

Influence of Price, Promotion, and Product Quality on Boba Drink Purchase Decisions through Recommendations as Intervening Variables (Boba Qiuqiunian Drinking Business Case Study)

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Abstract

This study aims to analyze the influence and relationship between five variables, namely price, promotion, product quality on purchasing decisions through recommendations. This type of research is quantitative research. This study was conducted at the QIUQIUNIAN Boba Beverage Company. Sampling used the non-probably sampling method with a remote sampling technique of 100 respondents. Data obtained by distributing questionnaires was then analyzed using multiple linear regression tests and hypothesis testing using SPSS IBM version 22. Based on the research results it can be concluded that: Price has a significant effect on recommendations, Promotion has a significant effect on recommendations, Product quality has no significant effect on recommendations, purchasing decisions have a significant effect on recommendations.

Keywords: price, promotion, product quality, purchasing decisions, recommendations, intervention

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1. Introduction

Intensified business development has resulted in high competitiveness among business players. (Sutrisno et al., 2022). In particular, beverage companies like Boba face fierce competition in the industry, and meeting customers' demand for high-quality products at low prices helps them increase sales (Irvan & Maulana, 2020). Qiuqiunian is a company that stands in the beverage sector, starting in 2017 which was founded under the name Qiuqiu Thaitea which was founded with only two stands then as the current beverage needs continue to grow rapidly, in 2020 Qiuqiu Thaitea changed its name to Qiuqiunian. Buyers want high quality and cheap products (Dewi & Prabowo, 2018). Sellers and manufacturers need to make purchase selections (Angelika & Lego, 2022). Customers consider product quality and promotional price when making a purchase. Low promotional prices and outstanding quality can influence buyers (Silfiana & Aswad, 2022).

According to (Kotler, 2008) the price is the amount of money charged on a product or service or the value exchanged by the consumer to perform the benefits received from the use of such products or services. The price is often regarded as an indicator of value, when the value is linked to the benefits perceived on a good or service. In the business of marketing goods or services, the company needs to set the right price. Price for consumers is an important consideration for the consumer to buy a product from a company because the price of a product affects consumer perception of the product revealed that trusted promotional activities can influence consumers in making a decision to purchase a product and promote its sales. Previous research that tested the correlation of promotion and purchase decisions carried out by (Tambunan, 2021) revealed that promotional activities have a significant influence on consumer decision in buying a product.

Marketing that ignores product quality will lose consumer loyalty and lower sales, but if marketers focus on quality and reinforce it with advertising and reasonable prices, consumers will buy the product. (Violin et al., 2021). If the quality of the product is excellent, people will buy it again, but if not, they will buy another comparable item.

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(Wijayanti & Sujianto, 2022). Consumer actions include buying or not buying the company's goods. Consumers prioritise well-known brands and the cost of quality when buying (Fanitawati, 2020). Consumers generally identify a problem, seek information, evaluate it, then decide whether to buy a product. (Oktavianti & Budiarti, 2021).

The purchase decision is the action of the consumer to buy or not to a product offered by the company, of various factors that affect the consumers in making the purchase of a product usually consumers always consider the quality of the price and the product already known by the society. Before a consumer decides to buy, the consumer usually goes through several stages first: identification of the problem, search for information, evaluation, decision to buy or not a product.

Having someone or a group that is a reference to consumers makes it easier for consumers to choose a product. The role of reference groups in purchasing decisions is very important in order to cultivate consumer buying interest, before making a purchase for a product as (Kotler, 2008) stated that there are two factors that influence a person to buy a product the first is the attitude of others, in this case the attitudes of others negatively and positively influence relationships with consumer values, both uninspired situations that suddenly appear circulation and can change ownership through consumers. Buying interests arising from the influence of reference groups will later affect the purchasing decisions made by consumers.

The phenomenon of bubble tea has indeed become more and more popular lately and has become a very growing business, the bubble business is growing as this beverage has become highly sought after by many people, especially among young people. Besides, the many variations of flavors and toppings offered by the boba sellers are also a special attraction for consumers. Boba's business has also proven to be very profitable for its perpetrators. In fact, several Boba brands have become well-known brands and have branches in various countries around the world. However, like any other business, boba business also has challenges and tight competition. To be successful in this business, it takes creative and innovative ideas to create products that are unique and attractive to consumers.

2. Literature Review

2.1. Purchase Decision

Decision making is making judgments and dropping choices. These decisions are made after a number of alternative calculations and considerations, before choices are made there are several stages that decision makers may be going through. These stages could include identifying the main problems, formulating the alternatives to be chosen, and leading to making the best decision. (Kotler, 2008) stated that a purchase decision is an action of the consumer to buy or not to a product. Of the various factors that influence consumers in making a purchase of a product or service usually consumers always take into account the quality of the price and the product that is already known by the public. A decision of purchase is a purchase made by consumers is a set of a number of stages of consumer choice decision begun by the desire to buy that arises because there are various influential factors such as family, the desired price, the information given, and the benefits or benefits that can be obtained from the product or services. When consumers make a purchase many situations factors that can affect the purchase decision. According to (Kotler, 2008) "Consumer buyar behavior refers to buying behaviour of final consumers individual households that buy goods and services for personal consumption".

According to (Kurniawati, 2017) said that the purchase decision is a decision of a buyer also influenced by personal characteristics, namely age, job, economic condition. Consumer behavior will determine the decision-making process in making a purchase. According to Buchari (Saidah, 2020) a purchase decision is a consumer decision influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. So it forms an attitude in the consumer to process all the information and to draw conclusions as a reaction to the product to be purchased. Conscious of these defences can be concluded that a purchase decision is how consumers decide to buy or use a good/service by recognizing and processing before determining the purchase decision. Every consumer or customer should identify their needs according to what they want, then look for information about the product and consider and designate which products will be decided to buy or use. The decision to buy can not be separated from the various consumer behavior so that each consumer has a different habit in making a purchase to process all the information and to make the conclusion as the response that appears for the product to be purchased. Based on these defences can be concluded that the decision to purchase is how the consumer decides to buy or use a good/service by recognizing and processing before determining the decision. Each consumer or customer must recognize his needs according to what they want, then search for information about the product and consider and designate which product will be decided to purchase or use.

Promotion is a medium of introducing, inviting, persuading, and influencing consumers to consider, buy and consume products offered by a company or marketer. According to Philip Kotler translated by A.B. (Lestari, 2021) the consumer's purchase decision is a decision taken by a prospective buyer concerning the certainty of whether to buy or not. Product quality is a form of judgment of the product to be purchased, whether it already meets what the consumer expects. If a company wants to grow, what else has to be profitable, they no longer have a choice but to adopt the concept of quality. It shows that quality has an impact on consumers. Consumers won't buy a product that doesn't meet their expectations. The higher the quality of a product, the higher the consumer's decision to make a purchase. If companies want to grow, let alone have to make profits, they no longer have a choice but to adopt this concept of quality that shows that quality has an impact on consumers.

2.2. Recommendation

Recommendation is the submission of the application of the results of the observation of the situation and wishes of the buyer. A recommendation is one of the further actions of observing satisfaction, with the presence of a recommendation then the product or service sold is truly potential. Intention to recommend is the judgment of the buyer whether there is a desire to tell and pass on a product to others (Budiarno et al., 2022). Recommendation is also a suggestion that is in nature to advocate, justify, or reinforce about something. Involvement is formed from the attention of the buyer which when a buyer is already interested and paying attention to a product then the buying experience will be formed. When the buyer gets more information when participating in an activity then the target image formed will be positive so the level of engagement formed is also high.

Encouragement of friends or relationships to make purchases of the company's product and services. One factor that influences the intention of a recommendation is buyer engagement states that engagement is the degree of involvement of an individual in an activity, product or experience.

According to prices have competitiveness with other similar products. Recommendation systems vary widely in terms of the algorithms used to produce recommendations, i.e. the time associated with when recommendations are presented to consumers, the way recommendations were presented, and the type of complementary products. For example, when a content-based recommendation system uses product information to recommend a product similar to product previously purchased or liked by a consumer, a filter-based system recommends a product based on a similar purchasing history or consumer taste. Product quality Research shows that a recommendation system can influence consumer decision-making. For example, a recommending system can inform consumers about products they do not know (informative role) and thus enhance consumer consideration, and when consumers already know the recommended product, a system of recommendation can increase the probability of purchasing the product (persuasive role) Loyalty is acquired when a customer buys a service or product again or recommends it to a potential new customer.

2.3. Price

The price, according is the amount of money charged for a good or service or the sum of the value of money exchanged by consumers for the benefit of owning or using the good. The price is very influential in the consumer's decision to buy a good or service, even the price becomes a determining factor of purchase increasingly varies. The role of price allocation is the function of price in helping buyers to decide how to obtain the highest expected benefit based on their purchasing power. Thus, the existence of prices can help buyers in deciding how to allocate buying power to different kinds of goods and services. A specific price adjustment can be done by pricing based on value, i.e. the price offers the right combination of quality and good service with the right price. Pricing based upon value means redesigning an existing brand to offer a more quality product and have a brand value in the eyes of the consumer at a certain price level or a product of equal quality with a cheaper price. Based on this language, it can be said that a price that is rationally adjusted and corresponds to the benefits of a given product can influence the consumer's decision to buy a product. Submitted that there are four factors that influence the company in setting the price level for its products, including the demand curve in which the curve that indicates the purchase rate of the market at various curve prices summarizes the reaction as an individual who has a different market sensitivity.

2.4 Promotion

According to Kotler and Keller in (Febriani & Harmain, 2022) conclude that: Promotion is a medium to introduce, invite, persuade, and influence consumers to consider, buy and consume a product offered by a company or marketer.

Every company not only makes good products, but also invests in improving brand equity through promotions so that with the promotion will be an advantage of a product. Promotion is one of the main tips that the company uses to direct communication to the target buyer and the public. Promotions are also the most effective to spread the role of building brand impression as well as consumer motivation. Consumers will feel close to the company when they get information about the company and the product concerned. The promotion shows how great the value of the company to serve the interests of the consumer. To introduce its products usually companies use advertising media, because seeing the rapid development of technology and the public is enthusiastic with one of the media called the Internet. The Internet has become a means for people to find information to communicate and to shop. The public is also keen to buy products through advertisements made by some companies. Other promotional activities are sales promotions where they are done by giving promo-promotions on certain events and discounts for certain days. revealed that trusted promotional activities can influence consumers in making decisions to buy a product and boost sales.

Sales promotion is the kind of promotion that is shown to increase sales directly through the activities of price reduction and awarding prizes directly or by lottery. d. Public relations, a plan that encourages to influence public perception through the implementation of social responsibility based on a mutual communication to profit on both sides. Then According to, in order for the most optimal promotion pattern or mixture to be achieved.

According to is a dynamic condition involving products, services, people, processes, and environments that meet or exceed expectations. In addition, according to, product quality is a quality that covers an effort to meet or exceed customer expectations, a quality which covers products, services, people, processes, as well as the environment; quality is an ever-changing condition. (For example, what is considered to be a quality today may be considered less quality in the future).

When the quality of the product is good, the consumer tends to make repeated purchases, whereas when the product quality is not in line with the expectations, then consumers will shift their purchases to other similar products. Although consumers have a different perception of product quality but at least consumers would choose the product that can satisfy their needs. Consumers always make a judgment of the performance of a product, this can be seen from the ability of the product to create the quality of product with all its specifications so that it can attract the interest of the consumer to make a purchase on the product. Based on the above language, it can be said that the quality given to a product can influence consumer purchasing decisions over the products offered.

Reality is a secondary or complementary characteristic. Durability is related to how long the product can be used. Serviceability covers speed, competence, convenience, ease, repair and handling of complaints satisfactorily. Esthetics is the appeal of the product to the sensory panel. e. Perceived quality yes is the image and reputation of a product and the company's responsibility to it. Based on the description of the journal STAIN Holy repository,

3. Research Method and Materials

A research method that can be used to test the influence of promotional prices and product quality on purchasing decisions is a quantitative approach. According to Sugiyono's research, quantitative method is a research approach oriented to measurement and analysis of numerical data obtained through data collection instruments that have been empirically tested. This method is often used in scientific research, especially in the field of social and natural sciences. Data analysis is done using statistical techniques, such as validity tests, reliability tests, normality tests, t tests, F tests, and so on. Research is carried out using a deductive approach, that is, testing a previously formulated hypothesis or theory. This method is objective, because the data obtained is empirically testable numbers and does not depend on the individual interpretation of the researcher.

3.1. Population

According to, a population is the whole of data that becomes of interest within a specified range and time so that the population relates to the data not human. If every human being gave us a data, then the number or size of the population would be the same as the number of human beings. The population of this study, is the community of the town of Marelán Field. The number of respondents was 100 people who lived in and around the town of Medan Marelán. Based on this data, the researchers took a sample of the research using Simple Random Sampling, which is said to be simple, so because the sampling of a member of the population is done randomly without paying attention to the layers that exist in that population. (Sugiyono, 2018).

3.2. Sample

Samples are parts of a population that are taken in specific, clear and complete ways and can be considered to represent a population. When a large population and a researcher is unable to study everything in a population, for example because of the limitations of funds, energy, and time, then researchers can use samples taken from the population. In other sense, samples have a meaning that is a part of the whole as well as the characteristics that a population has (Sugiyono, 2018) Sampling collection technique to determine samples in this study using one of the sampling techniques.

3.3. Questionnaire

A questionnaire is a set of written questions used to obtain information from a respondent in the sense of reports about him or her personally or things that the respondent knows. Questions on questionnaires are partly closed where options or alternative answers are available and partly open to digging out information that may appear outside available questions. This is done by distributing the questionnaire to the community of Marelan Field, that is to say, by answering every question on the questionnaires. In the formulation of a questionnaire the author uses a linkert scale, where the respondent expresses the degree of agreement and disagreement with various statements about behavior, objects, people, opinions and perceptions of a person or a group of people about social phenomena with a Linkert scala, then the variable to be measured is presented as a variable indicator which is then used as a benchmark to compile instruments that can be questions or statements.

4. Results and Discussion

4.1. Data Quality Test

4.1.1. Validation test

Table 1. Validation Test Results

Variable	Statement	R count	R table	Description
Price (X1)	1	0.875	0.196	valid
	2	0.839	0.196	valid
	3	0.853	0.196	valid
	4	0.794	0.196	valid
Promotion (X2)	1	0.679	0.196	valid
	2	0.693	0.196	valid
	3	0.724	0.196	valid
	4	0.656	0.196	valid
Product quality (X3)	1	0.821	0.196	valid
	2	0.804	0.196	valid
	3	0.826	0.196	valid
	4	0.702	0.196	valid
	5	0.804	0.196	valid
Buying decision (Y)	1	0.872	0.196	valid
	2	0.863	0.196	valid
	3	0.877	0.196	valid
	4	0.800	0.196	valid
Recommendation (Z)	1	0.781	0.196	valid
	2	0.822	0.196	valid
	3	0.774	0.196	valid
	4	0.785	0.196	valid

From Table 1 can be drawn the conclusion that the whole item of the questionnaire statement on the research variable is stated valid because of the value of Calculate > Table.

4.1.2. Rehabilitation Test

The statistics used in composite reliability or reconstructive rehabilitation are cronbach's alpha and D.G rho (PCA). Cronbach's alpha measures the bottom limit of the reliability value of a structure whereas composite reliability measures its true reliability. The rule of thumb used for composite reliability values greater than 0.6 and the cronbach's alpha values larger than 0.6. With such measurements when the value achieved is > 0.60 then it can be said that the construction has a high reliability.

Table 2. Reliability Test Results

Variabel	Cronbach's alpha	Limit of Reliable	Note
X1	0.861	0.60	Reliable
X2	0.628	0.60	Reliable
X3	0.851	0.60	Reliable
Y	0.874	0.60	Reliable
Z	0.802	0.60	Reliable

From Table 2, it can be concluded that all items from the questionnaire statements on the research variables are declared reliable or consistent because the Cronbach's alpha value > 0.60

4.2. Classical Assumption Test

4.2.1. Normality test

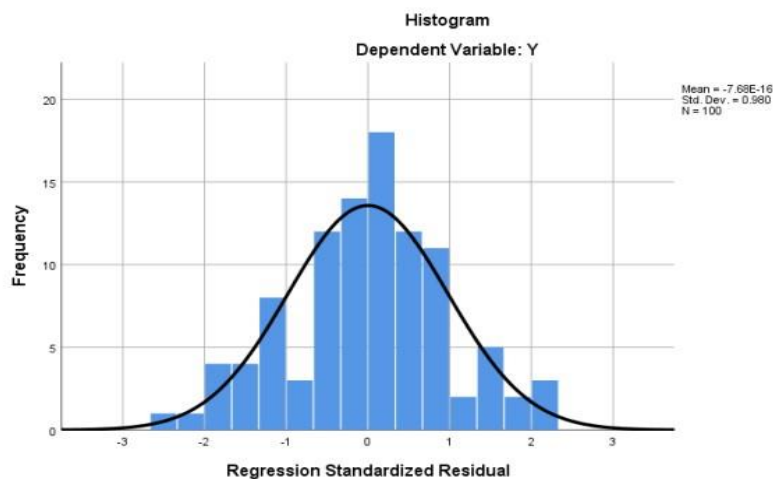


Figure 1. Normality test

Table 3. Normality Test Results One-Sample Kolmogorov-Smirnov Test

Normality Test Results One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.84452835
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.083
Test Statistic		.086
Asymp. Sig. (2-tailed)		.066 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the Table 3, histogram formed close to the bell shape and Figure 3, it can be seen that the Asymp. Sig. (2-tailed) of $0.066 > 0.05$, which means that all variables used in the study are normally distributed.

4.2.2. Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.772	2.273		2.539	.013		
	X1	.232	.105	.229	2.207	.030	.395	2.530
	X2	-.170	.088	-.127	-1.928	.057	.981	1.020
	X3	.015	.062	.016	.246	.806	.977	1.024
	Z	.570	.103	.575	5.518	.000	.390	2.562

a. Dependent Variable: Y

Table 4 provides information that the tolerance value > 0.10 and the VIF (Variance Inflation Factors) value < 10.00, meaning that there are no symptoms of multicollinearity.

4.2.3. Heteroscedasticity Test

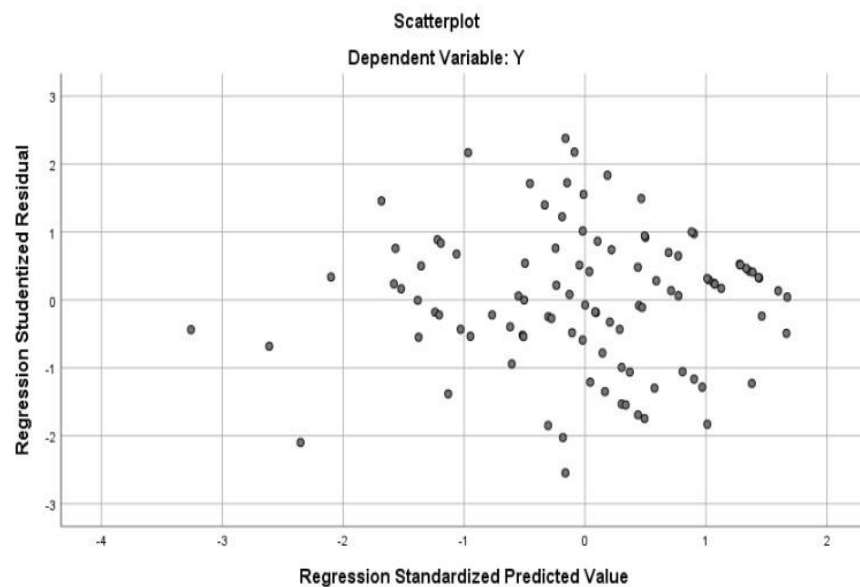


Figure 2. Multicollinearity Test Results Coefficients

In the scatterplot, Figure 2, it can be seen that the residual data distribution is evenly distributed throughout the place without forming a certain pattern. Thus it can be said that this model is a good model and free from heteroscedasticity problems.

4.3. Hypothesis Test (Path Analysis)

4.3.1. Path Analysis Coefficient Sub Model 1

Table 5. Model Summary Sub Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.468	.451	2.168

a. Predictors: (Constant), X3, X2, X1

Table 5 provides information about the predictive ability of the submodel 1 research model, where the adjusted R-square (R²) value is 0.468, meaning that the variables X1 (Price), X2 (Promotion), and X3 (Product Quality)

contribute 47% influence to variable Y (Purchase Decision). While the remaining 53% is explained by other variables not examined in this study model. Meanwhile, the partial effect of variable X on Y can be explained through Table 6.

Table 6. Coefficient Results of Sub Model 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.511	2.574		2.918	.004
	X1	.682	.076	.672	8.997	.000
	X2	-.109	.100	-.082	-1.094	.276
	X3	-.029	.071	-.031	-.411	.682

a. Dependent Variable: Y

Based on Table 6, it can be concluded that: the Sig value of the Price variable (X1) is 0.000 <0.05, so the price variable has a significant effect on purchasing decisions, the Sig value of the Promotion variable (X2) is 0.276 > 0.05, so the promotion variable has no significant effect on purchasing decisions, Sig value of the Product Quality variable (X3) of 0.682 > 0.05, then the Product Quality variable has no significant effect on Purchasing Decisions.

4.3.2. Path Analysis Coefficient Sub Model 2

Table 8. Model Summary Sub Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.704	.692	1.639

a. Predictors: (Constant), Y, X3, X2, X1

Table 8 provides information about the predictive ability of the submodel 2 research model. Where the adjusted R-square (R2) value is 0.704, meaning that the variables X1 (Price), X2 (Promotion), X3 (Product Quality), and Y (Purchase Decision) contribute 70% of the influence on variable Z (Recommendation). While the remaining 30% is explained by other variables not examined in this study model. Meanwhile, the partial effect of variables X and Y on Z can be explained through Table 9.

Table 9. Coefficient Results of Sub Model 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.148	2.029		-.073	.942
	X1	.499	.078	.487	6.413	.000
	X2	.152	.076	.113	2.009	.047
	X3	-.066	.054	-.069	-1.225	.224
	Y	.426	.077	.422	5.518	.000

a. Dependent Variable: Z

Based on Table 9, it can be concluded that: The Sig value of the Price variable (X1) is 0.000 <0.05, so the price variable has a significant effect on recommendations, The Sig value of the Promotion variable (X2) is 0.047 <0.05, so the promotion variable has a significant effect on recommendations. The Sig value of the Product Quality variable (X3) is 0.224 > 0.05, so the Product Quality variable has no significant effect on Recommendations. The Sig value of the Purchase Decision variable (Y) is 0.000 <0.05, so the purchase decision variable has a significant effect on Recommendations. The direct effect of Price (X1) on Recommendation (Z) is 0.487. While the indirect effect of X1 through Y on Z is the multiplication of the beta value of X1 on Y with the beta value of Y on Z, namely: $0.672 \times 0.422 = 0.283$. Then the total effect given by X1 on Z is the direct effect plus the indirect effect, namely $0.487 + 0.283 = 0.77$. Based on the results of the above calculations, it is known that the direct effect value is greater than the indirect effect. This shows that indirectly price through purchasing decisions does not have a significant effect on recommendations.

The direct effect of Promotion (X2) on Recommendation (Z) is 0.113. While the indirect effect of X2 through Y on Z is the multiplication of the beta value of X2 on Y with the beta value of Y on Z, namely: $-0,082 \times 0,422 = -0,034$. Then the total effect that X2 has on Z is the direct effect plus the indirect effect, namely $0.113 + -0.034 = 0.079$. Based on the results of the above calculations, it is known that the value of the direct effect is greater than the indirect effect. This shows that indirectly promotion through purchasing decisions has no significant effect on recommendations.

The direct effect of Product Quality (X3) on Recommendation (Z) is -0.069. While the indirect effect of X3 through Y on Z is the multiplication of the beta value of X3 on Y with the beta value of Y on Z, namely: $-0,031 \times 0,422 = -0,013$. Then the total effect given by X2 on Z is the direct effect plus the indirect effect, namely $-0.069 + -0.013 = -0.082$. Based on the results of the above calculations, it is known that the value of the direct effect is greater than the indirect effect. This shows that indirectly product quality through purchasing decisions has no significant effect on recommendations.

5. Conclusion

From the analysis that has been discussed, the following conclusions can be drawn. Factors that influence boba drinks are price, promotion and product quality on purchasing decisions through recommendations as intervening variables. The five variables above have information about the predictive ability of the research model. Where the variables Price, Promotion, Product quality and Purchase Decision. Contribute 70% of the influence on variable recommendation while the remaining 30% is explained by other variables not examined in this study model. Price, promotion, and product quality are factors that greatly influence the decision to purchase boba drinks, while recommendations are a small factor that influences people's buying interest in boba drinks.

With the significant influence of price and promotion on consumers' buying interest in Boba drinks, the company will still be able to compete with other companies and this can also be used as a reference for the QIUQIUNIAN Boba drink company so that it can increase consumer engagement in seeking more information about the products offered by the company. This will increase consumers' buying interest in the Boba drink. Consideration for these drinks in order to provide more attractive affordable prices for consumers in order to provide a very satisfying taste for consumers. the promotions used by the QIUQIUNIAN boba drink company are in accordance with the respondents' answers, however the company must continue to evaluate the promotional strategies they carry out as well as those Be careful in looking at the competitive situation and promotions carried out by the Boba QIUQIUNIAN beverage company around the city of Medan, you should increase the discounts offered again to attract consumer interest.

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