

The Influence of Price Perception, Product Quality, Reviews, and Trust on Online Purchase Intention in Handicraft MSMEs

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1219

Submitted:
November 17, 2025

Revised:
December 20, 2025

Accepted:
January 29, 2026

Published Online:
January 31, 2026

ABSTRACT

The development of information and communication technology has transformed digital marketing practices among Micro, Small, and Medium Enterprises (MSMEs). This study aims to analyze the factors that influence consumer purchasing intention in handicraft products online, focusing on price perception, product quality, consumer reviews, and trust. The research method used is quantitative with a survey approach. Data was collected through a questionnaire distributed to 389 respondents. The analysis was conducted using regression techniques to test the influence of inter-variables on purchase intention. The results of the study show that product quality, price perception, consumer trust, and consumer reviews have a positive influence on purchase intention, with product quality having the strongest influence. This suggests that consumers prioritize price-quality considerations over reviews or trust when making purchasing decisions. Accordingly, MSMEs should focus on marketing strategies that emphasize product quality and competitive pricing, as well as improving quality consistency and pricing to strengthen online purchase appeal through more effective and targeted digital promotion strategies.

Keywords: Consumer Reviews, Digital Marketing, MSMEs, Price Perception, Product Quality, Purchase Intention, Trust.

INTRODUCTION

The development of information and communication technology has brought major changes to the world of commerce, including the Micro, Small, and Medium Enterprises (MSMEs) sector. Digitalization has enabled MSMEs to expand market reach, improve operational efficiency, and strengthen interactions with consumers through online platforms (Sari, 2020; Risdwiyanto et al., 2023). The rapid growth of e-commerce, social media, and mobile technology has reshaped consumer purchasing behavior, where purchasing decisions are increasingly influenced by digital information, online interactions, and perceived value rather than direct physical experience (Martínez & Gómez, 2024).

One MSME that has adopted digital platforms is Tinduh Craft, a local handicraft business marketing its products through online marketplaces and social media. Digital platforms allow Tinduh Craft to access broader markets beyond local boundaries, reaching regional and national consumers (Chen et al., 2022). Despite these advantages, field observations indicate inconsistencies in sales performance. Tinduh Craft experiences sharp increases in orders during certain periods, followed by significant declines without clear explanations. This phenomenon reflects a gap between consumer exposure and actual purchasing behavior, suggesting that consumer purchase intention is influenced by factors that are not yet fully understood in this specific MSME context.

In the online purchasing environment, consumer purchase intention reflects consumers' willingness to buy after evaluating available information (Hussain et al.,

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 14 No. 1, 2026
pp. 1219-1230
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v14i1.5014

2017). Prior studies indicate that purchase intention is influenced by price perception, product quality, consumer reviews, and trust. Hanaysha et al. (2025) show that consumer reviews and trust significantly affect online purchase intention alongside service quality, while Masriani (2025) and Yuliastuti (2025) highlight price perception, product quality, and trust as key determinants. Sembiring and Nisa (2023) further emphasize the role of reviews and trust. Price perception reflects whether a product's price is reasonable relative to its benefits (Konuk, 2018). Product quality remains a central determinant of satisfaction and repeat purchase intention, particularly for creative and craft products, where higher quality increases consumer willingness to buy again (Samir et al., 2021; Putri & Firdausy, 2024).

Consumer reviews function as electronic word-of-mouth that provides experiential information from previous buyers and serves as social proof in online purchasing contexts (Thamara & Pambudi, 2025). Positive reviews can strengthen purchase intention, while negative reviews may increase perceived risk and reduce purchase likelihood. Meanwhile, trust in both the product and the seller is widely recognized as a critical factor in online transactions, as it reduces uncertainty and perceived risk related to payment security, product authenticity, and delivery reliability (Oliveira et al., 2017). Trust is particularly important for MSMEs, which often lack strong brand recognition compared to larger firms.

Although prior studies have examined the effects of price perception, product quality, consumer reviews, and trust on online purchase intention, most focus on large e-commerce platforms or established brands, with limited evidence from local handicraft-based MSMEs facing fluctuating sales despite high digital exposure. Moreover, inconsistent findings regarding the relative importance of reviews and trust compared to price and quality indicate a research gap in MSME digital marketing contexts. Addressing this gap, this study provides empirical evidence from a handicraft-based MSME, revealing that price perception and product quality play a more decisive role than consumer reviews and trust in shaping online purchase intention. These findings offer context-specific insights into consumer value evaluation in creative MSMEs and demonstrate that determinants of online purchase intention may vary across MSME sectors.

Based on the identified phenomenon and research gap, the problem formulation of this study is how price perception, product quality, consumer reviews, and trust influence consumer purchase intention in online purchases of Tinduh Craft products. Accordingly, this study aims to analyze the effect of these variables on consumer purchase intention and to identify which factors most strongly influence online purchasing decisions. The findings are expected to contribute theoretically to the literature on digital consumer behavior in MSMEs and practically to assist MSME actors in developing more effective digital marketing strategies.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Price Perception on Purchase Intention

Price perception refers to consumers' subjective evaluation of a product's price, particularly regarding whether it aligns with market expectations and the perceived benefits (Faisol, 2020). Prices are deemed reasonable if comparable to similar market offerings, while prices that are too high or too low relative to competitors are often seen as unfair (Kasman et al., 2023). This perception reflects how consumers assess whether the value received justifies the price paid. Positive experiences with product quality, timely delivery, and satisfactory service reinforce favorable price perceptions, whereas negative experiences can diminish perceived value, even for inexpensive products (Septiani, 2017; Siregar et al., 2024).

Price perception is influenced by both internal factors, such as purchasing power, prior experience, personal values, and economic background, and external factors, including promotions, discounts, brand reputation, and customer testimonials (Wasik et al., 2023; Hamilton, 2024). Consumers evaluate fairness, affordability, and price-quality balance: a fair price aligns with market standards, an affordable price fits financial capacity, and a

balanced price reflects equivalence between benefits and cost. In the context of digital markets, pricing strategies like discounts, bundling, psychological pricing, free shipping, exclusive offers, and transparent value communication shape consumer perceptions and foster purchase intention (Kasman et al., 2023; Meyrli et al., 2025).

From a behavioral perspective, price perception directly affects consumer attitudes and purchase intentions. According to the purchase intention theory, consumers respond to price stimuli through cognitive and emotional evaluation, forming their willingness to buy (Wasik et al., 2023; Martínez & Gómez, 2024). In MSME contexts, where brand recognition may be limited, positive price perceptions enhance trust and perceived value, thereby strengthening online purchase intentions, whereas negative perceptions can reduce buying interest.

H1: Price perception has a positive and significant effect on consumer purchase intention.

The Effect of Product Quality on Purchase Intention

Consumer behavior theory explains how individuals make purchasing decisions influenced by psychological, sociological, and economic factors (Toha & Supriyanto, 2023; Rusti et al., 2024). In online MSME purchases, consumer interest is shaped by perceptions of price, product quality, reviews, and ease of access. The Theory of Planned Behavior adds perceived behavioral control as a determinant of actions (Siregar et al., 2024). Psychological factors like motivation and attitude, social factors such as family and online reviews, and technological aspects like platform usability all influence purchase intention (Qalam et al., 2023; Jerab, 2025). High perceived value increases buying tendency, making consumer behavior theory essential for understanding online MSME purchasing decisions (Handoyo, 2024).

Product quality refers to a product's ability to meet or exceed consumer expectations. Qalati et al. (2021) define quality as "the totality of features and characteristics of a product or service that influence its ability to satisfy stated or implied needs." It includes functional, aesthetic, safety, and usability aspects that shape brand perception and influence purchasing decisions. Quality is a key differentiator in competitive markets, as consumers prefer high-quality products even at higher prices (Faisol, 2020). Good quality enhances satisfaction, encourages positive word-of-mouth, and strengthens market trust (Sa'diyah, 2024). For digital MSMEs, maintaining quality presents both challenges and opportunities to build consumer trust and loyalty (Meyrli et al., 2025). Consumer perceptions of quality are shaped by experiences and information received, including price, store reputation, and customer reviews (Kasman et al., 2023). Positive experiences reinforce quality perceptions, while negative experiences diminish them (Tumuju et al., 2022). Clear product descriptions, high-quality visuals, fast service, and consistent quality are essential for building confidence, encouraging satisfaction, and strengthening long-term purchase intention (Karundeng et al., 2019).

H2: Product quality has a positive and significant effect on consumer purchase intention.

The Effect of Consumer Reviews on Purchase Intention

Consumer behavior theory explains how individuals make purchasing decisions and the psychological, sociological, and economic factors that influence them (Rusti et al., 2024). The Theory of Reasoned Action (TRA) emphasizes that intention, formed by attitude toward behavior and subjective norms, drives actual behavior, while the Theory of Planned Behavior (TPB) adds perceived behavioral control, such as ease of platform access, product information clarity, and secure payments, which increases purchase intention (Arifani & Haryanto, 2018). In online MSME purchases, interest is shaped by price perception, product quality, consumer reviews, and the digital experience, with psychological factors such as motivation, perception, learning, and attitude shaping positive brand attitudes (Rusti et al., 2024). Social influences, including family, reference groups, and user-generated content, reinforce subjective norms and create social proof

effects (Qalam et al., 2023). Technological factors, such as platform usability, speed, and trust indicators like return policies and transparency, further enhance purchase intention (Jerab, 2025).

Consumer reviews are statements, opinions, or evaluations shared after using a product or service, in forms such as text, ratings, photos, or videos via e-commerce or social media (Faisol, 2020). As a form of electronic Word of Mouth (eWOM), reviews provide authentic information that significantly influences perceptions and purchase decisions (Musa et al., 2024). Positive reviews enhance trust, reputation, and purchase intent, while negative reviews can harm a product's image if unaddressed (Salloum et al., 2019). Active and professional responses from businesses strengthen customer trust and loyalty. Platforms like Shopee, Tokopedia, and Lazada openly display reviews to increase transparency (Kasman et al., 2023). Reviews vary in form and source, with verified buyers considered the most credible (Usman & Wijaya, 2025). Their effectiveness depends on reviewer credibility, content consistency, relevance, quantity, frequency, and seller responses (Sulistiyani, 2025). High-credibility and relevant reviews strongly influence consumer perceptions and purchase intention, making review management essential for online MSME success.

H3: Consumer reviews have a positive and significant effect on purchase intention.

The Effect of Consumer Trust on Purchase Intention

Purchase intention is a component of consumer behavior reflecting the desire to select and use a product. Kotler and Keller (2016) note that it emerges after consumers evaluate product quality and content. Setiawan (2021) explains it as an internal drive that motivates individuals to focus on a product until they decide to buy, based on alignment with personal preferences and satisfaction. Sari (2020) adds that purchase intention develops after evaluating alternatives, considering brand preferences and desires, while Pratisti et al. (2025) emphasize that it reflects consumers' motivation and decision-making. Purchase intention represents a positive attitude toward a product, demonstrated through selecting and acquiring goods that meet individual needs, often involving financial expenditure or other sacrifices. It bridges desire, evaluation, and action in consumer behavior, highlighting how motivation and preference guide purchase decisions.

Consumer trust refers to the belief in the reliability, integrity, and competence of a product or service provider, particularly in e-commerce, where direct product assessment is not possible. Trust develops when products match promotional information, giving consumers confidence and security (Chairunnisa et al., 2022). Conceptually, trust is the willingness to accept risk based on positive expectations of the other party (Mayer et al., 1995). In online contexts, trust is shaped by payment security, clarity and completeness of information, positive customer reviews as social proof, website professionalism, return policies, brand consistency, and recommendations from public figures (Kotler & Keller, 2016; Dahlan et al., 2024). Key indicators of trust include ability, integrity, and benevolence, or competence, honesty, and good intentions. Strong consumer trust serves as a critical foundation for loyalty and significantly enhances online purchase intention.

H4: Consumer trust has a positive and significant effect on purchase intention.

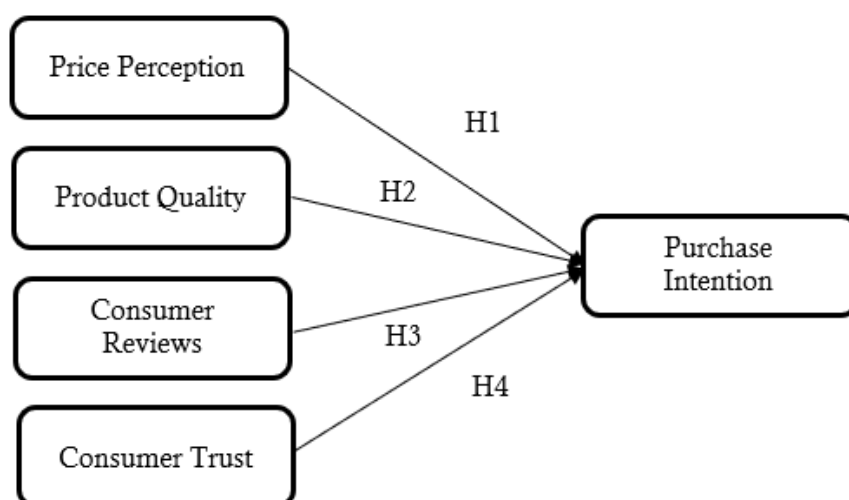


Figure 1. Conceptual Framework

Figure 1 presents the conceptual framework of this research, outlining the connections between various factors and purchase intentions. The model suggests that price perception, product quality, consumer reviews, and consumer trust each influence purchase intention. These independent variables are shown to influence the dependent variable, underscoring their potential impact on consumers' purchase decisions.

RESEARCH METHODS

This research employs a quantitative design and a descriptive survey methodology. The goal is to investigate the impact of consumer evaluations, trust, product quality, and pricing perception on Tinduh Craft MSMEs' online buyers' interest. The study's demographic is made up of all customers who have bought Tinduh Craft goods on websites like Facebook, Instagram, Shopee, and TikTok. The population was chosen because it aligns with the goal of the study, which is to determine the elements that affect consumers' desires to buy MSME items online. Regardless of geography, the customers in question are individuals who have actually purchased Tinduh Craft goods online.

As of July 2025, the number of followers of the official Tinduh Craft accounts was recorded as follows: Instagram 2,879 people, Facebook 5,400 people, Shopee 124 people, and TikTok 4,674 people. Based on online sales records, the total number of consumers recorded reached 13,077 people. This figure was used as the basis for determining the number of research samples. Because the population size was too large to study in its entirety, the Taro Yamane formula was used with a 5% margin of error. The calculation results showed that the required sample size was 389 respondents. The sample was selected using random sampling from consumers who met the criterion of having made at least one purchase in the past year. This criterion was chosen so that the data obtained truly reflected the relevant consumer shopping experience.

Based on indicators of price perception, product quality, customer reviews, trust, and purchasing interest, an online questionnaire with a 1–5 Likert scale was used as the study tool. Using Cronbach's Alpha and item-total correlation, the validity and reliability of the measure were examined. A Google Form survey that was disseminated over Instagram and WhatsApp was used to gather primary data. Reviews, product ratings, sales records, and passive observation of the Tinduh Craft online store across multiple platforms were the sources of secondary data.

Respondents participated voluntarily, their identities were kept confidential, and the data were used solely for academic purposes. The researcher ensured that there was no pressure or manipulation in completing the questionnaire. Data were analyzed using SPSS version 25 to conduct validity and reliability tests, as well as classical assumption

tests including normality, multicollinearity, and heteroscedasticity. Multiple linear regression analysis was performed using SPSS to examine the effect of independent variables on purchase intention. The t-test was applied to test partial effects, while the F-test was used to assess the simultaneous effects of the variables.

RESULTS

This study involved 389 respondents who were active consumers of Tinduh Craft and had made at least one online purchase in the past year. Respondent characteristics were analyzed based on age, gender, shopping frequency, favorite applications, and total monthly expenditure.

Table 1. Overview of Respondents

Characteristics	Category	Percentage (%)
Age	< 18 years	5.7
	18 - 25 years	31.2
	25–35 years	36.9
	> 35 years	31.2
Gender	Male	0.5
	Female	99.5
Shopping Frequency / Month	1–2 times	32.9
	3–4 times	30.8
	5–6 times	22.6
	> 6 times	13.6
Favorite App	Shopee	25.3
	Tokopedia	22.8
	Lazada	4.4
	TikTok	22.8
	Facebook	9.6
	Instagram	12.4
Monthly Expenses	Bukalapak	2.8
	< IDR 500,000	15.9
	IDR 500,000–IDR 1,000,000	19
	IDR 1,000,000 – IDR 2,000,000	30.8
	IDR >2,000,000	34.2

The demographic and purchasing characteristics of the respondents are displayed in Table 1. The majority of responders (99.5%) are female. The largest age group is 25–35 years old (36.9%), followed by 18–25 years old (31.2%) and older than 35 (31.2%). Most respondents shop once or twice (32.9%) or three or four times (30.8%) a month. TikTok (22.8%) and Shopee (25.3%) are their top platforms, followed by Facebook, Instagram, Tokopedia, Lazada, and Bukalapak. The majority spend IDR 1,000,000 to 2,000,000 (30.8%) or more than 2,000,000 (34.2%) per month. All things considered, the average response is a young adult woman who frequently uses social media and well-known e-commerce sites to shop online.

Table 2. Validity & Reliability Test

Variable	Question Item	Calculated	R-table	Cronbach Alpha	Description
Perceived Price (X1)	X1_1	0.432	0.361	0.620	Valid & Reliable
	X1_2	0.486			
	X1_3	0.592			
	X1_4	0.584			
	X1_5	0.487			
	X1_6	0.755			
	X1_7	0.548			
Product Quality (X2)	X2_1	0.553	0.361	0.601	Valid & Reliable
	X2_2	0.632			
	X2_3	0.428			
	X2_4	0.454			
	X2_5	0.459			
	X2_6	0.797			

Variable	Question Item	Calculated	R-table	Cronbach Alpha	Description
Consumer Reviews (X3)	X2_7	0.433	0.361	0.603	Valid & Reliable
	X3_1	0.489			
	X3_2	0.667			
	X3_3	0.641			
	X3_4	0.597			
	X3_5	0.602			
	X3_6	0.614			
Consumer Trust (X4)	X3_7	0.457	0.361	0.637	Valid & Reliable
	X4_1	0.392			
	X4_2	0.504			
	X4_3	0.588			
	X4_4	0.603			
	X4_5	0.653			
	X4_6	0.577			
Purchase Intention (Y)	X4_7	0.628	0.361	0.613	Valid & Reliable
	Y_1	0.412			
	Y_2	0.634			
	Y_3	0.499			
	Y_4	0.533			
	Y_5	0.500			
	Y_6	0.708			
	Y_7	0.550			

As shown in Table 2, all items in the questionnaire, processed using IBM SPSS Statistics version 25, yielded a calculated r value greater than the table r value, indicating that every item across the research variables, price perception, product quality, consumer reviews, trust, and purchase intention, is valid. In addition, all statements for each variable demonstrated a Cronbach's Alpha coefficient greater than 0.60, meeting the reliability criteria. This suggests that each indicator has a good level of internal consistency and can be trusted to measure the intended variables accurately. Therefore, it can be concluded that the questionnaire items are both valid and reliable, making the research instruments suitable for this study.

Table 3. Normality Test

Test	Item	Unstandardized Residual
N		389
Normal Parameters	Mean	0.000
	Std. Deviation	2.966
Most Extreme Differences	Absolute	0.038
	Positive	0.031
	Negative	-0.038
Test Statistic		0.038
Asymp. Sig. (2-tailed)		0.200

Based on the results of the Kolmogorov-Smirnov normality test in Table 3, the probability value p or Asymp. Sig. (2-tailed) is 0.200. Because the probability value p, which is 0.200, is greater than the significance level, which is 0.05, this means that the assumption of normality is fulfilled.

Table 4. Multicollinearity and Heteroskedasticity Test

Variable	Tolerance	VIF	Glejser Sig. (p-value)	Description
Perceived Price	0.606	1.65	0.182	No multicollinearity, heteroskedasticity
Product Quality	0.581	1.72	0.094	No multicollinearity, heteroskedasticity
Consumer Reviews	0.552	1.81	0.127	No multicollinearity, heteroskedasticity

Variable	Tolerance	VIF	Glejser Sig. (p-value)	Description
Consumer Trust	0.654	1.53	0.211	No multicollinearity, heteroskedasticity

Table 4 presents the results of the multicollinearity and heteroskedasticity tests. The tolerance values for perceived price, product quality, consumer reviews, and consumer trust are all above 0.5, while the VIF values are below 2, indicating no multicollinearity among the independent variables. The Glejser test shows p-values greater than 0.05 for all variables, suggesting that the residuals have constant variance and there is no heteroskedasticity. These results confirm that the data meet the assumptions required for multiple linear regression analysis, allowing the variables to be reliably used to predict purchase intention.

Table 5. Multiple Linear Regression Test

Variable	B	Std. Error	Beta	t-statistics	Sig.
(Constant)	6.048	1.555	–	3.888	0.000
Price Perception	0.237	0.051	0.215	4.662	0.000
Product Quality	0.415	0.043	0.454	9.635	0.000
Customer Reviews	0.073	0.033	0.090	2.235	0.026
Consumer Trust	0.086	0.038	0.092	2.290	0.023

The results of multiple linear regression analysis produced the following equation:

$$Y = 6.048 + 0.237X_1 + 0.415X_2 + 0.073X_3 + 0.086X_4$$

Y = purchase intention, X_1 = price perception, X_2 = product quality, X_3 = consumer reviews, and X_4 = consumer trust.

Table 5 shows the results of the multiple linear regression analysis. The constant value of 6.048 indicates that purchase intention remains at 6.048 when all independent variables are held constant. All regression coefficients are positive, suggesting that each independent variable contributes to increasing purchase intention. Specifically, price perception has a coefficient of 0.237, product quality 0.415, consumer reviews 0.073, and consumer confidence 0.086. This indicates that product quality has the strongest influence on purchase intention, followed by price perception, consumer confidence, and consumer reviews. These findings imply that efforts to improve product quality are the most effective strategy for MSMEs to enhance consumer interest and purchasing decisions. In addition, enhancing price perception, fostering consumer confidence, and encouraging positive consumer reviews can further strengthen purchase intention.

DISCUSSION

The results show that price perception has a positive and significant effect on Tinduh Craft consumers' online purchasing interest. This finding is consistent with prior studies emphasizing the importance of perceived value in shaping purchase intentions, such as Septiani (2017), Aly et al. (2018), and Kasman et al. (2023), who found that reasonable pricing strongly encourages consumers to make purchasing decisions. Consumers assess whether the price matches the product's benefits and quality, prioritizing value-for-money over social or emotional factors. For MSMEs like Tinduh Craft, fair and value-reflective pricing is essential, suggesting that marketing should emphasize pricing advantages while maintaining consistent product quality to build consumer confidence.

Product quality was identified as the most dominant factor influencing purchase intention, with a higher regression coefficient than price perception, consumer reviews, or trust. This outcome aligns with previous research by Satria (2017), Karundeng et al. (2019), Tumuju et al. (2022), and Kasman et al. (2023), which reported that high-quality products increase customer satisfaction and intention to purchase. The emphasis on

product quality reflects consumers' rational assessment of product attributes, functionality, and durability. In this study, respondents particularly valued craftsmanship and the tangible benefits of Tinduh Craft products, which directly influenced their intention to purchase. Therefore, MSMEs must prioritize quality control and product development, as improvements in quality not only enhance consumer perception but also differentiate their products in a competitive digital market. Marketing campaigns that emphasize product quality, including visual demonstrations or testimonials highlighting durability and design, are likely to be more effective than campaigns focusing solely on pricing or social validation.

Contrary to many prior studies, such as Chen et al. (2022), Handoyo (2024), and Meyrli et al. (2025), consumer reviews did not have a significant effect on purchase intention in this context. While online reviews are commonly considered social proof that can influence buying decisions, the Tinduh Craft consumers in this study were mostly women aged 18–35 years who appeared to rely more on rational evaluations of price and product quality. It is possible that the respondents already perceived a baseline level of reliability in the online marketplace, reducing the incremental impact of reviews. This finding suggests that, although reviews remain valuable in e-commerce, their effect may be limited when consumers prioritize tangible product attributes. MSMEs should not disregard reviews entirely, but can focus on ensuring product quality and pricing consistency as more decisive factors for purchase intention.

Consumer trust was found to have an insignificant effect on purchase intention, which contrasts with studies by Oliveira et al. (2017), Chairunnisa et al. (2022), and Dahlan et al. (2024), who emphasized trust as a critical determinant of online purchasing behavior. In this study, trust may already be considered a standard prerequisite for online transactions, meaning it does not differentiate consumer decision-making. Respondents likely assumed a baseline level of security and reliability in the digital shopping process, shifting their focus toward rational considerations such as price and quality. For MSMEs like Tinduh Craft, this indicates that while establishing trust remains important for long-term brand credibility, immediate marketing efforts to enhance purchase intention should focus on tangible product attributes and pricing strategies.

The implication of these findings is that MSMEs, especially Tinduh Craft, need to prioritize marketing strategies that highlight product quality and competitive pricing. Emphasizing consistent quality and appropriate pricing will be more effective in increasing purchase intention than simply relying on reviews or building trust through testimonials. The relevance of this research to the field of SME digital marketing is that it provides empirical evidence that value-based strategies (price–quality) are more decisive than reputation-based strategies (reviews–trust) in the context of local consumers.

CONCLUSION

Based on the results of multiple linear regression analysis, it can be concluded that product quality, price perception, consumer trust, and consumer reviews have a positive and significant influence on purchase intention for MSME products. Among the four variables, product quality has the greatest influence, followed by price perception, consumer trust, and consumer reviews. This indicates that the main strategy for MSMEs to increase consumer purchase intention is to improve and maintain product quality, while strengthening good price perception, building consumer trust, and encouraging positive reviews as additional support. Thus, focusing on product quality while managing other factors in an integrated manner can improve consumer purchasing decisions and MSME sales performance.

The practical implication of these findings is that MSME players need to prioritize marketing strategies that highlight product quality and pricing that is in line with the value offered. Efforts to improve quality and price consistency will strengthen consumer purchasing appeal, while also helping MSMEs cope with competition in the digital market. Theoretically, this study provides empirical evidence that, in the context of local MSMEs, rational factors such as price and quality are more decisive in purchasing interest

than social or psychological factors. However, this study is limited by its focus on a single MSME and a limited set of variables, which may not fully represent the diversity of consumer behavior across other products, regions, or online platforms. Further research can expand the study by including other variables such as digital promotion, brand image, or online shopping experience to provide a more comprehensive picture of MSME consumer behavior in the digital era.

FUNDING STATEMENT: This research did not receive any specific grant from funding agencies in the public, commercial, or not - for - profit sectors.

CONFLICTS OF INTEREST: The author declares no conflict of interest.

DECLARATION OF GENERATIVE AI STATEMENT: During the preparation of this work, the author(s) used ChatGPT, Grammarly, and Turnitin in order to assist with language refinement, grammar checking, and originality verification. After using this tool/service, the author(s) reviewed and edited the content as needed and take full responsibility for the content of the publication.

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