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Research Article

The influence of marketing mix performance on costumers' purchase decision of packaged rendang sold by MSMEs in Payakumbuh, West Sumatra, Indonesia

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ABSTRACT

This study aims to analyze the influence of product, price, place, promotion, and services on purchasing decisions for rendang in Payakumbuh, West Sumatra. The study was conducted on 51 Micro Small Medium Enterprises (MSMEs) consumers. Research was conducted using a survey method, and the obtained data was subjected to a quantitative descriptive analysis using multiple linear regression. Based on the result of the research analysis, the number R2 (R Square) is 0.224 or (22.40%). This showed that the percentage contribution of the influence of the marketing mix of rendang as independent variables (product, price, place, promotion, and services) to the dependent variable (purchasing decision) is 22.40%. At the same time, the remaining 77.60% is influenced or explained by other variables that are not included in this research model. A significant simultaneous effect of five marketing mixes, i.e., product, price, place, promotion, and service, on consumers' purchasing decision of rendang was noticed. Price, place, and service positively affected the partial evaluation; however, product and promotion were not. To sum up, innovation on price, place, and service can be the primary consideration for the MSME to keep competitive in the rendang market.

Keywords: marketing mix of rendang, place, promotion, purchasing decision, services

INTRODUCTION

Rendang (in original dialect called *randang*) is a traditional popular meat product of Minangkabau ethnic. It typically made of beef or buffalo meat, coconut milk, chilli, and various spices. By applying a slow cooking method, the formulation initially transforms from a curry to a thick gravy (*kalio*), then finally resulting a typical semi dry meat after hours. The latter then called as rendang, in which can easily be distinguished from its darker color, richer flavor, and layered of such dehydrated non-meat ingredients. From its long history in the past, rendang is not positioned for daily consumption, but usually prepared prior to Ramadhan, *Eid al-Fitr, Eid al-Adha*, wedding, and important Minangkabau ceremonies. As the changing in consumption pattern, later in previous decades, rendang easily found and be a choice menu for daily consumption, particularly found in Minangkabau restaurant disperse in many areas in Indonesia.

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Report of Arsil et al. (2022) also implied rendang as most acceptable for the consumers compared to another Minangkabau menu.

Nowadays, rendang not only found as direct serving at home or restaurant, but also could be found in a packaged form to be eat at consumers' home. The latter usually be one of product choice found in local food specialty store, mostly bought by Minangkabau migrator who visit their hometown (including descendants of Minangkabau blood but born and raised in migration areas), before come back to their migration areas outside West Sumatra. As the shifting of conventional marketing to online marketing, packaged rendang increase its popularity. This drives the development of local producer mainly MSMEs that focused on producing traditional foods where rendang as one of important produced.

Some cities/regencies in West Sumatra are exhibited significant MSMEs development focused on rendang industry. At least, there are 57, 41, and 6 MSMEs disperse in City of Payakumbuh, City of Padang, City of Solok, respectively as packaged rendang producers. Moreover, other MSMEs in City of Padang Panjang, City of Bukittinggi and Regency of Tanah Datar also reveal significant sales on rendang. The popularity of rendang as world's most delicious food in 2011 and 2017 become a momentum to elevate popularity rendang by many local goverments in West Sumatra. In fact, local government of Payakumbuh is one among them that express remarkable concern. The government initiating to establish Rendang Village (*Kampuang Randang* - a village focused to rendang production area) in Subdistrict Lamposi Tigo Nagari in 2018, and thus branding Payakumbuh as *the City of Rendang*, in which previously known as *City of Galamai*. No longer after that, Regional Technical Implementation Unit (RTIU) Rendang (or locally called *Unit Pelaksana Teknis Daerah (UPTD) rendang*) under Department of Manpower and Industry of the Regency was established in 2019.

There are two big groups can be benchmark to see the progress of MSMEs rendang in Payakumbuh i.e. MSME center and Rendang Village. A cooperative named "Ikosero" established at January 2019 then transformed into MSME center which later on joined in bigger organization called RTIU Rendang inaugurated at April 2019. However, only Rendang Center that has completed food processing certification including ISO 22000 certificate, halal certificate, shelf-life certificate with an expiry date of 14 months, and food safety certificate (HACCP), and veterinary control number. Then, standardized kitchen facilities in production house of MSMEs supported with legal written certificate proves very useful to penetrate the international market. In short, one of member of cooperative "Ikosero" namely Dapur Mutiara success to sign a 10 years contract with German to produce and supply rendang noodles. At the same time, Rendang Village itself continues to grow independently from MSMEs located in one area nearby. MSMEs joined in Rendang Village grow to become a shopping center and culinary tourism areas. The growth of MSMEs rendang in Payakumbuh resulting of not least then 51 MSMEs listed on.

The growth of many rendang producers resulting in intense market competition, not only among producers in Payakumbuh, but also among producers in different cities in West Sumatra. The competition generally can be found in both intrinsic characteristics of the products (physicochemical and sensory properties) and extrinsic factors (such as price, place, promotion, and service) as the basic marketing mix attributes. These attributes are basic important attributes developed to evaluate the marketing aspects, in which 4P now is extended into 7Ps (with the addition people, process, and physical evidence) or 11Ps (with the addition of packaging, partnership, programming, and promises).

In fact, no single attribute is truly more dominant than the others on customers' purchasing decision as commonly related to the variation in customer, food type, and also methodology used

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to evaluate the marketing mix (Bukhari et al., 2018). In fact, differences in rendang marketing before and after pandemic of covid 19 were noticed, particularly the shifting of offline market to online market. Thus, deeper awareness on 4P will drive the industry to get better marketing decision (Nikbin et al., 2021). As 4P is also significant for work export of animal products as implied from the report of Vasylieva & James (2020), evaluation of 4P of rendang on purchase decision of local customers can be good first step while waiting rendang can expanse to the international market.

Previous researches already reported on marketing-related topics of selected MSMEs producing rendang in Payakumbuh (Irwan et al., 2020; Ramadan & Fatchiya, 2021; Sophia et al., 2025). However, research on consumer perception to get broad and holistic data toward MSMEs rendang in Payakumbuh without mentioned each single MSMEs is significant to treasure the major influencing attribute(s) for consumer decision making. Data will useful as consideration for further stages of the MSMEs and government in enlarging and strengthen the MSMEs rendang capacity.

METHOD

A survey method was applied as research method. Sampling was obtained by accidental sampling technique on customers who made direct purchases at three selected most visited rendang stores in Rendang Village, Payakumbuh. A questionnaire is distributed to each respondent containing list of various questions with five answer options i.e. (1) Strongly Disagree; (2) Disagree; (3) Netral; (4) Agree; (5) Strongly Agree. The data analysis performed was statistical analysis using SPSS, with multiple linear regression equations.

The analysis steps are carried out as follows:

First, Validity and Reliability Test. The validity test is carried out one by one per variable, the r-count value is taken from the Corrected Item -Total Correlation value. A data is said to be valid if r-count > r-table. The value of r-table can be obtained by: df (degree of freedom) = n – k (n = number of samples (respondents), k = number of questions). The alpha used is 5%, the r-table is taken from Table r Product Moment (Two-Tailed Test). The reliability test shows the consistency or stability of the data. a questionnaire is said to be reliable if a person's answers to the questions are consistent or stable from time to time, that is, if the data has a Cronbach's Alpha value > 0.60 (Ghozali, 2018).

Second, Multiple Linear Regression Analysis (R), this analysis is used to determine the relationship between two or more independent variables (X1, X2,…Xn) on the dependent variable (Y) simultaneously. This coefficient shows how much the relationship exists between the independent variables (X1, X2,……Xn) simultaneously on the dependent variable (Y). R values range from 0 to 1, the closer the value is to 1, the stronger the relationship is, the closer the value is to 0, the weaker the relationship (Ghozali, 2018).

The guidelines for providing an interpretation of the correlation coefficient are as follows (Sugiyono. 2007b):

0.00 - 0.199 = very low
0.20 - 0.399 = low
0.40 - 0.599 = moderate
0.60 - 0.799 = strong
0.80 - 1.000 = very strong

Multiple linear regression analysis is a linear relationship between two or more independent variables (X1, X2,….Xn) and the dependent variable (Y). This analysis is to determine the

direction of the relationship between the independent variables and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. Multiple linear regression equation as follows: Y' = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5.

Third, Determination analysis (R2) in multiple linear regression is used to determine the percentage contribution of the independent variables (X1, X2,……Xn) simultaneously to the dependent variable (Y). This coefficient shows how much the percentage of variation of the independent variables used in the model is able to explain the variation of the dependent variable. R2 is equal to 0, so there is not the slightest percentage of the contribution of the independent variable to the dependent variable, or the variation of the independent variables used in the model does not explain the slightest variation in the dependent variable. On the other hand, R2 is equal to 1, so the percentage of influence contribution given by the independent variable to the dependent variable is perfect, or the variation of the independent variables used in the model explains 100% of the variation in the dependent variable (Sugiyono 2017a).

Fourth, F-test and t-test. Simultaneous test (F test) is a test to see how the influence of all the independent variables together on the dependent variable. Partial test (t test) that is to test how the influence of each independent variable on the dependent variable individually which is considered constant (Sugiyono, 2017a).

RESULTS AND DISCUSSION

Normality Test

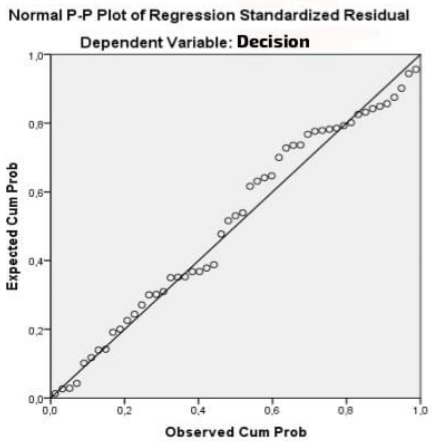


Figure 1. Normal P-Plot

From the graphic image above, it can be seen that the points spread around the line and follow the diagonal line, so the residual value is normal.

Multicollinearity Test

Table 1. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	2.849	1.006		2.833	.007		
	Product	-0.014	.036	-.050	-.373	.711	.970	1.031
	Price	.301	.128	.337	2.361	.023	.846	1.182
	Place	.494	.221	.351	2.230	.031	.695	1.439
	Promotion	.087	.199	.070	.438	.664	.672	1.487
	Services	-.432	.206	-.336	-2.096	.042	.672	1.489

[a]Dependent variable: decision purchasing

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From the above results it can be seen that the variance inflation factor (VIF) values of the five variables namely product, price, place, promotion and service are product 1.031, price 1.182, place 1.439, promotion 1.487 and service 1.489 less than 5, so it can be assumed that between independent variables do not occur multicollinearity problem.

Table 2. Testing the relationship of sub attributes to purchase decisions

Variable	Pr(Skewness)	Pr(Kurtosis)	joint adj chi2(2)	joint Prob>chi2
X1_1	0.3663	0.2633	2.18	0.3368
X1_2	0.0153	0.1634	7.04	0.0296
X1_3	0.0113	0.1649	7.41	0.0245
X1_4	0.5430	0.2577	1.73	0.4206
X1_5	0.5765	0.4030	1.05	0.5911
X1_6	0.4829	0.3064	1.61	0.4466
X2_1	0.4275	0.0067	7.15	0.0280
X2_2	0.1103	0.2263	4.16	0.1246
X2_3	0.0263	0.8552	4.91	0.0858
X3_1	0.5252	.	.	.
X3_2	0.1877	0.0096	7.49	0.0236
X3_3	0.4610	0.1127	3.24	0.1984
X3_4	0.1638	0.8882	2.06	0.3570
X3_5	0.0175	0.0320	8.77	0.0124
X3_6	0.9316	0.1988	1.74	0.4189
X4_1	0.0705	0.3172	4.37	0.1126
X4_2	0.0771	0.0932	5.65	0.0593
X4_3	0.0614	0.4375	4.23	0.1203
X4_4	0.0625	0.4993	4.10	0.1290
X4_5	0.0069	0.4091	7.16	0.0278
X4_6	0.0160	0.4395	5.99	0.0501
X4_7	0.0152	0.3070	6.39	0.0409
X5_1	0.1877	0.0096	7.49	0.0236
X5_2	0.0924	0.3546	3.90	0.1419
X5_3	0.0924	0.3546	3.90	0.1419
X5_4	0.0280	0.5752	5.04	0.0803
X5_5	0.1914	0.2819	3.03	0.2201
Y1_1	0.0373	0.3874	5.00	0.0821
Y1_2	0.1564	0.2292	3.66	0.1605

Test for multivariate normality:

Mardia mSkewness = 532.0923 $chi^2(4495) = 4807.320$ $Prob>chi^2 = 0.0006$

Mardia mKurtosis = 885.0078 $chi^2(1) = 1.388$ $Prob>chi^2 = 0.2387$ (normal)

Henze-Zirkler = 999.9886 $chi^2(1) = 1.674$ $Prob>chi^2 = 0.1957$ (normal)

Doornik-Hansen $chi^2(58) = 85.526$ $Prob>chi^2 = 0.0108$

The results of the multivariate normality test are indicated by the value of the multivariate normality test. There are 4 methods: Mardia skewness, Mardia mKurtosis, Henze-Zirkler and Doornik-Hansen. If the four tests above show that the distribution is normal, then it can be concluded that the independent variables have a normal multivariate distribution. The way to make a decision is to look at the value of $Prob>chi^2$, if the value is > 0.05 then it is normally distributed.

Table 3. Model summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.474[a]	0.224	0.138	0.57855

[a]Predictors: (Constant), services, product, price, place, promotion

[b]Dependent variable: purchase decision

Based on the table above, the R number is 0.474. This shows that there is a moderate relationship between product, price, place, promotion and service on purchasing decisions.

Table 4. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.849	1.006		2.833	0.007
	Product	-0.014	0.036	-0.050	-0.373	0.711
	Price	0.301	0.128	0.337	2.361	0.023
	Place	0.494	0.221	0.351	2.230	0.031
	Promotion	0.087	0.199	0.070	0.438	0.664
	Services	-0.432	0.206	0-.336	-2.096	0.042

[a]Dependent variable: purchase decision

The regression equation is as follows:

$Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$

$Y' = 2.849 – 0.014X_1 + 0.301X_2 + 0.494X_3 + 0.087X_4 – 0.432X_5$

Description :

Y	= purchase decision
a	= constanta
b_1,b_2,b_3,b_4,b_5	= coefisien regression
X_1	= product
X_2	= price
X_3	= place
X_4	= promotion
X_5	= services

The regression equation above can be explained as follows:

a. A constant of 2.849; meaning that if the product (X1), price (X2), place (X3), promotion (X4) and service (X5) the value is 0, then the purchase decision (Y') value is 2.849.
b. Product variable regression coefficient (X1) is -0.014; meaning that if the other independent variables have a fixed value and the product has increased by 1%, then the decision (Y') will decrease by -0.014. The coefficient is negative, meaning that there is a negative relationship between the product and the decision, the higher the product, the lower the decision.
c. Price variable regression coefficient (X2) of 0.301; meaning that if the other independent variables have a fixed value and the price increases by 1%, then the decision (Y') will increase by 0.301. The coefficient is positive, meaning that there is a positive relationship between price and decision, the higher the price, the higher the value of the decision.
d. The place variable regression coefficient (X3) is 0.494; meaning that if the other independent variables have a fixed value and place has increased by 1%, then the decision (Y') will increase by 0.494. The coefficient is positive, meaning that there is a positive relationship between place and decision, the higher the place, the higher the value of the decision.
e. Promotion variable regression coefficient (X4) of 0.087; meaning that if the other independent variables have a fixed value and promotion has increased by 1%, then the decision (Y') will increase by 0.087. The coefficient is positive, meaning that there is a positive relationship between promotion and decision, the higher the promotion, the higher the value of the decision.

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f. The service variable regression coefficient (X5) is -0.432; meaning that if the other independent variables have a fixed value and service has increased by 1%, then the decision (Y') will decrease by 0.432. The coefficient is negative, meaning that there is a negative relationship between service and decision, the higher the service, the lower the value of the decision.

Next, the acquisition of the R2 (R Square) number as seen in the table above is 0.224 or (22.40%). This shows that the percentage of the influence of the independent variables (product, price, place, promotion and service) on the dependent variable (stock price) is 22.40%. Or the variation of the independent variables used in the model (product, price, place, promotion and service) is able to explain 22.40% of the variation in the dependent variable (decision). While the remaining 77.60% is influenced or explained by other variables not included in this research model. From the regression results, the Standard Error of the Estimate is 0.57855 or 0.57855, this means that the number of errors in the prediction of decisions is 0.57855. As a guideline, if the standard error of the estimate is ranged from the standard deviation of Y, then the regression model is better at predicting the value of Y.

Test the Regression Coefficient together (F-Test)

Table 5. ANOVA[a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.359	5	0.872	2.605	0.038[b]
	Residual	15.062	45	0.335		
	Total	19.422	50			

[a]Dependent variable: purchase decision

[b]Predictors: (constant), product, price, place, promotion, services

The stages of carrying out F-test are as follow:

a. Formulate a hypothesis
   Ho: There is no significant effect between product (X1), price (X2), place (X3), promotion (X4) and service (X5) together on purchasing decisions
   Ha: There is a significant influence between product (X1), price (X2), place (X3), promotion (X4) and service (X5) together on purchasing decisions
b. Determine the level of significance. The significance level uses a = 5% (5% significance or 0.05 is a standard measure that is often used in research)
c. Determine F count. Based on the table obtained F count of 2.605. Determine the F table. Using a 95% confidence level, a = 5%, df 1 (number of variables–1) = 4, and df 2 (n-k-1) or 51-5-1 = 45 (n is the number of cases and k is the number of independent variables), the results obtained for the F table are 2.42
d. Test criteria. Ho is accepted if F count < F table, Ho is rejected if F count > F table. Comparing F count with F table. F count > F table (2.605 > 2.42), then Ho is rejected.
e. Conclusion. Because F count > F table (2.605 > 2.42), then Ho is rejected, meaning that there is a significant influence between product (X1), price (X2), place (x3), promotion (x4) and service (x5) as a whole together on a decision. So from this case it can be concluded that product (X1), price (X2), place (x3), promotion (x4) and service (x5) together influence the decision to buy rendang.

Partial Regression Coefficient Test (t test)

This test is used to determine whether in the regression model the independent variables (X1, X2,…..Xn) partially have a significant effect on the dependent variable (Y).

Product variable regression coefficient testing:

1. Determine the Hypothesis
   Ho: Partially there is no significant influence between the product and the decision
   Ha: Partially there is a significant influence between the product and the decision
2. Determine the level of significance using a = 5%.
3. Determining t-count based on the table obtained t-count of -1.259
4. Determine the t-table. The t distribution table is searched at a = 5% : 2 = 2.5% (2 sided test) with degrees of freedom (df) n-k-1 or 51-5-1 = 45 (n is the number of cases and k is the number of independent variables) . With a 2-sided test (significance = 0.025) the results obtained for the t-table are 2.01
5. Testing Criteria.
   Ho is accepted if t-table < t-count < t-table,
   Ho is rejected if t-count < t-table or t-count > t-table
6. Comparing t-count with t-table. The value of t-count > t-table (-0.0373> -2.01) then Ho is accepted
7. Because the value of t-count > t-table (-0.0373> -2.131) then Ho is accepted, meaning that partially there is no significant effect between the product and the decision. So from this case it can be concluded that partially the product does not affect the decision to purchase rendang.

Price variable regression coefficient testing:

1. Determine the hypothesis
   Ho: Partially there is no significant effect between price and decision
   Ha: Partially there is a significant influence between price and decision
2. Determine the level of significance. The significance level uses a = 5%.
3. Determine t count. Based on the table obtained t count of 2.361
4. Because the value of t count > t table (2.361 > 2.01) then Ho is rejected, meaning that partially there is a significant influence between price and decision. So from this case it can be concluded that partially the price has a positive effect on rendang purchasing decisions.

Place variable regression coefficient testing:

1. Determine the hypothesis
   Ho: Partially there is no significant effect between place and decision
   Ha: Partially there is a significant influence between place and decision
2. Determine the level of significance. The significance level uses a = 5%.
3. Determine t count. Based on the table obtained t count of 2.230
4. Because the t count > t table (2.230 > 2.01) then Ho is rejected, meaning that partially there is a significant influence between place on the decision. So from this case it can be concluded that partially place has a positive effect on rendang purchasing decisions.

Promotion variable regression coefficient testing:

1. Determine the hypothesis
   Ho: Partially there is no significant influence between promotion and decision
   Ha: Partially there is a significant influence between promotion and decision

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2. Determine the level of significance. The significance level uses a = 5%.
3. Determine t count. Based on the table obtained t count of 0.438
4. Because the value of t count > t table (0.438 < 2.01) then Ho is accepted, meaning that partially there is no significant influence between promotion on decisions. So from this case it can be concluded that partially promotion does not have a positive effect on rendang purchasing decisions.

Service variable regression coefficient testing:

1. Determine the hypothesis
   Ho: Partially there is no significant effect between service and decision
   Ha: Partially there is a significant influence between services and decisions
2. Determine the level of significance. The significance level uses a = 5%
3. Determine t count. Based on the table obtained t count of -2.096
4. Because the value of -t count > -t table (-2.096 <-2.131) then Ho is rejected, meaning that partially there is a significant influence between services and decisions. So from this case it can be concluded that partially service influences the decision to purchase rendang.

Simultaneous effect as reflected on dependent variables exhibited product, price, place, promotion, and service as important attributes integrated each other to determine customer's purchase decision. Previous report also used the 4P as basic marketing mix in Minangkabau food restaurant in which rendang also be one of basic standard menu (Maulani & Najibullah, 2022; Wangi et al., 2024). However, as the concept of rendang produced by MSMEs is in form of packaged rendang, transformations on its marketing mix are remarked. Some stressed aspects of 4P + S in packaged rendang might associated with extended expire data (product), improved cost (price), sales location and display (place), introduction the product to the customers (promotion), and delivering customers satisfaction without physical goods exchange (service).

Extending expire data is associated with the ability of packaging to minimize the contact of rendang with environment-related aspects such as oxygen, relative humidity, contamination, etc., and thus maintain the quality of rendang for longer period. Improving cost might related with more spending money for packaging, costs for rent/buy the selling location, risk cost in remaining and unsold product. Sales locating and displaying are connected with access of costumers to find the shop, availability of sufficient parking lot, and providing display equipment to arrange the product. Introducing the product to the consumers linked with shop name sign, logo, etc. In addition, service also completing the 4P of marketing mix is related to verbal communication, gesture, and manner during serve the customers.

In partial effect, variable data revealed price, place, and service as three main positive factors influencing customers decision, while product and promotion were not. By placing price as an important factor, it reflects how the consumer bridging perceived value of rendang with their budget. The income generally be significant factor being consideration, besides alternative price if the customers buy the product on the conventional restaurant which normally provide the rendang with more competitive price. In general, price of packaged rendang produced by the MSMEs is higher than that of lower price limit in local food service areas where the buyer lived. In this case, price difference between packaged rendang and conventional rendang being the point to be concerned.

It is in line with the report of Permana et al. (2023) that also implied price of ready-to-eat rendang as the main influencing factor rates by responded besides safety attribute. Related to

that point, Hendarto et al. (2023) mentioned price being significant factor in customers decision as related to spending money allocated by the customers to get exchanges benefit to the products.

Place, the second main factor in buying decision of rendang, might associated with ease of access from the buyer's location. Thus, location distance from the main road, proximity of area of rendang shop from and to a place to do other buyer activities, as well as parking area are some interrelated aspects involved. The latter might very important for the customers who come as passenger of a long tour bus.

Similar to this present study, Harahap et al. (2017) underlined the positive effect of location on customers' buying decision on SMEs market, besides product completeness. Report of Karim (2023) also revealed a positive effect of location on purchasing decision for restaurant customers. Such report also highlighted the importance of strategic location to maximize the opportunity to get the profit. Location will be influencing the rate of contact with external parties, including market and raw material supplier. In addition, Tzeng et al. (2002) expressed how the parking space as the important criteria to attract the costumers.

Service, another main attribute, is related to the satisfaction of the customers. The way of salesperson to communicate when the buyer coming to the shop as well as the way of cashier to communicate when the buyer makes a payment resulting in significant impression during offline purchase. Communication manner in offline purchase such as broad product knowledge, fast response, nice speaking, and good word choice during communicate significantly leave a pleasant impression to the customers. Besides, the store environment that connected with space, product arrangement, lighting, hand basket availability, and diversity product in the display area also influencing the customers feeling to get convenience during finding the product.

As mentioned in previous reference, some service aspects deal with consumers' satisfaction are relates with in-store assistance and friendly service, it is particularly very important for older customers (Lesakova, 2016). Others in research related to grocery store customer stressed the significant of finding services and delivery conditions for customers (Radka, 2018). In addition, Anene (2020) underlined how purchase intention positively influencing by store environmental factors (ambient, design, and social).

Product and promotion not be substantial attributes as reflected from partial effect due to not many variations among the producers obtained. Quality of rendang might already reach its minimum standard limit and thus not many dissimilarities in the market noticed. It was including comparable product characteristics in taste, color, aroma, texture, size, appearance, and also packaging. The expression of "there are only two types of Minangkabau food in taste i.e. delicious and very delicious (*lamak jo lamak bana*)" might fit with occurrence in costumers. This means that rendang's intrinsic factor, as particularly in taste attribute (before followed by other intrinsic attributes) was fulfil the standard of customer's trust.

In promotion, the MSMEs generally still applied very limited conventional method, while only some MSMEs upgrade their promotion using social media. The latter generally have also no frequently update as might related to limited person in charge to handle the online promotion or for some extend may think that promotion through online media is not that important. In addition, not many customers which also actively finding product information in online access.

CONCLUSION

The variation of the independent variables used in the model (product, price, place, promotion, and services) is able to explain 22.40% of the variation in the dependent variable

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(decision of purchasing). The remaining 77.60% is influenced or explained by other variables not include in this research model. There was a significant effect among product, price, place, promotion and service as a whole together on ~~a~~ customers' purchase decision. Price, place and service has a partial positive effect on rendang purchasing decisions, but no effect of product and promotion perceived. Extending the research into 7Ps and 11Ps is interesting for the future when rendang industry expanse to the international market.

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