

## **The Influence of Economical Prices on Students' Decisions to Purchase Ready-to-Eat Food Around the Campus Environment**

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### **Abstract**

*This study aims to analyze the effect of economical prices on the purchasing decisions of fast food by students around the campus area. Fast food is one of the food alternatives widely consumed by students because it is considered practical, affordable, and easy to find. For students, price plays a crucial role in purchasing decision-making considering the limited income and daily financial management needs. A quantitative approach with a literature review method is used in this study to examine the effect of economical fast food prices on students' purchasing decisions around the campus area. The research results were obtained from international and national journal articles on the topic of prices and student consumption behavior. Data analysis was conducted using content analysis techniques to identify patterns and trends in the relationship between economical prices and purchasing decisions. The study results show that economic price is the dominant factor influencing students' purchasing decisions. This research indicates that the more affordable the ready-to-eat food being sold, the higher the likelihood of students making a purchase.*

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## **1. INTRODUCTION**

The campus environment is a social space that not only serves as a center for academic activities but also thrives as a vibrant hub for microeconomic activity. Various small businesses, particularly in the fast-food sector, have grown and operated to meet the daily consumption needs of the academic community. Students, as the primary consumer group around campus, exhibit relatively unique consumption behaviors compared to other social groups. In their daily lives, students tend to prioritize practicality, speed of preparation, and affordability when choosing food. Their busy schedules, limited time, and the need to reduce expenses lead them to prefer simple food products that meet their basic needs.

Furthermore, limited income is a significant factor influencing student consumption behavior. The majority of students still rely on financial support from their parents, while others rely on income from relatively limited and uncertain part-time jobs. This situation results in students having lower purchasing power than other consumer groups, making them more sensitive to price changes. This price sensitivity is reflected in students' tendency to compare prices between sellers and choose products with the most economical prices (Hutauruk, 2025). Under these conditions, price plays a crucial role in determining students' purchasing decisions, particularly for simple, regularly consumed food products, such as fast food.

Fast food is a form of food that continues to exist and is in demand by various levels of society, including students. The presence of fast food around campus environments cannot be separated from the product's characteristics: practical, easy to obtain, and can be consumed at any time. Furthermore, fast food is known to have a relatively low price with a wide variety of side dishes, thus being able to adapt to consumer preferences and financial capabilities. From a marketing perspective, economical prices are often perceived as the primary value inherent in people's food products. According to Kotler and Keller (2016), price is the embodiment of one of the elements in the marketing mix that directly generates income for sellers, while also being the easiest and quickest indicator of value evaluated by consumers. For consumers with limited purchasing power, such as students, price is often the initial and primary consideration before deciding to make a product purchase.

Essentially, purchasing decisions are formed through a series of interrelated psychological and behavioral processes, starting from the emergence of a need to the consumer's assessment after the transaction is completed. Schiffman and Wisenblit (2019) explain that purchasing decisions are based on the interaction between internal consumer factors, such as needs, motivations, and perceptions, and external factors, such as price, promotions, product quality, and availability. In the context of students, the external factor of affordable prices has a very significant influence because it is directly related to their financial capabilities. Prices that are considered economical not only reduce the perception of financial risk but also increase consumers' sense of security and psychological satisfaction in making purchases, thereby encouraging repeat purchases.

Based on Kotler as quoted in Sanjaya (2017) there are several indicators of purchasing decisions including product purchases, namely the consumer process in deciding to shop for desired goods or services; brand procurement, namely shopping decisions based on product brand considerations; selection of purchasing channels, namely determining the place or distribution channel chosen by consumers before making a purchase; determining the time of purchase, namely the consumer's decision regarding when the purchase will be carried out in line with the planning that has been decided; and the number of purchases, namely the number of products that consumers decide to buy.

From the perspective of consumer behavior theory, economic prices can be understood as a representation of the concept of *value for money perceived* by consumers. Consumers' perceptions of value emerge when they weigh the benefits received against the sacrifices or costs incurred. For fast food products, the benefits perceived by students include satiety, practicality, ease of access, and suitability to local tastes. Meanwhile, the costs incurred are relatively low and affordable for most students. When these benefits are perceived as commensurate with, or even exceeding, the price paid, consumers are more likely to make positive and sustainable purchasing decisions.

Various studies over the past ten years have demonstrated that price significantly influences purchasing decisions, particularly for food and beverage products. Research by Prasetyo and Widodo (2018) found that price matching with consumer purchasing power had a positive and relevant impact on fast food purchasing decisions among college students. The study found that college students tend to prioritize affordability over other factors in their daily food consumption. Similar findings were also presented by Sari and Handayani (2020), who stated that college students prefer affordable food products despite relatively simple menu variations and product presentations, as long as basic needs such as taste and satiety are met. This suggests that, in the context of routine consumption, the perception of affordable prices can outweigh brand, packaging, and product image.

In addition to individual factors, environmental conditions also contribute to the role of price in influencing student purchasing decisions. Campus environments are

generally filled with food vendors offering relatively homogeneous products, both in terms of variety and quality. This creates a high level of price competition among vendors. This competition encourages fast food vendors to set competitive prices to retain student interest, their primary consumers. Research by Utami and Nugroho (2021) demonstrates that price competition in campus environments causes customers to become more rational and selective in choosing food products, thus enabling affordable prices to serve as a key competitive advantage for small vendors.

However, students' perceptions of affordable prices are not always uniform. Price perceptions can be influenced by previous consumption experiences, income levels, spending patterns, and individual eating habits. However, in general, students as a social group demonstrate a relatively uniform tendency to prioritize affordability for daily consumption. Research by Lestari and Ramadhan (2022) revealed that the majority of students prefer affordable food for daily needs, while higher-priced foods are consumed only under certain circumstances, such as when receiving additional remittances or on special occasions. These findings indicate that affordable prices play a strategic role in shaping students' consumption patterns and spending priorities.

According to Kotler and Armstrong (2016) economic prices can be measured through several main indicators, namely price affordability that reflects the consumer's ability to purchase products according to their financial conditions, price suitability with product quality that shows the comparison between the quality obtained and the price paid, price suitability with product benefits that illustrates whether the set price is comparable to the benefits felt by consumers, competitive pricing strategies that show the ability to compete through the price of a product and become the basis for making purchasing decisions. This study aims to evaluate the impact of economic prices on students' decisions in purchasing fast food in the campus area, through testing aspects of affordability, price relevance to quality and benefits, and price competitiveness as determining factors for their consumption behavior.

## 2. METHOD

The use of a qualitative approach through the method *literature review*, to comprehensively understand how affordable fast-food prices influence students' purchasing decisions around campus, by referring to various previous research findings. According to Snyder (2019), a literature review is a systematic research method used to identify, evaluate, and synthesize previous research findings to build a strong theoretical and conceptual foundation for a research topic.

The data sources for this study were secondary data obtained from national and international journal articles related to pricing and purchasing decisions, specifically in the context of food products, student consumption behavior, and culinary micro-enterprises. Data collection was conducted in several stages. The first stage was a literature search using keywords including: *price*, *economic price*, *purchase decision*, *student consumer behavior*, and *food products*. The second stage is literature selection based on topic relevance, year of publication, and the quality of the scientific sources. Articles irrelevant to the research focus or not meeting the inclusion criteria are excluded from the review. The next stage is grouping the literature based on research variables to facilitate the analysis process.

Content analysis techniques (*content analysis*) were used in this study to identify patterns, concepts, and relationships between economic prices and students' purchasing decisions found in various previous studies. According to Elo and Kyngäs (2018), content analysis allows researchers to systematically organize and interpret textual data to produce meaningful conclusions. In this study, relevant research findings were compared and

synthesized to obtain findings of similarities, differences, and general trends related to the influence of price on purchasing decisions.

To maintain data validity and enhance the credibility of the study's findings, this study employed cross-data analysis by examining findings from various journals and different research contexts. The use of literature from reputable and accredited scientific journals is expected to minimize interpretation bias and strengthen the research's academic validity. Therefore, the literature review method applied in this study is expected to provide a comprehensive theoretical overview of the role of economic prices in influencing students' fast food purchasing decisions around campus.

### **3. RESULTS AND DISCUSSION**

The results showed that the affordable price of ready-to-eat food has a positive and significant impact on students' purchasing decisions around campus. Students tend to prioritize price when choosing daily meals due to budget constraints and routine consumption needs. This finding is supported by previous studies examining the relationship between price and purchasing decisions, particularly for food products targeted at students and low-income consumers.

1. Ela Ristia Dewi (2017)

Ela Ristia Dewi's research focused on determining the role of price in influencing consumer purchasing decisions for Nasi Gendruwo in Sindujoyo, Gresik. This research was descriptive in nature, employing a quantitative approach, while data analysis was conducted using multiple linear regression. The data analysis revealed that price has a positive and significant influence on purchasing decisions for Nasi Gendruwo in Sindujoyo, Gresik.

2. Alfiah and Nur Rismatul Muflikha (2022)

This research focuses on analyzing the extent to which price influences the purchasing decisions of Samyang Noodles, both individually and collectively, among consumers in Prigen District. The subjects of the study were Samyang Noodle consumers in the area, with the sample being determined using a non-probability sampling technique because the population size was not known with certainty. Respondents were selected through purposive sampling based on certain criteria, resulting in 60 respondents. In this study, a quantitative approach was applied with data obtained through a Likert-type questionnaire. Data analysis was performed using multiple linear regression. The results of the analysis provide an understanding that price has a positive effect on purchasing decisions partially, and simultaneously has a significant effect on the purchasing decisions of Samyang Noodle consumers in Prigen District.

3. Nur Zannah Harahap

This study aims to examine the extent to which price influences purchasing decisions for Mie Sedaap brand instant noodles. The data used are primary data collected through questionnaires distributed to respondents, focusing on aspects of price, product quality, and promotion. This study also utilizes secondary data collected from various reference sources, ranging from books, scientific journals, to magazines and online sources. The study involved 85 respondents, with data analysis carried out using the application of multiple linear regression methods with the help of SPSS software. The results of the study provide an understanding that price has a positive and significant influence on purchasing decisions for Mie Sedaap among students at the University of North Sumatra's Female Dormitory.

4. Nur Aulia Agustina, Seno Sumowo, and Bayu Wijayantini (2018)

This study aims to analyze the role of price, product quality, and brand image in influencing purchasing decisions. The subjects were consumers of Aloha brand bread residing in the Gunung Kidul Jember housing complex. Respondents were selected through purposive sampling, resulting in 60 individuals meeting the predetermined criteria. The collected data were then analyzed using multiple linear regression analysis. The analysis revealed that price had a significant partial effect on purchasing decisions.

5. Vina Zhavira and Bambang Hadi Santoso (2025)

This study aims to examine the extent to which price influences consumer purchasing decisions at Nasi Kebuli Tarim Surabaya. The study was conducted using a quantitative and descriptive approach. The study population included all consumers who had ever purchased at the Nasi Kebuli Tarim Surabaya restaurant. The sample size was determined using the Lemeshow formula, with a total of 100 respondents. Data were obtained through questionnaires distributed to customers who had made purchases, then analyzed using simple linear regression to determine the effect of price on purchasing decisions. The analysis results indicate that price has a positive and significant influence on purchasing decisions.

6. Believers (2020)

This research focuses on examining the development of nasi krawu sales, describing consumer characteristics, and exploring the factors that play a role in consumer choices when purchasing Habbah Sufa nasi krawu in Gresik. Data collection was carried out by distributing questionnaires to 100 respondents selected using a purposive sampling method. Data analysis was carried out using a descriptive approach and multiple linear regression was processed through SPSS software. The results of the study provide an understanding that price, overall, has a crucial role in influencing consumer decisions when making purchases.

7. Sinta Asih (2025)

In this research, the researcher aims to examine the role of price in shaping consumer decisions when purchasing corn rice products, by taking a case study of customers of Warung Makan Nasi Jagung Mak Siti Bandar. This research applies a quantitative approach through field research located directly at the food stall. The determination of respondents was carried out using an accidental sampling technique, resulting in 96 consumers as research samples. Data were collected using questionnaires filled out by respondents, then analyzed through classical assumption tests, multiple regression analysis, and hypothesis testing with the help of SPSS software version 27. The results of the analysis provide an understanding that price has an influence on purchasing decisions for corn rice products.

8. Abid Muhtarom, Evi Fitrotun and Ardiansyah Putra Pratama (2023)

This study aims to analyze the role of price in influencing purchasing decisions, with customer satisfaction playing a mediating role. A quantitative descriptive approach was applied to this study, with approximately 1,000 customers of Lamongan's Typical Foods being the research object. From this population, 92 respondents were selected as the research sample. The analysis results indicate that price has a positive influence on purchasing decisions, although this influence is not statistically significant.

9. Danny Kurniawan and Apriatni (2018)

This research by Danny Kurniawan and Apriatni aimed to determine the extent to which price influences consumer purchasing decisions for Sari Roti products in Semarang. The study involved 100 customers who had experience purchasing and consuming the product. Data were analyzed using correlation tests, simple regression, multiple

regression, and classical assumption tests using SPSS. The findings demonstrate that price has a positive effect on purchasing decisions, both partially and simultaneously.

10. Siti Purnama Dewi, Hanisa Sismaya Lestari, Rahmat Taufiq Dwi Jatmika and Zuber (2025)

This study focused on analyzing the extent to which price influences consumer purchasing decisions at Warung Nasi Uwa Cianjur. The chosen approach was a quantitative one, with data collection using a questionnaire. From a total population of 835 consumers, 90 respondents were selected as the research sample. The data analysis revealed that price has a positive and significant influence on consumer purchasing decisions.

**Table 1. Previous Research on the Influence of Price on Purchasing Decisions**

Researchers	Research Location	Research Focus	Key Findings
She (2017)	Gresik	The Influence of Location and Price on Purchasing Decisions for Genderwo Rice in Sindujoyo, Gresik	Price has a positive and significant effect on purchasing decisions
Alfiah & Muflikha (2025)	Prigen District	The Influence of Halal Labels and Prices on Consumer Purchasing Decisions for Samyang Noodle Products in Prigen District	Price has a positive and significant influence on consumer purchasing decisions
Harahap. (2018)	University of North Sumatra Medan	The Influence of Product Quality, Price, and Promotion on Sedaap Brand Instant Noodles on Female Dormitory Students at the University of South Sumatra	The price variable has a positive and significant influence on purchasing decisions
Agustina et al... (2022)	Gunung Kidul Housing	The Influence of Product Quality, Brand Image, and Price on Purchasing Decisions	Price has a significant influence on purchasing decisions.

Zhavira & Santoso (2025)	STIESIA	The Influence of Price, Location, and Service Quality on Purchasing Decisions at Tarim Kebuli Rice	Price has a positive and significant effect on purchasing decisions.
Believers (2020)	Gresik Regency	Analysis of Factors Influencing Consumer Decisions in Purchasing Nasi Krawu Habbah Sufa in Gresik Regency	Price has a significant influence on purchasing decisions.
Asih (2025)	Young	The Influence of Healthy Lifestyle, Price, and Islamic Business Ethics on Purchasing Decisions of Corn Rice Products (Case Study of Consumers at Mak Siti Corn Rice Food Stall, Bandar, Batang)	Price influences purchasing decisions
Muhtaromet al. (2023)	Lamongan City	Analysis of Product Quality, Price, Service Quality, and Location on Purchasing Decisions Mediated by Customer Decisions on Lamongan Typical Food (Case Study on Central Consumers of Lamongan Boran Rice)	Price has a positive but insignificant effect on purchasing decisions.
Kurniawan & Apriatni (2018)	Semarang	Analysis of the influence of price and product quality on purchasing decisions for Sari Roti products in the city of Semarang.	Price has a positive influence on purchasing decisions.

Full moon <i>et al.</i> (2025)	Cianjur	The Influence of Price, Location, and Word of Mouth Promotion on Consumer Purchasing Decisions at Warung Nasi Uwa Cianjur	Price has a positive influence on purchasing decisions.
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Based on the literature that has been found, the conclusion is that, in general, price has a positive and significant effect on consumer purchasing decisions for various types of products, particularly food and beverage products. Most studies demonstrate that price is one of the primary considerations for consumers in making purchasing decisions because price, perceived as enhancing consumer value perception, also drives purchase intentions. For example, a study of customers at the Korean restaurant Bum Kitchen found that price positively and significantly influenced consumer purchasing decisions, along with product quality and location (Fendi & Wibowo, 2022), while a study of snack food MSMEs in Jatibening also demonstrated that price positively influenced consumer purchasing decisions (Kamil *et al.*, 2025). Similar results were reported in research in the coffee shop industry, where price had a significant influence on coffee consumer purchasing decisions (Fatih *et al.*, 2023). However, some studies have demonstrated that price is insignificant in influencing purchasing decisions when other variables, such as product quality, are more dominant (Chusnah & Fitriansyah, 2023), suggesting that price can be influenced by other productivity factors. Overall, these findings confirm that competitive pricing is a strategic factor that can drive purchasing decisions.

Theoretically, these findings can reinforce the view of consumer behavior theory, which asserts that price is a crucial factor in the purchase evaluation process, where consumers tend to choose products with prices that offer the best perceived value compared to other alternatives (Kotler & Keller, 2022). Prices perceived as commensurate with the product's benefits and quality can increase initial consumer satisfaction and positively influence purchasing decisions. Practically, businesses, especially in the food and beverage sector, need to consider pricing strategies that align with consumers' perceived value, as prices that are too high or disproportionate to quality can reduce purchase intentions. A competitive pricing strategy, in addition to attracting new consumers, can also help increase long-term customer loyalty. From a marketing policy perspective, these findings can be used as a basis for recommendations for small and medium enterprises (MSMEs) to consider price as a core variable in the marketing mix tailored to the target market and consumer purchasing power.

#### 4. CONCLUSION

Based on the results of the literature review, it can be concluded that affordable prices play a significant role in influencing students' purchasing decisions regarding fast food around campus. Students, as a consumer group with limited purchasing power, tend to prioritize price when choosing daily meals. Affordable fast-food prices are perceived as providing value that meets students' needs, both in terms of benefits, practicality, and cost efficiency.

Thus, we conclude that affordable pricing not only serves as a purchasing incentive but also serves as a business sustainability strategy for fast food vendors around campus. This research is expected to contribute theoretically to the study of consumer behavior and

serve as a practical reference for small businesses in formulating appropriate pricing strategies tailored to the characteristics of the student market.

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