




The Impact of Product Quality, Price Perception, and Promotion on Consumer Purchase Decision at Esperto

Rikky Alfadilah¹, Aris Budiono²

^{1,2}Manajemen perhotelan, Universitas ASA Indo

Article Info	ABSTRACT
Keywords: Product Quality, Price Perception, Promotion, Purchase Decision.	This study aims to examine the impact of three key factors product quality, price perception, and promotion on consumer purchasing decisions at Esperto Coffeeshop. The research addresses the critical problem of understanding how these factors influence consumer behavior, particularly in the competitive coffee industry. A quantitative approach was used, with data collected from 150 respondents who have previously purchased products from Esperto. The primary objective of the study is to analyze the relative impact of these three factors on purchase decisions, with a focus on identifying which variable has the most significant influence on consumer choices. The results of the statistical analysis, including multiple regression, F-test, and R-squared calculations, reveal that price perception and promotion have a more substantial effect on consumer purchase decisions than product quality. The regression model explains 41.6% of the variation in purchase decisions, indicating that these three factors collectively influence consumer behavior, but other factors outside the study also contribute to purchase decisions. This study underscores the importance of integrating product quality, competitive pricing, and effective promotional strategies to enhance consumer decision-making at Esperto Coffeeshop. Based on these findings, it is recommended that Esperto develops a marketing strategy that optimally combines these three factors to strengthen its market position and attract more customers.
This is an open access article under the CC BY-NC license 	Corresponding Author: Rikky Alfadilah Manajemen perhotelan, Universitas ASA Indo ASAINDO Kampus B Jl. Raya Kalimalang. 2A RT.1/RW.4 Cipinang Melayu Makasar 1, RT.1/RW.4, Cipinang Melayu, Kec. Makasar, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta 13620 Rikyalfadilah@gmail.com

INTRODUCTION

The coffee industry in Indonesia has witnessed significant growth in recent years. From 2018 to 2023, the domestic consumption of coffee increased by 8.2% annually, reaching approximately 370,000 tons by 2023. This growth is further reflected in the expansion of the coffee retail sector, with over 4,000 coffee shops in operation by 2022, a notable increase from about 2,950 in 2019. Alongside this growth, the trend of specialty coffee consumption has gained momentum, driven largely by the younger generation, who increasingly seek high-quality and ethically sourced coffee varieties. This dynamic market environment has created opportunities for new brands, such as Esperto, to enter the coffee



trade sector, offering a diverse range of products made from carefully selected beans sourced from various regions.

As competition intensifies in the packaged coffee market, brands like Esperto must adopt effective marketing strategies to differentiate themselves. These strategies are essential for attracting and retaining consumers in an industry where consumer choices are influenced not only by product quality but also by price perception and promotional activities. The competition is particularly fierce due to the global nature of the coffee market, where Indonesia ranks as the fourth-largest coffee producer globally, contributing to a significant share of coffee exports. However, domestic consumer behavior and preferences are increasingly shaped by both local and global market trends.

(Lim et al.,2023) describe the consumer purchase decision process as one in which consumers evaluate and select from various alternatives available in the market. This decision-making process is influenced by a combination of factors such as product quality, price perception, and promotional activities. As a major consideration in this process, product quality refers to how well a product meets its operational standards, including durability, reliability, functionality, and other value-added features (Daga, 2019). Quality plays a critical role in shaping consumer satisfaction and their willingness to spend on a particular product (Kanya & Adilla, 2022).

However, product quality alone does not guarantee consumer purchases. Price perception also plays a vital role in shaping buying decisions. (Aripin 2021) defines price as the monetary value exchanged for obtaining the benefits a product offers. Price perception, as noted by (Amelia 2024), reflects how consumers process and interpret the nominal value of a product relative to its quality. Products that offer high quality at an affordable price tend to generate positive market responses. Conversely, when a product is priced excessively without corresponding quality, consumer interest tends to decrease. Numerous studies confirm that price perception significantly influences purchase decisions (Akbar et al., 2023).

Promotions also significantly affect purchase decisions. Promotional strategies aim to increase brand recognition and encourage consumer purchases by delivering persuasive messages about product benefits. Effective promotional activities not only inform consumers but also persuade them to make a purchase and foster long-term loyalty (Arman, 2022). These promotional activities are critical for coffee brands, as they help differentiate products in a competitive market. Previous research supports the finding that promotions directly influence consumer purchasing behavior (Pertiwi et al., 2022).

Given the increasing competition in the Indonesian coffee market, Esperto must integrate product quality, price perception, and effective promotional strategies to develop a robust marketing approach. This study, therefore, aims to analyze "The Impact of Product Quality, Price Perception, and Promotion on Consumer Purchase Decisions at Esperto Indonesia." By addressing these factors, Esperto can refine its marketing strategies to enhance customer acquisition and retention in an ever-evolving coffee industry.

METHODS

Theoretical Review and Hypothesis Development

Product Quality

Product quality refers to the ability of a product to fulfill its primary function, which includes aspects such as durability, reliability, operational precision, and various value-added components inherent in the product (Daga, 2019). Product quality refers to how well a product performs its functions, as articulated by (Kapoor 2021). This includes aspects such as usability, durability, ease of maintenance and use, and various additional value elements. Product quality evaluation is divided into internal and external aspects. (Sobari & Gunawan 2021) found a link between product quality and purchase decisions. Specifically, for coffee products, (Moncayo et al. 2020) outlined six quality indicators: Sweetness, Bitterness, Acidity, Flavor Intensity, Aroma of coffee, and Temperature.

According to (Dwiyarthi et al., 2022), the process of determining whether a product will be purchased is the essence of the purchase decision, involving considerations to obtain a specific product or service. (R. Putra 2021) stated that the success of a product in the market is primarily determined by the quality of the product offered. This is evident in the case of Esperto Indonesia, which operates in the competitive coffee sector, where product quality is a crucial consideration in consumer purchase decisions. The decision-making process occurs when consumers choose a product that meets their needs while considering various factors (Septiano & Sari 2021). Based on previous research conducted by (Ramahdani & Fairliantina 2023), it was proven that product quality influences purchase decisions. Therefore, the hypothesis can be formulated as follows:

H₁: There is a positive effect of product quality on purchase decisions.

Price Perception

Consumers form price perceptions through the interpretation of the costs offered (Amelia, 2024). This process becomes a primary consideration when consumers evaluate the balance between the costs incurred and the benefits they will gain from a product or service. According to (Kapoor, 2021), price represents the amount of money required to obtain a product or service. They also identified three indicators of price perception: the consumer's ability to afford the price, the balance between price and quality, and the competitive price level compared to similar products.

Perception is a determining factor that drives a person to take action to buy or reject a product. When making a purchase decision, consumers need to integrate various pieces of information to evaluate the benefits of the available options before choosing the product they will purchase. (Lim et al., 2023) explained that the purchase decision reflects the selection process between at least two available options, requiring several alternatives in every decision-making process. Previous research conducted by (Anwar & Andrian 2021) revealed a relationship between price perception and product purchase decisions. Based on this finding, the hypothesis for the price perception variable can be formulated as follows:

H₂: There is a positive effect of price perception on purchase decisions.

Promotion

Promotion is a strategic marketing element used to encourage consumer purchase interest in products and services marketed by a company (Wijoyo et al., 2021). Promotional activities include a series of efforts carried out by the company to introduce products or services to the market. Its primary goal is to encourage consumers to make purchase decisions and choose the products offered. According to (Tobing, 2021), there are three main indicators for increasing sales: a) Informing, which involves delivering comprehensive product or service information to consumers; b) Persuading the target customers, a strategy to drive consumer interest and trust in the product or service being marketed; c) Reminding, which is a strategic step to ensure the product or brand remains in the consumer's memory.

Promotional activities play the role of a magnet that drives consumers to make purchase decisions regarding products or services (Sumartono, 2023). Promotion is an effort by the company to convey the uniqueness of their products or services, aiming to persuade the targeted market segment to make a purchase (Q. E. Putra et al., 2020). Promotional activities play a strategic function in shaping consumer perceptions of a product. Delivering messages through promotional activities enables companies to create a positive image and encourage purchase decisions. The purchase decision process involves the selection between several available choices, reflecting an initial reaction that triggers subsequent decision-making (Cordova et al., 2020). Several previous studies have shown the influence of promotions on purchase decisions (Negara et al., 2023). Based on these findings, the hypothesis that can be formulated related to the promotion variable is:

H₃: There is a positive effect of promotion on purchase decisions.

Purchase Decision

According to (Kapoor, 2021), purchase decision reflects the consumer's choice of the brand they prefer among various available options. Producers implement various strategic efforts to encourage consumers to make purchase decisions for their products. Five indicators that underlie the purchase decision: (1) Need recognition, which occurs when consumers recognize a gap between the actual condition and their desired expectations. (2) Information search, which is the consumer's effort to gather data related to the need. (3) Evaluation of alternatives, where consumers compare various product or service options based on the collected information. (4) Purchase decision, which is the moment consumers make their final choice from various alternatives that match their needs and desires. (5) Post-purchase behavior.

When choosing products or services, consumers go through a series of mental processes and real actions to determine the option that best meets their needs and desires. As stated by (Firmansyah, 2019), purchase decisions involve both logical and psychological considerations. In addition to considering objective aspects such as product quality and price perception, consumers also pay attention to subjective elements such as pride and satisfaction. The proposed framework is as follows:

H₄: There is a positive effect of product quality, price perception, and promotion on purchase decisions.

Conceptual Framework

This research utilizes a conceptual framework that illustrates the relationships between variables. Below is an illustration of the conceptual framework that serves as the basis for this study.

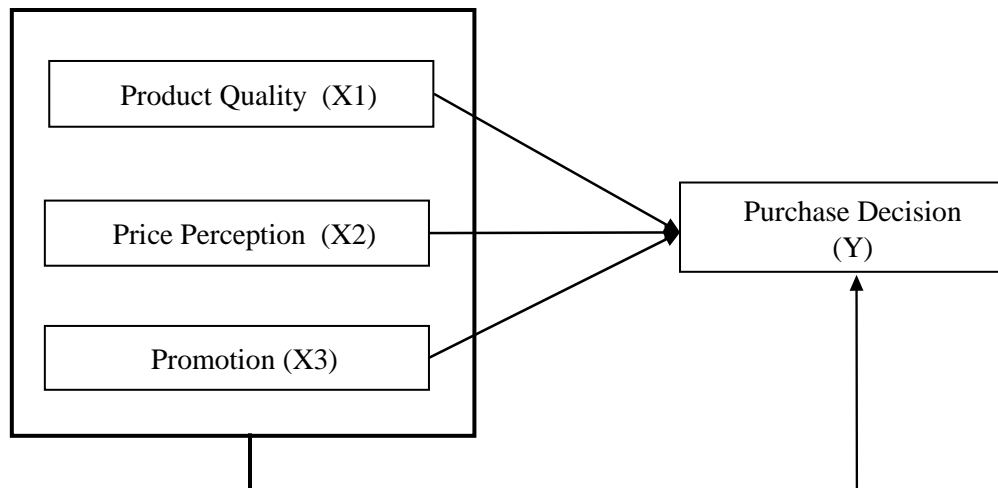


Figure 1. Conceptual Framework

This study adopts a quantitative research approach to examine the impact of product quality, price perception, and promotion on consumer purchase decisions at Esperto. The rationale for choosing a quantitative approach lies in its ability to generate precise, numerical data that can be used to measure relationships between variables and test hypotheses. This approach allows for the analysis of large datasets and provides a robust foundation for statistical testing, making it suitable for studies aiming to generalize findings to a broader population. By relying on numerical data processing, this study ensures that the results are valid, reliable, and reflective of the overall population's characteristics.

The population for this study consists of consumers who have purchased Esperto coffee products. Since the focus of the study is on understanding consumer behavior related to purchasing decisions at Esperto, it was crucial to select respondents who are familiar with the brand. The sample was drawn from this population using simple random sampling. This method was chosen because it provides each member of the population with an equal chance of being selected, eliminating potential bias and enhancing the representativeness of the sample.

The sample for this study consists of 100 respondents. The sample size was determined based on the principle that it should be large enough to produce statistically significant results while remaining manageable for data collection and analysis. According to (Mustafa et al., 2022), the sample size is selected to reflect the overall population's characteristics. Although 100 respondents is a relatively small group, it is sufficient to draw meaningful conclusions from the data in the context of this study. The respondents are primarily coffee consumers who have previously purchased from Esperto Indonesia. This criterion ensures that the sample is relevant to the research objectives.

The data collection process involved the distribution of questionnaires via a digital platform. Each respondent was asked to complete a survey designed to measure the key variables of the study: product quality, price perception, and promotion. The questionnaire utilized a Likert scale for each statement, where respondents indicated their level of agreement or disagreement on a scale from strongly disagree to strongly agree. This scale was chosen because it allows for the measurement of attitudes, opinions, and perceptions in a consistent manner, enabling the researcher to quantify responses for analysis.

To ensure the validity and reliability of the survey instrument, it was pre-tested with a small group of participants prior to full data collection. Based on the feedback received, the questionnaire was adjusted to improve clarity and ensure that each item accurately measured the constructs of interest.

The data collected was analyzed using multiple linear regression analysis through SPSS (Statistical Product and Service Solutions). Multiple linear regression is an appropriate analytical method because it allows for the examination of the relationship between multiple independent variables (product quality, price perception, and promotion) and a dependent variable (consumer purchase decisions). SPSS was chosen due to its widespread use in handling and analyzing large datasets and its ability to perform complex statistical procedures efficiently.

The data analysis process involved several stages:

1. Descriptive Analysis

This first step provided an overview of the sample characteristics, including demographic information such as age, gender, and purchasing frequency. Descriptive statistics, such as mean and standard deviation, were used to summarize the data and give a clear picture of the respondents' profiles.

2. Multiple Linear Regression Calculation

This stage involved fitting a multiple linear regression model to the data. The model assessed how product quality, price perception, and promotion influenced consumer purchase decisions. The regression coefficients were used to determine the strength and direction of these relationships.

3. Hypothesis Testing

Hypothesis testing was conducted to determine whether the independent variables significantly influenced the dependent variable. The results were evaluated using the t-test to assess the significance of individual predictors and the F-test to evaluate the overall model fit.

4. Coefficient of Determination (R^2)

The R^2 value was calculated to determine how much variance in consumer purchase decisions could be explained by the independent variables. A higher R^2 value indicates a stronger explanatory power of the model.

By conducting these analyses, this study aims to provide insights into the relative importance of product quality, price perception, and promotion in shaping consumer purchase decisions at Esperto Indonesia. Each stage of analysis contributes to understanding the complex relationships between these factors and the outcome of interest, providing a solid basis for practical recommendations for the company.

RESULTS AND DISCUSSION

Respondent Profile

Table 1. Respondent Profile

Demographic Variables	Frequency	Presentation (%)
Gender		
Male	78	51,7%
Female	72	48,3%
Age		
<20 Years	30	20%
21-30 Years	70	46,7%
31-40 Years	40	26,7%
41 Years	10	6,6%
Occupation		
Student	68	45%
Private Employee	53	35%
Civil Servant	20	13,3%
Housewife	10	6,7%
Frequency of Buying Esperto		
1 time		
2 times	22	14,5%
More than 2 times	51	34%
	77	51,5%
Source of Knowledge About Esperto		
Social Media	75	50%
Friends	40	26,7%
Family	25	16,7%
Other	10	6,6%

Based on the data collection results, a total of 150 respondents completed the questionnaire for this study. The distribution of respondents by gender revealed that 78 participants (51.7%) were male, and 72 participants (48.3%) were female. The grouping by age range showed that the largest number of respondents were in the 21-30 years category, totaling 70 participants (46.7%). Next, 40 respondents (26.7%) were aged 31-40 years, while 30 respondents (20%) were under 20 years old. The smallest group was those over 40 years old, with only 10 respondents (6.6%). Regarding occupation, students made up the largest group with 68 respondents (45%), followed by private employees with 53 respondents (35%), civil servants (ASN) with 20 respondents (13.3%), and housewives with 10 respondents (6.7%). The purchasing behavior data indicated that the majority of respondents had purchased Esperto products more than twice (77 respondents or 51.5%), followed by those who purchased twice (51 respondents or 34%), and those who purchased once (22 respondents or 14.5%). Regarding the source of information about Esperto, social media ranked the highest, with 75 respondents (50%) indicating it as their main source. Friend recommendations followed with 40 respondents (26.7%), family

information with 25 respondents (16.7%), and other sources with 10 respondents (6.6%). These results show that Esperto's consumers are predominantly male, in the productive age group, and familiar with social media.

Classical Assumption Test
Normality Test

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.69463519
	Most Extreme Differences	
	Absolute	.044
	Positive	.044
	Negative	-.034
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Data processed by the author using SPSS 24

The normality test of residual data was conducted using the Kolmogorov-Smirnov method as a prerequisite for multiple linear regression analysis. Based on the results of the test shown in Table 2, the significance value reached 0.200, exceeding the minimum threshold of 0.05. This finding confirms that the residual data distribution is normal, allowing the continuation of the multiple linear regression analysis process.

Heteroscedasticity Test

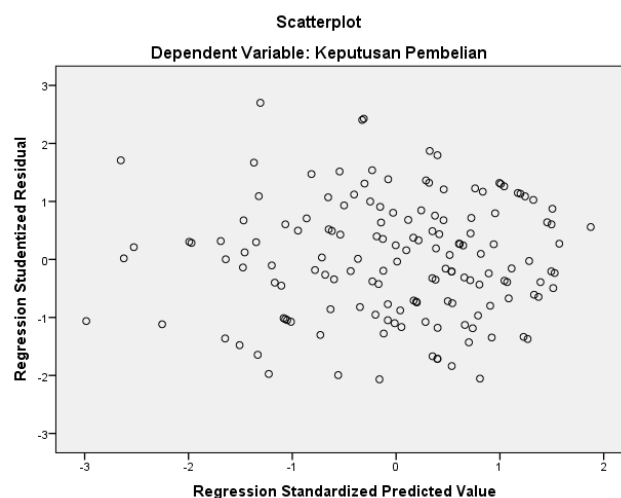


Figure 2. Heteroscedasticity Test

Source: Data processed by the author using SPSS 24

Figure 2 illustrates the distribution of residuals used to evaluate the assumption of homoscedasticity in the regression model. The even and random pattern of the residual distribution indicates uniformity in the variance of residuals for each predicted value. When heteroscedasticity is not found, the regression model produces accurate and reliable predictions of the distribution of values.

Multicollinearity Test

Table 3. Multicollinearity Test

Variabel	Tolerance	VIF	Kesimpulan
Product Quality	.970	1.031	No Multicollinearity
Price Perception	.968	1.033	No Multicollinearity
Promotion	.995	1.005	No Multicollinearity

Source: Data processed by the author using SPSS

Based on the multicollinearity test results presented in Table 3, each independent variable shows values that meet the standard. This test reveals that there is no excessively strong relationship between the independent variables, with tolerance values above 0.10 and VIF values not exceeding the threshold of 10 for all variables tested. These two values serve as important parameters indicating the absence of excessive correlation between the independent variables, thereby ensuring the validity of the regression model. The regression model used has proven to meet the required criteria and is free from multicollinearity issues. This is a critical condition, as the presence of multicollinearity could distort the interpretation and stability of the regression coefficients. The positive results of the multicollinearity test emphasize the reliability of the regression model for the subsequent analysis phase.

Linearity Test

Table 4. Linearity Test

ANOVA Tabel		Sum of square	Df	Mean Square	F	Sig.
Product Quality*Purchase Decision	Linearity	329.939	1	329.939	16.774	.000
Price Perception*Purchase Decision	Linearity	736.146	1	736.146	36.680	.000
Promotion*Purchase Decision	Linearity	559.956	1	559.956	27.943	.000

Source: Data processed by the author using SPSS 24

Based on Table 4, the linearity test yields convincing results. Each independent variable successfully met the required linearity standard, with a significance value of 0.000 recorded for product quality, price perception, and promotion. These values are well below the maximum threshold of 0.05, proving the existence of a linear relationship between the independent and dependent variables. These results affirm that the regression model applied meets the criteria and can be considered valid based on the assumption of linearity.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	7.977	3.426	
Product Quality	.171	.043	.256
Price Perception	.395	.064	.395
Promotion	.393	.064	.387

Source: Data processed by the author using SPSS 24

Table 5 presents the results of the multiple linear regression analysis, revealing three factors that drive purchase decisions. The three independent variables product quality, price perception, and promotion show a positive effect on the dependent variable. Among these factors, price perception holds the strongest role with a regression coefficient of 0.395, indicating that fluctuations in price perception have the greatest effect on consumer purchase decisions. This is followed closely by promotion, with a regression coefficient of 0.393, showing almost the same level of influence. Product quality, while still significant, has a lower regression coefficient (0.171), indicating a smaller influence compared to the other two variables. The constant value of 7.977 indicates the size of the dependent variable when the independent variables are at zero. Based on the analysis, price perception and promotion have been proven to be the main factors determining changes in the dependent variable, while product quality still shows a meaningful influence, though with a relatively lower impact.

F Test & Coefficient of Determination (R²)

Table 6. F Test & Coefficient of Determination Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	R ²
1 Regression	1446.395	3	482.131	34.609	.000 ^b	
Residual	2033.899	146	13.931			
Total	3480.293	149				
Simultan						41.6%

Source: Data processed by the author using SPSS 24

The F test results demonstrate a simultaneous effect between product quality, price perception, and promotion on purchase decisions, as indicated by the p-value being lower than 0.05. The R Square calculation reveals that these three variables account for 41.6% of the variance in consumer purchase decisions. The remaining 58.4% of the purchase decision is influenced by factors outside the scope of this study.

T Test

Table 7. T Test Results

	Model	t	Sig.
1	(Constant)	2.329	.021
	Product Quality	3.979	.000
	Price Perception	6.137	.000
	Promotion	6.106	.000

Source: Data processed by the author using SPSS 24

Based on the statistical test results shown in Table 7, the t-test measurements reveal that all three independent variables display significance values (Sig.) of 0.000. These values are below 0.05, confirming the existence of a significant partial effect between product quality, price perception, and promotion on the dependent variable. The recorded t-values for each independent variable further strengthen this evidence of significance. The statistical test results show that the t-value for product quality is 3.979, while price perception yields 6.137, and promotion achieves a score of 6.106. The statistical calculations demonstrate a strong correlation between all the variables tested. The analysis confirms that purchase decisions are significantly influenced by three key elements: product quality, price perception, and promotion, each showing a high level of significance.

Discussion

The test results show a significant impact of three main factors on consumer purchase decisions in the coffee shop: product quality, price perception, and promotion. When it comes to product quality, a coffee shop not only prioritizes the taste of the coffee but also considers the quality of the raw materials, brewing methods, and presentation. (Yan et al., 2020) explained that product quality includes seven interconnected aspects: performance, features, reliability, conformity, durability, aesthetics, and perceived quality. Esperto visitors not only prioritize a satisfying coffee flavor but also enjoy the enticing aroma. Price perception also plays a key role in determining consumer purchase decisions at Esperto.

Consumer behavior in coffee shops demonstrates careful evaluation of the balance between costs and benefits. (Sattar et. al 2020) stated that price perception is a subjective interpretation formed through various aspects such as product quality, brand, and promotions. Esperto visitors consider not just the affordable price of the coffee but also the added benefits, such as a comfortable atmosphere, friendly service, and well-equipped facilities. Furthermore, effective promotion is key to attracting and retaining customers at Esperto. In this digital age, promotion extends beyond conventional advertising to include social media, online reviews, and loyalty programs. (Lim et al., 2023) stated, Integrated Marketing Communication (IMC) is crucial for building a strong and relevant brand.

Promotion strategies that encourage active participation, including documentation contests, exclusive discounts, and themed events, have proven to strengthen relationships with customers while triggering transactions. Research shows that purchase decisions at Esperto are influenced by three interrelated aspects: product quality, price perception, and promotion. Consumers visiting the coffee shop do not consider just one aspect but assess



the combination of product quality, price appropriateness, and the appeal of the promotions offered. Esperto's marketing strategy should integrate these three aspects to create a robust brand image and maintain customer loyalty. However, certain limitations arise in this study, especially regarding factors such as coffee shop location, time of visit, and the influence of relatives or friends. Further research is needed to understand the interaction of these factors and their impact on purchase decisions at Esperto.

CONCLUSION

This study aimed to investigate the factors influencing consumer purchase decisions at Esperto Coffeeshop, focusing on product quality, price perception, and promotion. The findings indicate that all three factors significantly and positively affect consumer purchase decisions. Price perception emerged as the dominant factor, with consumers evaluating whether the price aligns with the perceived value of the product. Promotion also plays a substantial role in driving consumer behavior, with promotional activities such as discounts, loyalty programs, and special offers playing a significant part in influencing purchase intentions. Product quality, while still important, appears to have a slightly lesser impact compared to price perception and promotion. The multiple linear regression analysis revealed that these three factors together explain 41.6% of the variation in consumer purchase decisions, as shown by the coefficient of determination (R^2). This suggests that while product quality, price perception, and promotion are key drivers, other external variables may also contribute to purchase decisions. For Esperto Coffeeshop, the study highlights the importance of integrating these three marketing aspects into its business strategy. Improving product quality, aligning competitive price perception with consumer expectations, and implementing targeted promotional activities are essential steps for increasing consumer loyalty and driving sales. However, the study does have some limitations, including the exclusion of certain contextual factors such as the location of the coffee shop, social recommendations, and word-of-mouth influence. Additionally, expanding the sample size and including diverse demographic factors could provide more comprehensive insights into consumer patterns. Future studies could also explore the influence of location, seasonality, and socio-cultural factors on consumer preferences and purchase decisions. In conclusion, Esperto Coffeeshop can benefit from continuously adapting its marketing strategies based on the interplay of product quality, price perception, and promotional efforts to strengthen its market position in the increasingly competitive coffee industry.

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