



## ANALYSIS OF THE EFFECT OF PRICE, PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASE DECISION OF PT SEMEN INDONESIA (PERSERO) TBK PRODUCTS WITH THE SEMEN ANDALAS BRAND IN MEDAN CITY

Doan Carlo Trimora<sup>1</sup>, Arlina Nurbaity Lubis<sup>2</sup>, Nismah Panjaitan<sup>3</sup>

<sup>1,2,3</sup>Universitas Sumatera Utara, Indonesia

\*Corresponding Author: [doancarlotrimora@gmail.com](mailto:doancarlotrimora@gmail.com)

### Article Info

#### Article history:

Received :

Revised :

Accepted :

Available online

<http://jurnal.uinsu.ac.id/index.php/analytica>

E-ISSN: 2541-5263

P-ISSN: 1411-4380



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

### ABSTRACT

*This study investigates how price, product quality, and brand image shape retailers' purchase decisions for Semen Andalus, a product of PT Semen Indonesia (Persero) Tbk, in Medan City. The research is motivated by a paradoxical market phenomenon: regional cement demand and overall corporate sales are increasing, yet Semen Andalus is experiencing a declining market share amid intensifying competition. Adopting a causal research design, the study surveys all 97 building-material stores in Medan that have purchased Semen Andalus, using saturated sampling. Price, product quality, brand image, and purchase decision are operationalized into multi-item Likert scales, whose validity and reliability are confirmed through Pearson product-moment correlations and Cronbach's alpha. Data are analyzed using descriptive statistics, classical assumption tests, and multiple linear regression. The results show that price, product quality, and brand image jointly explain 49.3% of the variance in purchase decisions ( $R^2 = 0.493$ ) and have a positive and significant simultaneous effect. Partially, each variable also exerts a positive and significant influence, with price emerging as the strongest predictor, followed by product quality and brand image. These findings indicate that retailers' decisions are driven by a combination of perceived price fairness, functional performance, and brand trust rather than by product attributes alone. The study underscores the need for an integrated strategy that aligns pricing, quality management, and brand-building initiatives to strengthen Semen Andalus' competitive position in Medan's cement market.*

**Keywords:** Price, Product Quality, Brand Image, Purchase Decision, Cement Industry, Semen Andalus, Medan City.

## 1. INTRODUCTION

The rapid expansion of economic development and information flows has intensified competition across business sectors, including both manufacturing and services industries. Economic growth and business performance are closely interrelated; higher

national economic growth increases household income, which in turn stimulates purchasing power and boosts market demand. Rising demand supports higher sales turnover, enabling businesses to sustain profitability and competitiveness. This dynamic is particularly evident in the cement industry, which plays a pivotal role in supporting infrastructure, housing, and property development sectors that are strategically important for national and regional economic progress. In Indonesia, cement demand closely aligns with the pace of infrastructure development, and each region is expected to achieve its own development targets as part of broader economic growth objectives. North Sumatra Province, for instance, has recently intensified its infrastructure development agenda, resulting in a growing need for cement supply across public and private construction projects.

PT Semen Indonesia (Persero) Tbk, a state-owned enterprise, is one of the largest cement producers in Indonesia and operates an extensive network of factories across strategic locations. This geographic distribution enhances operational efficiency, supports a stable nationwide supply chain, and strengthens the company's ability to meet regional demand patterns. In North Sumatra, PT Semen Indonesia (Persero) Tbk markets several brands, including Semen Andalas, Semen Padang, Semen Dynamix, and its newly introduced product, Semen Merdeka, launched in 2024. The region is also characterized by intense competition, with numerous alternative brands such as Semen Merah Putih, Semen Tiga Roda, Semen Rajawali, Semen SCG, Semen Garuda, and Semen Conch. This competitive landscape underscores the need for firms to distinguish themselves through strategic marketing and product positioning.

Recent market data shows a steady increase in cement demand in North Sumatra, from 2,250,461 tons in 2023 to 2,420,416 tons in 2024, reflecting a growth rate of 7.55%. This upward trend indicates an escalation of construction activities in the province, suggesting favorable market conditions for cement producers. However, market share data from 2024 reveals a potential challenge for PT Semen Indonesia (Persero) Tbk, particularly for its Semen Andalas brand. Despite growing overall demand and a strong combined market share for all company brands, Semen Andalas experienced the lowest market share (5.2%) among the company's products, along with a negative year-to-date correction of -2.4%. In contrast, competitors such as Semen Merah Putih achieved substantial year-to-date growth, indicating successful aggressive market penetration. This presents a strategic concern, especially considering the brand's historical presence and contribution to major infrastructure projects.

A district-level sales analysis further indicates that the highest sales volume consistently originates from Medan City, making it a strategic focal point for understanding market behavior. In 2024, Medan accounted for 517,297 tons of cement volume, representing a 7.3% increase from 2023. However, brand-level data for Medan shows that Semen Andalas has experienced a consistent annual decline in volume, even as total company sales continue to grow. This discrepancy highlights a unique phenomenon: increasing regional demand and organizational sales growth do not translate into improved performance for the Semen Andalas brand. This suggests underlying issues in consumer decision-making, brand perception, or market strategy.

Consumer purchasing decisions in the cement industry are often influenced by several key factors, including price, product quality, and brand image. Price plays a central role in

purchase behavior, especially in markets where budgets are limited and product volume requirements are high. Current price comparisons reveal that Semen Andalas has the highest price point (Rp 54,000 per sack) relative to competitors, with a price difference of Rp 12,000 compared to the lowest-priced alternative. While price is important, it does not fully explain consumer choice. Product quality also shapes purchase decisions, particularly in industries where durability, performance, and compliance are essential. Semen Andalas has notable quality advantages, including conformance to national standards and performance-enhancing features such as Active Micro Particle technology. Meanwhile, brand image reflects long-term consumer perceptions shaped by experience, exposure, and brand involvement in major infrastructure projects. Semen Andalas is associated with several large-scale national projects, which should theoretically strengthen positive consumer perceptions.

Despite these advantages, Semen Andalas continues to experience declining market performance. This indicates that consumer decision-making is not exclusively determined by product attributes but is shaped by broader perceptions of value, satisfaction, and market dynamics. Thus, understanding the interplay between price, product quality, and brand image becomes crucial for explaining purchaser behavior in this context. Previous studies on purchasing decisions have yielded inconsistent results, indicating a research gap. Some studies found positive and significant effects of price (Mariana & Anhary, 2024; Pujiwati et al., 2023; Maulida et al., 2021), while others reported negative effects (Taufik & Sukawati, 2022; Yesi, 2020). Similarly, product quality and brand image have shown mixed results across different studies. These inconsistencies suggest contextual variations that require further empirical examination, particularly within specific industries and regional markets. Based on the observed market phenomenon, the competitive landscape, and the identified research gap, it becomes necessary to examine the effect of price, product quality, and brand image on purchasing decisions for PT Semen Indonesia (Persero) Tbk's Semen Andalas brand in Medan City.

## 2. RESEARCH METHOD

This study employs a causal research design (causality research) to explain cause-effect relationships between independent and dependent variables. Causal research is appropriate when the objective is to assess the impact of specific changes in certain conditions or norms on other variables (Sugiyono, 2020). In this investigation, the independent variables consist of price ( $X_1$ ), product quality ( $X_2$ ), and brand image ( $X_3$ ), while the dependent variable is purchase decision ( $Y$ ). The study was conducted in the city of Medan, which represents a strategic market for cement products and serves as the locus for data collection related to purchase behavior of Andalas Cement. Operationally, the research focuses on clearly defined constructs in order to avoid ambiguity in analysis and interpretation. The independent variables price, product quality, and brand image are conceptualized as factors that influence consumer choice. Price is defined as the amount of money that customers pay to obtain Andalas Cement, product quality refers to consumers' assessment of the brand's ability to perform its intended function, and brand image denotes the opinions, perceptions, and impressions formed by consumers after using Andalas Cement. The dependent variable, purchase decision, is understood as the process through which consumers select Andalas Cement over competing alternatives.

Each construct is further operationalized into measurable indicators. Price is measured through indicators of price affordability, price stability, price competitiveness, and the perceived fit between price and benefits. Product quality is assessed through indicators such as performance (e.g., drying speed), durability of the resulting construction, conformity with technical specifications, product features, reliability, aesthetics of the packaging, and perceived overall quality. Brand image is captured through indicators of strength (e.g., accuracy of weight information and suitability to construction needs), uniqueness (e.g., detail of usage information, flexibility of delivery modes, and distinctiveness of logo), and superiority (e.g., convenience of payment methods and distribution coverage). Purchase decision is operationalized through indicators reflecting need recognition, information search, evaluation of alternatives, and the final purchasing choice in favor of Andalas Cement. All indicators are measured using an interval-scale Likert format, where respondents indicate the degree of their agreement with each statement on a five-point scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2020).

The population of this study comprises building-material retailers in Medan that have previously purchased Andalas Cement. In total, 97 retailers meet this criterion. Because the number of population units is below 100 and still manageable to be studied in full, the research uses a saturated sampling technique, in which all members of the population are taken as the sample (Sugiyono, 2020). Thus, the sample consists of 97 respondents, ensuring that the findings reflect the characteristics of the entire retailer population in the city (Handayani, 2020). Two types of data are utilized, namely primary and secondary data. Primary data are obtained directly from respondents through a structured questionnaire that captures their perceptions of price, product quality, brand image, and purchase decisions related to Andalas Cement. Secondary data are collected from company documents and other relevant sources, such as sales records and market reports, which provide contextual support for interpreting the primary data (Sugiyono, 2020). Data collection is carried out through an online survey method using Google Forms. This approach facilitates access to respondents whose locations are spread across Medan, and allows efficient data entry into a database for subsequent statistical analysis. The questionnaire link is distributed to customers of Andalas Cement during 2024, and respondents complete the survey using their own electronic devices.

Before hypothesis testing, the research instrument undergoes validity and reliability assessment. Validity refers to the extent to which the instrument accurately measures the construct it is intended to measure (Sugiyono, 2020). Item validity is examined using Pearson product-moment correlation with an initial subsample of 30 respondents. Each item score is correlated with the total score of its respective construct. An item is considered valid if the calculated correlation coefficient ( $r$ -count) is greater than or equal to the critical value of  $r$ -table at the 5% significance level in a two-tailed test. Reliability concerns the consistency and stability of the instrument over time (Ghozali, 2018). Reliability testing is conducted using Cronbach's alpha in SPSS version 24.0. A construct is deemed reliable if the alpha coefficient ( $r\alpha$ ) is equal to or greater than the critical  $r$ -table value, indicating that the measurement items produce consistent responses. The data analysis procedure begins with descriptive statistics. Descriptive analysis is used to summarize and describe the characteristics of respondents and their responses to each

item, without generalizing beyond the sample (Sugiyono, 2020). Mean scores, standard deviations, and response distributions are calculated for each indicator. To interpret the mean values, they are compared against predetermined intervals, where averages between 1.00–1.79 indicate a very low category, 1.80–2.59 a low category, 2.60–3.39 a moderate category, 3.40–4.19 a high category, and 4.20–5.00 a very high category. This categorization helps to describe the perceived level of each construct from the respondents' perspective.

Classical assumption tests are conducted to ensure that the regression model meets the requirements of ordinary least squares estimation. Normality of residuals is assessed through normal probability plots and the Kolmogorov–Smirnov test, where data are considered normally distributed if the points lie close to the diagonal line and the test yields a non-significant result (Ghozali, 2018). Multicollinearity is examined using tolerance and Variance Inflation Factor (VIF) values. A model is regarded as free from multicollinearity if tolerance values are at least 0.10 and VIF values are below 10, indicating that the independent variables do not have excessively high intercorrelations. Heteroskedasticity is evaluated through residual plots and the Glejser test by regressing the absolute residuals on the independent variables. If the significance level of the Glejser test exceeds 5%, the model can be considered free from heteroskedasticity, meaning that the variance of errors is constant across observations.

Hypothesis testing is performed using the coefficient of determination ( $R^2$ ), the F-test, and the t-test. The coefficient of determination indicates the proportion of variance in purchase decisions that can be explained by price, product quality, and brand image collectively. Higher  $R^2$  values suggest a stronger explanatory power of the independent variables (Sugiyono, 2020). The F-test evaluates whether the independent variables jointly have a statistically significant effect on the dependent variable. If the calculated F-value exceeds the critical F-table value at the 5% significance level, the null hypothesis that all regression coefficients are simultaneously equal to zero is rejected, implying that the model is significant as a whole (Ghozali, 2018). The t-test is then used to examine the partial effect of each independent variable on purchase decisions. When the calculated t-value for a given coefficient is greater than the corresponding t-table value at the 5% significance level, the null hypothesis for that variable is rejected, indicating that the variable has a positive and significant individual influence on purchase decisions. Through this sequence of procedures from research design, sampling, and instrument development to data collection, validation, and rigorous statistical testing the methods adopted in this study provide a systematic and empirically grounded approach to examining how price, product quality, and brand image influence consumers' purchase decisions for Andalas Cement in Medan.

### 3. RESULT AND ANALYSIS

PT Semen Indonesia (Persero) Tbk is a state-owned enterprise and the market leader in the Indonesian cement industry. The company traces its origins to PT Semen Gresik, founded on 25 March 1953, which marked the beginning of industrial-scale cement production in Indonesia. In line with globalization and increasing competitive pressure, the company transformed into a holding company in 2013 under the name PT Semen Indonesia (Persero) Tbk, following a strategic consolidation with its subsidiaries. The

company's vision is to become the largest provider of building-materials solutions in the region, realized through a strong commitment to supplying high-quality, innovative, and environmentally friendly products. Its portfolio encompasses various types of cement such as Ordinary Portland Cement, Portland Composite Cement, and masonry cement as well as ready-mix concrete and other derivative products. With technologically advanced plants located in Gresik, Tuban, Tonasa, Aceh, Baturaja, Padang, and other strategic areas, Semen Indonesia possesses a substantial production capacity to meet the growing domestic demand arising from infrastructure and property development throughout the country. The group's main brands include Semen Padang, Semen Baturaja, Semen Dynamix, Semen Tonasa, and Semen Andalas.

Semen Andalas itself is produced in several variants, notably Ordinary Portland Cement (OPC) and Portland Composite Cement (PCC), both complying with national and international standards. The brand emphasizes environmental sustainability by adopting eco-friendly practices in its production processes. Semen Andalas has supported numerous strategic national projects roads, bridges, ports, industrial facilities, and housing thereby contributing to local employment and regional economic growth. Continuous innovation in production efficiency and product development is undertaken to maintain competitiveness and to respond to the evolving needs of the construction market. Consequently, Semen Andalas is positioned not merely as a cement supplier, but as a reliable partner in realizing sustainable and high-quality development in Indonesia. The study involved 97 building-material stores in Medan that had purchased Semen Andalas. In terms of gender of the respondents filling in the questionnaire, approximately 72 respondents (about 74%) were male and 25 respondents (around 26%) were female, indicating that male respondents dominate purchasing decisions at building-material outlets.

Geographically, the outlets are spread across all districts in Medan, which indicates that the sample adequately represents the city's retail distribution network. The largest concentration of respondents is found in Medan Marelan with nine outlets, followed by Medan Deli with seven outlets. Six outlets each are located in Medan Amplas, Medan Barat, and Medan Johor. Districts such as Medan Denai, Medan Helvetia, Medan Petisah, Medan Sunggal, Medan Tembung, and Medan Tuntungan each contribute five outlets, while Medan Area, Medan Baru, Medan Belawan, Medan Perjuangan, and Medan Selayang each provide four. Medan Labuhan, Medan Maimun, and Medan Polonia each contribute three outlets, whereas Medan Kota and Medan Timur each contribute two. This distribution confirms that the respondents are widely dispersed, thus reflecting a broad picture of the Medan market for Semen Andalas.

Responses to the four items measuring price indicate a relatively balanced spread of perceptions. A substantial number of respondents agree that the price of Semen Andalas is affordable, although there is also a notable proportion who remain neutral or disagree. For instance, in the first item ("the price of Semen Andalas is affordable"), the largest group of respondents state "strongly agree," followed closely by those who choose neutral, disagree, agree, and strongly disagree, with percentages ranging between approximately 18–22%. On the item regarding price stability compared to competing brands, responses are again mixed; similar proportions of respondents choose "strongly agree" and "strongly disagree," while the rest distribute fairly evenly across "agree," "neutral," and "disagree."

On the item concerning price competitiveness against other brands, most respondents report neutral or agree, though a non-trivial portion disagree or strongly disagree. Finally, the item that links price to perceived benefits ("the strength or durability gained is in line with the price") receives the most positive response; more than one-third of respondents strongly agree and nearly one-fifth agree, indicating that many retailers perceive the price-value ratio of Semen Andalas as favorable.

Seven items measure perceived product quality. For the statement that Semen Andalas dries quickly and helps accelerate project completion, the largest group of respondents strongly agree, with roughly one quarter of the sample, while similar shares (around one-fifth each) agree, are neutral, or disagree. Regarding structural performance ("buildings using Semen Andalas are proven sturdy"), the dominant response is "agree," followed by comparable proportions of "strongly agree" and "strongly disagree." On the statement that Semen Andalas is consistent with the technical specifications printed on the packaging, the majority state "strongly agree," with a smaller but noticeable portion disagreeing. The perceived superiority of the mix ("the mix is more pliable") receives especially positive reactions: about one-third of respondents strongly agree and one-fifth agree.

On reliability ("I believe Semen Andalas provides consistent results"), most respondents either agree or strongly agree, although some remain neutral or disagree. The packaging design is also positively evaluated; the largest groups select "strongly agree," "agree," or "strongly disagree," indicating a polarized perception of aesthetics. Finally, the item on perceived overall quality ("I am confident that Semen Andalas produces high-durability construction") again yields predominantly positive responses, with many respondents strongly agreeing or agreeing, despite some who express doubts. Overall, the descriptive pattern suggests that product quality is perceived as relatively high, even though a minority of retailers hold more critical views.

Brand image is measured with eight indicators related to strength, uniqueness, and superiority. Most respondents strongly agree that the net weight of the cement corresponds to the information printed on the packaging, and a considerable number agree or are neutral, suggesting trust in product integrity. For the statement that Semen Andalas has quality aligned with construction needs, opinions are more evenly distributed, with similar numbers of respondents choosing "strongly agree," "agree," "neutral," "disagree," and "strongly disagree." Support services such as distribution, product information, and warranty are perceived ambivalently: roughly equal groups of respondents strongly agree, are neutral, or disagree, while a somewhat smaller group strongly disagrees or agrees. Packaging information is generally perceived as detailed, as reflected in the largest share of respondents who strongly agree, although a portion still express neutrality or disagreement. The availability of delivery and self-pickup purchase options is also appreciated by many respondents, with high frequencies in the categories of strongly agree, agree, and disagree, and fewer in neutral or strongly disagree.

Regarding the distinctiveness of the logo, perceptions again spread across all response categories, with very similar proportions choosing strongly agree, agree, neutral, disagree, and strongly disagree. The availability of various payment methods is positively perceived, with many respondents strongly agreeing and some strongly disagreeing or remaining neutral. The last item availability of multiple distributors that facilitate purchase shows a more critical view: the largest group of respondents disagree and another substantial group are neutral, while smaller groups strongly agree, agree, or strongly disagree. These

patterns imply that while the core elements of brand image (quality, integrity, informational clarity) are relatively strong, aspects related to distribution coverage and supporting services are still perceived as less optimal.

Four items capture the purchase decision variable. Most respondents strongly agree that they need Semen Andalas because its strength meets their expectations, indicating a strong functional motivation underlying purchase. Access to information about Semen Andalas, however, appears more problematic: the largest group of respondents disagree that they easily obtain information about the product, and a non-negligible portion strongly disagree, suggesting room for improvement in communication and promotion (Ritonga et al., 2024; Kurniawati et al., 2025). Regarding the suitability of Semen Andalas compared with alternative products, the answers are again balanced, with similar numbers of respondents agreeing, disagreeing, or strongly disagreeing, while smaller groups strongly agree or remain neutral. Nonetheless, when asked whether they decide to purchase Semen Andalas because they consider it the most ideal product, a relatively large number of respondents strongly agree or agree, although others are neutral or disagree. Taken together, the descriptive results suggest that purchase decisions are driven largely by perceived product performance, while information availability and comparative advantage over competitors still require strengthening. Validity testing was performed using a sample of 30 respondents and Pearson product-moment correlations. With a significance level of 5%, the critical  $r$ -table value is 0.361. All items for the price variable show correlation coefficients above 0.86, all quality-product items above 0.86, all brand-image items above 0.88, and all purchase-decision items above 0.92. Because every item has an  $r$ -count greater than 0.361 and a significance value below 0.05, all indicators across the four variables are considered valid and capable of measuring the intended constructs. Reliability testing using Cronbach's alpha demonstrates very high internal consistency. The alpha coefficient for price is 0.930, for product quality 0.965, for brand image 0.968, and for purchase decision 0.954. All values exceed the minimum threshold of 0.60, indicating that the measurement scales are reliable and that respondents answer consistently across items within each construct. Normality of residuals was examined using the One-Sample Kolmogorov-Smirnov test. With 97 observations, the unstandardized residuals show a test statistic of 0.070 and a significance value of 0.200, which is greater than 0.05. This result indicates that the residuals are normally distributed and that the data meet the normality assumption required for multiple linear regression.

Multicollinearity was assessed through tolerance and Variance Inflation Factor (VIF) values. For the price variable, the tolerance value is 0.988 with a VIF of 1.012; for product quality the tolerance is 0.973 with a VIF of 1.028; and for brand image the tolerance is 0.983 with a VIF of 1.017. All tolerance values are greater than 0.10 and all VIF values are far below 10, indicating that multicollinearity among the independent variables is not a concern. Heteroskedasticity was tested using the Glejser method by regressing the absolute residuals on the independent variables. The significance values for price, product quality, and brand image are 0.112, 0.940, and 0.801 respectively, all above the 0.05 threshold. Thus, the regression model does not exhibit heteroskedasticity; the residual variance can be considered homogeneous across observations.

The coefficient of determination ( $R^2$ ) shows the explanatory power of the independent variables. The regression model yields an  $R$  value of 0.702 and an  $R^2$  value of 0.493. This



means that 49.3% of the variance in purchase decisions can be explained jointly by price, product quality, and brand image, while the remaining 50.7% is attributable to other factors not included in the model. The F-test is used to examine the joint effect of the independent variables. The analysis produces an F-statistic of 30.142 with a significance value of 0.000, which is lower than 0.05. Since the calculated F exceeds the critical F-table value (approximately 3.108 at  $\alpha = 0.05$ ), it can be concluded that price, product quality, and brand image together have a positive and significant effect on purchase decisions.

The t-tests evaluate the partial effect of each independent variable. For price, the regression coefficient is 0.398 with a t-value of 5.158 and a significance level of 0.000. For product quality, the coefficient is 0.224 with a t-value of 5.004 and a significance level of 0.000. For brand image, the coefficient is 0.189 with a t-value of 4.862 and a significance level of 0.000. In all three cases, the calculated t-values exceed the critical t-table value of 1.986 and the p-values are below 0.05. Therefore, price, product quality, and brand image each exert a positive and statistically significant influence on the purchase decision for Semen Andalas.

The coefficient for price (0.398) suggests that a one-unit increase in perceived price score (i.e., movement toward more favorable price perceptions) is associated with a 0.398 increase in the purchase-decision score, holding other variables constant. Similarly, a one-unit improvement in perceived product quality increases the purchase-decision score by 0.224, and a one-unit enhancement in brand image increases it by 0.189. The error term  $\epsilon$  captures the influence of other variables not specified in the model.

#### Joint Effect of Price, Product Quality, and Brand Image

The findings indicate that price, product quality, and brand image collectively have a positive and significant effect on purchase decisions for Semen Andalas among building-material stores in Medan. This confirms the theoretical proposition that consumer decision-making in high-involvement products such as construction materials is multifactorial. Competitive pricing increases the attractiveness of the product, product quality provides functional assurance that the cement will perform as required in construction projects, and a favorable brand image builds trust and positive associations in the minds of buyers. The synergy of these three factors strengthens consumer preference and encourages consistent repeat purchases.

From a managerial perspective, this result implies that pricing policies, quality management, and brand-building activities cannot be treated in isolation. A price that is perceived as fair relative to benefits, combined with consistent performance and a credible brand reputation, shapes a compelling value proposition. This is in line with empirical evidence from previous studies that highlight the importance of these variables in influencing purchase decisions (e.g., Haque, 2020; Daya et al., 2021). For PT Semen Indonesia (Persero) Tbk, maintaining this equilibrium is crucial to sustaining and expanding market share for Semen Andalas in the face of intense competition from domestic and foreign brands (Purba et al., 2025).

#### Effect of Price on Purchase Decision

The partial test results show that price exerts a positive and significant effect on the decision to purchase Semen Andalas. Although in theory higher prices might reduce the quantity demanded, in this context “price” refers to the perceived fairness and value rather than nominal level alone (Dalimunthe et al., 2025). When retailers believe that the price

of Semen Andalas is affordable, stable, competitive, and commensurate with the functional benefits such as durability and structural strength they are more inclined to favor the brand in their procurement decisions. Price thus functions both as a monetary sacrifice and as an informational cue about product quality (Kotler & Keller, 2016).

These findings reinforce previous research by Mariana and Anhary (2024), Pujiwati et al. (2023), and Maulida et al. (2021), which also report a positive and significant relationship between price and purchase decision. For managers, this implies that periodic price adjustments should carefully consider perceived value among retail partners. Excessively high prices may drive retailers toward cheaper alternatives in a price-sensitive market, whereas well-justified prices that reflect the quality and reliability of the product can enhance loyalty even when the nominal price is higher than that of competitors.

### **Effect of Product Quality on Purchase Decision**

The study further finds that product quality has a positive and significant impact on purchase decisions. Retailers consider the physical performance of Semen Andalas such as fast setting time, compressive strength, and durability as critical attributes because these features directly influence the structural outcomes of their customers' construction projects. According to Kotler and Armstrong (2021), product quality is a key source of competitive advantage and a primary determinant of customer satisfaction. When Semen Andalas consistently meets or exceeds technical specifications and provides tangible advantages in workability (e.g., a more pliable mix), retailers perceive lower risk and greater functional value in recommending and stocking the brand.

This is consistent with several earlier studies (Pujiwati et al., 2023; Nugroho & Dirgantara, 2021; Maulida et al., 2021), which show that higher perceived quality increases the likelihood of purchase. For PT Semen Indonesia (Persero) Tbk, sustaining superior production standards and closely monitoring field performance are therefore essential. Any decline in perceived quality whether due to production issues, distribution conditions, or misapplication in the field can quickly erode retailer confidence and shift purchase decisions toward competing brands.

### **Effect of Brand Image on Purchase Decision**

The research confirms that brand image has a positive and significant influence on purchase decisions for Semen Andalas. Brand image encompasses retailers' overall perception of the brand based on prior experiences, marketing communication, distribution reliability, and physical proof such as packaging and logo. Retailers tend to associate a strong and reputable brand with lower risk and higher reliability, especially in the context of construction projects where product failure can have serious financial and safety implications. A well-established brand image provides psychological assurance and reinforces the belief that the product will deliver the promised performance (Harianto et al., 2023; Ohorella et al., 2024).

The empirical support for this relationship aligns with previous findings by Mariana and Anhary (2024), Taufik and Sukawati (2022), and Nirwan (2020), which also highlight the role of brand image in shaping consumer choice. For Semen Andalas, participation in major national infrastructure projects, visible branding at construction sites, and

consistent communication of quality and reliability contribute to strengthening this image. Nevertheless, the descriptive results suggest that some retailers still perceive distribution coverage and supporting services as less than optimal. Thus, management should not only invest in mass communication and visual identity but also in ensuring that every touchpoint logistics, after-sales service, technical support reinforces the brand's promise. The results demonstrate that purchase decisions for Semen Andalas in Medan are driven by a combination of economic, functional, and symbolic considerations: fair and competitive pricing, dependable product quality, and a strong, trustworthy brand image. Improving any one of these factors will likely enhance purchasing behavior, but the greatest strategic impact will be achieved when all three are managed cohesively as an integrated marketing strategy.

#### 4. CONCLUSION

This study examined the influence of price, product quality, and brand image on purchase decisions for Semen Andalas among building-material stores in Medan. The results of multiple linear regression show that the three independent variables jointly explain 49.3% of the variance in purchase decisions, and the F-test confirms that they have a positive and significant effect when considered simultaneously. The classical assumption tests (normality, multicollinearity, and heteroskedasticity) indicate that the data and model are statistically sound, while validity and reliability tests demonstrate that all measurement instruments are both valid and internally consistent. Individually, each variable also shows a positive and significant influence on purchase decisions. Price is perceived as affordable, relatively stable, competitive, and aligned with the benefits obtained; this perceived fairness encourages retailers to choose Semen Andalas despite intense competition. Product quality reflected in performance, durability, conformity with technical specifications, and overall perceived reliability emerges as a crucial determinant of purchasing behavior, confirming that functional superiority remains a key driver in the cement market. Brand image further reinforces these effects: a trustworthy, professional, and well-known brand gives retailers confidence that Semen Andalas will perform as promised and be supported by adequate distribution and services, thereby strengthening their willingness to purchase and recommend the product. These findings underscore the need for PT Semen Indonesia (Persero) Tbk to manage price, product quality, and brand image as an integrated strategy rather than as separate policies. Maintaining competitive yet value-based pricing, ensuring consistent product performance in the field, and reinforcing a strong, credible brand presence supported by reliable distribution and communication are essential to sustaining and expanding Semen Andalas' market position in Medan. At the same time, the  $R^2$  value indicates that other factors beyond those analyzed in this study also influence purchase decisions; future research is therefore encouraged to incorporate additional variables such as promotion, service quality, distribution intensity, or relationship marketing in order to provide a more comprehensive understanding of retailer purchasing behavior in the cement industry.

#### References

- Dalimunthe, M. A., Ritonga, A. R., & Ananda, S. (2025). The Role of Opinion Leaders in Bullying Prevention: Evaluating the Roots Program in SMA Negeri 19 Medan

- Through the Lens of Two-Step Flow Communication Theory. *Komunika*, 21(01), 33-40.
- Daya, J. S., Rosa, T., Tamba, M., & Suratmi, T. (2021). Pengaruh Harga, Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Produk "The Sandals" dari PT. Razer Brothers. *Jurnal Administrasi Dan Manajemen*, 15, 86-98.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Handayani, R. (2020). *Metodologi Penelitian Sosial*. Bantul: Trussmedia Grafika.
- Hariato, F., Ohorella, N. R., & Dalimunthe, M. A. (2023). Kompetensi Komunikasi Guest Service Agent Dalam Mendorong Kepuasan Tamu Mh Hotel Ipoh Malaysia. *Komunika*, 19(02), 30-35.
- Haqee, M. G. (2020). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Pada PT Berlian Multitama di Jakarta. *E-MABIS: Jurnal Ekonomi Manajemen dan Bisnis*, 21, 31-38.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Edition)*. New York: Pearson.
- Kurniawati, D., Dalimunthe, M. A., Kholil, S., Ritonga, A. R., & Pratama, T. A. (2025). Reduction of microplastics through waste management: Evaluation of water quality and health risks in the communication policy of the ministry of environment and forestry. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1445, No. 1, p. 012043). IOP Publishing.
- Mariana, R., & Anhary, A. S. (2024). Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian Bedak Muka Tabur Viva Cosmetics pada CV Anugerah Makmur Abadi Tangerang Selatan. *Prosiding Seminar Nasional Manajemen*, 3, 22478-22492.
- Maulida, J. H., Waloejo, H. D., & Pinem, R. J. (2022). Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Laptop Asus (Studi Pada Pengguna Laptop Asus di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis (JIAB)*, 11, 614-621.
- Nugroho, I. A., & Dirgantara, I. M. (2021). Pengaruh Kualitas Produk, Citra Merek dan Pemasaran Online Terhadap Keputusan Pembelian (Studi Pada PT. Havindo Pakan Optima). *Diponegoro Journal of Management*, 10, 1-11.
- Pujiwati, M., Dewi, R. S., & Hadi, S. P. (2023). Pengaruh Harga, Kualitas Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen (Studi Pada Konsumen Oasis Bubble Milktea and Dessert di Kota Magelang). *Jurnal Ilmu Administrasi Bisnis (JIAB)*, 12, 729-737.
- Purba, A. M., Dirbawanto, N. D., & Dalimunthe, M. A. (2025). Urban digitalization through clean energy: policies and communication of Medan City government towards "Medan Smart City". In *IOP Conference Series: Earth and Environmental Science* (Vol. 1445, No. 1, p. 012067). IOP Publishing.
- Ritonga, A.R., Dalimunthe, M.A., Veronica, A., Ginting, & L. D. C. U (2023). The Effectiveness of Social Media As A Promotional Medium Of The University Of Sumatera Utara (USU) Library. *Talenta Conference Series: Local Wisdom, Social, and Arts (LWSA)* 6 (3), 16-20
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

- Taufik, M. R., & Sukawati, T. G. (2024). Pengaruh Harga, Promosi Penjualan, dan Citra Merek Terhadap Keputusan Pembelian Starbucks Coffee Di Bali. *E-Jurnal Manajemen*, 13, 582-601.
- Yesi, R. (2020). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Pada Giant Supermarket Di Cikarang. *Jurnal Ekonomi Efektif*, 2, 542-548.
- Ritonga, A.R., Dalimunthe, M.A., Veronica, A., Ginting, & L. D. C. U (2023). The Effectiveness of Social Media As A Promotional Medium Of The University Of Sumatera Utara (USU) Library. *Talenta Conference Series: Local Wisdom, Social, and Arts (LWSA)* 6 (3), 16-20
- Ritonga, A. R., Education, I. R., Zein, A., Syam, A. M., & Ohorella, N. R. (2023). Misconceptions of Jihad: A Constructivist Review of the Meaning of Struggle in Islam in the Modern Era: Analysis of the verses al-Amwaal wa al-Nafs.
- Rusdi, M., Sebayang, V.A., Kholil, S., & Syam, A.M. (2024). Islam and the Ethics of War: Deconstructing Jihad through the Principle of Humanism in Theological Discourses
- Rusti, A. D., Kurniawati, dan Masnita, Y. (2024). Tinjauan Theory of Planned Behavior dalam Mempengaruhi Purchase Intention dan Purchase Behavior melalui Social Media. *Jurnal Ekonomi Efektif*, 7, 116 – 130.
- Saraan, M. I. K., Rambe, R. F. A. K., Syam, A. M., Suhendar, A., Dalimunthe, M. A., & Sinaga, R. P. K. (2024, May). The application of fertilizer subsidies in the context of coffee plantations in Pollung Sub-District, Humbang Hasundutan District, North Sumatra Province. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1352, No. 1, p. 012012). IOP Publishing.
- Sari, D. P., & Nugroho, Y. (2021). Strategi pemasaran digital untuk UMKM: Studi kasus di Jawa Timur. *Jurnal Ekonomi Digital*, 7(1), 45–56.
- Sohail, M. S., Hasan, M., & Sohail, A. F. (2020). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty: An Arab Perspective. *International Journal of Online Marketing*, 10(1).
- Sriyanto, A., Purwanto, dan Muttaqin, Z. (2024). From Instagram to Campus: The Impact of Social Media Marketing on Students' Interest through Trust and Brand Recognition. *Kalijaga Journal of Communication*, 6(2), 139-170.
- Statista. (2025). Number of active social media users in the Asia-Pacific region as of February 2025, by country or territory, from <https://www.statista.com:https://www.statista.com/statistics/295606/social-media-mau-asia-pacific-countries/>. Diakses Juni 28 2025
- Taib, Z., Septriawan, M. R., dan Rozi, F. (2024). Media Sosial Berpengaruh pada Perubahan Perilaku Sosial Remaja Kota Medan di Era Digital. *Jurnal Multidisiplin Sosial dan Humaniora*, 1(2), 84-102.
- UNESCO. (2023). 2023 Southeast Asia Report - Technology In Education, from <https://www.unesco.org:https://www.unesco.org/gem-report/en/publication/2023-southeast-asia-report-technology-education>. Diakses Juni 28, 2025
- Uthman, M. F., dan Marie, A. L. (2025). The Influence of Social Media Marketing Activities through Commitment, Trust, and Satisfaction on Customer Loyalty. *Jurnal Manajemen Dan Kewirausahaan*, 13(1), 37-50.

- Wahyudi, h. D., dan Parahiyanti, C. R. (2021). The Effect of Social Media Marketing to Satisfaction and Consumer Response: Examining the Roles of Perceived Value and Brand Equity as Mediation. *International Journal of Multicultural and Multireligious Understanding*, 8(12), 285-294.
- We Are Social. (2025). Digital 2025: The Essential Guide To The Global State Of Digital, from <https://wearesocial.com:https://wearesocial.com/id/blog/2025/02/digital-2025-the-essential-guide-to-the-global-state-of-digital/>. Diakses Juni 28, 2025
- Yum, Kyeongmin & Kim, Jongnam (2024). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences*, 14(13), 5763.