Factors That Influence Purchasing Decisions On Brazilian Grapes AT CV. Gentar Brazilian Grapes Teja Village, Rajagaluh Sub-District, Majalengka District

Sri Muriyanti[1*] , Elisa Yulistiani[1], Evi Noviyanti [1],Siti Wahana[1] , Dina Dwirayani[1]

[1]Agribusiness Study Program, Faculty of Agriculture, Swadaya Gunung Jati University,

Cirebon, Indonesia

*Correspondence E-mail: kitamabg@gmail.com

ABSTRACT

The purpose of this study was to analyze the factors that influence purchasing decisions for Brazil grapes at CV. Gentar Brazil Wine, Majalengka. A quantitative approach was used with a survey method of 100 respondents. The independent variables are price, product quality, promotion, and location, while the dependent variable is the purchase decision. Data analysis was carried out using multiple linear regression. The results showed that the four variables had a significant effect on purchasing decisions, with an R^2 value of 71.5%. Only product quality and location have a significant effect partially, while price and promotion do not. Product quality is the dominant factor influencing purchasing decisions, and strategic location. These results indicate the importance of improving product quality and distribution access in Brazil grape marketing strategies. This research can be expected to be a reference for the development of exotic horticultural agribusiness at the local level.

Keywords: Purchase Decision, Brazilian Wine, Product Quality, Promotion, Price, Location

1. INTRODUCTION

The agricultural sector has a strategic role for the country's economic development due to its contribution to Gross Domestic Product (GDP), provision of employment, and maintenance of food security. According to data from the Central Statistics Agency (BPS), the agricultural sector will contribute around 12.4% of Indonesia's GDP by 2023 and absorb more than 29% of the national workforce (BPS, 2024). This role confirms that the agricultural sector, including the horticulture subsector, plays a crucial role in supporting the national economy and people's welfare.

One important subsector in agriculture is horticulture, which includes fruits, vegetables, ornamental plants, and medicinal plants. This subsector has high economic value and growing demand, especially for fruit commodities. According to (Ningsih & Hatmi, 2024) horticulture is a strategic subsector because it produces high value-added products and is needed to meet the nutritional needs of the community.

Public awareness of the importance of a healthy diet has led to an increase in fruit consumption. Based on Pola Pangan Harapan (PPH) data, Indonesian fruit consumption reached 88.7 grams per capita per day in 2023, up from 85.2 grams in 2022 and 76.7 grams in 2021 (National Food Agency, 2024). This figure shows a positive trend towards increased fruit consumption as nutrition awareness grows. Consumers tend to choose fruits for their health-beneficial content, such as antioxidants, vitamin C, and fiber (Meiyetriani et al., 2018) . These bioactive compounds are important in maintaining endurance and preventing various degenerative diseases, thus making fruit a horticultural commodity that has stable demand and growing market prospects.

Grapes are a very popular horticultural product in Indonesia. However, domestic production in Indonesia has not been able to meet demand. Data from the Central Statistics Agency (BPS) shows that Indonesia's grape imports have continued to increase over the past three years, reaching 83,044 tons in 2020, in 2021 increasing to 98,278 tons and in 2022 reaching 101,899 tons, indicating that Indonesia's dependence on grape imports is still very high (BPS, 2022). Dependence on imported products not only burdens the country's exchange rate, but also shows market opportunities that can be utilized by local producers if they are able to provide products with competitive quality and uniqueness (Yudha et al., 2021) . One of the innovations aimed at reducing import dependence is the cultivation of Brazilian Grapes *(Jaboticaba)*, which is starting to develop in Indonesia. The Ministry of Agriculture (MOA) reports that around 120 imported grape varieties are currently successfully cultivated, including Brazilian Grapes.

In West Java, Brazil grapes can be found in several areas, such as Majalengka, Sukabumi, Cianjur, and Lembang. The largest production center in West Java is located in Teja Village, Rajagaluh District, Majalengka Regency, with an area of 1.4 hectares and the number of Brazilian Grape trees reaching 120 trees (Mariana, 2020) Jaboticaba, or Brazilian Grape, is a species native to Brazil with unique characteristics, including black-purple fruit with white pulp that grows directly on the trunk of the tree (Marwah, 2024) Another unique characteristic is the variety of flavors that change every day before reaching maturity.

(Donadio, 2000) observed that a single Brazil Grape has seven distinctive flavors that emerge in the last nine days before reaching full maturity, ranging from guava, mangosteen, lychee, passion fruit, soursop and grape. These unique flavors are attractive to consumers because they offer the experience of trying a variety of flavors in one fruit, this development reinforces the notion that Brazil Grapes have the potential to become an alternative commodity that is not only

unique, but also has a high selling value, especially in the premium fruit market. Based on the production results of annual Brazilian Grape sales   as follows.

Table 1. Brazilian Grape production and sales data 2022 to 2024

at CV. Gentar Brazilian Grapes

No	Year	Production (Kg)	Fruit Sales (Kg)	Price (Kg)	Consumers (Person)
1	2022	110	110	200.000	175
2	2023	145	100	200.000	147
3	2024	150	110	200.000	225
Average		135	107		182

Source: CV Anggur Brazil Gentar 2025

CV Anggur Brazil Gentar, located in Teja Village, Rajagaluh District, Majalengka Regency, is a company engaged in the cultivation of Brazil Grapes. The company's production data shows a positive value, there was an increase in production by 32% from 2022 and 2023. Then again increased by 3% in 2024. However, there was a 9% decrease in sales in 2023, but an increase of 10% in 2024. The number of customers is also constantly changing, with a decrease of 16% from 2022 to 2023 and then a huge increase of more than half, with 53% in 2024.

Fluctuations in sales and consumer demand indicate the presence of certain factors that influence consumer purchasing decisions, despite the relatively high price of Brazilian Grapes, which is Rp200,000 per kilogram. This situation indicates a gap between product potential and actual sales. In terms of production, Brazil Grapes show positive value, but the market is not fully optimized. This is important for research, as understanding the factors that influence consumer purchasing decisions will help companies develop appropriate marketing strategies. The uniqueness of Brazil Grapes offers significant opportunities to increase consumer purchasing power.

Previous research has examined consumer behavior on various fruit commodities. (Rochmadani et al., 2024) examined the purchase decision of local oranges in modern retail by emphasizing the role of price, quality, and freshness in the consumer's five-stage decision process. (Herwina et al., 2020) analyzed branded vs unbranded bananas and found the influence of personal and psychological factors, while income variables had a negative impact. Other studies by (Panjaitan, 2023) in traditional markets highlighted price, product, and place in local fruit purchases; and (Rakasyifa & Mukti, 2020) showed that in vegetable/fruit online retailing, psychological and personal factors were significant, while social and cultural had less effect. These

findings show the diversity of purchase decision determinants across commodities and distribution channels.

Different from common commodities such as oranges and bananas, Brazil Grapes (*Jaboticaba*) is an exotic horticultural fruit that develops in Indonesia, has a gradual flavor character with up to seven different sensations towards maturity, and attracts consumer interest because of its unique experience. West Java, especially Teja Village, Rajagaluh, Majalengka has developed as one of the centers of Brazilian Grape cultivation, but the scale of production and market reach is still limited. Internal data from CV. Anggur Brazil Gentar shows an increasing trend in production from 2022-2024 but relatively fluctuating sales, indicating the need for a deeper understanding of consumer purchasing factors to convert production capacity into sales volume.

Existing literature often examines price, quality and promotion variables, but rarely includes location variables. For exotic commodities that have limited distribution and are often sold near the source of production, ease of access, affordability, and proximity to activity/tourism points can influence purchasing decisions. A review of previous research in the proposal shows that previous studies did not examine location as a variable in fruit purchase decisions; the research instrument prepared to conduct the Brazil Grapes research instead included location indicators (affordability, access, proximity) to capture the reality of distribution channels directly from the orchard. The addition of this variable represents an extension of the model from previous research.

Based on the object gap (exotic commodities have not been studied), context (local production centers vs. modern/online retail), and variables (the addition of location along with price, quality, promotion), this study is designed to analyze partially and simultaneously the effect of price, product quality, promotion, and location on the purchase decision of Brazil Grapes at CV. Gentar Brazil Grapes, Majalengka. The results of the study are expected to provide a basis for observations for marketing strategies and the development of Brazilian Grape agribusiness at the local level and market expansion.

2. RESEARCH METHODS

Research Design and Location

This research uses a quantitative approach with a descriptive survey design that aims to analyze the factors that influence consumer purchasing decisions for Brazil grapes. The research

location was determined at CV. Gentar Brazil Grapes, Teja Village, Rajagaluh District, Majalengka Regency, West Java. The research was conducted from May to June 2025.

Population and Sampling Technique

The population in this study includes all consumers who have purchased Brazilian grapes at that location. Because the population size is not known with certainty, the sampling technique was carried out using non-probability sampling, with an incidental sampling approach, namely taking respondents based on direct encounters in the field and willingness to fill out questionnaires (Sugiyono, 2019) Determination of the sample size is based on the Lemeshow formula, so that a total of 100 respondents were obtained with a confidence level of 95%.

Research Variables

The independent variables used in this study are price, product quality, promotion and location, while the dependent variable is the purchase decision. Price According to (Fahmi et al.,2023) is the value in money or means of exchange for a product. Product Quality is an important factor in market competitiveness and consumer satisfaction. The purpose of product quality is to produce products more favored by consumers and thus increase product sales. All of this is done in the hope of creating a positive impression of the product in the eyes of consumers with the aim of final purchase (Sulistiani, 2017) Promotion according to (Tjiptono & Chandra, 2012) is any form of short-term offer or incentive that is shown to buyers, retailers, or wholesalers and is designed to obtain a specific and immediate response. Meanwhile, location is a place of gathering (associated) sellers as a distribution channel to reach target consumers. Location is one of the keys to success, starting from people's choices. This decision is highly dependent on economic growth and potential stability, political conditions, and competition. Place is where a business or activity is carried out, and the place is one of the factors that influence the development of a company. A strategic location attracts many consumers, so it can increase the sales curve (Lupiyoadi, 2013) And purchasing decisions according to (Azizah et al., 2021) is the process of selecting or making purchasing decisions in determining the decision to actually buy a good or service. The process of taking a product or service also begins with self-awareness of fulfilling needs or desires. Each variable is operationalized through indicators that have been formulated based on theory and the results of previous research.

Types and Sources of Data

The data used consists of:

a. Primary data, obtained through structured questionnaires, direct interviews, and field observations.

b. Secondary data, which is sourced from previous documents, institutional reports, and literature relevant to the research topic.

Instruments and Measurement Scale

The main instrument was a closed questionnaire with a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale is used to measure respondents' perceptions of each variable indicator.

Validity and Reliability Test

Construct validity is tested using Pearson Product Moment correlation, where items are said to be valid if the value of r count> r table at a significance level of 0.05. The reliability test was carried out using the Cronbach's Alpha method, and the instrument was declared reliable if $\alpha > 0.60$ (Ghozali)., 2018)

Data Analysis Technique

Data analysis was carried out using multiple linear regression methods to determine the simultaneous and partial effects of independent variables on the dependent variable. This analysis was carried out using the help of SPSS software

Before model estimation is carried out, a classic assumption test is carried out, which includes:

1) Normality test (using histogram and normal probability plot)

2) Multicollinearity test (based on Variance Inflation Factor/VIF and Tolerance values).

3) Heteroscedasticity test (through scatterplot and Glejser test),

4) The coefficient of determination (R^2), to measure the extent to which the independent variable is able to explain the dependent variable.

Hypothesis testing is done through:

a. F test, to determine the effect of all independent variables simultaneously on the dependent variable.b. The t test, to determine the effect of each independent variable partially.

3. RESULTS AND DISCUSSION

Characteristics of Respondents

Table 2. Characteristics of Consumer Respondents of CV. Anggur Brazil Gentar

No	Description	Number	(Percentage) %
1.	**Age (years)**		
	20-28	47	47
	29-37	27	27
	38-46	20	20
	47-55	5	5
	>56	1	1
	Total	100	100
2.	**Gender**		
	L	38	38
	P	62	62
	Total	100	100
3.	**Last Education**		
	ELEMENTARY SCHOOL	1	1
	SMP	1	1
	SMA/SMK	50	50
	Undergraduate	40	40
	Post-graduate	8	8
	Total	100	100
4.	**Occupation**		
	Student	16	16
	HOUSEWIFE	10	10
	Self-employed	26	26
	Lecturer	4	4
	CIVIL SERVANT	17	17
	Retired civil servant	1	1
	Private Employee	12	12
	Police	1	1
	TNI	6	6
	Employee	2	2
	Council Member	1	1
	Private Employee	2	2
	Construction worker	1	1
	Entrepreneur	1	1
	Total	100	100
5.	**Income per month**		
	<2 million	24	24
	2-4 million	33	33
	4-6 million	35	35
	6-8 million	5	5
	>8 million	3	3
	Total	100	100

6.	**Family dependents**		
	None	6	6
	0-1 person	36	36
	2-3 people	52	52
	4-5people	6	6
	Total	100	100

Age (dominant: 20-28 years = 47%) This young age group are active consumers who are responsive to new products and healthy lifestyle trends. They tend to be explorative and interested in unique consumer experiences. In the context of Brazil Wine, the daily changes in flavors provide added value, appealing to young consumers who seek uniqueness and new experiences. Their purchasing decisions are influenced more by product quality and consumption experience than price.

Gender (dominant: female = 62%) Women tend to choose products more carefully, prioritizing benefits and quality over price. In this case, fruits with nutritional value and attractive appearance, such as Brazil Grapes, are particularly appealing. This is consistent with the research findings that product quality (X_2) is the most important variable influencing purchase decisions.

Education (dominant: high school/vocational school and undergraduate = 90%). A high level of education makes consumers more rational, cautious, and able to evaluate product quality logically. They pay attention not only to price but also to quality, benefits and uniqueness. Therefore, educated consumers are less sensitive to price as long as the product offers comparable value. This is consistent with the regression test results, where price has no significant effect, but product quality has a significant influence on the decision.

 Occupation (dominant: self-employed = 26%, civil servants = 17%) Self-employed individuals and civil servants usually have a stable income, and their purchasing decisions are based more on product usability. Usually buying for exploration or new experiences. Hence, quality and strategic location are their priorities. They are less sensitive to promotions, as evidenced by statistical tests showing that promotions have no significant impact on purchasing decisions.

Income (dominant: IDR 2-6 million per month = 68%) Most respondents are middle class, so they are still quite selective in their spending. Despite the relatively high price of Brazil Grapes (IDR 200,000/kg), consumers still buy because they value quality and taste experience. Therefore, quality plays a greater role than price, which is consistent with the findings of the study, which found that price was not a statistically significant factor.

Family Dependents (Dominant: 2-3 people = 52%) A moderate number of family dependents indicates consumers have efficiency and family benefits in mind. They will buy if the product is functionally useful, for example, for family consumption, has nutritional value, or natural freshness.

Validity and Reliability Test

Validity Test

Table 3. Validity Test Results

No	Variables and Indicators		R Count	R table	Description
1	Price				
		$X_{1.1}$	0,572	0,1966	Valid
		$X_{1.2}$	0,548	0,1966	Valid
		$X_{1.3}$	0,576	0,1966	Valid
		$X_{1.4}$	0,634	0,1966	Valid
2	Product Quality				
		$X_{2.1}$	0,781	0,1966	Valid
		$X_{2.2}$	0,766	0,1966	Valid
		$X_{2.3}$	0,724	0,1966	Valid
3	Promotion				
		$X_{3.1}$	0,713	0,1966	Valid
		$X_{3.2}$	0,661	0,1966	Valid
		$X_{3.3}$	0,688	0,1966	Valid
4	Location				
		$X_{4.1}$	0,778	0,1966	Valid
		$X_{4.2}$	0,730	0,1966	Valid
		$X_{4.3}$	0,783	0,1966	Valid
5	Purchase Decision				
		$Y_{1.1}$	0,782	0,1966	Valid
		$Y_{1.2}$	0,822	0,1966	Valid
		$Y_{1.3}$	0,804	0,1966	Valid
		$Y_{1.4}$	0,785	0,1966	Valid

The validity test is carried out to determine the extent to which each statement item in the questionnaire is able to measure the intended variable. In this study, the validity test used the Pearson Product Moment correlation technique, by comparing the calculated r value against the r table. The number of respondents was 100 people, so the value of r table at a significance level of 5% ($\alpha = 0.05$) was 0.1966. Based on the validity test results, all items on each variable have a value of r count> r table, which means that all statements are declared valid.

Reliability Test

Table 4. Reliability Test Results

Variable	*Cronbach's Alpha*	*N of Item*
Price (X_1)	.826	12
Product Quality (X_2)	.904	9
Promotion (X_3)	.864	9
Location (X_4)	.912	9
Purchase Decision (Y)	.947	12

Based on table 4. All variables have a Cronbach's Alpha value that exceeds 0.70, so it can be concluded that all statement items on variables X_1, X_2, X_3, X_4, and Y meet the reliability criteria. The highest value is obtained by variable Y with a Cronbach's Alpha of 0.947, which indicates a very strong level of internal consistency. Meanwhile, the lowest value is found in variable X_1 of 0.826, which remains in the reliable category. Thus, the research instruments used are declared reliable and suitable for use in the data collection process.

Classical Assumption Test

a. Normality Test

Table 5. Normality Test Results using Kolmogorov Smirnov Test

Description	Unstandardized residual
Asymp. Sig. (2-tailed)	0,200

Based on table 5. Shows that the results of the normality test using the *Kolmogorov Smirnov Test* get a significant value of 0.200. The purpose of the normality test is to determine whether the sample data used is normally distributed or not. From the data above, it can be concluded that the questionnaire data used in this study is normsl distributed, because the significant value > of 0.05.

b. Multicollinearity Test

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Price (X_1)	0,646	1,548
Product Quality (X_2)	0,890	1,124
Promotion (X_3)	0,620	1,613
Location (X_4)	0,907	1,103

Based on table 6. Shows that the basis for decision making in this multicollinearity test can be seen from the tolerance and VIF values. The price variable (X_1) produces a VIF value of 1.548,

the product quality variable (X_2) 1.124, the promotion variable (X_3) 1.613 and the location variable (X_4) as much as 1.103. Of the four independent variables above, it shows that the VIF value <10, so it can be concluded that there is no problem with multicollinearity. Then when viewed from the tolerance value, the variable price (X_1), product quality (X_2), promotion (X_3) and location (X_4), each variable has a tolerance value> 0.01, it can be concluded that there is no multicollinearity.

c. Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results with the Glejser Method

No	Independent Variable	Significance
1	Price (X_1)	0,961
2	Product quality (X_2)	0,227
3	Promotion (X_3)	0,512
4	Location (X_4)	0,230

Based on table 7. The heteroscedasticity test is conducted to test whether in the regression analysis there is an inequality of variance from the residual value of one observation to another. The heteroscedasticity test with the Glejser method aims to detect the presence or absence of heteroscedasticity symptoms. The trick is to regress the independent variable on the absolute value of the residual. From the table above, the heteroscedasticity test using the glejser method, seen from the significance value of the variable price (X_1), product quality (X_2), promotion (X_3) and location (X_4) results in a significance value greater than 0.05. The decision-making basis for this test is concluded that if the significance value> 0.05, there are no symptoms of heteroscedasticity in the regression model.

Multiple Regression Analysis

Table 8. Multiple Linear Regression Analysis Results

	Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-4.513	4.463		-1.011	.314		
	Price X_1	.033	.101	.023	.331	.741	.646	1.548
	Product Quality X_2	1.125	.085	.770	13.262	<,001	.890	1.124
	Promotion X_3	-.152	.111	-.095	-1.367	.175	.620	1.613
	Location X_4	.447	.080	.322	5.598	<,001	.907	1.103

Based on the table above, the multiple linear regression equation is $Y = -4.513 + 0.033 X_1 + 1.125 X_2 - 0.152 X_3 + 0.447 X_4$. The meaning of the regression equation is that if the value of all independent variables (X_1, X_2, X_3, and X_4) is equal to zero (0), then the value of the purchase decision (Y) is predicted to decrease by 4.513 units. When the Price variable (X_1) increases by one unit, there will be an increase in purchasing decisions by 0.033. This means that an increase in product prices slightly increases purchasing decisions, although statistically insignificant (Sig. = 0.741 > 0.05). When the Product Quality variable (X_2) increases by one unit, the purchasing decision is expected to increase by 1.125. This means that the higher the product quality, the purchase decision will also increase significantly. This is reinforced by the significance value <0.001. The Promotion variable (X_3) shows a negative regression coefficient of -0.152, which means that an increase in promotion actually reduces purchasing decisions. However, this result is not statistically significant because the Sig value. = 0,175 > 0,05. This can be caused by the inaccuracy of the media or promotional strategy being carried out. Meanwhile, the Location variable (X_4) has a positive coefficient of 0.447, with a significance value <0.001, which means that a strategic location has a significant effect on increasing purchasing decisions. Thus, in this model, the variables Product Quality (X_2) and Location (X_4) are the factors that have the most significant effect on Purchasing Decisions (Y), while Price (X_1) and Promotion (X_3) do not have a statistically significant effect.

Determination Coefficient Test

Table 9. Test Results of the Coefficient of Determination Model Summary [b]

Mode	R	R Square	Adjusted R Square	Std. Error of The estimate
1	.845[a]	.715	.703	4.973

Based on the output results above, it shows that the R square value is 0.715 or equal to 71.5%. So it can be concluded that 71.5% of changes in variable Y (Purchase Decision) can be explained by changes in the independent variables, namely Price (X_1), Product Quality (X_2), Location (X_3), and Promotion (X_4). While the rest, which is 28.5%, is influenced by other variables that are not included in the model or not examined in this study.

Simultaneous Test or F Test

Table 10 F Test Analysis Results ANOVA [a]

Capital		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5886.749	4	1471.687	59.513	<,001[b]
	Residual	2349.251	95	24.729		
	Total	8236.000	99			

The simultaneous test can be seen from the F value in the ANOVA table. The simultaneous test or F test is useful for knowing whether the results of the analysis of the independent variables jointly affect the dependent variable or not. Based on the results of the analysis above, it shows that the calculated F value is 59.513 with a significance value <0.001. The hypothesis proposed in this F test is that there is an effect of the variables Price (X_1), Product Quality (X_2), Promotion (X_3), and Location (X_4) simultaneously on Purchasing Decisions (Y). Based on the results of decision making, if the value of F count > from F table (for example F table = 2.47 at α = 0.05 with df1 = 4 and df2 = 95), it can be concluded that the variables Price (X_1), Product Quality (X_2), Promotion (X_3), and Location (X_4) simultaneously have a significant effect on Purchasing Decisions (Y).

Partial Test

Table 11 Partial Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-4.513	4.463		-1.011	.314		
	Price X_1	.033	.101	.023	.331	.741	.646	1.548
	Product Quality X_2	1.125	.085	.770	13.262	<,001	.890	1.124
	Promotion X_3	-.152	.111	-.095	-1.367	.175	.620	1.613
	Location X_4	.447	.080	.322	5.598	<,001	.907	1.103

Based on the table above, it shows that the t value on the Price variable (X_1) of 0.331, Product Quality (X_2) of 13.262, Promotion (X_3) of -1.367, and Location (X_4) of 5.598. The partial t test is conducted to determine whether or not each independent variable has an effect on the dependent variable. Before seeing whether it has an effect or not, it is first known that in this study the t table value is 1.98552 (with df = n - k = 100 - 5 = 95, α = 0.05). The basis for decision making

in the above study, it can be concluded that the t value on the price variable (X_1) and promotion (X_3) < t table, which means that (h1, h3) is rejected and h0 is accepted, while the t value on the product quality variable (X_2) and location (X_4) > t table, it can be concluded that the hypothesis (h2, h4) is accepted and h0 is rejected.

DISCUSSION

Based on the results of multiple linear regression tests, the price variable (X_1) does not have a significant effect on purchasing decisions (Y) Brazil Wine at CV. Brazil Gentar Wine. Therefore, hypothesis h1 is rejected and H0 is accepted. Even though the price does not have a significant effect, respondents show a tendency to keep buying even though the price of Brazilian grapes is relatively high, namely IDR 200,000/kg. This could be due to consumer perceptions that the price is proportional to the quality and uniqueness of the taste of Brazilian grapes. In addition, because this product is classified as premium and there are not many local competitors, price is not the main factor that influences purchasing decisions, but rather the perception of perceived benefits and consumption experience. These results correspond to previous research from (Rochmadani et al., 2024) examining purchasing decisions for local oranges in modern retail.

The results of the analysis show that the product quality variable (X_2) has a positive and significant effect on purchasing decisions. Hypothesis h2 is accepted and H0 is rejected. Product quality in this context includes several important aspects such as taste, texture, color or appearance of the fruit. Brazilian grapes have a unique advantage over other fruits because of the changing taste sensations during their maturity. This uniqueness adds to the appeal for consumers who are looking for a new experience in consuming fruit. Consumers tend to judge product quality by freshness, durability, and flavor, which strongly influence purchasing decisions. The fruit produced by CV. Gentar is generally picked directly from the garden, so the quality is better maintained. These results correspond to previous research from (Herwina et al., 2020) examining analyzing branded vs unbranded bananas.

The promotion variable (X_3) does not have a significant effect on purchasing decisions. Hypothesis h3 is rejected and H0 is accepted. These results indicate that the promotional strategy carried out by CV. Gentar is not effective enough. It is possible that the large media content or promotional messages used have not been able to attract consumer interest. Therefore, promotion remains an important aspect to be improved in the future even though in the context of this study it has not shown a significant effect. These results correspond to previous research from (Rakasyifa

& Mukti, 2020) examining the factors that influence purchasing decisions for online retail vegetables and fruits.

From the regression results, it is found that the location variable (X_4) has a positive and significant influence on purchasing decisions. Thus, hypothesis h4 is accepted and H0 is rejected. Consumers tend to choose to buy Brazilian Grapes from locations that are easily accessible, strategic, and provide good transportation facilities for consumers. CV. Gentar Brazilian Grapes is located in the center of Brazilian Grape development, which may make it easier for consumers to see the cultivation process firsthand and buy products directly from the source. These results correspond to previous research from (Panjaitan, 2023) examining the factors that influence consumer decisions in purchasing local fruit at Pasaraya Medan metro trade center.

4. CONCLUSIONS

Simultaneously, the variables Price (X_1) , Product Quality (X_2) , Promotion (X_3) , and Location (X_4) have a significant effect on the purchase decision (Y) of Brazilian Wine, which is indicated by the results of the F test with a significance value <0.001 and an R square value of 0.715, meaning that 71.5% of the variation in purchasing decisions can be explained by the four independent variables. However, partially, only two variables have a significant effect, namely Product Quality (X_2) with a coefficient of 1.125 and a t-statistic of 13.262, which indicates that the higher consumers' perception of product quality, the greater their tendency to buy, and Location (X_4) with a coefficient of 0.447 and a t-statistic of 5.598, which indicates that a strategic and easily accessible location also has a real influence on purchasing decisions. In contrast, the variables Price (X_1) and Promotion (X_3) do not show a significant effect, where the relatively high price is not a major obstacle because consumers consider the quality and benefits of the product more, while promotion is considered not optimal enough to encourage an increase in purchasing decisions.

ADVICE

Improvement and consistency in the quality of Brazilian Grape products need to be maintained and continuously developed, both in terms of taste, texture, and appearance of the fruit, because quality is a major factor influencing purchasing decisions. Innovations such as increasing shelf life, attractive packaging, can be an added value. In addition, strengthening the marketing location strategy through expanding distribution points or opening outlets in strategic locations such as modern markets can expand market reach and increase consumer engagement. Although

price did not prove statistically significant, producers are still advised to maintain a balance between price and perceived product value by providing discounts during the harvest season, or providing loyalty vouchers to attract repeat purchases. Future research is recommended to add other variables such as brand image, consumer experience, or customer loyalty in order to obtain a more comprehensive picture of the factors that influence purchasing decisions for Brazil Grapes.

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