

Research / Review

The Effect of Product Quality and Product Price on Purchasing Decisions At Street Bar Coffee Jember

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Abstract: This study aims to evaluate the influence of product quality and price on consumer purchasing decisions at Street Bar Coffee, a local coffee shop in Jember. The purchasing decision is understood as the culmination of a rational consideration process involving consumers' perceptions of product quality and price fairness. Products perceived to possess high quality and reasonable pricing are more likely to create customer satisfaction, which ultimately influences their decision to purchase. A quantitative research method was employed to obtain objective, valid, and measurable data. Data collection was carried out through the distribution of structured questionnaires to respondents who had previously purchased products from Street Bar Coffee. The data were then analyzed using statistical tools to determine the relationship and influence between the independent variables—product quality and price—and the dependent variable, which is the purchasing decision. The findings show that both product quality and price have a significant and positive impact on consumer purchasing decisions. Consumers tend to make purchase decisions when they perceive that the value offered by the product is proportional to the cost they are required to pay. Among the target market—primarily teenagers and young adults—perceived value is a key factor influencing loyalty and repeat purchases. The novelty of this study lies in its focus on a local MSME, which has received relatively little academic attention compared to larger coffee shop chains. Furthermore, the research emphasizes the strategic importance of aligning product quality with appropriate pricing to build and maintain customer trust. These findings can serve as a practical reference for micro, small, and medium enterprises (MSMEs) in developing marketing strategies that are responsive to local consumer needs, thus supporting long-term business sustainability and competitiveness in regional markets.

Keywords: MSME, Product Price, Product Quality, Purchasing Decisions, Street Bar Coffee

1. Introduction

Coffee shops are a lucrative business with promising profit potential if managed properly. While seemingly simple, this sector can generate significant income for those who operate it. Indonesia itself has a sizable coffee consumer base. As a tropical country, Indonesia is ideal for coffee cultivation, and many regions are known as centers for the production of various quality coffee varieties. Public interest in coffee is also broad, spanning all ages and genders. This high demand makes the coffee shop business a highly promising business for continued development. Today, enjoying coffee in a coffee shop has become a part of people's lifestyle. Coffee shops are not only used for enjoying a drink, but also serve as places to socialize, discuss business with colleagues, or study. Coffee has become a popular global beverage, including in Indonesia, and has even become part of the daily routine for some. Due to this high popularity, the cafe business is growing rapidly in various regions, not only limited to big cities but also in smaller areas. Coffee shops have now transformed into multifunctional spaces, places for social interaction, work, and self-reflection. Their role in urban life makes them centers of social dynamics.

As a coffee producer, Indonesia ranks third in the world after Brazil and Vietnam. Domestic coffee consumption continues to increase annually. According to data from the

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Ministry of Agriculture, national coffee consumption is estimated to reach 368,000 tons by 2024. However, per capita consumption in Indonesia in 2023 will still be around 1 kg, lower than Vietnam (1.5 kg) and Brazil (6.5 kg). In Jember itself, coffee shops are mushrooming, offering a variety of coffee blends as both main courses and side dishes. To support local economic growth through the coffee and cocoa sector, a webinar titled "Community Economic Recovery through Coffee and Cocoa Downstreaming" was held. During the event, the Head of the Center for Cocoa Research and Development, Dr. Agung Wahyu Susilo, stated that coffee consumption has increased by around 8–10% annually. This situation opens up significant opportunities for the people of Jember, known as one of the leading coffee-producing regions. Based on 2020 data, Jember's coffee plantations cover 4,658 hectares, producing 2,369 tons and a productivity of 11,859 kg per hectare. Hanging out at coffee shops has become a lifestyle for urbanites, especially young people. This activity occurs almost daily, both on weekends and weekdays. Several factors influence coffee shop visits, including strategic location, comfortable seating, affordable prices, menu variety, and quality of service.

Street Bar Coffee Jember demonstrates a unique innovation in the coffee business. This business offers a unique concept: serving coffee using a bicycle cart equipped with a professional barista and manual brewing equipment such as the V60, French Press, and Rok Presso. The distinctive aroma of freshly ground coffee beans is a key attraction. Street Bar Coffee also adopts a direct communication strategy, or personal selling, that allows interaction between customers and baristas, creating closer relationships and fostering trust. According to Nashih in Putra (2024), personal selling is a face-to-face interaction aimed at creating mutually beneficial relationships. This strategy has proven effective and is supported by digital promotions through Instagram. Social media plays a crucial role in reaching millennials and expanding market reach. Furthermore, discount promotions allow consumers to tailor purchases to their personal budgets.

In this context, companies must pay attention to product quality and appropriate pricing. According to Kotler and Armstrong (2019), price is the exchange value customers offer for the benefits of a product. Price is also a crucial element in the marketing mix because it directly impacts revenue. Appropriate pricing will strengthen consumers' perceptions of value and drive purchasing decisions. Therefore, in this study, researchers chose to highlight product quality and price factors because both play a central role in consumer behavior and marketing strategy.

2. Literature Review

Quality

Product quality is crucial for determining a business's success, as it serves as the primary foundation for attracting and maintaining consumer purchasing interest. Products deemed high-quality will create a positive perception in consumers' minds and contribute significantly to customer loyalty. Generally, product quality can be understood from two perspectives: tangible (objective) and based on consumer perception (subjective). Objective product quality refers to the technical and physical aspects of a product that can be directly seen, measured, and assessed. This includes the raw materials used, the production process, product durability, and hygiene or safety standards. In food and beverage products, for example, objective quality can be seen from the freshness of the ingredients, processing techniques, or hygienic presentation methods. Consistency in maintaining these aspects is crucial to ensure the product continues to meet certain standards set by the manufacturer. Objective quality is fixed and can be tested in real life, making it the primary benchmark for ensuring product quality. On the other hand, quality can also be viewed from the consumer's perspective, namely how they assess and experience the product. This is referred to as subjective or perceptual quality. Even if a product meets objective quality standards, if it does not meet consumer expectations or tastes, it may be deemed unsatisfactory. For example, two people tasting coffee made with the same ingredients and technique may have different assessments, depending on taste preferences, expectations, and previous experiences. This subjective quality is strongly influenced by individual perceptions and is often a more decisive factor in purchasing decisions. Therefore, it is important for businesses to focus not only on technical quality but also on how consumers perceive and evaluate their products. By understanding these two

dimensions, businesses can create products that are not only technically superior but also able to meet consumer tastes and expectations. The balance between objective and perceptual quality will help build trust, create satisfaction, and encourage repeat purchases in the long term. In this study, product quality is the independent variable assumed to influence consumer purchasing decisions at Street Bar Coffee Jember.

Price

Price is a crucial element in the marketing mix, a key element in marketing strategy that plays a significant role in influencing consumer decisions. Generally speaking, price can be understood as the amount of money consumers must pay to obtain a product or service. However, price is more than just a nominal amount; it also reflects the perceived value consumers receive from the product. From one perspective, price can be seen as a determinant of value or exchange value, representing the extent to which consumers perceive a product as worth purchasing. Consumers view price not only as a cost but also as a measure of product quality and image. High-priced products can be associated with better quality, exclusivity, or prestige. Conversely, excessively low prices can sometimes raise doubts about the product's quality. Therefore, pricing must be done carefully to remain within reasonable limits and acceptable to the target market. In practice, consumers will weigh price against benefits. If the price is perceived as commensurate with the benefits, or even lower than the perceived value, consumers will be satisfied and likely to purchase. However, if the price is perceived as too high compared to the benefits, they will reconsider or seek alternative products. This means that price is closely related to perceptions of fairness in exchange. Therefore, prices cannot be set arbitrarily. There must be a balance between consumers' ability to pay, production costs, and the product's value in the market. With a wise pricing strategy, businesses will not only earn profits but also build long-term relationships with customers through satisfaction and loyalty.

Buying decision

A purchasing decision is the process consumers go through to determine whether to buy a product. According to Kotler and Armstrong (2018), purchasing decisions involve five main stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. This entire process is influenced by various factors, including perceptions of product quality and price. Each consumer has different preferences and criteria when choosing a product. In the coffee industry, for example, some consumers prioritize taste and aroma, while others may prioritize price and convenience. Therefore, business managers need to understand the factors that influence decision-making in order to develop targeted marketing strategies. If consumers perceive a product as having high value—meaning good quality at a reasonable price—then they are more likely to purchase. Purchasing decisions are not only determined by rational aspects, but also by the emotional and social experiences offered by a brand. In the case of Street Bar Coffee Jember, consumer purchasing decisions can be influenced by a combination of coffee taste quality, competitive prices, and personal interactions between baristas and customers. Direct service strategies and manual coffee serving provide different experiences that also influence consumers' decisions to repurchase. Thus, the purchasing decision in this study acts as a dependent variable, which is influenced by the strength

3. Proposed Method

This study applies quantitative methods to analyze Jember's street bar coffee. Data were collected through a questionnaire distributed to 115 respondents. The questionnaire evaluated satisfaction based on various variables, such as service quality, speed, price, and technician skills using a Likert scale. The collected data were analyzed using SPSS software, through validity and reliability tests, descriptive statistics, and correlation and regression tests to identify relationships between variables. The results of this study are expected to provide an understanding of the factors influencing customer satisfaction and provide suggestions for improving service at Jember's street bar coffee.

4. Results and Discussion

Research result

Respondent Description

A total of 115 respondents were recorded and completed the research questionnaire, determined using a sample size determination table. The following is the respondent data based on age:

Respondent Data Table Based on Age

Table 1. Respondent Data Based on Age

	Frequency	Percent
<17 years	69	60%
17-25 years	38	33.4%
26-35 years old	7	6.09%
>35 years	1	0.87%
TOTAL	115	100%

Source: Researcher Processing Data, 2025

The table above shows that the total number of respondents is 115 customers from the age range of <17 years as many as 69 respondents, 17 - 25 years as many as 38 respondents, 26 - 35 years as many as 7 respondents, and for ages over >35 years as many as 1 respondent. From these results, the age group that most often filled out the questionnaire was from the age of <17 years, namely a total of 60% of the total respondents. Furthermore, respondent data with data based on gender is in the following table:

Respondent Data Table Based on Gender

Table 2. Respondent Data Based on Gender

	Frequency	Percent
Man	70	60.7%
Woman	45	39.13%
TOTAL	115	100%

Source: Researcher Processing Data, 2025

Of the samples in Table 2, the two genders were sampled, with the largest number being males, at 60.7%. The number of respondents was determined based on the number of respondents who completed the questionnaire distributed by the researcher.

Respondent data based on purchasing frequency at Street Bar Coffee Jember is presented in table form as follows:

Respondents Table Based on Purchase Frequency

Table 3. Respondents Based on Purchase Frequency

	Frequency	Percent
<1 Time	19	16.52%
1– 3 Times	52	45.22%
>3 Times	44	38.26%
TOTAL	115	100%

Source: Researcher Processing Data, 2025

Based on table 3 above, it can be seen that the highest frequency of purchases at Street Bar Coffee Jember is 1-3 times, with 52 respondents representing 45.22%. The second highest frequency is >3 times, with 44 respondents representing 38.26%, and the last is <1 time, with 19 respondents representing 16.52%. From these data, it can be concluded that the highest frequency of purchases at Street Bar Coffee is 1-3 times per month.

To determine the quality of Street Bar Coffee Jember, 5 questions were used with a score of 1 to 5. The results of the respondent calculations can be seen in the following table:

Respondents' Answer Data Table (Product Quality)

Table 4. Respondents' Answer Data (Product Quality)

Item	Answer											
	SS		S		N		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
X1.1	14	12.8%	95	83.33%	6	5.26%	-	-	-	-	115	100%
X1.2	14	12.8%	95	83.33%	6	5.26%	-	-	-	-	115	100%
X1.3	13	11.40%	93	81.58%	9	7.01%	-	-	-	-	115	100%

X1.4	15	13.16%	96	84.21%	4	3.51%	-	-	-	-	115	100%
X1.5	11	9.65%	101	88.60%	3	2.63%	-	-	-	-	115	100%

Source: Researcher Processing Data, 2025

Based on the results of table 4. above, it can be concluded that the majority of respondents' assessment of the quality of Street Bar Coffee Jember products answered in the affirmative. The percentage of respondents' highest answers was 88.60%, and the lowest percentage of answers was 81.58%. From the respondent data, it shows that Street Bar Coffee products have met the product quality dimension indicators well. To determine satisfaction with product prices at Street Bar Coffee, 4 questions were used with scores of 1 to 5. The results of the respondents' calculations can be seen in the following table:

Respondents' Answer Data Table (Product Price)

Table 5. Respondents' Answer Data (Product Price)

Item	Answer											
	SS		S		N		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
X2.1	10	8.26%	103	85.12%	2	6.61%	-	-	-	-	115	100%
X2.2	13	11.21%	98	84.48%	4	3.45%	-	-	-	-	115	100%
X2.3	9	7.76%	103	88.79%	3	2.59%	-	-	-	-	115	100%
X2.4	10	9.52%	94	89.52%	1	0.95%	-	-	-	-	115	100%

Source: Researcher Processing Data, 2025

Based on the results of table 5 above, it can be concluded that the majority of respondents' assessment of the price quality of Street Bar Coffee Jember products answered in the affirmative. The percentage of respondents' highest answer was 89.52%, and the lowest percentage of answers was 84.48%. The respondent data shows that Street Bar Coffee products have met the price quality dimension indicators well. To find out about purchasing decisions for Street Bar Coffee Jember products, four questions were used with scores of 1 to 5. The results of the respondents' calculations can be seen in the following table:

Respondent Answer Data Table (Purchase Decision)

Table 6. Respondent Answer Data (Purchase Decision)

Item	Answer											
	SS		S		N		TS		STS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
Y1.1	12	10.62%	95	83.33%	8	7.02%	-	-	-	-	115	100%
Y1.2	9	7.76%	99	85.34%	7	6.03%	-	-	-	-	115	100%
Y1.3	22	18.97%	87	75.00%	6	5.17%	-	-	-	-	115	100%
Y1.4	16	13.56%	94	79.66%	5	4.24%	-	-	-	-	115	100%

Source: Researcher Processing Data, 2025

Based on the results of Table 4.6 above, it can be concluded that the majority of respondents' assessments regarding the purchase decision of Street Bar Coffee Jember products were in the affirmative. The highest percentage of respondents answered yes (85.34%), and the lowest percentage answered 75.00%. The respondent data indicates that Street Bar Coffee products have met the purchasing decision dimension indicators well.

Instrument Test Results

Validity Test

Based on the test results, all items in the product quality, product price, and purchasing decision variables showed a calculated r-value higher than the table r-value. This means that all statements are valid and can be used in further analysis.

Reliability Test

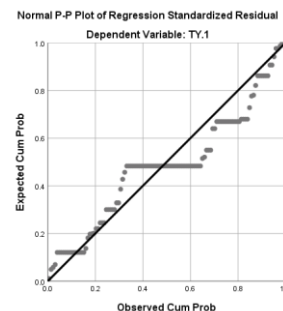
The test results showed that the Cronbach's Alpha value for the product quality variable was 0.766, the price variable was 0.837, and the purchasing decision variable was 0.744. Since all values exceeded the minimum standard of 0.60, it can be concluded that the instrument in this study has met the reliability requirements and is suitable for use in the analysis process.

Classical Assumption Test

Normality Test

The results of this test are the basis for determining whether the data is suitable for analysis using parametric statistical methods.

Normality Test Results Image



Page 1. Normality Test Results

The results of the normality test show that the distribution of data points is not far from the diagonal line and follows the pattern of the line. Therefore, it can be concluded that the data in this study meets the assumption of normality.

Multiple Linear Regression Analysis

Linear regression is a predictive method that uses a straight line to represent the relationship between two or more variables. This method is used to determine the extent to which variables influence each other and to estimate the value of one variable based on the value of another.

Image of Multiple Linear Regression Test Results

Table 7. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,840	1,305		1,410	.161
	TX.1	.426	.081	.480	5,285	.000
	TX.2	.355	.106	.304	3,342	.001

a. Dependent Variable: TY.1

Source: Research Processed Data 2025

Based on the results of the data presentation in the table above, it was found that the constant coefficient value is 1,840, the quality coefficient is 0.426 and the price coefficient is 0.355. From these results, the formula is found:

$$Y = 1.840 + 0.426X_1 + 0.355X_2$$

Hypothesis Test Results

T-Test (Partial)

The t-test or partial test is used to determine whether each independent variable individually has a significant effect on the dependent variable.

Table 8. T-Test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	thitung	table	Sig.
		B	Std. Error	Beta			
1	(Constant)	1,840	1,305		1,410	1.98	.161
	TX.1	.426	.081	.480	5,285	1.98	.000
	TX.2	.355	.106	.304	3,342	1.98	.001

T-Test Result Image

Source: Research Processed Data 2025

This testing is important to ensure that each variable in the model actually contributes to the analysis results and supports accurate decision making.

F Test (Simultaneous)

The F test is used to determine whether all independent variables in the model jointly influence the dependent variable.

Table 9. F Test Result Image

ANOVA

Model		Sum of Squares	Df	Mean Square	F count	Ftable	Sig.
1	Regression	98,651	2	49,325	62,965	3.08	.000b
	Residual	88,522	113	.783			
	Total	187,172	115				

a. Dependent Variable: TY.1

b. Predictors: (Constant), TX.2, TX.1

Source: Research Processed Data 2025

The F test is used to measure whether all independent variables in the regression model together have a significant effect on the dependent variable.

5. Comparison

The Influence of Quality on Purchasing Decisions

Product quality is a crucial element influencing consumer purchasing decisions. In the business world, particularly in the beverage sector, such as coffee shops, quality is a crucial factor for customers because it directly impacts the satisfaction they experience when enjoying a product. Consumers buy not only out of necessity but also for a pleasant and rewarding experience. Therefore, product quality plays a crucial role in shaping consumers' perceptions and choices about a brand. Product quality can be assessed through various indicators, such as taste, smell, appearance, consistency, and cleanliness of presentation. When consumers are satisfied with the quality of a product, loyalty develops, ultimately leading to repeat purchases. Conversely, if consumers are disappointed with the quality they receive, they are likely to refrain from purchasing and may even advise others to avoid the product. Therefore, quality not only directly impacts purchases but also contributes to building a positive image and reputation for the company. In the context of Street Bar Coffee Jember, maintaining product quality is crucial for achieving a competitive edge in the market. Consumers are increasingly selective in evaluating products, particularly in the F&B (Food and Beverage) sector, making quality a determining factor in purchasing decisions. The consistency of coffee flavor, beverage presentation, barista service, and the comfort of the venue are all part of the overall perception of quality. Quality is also closely linked to consumer expectations. When consumer expectations for a product are met or even exceeded, satisfaction is achieved, and this directly influences purchasing decisions. Therefore, efforts to improve quality must be carried out continuously, not only in products but also through service, cleanliness, and speed of service. In conclusion, quality is a major factor influencing consumer purchasing choices. Companies or businesses that can maintain and improve the quality of their products will have a better chance of attracting new customers and retaining existing ones. Strategy

The Influence of Price on Purchasing Decisions

Price is a crucial element influencing consumer purchasing choices. In coffee shops like Street Bar Coffee Jember, price serves not only as a means of exchange but also as an indicator of quality, value, and consumer perception of the product. Consumers typically evaluate whether a product's price is commensurate with the benefits and experience they will receive. In an increasingly competitive business world, pricing strategies must be carefully crafted and consider various factors, such as consumer financial capabilities, market conditions, and perceived value. When prices are perceived as fair and commensurate with the quality of the product, consumers will be satisfied and inclined to purchase. Conversely, if prices are perceived as too high or not commensurate with the value received, consumers will hesitate to purchase and switch to other products or brands. Consumers generally compare prices before making a purchase decision, especially when there are many options available on the market. In this context, price serves as a competitive tool that can influence consumer perceptions and choices. Coffee shops that can offer affordable prices while maintaining quality will have a greater chance of attracting consumers and building loyalty. Street Bar Coffee Jember must recognize that consumers are not only looking for low prices, but also prices that are considered reasonable or commensurate with the quality of the product and service. Therefore, it is crucial for businesses to strike a balance between quality and price.

Furthermore, price differences tailored to menu categories also provide flexibility for customers from various segments to continue enjoying the available products. With accurate pricing, a company can not only attract new customers but also retain existing ones. Therefore, pricing needs to be continuously evaluated and adjusted to market developments, economic conditions, and consumer preferences to ensure purchasing choices continue to lead to increased sales and business sustainability.

The Influence of Quality and Price on Purchasing Decisions for Street Bar Coffee Products in Jember

This study demonstrates that product quality and price significantly influence consumer purchasing decisions at Street Bar Coffee Jember. Product quality is a key factor consumers consider when choosing a product. In the coffee business, quality encompasses flavor, aroma, texture, presentation, and the use of manual brewing equipment such as the V60, French Press, and Rok Presso, used by Street Bar Coffee. The uniqueness of these presentation methods contributes to added value in the eyes of consumers. Street Bar Coffee's consumers are predominantly young people and urban workers who have a strong preference for authentic and quality coffee experiences. They not only buy the product but also seek a satisfying experience in terms of taste and service. Therefore, consistent quality is a key determinant in the purchasing decision-making process. In addition to quality, price is also a strong influencing factor in purchasing decisions. Street Bar Coffee's prices are considered competitive and commensurate with the quality of the product. Consumers feel they are getting value for their money. Rational pricing allows consumers to make repeat purchases without feeling burdened. This strategy is effective in attracting and retaining customers in the long term.

Direct interaction between baristas and customers through a personal selling approach also adds value. This approach creates a more personal relationship, which then fosters trust and loyalty. Customers feel valued because they are directly involved in the service process, which ultimately strengthens their decision to repurchase. The results of this study align with consumer behavior theory, which states that purchasing decisions are influenced by perceptions of quality and price. If quality is high and the price is perceived as appropriate, consumers are more likely to make a purchase. This finding strengthens the argument that in beverage businesses like coffee, quality and price are not only factors in themselves but also complement each other in shaping customer satisfaction and loyalty. Therefore, it can be concluded that Street Bar Coffee's success in attracting consumer interest is greatly influenced by its ability to maintain product quality and set competitive and affordable prices.

6. Conclusions

Based on the analysis, this study shows that product quality and price significantly influence purchasing decisions at Street Bar Coffee Jember. Consumers tend to consider the quality of coffee flavor, consistency of presentation, and product appearance when making purchasing decisions. On the other hand, the price offered is considered commensurate with the quality provided, thus strengthening consumers' appeal to repeat purchases. The combination of quality product presentation and competitive pricing is an important key in shaping customer purchasing decisions. These findings emphasize that a marketing strategy that emphasizes quality and price can encourage consumer loyalty and purchasing interest, especially among the youth and urban coffee connoisseurs. Owners or managers of Street Bar Coffee Jember are advised to continuously maintain and improve product quality, both in terms of taste, raw materials, and visual presentation. Furthermore, implementing flexible pricing strategies, such as seasonal discounts or bundling packages, can be an additional effort to increase sales volume. For future researchers, it is recommended to consider other variables such as promotions, brand image, or business location, which can also influence purchasing decisions. Further research using a qualitative approach can also be used to explore consumers' in-depth perceptions of the purchasing experience at Street Bar Coffee Jember. A limitation of this study lies in the scope of variables, which only covers two factors: quality and price. Furthermore, data was collected at only one business location, so the results may not be fully generalizable to other coffee business contexts. The novelty of this study lies in its focus on the street bar-based micro-coffee business model in the Jember region, which has rarely been

discussed in previous research. This research contributes to the understanding of how product quality and price can influence consumer behavior in the context of the growing non-conventional coffee business in the region.

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