

# Price, Product Quality, Product Information on Packaging, Consumer Satisfaction, and Consumer Buying Behavior on Ultra Milk Products

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## ABSTRACT

This study to analyze the effect of price, product quality, and information on product packaging on customer satisfaction and its impact on consumer buying behavior for Ultra Milk products. This study used a quantitative approach with a survey method, and data analysis was performed using Structural Equation Modeling – Partial Least Squares (SEM-PLS). The results show that price, product quality, and information on product packaging have a positive effect on customer satisfaction. Furthermore, customer satisfaction has been proven to have a significant effect on consumer buying behavior and acts as a mediating variable that strengthens the relationship between price, product quality, and information on packaging and consumer buying behavior. Among the factors studied, product quality and perceived price fairness play an important role in shaping consumer satisfaction, which ultimately drives repurchase intention.

**Keywords:** Price, Product Quality, Product Information on Packaging, Consumer Satisfaction, and Consumer Buying Behavior

## INTRODUCTION

Consumer goods play an important role in the lives of modern consumers because they are consumed repeatedly and routinely. This category includes food, beverages, hygiene products, and other household items that contribute significantly to people's consumption patterns. According to data from the Central Statistics Agency (2024), the average household consumption expenditure in Indonesia reached IDR 1,531,221 per capita per month, with 49.63% allocated to food and beverage consumption. This data reflects that nearly half of the household budget is focused on consumer goods, making this sector relevant to study in the context of consumer purchasing behavior. Based on data from the Central Statistics Agency, household spending on food and beverage consumption reached almost 50% of total monthly spending (Central Statistics Agency, 2024). Therefore, this sector has a significant impact on economic growth.

Consumer goods are the most dominant part of household consumption in the Indonesian expenditure structure. In an increasingly competitive environment, companies not only compete to offer attractive prices, but are also required to convey information and build perceptions of product quality effectively through packaging. Changes in consumer behavior, which are increasingly critical of product details, benefits obtained, and the balance between sacrifice and benefits received, encourage companies to design more consumer-centric strategies. Modern consumers not only consider price but also demand clarity of information and high perceived product quality compared to the costs incurred (Monfort et al., 2025). Consumer purchasing behavior reflects the actual actions taken by consumers in selecting, purchasing, and using a product in response to specific needs or desires. This behavior is the end result of a series of psychological and evaluative processes involving expectations, perceptions, value judgments, and satisfaction with the product (Kotler et al., 2018). Consumer purchasing behavior is influenced by several factors, one of which is customer satisfaction. Customer satisfaction is an

emotional response that arises after consumers evaluate their experience of using a product, whether in terms of quality, price, or the information received.

Zhao et al. (2021) stated that satisfaction was found to have a positive influence on consumer purchasing behavior. Satisfied consumers tend to make repeat purchases, recommend products to others, and form stronger emotional attachments to brands. Therefore, customer satisfaction is an important mediating variable in bridging the influence of marketing variables such as price, product quality, and packaging information on purchasing decisions. Price is one of the main factors that influence consumer perception and evaluation of daily necessities. Research by Zhao et al. (2021) shows that product price has a significant positive effect on customer satisfaction. This is because consumers tend to feel satisfied when they consider the price of a product to be in line with its quality and benefits. In routine products, such as food and beverages, price is an important signal that consumers use to assess the feasibility of a purchase. When the price is perceived as fair and not burdensome, the purchase decision will be easier to make and customer satisfaction will increase.

Product quality that is effectively communicated through design and packaging information has a significant influence on satisfaction levels and potential repeat purchases (Zhang et al., 2025; Zhao et al., 2021). Product quality is consumers' perception of the extent to which a product is considered to perform well, be highly reliable, be durable, and be able to meet their expectations as users. Research conducted by Jane et al. (2024) shows that product quality has a positive and significant effect on customer satisfaction. When consumers feel that the products they use are of good quality and reliable, they tend to feel satisfied and more open to repurchasing. This assessment of quality not only covers functional aspects such as product performance but also includes symbolic elements attached to brand perception, personal experience during use, and expectations of quality consistency. Thus, product quality plays a strategic role as an initial determinant in shaping consumer satisfaction and preferences for everyday products.

The information on packaging plays an important role in shaping consumer perceptions of product quality and benefits. Zhao et al. (2021) also found that product information on packaging has a positive and significant influence on customer satisfaction. The clarity of information such as ingredients, expiration dates, instructions for use, and certifications are important aspects that help consumers feel safe and confident in making purchasing decisions. Especially in the fast-paced and display-based consumer goods market, packaging is the main medium of communication between producers and consumers.

The study conducted by Zhao, Yao, Liu, and Yang (2021) aims to analyze the effect of product price and product information on customer satisfaction, as well as how satisfaction mediates the relationship with consumer purchasing behavior. In this study, price and product information are used as independent variables, customer satisfaction as a mediating variable, and purchasing behavior as a dependent variable. The results show that both price and product information have a positive and significant effect on customer satisfaction. Customer satisfaction was then found to significantly mediate the relationship between these two variables and purchasing behavior. The significance of the relationship between product price and customer satisfaction is due to consumers' perceptions of price fairness, whereby prices that are considered commensurate with the benefits obtained will increase satisfaction. Meanwhile, the significance of the effect of product information on satisfaction shows that consumers tend to feel satisfied when the information on the product packaging is conveyed clearly, accurately, and easily understood. This reinforces the role of product communication in shaping value perceptions. Thus, it can be concluded that effective price and product information communication contributes to increased customer satisfaction, which ultimately influences purchasing decisions.

Jane Abigail, Sari, and Saputra (2024) used as one of the independent variables measured through consumer perceptions of product durability, reliability, and performance. The results show that product quality has a positive and significant effect on customer satisfaction. The significance of this relationship is explained by the perception that the higher the quality perceived by consumers, the more likely they are to feel satisfied because the product is considered to have met or exceeded their initial expectations. This finding is in line with the view of Uzir et al. (2022), who stated that product quality plays an important role in the post-purchase evaluation process and is a major determinant in shaping satisfaction and repurchase intention.

This study is an extension of the model proposed by Zhao et al. (2021), which examined the influence of product price and packaging information on customer satisfaction and purchasing behavior. To broaden the scope and contribution of the research, this study adds one distinguishing variable, namely product quality, which refers to consumers' perceptions of the extent to which a product is considered to have superior performance, reliability, and suitability with initial expectations. The addition of this variable is based on research conducted by Abigail et al. (2024), which shows that product quality contributes significantly to customer satisfaction and loyalty, especially in the context of consumer products. In the realm of daily necessities, purchasing decisions are often made quickly and based on perception, so that product quality captured through actual experience or visual presentation through packaging plays a strategic role in shaping satisfaction. Therefore, the conceptual model in this study integrates three independent variables, product price, product quality, and packaging information to test their influence on satisfaction and consumer buying behavior in Indonesia.

## LITERATURE REVIEW

Price is one of the main factors that influence consumer purchasing decisions, especially in the category of daily necessities. Consumers often use price as a quick reference to evaluate the suitability of a product. When the price is perceived to be reasonable and comparable to the quality or benefits received, there will be greater confidence to make a purchase. Research conducted by Zhao et al. (2021) shows that perceptions of price fairness contribute significantly to satisfaction and encourage purchasing behavior. In addition, Uzir et al. (2022) also confirm that positive perceptions of price can strengthen consumers' emotional responses after purchase and form stronger repurchase intentions. Research by Carraher-Wolverton and Hirschheim (2022) shows that within the framework of expectation disconfirmation theory (EDT), price can shape initial expectations regarding product quality and benefits. When the realization of product use exceeds these expectations, positive disconfirmation occurs, which not only increases satisfaction but also encourages repeat or follow-up purchases. Bollenbach et al. (2024) also confirm that when consumers feel that the price paid is appropriate or lower than the perceived benefits, a positive evaluation is formed that reinforces the intention to continue purchasing the same product in the future. In the context of fast-moving consumer goods (FMCG), the perception of fair pricing is crucial in creating repeat purchases because the evaluation process is often quick and intuitive.

H1: Price has a significant positive effect on consumer buying behavior.

Quality in purchasing behavior is a gradual process involving cognitive evaluation, emotional response, and behavioral intention. Consumers first assess perceived quality through a cognitive process, which then triggers emotional responses such as satisfaction and trust. These emotions ultimately drive purchasing behavior and brand loyalty. Essentially, product quality does not directly cause purchases; it works through psychological pathways of belief formation, emotional satisfaction, and behavioral reinforcement. Consumers interpret quality as an indicator of value, that is, the balance between what they give (money, effort) and what they receive (product benefits). According to Zeithaml (1988), higher perceived quality increases perceived value, encouraging consumers to justify higher prices and commit to purchasing decisions. When perceived quality meets or exceeds expectations (positive disconfirmation), consumers experience satisfaction, which in turn strengthens their intention to repurchase. Conversely, when perceived quality does not meet expectations (negative disconfirmation), dissatisfaction arises, reducing the likelihood of repurchase.

H2: Product quality has a significant positive effect on consumer buying behavior.

The information available on product packaging is one of the important factors that influence consumer purchasing behavior. Information such as benefits, composition, usage instructions, and clarity of labels help consumers form expectations before making a purchase. When the information provided matches reality, this reinforces positive perceptions of the product and encourages consumers to make repeat purchases (Zhao et al., 2021). From the perspective of expectation disconfirmation theory (EDT), Carraher-Wolverton and Hirschheim (2022) explain that initial expectations formed by product information will be compared with consumers' actual experiences. When the results are positive or exceed expectations, consumers experience positive disconfirmation, which not only increases satisfaction but also strengthens the intention to repurchase.

H3: Product information on packaging has a significant positive effect on consumer buying behavior.

Zhao et al. (2021) found that price plays a significant role in influencing customer satisfaction, especially when linked to initial expectations and perceived value. Consumers form expectations based on price and then compare their actual experience with those expectations. When the results of using the product meet or exceed expectations, positive disconfirmation occurs, resulting in satisfaction (Bollenbach et al., 2024). Previous studies have shown that competitive prices that are perceived as fair by consumers are one of the key factors in shaping customer satisfaction. The perception that the price is in line with the quality of the product offered can elicit positive emotional responses, such as satisfaction and trust in the brand. These findings are reinforced by Zhao et al. (2021), who state that the perception of a fair price has a significant impact on customer satisfaction in the context of everyday products. Similarly, Uzir et al. (2022) emphasize that perceptions of price fairness have a direct influence on enjoyable consumption experiences, which then encourage repeat purchases.

H4: Price has a significant positive effect on consumer satisfaction

Product quality is the consumer's perception of the extent to which a product is considered capable of providing good performance, high durability, and reliability in use. Product quality is an important factor in shaping customer satisfaction, especially when the actual experience of consumers exceeds their initial expectations regarding the function, benefits, and performance of the product (Abigail et al., 2024). Within the framework of expectation disconfirmation theory (EDT), product quality plays a major role in triggering consumer evaluation of the actual results of consumption. Satisfaction arises when product performance is rated higher than expected (positive disconfirmation), which reinforces positive affective reactions from consumers. Findings from Zhang et al. (2025) and Zhao et al. (2021) also show that positively perceived product quality not only increases satisfaction but also strengthens the tendency to repurchase.

H5: Product quality has a significant positive effect on consumer satisfaction.

Product information on packaging is an important means for consumers to form expectations before making a purchase. Complete, accurate, and easy to understand information not only helps consumers understand the benefits and composition of a product, but also serves as a basis for evaluating the suitability between expectations and reality. When this information is proven to match the user experience, customer satisfaction is created because expectations have been met (Zhao et al., 2021).

Research by Zhao et al. (2021) shows that product information has a significant influence on customer satisfaction through the mechanism of expectation disconfirmation. Clear information on the packaging plays a role in forming realistic expectations, so that when the product is consumed and the results meet or exceed expectations, positive disconfirmation will occur, resulting in satisfaction. Conversely, if the information is exaggerated or inaccurate, negative disconfirmation will occur, triggering dissatisfaction.

H6: Product information on packaging has a significant positive effect on consumer satisfaction.

Contemporary research, particularly in explaining how consumption experiences shape future behavioral responses. Recent studies emphasize that satisfaction not only functions as an outcome variable, but also as a psychological mechanism that transforms cognitive evaluations and emotional reactions into sustainable consumer behaviors such as repurchase, loyalty, advocacy, and resistance to switching. At the cognitive level, the influence of consumer satisfaction on behavior is largely explained through the expectation-confirmation process. Recent empirical evidence shows that this confirmation process directly increases the intention to continue and repeat purchasing behavior, particularly in the context of digital and service-based consumption (Humbani & Wiese, 2019; Sharma et al., 2021). Empirical studies show that emotionally satisfied consumers are more likely to engage in loyalty behaviors and voluntary brand promotion, even when competitor alternatives are available (Kumar, Dixit, & Javalgi, 2020; Iglesias, Markovic, Singh, & Sierra, 2019). Recent findings confirm that satisfaction-driven attitudes significantly predict actual purchasing behavior and reduce consumer sensitivity to price and competitive offers (Rather, 2021). Furthermore, satisfaction activates social exchange and reciprocity mechanisms that transcend self-oriented behavior. Recent empirical research confirms that

satisfaction significantly predicts voluntary behavior beyond this role, particularly in social media and platform-based markets (Groth, 2020; Yi & Gong, 2021).

The expectation disconfirmation theory explains that customer satisfaction is formed through an evaluation process between initial expectations and actual performance as perceived after purchase. When product performance is considered to exceed previously formed expectations (positive disconfirmation), consumers will feel satisfied. Conversely, if the perceived performance falls below expectations (negative disconfirmation), dissatisfaction will arise (Oliver, 1980). Price is one of the most important factors in shaping consumer evaluation of a product, because price directly reflects the sacrifice made by consumers. In the context of satisfaction formation, prices that are considered reasonable, fair, and in line with the benefits received will have a positive effect on customer satisfaction levels. When consumers feel that the price paid is commensurate with or lower than the benefits obtained, they tend to experience higher satisfaction (Zhao et al., 2021).

H7: Consumer satisfaction has a significant positive effect on consumer buying behavior.

Price represents not only financial sacrifice but also a psychological signal about value. According to Monroe (1990), consumers interpret price as an indicator of product quality, especially when other information is limited. Chinomona and Sandada (2013) further emphasize that fair pricing increases satisfaction and repeat purchasing behavior, especially in competitive markets where perceptions of fairness are critical to consumer retention. Product quality is often considered a key factor in determining consumer satisfaction and subsequent purchasing behavior. According to Zeithaml (1988), perceived quality reflects consumers' assessment of the overall excellence or superiority of a product. When consumers feel that a product consistently meets or exceeds expectations, they experience psychological satisfaction that reinforces satisfaction and loyalty. For example, Han and Hyun (2017) found that perceived quality significantly influences customer satisfaction, which in turn drives purchase intent in the hospitality and retail sectors. According to Underwood (2003), packaging is a vital element of brand identity that influences both cognitive evaluation and emotional response. Clear, accurate, and attractive product information on packaging helps consumers make informed decisions, thereby reducing perceived uncertainty and risk—the main psychological barriers to satisfaction and purchase. Silayoi and Speece (2007) showed that the informativeness and credibility of packaging significantly influence satisfaction and purchase decisions, especially for products with low involvement levels.

H8: Customer satisfaction mediates the effect of price on consumer buying behavior.

H9: Customer satisfaction mediates the effect of product quality on consumer buying behavior.

H10: Customer satisfaction mediates the effect of product information on consumer buying behavior.

## METHOD

This study refers to basic research because it examines, expands the scope of knowledge, and modifies previous research. The purpose of the study, which identifies the causal relationship between independent variables and dependent variables, makes this study refer to causal research (Murhadi, 2025). The dependent variable is consumer buying behavior, while the mediating variable is customer satisfaction. The independent variables are price, product quality, and information on product packaging. The approach used in this study is quantitative because the data processing produces numbers and the data collection uses statistical methods.

The dependent variable used in this study is consumer buying behavior to measure consumers' tendency to buy consumer goods. Zhao et al. (2021) explain that consumer buying behavior is influenced by perceptions of price and product information and is reinforced by consumer satisfaction. This behavior includes not only actual purchasing decisions but also how consumers seek information, compare alternatives, and respond to social influences before deciding to buy a product. In the context of consumer goods, this variable is measured using seven indicators adapted from Zhao et al. (2021).

According to Kotler et al. (2018), price is the amount of money charged for a product or service, or the total value exchanged by consumers to obtain the benefits of the product or service. When the price is perceived as

reasonable and commensurate with the quality and benefits of the product, this can increase consumers' purchase intention and build a positive perception of value towards the product (Hu et al., 2024). Appropriate price adjustments can increase the attractiveness of the product and strengthen consumer loyalty, even in volatile economic conditions (Wilkins & Ireland, 2020). In this study, the price perception indicator was adapted from Zhao et al. (2021).

Wilkins and Ireland (2020) found that quality is the product attribute most valued by consumers in the Ultra Milk category, even compared to price and quantity. In the context of consumer goods, perceptions of product quality are measured based on indicators adapted from the research by Abigail et al. (2024). Information on product packaging is the information presented on the packaging, such as product name, features, functions, usage instructions, and design uniqueness. According to Zhao et al. (2021), product packaging that includes relevant details can have a positive impact on consumer purchasing behavior. The indicators used to measure information on packaging were adapted from Zhao et al. (2021). The mediating variable used was customer satisfaction. Customer satisfaction is the customer's evaluation of their product usage experience compared to their initial expectations (Zhao et al., 2021). The indicators used to measure customer satisfaction were adapted from Zhao et al. (2021).

The population was Indonesians who had purchased and consumed Ultra Milk dairy products, particularly in the last three months. The sampling technique used in this study was purposive sampling, whereby the researcher determined the sample based on specific criteria or characteristics relevant to the research objectives. According to Hair et al. (2019), the minimum sample size in quantitative research using an attitude and perception measurement approach is between five and ten times the number of indicators used in the instrument. This study uses 18 indicators, so the recommended number of respondents ranges from 90 to 180 people. To improve the validity and reliability of the analysis results, the researcher set the sample size at 180 respondents as the ideal measure.

The analysis method used Partial Least Square–Structural Equation Modeling (PLS-SEM) through outer model and inner model tests. The outer model test was assessed from convergent validity with the condition that the Average Variance Extracted (AVE) value was equal to or greater than 0.5 ( $\geq 0.5$ ), discriminant validity with the requirement that Fornell-Larcker has a square root value for each variable greater than the correlation value between other variables, and reliability with the requirement that Cronbach's alpha and composite reliability values are greater than 0.7 or  $> 0.7$ . The inner model is assessed based on  $R^2$ , model fit tests with SRMR ( $< 0.08$ ) and NFI (close to 0.9), as well as hypothesis and mediation tests.

## RESULT

### Outer Model Test

The measurement model was used to evaluate the validity and reliability of the constructs developed in this study. For constructs with reflective indicators, the evaluation was conducted through convergent validity and discriminant validity testing of the indicators that formed the latent variables. In addition, construct reliability was tested using composite reliability and Cronbach's alpha values to ensure internal consistency among indicators. Meanwhile, for the outer model with formative indicators, the evaluation was conducted through substantive content, namely comparing the relative weight and assessing the level of significance of each indicator in forming the construct. This approach ensures that each indicator makes a meaningful contribution to the latent variable (Ghozali & Latan, 2015).

Convergent validity is part of the measurement model evaluation based on the principle that each indicator measuring one construct must have a high correlation with each other. Convergent validity is used to assess whether the indicators consistently represent the same construct. Convergent validity is assessed by looking at the factor loading values between the latent variables and their indicators. An indicator is considered valid if it has a factor loading value of more than 0.50. In research where the theoretical basis is still developing, factor loading values in the range of 0.50 are still acceptable. In addition, an indicator is considered significant if it has

a p-value below 0.05 or a t-statistic value greater than 1.96 (Ghozali & Latan, 2015:74). The results of the convergent validity test in this study are shown through the outer loading values presented in the following table.

Table 1 Result of Convergent Validity

Variable	Item	Loading	Cut Off	Status
Price (X1)	H1	0,609	0,50	Valid
	H2	0,748	0,50	Valid
	H3	0,542	0,50	Valid
	H4	0,542	0,50	Valid
	H5	0,662	0,50	Valid
	H6	0,756	0,50	Valid
	H7	0,732	0,50	Valid
	H8	0,653	0,50	Valid
	H9	0,641	0,50	Valid
Product Information on Packaging (X2)	IPK1	0,572	0,50	Valid
	IPK2	0,782	0,50	Valid
	IPK3	0,680	0,50	Valid
	IPK4	0,780	0,50	Valid
	IPK5	0,785	0,50	Valid
	IPK6	0,770	0,50	Valid
Product Quality (X3)	K1	0,819	0,50	Valid
	K2	0,820	0,50	Valid
	K3	0,798	0,50	Valid
	K4	0,865	0,50	Valid
	K5	0,846	0,50	Valid
Consumer Satisfaction (Z)	KP1	0,804	0,50	Valid
	KP2	0,843	0,50	Valid
	KP3	0,852	0,50	Valid
	KP4	0,847	0,50	Valid
	KP5	0,763	0,50	Valid
	KP6	0,795	0,50	Valid
	KP7	0,697	0,50	Valid
Consumer Buying Behavior	KPP1	0,683	0,50	Valid
	KPP2	0,777	0,50	Valid
	KPP3	0,633	0,50	Valid
	KPP4	0,832	0,50	Valid
	KPP5	0,859	0,50	Valid
	KPP6	0,799	0,50	Valid
	KPP7	0,822	0,50	Valid

Source: Output SmartPLS, 2025

The analysis results show that all indicators in this study have outer loading values greater than 0.50. These findings indicate that all items are able to measure their latent variables consistently and have met the convergent validity criteria as stated by Hair et al. (2017).

Table 2 Result of AVE

Variable	AVE	Cut Off	Status
Price	0,533	0,50	Valid

Product Packaging Information	0,536	0,50	Valid
Product Quality	0,689	0,50	Valid
Consumer Buying Behavior	0,602	0,50	Valid
Consumer Satisfaction	0,656	0,50	Valid

Source: Output SmartPLS, 2025

Table 2 presents the Average Variance Extracted (AVE) values for all variables in the research model, namely Price, Product Packaging Information, Product Quality, Consumer Purchase Decision, and Consumer Satisfaction. Based on these results, all constructs show AVE values above 0.50. Discriminant validity testing was conducted through cross loading analysis, which aims to determine whether an indicator has a higher correlation with the construct it measures than with other constructs. An indicator is declared to have discriminant validity if its loading value on the target construct is higher than the loading value on other constructs. The results of the discriminant validity testing based on cross loading values are presented as follows:

Table 3 Result of Discriminant Validity

	Price	Product Information on Packaging	Product Quality	Consumer Buying Behavior	Consumer Satisfaction
Price	<b>0,658</b>				
Product Information on Packaging	0,561	<b>0,732</b>			
Product Quality	0,502	0,595	<b>0,830</b>		
Consumer Buying Behavior	0,492	0,490	0,388	<b>0,776</b>	
Consumer Satisfaction	0,583	0,516	0,430	0,523	<b>0,810</b>

Source: Output Smart PLS, 2025

### Reliability Test

Composite reliability is used to assess the level of reliability or internal consistency of a construct. Reliability testing is conducted through two main parameters, namely Cronbach's Alpha and Composite Reliability. A construct is considered reliable if both values meet the recommended minimum threshold. For confirmatory research, Cronbach's Alpha and Composite Reliability values should ideally exceed 0.70, while for explanatory research, values between 0.60 and 0.70 are still acceptable (Ghozali & Latan, 2015).

Table 4 Result of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Cut Off	Status
Price	0,834	0,872	0,70	Reliable

<b>Product Information on Packaging</b>	0,824	0,873	0,70	Reliable
<b>Product Quality</b>	0,887	0,917	0,70	Reliable
<b>Consumer Buying Behavior</b>	0,889	0,913	0,70	Reliable
<b>Consumer Satisfaction</b>	0,912	0,930	0,70	Reliable

Source: Output SmartPLS, 2025

Table 4 shows that all variables in this study, including price, product information on packaging, product quality, product purchase decisions, and customer satisfaction, have composite reliability and Cronbach's Alpha values above 0.70. These findings indicate that all constructs meet the reliability criteria with a high level of internal consistency.

### Inner Model Test

Hypothesis testing in this study was conducted using the bootstrapping resampling method. The statistical test used was the t-statistic, where the hypothesis was accepted if the t-statistic value exceeded 1.96 at a significance level of 0.05 (5%). The significance value in the outer model is used to show the extent to which the indicators can function as valid instruments in measuring latent variables. Meanwhile, the significance in the inner model indicates a meaningful influence between one latent variable and another latent variable. The results of testing the direct effect between the independent and dependent variables in this study are presented in Table 5 below

Table 5 Result of Hypothesis Test

Hypothesis	Relationship	T-Statistics	Coefficient	P-Value	Status
H1	Price -> Consumer Buying Behavior	3,411	0,316	0,001	Significant
H2	Product Quality -> Consumer Buying Behavior	2,974	-0,356	0,003	Significant
H3	Product Information on Packaging -> Consumer Buying Behavior	1,737	0,233	0,083	Does not Significant
H4	Price -> Consumer Satisfaction	1,444	0,079	0,149	Does not Significant
H5	Product Quality -> Consumer Satisfaction	6,132	0,459	0,000	Significant
H6	Product Information on Packaging -> Consumer Satisfaction	4,938	0,407	0,000	Significant
H7	Consumer Satisfaction -> Consumer Buying Behavior	3,477	0,444	0,001	Significant

Source: Output SmartPLS, 2025

The t-statistic value on the price path to consumer purchase decisions is 3.411, higher than 1.96, with a p-value of  $0.001 < 0.05$ . The path coefficient value of 0.316 shows a positive and significant effect of price on consumer purchase decisions, supporting hypothesis 1. The test shows a t-statistic value of 2.974, which is greater than 1.96, with a p-value of  $0.003 < 0.05$ . The coefficient of -0.356 confirms that there is a negative and significant effect of product quality on consumer purchasing decisions. Thus, hypothesis 2 is not supported. The t-statistic value of 1.737 and p-value of  $0.083 > 0.05$  indicate the significance of the effect. The path coefficient of 0.233 indicates that product packaging information does not have a significant effect on product purchase decisions. Thus, hypothesis 3 is not supported. The test produced a t-statistic value of 1.444 and a p-value of  $0.149 > 0.05$ . The coefficient of 0.079 indicates that price does not have a significant effect on consumer satisfaction. Thus, hypothesis 4 is not supported.

The test results show a t-statistic value of 6.132 with a p-value of  $0.000 < 0.05$ . The coefficient of 0.454 confirms that product quality has a positive and significant effect on customer satisfaction. Therefore, hypothesis 5 is supported. The test results show a t-statistic value of 4.938 with a p-value of  $0.000 < 0.05$ . The coefficient of 0.407 confirms that product packaging information has a positive and significant effect on consumer satisfaction. Therefore, hypothesis 6 is supported. The test results show a t-statistic value of 3.477 with a p-value of  $0.001 < 0.05$ . The coefficient of 0.444 confirms that consumer satisfaction has a positive and significant effect on consumer purchasing decisions. Therefore, hypothesis 7 is supported.

The indirect effect test was conducted to assess the role of the mediating variable in bridging the relationship between the independent and dependent variables. A mediating effect occurs when the influence of the independent variable does not operate entirely directly, but rather through an intermediary variable that functions to transform or transmit that influence. Thus, the presence of a mediating variable allows researchers to understand the mechanisms or processes that explain how and why an independent variable can influence a dependent variable. The results of the indirect effect test for hypotheses eight, nine, and ten are presented below.

Table 6 Result of Indirect Test

Hypothesis	Relationship	Coefficient	P-Value	Status
H8	Price -> Consumer Satisfaction -> Consumer Buying Behavior	0,035	0,134	Does not Significant
H9	Product Quality -> Consumer Satisfaction -> Consumer Buying Behavior	0,181	0,073	Does not Significant
H10	Product Information on Packaging -> Consumer Satisfaction -> Consumer Buying Behavior	0,204	0,001	Significant

Source: Output SmartPLS,2025

Based on the results of hypothesis testing in Table 6, it was obtained that the value of the price path on consumer purchasing decisions through consumer satisfaction was 0.035 with a p-value of  $0.134 > 0.05$ . This finding indicates that Hypothesis 8 is not supported, so it can be concluded that consumer satisfaction does not mediate the influence of price on consumer purchasing decisions. Product quality on consumer purchasing decisions through consumer satisfaction was 0.181 with a p-value of  $0.073 > 0.05$ . This finding indicates that Hypothesis

9 is not supported, so it can be concluded that consumer satisfaction does not mediate the influence of product quality on consumer purchasing decisions. Product packaging information on consumer purchasing decisions through consumer satisfaction was 0.204 with a p-value of  $0.001 < 0.05$ . This finding indicates that Hypothesis 10 is supported, so it can be concluded that consumer satisfaction fully mediates the influence of product packaging information on consumer purchasing decisions.

## DISCUSSION

The results of the study indicate that price has a positive and significant effect on the consumer buying behavior for Ultra Milk. This finding indicates that the more positive consumers' perceptions of price whether in terms of affordability, price to quality ratio, or price fairness the greater their likelihood of purchasing Ultra Milk. This finding aligns with consumer behavior theory, which stated that price perception is a key determinant in the purchasing decision-making process (Kotler & Keller, 2016). Theoretically, this positive relationship can be explained through several key concepts. First, the price-quality heuristic explains that consumers often use price as an indicator of quality, particularly for food and beverage products that have important attributes related to health and food safety. In the context of UHT milk products like Ultra Milk, a price perceived as reasonable or slightly higher can signal better quality, thus encouraging purchase intention (Monroe, 2003). The concept of perceived value asserts that consumers compare the benefits they perceive from a product with the costs they incur. When product benefits such as taste, nutrition, packaging quality, and Ultra Milk brand reputation are perceived to outweigh the price paid, this positive perceived value will enhance purchase decisions. This is relevant to research findings showing that Ultra Milk is perceived to have stable quality and good nutritional value so that the price set is considered commensurate with its quality (Antari, 2024).

Reference price and price fairness, which are consumer perceptions of price fairness based on comparisons with prices they consider standard. If Ultra Milk's price is consistent with other UHT milk market prices or is perceived as reasonable for the quality offered, then purchasing decisions will be positively influenced. Previous studies have shown that consumers tend to choose Ultra Milk because the price is perceived as competitive compared to competing brands of comparable quality (Faritzal, 2021). Empirically, the results of this study confirm the findings of several previous studies that showed that price perception significantly influences purchasing decisions in the UHT milk category. Research by Antari (2024) found that price perception positively influenced purchasing decisions for Ultra Milk in Badung Regency. Similarly, research by Faritzal (2021) on UHT consumers in Indonesia also showed that price significantly influences consumer purchasing choices. Other research examining UHT purchasing factors in general also confirms that price is an important determinant in purchasing decisions for healthy beverage products.

Product quality negatively influences purchasing decisions for Ultra Milk. This finding is unusual, given that most previous studies have shown a positive relationship between product quality and purchasing decisions. Therefore, these results require a more in-depth analysis, taking into account consumer perceptions, market conditions, and the characteristics of UHT milk products. Product quality reflects a product's ability to meet consumer needs and expectations, encompassing attributes such as taste, texture, aroma, food safety, nutritional content, and quality consistency (Kotler & Keller, 2016). However, the negative effect indicates that increased perceived quality does not increase, and in fact, decreases, consumer purchase intention for Ultra Milk.

Several theoretical explanations can explain this phenomenon. Ultra Milk consumers may have high expectations for quality, for example, regarding consistent taste, freshness, or viscosity. However, if in practice there are variations in taste between batches, changes in formula, or previous negative experiences, then high consumer concern for quality can make them more critical and decrease purchase intention. Negative effects can arise when the perceived quality of Ultra Milk falls below the "fairly good but not superior" level compared to competitors. In a competitive market, increasingly quality-conscious consumers tend to switch to other brands perceived as more premium. This aligns with Tjiptono (2015) found that consumers with a high quality orientation tend to be more sensitive to differences in product quality between brands. This finding can be explained by the trade-off between perceived quality and perceived value. When consumers perceive product quality to be improving, they may also expect improvements in other attributes, such as innovative flavors, packaging, or additional health benefits. If the quality improvement is not accompanied by an increase in overall

value, consumers may perceive the higher quality as providing no significant additional benefits, leading to decreased purchase intention (Zeithaml, 1988). This phenomenon is called perceived value imbalance, where higher quality is not accompanied by more attractive value.

Negative consumer perceptions of certain attributes of Ultra Milk can also contribute to a negative relationship. Several local studies have found that consumers sometimes perceive Ultra Milk's flavor as too "strong," "too sweet," or lacking in variety compared to other brands (Putri & Wibowo, 2020). If respondents in this study share similar perceptions, the higher their concern for quality, the lower their purchase intention. Parasuraman, Zeithaml, and Berry (1988) emphasize that quality dimensions such as low reliability and responsiveness negatively influence purchase decisions. Wang and Lo (2019), in their article in *Total Quality Management & Business Excellence*, analyzed how poor product quality mediates satisfaction and reduces purchase decisions. Kumar and Kumar (2019), in a study in the *International Journal of Business and Management*, found that low product quality, such as poor durability, negatively impacts initial and repeat purchase decisions, with a 22% decrease in purchase intention due to disappointment. These research findings demonstrate that product quality is not a primary variable in determining Ultra Milk purchases. Product quality requires supporting variables such as brand image, advertising, and product packaging to impact consumer purchase decisions.

Information on packaging has a insignificant effect on Ultra Milk purchase decisions. Statistically, these findings indicate that although information on packaging has a directional relationship that supports increased purchase decisions, its contribution is not strong enough to significantly influence consumer decisions. In other words, packaging information is not the primary determinant of Ultra Milk purchasing decisions. Packaging information is an element of marketing communication that serves to explain ingredients, benefits, expiration dates, nutritional value, and brand identity (Klimchuk & Krasovec, 2013). According to Kotler and Keller (2016), clear and easy to understand information can increase consumer trust and help them make more informed decisions. However, in the context of this study, Ultra Milk packaging information did not have a strong enough influence on purchasing decisions.

Several arguments can explain why packaging information has a positive but insignificant influence. Consumers may perceive the information provided on Ultra Milk packaging as relatively standard and not providing significant added value. A study by Ampuero and Vila (2006) showed that packaging information only has a strong influence when it is perceived as unique, interesting, or provides new benefits to consumers. If the information provided is not significantly different from competing products, consumers do not consider it a primary consideration. Ultra Milk purchasing decisions tend to be influenced by brand trust. Ultra Milk has a strong reputation as a UHT milk brand with consistent quality and distribution. When consumers already have high trust in a brand, they pay less attention to detailed packaging information (Erdem & Swait, 2004).

However, the insignificant influence of price in the context of Ultra Milk can be explained by several factors. Ultra Milk is a product with a relatively stable price and is in an established market segment, so consumers may prioritize product quality, taste, health benefits, and brand trust over price when determining satisfaction. In the UHT milk beverage category, price differences between brands tend to be small. This results in price being less of a significant differentiating factor in determining consumer satisfaction.

Consumer satisfaction does not mediate the effect of price on purchasing decisions for Ultra Milk. This finding indicates that consumer perceptions of price do not directly influence their satisfaction levels, and therefore, its impact on purchasing decisions does not proceed through the satisfaction pathway. This aligns with Zeithaml's (1988) finding that consumers in the fast-moving consumer goods category often prioritize quality and convenience over price, especially when the product price is within a range considered reasonable. This research can also be explained through Consumer Value Theory, which states that consumers will be satisfied if the benefits received exceed the sacrifices incurred (Woodruff, 1997).

Furthermore, previous research shows that purchasing decisions do not always depend on consumer satisfaction levels, especially for low-involvement FMCG products. According to Schiffman and Wisenblit (2019), in the everyday consumer goods category, consumers often make decisions habitually, without undergoing an in-depth post-consumption evaluation process. Research by Wibowo and Suwitho (2018) also found that product quality

often directly influences purchasing decisions, while satisfaction has a greater influence on post-purchase behaviors, such as repurchase intention and word-of-mouth.

Consumer satisfaction acts as a full mediator in the relationship between packaging information and purchasing decisions for Ultra Milk. This finding indicates that information on the packaging does not directly influence purchasing decisions, but becomes significant through consumer satisfaction. Theoretically, packaging and its information are important communication tools between producers and consumers. According to Underwood and Klein (2002), packaging functions as a "silent salesman" that conveys messages about product quality, safety, and benefits. The full mediation found in this study also supports previous findings by Silayoi and Speece (2007), which stated that information on packaging more often influences post-evaluation behavior than direct purchase decisions.

## CONCLUSION

Based on the discussion in the previous part, it can be concluded that price has a positive and significant effect on consumer buying behavior for Ultra Milk. This finding indicates that price is perceived as commensurate with the benefits and quality received by consumers, thus encouraging increased purchasing decisions. Conversely, product quality showed a negative effect on purchasing decisions, indicating that consumers do not purchase Ultra Milk solely based on perceived quality but are also influenced by factors such as habit, availability, and recommendations. The Information on packaging has a positive but insignificant effect on purchasing decisions, indicating that while it helps consumers understand the product's ingredients and benefits, this information is not a primary factor in determining purchasing decisions compared to taste, price, and brand strength.

Regarding consumer satisfaction, price showed a positive but insignificant effect, indicating that satisfaction is more influenced by non-price aspects such as taste, quality, and nutritional benefits. Product quality and packaging information were shown to have a positive and significant effect on consumer satisfaction, making them important factors in shaping a satisfying consumption experience. Consumer satisfaction also had a positive and significant effect on consumer buying behavior, especially because UHT milk products are routinely consumed and tend to be repurchased when consumers are satisfied. However, satisfaction did not mediate the influence of price and product quality on consumer buying behavior, indicating that Ultra Milk consumers do not rely on satisfaction evaluations in assessing these two factors. Conversely, consumer satisfaction was shown to be a full mediator in the relationship between information on packaging and consumer buying behavior, meaning that information on the packaging will only impact consumer buying behavior when it first increases consumer satisfaction through clarity, completeness, and credibility of the information.

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