



Investigating the drivers of consumer purchase decision: evidence from the stationery industry

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ABSTRACT

The domestic stationery manufacturers in Indonesia faces challenges from dynamic business environments, such as intense competition, shifting consumer behaviors, and the influx of imported products, which necessitate strategic efforts to sustain business performance. This study investigates the critical determinants of consumer purchasing decisions within the stationery industry, focusing on perceived value, price perception, and product quality as suggested by existing literatur. Data were collected from 100 individuals who had previously purchased stationery products. The results revealed that perceived value, price perception, and product quality significantly and positively influence purchasing decisions. These findings underscore the pivotal role of strategic pricing, quality improvements, and perceived value in shaping consumer behavior in the stationery industry. The study contributes to existing literature and provides actionable insights for industry practitioners to enhance consumer purchasing decisions which may led to a sustain performance.

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INTRODUCTION

The broad demand for stationery products presents opportunities for the industry to remain sustainable. However, the dynamic business environment poses constant challenges for companies in this sector. Notably, the intense competition and shifts in consumer behavior represent significant hurdles for maintaining business continuity in the domestic stationery industry. As described by Kisdiantoro (2024), competition in this sector is particularly fierce. This situation is further intensified for the domestic stationery manufacturers by the influx of imported stationery products, which has heightened the competitive landscape (bangkitperkasa.com, 2024). Additionally, rapid technological advancements have also facilitated consumer access to product information across various channels, including social media (Nguyen et al., 2024). The influence of social media has altered consumer purchasing behavior, presenting a challenge for companies striving to maintain performance and business longevity. Thus, companies in this industry are compelled to develop effective strategies to compete sustainably (bangkitperkasa.com, 2024), with a key focus on enhancing consumers' purchase decisions for stationery products.

Recent studies have highlighted several critical factors that can enhance consumer purchase decision. First, perceived value has been identified as a pivotal factor in influencing consumers' decisions to purchase a product (Nguyen et al., 2024; Khayah & Marpaung, 2022; Anggraeni & Soliha, 2020; Satriawan & Setiawan, 2020). Zeithaml (1988) defines perceived value as a consumer's comprehensive assessment of a product or service's utility, based on their perception of the balance between what is received and what is sacrificed. Nguyen et al. (2024) further define perceived value as consumers' evaluation of a product or service's ability to fulfill their needs and expectations. When consumers perceive high product benefits, the perceived value rises, which in turn boosts their purchase decision (Zeithaml, 1988). Recently, a study conducted by Luo et al. (2022) highlighted the positive effect of perceived value in driving the consumer's decision to purchase. Other previous studies have successfully demonstrated the role of perceived value in enhancing consumer purchasing decision (Nguyen et al., 2024; Khayah & Marpaung, 2022; Anggraeni & Soliha, 2020).

In addition to perceived value, price is another essential factor affecting purchasing decisions (Hadi et al., 2024). The concept of perceived price refers to the assessment of the benefits that customers derive from using a product (Cakici et al., 2019). The perception of price, in this context, refers to how consumers evaluate the cost associated with a product or service (Phan Tan & Le, 2023). Several recent studies have also established that perceived price significantly influences consumers' purchasing behavior (Marcela & Zawawi, 2024; Tirtayasa et al., 2022; Chaerudin & Syafarudin, 2021; Anggraeni & Soliha, 2020; Dzulkharnain, 2019; Satriawan & Setiawan, 2020).

Another crucial factor in enhancing purchase decisions is perceived quality (Khayah & Marpaung, 2022; Suhud et al., 2022). Perceived quality reflects consumers' judgment of a product's superiority or level of excellence (Alfred, 2013). A recent study conducted by Tirtayasa et al. (2022) found that perceived quality positively and significantly affects purchase decision. This finding aligns with previous studies, which have consistently demonstrated a positive, significant relationship between perceived quality and purchasing decisions (Anggraeni & Soliha, 2020; Dzulkharnain, 2019; Khayah & Marpaung, 2022; Rosanti et al., 2021; Satriawan & Setiawan, 2020; Suhud et al., 2022; Suhud & Willson, 2019; Tirtayasa et al., 2022).

Although prior research has underscored the vital roles of perceived value, price, and quality in driving consumer purchase decisions, studies focusing on these dynamics in developing countries—particularly within the stationery industry—remain scarce. Therefore, this study aims to examine the impact of perceived value, price, and quality in boosting consumer purchase decisions for stationery products. Therefore, the research question in this study is: does perceived value, price, and quality positively impact consumer purchasing decisions for stationery products?. The findings of this study provide actionable insights for stakeholders in the stationery industry, offering a foundation for crafting strategies to enhance consumer purchasing decisions, which ultimately contributes to long-term business performance and sustainability in the competitive market environment.

RESEARCH METHOD

The research method employed in this study is quantitative, utilizing a survey approach to collect data and test hypotheses that address the research question. The study sample focuses on individuals who have previously purchased domestic stationery products. Using a non-probability approach, this research applied convenience sampling to obtain the participants, resulting in a sample size of 100 respondents. This sampling technique was used since the population's size, which is the number of consumers who purchase domestic stationery products, is unknown (Sekaran & Bougie, 2016). Data were gathered through an online questionnaire utilizing instruments adapted from prior literature. Respondents indicated their level of agreement with

various statements on a five-point Likert scale, ranging from “strongly disagree” to “strongly agree” (Sekaran & Bougie, 2016). Purchasing decision (PD) was measured with seven items adapted from Prasad et al. (2019). Additionally, perceived value (PV) was assessed using four items adapted from Phan Tan & Le (2023), price perception (PP) was evaluated through four items adapted from Bernarto et al. (2022), and product quality (PQ) was measured using two items adapted from Rosillo-Díaz et al. (2019). All the items incorporated from prior studies have demonstrated their effectiveness in reliably measuring each construct. However, the collected data will still be evaluated through validity and reliability testing to validate the measurement. In addition, the multiple regression analysis was conducted to examine the research hypotheses and address the research question of this study. All data analyses were performed by using SPSS software.

RESULTS AND DISCUSSIONS

Table 1 depicts the respondent profile for this study, highlighting key characteristics of the sample in this study. As shown in Table 1, the majority of respondents were female, comprising 69% of the sample, with males representing the remaining 31%. This distribution underscores a significant gender representation, indicating a stronger participation of females in the study. Age-wise, a considerable portion of respondents were relatively young, with 53% aged 20 years or younger. Respondents aged between 21 and 30 years accounted for 15% of the sample, while those over 31 years old made up 32%.

Table 1. The Respondents Profile

Demographic characteristics	Frequency (%)
<i>Gender</i>	
Male	31
Female	69
<i>Age</i>	
≤20 years old	53
21-30 years old	15
>31 years old	32

The validity and reliability assessment of the measurement constructs for this study is presented in Table 2, which outlines the correlation values for each item and Cronbach's alpha coefficients for each variable. Bivariate correlation analysis was employed to assess the measurement items' validity, which examines the relationship between test items and the overall construct, where a strong and significant correlation suggests that the items are valid indicators of the construct (Hair et al., 2019). The evaluation of instrument reliability was conducted by evaluating Cronbach's alpha value with a threshold of 0.7 (Hair et al., 2019).

Table 2. Validity and Reliability of Construct's Measurement

Items	Correlation	α	Items	Correlation	α
PD1	0.572**		PV1	0.814**	
PD2	0.586**		PV2	0.806**	
PD3	0.564**		PV3	0.740**	
PD4	0.595**		PV4	0.852**	0.870
PD5	0.586**		PP1	0.790**	
PD6	0.640**		PP2	0.782**	
PD7	0.692**	0.710	PP3	0.706**	
PQ1	0.775**		PP4	0.777**	0.763
PQ2	0.755**	0.860			

Note: ** denotes significance level on 1%

Table 2 shows that the correlation values for all items are statistically significant at the 1% level, indicating a strong level of item validity across the variables. Specifically, the items in the variables purchase decision (PD) show correlation values ranging from 0.564 to 0.692, with an overall Cronbach's alpha of 0.710, suggesting satisfactory internal consistency. For the variable perceived value (PV), the items display high correlation values between 0.740 and 0.852, with a Cronbach's alpha of 0.870, indicating a robust level of reliability. Similarly, the variable price perception (PP) shows correlation coefficients from 0.706 to 0.790, achieving a Cronbach's alpha of 0.763, thereby affirming its reliability. Lastly, the product quality (PQ) variable items exhibit correlation values of 0.775 and 0.755, with an overall Cronbach's alpha of 0.860, demonstrating reliable internal consistency within this construct. These findings confirm that the measurement items used in this study meet the requirements for both validity and reliability, as per the threshold values generally accepted, supporting the strength of the measurement model, and establishing a solid foundation for further analysis and interpretation in this study.

The multiple regression analysis was conducted to test all hypotheses. In this context, the result can be deemed statistically significant when the p-value <0.05 or the t-value exceeds a threshold of 1.96 at the 5% confidence level (Hair et al., 2019). As presented in Table 3, the results of the multiple regression analysis highlight the hypotheses testing for the effect of perceived value, price perception, and product quality on consumer purchasing decision. In general, each independent variable demonstrated a statistically significant impact on the dependent variable. Firstly, perceived value exhibited a positive and significant effect on purchase decision, with an estimate of 0.309 ($t = 3.290$, $p = 0.001$). This finding supports the hypothesis that consumers are more inclined to purchase when they perceive a higher value in the product, aligning with existing literature on the importance of perceived value in influencing consumer behavior.

Table 3. Multiple Regression Analysis

	Purchase Decision		
	Estimate	t	p-value
Perceived Value	0.309*** (0.056)	3.290	0.001
Price Perception	0.403*** (0.076)	6.698	0.000
Product Quality	0.310*** (0.049)	3.169	0.002
Adj R ²	0.724		
df	99		
n	100		

Note: *** denotes significance level on 1%

Moreover, price perception also showed a strong positive impact on purchasing decisions, with an estimate of 0.403 ($t = 6.698$, $p < 0.001$). This result suggests that favorable price perception is a key driver of consumer purchasing decisions, reinforcing the notion that consumers are sensitive to pricing when evaluating products. This finding underscores the significance of competitive pricing strategies in the stationery industry. Similarly, product quality was found to have a significant positive effect on purchasing decisions, with an estimate of 0.310 ($t = 3.169$, $p = 0.002$). This result indicates that consumers prioritize quality when making purchase decisions, supporting the hypothesis that product quality plays a crucial role in shaping consumer preferences.

In addition, the model explained a substantial portion of the variance in purchasing decisions, with an adjusted R² value of 0.724. This high R² value indicates that the combined influence of perceived value, price perception, and product quality accounts for 72.4% of the variance in consumer purchasing decisions. These findings provide strong empirical support for

the model and highlight the importance of these factors in shaping consumer behavior in the stationery market.

The results of this study emphasize the pivotal roles of perceived value, price perception, and product quality in influencing consumer purchase decisions, specifically in the stationery market. The results demonstrate that all three factors significantly affect purchasing behavior, aligning with and expanding upon existing literature. The positive and significant impact of perceived value on purchasing decisions corroborates the findings of prior studies, which describe perceived value as a consumer's evaluation of a product's utility relative to the cost incurred (Nguyen et al., 2024; Khayah & Marpaung, 2022; Anggraeni & Soliha, 2020). This finding successfully confirmed prior studies, which found that perceived value is an essential driver in increasing consumers' desire to purchase products (Phan Tan & Le, 2023; Hride et al., 2022). In this context, Luo et al. (2022) argue that perceived value has an important role in ensuring the consumer's satisfaction, which leads to the consumer's decision to purchase. Moreover, Phan Tan & Le (2023) also argue that perceived value is the cognitive evaluations that precede consumer purchase decision as the emotional responses.

Moreover, the strong influence of price perception on purchasing decisions, as evidenced in this study, aligns with Hadi et al. (2024). This finding is consistent with the prior study conducted by Ali & Bhasin (2019), who argue that perceived price has indeed influenced consumer behavior to purchase products. The significant path coefficient for price perception reaffirms that consumers in the stationery market are price-sensitive and that favorable pricing enhances purchase decision, confirming the previous studies which found that price perception significantly influences consumers' purchasing behavior (Marcela & Zawawi, 2024; Satriawan & Setiawan, 2020; Anggraeni & Soliha, 2020; Dzulkharnain, 2019). This result emphasizes the importance of strategic pricing in shaping consumer behavior and suggests that stationery firms should consider competitive pricing as a core strategy to attract price-conscious consumers.

Product quality also emerged as a substantial predictor of purchase decisions, further supporting previous research by Khayah & Marpaung (2022) and Rosanti et al. (2021), which indicated a positive relationship between perceived quality and consumer purchasing behavior. This result also confirmed that product quality is one of the important determinants of consumer decision to purchase, as suggested by Suhud et al. (2022). This finding highlights that consumers place high importance on product quality in their purchase decision-making process, especially within the stationery sector. Therefore, this result is consistent with previous studies that demonstrated a positive and significant relationship between product quality and purchasing decisions (Tirtayasa et al., 2022; Khayah & Marpaung, 2022; Anggraeni & Soliha, 2020; Dzulkharnain, 2019; Satriawan & Setiawan, 2020).

CONCLUSION

The findings of this study confirmed that perceived value, price perception, and product quality are determinants of consumer purchase decisions in the stationery industry. Overall, this study contributes to the broader literature by confirming the critical influence of perceived value, price perception, and product quality on purchase decisions. The convincing of a high determination coefficient in this study indicates that the model's variables—perceived value, price perception, and product quality—jointly explain a substantial proportion of the variance in consumer purchasing decisions. This study also offers actionable insights for practitioners in understanding and enhancing consumer behavior within the stationery industry. This empirical evidence underscores the efficacy of these factors as key drivers of consumer choice, suggesting that businesses within this sector can strategically focus on enhancing these areas to drive sales and secure consumer loyalty. In practical terms, this insight of this study underscores the need for domestic stationery companies to communicate the unique benefits and added value of their

products effectively by enhancing perceived value, improving the products' quality, and maintaining the price in line with the quality provided. These efforts can support businesses in strengthening consumer decisions to purchase stationery products. Despite the strength of the findings, it is essential to acknowledge certain limitations of this study. This study's focus on the stationery market in a specific region may limit the generalizability of the results. Future studies could explore these variables across different markets and industries to validate and expand upon these insights. Furthermore, examining potential moderating factors, such as consumer demographics or purchasing frequency, could provide a deeper understanding of how perceived value, price perception, and product quality influence consumer decisions in varied contexts.

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