

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON PURCHASING DECISIONS FOR SALAD WRAP AT CRUNCHÄUS SURABAYA

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Abstract: Crunchaus is a business engaged in food and beverages with healthy food products cooked without oil with the flagship product of salad wrap which was established in 2017. Crunchaus has a total of ten outlets in Surabaya and three outlets in Jakarta. Based on the testimonials of consumers who visited Crunchaus Surabaya on Google Reviews, there are various problems related to the lack of quality of the products provided, the price of products that are called expensive, and the lack of service quality. The purpose of this study was to determine the effect of product quality, price, and service quality on purchasing decisions for salad wraps at Crunchaus Surabaya. The method in this research is descriptive quantitative, with multiple linear regression analysis using the Stastical Program for Social Science (SPSS). Data collection in this study used a research instrument in the form of a Google Form with a sample size of 210 respondents who are Crunchaus Surabaya consumers with the criteria of having purchased salad wrap at Crunchaus Surabaya at least once in the period 2023-2024 and domiciled in Surabaya. The independent variables in this study are product quality (X1), price (X2), and service quality (X3). The dependent variable in this study is the purchase decision (Y) This study shows that product quality, price, and service quality have a significant and positive influence on purchasing decisions of Crunchaus Surabaya consumers.

Keywords: *Price, Product Quality, Purchase Decision, Service Quality*

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1. Introduction

The food industry is part of the industry that supports the economic sector in Indonesia and every year it always experiences rapid development due to the food and beverage trend which has become a lifestyle for the community (Rahmah and Satyaninggrat, 2023). This supports the emergence of businesses engaged in food and can increase competition. The number of growth in food and beverage business figures has grown significantly every year, which makes competition in the food and beverage market very tight so that business people must have a good business strategy in order to compete in the food and beverage market (Priyana and Supriandi, 2023).

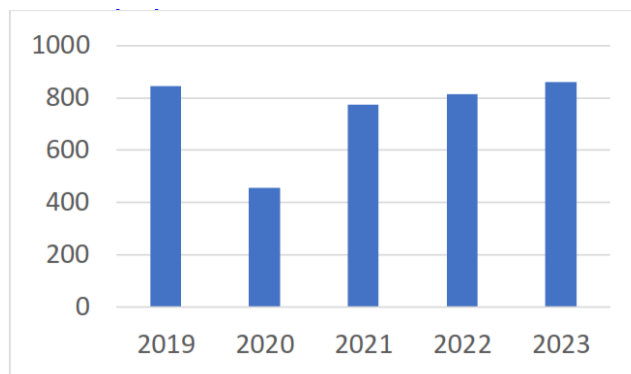


Figure 1. Growth of Food Business in Indonesia 2019-2023 (Trillion)

Source: Databoks (2024)

Based on Figure 1, the growth of the food business in Indonesia has increased every year where food products have entered a good market share in Indonesia. Health in food is a significant trend that will influence food companies' strategies in the future (Siaputra and Isaac, 2020). Siaputra and Isaac (2020) added that this is supported by the prediction that consumers around the world will have higher levels of education, thus increasing consumers' understanding of the importance of health and a healthy diet. This phenomenon has encouraged many people in Indonesia to start businesses in the healthy food industry (Syavita and Hanif, 2023).

One of the healthy food businesses in Surabaya City is Crunchaus. Crunchaus is a business engaged in food and beverages with healthy food products cooked without oil with salad wrap as its flagship product. Crunchaus was established in 2017. Crunchaus has successfully opened a total of ten outlets in Surabaya and three outlets in Jakarta. According to Crunchaus, the company's vision and mission is to provide natural, healthy and delicious food. Crunchaus focuses on consumers who are aware of the importance of good healthy food. Crunchaus Surabaya provides various types of healthy food with vegetable base. Crunchaus Surabaya products include salad wrap, salad bowl, and fuel bowl.

There are several problems regarding product quality, price, and service quality of Crunchaus Surabaya. Based on the testimonials of consumers on Google Review who had visited Crunchaus Surabaya, the first problem regarding product quality is the incompleteness of orders that have been ordered by consumers. The incompleteness includes the lack of vegetables and seasonings that are not in accordance with the menu displayed. The second problem regarding price is that there are several consumers who say that the price of Crunchaus Surabaya products is a little expensive, or even expensive. The third problem is regarding the quality of service that consumers complain due to cashiers who show an unfriendly attitude and fulfill orders in a long time. The three biggest problems of Crunchaus Surabaya which are product quality, price, and service quality need to be researched further with a wider sample in order to ensure the problems that really occur in Crunchaus Surabaya so that it can be used as a lesson for similar businesses in the future and can be used as a contribution to Crunchaus Surabaya.

2. Literature Review

Previous Research

The first previous research was conducted by Chaerudin and Syafarudin (2021). This study aims to determine the effect of product quality, service quality, and price on purchasing decisions on consumer satisfaction. This study shows that product quality, price, and service quality have a significant and positive influence on purchasing decisions. The relationship between the research conducted by Chaerudin and Syafarudin (2021) and this study is that they have similar research variables, namely product quality, price, service quality, and purchasing decision. The second previous research was conducted by Pranoto *et al.* (2022). This study aims to determine the effect of service quality and price on purchasing decisions with the mediation of brand image. This study shows that Service quality, price have a significant effect on *brand image*. *Brand image* influences purchasing decisions. Service quality and price have a significant and positive effect on purchasing decisions. *Brand image* definitively and significantly mediates the relationship between service quality and purchasing decisions. *Brand image* partially and significantly also mediates the relationship between price and purchasing decisions. The relationship between the research conducted by Pranoto *et al.* (2022) and this study is that they have similar research variables, namely price, service quality, and purchasing decision.

Product Quality

Product quality is the overall product features and characteristics that can or are able to satisfy and fulfill existing needs (Guru and Paulssen, 2020). If a product already has quality, then customer satisfaction can be achieved properly (Nurfauzi *et al.*, 2023). There are seven indicators of product quality according to Guru and Paulssen (2020), including product display, product durability, ease of use, product characteristics, product performance, products that are reliable, and service capabilities. Product quality is the characteristics and properties of goods and services that affect the ability to meet needs and desires (Sutanto *et al.*, 2022).

Price

Price is a full understanding by consumers of price information and provides deep significance for consumers (Mohamad *et al.*, 2021). Anggraeni and Soliha (2020) say that price is the way individuals understand and interpret the price of a product or service, including aspects such as quality, brand, and relative advantage. There are three price indicators according to Mohamad *et al.*, (2021) including reasonable price, discounts and promotions, and price proportional to benefits.

Service Quality

Service quality reflects the extent to which the level of service provided meets customer expectations (Khan *et al.*, 2021). Service quality is the ability of employees in a company to provide the best service to customers, fellow employees, and company leaders with full commitment (Yuantari *et al.*, 2022). According to Khan *et al.*, (2021) there are five indicators in the service quality variable, including tangible (physical evidence), reliability, responsiveness, assurance, and empathy.

Purchase Decision

Purchasing decisions are when consumers make choices and purchase a product, then use or consume it (Tranggono *et al.*, 2020). purchasing decisions can also be interpreted as a series of problem-solving processes involving the recognition of needs and wants, information search, evaluation of sources of selection of alternative purchases, and post-purchase behavior (Fadli *et al.*, 2022). There are six indicators of purchasing decisions according to Tranggono *et al.*,

(2020) including product selection, brand selection, distributor selection, time of purchase, the number of purchases, and payment methods,

Framework

The framework of this research are (1) researching the background, (2) establishing the objective of the study, (3) doing a literature review, (4) doing empirical studies, (5) making hypotheses, (6) analyzing the data, (7) making a conclusion.

Relationships Between Variables

The Effect of Product Quality on Purchasing Decisions

Blessa et al., (2022) stated that product quality has a positive and significant impact on purchasing decisions. The higher the standard of product quality provided by the company, the greater the possibility of increasing purchasing decisions by consumers.

H1: Product quality has a significant and positive effect on purchasing decisions.

The Effect of Price on Purchasing Decisions

Alatas et al., (2023) state that price plays an important role and has a positive impact in determining purchasing decisions. Consumers tend to make more positive purchasing decisions for products that have affordable prices and are comparable to their quality.

H2: Price has a significant and positive effect on purchasing decisions.

The Effect of Service Quality on Purchasing Decisions

Sopiyan (2022) states that service quality plays an important role and has a significant and positive impact on purchasing decisions. The higher the standard of service quality provided by the company, the greater the possibility of increasing purchasing decisions by consumers.

H3: Service quality has a significant and positive effect on purchasing decisions.

Conceptual Model

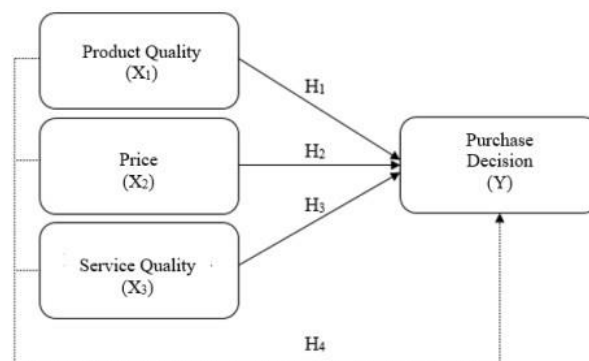


Figure 2. Conceptual Model

Source: Processed Data (2024)

3. Research Methods

Research Design

This research adopts a quantitative approach using a data collection method, namely a survey. Quantitative methods are used to determine the effect of product quality, price, and service quality on purchasing decisions. Product quality as the first independent variable (X₁), price (X₂), service quality (X₃), and purchasing decisions as the dependent variable (Y).

The method in this research is descriptive quantitative. The analysis method of this research is multiple linear regression by using SPSS software.

Population and Sample

The population used in this study are consumers who have bought salad wrap products from Crunchaus Surabaya, the number of which continues to grow until now. In this study, the sampling method used was a non-probability technique using purposive sampling, namely the Hair formula because the population size was not known with certainty. The sample in this study were 210 samples randomly selected from Crunchaus Surabaya consumers.

Respondent criteria:

1. Have purchased salad wrap at Crunchaus Surabaya at least once in the period of 2023-2024
2. Domiciled in Surabaya

Data Collection

This research uses primary data, which is obtained without an intermediary and directly from the source by using a questionnaire. The Likert scale is used to evaluate a person's level of agreement or disagreement with statements or concepts related to social phenomena with conditions 1 being strongly disagree, 2 being disagree, 3 being moderately agree, 4 being agree, and 5 being strongly agree.

4. Research Results and Discussion

4.1. Research Results

Overview of the Research Object

Crunchaus is a business engaged in food and beverages with healthy food products cooked without oil with the flagship product of salad wrap which was established in 2017. Crunchaus has a total of ten outlets in Surabaya and three outlets in Jakarta. Crunchaus also serves customers online via WhatsApp, Instagram, and several online platforms such as Grab, Gojek, and ShopeeFood as well as offline through stands in malls. Sampling in this study is based on criteria, namely having made a purchase at Crunchaus at least once in the period 2023-2024 and domiciled in Surabaya as many as 210 respondents

Hypothesis Testing

Validity Test

Table 1. Validity Test Results

Item No.	Sig. (2-tailed)	Cut Off Sig	Description
Product Quality Variable (X1)			
X1.1	0,000	<0,05	Valid
X1.2	0,000	<0,05	Valid
X1.3	0,000	<0,05	Valid
X1.4	0,000	<0,05	Valid
X1.5	0,000	<0,05	Valid
X1.6	0,000	<0,05	Valid
X1.6	0,000	<0,05	Valid
Price Variable (X2)			
X2.1	0,000	<0,05	Valid

X2.2	0,000	<0,05	Valid
X2.3	0,000	<0,05	Valid
Service Quality Variable (X3)			
X3.1	0,000	<0,05	Valid
X3.2	0,000	<0,05	Valid
X3.3	0,000	<0,05	Valid
X3.4	0,000	<0,05	Valid
X3.5	0,000	<0,05	Valid
Purchase Decision Variable (Y)			
Y1	0,000	<0,05	Valid
Y2	0,000	<0,05	Valid
Y3	0,000	<0,05	Valid
Y4	0,000	<0,05	Valid
Y5	0,000	<0,05	Valid
Y6	0,000	<0,05	Valid

Source: Processed Data (2024)

Based on the data in Table 1 obtained using the SPSS application, it is found that all items of each variable, namely the variables of product quality, price, service quality, and purchasing decisions have a sig value (2-tailed) smaller than 0.05 so it is stated that each statement item is valid.

Reliability Test

This study uses a reliability test with Cronbach's alpha where the instrument is declared reliable if it has a Cronbach's alpha value > 0.6.

Table 2. Reliability Test Results with Cronbach's

Variables	Indicator	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Description
Product Quality (X1)	X1.1	0,816	0,809	Reliable
	X1.2		0,780	Reliable
	X1.3		0,774	Reliable
	X1.4		0,782	Reliable
	X1.5		0,790	Reliable
	X1.6		0,800	Reliable
	X1.7		0,803	Reliable
Price (X2)	X2.1	0,823	0,792	Reliable
	X2.2		0,753	Reliable
	X2.3		0,718	Reliable
Service Quality (X3)	X3.1	0,826	0,802	Reliable
	X3.2		0,782	Reliable
	X3.3		0,785	Reliable
	X3.4		0,781	Reliable
	X3.5		0,809	Reliable
	Y.1		0,852	Reliable

Purchase Decision (Y)	Y.2	0,866	0,849	Reliable
	Y.3		0,832	Reliable
	Y.4		0,828	Reliable
	Y.5		0,836	Reliable
	Y.6		0,862	Reliable

Source: Processed Data (2024)

Based on the data in 2 obtained using the SPSS application, the Cronbach's alpha test results on all variables obtained a value greater than 0.6 which indicates that all variables in this study have a good level of reliability or consistency.

Normality Test

In this study, the Kolmogorov-Smirnov normality test was used. If the significance value is > 0.05 , the residuals are considered to have a normal distribution.

Table 3. Normality Test Results

One Sample Kolmogorov Smirnov Test		
Asymp. Sig (2-tailed)	0,200	Normal

Source: Processed Data (2024)

Based on the data in Table 3 obtained using the SPSS application, the Asymp. Sig (2-tailed) is 0.200 greater than the significance value of 0.05 so it can be stated that the residuals are normally distributed.

Multicollinearity Test

In this study, the multicollinearity test is seen through the VIF value <10 and tolerance > 0.1 .

Table 4. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Information
Product Quality	0,467	2,142	No multicollinearity
Price	0,548	1,824	No multicollinearity
Service Quality	0,495	2,019	No multicollinearity

Source: Processed Data (2024)

Based on the data in table 4, the VIF value for all variables is <10 and has a tolerance number > 0.1 so it can be said that all variables in this study do not have multicollinearity symptoms.

Heteroscedasticity Test

In this study, the Glejser test was used to test for heteroscedasticity.

Table 5. Heteroscedasticity Test Results

Independent Variable	Sig	Information
Product Quality	0,172	No heteroscedasticity
Price	0,805	No heteroscedasticity
Service Quality	0,324	No heteroscedasticity

Source: Processed Data (2024)

Based on the data in Table 6, the variables of product quality, price, and service quality have a significance value greater than 0.05. It can be concluded from this data that there is no deviation or heteroscedasticity problem.

Linearity Test

In this study, it is said that the two variables have a linear relationship if the significance value on Linearity < 0.05 .

Table 6. Linearity Test Results

Independent Variable	Linearity Sig
Product Quality	0,000
Price	0,000
Service Quality	0,000

Source: Processed Data (2024)

Based on the data in Table 7, the independent variables are linearly related to the dependent variable with a linearity sig value smaller than 0.05.

F test

The F test in this study uses a significance level of 0.05, if the sig value is < 0.05 , it can be stated that the independent variable simultaneously affects the dependent variable.

Table 7. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2933,875	3	977,958	111,654	.000
	Residuals	1804,320	206	8,759		
	Total	4738,195	209			

Source: Processed Data (2024)

Based on the data in table 7, the significance value is 0.000 so that the significance value is smaller than 0.05. The F test results state the feasibility test of the model, so that the independent variables together are able to influence the dependent variable and are suitable for use in this study.

t test

In this study, the t test is used to evaluate the individual effect of the independent variable on the dependent variable. If the significance value is less than 0.05, the independent variable has a significant effect on the dependent variable and vice versa.

Table 8. Result of t test

Independent Variable	t	Sig	Description
Product Quality	3,365	.001	Influential
Price	3,982	.000	Influential
Service Quality	7,410	.000	Influential

Source: Processed Data (2024)

Based on the data in Table 8, it shows that the independent variable has a sig value smaller than 0.05 so that the independent variable has a significant effect on the dependent variable.

Test Coefficient of Determination

The coefficient of determination test serves to identify the percentage of the dependent variable by the variation of the independent variable.

Table 9. Test Results of the Coefficient of Determination

Model	R Square
1	0,619

Source: Processed Data (2024)

Based on the data in Table 9, the r-square value is 0.638 where 61.9% of the product quality, price, and service quality variables are able to explain the repurchase interest variable and the remaining 38.1% is explained by other variables outside the three variables of this study.

Multiple Linear Regression Analysis

The purpose of this study was to determine the effect of the independent variable on the dependent, so multiple linear regression analysis was carried out. Based on the results of data processing that has been carried out, the regression coefficient values in this study are as follows:

Table 10. Multiple Linear Regression Results

	Regression Coefficient
Constant	5,333
Product Quality	0,183
Price	0,367
Service Quality	0,472

Source: Processed Data (2024)

Based on the multiple linear regression test results contained in Table 10, the regression equation is obtained as follows:

$$Y = 5.533 + 0.183X_1 + 0.367X_2 + 0.472X_3$$

The independent variable has a positive regression coefficient which indicates a unidirectional positive effect on the dependent variable between product quality, price, and service quality on Crunchaus purchasing decisions. This shows that if the effect of product quality, price, and service quality increases, it will increase the purchasing decision of Crunchaus Surabaya.

4.2. Discussion

The Effect of Product Quality on Purchasing Decisions

Based on the results of hypothesis testing, the product quality variable has an influence on purchasing decisions. This is also in accordance with research conducted by Putra et al., (2022) where in their research they provide results that product quality has a significant and positive effect on purchasing decisions. The results of this study indicate that the first hypothesis (H1) which states that product quality has a significant effect on purchasing decisions is accepted in accordance with previous research that supports this research. In the phenomenon experienced by Crunchaus Surabaya where when Crunchaus Surabaya can provide product quality such as an attractive appearance, products with good durability, products that are practical for consumption, salad wrap products that are unique and different from similar products on the

market, products with effective efficacy, appropriate product standardization, and products that can meet consumer needs, it can increase purchasing decisions by consumers. This is related to respondents who have the characteristics of the millennial generation who prioritize product quality and tend to have a critical nature, especially when making purchasing decisions.

The Effect of Price on Purchasing Decisions

Based on the results of hypothesis testing, the price variable has an influence on purchasing decisions. This is also in accordance with research conducted by Chaerudin and Syafarudin (2021) where their research shows that price has a significant and positive effect on purchasing decisions. The results of this study indicate that the second hypothesis (H2) which states that price has a significant effect on purchasing decisions is accepted and is in accordance with previous research that supports this research. In the phenomenon experienced by Crunchaus Surabaya when Crunchaus Surabaya can provide reasonable prices, provide discounts that can provide added value, and provide products with benefits that match the price can increase consumer purchasing decisions. Affordable prices compared to similar competitors can provide added value for the company because consumers will prefer products at affordable prices and products that have commensurate benefits compared to products from similar competitors that have higher prices. This is related to respondents who have the characteristics of the millennial generation tend to prioritize price and need an affordable price and in accordance with the quality of the product provided when making purchasing decisions.

The Effect of Service Quality on Purchasing Decisions

Based on the results of hypothesis testing, the service quality variable has an influence on purchasing decisions. This is also in accordance with research conducted by Pranoto et al., (2022) where their research provides results that service quality has a significant and positive effect on purchasing decisions. The results of this study indicate that the third hypothesis (H3) which states that service quality has a significant effect on purchasing decisions is accepted in accordance with previous research that supports this research. This is consistent and in line with this study where when a business can provide service quality in accordance with consumer expectations such as professional service, no errors in product sales, responding quickly to consumer needs, providing good information related to products to consumers, and being able to understand consumer needs, it can increase purchasing decisions. This is related to respondents who have the characteristics of the millennial generation who prioritize service quality when making purchasing decisions and tend to have a critical nature, especially when making purchasing decisions.

5. Conclusions

Based on the results of research and discussion of the product quality, price, and service quality variable ability to influence the purchasing decision of Crunchaus Surabaya, the conclusions that can be drawn from this study are product quality is able to positively and significantly influence the purchasing decisions of Crunchaus Surabaya consumers. Price can positively and significantly influence the purchasing decisions of Crunchaus Surabaya consumers. Service quality can positively and significantly influence the purchasing decisions of Crunchaus Surabaya consumers.

Suggestion

To enhance product quality, Crunchaus Surabaya can focus on attractive packaging and neatly arranging salad wrap fillings. Increasing affordability of price can be achieved through

portion adjustments and promotions. Service quality improvement involves training staff for professional and responsive consumer interactions. To enhance respondent participation and industry representation, future researchers should allow direct distribution of research instruments and involve various industries. Additionally, incorporating multiple businesses in future studies will provide broader insights into purchasing decisions within the food and beverage industry.

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