the performance of an organization that is superior to competitors in the same industry (20). Competitive advantage is defined as a more effective strategy of a company to create a competitive advantage in its market. The better the performance of finance/accounting, marketing, and operations/production, the is the tendency to have a higher competitive advantage. From the description above, competitive advantage can be interpreted as a competitive advantage strategy created by a company to compete better to compete with competitors and provide usefulness for its consumers through differentiation, low cost, and rapid response. Indicators that can determine competitive advantages include: a). competitive prices, b). product uniqueness, c). product quality, d). management ability, e). strategic position and place.

Prior studies have shown that several factors contribute to purchasing decisions. Research by (7) and (10) highlights the importance of high-quality raw materials, while (22) emphasizes the role of product quality and competitive advantage. Similarly, (23) points to guaranteed product quality as a key factor, and (24) notes that both price and product quality influence consumer choices. Based on these findings, this study examines: (a) the effect of raw material quality, product quality, price, and competitive advantage on purchasing decisions; (b) the influence of raw material quality, product quality, and price on competitive advantage; and (c) whether these variables impact purchasing decisions indirectly through competitive advantage.

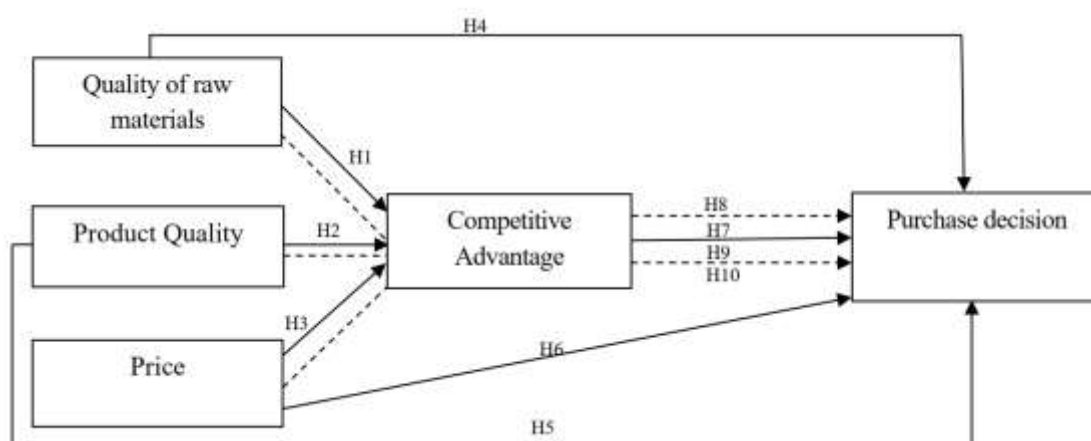


Figure 1. Conceptual framework

2. Methods

The population of the generalization area where the research object is located, where the researcher took 100 populations, namely consumers at the Silungkang Restaurant, which the researcher then used non-probability sampling, that is not all members of the population are selected as samples in a study, so that the sample in the study that will be used as a reference for distributing the questionnaire is 100 people. Data collection using a questionnaire distribution technique containing several question items

This research model uses the Structural Equation Modeling model with the Partial Least Squares (PLS) analysis technique of the SmartPLS 3 tool. Partial Least Squares (PLS) is a component-based technique in statistics for testing structural equation models or commonly called SEM The assessment of the research hypothesis was carried out through the assessment of the t-statistical value or t-calculation compared to the t-value of the Table of 1.96 against data rejection error with alpha 5%.

2.1. Inner Model Testing (Structural Model)

Data testing using SmartPLS in general has 2 stages, the first stage is outer model testing, which is a test to filter all statement items that build a variable, or validity and reliability tests. At this stage, all items that do not meet the convergent validity value or loading factor > 0.5 then the item is eliminated or excluded from the model. After that, the level of reliability is assessed by paying attention to Cronbach's alpha value of 0.7. The second stage can be in 2 parts, namely: in the form of Path analysis and tables. Here is the SmartPLS output:

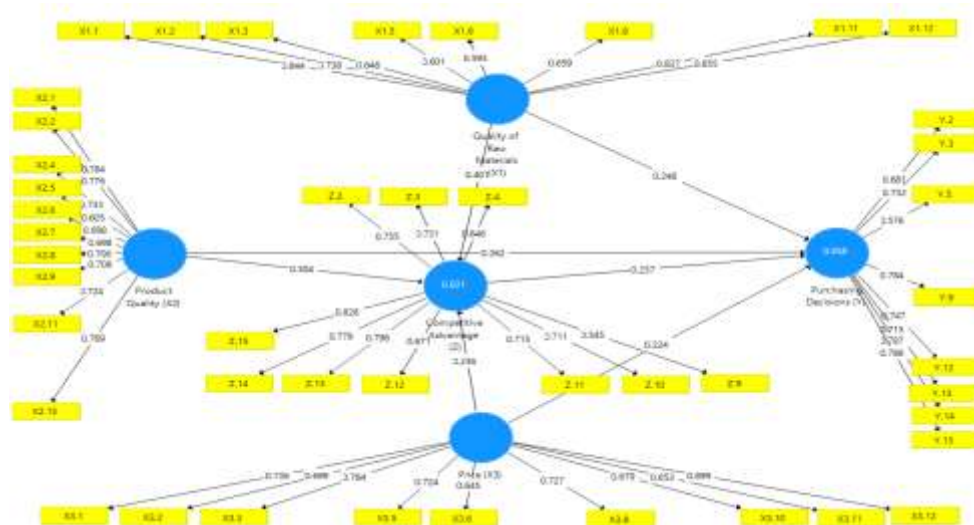


Figure 2. Structural model

2.2. Evaluation of Measurement Model (Outer Model)

Convergent Validity Test: Based on the Figure, the structural model above can be formed into the following Model Equation Model Z, which is a description of the magnitude of the influence of the constructs of Raw Material Quality, Product Quality, and Price on Competitive Advantage as an intervening variable. Competitive Advantage = $0.404 X_1 + 0.299 X_2 + 0.239 X_3 + e_1$. Model II Equation is a description of the magnitude of the influence of the constructs of Raw Material Quality, Product Quality, Price, and Competitive

Advantage on Buyer Decisions, Buyer Decisions = 0.241 X1 + 0.275 X2 + 0.205 X3 + 0.248 Z + e2

Table 1. Result for inner weights

Description	Original Sample	T Statistics	Sig	Information
Raw material quality -> Competitive advantage	0.404	2.952	0.003	Effective
Product quality -> Competitive advantage	0.299	2.603	0.010	Effective
Price -> Competitive advantage	0.239	1.987	0.047	Effective
Raw material quality -> Competitive advantage -> Purchase decision	0.241	2.892	0.004	Effective
Product quality -> Purchase decision	0.275	2.172	0.030	Effective
Price -> Purchase decision	1.205	1.746	0.082	Condemned
Competitive advantage -> Purchase decision	0.248	2.858	0.004	Effective
Raw material quality -> Competitive advantage -> Purchase decision	0.100	1.989	0.047	Effective
Product quality -> Competitive advantage -> Purchase decision	0.074	2.122	0.034	Effective
Price -> Competitive advantage -> Purchase decision	0.059	1.441	0.150	Condemned

Source: Data Processing Results in 2025

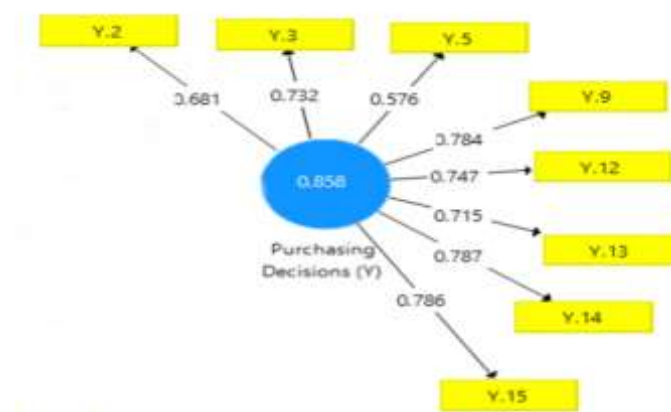


Figure 3. Statistical output

Discriminant Validity Test: Has a loading factor value above 0.5.

Table 2. Outer loadings value			
Description	Original Sample	Loading Factor	Information
Y1	0.681	0.5	Valid
Y3	0.732	0.5	Valid
Y5	0.576	0.5	Valid
Y9	0.784	0.5	Valid
Y12	0.747	0.5	Valid
Y13	0.715	0.5	Valid
Y14	0.787	0.5	Valid
Y15	0.786	0.5	Valid

Source: Data Processing Results in 2025

Reliability Test: The value of a construct is said to be reliable if it provides a composite reliability value and Cronbach's alpha > 0.70.

Table 3. Reliability value			
Variable	Cronbachs Alpha	Composite Reliability	Information
Purchase Decision (Y)	0,871	0,899	Reliabel
Competitive Advantage (Z)	0,896	0,915	Reliabel
Raw Material Quality (X1)	0,869	0,898	Reliabel
Product Quality (X2)	0,894	0,913	Reliabel
Price (X3)	0,889	0,911	Reliabel

Source: Data Processing Results in 2025

Structural Model Evaluation (Inner Model): The R-squared value is used to assess the influence of a particular exogenous latent construct on the endogenous latent construct to see whether it has a substantive result.

Table 4. Evaluation of R-squared value		
Variable	R Square	R Square Adjusted
Purchase Decision	0,853	0,847
Competitive Advantage	0,821	0,816

Source: Data Processing Results in 2025

The R-Square value on the Purchasing Decision variable is 0.847 or 84.7%, which illustrates the magnitude of the influence received by the Purchasing Decision variable from the variables of Raw Material Quality, Product Quality, Price, and Competitive Advantage.

While the R-Square value for the Competitive Advantage variable is 0.816 or 81.6%, which shows the magnitude of the influence given by the variables of Raw Material Quality, Product Quality, and Price in explaining or influencing Competitive Advantage.

3. Results and Discussion

3.1 The Effect of Raw Material Quality on Competitive Advantage

The summary of the results for inner weights in Table 1 concludes that the quality of raw materials has a positive and significant impact on competitive advantage. With a regression coefficient value of 0.404, a t-statistical value of 2.952, and a significant value of 0.003, this significant value is less than 0.05 (5%), then $0.003 < 0.05$. These results are the same as research conducted by (26), with results showing that the quality of raw materials affects competitive advantage. Research conducted by (27) with results show that the quality of raw materials affects competitive advantage.

3.2 The Effect of Product Quality on Competitive Advantage

The summary of the results for inner weights in Table 1 concludes that product quality has a positive and significant impact on competitive advantage. With a regression coefficient value of 0.299, a t-statistical value of 2.603, and a significant value of 0.010, this significant value is less than 0.05 (5%), then $0.010 < 0.05$. The results of this study are in line with research conducted by (28), with the results showing that product quality has a significant effect on competitive advantage. Research conducted by (29) with results show that competitive advantage can be influenced by positive product quality variables.

3.3 The Effect of Price on Competitive Advantage

The summary of the results for inner weights in Table 1 concludes that price has a positive and significant impact on competitive advantage. With a regression coefficient value of 0.239, a t-statistical value of 1.987, and a significant value of 0.047, this significant value is less than 0.05 (5%), then $0.047 < 0.05$. The results of this study are in line with research conducted by (30), with results showing that the prices offered by the company have a significant influence on the company's competitive advantage. (31) Conducting research with results show that price has effect on competitive advantage.

3.4 The Influence of Raw Material Quality on Purchase Decisions

The summary of the results for inner weights in Table 1 concludes that the quality of raw materials has a positive and significant impact on purchasing decisions. With a regression coefficient value of 2.41, a t-statistical value of 2.892, and a significant value of 0.004, this significant value is less than 0.05 (5%), then $0.004 < 0.05$. These results are in line with research (10), with results showing that Raw Material Quality affects Purchase Decisions. Research conducted by (32) has the effect of Raw Material Quality on Purchase Decisions.

3.5 The Influence of Product Quality on Purchase Decisions

The summary of the results for inner weights in Table 1 concludes that product quality has a positive and significant impact on purchasing decisions. With a regression coefficient value of 0.275, a t-statistical value of 2.172, and a significant value of 0.030, this significant value is less than 0.05 (5%), then $0.030 < 0.05$. The results of this study are in line

with research conducted by (24). There is a significant positive influence of product quality on Purchase Decisions. Research conducted by (33) has a positive influence of Product Quality on Purchase Decisions.

3.6 Effect of Price on Purchase Decision

Based on Table 1, price does not have a positive and significant effect on purchase decisions, as indicated by a regression coefficient of 0.205, a t-statistic value of 1.746, and a significance level of 0.082, which exceeds the 0.05 threshold. This finding aligns with previous studies (34, 35), which also concluded that price is not the sole determinant of purchasing decisions, as consumers tend to consider other factors such as product quality, brand image, service, and more.

3.7 The Influence of Competitive Advantage on Purchase Decisions

The summary of the results for inner weights in Table 1 concludes that competitive strength has a positive and significant impact on purchasing decisions. With a regression coefficient value of 0.248, a t-statistical value of 2.858, and a significant value of 0.004, this significant value is less than 0.05 (5%), then $0.004 < 0.05$. The results of this study are in line with research conducted by (36). There is a significant positive influence of Competitive Advantage on Purchase Decisions. Research conducted by (37) has a significant positive influence of Competitive Advantage on Purchase Decisions.

3.8 Raw Material Quality Affects Competitive Advantage through Competitive Advantage

Results of hypothesis assessment on the result for inner weights, related to the role of competitive advantage variables in strengthening the influence of raw material quality on purchasing decisions at Silungkang Restaurant. The hypothesis findings show that competitive advantage can strengthen the influence of product quality significantly positively on purchasing decisions, with data rejection errors of 0.05. Where the regression coefficient value is 0.100, the t-statistical value is 1.989, and the significance value is 0.047, therefore this hypothesis is proven or accepted because the probability value is small than 0.05 (5%) or $0.047 < 0.05$. This study's findings align with those of (10) and (27), which demonstrate that Raw Material Quality significantly influences both Purchase Decisions and Competitive Advantage.

3.9 Product Quality Affects Competitive Advantage through Competitive Advantage

This hypothesis assessment is related to the role of the competitive advantage variable in strengthening the influence of product quality on purchasing decisions at Silungkang Restaurant. The hypothesis findings show that competitive advantage can strengthen the influence of product quality significantly positively on purchasing decisions. With a regression coefficient value of 0.074, a statistical t-value of 2.122, and a probability value of 0.034, this hypothesis can be proven or accepted. It can be concluded that the business strategy owned by Silungkang Restaurant will be able to increase its competitive advantage and, subsequently, will certainly be able to increase purchasing decisions from the restaurant. The results of this study are in line with research conducted by (24). Product

Quality has a significant positive impact on Purchase Decisions and, as shown in research by (29), also contributes positively to Competitive Advantage.

3.10 The Effect of Price on Competitive Advantage through Competitive Advantage

This hypothesis assessment is related to the role of competitive advantage variables in strengthening the influence of price on purchase decisions at Silungkang Restaurant. The hypothesis findings show that competitive advantage is not able to strengthen the influence of price on purchase decisions. With a regression coefficient value of 0.059, a statistical t-value of 1.441, and a probability value of 0.150, this hypothesis cannot be proven or rejected. Although price is one of the factors of a company's success, price does not always influence customer purchasing decisions because several factors influence it, such as the quality of a product, the company's brand image in the eyes of consumers, and the service provided to consumers.

Conclusions

The findings of this study conclude that overall, the variables of raw material quality, product quality, and competitive advantage are proven to be able to determine the increase in purchasing decisions at Silungkang Restaurant. On the other hand, this study also found that the factors of raw material quality, product quality, and price also influence the ability of Silungkang Restaurant to increase its competitive advantage. Furthermore, the facts of this study also found that competitive advantage has an important role in increasing the influence of raw material quality and product quality on purchasing decisions at Silungkang Restaurant. However, in terms of the influence of price on purchasing decisions, it seems that it has not had a maximum impact. Likewise, the influence of price on purchasing decisions through competitive advantage seems to have not been able to have strengthened the role of the competitive advantage variable in the influence of price on purchasing decisions. In other words, the pricing strategy owned by Silungkang Restaurant has not had a maximum impact in being able to compete in maximizing purchasing decisions. This can be caused by several factors such as product quality, brand image, customer satisfaction, and satisfactory service.

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Conflicts of Interest

The authors declare no conflict of interest.

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