

Research Article

The Effect of Price, Promotion, Product Variation, Packaging Design, and Location on Purchase Intention Toward Rendang Uniadek in Padang City

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Abstract. This study aims to analyze the effect of Price, Promotion, Product Variation, Packaging Design, and Location on consumers' Purchase Intention toward Rendang Uniadek products in Padang City, both partially and simultaneously. The study is motivated by fluctuating sales of Rendang Uniadek amid intense competition in the rendang business in Padang City. A quantitative, associative approach was used. The sample consisted of 120 consumers determined through non-probability purposive sampling. Data were collected through questionnaires, observation, interviews, and documentation, then analyzed using descriptive analysis and multiple linear regression with the aid of SPSS version 24.0 and Eviews. The results show that Price, Promotion, Product Variation, Packaging Design, and Location each have a positive and significant effect on Purchase Intention, with significance values of 0.000, 0.006, 0.045, 0.004, and 0.014 respectively (< 0.05). Simultaneously, the five variables also have a significant effect on Purchase Intention, evidenced by an F-value of 22.323 (significance $0.000 < 0.05$) and a coefficient of determination (R^2) of 0.495, meaning the five variables explain 49.5% of the variation in Purchase Intention. Price is the variable with the largest relative contribution (Standardized Beta 0.366). The study recommends that business owners align price with product quality, intensify promotional activities, expand product variation, improve packaging design, and maintain convenient location access in order to increase consumer purchase intention.

Keywords: Location; Packaging Design; Product Variation; Promotion; Purchase Intention.

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1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are one of the main pillars of Indonesia's national economy, with a continuously growing number of business units and a substantial contribution to employment absorption (Isnaeni et al., 2025). The culinary sector is one of the fastest-growing MSME subsectors, driven by increasing consumption needs and a shift toward more practical lifestyles (Hidayat, 2020). Padang City, known for its signature dish rendang, recorded more than 19,000 food and beverage business units in 2024, a condition that has intensified competition among local specialty products such as rendang (Pangestu et al., 2025).

This intense competition requires rendang business operators to understand consumer behavior in depth, since consumers weigh various marketing factors before deciding to purchase (Kapriani & Jusman, 2024; Riyanto et al., 2023). Rendang Uniadek, a sharia-based MSME fostered by Bank Indonesia in Padang City, recorded sales of 61,800 units per year in 2025 — lower than its two main competitors, Rendang Uni Lili (90,000 units) and Rendang Asele (87,600 units). Monthly sales data for Rendang Uniadek throughout 2025 also fluctuated, ranging from 300 to 550 units per month, indicating that consumer purchase intention has not yet stabilized (Mufreni, 2016).

Despite advantages such as a wider product variety, more modern and hygienic vacuum packaging, sharia-based business principles, and a strategic location in the city center near tourist areas, Rendang Uniadek's prices are relatively higher than competitors offering the

same type of product. This condition raises the question of the extent to which price, promotion, product variation, packaging design, and location jointly affect consumer purchase intention (Ramadhani & Solihin, 2024; Fajriyah et al., 2025).

Previous studies have generally examined these variables separately or on products with different market characteristics, leaving a research gap in the simultaneous examination of these five factors for rendang products (Pangestu et al., 2025). This study addresses that gap by analyzing the effect of Price (X1), Promotion (X2), Product Variation (X3), Packaging Design (X4), and Location (X5) on the Purchase Intention (Y) of Rendang Uniadek consumers in Padang City, both partially and simultaneously, while also identifying the most dominant contributing variable.

2. Literature Review

Purchase Intention

Purchase intention is a consumer's tendency or desire to buy a product after going through a certain evaluation process, reflecting the degree of consumer interest in the product offered. Purchase intention is a form of consumer response to marketing stimuli that subsequently drives the intention to buy; the higher the consumer's interest in a product, the greater the likelihood of a purchase occurring (Abadi et al., 2024).

The indicators of purchase intention in this study refer to Abadi et al. (2024), namely: (1) interest in the product, reflecting consumers' attention and curiosity toward the product offered; (2) desire to buy, an internal drive that arises once consumers judge the product suits their needs; (3) intention to try, reflecting consumers' tendency to try a product before making repeat purchases; and (4) intention to repurchase, reflecting consumers' desire to buy the same product again in the future as a result of the satisfaction they experienced.

H6: Price, Promotion, Product Variation, Packaging Design, and Location simultaneously have a significant effect on consumers' Purchase Intention toward Rendang Uniadek products.

Price

Price is the amount of value a consumer must give up to obtain a product, and it also reflects consumers' perception of the fit between the value paid and the benefits received. Consumers evaluate price not only in nominal terms but also in terms of perceived value relative to the quality and benefits of the product obtained (R. A. Setiawan et al., 2023).

The indicators of price refer to R. A. Setiawan et al. (2023), consisting of: (1) price affordability, the extent to which consumers can purchase the product within their purchasing power; (2) price-quality fit, consumers' judgment of the balance between the price paid and the quality received; (3) price competitiveness, the ability of a product's price to compete with similar products in the market; and (4) price-benefit fit, the extent to which the benefits received are commensurate with the price paid. The more favorably consumers perceive these four aspects, the greater their tendency to develop purchase intention.

H1: Price has a significant effect on consumers' Purchase Intention toward Rendang Uniadek products.

Promotion

Promotion is a marketing communication activity aimed at introducing a product and influencing consumers' purchase decisions. It is viewed as a form of communication designed to introduce the product and encourage consumers' interest in purchasing, whether through advertising, social media, or direct promotion (Wiyata & Kusnara, 2022).

The indicators of promotion in this study are: (1) advertising, promotion through mass or digital media to introduce the product broadly; (2) sales promotion, providing incentives such as discounts or bonuses to encourage immediate purchase; (3) publicity, activities to build a positive product image through events, partnerships, or media coverage; and (4) personal selling, direct interaction between seller and consumer to convey more detailed product information (Wiyata & Kusnara, 2022).

H2: Promotion has a significant effect on consumers' Purchase Intention toward Rendang Uniadek products.

Product Variation

Product variation is the diversity of product types offered to meet consumers' differing needs and preferences; the more diverse the product variation offered, the greater the opportunity to attract consumer purchase intention (Kapriani & Jusman, 2024).

The indicators of product variation used are: (1) diversity of product types, reflecting the number of choices available to consumers; (2) variation in product size, giving consumers

flexibility to choose according to their needs and purchasing power; (3) variation in flavor or model, which is a key attraction compared with monotonous products; and (4) product availability, reflecting how easily consumers can obtain the product they want.

H3: Product Variation has a significant effect on consumers' Purchase Intention toward Rendang Uniadek products.

Packaging Design

Packaging design is the physical appearance of a product that functions both as protection and as a marketing communication medium, capable of attracting attention and enhancing consumers' perception of product quality (Mufreni, 2016; Kapriani & Jusman, 2024).

The indicators of packaging design in this study are: (1) packaging color, which affects consumer emotion and perception and reflects brand identity; (2) packaging shape, related to product uniqueness and ease of use; (3) graphic design, covering the logo, images, and text on the packaging that convey the product message; and (4) packaging material, related to product quality, safety, and durability.

H4: Packaging Design has a significant effect on consumers' Purchase Intention toward Rendang Uniadek products.

Location

Location is the place where a business operates and is an important factor in attracting consumers because it relates to ease of access; a strategic location can increase the likelihood of a purchase occurring (Hidayat, 2020; Wibowo et al., 2024).

The indicators of location in this study are: (1) ease of access, the extent to which the business location can be reached by consumers; (2) proximity to consumers, related to the distance between the business and its target consumers; (3) availability of supporting facilities, such as parking and road conditions; (4) location visibility, how easily the location can be seen and recognized; and (5) surrounding environment, covering the safety and comfort of the area around the business location.

H5: Location has a significant effect on consumers' Purchase Intention toward Rendang Uniadek products.

3. Proposed Method

This study uses a quantitative associative approach grounded in positivist philosophy to test hypotheses through the measurement of variables and statistical data analysis (Sugiyono, 2016). The study was conducted at the Rendang Uniadek business on Jalan Bandar Purus No. 92, Padang Pasir, West Padang District, Padang City, during the period May–June 2026.

The sample consisted of 120 consumers, determined using the formula of 20 multiplied by the number of research variables (20×6) following Sugiyono (2023), through a non-probability purposive sampling technique with the criteria: has purchased Rendang Uniadek products, is at least 17 years old, and is willing to complete the questionnaire in full. Primary data were collected through a 1–5 Likert-scale questionnaire, while secondary data were obtained from business documents and sales records. Data collection techniques included observation, interviews, questionnaires, and documentation.

The research instrument was tested for validity and reliability before use. Data analysis techniques included descriptive analysis using the Respondent Achievement Level (TCR), and inductive analysis comprising model feasibility tests (Maximum Likelihood test and Ramsey RESET test), classical assumption tests (normality, multicollinearity, heteroskedasticity, and autocorrelation), multiple linear regression, the coefficient of determination (R^2) test, and hypothesis testing through the t-test (partial) and F-test (simultaneous), with the aid of SPSS version 24.0 and EvIEWS (Ghozali, 2018).

The multiple linear regression model used is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

where Y is Purchase Intention, X_1 is Price, X_2 is Promotion, X_3 is Product Variation, X_4 is Packaging Design, and X_5 is Location.

4. Results and Discussion

Results

Descriptive Analysis

Descriptive analysis was conducted to obtain an overview of the 120 respondents' answers for each research variable using the Respondent Achievement Level (TCR). A summary of the descriptive analysis results for the six research variables is presented in Table 1.

Table 1. Summary of Descriptive Analysis of Research Variables.

Variable	Mean Score	TCR (%)	Category
Purchase Intention (Y)	3.06	61.2	Good
Price (X1)	3.06	61.1	Good
Promotion (X2)	2.95	58.98	Fairly Good
Product Variation (X3)	3.05	61.1	Good
Packaging Design (X4)	3.04	60.7	Fairly Good
Location (X5)	3.06	61.3	Good

Source: Processed primary data, 2026.

Based on Table 1, all research variables fall into the Good to Fairly Good category, with mean scores ranging from 2.95–3.06 and TCR ranging from 58.98%–61.3%. Promotion and Packaging Design fall into the Fairly Good category, while the remaining variables fall into the Good category. The achievement level at the indicator level for each variable is presented in Tables 2 through 7 below.

Table 2. Frequency Distribution of Purchase Intention Data.

Indicator	Mean Score	TCR (%)	Category
Interest in the Product	3.11	62.1	Good
Desire to Buy	2.96	59.2	Fairly Good
Intention to Try	3.05	61.0	Good
Intention to Repurchase	3.12	62.4	Good
Variable Mean	3.06	61.2	Good

Source: Processed primary data, 2026.

Table 2 shows that the highest-achieving indicator for the Purchase Intention variable is Intention to Repurchase (TCR 62.4%), while the lowest is Desire to Buy (TCR 59.2%). Overall, consumers' Purchase Intention toward Rendang Uniadek falls into the Good category.

Table 3. Frequency Distribution of Price Data.

Indicator	Mean Score	TCR (%)	Category
Price Affordability	3.02	60.4	Good
Price-Quality Fit	3.08	61.5	Good
Price Competitiveness	3.04	60.7	Fairly Good
Price-Benefit Fit	3.09	61.7	Good
Variable Mean	3.06	61.1	Good

Source: Processed primary data, 2026.

Table 3 shows that the highest-achieving indicator for the Price variable is Price-Benefit Fit (TCR 61.7%), while the lowest is Price Affordability (TCR 60.4%). Overall, consumer perception of Price falls into the Good category.

Table 4. Frequency Distribution of Promotion Data.

Indicator	Mean Score	TCR (%)	Category
Advertising	3.01	60.3	Fairly Good
Sales Promotion	2.90	58.0	Fairly Good
Publicity	2.93	58.6	Fairly Good
Personal Selling	2.95	59.0	Fairly Good
Variable Mean	2.95	58.98	Fairly Good

Source: Processed primary data, 2026.

Table 4 shows that the highest-achieving indicator for the Promotion variable is Advertising (TCR 60.3%), while the lowest is Sales Promotion (TCR 58.0%). Overall, Rendang Uniadek's promotional activities fall into the Fairly Good category, indicating room for improvement in sales promotion and publicity.

Table 5. Frequency Distribution of Product Variation Data.

Indicator	Mean Score	TCR (%)	Category
Diversity of Product Types	3.10	61.9	Good
Variation in Product Size	3.03	60.5	Fairly Good
Variation in Flavor/Model	3.02	60.3	Fairly Good
Product Availability	3.05	61.7	Good
Variable Mean	3.05	61.1	Good

Source: Processed primary data, 2026.

Table 5 shows that the highest-achieving indicator for the Product Variation variable is Diversity of Product Types (TCR 61.9%), while the lowest is Variation in Flavor or Model (TCR 60.3%). Overall, Rendang Uniadek's Product Variation falls into the Good category.

Table 6. Frequency Distribution of Packaging Design Data.

Indicator	Mean Score	TCR (%)	Category
Packaging Color	3.00	60.0	Fairly Good
Packaging Shape	3.05	61.0	Good
Graphic Design	2.98	59.6	Fairly Good
Packaging Material	3.12	62.3	Good
Variable Mean	3.04	60.7	Fairly Good

Source: Processed primary data, 2026.

Table 6 shows that the highest-achieving indicator for the Packaging Design variable is Packaging Material (TCR 62.3%), while the lowest is Graphic Design (TCR 59.6%). Overall, Rendang Uniadek's Packaging Design falls into the Fairly Good category, so the graphic design aspect of the packaging warrants attention for improvement.

Table 7. Frequency Distribution of Location Data.

Indicator	Mean Score	TCR (%)	Category
Ease of Access	3.14	62.7	Good
Proximity to Consumers	3.12	62.4	Good
Availability of Supporting Facilities	3.00	60.1	Fairly Good
Location Visibility	3.07	61.4	Good
Surrounding Environment	2.98	60.0	Fairly Good
Variable Mean	3.06	61.3	Good

Source: Processed primary data, 2026.

Table 7 shows that the highest-achieving indicator for the Location variable is Ease of Access (TCR 62.7%), while the lowest is Surrounding Environment (TCR 60.0%). Overall, the location of the Rendang Uniadek business falls into the Good category.

Model Feasibility and Classical Assumption Tests

The model feasibility test was carried out using the Maximum Likelihood Ratio test and the Ramsey RESET test to ensure that all independent variables are worth retaining in the model and that the linear regression model specification is correct.

Table 8. Maximum Likelihood Ratio Test Results.

Omitted Variable	χ^2 Statistic	χ^2 Table (df=1, $\alpha=0.05$)	Probability	Conclusion
X1 (Price)	21.029	3.841	0.0000	Significant
X2 (Promotion)	8.077	3.841	0.0045	Significant
X3 (Product Variation)	4.257	3.841	0.0391	Significant
X4 (Packaging Design)	8.959	3.841	0.0028	Significant
X5 (Location)	6.371	3.841	0.0116	Significant

Source: Processed primary data, 2026.

Based on Table 8, omitting each independent variable produces a χ^2 statistic greater than the χ^2 table value (3.841) at df = 1 and a significance level of $\alpha = 0.05$, so all variables (X1 through X5) must be retained in the model because each makes a significant contribution.

Table 9. Ramsey RESET Test Results.

Statistic	Value	df	Probability
t-statistic	0.5006	113	0.6176
F-statistic	0.2506	(1, 113)	0.6176
Likelihood ratio	0.2658	1	0.6062

Source: Processed primary data, 2026.

Based on Table 9, the calculated F-value of 0.2506 is smaller than the F-table value of 3.91 ($\alpha = 0.05$), so the linear functional specification of the model is confirmed to be correct and free from model misspecification.

After the model was confirmed to be feasible, the classical assumption tests were carried out, comprising normality, multicollinearity, heteroskedasticity, and autocorrelation tests.

Table 10. Normality Test Results (Jarque-Bera).

N	Skewness	Kurtosis	JB Statistic	χ^2 Table (df=2, $\alpha=0.05$)	Conclusion
120	-0.160	-0.350	1.125	5.991	Normally Distributed

Source: Processed primary data (SPSS), 2026.

The Jarque-Bera (JB) statistic of 1.125 is smaller than the χ^2 table value of 5.991 (df = 2, $\alpha = 0.05$), so the residuals of the regression model can be concluded to be normally distributed.

Table 11. Multicollinearity Test Results.

Variable	Tolerance	VIF	Conclusion
Price (X1)	0.723	1.382	No multicollinearity
Promotion (X2)	0.914	1.094	No multicollinearity
Product Variation (X3)	0.891	1.122	No multicollinearity
Packaging Design (X4)	0.861	1.161	No multicollinearity
Location (X5)	0.801	1.248	No multicollinearity

Source: Processed primary data (SPSS), 2026.

All variables have a Tolerance value above 0.10 and a VIF value below 10.00, so it can be concluded that the regression model does not exhibit multicollinearity among the independent variables.

Table 12. Heteroskedasticity Test Results (Glejser Method).

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	8.093	4.024	-	2.011	0.047
Price	0.007	0.086	0.009	0.083	0.934
Promotion	0.048	0.082	0.057	0.589	0.557
Product Variation	-0.034	0.075	-0.044	-0.446	0.657
Packaging Design	-0.036	0.060	-0.060	-0.593	0.554
Location	-0.024	0.067	-0.038	-0.362	0.718

Dependent Variable: ABS_RES.

Source: Processed primary data (SPSS), 2026.

The significance value of all independent variables (Price, Promotion, Product Variation, Packaging Design, and Location) is above 0.05, so the regression model is free from heteroskedasticity.

Table 13. Autocorrelation Test Results (Durbin-Watson).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.703	0.495	0.473	8.399	1.857

Source: Processed primary data (SPSS), 2026.

The Durbin-Watson value of 1.857 falls within the normal range of 1.5–2.5, so it can be concluded that the regression model does not exhibit either positive or negative autocorrelation.

Multiple Linear Regression Results and Hypothesis Testing**Table 14.** Multiple Linear Regression Results and Partial Hypothesis Test (t-Test).

Variable	Coefficient (B)	Std. Beta	t-value	Sig.	Conclusion
Constant	-32.523	-	-4.725	0.000	-
Price (X1)	0.688	0.366	4.673	0.000	Significant
Promotion (X2)	0.395	0.196	2.817	0.006	Significant
Product Variation (X3)	0.262	0.143	2.029	0.045	Significant
Packaging Design (X4)	0.304	0.213	2.973	0.004	Significant
Location (X5)	0.286	0.185	2.493	0.014	Significant

t table ($df = 130$, $\alpha = 0.05$) = 1.978.

Source: Processed primary data (SPSS), 2026.

The resulting regression equation is $Y = -32.523 + 0.688X_1 + 0.395X_2 + 0.262X_3 + 0.304X_4 + 0.286X_5$. All regression coefficients are positive, indicating that an increase in each independent variable will increase Purchase Intention, assuming other variables remain constant. The t-values of all independent variables (4.673; 2.817; 2.029; 2.973; and 2.493) exceed the t-table value (1.978), with significance values all below 0.05, so H1 through H5 are accepted: Price, Promotion, Product Variation, Packaging Design, and Location each have a positive and significant partial effect on Purchase Intention.

Table 15. F-Test Results (Simultaneous) — ANOVA.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7873.329	5	1574.666	22.323	0.000
Residual	8041.663	114	70.541	-	-
Total	15914.992	119	-	-	-

Source: Processed primary data (SPSS), 2026.

The F-test results show an F-value of 22.323, greater than the F-table value of 2.29, with a significance of $0.000 < 0.05$, so H6 is accepted: Price, Promotion, Product Variation, Packaging Design, and Location simultaneously have a significant effect on Purchase Intention.

Table 16. Coefficient of Determination (R^2) Results.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.703	0.495	0.473	8.399

Source: Processed primary data (SPSS), 2026.

The coefficient of determination (R^2) of 0.495 indicates that the five variables explain 49.5% of the variation in Purchase Intention, while the remaining 50.5% is explained by other factors outside the research model, such as product quality, service quality, brand image, or consumer trust.

Discussion**The Effect of Price on Purchase Intention**

The test results show that Price (X1) has a positive and significant effect on Purchase Intention, with a regression coefficient of 0.688, a t-value (4.673) > t-table (1.978), and a significance of $0.000 < 0.05$, so H1 is accepted. The Standardized Beta value of 0.366 makes Price the variable with the largest relative contribution compared to the other variables.

This finding indicates that the better consumers' perception of the fit between price and product quality and benefits, the higher their purchase intention toward Rendang Uniadek. Consumers consider not only the nominal price but also whether the price paid is commensurate with the quality, competitiveness, and benefits received. This result is consistent with the findings of Wardi & Dethan (2024) and Parinussa et al. (2024), who also found a positive effect of price on purchase intention.

The Effect of Promotion on Purchase Intention

The test results show that Promotion (X2) has a positive and significant effect on Purchase Intention, with a regression coefficient of 0.395, a t-value (2.817) > t-table (1.978), and a significance of $0.006 < 0.05$, so H2 is accepted. The Standardized Beta value of 0.196 indicates Promotion's contribution to Purchase Intention.

Effective promotional activities help consumers obtain information about the product's advantages and offers, thereby encouraging purchase interest. However, the descriptive analysis results in Table 4 show that Promotion remains in the Fairly Good category, particularly on the Sales Promotion and Publicity indicators, indicating that the intensity and variety of promotional activities still need improvement. This result is consistent with Hutabarat et al. (2024) and Kotajawa & Santosa (2024).

The Effect of Product Variation on Purchase Intention

The test results show that Product Variation (X3) has a positive and significant effect on Purchase Intention, with a regression coefficient of 0.262, a t-value (2.029) > t-table (1.978), and a significance of $0.045 < 0.05$, so H3 is accepted. The Standardized Beta value of 0.143 makes Product Variation the variable with the smallest relative contribution among the variables, although it remains significant.

Product diversity expands consumers' choices according to their individual preferences, so consumers with more options tend to find products that suit their tastes and needs more easily. This result is consistent with Nabillah & Taruna (2023) and Firdayanti et al. (2023).

The Effect of Packaging Design on Purchase Intention

The test results show that Packaging Design (X4) has a positive and significant effect on Purchase Intention, with a regression coefficient of 0.304, a t-value (2.973) > t-table (1.978), and a significance of $0.004 < 0.05$, so H4 is accepted. The Standardized Beta value of 0.213 places Packaging Design as the second-largest contributor after Price.

Attractive and informative packaging enhances the initial impression and perceived product quality. Nevertheless, the Graphic Design indicator in Table 6 obtained the lowest TCR (59.6%), indicating that Rendang Uniadek's packaging graphics — such as the logo, illustrations, and product information — still have room for improvement to better attract consumer attention. This result is consistent with Muflihah et al. (2023) and Prayoga & Puspitojati (2024).

The Effect of Location on Purchase Intention

The test results show that Location (X5) has a positive and significant effect on Purchase Intention, with a regression coefficient of 0.286, a t-value (2.493) > t-table (1.978), and a significance of $0.014 < 0.05$, so H5 is accepted. The Standardized Beta value of 0.185 indicates Location's contribution to Purchase Intention.

Convenient access and a strategic business location support increased consumer interest in making a purchase. Based on Table 7, the Ease of Access indicator achieved the highest score (TCR 62.7%), while Surrounding Environment achieved the lowest (TCR 60.0%), indicating that the comfort and safety of the area around the business location can still be improved. This result is consistent with Kinasih et al. (2023) and Wibowo et al. (2024).

The Simultaneous Effect of Price, Promotion, Product Variation, Packaging Design, and Location on Purchase Intention

The F-test results (Table 15) show that Price, Promotion, Product Variation, Packaging Design, and Location simultaneously have a significant effect on Purchase Intention (F-value 22.323 > F-table 2.29; Sig. 0.000 < 0.05), so H6 is accepted. Together, the five variables have a complementary effect: Price reflects the value consumers give up, Promotion conveys information and attracts attention, Product Variation expands choice, Packaging Design enhances visual appeal, and Location provides convenient access.

Based on the Standardized Beta values, the order of relative contribution from largest to smallest is Price (0.366), Packaging Design (0.213), Promotion (0.196), Location (0.185), and Product Variation (0.143). The coefficient of determination (R^2) of 0.495 (Table 16) indicates that the five variables explain 49.5% of the variation in Purchase Intention, while the remaining 50.5% is explained by other factors outside the research model, such as product quality, service quality, brand image, or consumer trust.

5. Conclusions

Based on the research results and discussion, it is concluded that Price, Promotion, Product Variation, Packaging Design, and Location each have a positive and significant partial effect on the Purchase Intention of Rendang Uniadek consumers in Padang City, with Price being the variable with the largest relative contribution (Standardized Beta 0.366). Simultaneously, the five variables also have a significant effect on Purchase Intention ($F\text{-value } 22.323 > F\text{-table } 2.29$; $\text{Sig. } 0.000 < 0.05$) and explain 49.5% of the variation in Purchase Intention ($R^2 = 0.495$).

Based on these findings, it is recommended that Rendang Uniadek maintain prices that align with product quality, increase the intensity and variety of promotional activities, expand product variation, improve packaging graphic design, and maintain convenient access to the business location. Future research is recommended to add other variables such as product quality, service quality, brand image, consumer satisfaction, consumer trust, or electronic word of mouth, as well as to expand the number of respondents and the geographic scope of the study.

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