



**EXPLORING POST-PURCHASE CONSUMER BEHAVIORAL INTENTION:
A STUDY ON SME CONSUMERS IN AGAM REGENCY**

Rizky Adhitya Nugroho¹, Rezha Isyraqi Qastalano²

Department of Digital Business, Politeknik Negeri Jember, Jember, East Java, 68101

Indonesia: Corresponding author1: rizky.an@polije.ac.id

ABSTRACT

This Research investigates the factors that influence intended consumer behavior towards SMEs' commodities in consideration of a mixed-method approach in Agam Regency. This paper derives from 272 questionnaires and qualitative interviews with 5 key informants, the results indicating perceived qualities, packaging, and price were significant factors elevating behavioral intention, while advertising was not significant. Highlighted here with respect to decision-making by consumers are quality, branding, and price. However, as already noted, SME marketing lacks creativity, engaging content, and professionalism in execution-all these should be seen as impediments to brand development. Therefore, this research is recommendable for small and medium enterprises in bringing significant change in quality, packaging, price strategies, and marketing communication toward improving consumer interests and competition levels against others on the market.

Keywords: *Packaging, Perceived Quality, Advertising, Perceived Price, Behavioral Intention*

A. INTRODUCTION

The development of Small, and Medium Enterprises (SMEs) plays a vital role in Indonesia's economy, significantly contributing to job creation and economic growth. However, in the face of increasingly fierce competition, SMEs are required to understand the factors influencing consumer purchase intentions toward their products. Consumer experience in purchasing products from SMEs plays a crucial role in shaping perceptions and loyalty toward local products. The quality of interaction between consumers and SMEs can enhance customer satisfaction, which, in turn, drives business growth. Positive customer experiences can boost loyalty and expand market share for SMEs. Consumer experience has become an essential focus in business research and practice over the past few decades (Irdiana & Noor Khairullah², 2019).

One key factor is product packaging. Packaging not only serves as protection but also as a marketing tool that can attract consumer attention and influence purchasing decisions. Research indicates that attractive packaging design can increase consumer purchase (Yuniarti et al., 2024). Product packaging plays a significant role in capturing consumer attention and influencing purchasing decisions. An appealing packaging design can enhance consumer purchase intention (Mailani et al., 2023). According to Kotler and Keller (2012), packaging serves as a "silent salesperson," delivering messages about product quality, reliability, and value to the consumer. These cues often influence a consumer's decision-making process, particularly in competitive markets where product differentiation is essential. Additionally, Steenkamp (1997) emphasized that perceived quality is a key component of brand equity. High-quality packaging enhances the perceived value of a product and strengthens brand credibility, leading to increased consumer trust and loyalty.

Recent studies have highlighted the significant role of packaging in shaping consumer purchase intentions. Yeo et al., (2020) investigated the impact of packaging on customer purchase intention in Malaysia, finding that elements such as packaging color, material, and graphics significantly influence consumer decisions. Their research suggests that well-designed packaging can enhance product appeal and increase the likelihood of purchase. Layli

et al., (2022) found that the packaging design of SME products significantly influences consumer interest, with attractive packaging making consumers more drawn to the product. Similarly, Asri et al., (2020) examined how SMEs can attract consumers through product packaging. Their findings indicate that visual elements of packaging, including design and informational content, play a crucial role in capturing consumer interest and influencing purchase decisions.

H1: Packaging has a positive impact on Behavioral Intention.

Perceived quality is defined as a consumer's overall judgment about a product's excellence or superiority, based on their subjective perceptions rather than objective measures (Zeithaml, 1988). It is a pivotal element in shaping consumer preferences and determining a product's success in competitive markets. Perceived quality refers to a consumer's subjective assessment of a product's overall excellence or superiority compared to competitors (Zeithaml, 1988).

Additionally, perceived quality is a primary consideration for consumers in selecting products. Consumers tend to choose products perceived as high quality, which, in turn, increases purchase intention. Previous studies indicate that product quality significantly influences purchasing decisions (Yahya et al., 2023). Numerous researchers have examined how perceived quality influences consumer behavior and intentions, especially within the food service industry. Shahzadi et al. (2018) conducted a study in Pakistan, revealing that superior restaurant attributes, such as food quality, service quality, and atmospheric quality, positively and significantly impact consumers' behavioral intentions. Souki et al., (2020) also found that perceived quality relating to attitudes and behavioral intentions.

A study by Husain et al. (2022) found that products with high perceived quality and value are preferred by customers, leading to repurchase behavior. Ghobbe and Nohekhan (2023) indicates that green marketing strategies positively affect perceived brand quality, suggesting that environmentally friendly practices can enhance consumers' quality perceptions. Muzumdar (2021) examined the effect of review valence and perceived uncertainty on purchase decisions, highlighting that positive aggregate reviews serve as indicators of product quality, especially under time constraints.

H2: Perceived Quality has a positive impact on Behavioral Intention.

Advertising also plays a crucial role in shaping consumer perceptions and purchase intentions. Through advertising, information about products can be effectively conveyed, building brand awareness and influencing consumer attitudes toward the products. Research has found that promotions and advertising have a positive effect on purchasing decisions (Rahmatika & Luh, 2024). Advertising shapes consumer perceptions and purchase intentions by effectively delivering product information, building brand awareness, and influencing consumer attitudes toward the product (Wangge et al., 2022). Recent studies have explored the impact of advertising on consumers' behavioral intentions, particularly concerning SME products. Research by Asamoah et al. (2023) investigated the effect of digital marketing adoption on SMEs' sustainable growth in Ghana. Utilizing the Theory of Planned Behavior, the study found that digital marketing positively influences SMEs' growth, highlighting the importance of advertising in reaching broader audiences and enhancing business performance.

Enehasse and Sağlam (2020) explored the impact of digital media advertising on consumer behavior intention, with a focus on the moderating role of brand trust. The study concluded that digital media advertising positively affects consumer behavior, and brand trust further strengthens this relationship, emphasizing the need for SMEs to build trustworthy brands through effective advertising strategies. A study by Järvinen and Karjaluoto (2020) analyzed the benefits and risks of online behavioral advertising. The research highlighted that personalized and repeated advertising messages could persuade individuals to make purchases, but also

noted potential privacy concerns. For SMEs, leveraging data-driven advertising can enhance targeting efficiency and consumer engagement.

H3: Advertising has a positive impact on Behavioral Intention.

Perceived price is another determinant in purchasing decisions. Consumers often compare prices with the quality offered to assess a product's value. Competitive pricing aligned with perceived quality can increase consumer purchase intentions (Alfariza & Pratommo, 2023). Iglesias and Guillén (2004) explain that consumers incur both monetary costs (the price paid for a product or service) and non-monetary costs (such as time, physical and mental effort, psychological strain, and transaction costs, among others). In this study, only non-monetary costs are considered. Similarly, Bei and Chiao (2001) describe cost from the consumer's perspective as the sacrifices or compromises made to acquire a product or service.

Perceived price refers to a consumer's subjective evaluation of the price of a product or service, encompassing not only the actual monetary cost but also the perceived value and fairness associated with the purchase. This perception is influenced by factors such as quality, brand reputation, and individual consumer expectations. According to Zeithaml (1988), perceived price is a critical determinant in the consumer decision-making process, affecting judgments of value and purchase intentions.

Recent studies have explored the impact of perceived price on consumers' behavioral intentions, particularly concerning products from Small and Medium-sized Enterprises (SMEs). Sutanto and Wulandari (2023) examined the effect of price perception and product quality on consumer purchase interest in environmentally friendly food packaging among SMEs in Jakarta. Their findings indicate that perceived price directly influences consumer attitudes, perceived behavioral control, and purchase interest, suggesting that consumers are more inclined to purchase when they perceive the price as fair and reflective of the product's value. A study by Al-Adwan et al. (2023) investigated SMEs' behavioral intention to adopt social commerce from a perceived value perspective. The results indicated that perceived value significantly impacts SMEs' behavioral intention to adopt social commerce, highlighting the importance of perceived price in the adoption of new technologies and platforms.

Research by Lee et al. (2024) modeled the intention to consume and willingness to pay a premium for 3D-printed food. The study found that perceived behavior and intention significantly affect willingness to pay a premium price, emphasizing the role of perceived price in consumer decision-making for innovative products.

Research by Zhang et al. (2023) examined the impacts of social media advertising on purchase intention and customer satisfaction in e-commerce. The study found that effective social media advertising enhances purchase intentions and customer satisfaction, suggesting that SMEs can benefit from integrating social media into their advertising strategies.

H4: Perceived Price has a positive impact on Behavioral Intention.

Behavioral intentions are critical for managers or organizers to understand customer or tourist actions. They manifest in various forms, such as repurchase intentions, word-of-mouth (WOM), and loyalty (Wu et al., 2018; Zeithaml et al., 1996). Broadly, behavioral intentions are categorized as either favorable or unfavorable. Favorable intentions include loyalty, willingness to pay more, and a reduced likelihood of switching. Conversely, unfavorable intentions are often associated with customer or tourist complaints, which may involve direct feedback, private dissatisfaction, or seeking third-party intervention.

Behavioral intentions are commonly viewed as indicators of consumer loyalty, which can be further divided into two dimensions: (1) behavioral factors, such as strong loyalty and repeat purchases, and (2) attitudinal factors, including brand preference, commitment, and purchase intent (Altunel and Erkurt 2015; Lee et al., 2011). Loyal consumers are more likely to recommend events to friends and potential customers, effectively serving as informal

advertisers (Chen and Chen, 2010; Shoemaker and Lewis, 1999). Moreover, factors like perceived quality, perceived value, and satisfaction significantly shape behavioral intentions, particularly in the context of special events.

Agam Regency, located in West Sumatra Province, is renowned for its abundant natural wealth and rich Minangkabau culture. With its breathtaking landscapes of mountains, lakes, and rice fields, the region holds significant potential in the tourism, agriculture, and culinary sectors. Iconic local products such as rendang, embroidered crafts, and various processed local goods have become an integral part of Agam Regency's identity.

Table 1.
Data on the Number of Featured SME Products in Agam Regency

No	Kind of Products	Total
1	Embroidery and stitching crafts	± 3.000
2	Silver crafts	± 500
3	Kamang cracker products	± 300
4	Weaving and songket crafts	± 50
5	Hand-drawn batik crafts	± 4
6	Food products	± 6.000
7	Beverage products	± 1.200
8	Garment crafts	± 4.000

Source: Diskoperidag dan UKM Kabupaten Agam

Table 1 illustrates the number of business operators categorized by their respective fields in Agam Regency. The food industry holds the largest share with approximately 6,000 operators, followed by embroidery craft with around 3,000 operators. In contrast, handmade batik crafts have the smallest number, with only about 4 operators. Despite its vast potential, SME products in Agam Regency face several challenges. One of the primary issues is the lack of innovation in product packaging, which often remains simple and less appealing to broader markets. Additionally, limited access to modern promotional and distribution channels, such as e-commerce, further restricts the market reach of SME products. Another challenge lies in the inconsistent perception of product quality, which causes some consumers to hesitate in purchasing local products compared to commercial alternatives. Non-competitive pricing, due to high production costs, also poses a significant obstacle, especially in attracting consumers outside the region.

Understanding the influence of packaging, perceived quality, advertising, and perceived price on consumer purchase intentions is crucial for SMEs to formulate effective marketing strategies. This study aims to analyze the extent to which these factors impact consumer purchase intentions toward products, providing strategic recommendations for SME development in Indonesia.

B. RESEARCH METHODOLOGY

This study employs a mixed-method approach, combining quantitative and qualitative methodologies to comprehensively examine the influence of packaging, perceived quality, advertising, and perceived price on behavioral intention toward SME products in Agam Regency. This approach allows for a more nuanced understanding of both the measurable and deeper, contextual aspects of consumer behavior.

The quantitative component of this study aims to measure the effects of packaging, perceived quality, advertising, and perceived price on consumers' behavioral intentions. Data collection is conducted using a structured questionnaire distributed online via Google Forms

and through direct distribution to ensure broad reach and representation. The questionnaire consists of closed-ended questions measured on a Likert scale to capture participants' perceptions and attitudes.

The sample is selected using a purposive sampling technique, focusing on individuals who meet the criterion of having previously purchased SME products. This approach ensures relevance and alignment with the study's objectives. The collected data will be analyzed using statistical methods such as regression analysis to determine the significance and strength of the relationships among the variables. The qualitative component seeks to explore in-depth the dimensions of perceived quality and behavioral intention. Semi-structured interviews are conducted with five informants from diverse professional backgrounds, providing varied perspectives on the subject. The informants are selected through purposive sampling, ensuring they have relevant experience with SME products. The interviews are designed to uncover deeper insights into how consumers perceive quality and form behavioral intentions toward SME products.

The mixed-method design follows a convergent parallel approach, as outlined by Creswell and Plano Clark (2018). Quantitative and qualitative data are collected and analyzed separately but integrated during the interpretation phase to triangulate findings. This integration enhances the validity of the research by cross-verifying results and providing a comprehensive understanding of the research problem.

The mixed-method approach is suitable for this study as it combines the strengths of both quantitative and qualitative methodologies. While the quantitative method provides generalizable insights and measures the relationships among variables, the qualitative method delves into the underlying motivations and perceptions that influence consumer behavior. This approach aligns with prior studies, such as those by Tashakkori and Teddlie (2010), emphasizing the effectiveness of mixed methods in capturing complex phenomena.

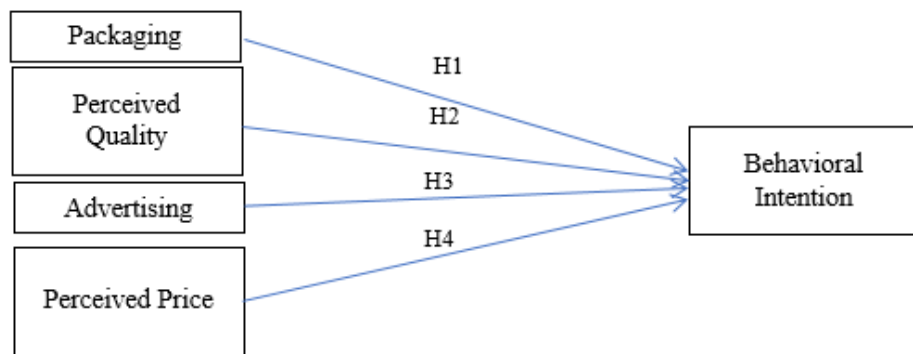


Figure 1. |
Customer Behavioral Intention Research Framework

C. RESEARCH RESULTS AND DISCUSSION

Table 2
Characteristics of Respondents

Characteristic	Frequency %
Gender	
Man	34.56
Woman	65.44
Age	
17 - 20 years old	1.84
21 - 30 years old	23.90
31 - 40 years old	34.19
41 - 50 years old	30.88
> 50 years old	9.19
Occupation	
State-owned Company Employee	3.68
Private Employee	14.71
Student	1.84
Farmer	5.15
Civil Servant	14.71
Entrepreneur	31.25
Army/Police	3.68
Lecturer/teacher	5.88
Housewife/Not working	19.12
Education Level	
Junior High School	1.84
Senior High School	36.40
Diploma	7.35
Undergraduate	42.28
Magister	12.13
Monthly Income	
< Rp1.000.000	23.90
Rp1.000.000 - Rp2.500.000	29.04
Rp2.500.001 - Rp5.000.000	32.72
Rp5.000.001 - Rp7.500.000	5.51
Rp7.500.001 - Rp10.000.000	3.68
> Rp10.000.000	5.15
City of Origin	
Agam	48.53
Bengkulu	1.84
Bukittinggi	22.06
Padang	3.31
Padang Pariaman	18.01
Payakumbuh	4.04
Pekanbaru	2.21
Experienced Purchasing SME Product (Snack/food/handicraft)	
Yes	100

Source: Primary Data (2024)

The questionnaire was distributed to respondents via Google Forms, with the criterion that respondents must have previously purchased SME products (Purposive Sampling). A total of 272 respondents completed the online questionnaire. For quantitative approach, the section introduces two analytical techniques. First, the bootstrapping method was employed to assess the reliability of the constructs under investigation. Second, a confirmatory factor analysis (CFA) was conducted to evaluate the causal relationships, utilizing the Structural Equation Modeling (SEM) approach through SmartPLS version 4.

Reliability and validity of constructs

The following are the results of testing the convergent validity 1st Re-estimate instrument for as shown in table 3:

Table 3 Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Behavior Intention	0.896	0.898	0.928	0.763
Advertising	0.804	0.826	0.871	0.630
Packaging	0.841	0.862	0.893	0.676
Perceived Price	0.801	0.831	0.882	0.714
Perceived Quality	0.897	0.899	0.921	0.662

Source: Data processed using SmartPLS v.4

Table 3 shows that all indicators for each variable have values >0.6 as the minimum threshold for the loading factor, with most exceeding 0.7. This indicates that all indicator statements are reliable. Based on the outer loading values, it can be concluded that the convergent validity test is deemed valid.

Table 4 Discriminant Validity

	<i>Behavior Intention</i>	<i>Iklan</i>	<i>Packaging</i>	<i>Perceived Price</i>	<i>Perceived Quality</i>
<i>Behavior Intention</i>	0.873				
<i>Advertising</i>	0.672	0.794			
<i>Packaging</i>	0.693	0.679	0.822		
<i>Perceived Price</i>	0.749	0.640	0.621	0.845	
<i>Perceived Quality</i>	0.723	0.700	0.538	0.653	0.813

Source: Data processed using SmartPLS v.4

In Table 4, the square root of the AVE for each construct is higher than its correlations with other constructs, confirming that each latent variable is distinct from the others. This ensures the discriminant validity of the constructs.

Hypotheses Testing

Based on the data analysis results from 272 respondents using SmartPLS version 4 software, the outputs can be presented as follows:

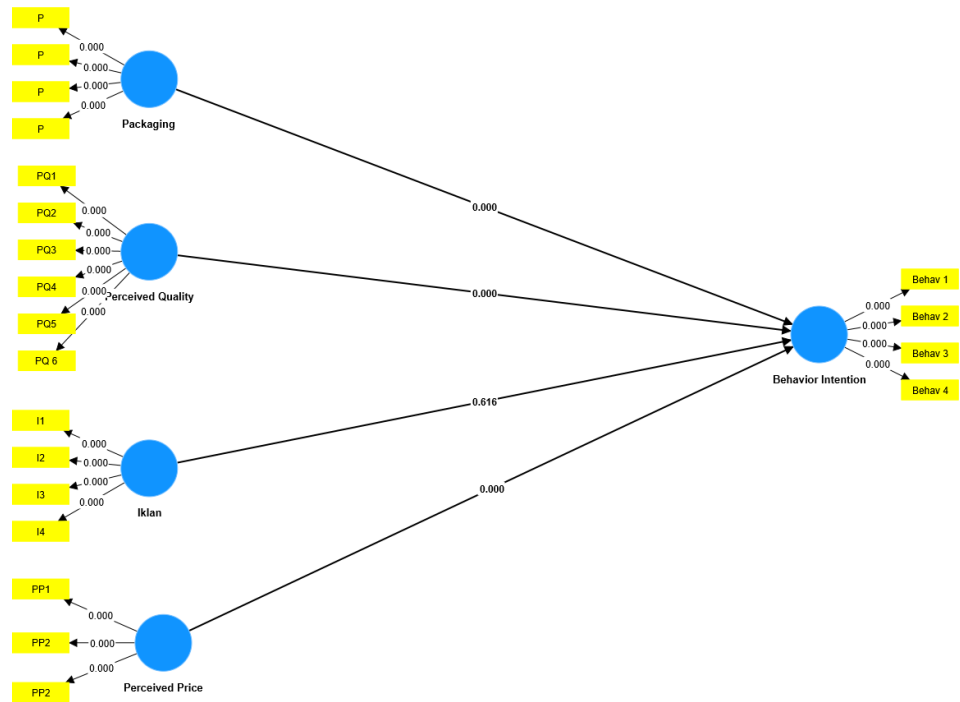


Figure 2
Smart PLS Bootstrapping Output Model
Source: Data processed using SmartPLS v.4

Figure 2 represents the research model calculated using bootstrapping with SmartPLS version 4 software. The calculation results and hypothesis outcomes can be observed based on the total effect.

Table 5
Total effect Result

	Origin	Standar	T	P
	al sample	Sample	statistics	values
	(O)	mean (M)	(O/STDEV)	
Advertising -> Behavior Intention	0.035	0.037	0.502	0.616
Packaging -> Behavior Intention	0.286	0.284	4.569	0.000
Perceived Price -> Behavior Intention	0.336	0.333	5.022	0.000
Perceived Quality -> Behavior Intention	0.326	0.329	4.270	0.000

Source: Data processed using SmartPLS v.4

Table 5 presents the SmartPLS calculation results, indicating the indirect effects between variables. An indirect effect is considered significant if the p-value < 0.05, and it is deemed insignificant if the p-value > 0.05.

The empirical findings presented in Tables 5 reveals the following insights: The advertising variable does not have a significant positive effect on the behavioral intention ($p = 0.616$). While Perceived quality, Packaging, and Perceived Price variables have significant positive effect on the behavioral intention ($p = 0.000$).

Based on the bootstrapping analysis above, the hypothesis results are as follows:

- 1) *H1: Packaging has a positive impact on Behavioral Intention.* (Supported)
- 2) *H2: Perceived Quality has a positive impact on Behavioral Intention.* (Supported)
- 3) *H3: Advertising has a positive impact on Behavioral Intention.* (Not Supported)
- 4) *H4: Perceived Price has a positive impact on Behavioral Intention.* (Supported)

Qualitative Method

All interviews were done in person in the local language, Bahasa, and sessions were recorded on a digital device. This facilitated the accurate transcription and analysis requirements for precise interpretation since all participants had agreed. The semi-structured interview had its own individual differences in length, though, on average, anything from 30 minutes to even a few hours. This qualitative approach to research provides the route whereby the researcher develops interview questions based on the cues articulated by Aaker (1991), such as brand reputation, pricing, marketing communication, and consumer experiences. Some of these cues were further distilled into questions that were asked to five purposively selected informants, i.e., those who have purchased and consumed products from SMEs in the Agam Regency.

Brand reputation

According to the interviews with five informants, the views regarding the brand reputation of SME products in Agam differ: Informants 1 and 3 allege that Stateside SME products purchased by them are reasonably well-known among the people of West Sumatra. They mentioned their favorite brand of Balado joint chips, Christin Hakim. They would not mind trying other brands as long as the taste quality is comparable. Other factors influencing brand preference include personal experience and trust in the quality of the product. Informant 1 added that SME products are still not comparable in terms of quality or branding with products at the national level. Hence, brand preference loyalty is still an insignificant antecedent of purchase; national products still get strong brand loyalty from consumers.

Informant 2 argues that the brand does not play an important role in choosing SME products. This is because, according to them, SME brands usually have the same value, so the taste quality and packaging are the only aspects they pay attention to. The most important factor for them would be the brand if the product is not familiar to them before purchasing.

Informant 4 stressed the importance of buying SME products having a strong brand because, in their perception, products with such branding carry high-quality standards that inspire higher confidence in the purchase. Informant 5 actually shared the same view with informant 4 except that he is more focused on raw materials quality. He believes that reputable brand products are less likely to comprise low-quality raw materials.

These interviews show that for some consumers, the brand might be very crucial for some products, especially those that are well known. On the contrary, other consumers do not use the brand as a guideline for the consideration of products because they would rather consider product quality and packaging than the brand itself.

From these findings, it follows that a strong brand reputation is one of the key strategies for SME entrepreneurs. A widely known brand not only inspires consumer confidence but creates competitive advantage in the market. Therefore, SME entrepreneurs in Agam should strengthen their focus in brand development by improving product quality, innovation, and marketing strategies. Strong branding opens avenues to a more extensive consumer base and better retention.

Pricing

The five informants replied in unison that price is the other important aspect when spending with regard to SME items. According to informant 1, they would not buy SME products if they found the price too high compared to other products already popularized at the national level. If the price of an SME product came anywhere near or even within the higher end of a nationally recognized product, they would not buy it. Informants 2 and 4 stated that they purchased SME products really just as alternatives to an occasional purchase and not as primary purchases. They compare the prices to what they think is reasonable-not too cheap, but not too expensive either. These perspectives above are important when understanding pricing as it influences consumers' decisions towards SME products.

Pricing is important in perception and behavior toward SME products. For SMEs, competitive pricing is important for penetrating the markets of highly national brands. If the price is high, then it will deter potential consumers, while if it is too low, it raises doubts in respect of quality.

Thus, it becomes necessary for SME entrepreneurs in pricing to strategize in such a way that their products are good value for money yet not compromising any profits. Researching the market and understanding customer preferences would further yield substantial insights into optimum price points that could very well serve consumer expectations while still beefing up market competitiveness.

Marketing Communication

Based on all interviews, it was established that most of the participants claimed that advertisements and promotions of SME products in Agam have yet to make a meaningful impact on their interest or curiosity to buy. Each participant shared a particular fault in marketing communication, which actually matches and reinforces the argument of other respondents. Informants 1 and 5 remarked their notice on being a tendency to being constant and lack creativity from the advertisements. More often than not, they would reiterate unclear expressions on the product's unique value or benefits, making it difficult for them to differentiate one product from another.

Informant 2 and 4 stated that the other promotional materials are geared toward generic product features instead of focusing on the quality, uniqueness or story behind it. These are promotional contents that do not engage or develop any emotional bond with the customer."

Informant 3 mentioned that visual in advertisement SME is generally not as good as those of national brands. Poor images, muddled designs, and unprofessional presentations diminish perceived value and do not inspire trust in the product.

The interviews show that SME advertisements and promotion are not doing well to attract consumers' attention because they lack creativity, have engaging content, and are not executively professional touch. Materials that do not emphasize the uniqueness, quality, and emotional touch of a product do not warrant the attention of many customers.

Consumer Experiences

In terms of interviews, there is a general agreement among the five informants that the quality of MSME products they have consumed is fair enough. Some products exceeded expectations while others fell short. While SME products manage to satisfy consumers in certain instances, others are unsatisfactory or discourage repeat purchases. Each informant spoke of his experience with a special aspect of it:

Informant 1 revealed that he used some of the SME handicrafts; as overall condition, it's fine, but at times delay in choice can be made owing to lack of diversity with other products.

Informant 2 cited the indescribable quality of snack items. They saw that an item tasted pretty well in the first purchase but soon wasn't the same or was very different in

succeeding purchases. This rendered it very difficult for them to fully entrust SME brands in Agam.

Informant 3 emphasized that the potential is there, absolutely, but the owner should seriously consider keeping the capabilities consistent to improve on the quality of the products. Otherwise, that will be a limiting factor in getting and retaining customers. He even added that there are some SME products that satisfied and are recommendable, but then there are those that did not meet expectations, thus making them reluctant to purchase again or recommend to others.

Informants 5 argue that, in general, SME products in Agam have good potential, yet the business owners need more knowledge about and awareness of consumer expectations. Consistency and uniqueness of products such as snack foods and crafts should be improved to enhance credibility and investment in customer loyalty.

The findings, borrowed from the SMEs in Agam, indicate that these products are promising, but there is a need for standardized offerings and maintenance of quality and uniqueness. For business owners, addressing such issues will need to ensure consistent product quality for different businesses, emphasize unique selling propositions, and embrace concepts and strategies for continuous improvements.

Discussion

Processing the questionnaires returned by 272 respondents, it can be concluded that product quality, price, and packaging are some of the positive factors affecting the purchase interest in SME products in Agam Regency. The advertisement variable did not show any positive or significant effect on purchase interest. This finding of the study provides significant factors on behavioral intentions about SME products in Agam Regency. These findings corroborated the earlier studies, but they do contradict a few earlier ones.

Perceived quality significantly affects behavioral intention, which has been supported by Zeithaml's (1988) studies that emphasized perceived quality mostly relied upon by consumers when making decisions to purchase. This was further agreed by Aaker (1991), who explained high perceived quality would increase brand equity and consumers' trust in the brand. Therefore, the effects of packaging could be underlined as those in the study conducted by Underwood & Klein (2002), which indicated that people prefer and buy if the packaging is found visually attractive and functional. Moreover, the effect of perceived price on behavioral intention was dominantly supported with the finding of Monroe (1990), who indicated that consumers see price as against a product's perceived value before making a purchase. The finding on this research is in line with the research conducted by Meeprom & Silanoi (2020). The study done in special event in Thailand revealed that the perceived quality of the special event had a direct impact on social value, economic value, emotional value, and behavioral intentions. Research conducted by Souki et al., (2020) also support this result. They were revealed that global perceived quality (GPQ), a multidimensional concept consisting of nine dimensions, had a direct influence on emotions, consumer satisfaction, and perceived value. This satisfaction, in turn, positively influenced word-of-mouth (WOM) communication and customer loyalty tendencies. However, price did not have a statistically significant effect on customer satisfaction.

The study instead finds evidence that advertising generally does not significantly affect behavioral intention. This is contrary to earlier assertions such as those made by Kotler and Keller in 2016. Discrepancies could be explained by the failure of small and medium enterprises (SMEs) in Agam to utilize effective marketing communication as emerging from the qualitative findings. Interviews revealed that SME advertisements are found wanting in terms of originality, engaging content, and professional execution, therefore lacking in influencing consumer purchase decisions. Additionally, very poor advertising done by SMEs in poor quality does not generate interest from consumers and hampers rather than builds

brand, hence leaving the SME products with a poor market presence. The result in this study is in contrast with a study conducted by Sa (2020), The outcomes demonstrated that the digital media advertising had a noteworthy and beneficial outcome on the consumer behavior. It is also in contrast with a research conducted by Yuniarti et al., (2024). On their research found that The appeal of advertising and price perception also significantly impact the purchase interest in Oreo biscuits at Transmart Tegal.

The qualitative findings give much more depth to the quantitative results. The interviews showed that brand equity may come into play in consumers' choices. Some consumers consider famous brands, while others look at the quality and packaging more. This further resonates with Aaker's (1991) brand equity model that considers that brand awareness and consumer perception are vital in intention to purchase. But, it construes also that SME brand efforts in Agam are scanty because, to many of the consumers, there appears no clear differentiation made between such SME brands.

Pricing emerged a major area of complaint among consumers in their evaluation of prices compared with national brands. Monroe (1990) offers an explanation of price as being perceived value. This observation informs the fact that consumers carry out comparison of a price with expected benefits on a particular product in order to determine whether that price is fair or not. The qualitative evidence suggest that SMEs must therefore carefully balance their pricing strategies for competitive advantage without compromising what is perceived to be quality.

Furthermore, consumer experience showed a contradiction in product quality which resonated with the SERVQUAL model set in 1988 by Parasuraman, Zeithaml, and Berry, thus indicating that gaps in service and product quality could lead to disloyalty and satisfaction declines by consumers. Informed respondents mentioned inconsistent variations in taste quality and craftsmanship, a possible trigger for SMEs to engage in enhanced processes for quality control and standardization. All in all, these conclusions stressed perceived quality, packaging, and price as driving forces for consumer behavioral intention. They also specified the area where SMEs need to ameliorate their branding activities-such as marketing communications and product express consistency-to boost their market position.

With these challenges, SME entrepreneurs should have to address all improvements that could be done on the quality and attractiveness of their advertisements. These would come in the form of great content, high-quality images, or even a somewhat more targeted and uniform marketing agenda. That way, their marketing communications can be more effective, create stronger brand awareness, and spark consumer interest in their offerings. Future research may establish broader samples and additional variables, such as social influence or effectiveness of digital marketing, to extend exploration in this area.

D. CONCLUSION AND SUGGESTION

According to this study, significantly perceived quality, packaging, and pricing influence consumer behavioral intention towards SME products, while advertising fails owing to ineffective marketing communication. According to the finding, this should encourage the SMEs to work on consistency in their products, strategic pricing, and branding efforts to strengthening their market presence. Enhance advertising strategies with creativity, professional execution, and good engagement to make them stronger in the eyes of trust-reliant consumers is a recommendation made. This study has other limitations, however, such as being confined in a single region, which limits generalizability. Recommendations have been made for future research to include wider samples and consider additional factors like the effectiveness of digital marketing and social influence.

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