



# The Influence of Product Quality and Location on the Purchase Decision in Bakso Damas Malang

Aisyah Rahmadhani\*, Rizky Kurniawan Murtiyanto

Business Administration, State Polytechnic of Malang, Jl. Soekarno Hatta No. 9 Malang, East Java 65141 Indonesia

## ARTICLE INFORMATION

Article history:

Received: 1 May 2024

Revised: 21 July 2024

Accepted: 30 September 2024

Category: Research paper

Keywords:

Product quality

Purchase decisions

The influence

Customer behavior

DOI: 10.22441/ijiem.v5i3.27048

## ABSTRACT

In today's globalized world, the culinary industry has seen remarkable growth, with product quality and strategic location being crucial factors. This study, titled "The Influence of Product Quality and Location on Purchase Decisions at Bakso Damas Malang," examines how these elements affect consumer choices, focusing on a prominent meatball vendor facing quality challenges despite a commitment to freshness. The urgency of this research stems from the rapid expansion and fierce competition in Malang's culinary sector. Quantitative analysis is essential to assess the impact of product quality and location on purchasing decisions. This research involves a substantial sample and employs a variety of data collection methods, including interviews, questionnaires, and observations, both online and offline. Validity and reliability tests ensure the robustness of the research tools, and a comprehensive analytical approach is used. The study finds that product quality and location significantly influence consumer decisions, with 71.8% of purchase decisions attributed to these factors, as indicated by the coefficient of determination ( $R^2$ ). The F-statistic test further confirms the combined effect of these variables. The study concludes that prioritizing product quality and strategic location is vital for businesses like Bakso Damas Malang to achieve sustained success and high consumer satisfaction.

\*Corresponding Author

Aisyah Rahmadhani

E-mail: [aisyahrahmadhani87@gmail.com](mailto:aisyahrahmadhani87@gmail.com)

This is an open access article under the **CC-BY-NC** license.



## 1. INTRODUCTION

In the current era of globalization, the culinary business has witnessed substantial growth, ranging from small enterprises to large-scale establishments (Sari & Ekowati, 2022). The

sector's remarkable expansion is attributed to its capacity to yield significant profits, fueled by the essential human need for food (Fatmasari & Jumai, 2024). However, intensifying competition, not only in quantity but also in

terms of product quality, poses challenges for culinary businesses. Consumer purchase decisions, according to Wijoyo et al (Wijoyo, 2021), hinge on businesses providing satisfaction through product quality that meets or exceeds consumer expectations (Rachmad et al., 2023). The continuous enhancement of product quality is identified as a key strategy for business continuity, as highlighted by Soegihartono's research (2020). The pivotal role of product quality is emphasized, with Arinawati & Suryadi (2021) defining it as the totality of features and characteristics satisfying stated or implicit needs.

Culinary businesses face fierce competition in both product quality and accessibility for consumers (Oktavian & Wahyudi, 2022). Strategic location emerges as a critical factor influencing consumer decisions alongside product quality (Aeni & Ekhsan, 2020). An easily accessible, visible, and busy location increases consumer traffic, contributing to business success (Ayu et al., 2025). Conversely, a poorly chosen location may impede growth, even if product quality aligns with consumer expectations (Arliandhini & Resawati, 2023). The growth of the food industry in Indonesia, as indicated in historical trends, shows resilience despite setbacks like the COVID-19 pandemic in 2020. The increased purchasing power and consumptive nature of the Indonesian public influence changes in consumption patterns, impacting purchasing decisions (Andryarto, 2020). Malang, recognized for its diverse culinary offerings, witnesses a rising number of restaurants, particularly from 2021 onward, signifying the industry's positive trajectory. The meatball business in the Lowokwaru sub-district of Malang experienced a temporary setback in 2020 due to the pandemic but exhibited recovery, illustrating the adaptability of culinary businesses to external disruptions. The research is carefully structured to explore the complex dynamics of consumer behavior by examining the interplay between product quality, location, and purchasing decisions at Bakso Damas Malang. Using a quantitative research approach, the study aims to uncover the diverse factors affecting consumer choices. Bakso Damas Malang, a prominent meatball vendor, faces challenges related to product quality despite efforts to emphasize freshness

and quality. Persistent negative reviews highlight the importance of businesses attending to customer feedback to maintain a solid foundation.

**Table 1.** The number of restaurants in each district of

District in Malang	Malang city			
	2019	2020	2021	2022
Kedungkandang	97	97	110	157
Sukun	134	134	140	189
Klojen	686	686	700	902
Blimbing	130	130	150	199
Lowokwaru	397	397	401	568
<b>Total</b>	<b>1444</b>	<b>1444</b>	<b>1501</b>	<b>2015</b>

The factors discussed significantly influence the sustainability of culinary businesses, necessitating further research. Hence, the proposed research titled "The Influence of Product Quality and Location on Purchase Decisions at Bakso Damas Malang" aims to explore and substantiate the impact of product quality and location on consumers' purchasing decisions. This study is expected to offer valuable insights into consumer decision dynamics within the culinary industry.

## 2. LITERATURE REVIEW

In Santoso's study (2019), the significance of product quality in business is underscored, as it serves as a fundamental aspect contributing to enhanced competitiveness. Prioritizing quality is a key policy for businesses, aiming to provide consumer satisfaction that either surpasses or equals the expected product quality. The appeal of quality plays a pivotal role in consumer decision-making, influencing their choices in selecting goods and services. Successful companies recognize that superior product quality is integral to customer retention, as a high-quality product positively impacts purchasing decisions. As stated by Andryarto (2020), product quality encompasses various attributes such as durability, reliability, accuracy, and ease of maintenance, reflecting its ability to fulfill its intended functions. Building on this consumer-centric perspective, Armeliani's research (2018) emphasizes that the overall characteristics of a product or service indicate its capacity to meet implicit consumer needs. In essence, a seller can be deemed to have provided quality if the product or service aligns with consumer expectations.

Consequently, it can be inferred that product quality not only attracts consumers but also significantly influences their choices, serving as a crucial factor in business success by fostering customer loyalty. The correlation between good product quality and increased purchasing decisions reinforces its role as a superior marketing positioning tool (Heti, Christina Rahmawati & Solagracia, 2024). Recognizing the multifaceted nature of product quality, it becomes clear that prioritizing it is essential. Ultimately, product quality encapsulates the comprehensive attributes of a product that contribute to satisfying consumer needs. Whether a product meets or exceeds customer expectations, it serves as a benchmark for the product's functionality. In summary, product quality is not merely a feature but a fundamental aspect that shapes consumer perceptions and establishes a foundation for a product's effectiveness in fulfilling its intended purposes (Zidane et al., 2023).

As per Armeliani's findings in 2018, the selection of a business location holds the highest investment value, as it critically determines the level of visitor engagement (Lestari et al., 2021). Opting for locations situated by the roadside or in strategic areas proves effective in enticing visitors to spontaneously explore the offered dishes and concepts (Susanto et al., 2022). The location emerges as a pivotal factor in determining the success of a business, as places situated by the roadside or in strategic positions attract visitors to stop by and experience the offerings. Harsono (2021) further reinforces the significance of location, emphasizing that it is a primary consideration even before a company is established. The strategic placement of a business influences consumer interest, facilitating easy access, close proximity, and accessibility via both private and public transportation. In summary, the choice of location is a crucial factor in achieving business success. The careful selection of a strategic location for an outlet or shop enhances the likelihood of success compared to less strategically positioned counterparts. Recognizing that location selection represents a substantial investment, it becomes evident that companies must

prioritize this aspect to determine the level of visitor traffic. In conclusion, the strategic decision of where a business is situated profoundly impacts its potential for success, maximizing the potential for profitability.

As per the American Marketing Association, as cited in Sunyoto and Saksono (2022) consumer behavior is a dynamic interplay encompassing influence, cognition, behavior, and the events that shape human activities throughout their lives. The fundamental objective of marketing endeavors is to sway consumers into willingly purchasing company goods and services when the need arises. To achieve this, companies must comprehend the factors that exert influence on consumer behavior, including environmental factors, individual differences, and psychological processes. Sunyoto and Saksono (2022) emphasize that the study of consumer behavior is crucial for businesses, particularly concerning purchasing decisions and consumer engagement. This understanding enables business professionals to delve into various aspects of consumer behavior, providing valuable insights for the development of effective marketing strategies. Consumer behavior unfolds as a sequence of actions initiated by the recognition of a need and desire, followed by efforts to acquire the desired product, consumption of the product, and concluding with post-purchase actions, encompassing feelings of satisfaction or dissatisfaction. In essence, consumer behavior is a dynamic and multifaceted interaction involving influence, cognition, behavior, and events. Successful marketing strategies hinge on companies comprehending the intricate interplay of factors that shape consumer behavior, including environmental influences, individual differences, and psychological processes.

As indicated by Gunawan et al. (2019), the Purchase Decision holds significant importance for companies as it directly correlates with increased consumer desire to acquire their products or services. The more consumers opt to make purchases within a company, the greater the potential for the company to accrue profits and foster customer loyalty. Purchase decisions not only serve as a business opportunity but also contribute to the

company's visibility, as an expanding consumer base brings about increased recognition, and loyal customers are cultivated. According to Kotler (2007) as cited in Andriani (2020), understanding consumer purchasing decisions is intricately linked to the various stages consumers go through. These stages encompass identifying and acknowledging the problems they face, culminating in the actual decision-making process where consumers initiate transactions and finalize their purchases. In essence, purchasing entails a comprehensive decision-making process that involves reaching a final verdict to acquire a particular item or service. This decision is influenced by various factors and indicators, such as product quality, functionality, nature, physical condition, and the level of satisfaction derived from the product. The culmination of this process is shaped by consumer behavior throughout the preceding steps taken to select and purchase a specific product (Nilowardono et al., 2024).

### 3. RESEARCH METHOD

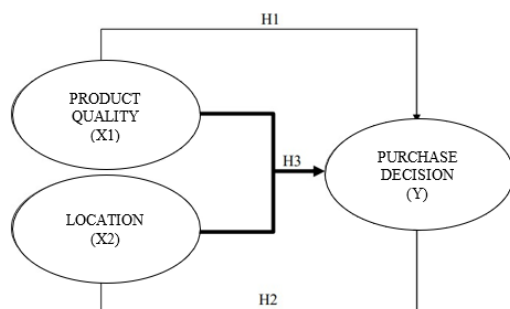


Figure 1. Conceptual research

The research is meticulously designed to delve into the intricate dynamics of consumer behavior by closely examining the interplay between product quality, location, and purchasing decisions at Bakso Damas Malang. Employing a quantitative research approach, the study is geared towards unraveling the multifaceted factors that influence consumers' choices. The expansive population under

scrutiny encompasses customers who have made pivotal purchasing decisions within the time frame from November 2022 to January 2023, estimated at a substantial 11,464 individuals. To derive comprehensive and meaningful insights, a purposive sample of 100 respondents has been thoughtfully selected, ensuring diversity and relevance. The data collection process adopts a multifaceted strategy that includes both online and offline interviews to gain nuanced perspectives. Additionally, the distribution of questionnaires via QR codes facilitates a structured approach to gather quantitative data, while on-site observations at Bakso Damas Malang aim to capture the contextual ambiance and consumer interactions in a natural setting. This comprehensive methodological framework underscores the commitment to triangulate various data sources, fostering a holistic understanding of the factors under investigation.

Moving into the analytical phase, the research employs a robust framework consisting of validity tests to ascertain the precision of the research instruments. Concurrently, reliability tests are applied to gauge the consistency of questionnaire indicators, ensuring the dependability of the data. The cornerstone of the analysis lies in the application of descriptive methods, allowing for the synthesis and interpretation of the acquired data in a meaningful manner. By adopting such a meticulous and comprehensive approach, the research endeavors to contribute nuanced insights into the consumer decision-making process within the culinary landscape, specifically focusing on Bakso Damas Malang. The role of product quality and location emerges as pivotal elements that significantly shape consumer preferences and purchasing behaviors, providing a valuable foundation for both theoretical understanding and practical implications for businesses operating in similar contexts.

### 4. RESULT AND DISCUSSION

#### Validity Test

The validity test measures the accuracy of an item to determine if it's valid. A test is valid if the  $r_{count} > r_{table}$ , with significance set at 0.05 (5%). For 100 respondents in this study,

the degrees of freedom (df) are 98, resulting in an  $r_{table}$  of 0.196. Since the  $r_{count}$  values exceeded the  $r_{table}$ , the items are considered valid. This confirms the instrument's accuracy and the questionnaire's legitimacy.

#### Reliability Test

The reliability test ensures consistent responses over time. In this study, SPSS Statistics 25 was used to interpret the Cronbach alpha value, where a value > 0.6 indicates sufficient reliability. The result shows that the Cronbach alpha values for Product Quality (X1), Location (X2), and Purchase Decision (Y) were all above 0.6, confirming the reliability of these variables.

**Descriptive Analysis**

Descriptive statistics describe data through measures like mean, standard deviation, and minimum and maximum values. In this study, these statistics were applied to the variables Product Quality (X1), Location (X2), and Purchase Decision (Y).

**Table 1.** Descriptive analysis result

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality	100	54	90	76.85	9.044
Location	100	54	95	83.60	9.031
Purchase Decisions	100	32	70	58.52	7.982
Valid N (listwise)	100				

Based on the calculation results, each variable had 100 data points from the questionnaire. For Product Quality (X1), the average was 76.85 with a standard deviation of 9.044, indicating good data distribution, with a minimum value of 54 and a maximum of 90. For Location (X2), the average was 83.60 and the standard deviation was 9.031, also showing good results, with a minimum of 54 and a maximum of 95. For Purchase Decision (Y), the average was 58.52 and the standard deviation was 7.982, indicating normal data distribution, with a minimum value of 32 and a maximum of 70.

**Multicollinearity Test**

The multicollinearity test checks for strong correlations between independent variables. In this study, the variables tested were product quality (X1) and location (X2). A good regression model is free from multicollinearity if the VIF is <10 or the tolerance value is >0.1.

**Table 2.** Multicollinearity test result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality Product	.512	1.952
	Location	.512	1.952

Table 2 shows that the VIF values for product quality (X1) and location (X2) are below 10,

and their tolerance values are above 0.1. This indicates that the data is free from multicollinearity.

**Coefficient of Determination (R2)**

The coefficient of determination test measures how well the regression model explains the dependent variable. It ranges from zero to one, with values closer to one indicating that the independent variables provide nearly all the information needed to predict the dependent variable. In this study, product quality (X1) and location (X2) were the independent variables, while purchase decision (Y) was the dependent variable. The analysis, conducted using SPSS Statistics 25, showed the results of the coefficient of determination, illustrating the model's explanatory power.

**Table 3.** Coefficients determination (R2)

Model Summary <sup>b</sup>				
Model R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.847 <sup>a</sup>	.718	.712	4.282

a. Predictors: (Constant), TOTAL\_Product Quality, TOTAL\_Location

Table 3 shows that the correlation (R) in this study was 0.847, indicating a strong relationship. The R Square (R<sup>2</sup>) value was 0.718, meaning that product quality and location explained 71.8% of the influence on purchasing decisions. The remaining 28.2% was influenced by other factors, such as price, promotion, brand image, and service, which were not examined in this study.

**Test F (Simultaneous Test)**

The F test criterion states that if the significance value of F is less than 0.05, the hypothesis is accepted, indicating that all independent variables simultaneously and significantly affect the dependent variable.

**Table 4.** Test F result

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4528.645	2	2264.323	123.510	.000 <sup>b</sup>
	Residual	1778.315	97	18.333		
	Total	6306.960	99			

a. Dependent Variable: TOTAL Y  
b. Predictors: (Constant), TOTAL X2, TOTAL X1

Table shows that the calculated F value was 123.510, which exceeds the F table value of 3.09, and the F significance value was 0.000,

which is below 0.05. This indicates that product quality (X1) and location (X2) significantly affect purchasing decisions (Y).

#### **Effect of Product Quality on Purchasing Decisions**

The first hypothesis suggested that product quality has a partial influence on purchasing decisions at Bakso Damas Malang. The test results showed that product quality (X1) has a significant partial impact on purchasing decisions (Y). The t-test revealed a tcount of 1.989, higher than the ttable value of 1.984, and a significance level of  $0.000 < 0.05$ , confirming that product quality influences purchasing decisions. The regression coefficient (B1) was 0.646, indicating that for every 1-unit increase in product quality (X1), the purchasing decision (Y) would increase by 0.646. This proves that product quality, which includes indicators such as color, appearance, portion, temperature, texture, aroma, and others, plays a vital role in purchasing decisions at Bakso Damas. Key indicators in the descriptive analysis showed that consumers appreciated clean dishes, appropriate portion sizes, hot broth, and an appetizing aroma. For instance, the broth served was kept hot, meeting consumers' expectations. Similarly, the product's texture, maintained by sophisticated machinery, was also highly rated by customers.

Product quality is essential as it significantly impacts customer purchasing decisions. It influences factors such as performance, reliability, perceived value, customer satisfaction, and long-term loyalty. Bakso Damas has successfully met consumer expectations by delivering high-quality products, leading to stronger relationships with their target customers. These findings align with previous research by Armeliani (2018), which also demonstrated a positive influence of product quality on purchasing decisions. This further supports the conclusion that product quality is a critical factor in driving consumer behavior.

#### **Influence of Location on Purchase Decisions**

The second hypothesis suggests that the location variable partially influences purchasing decisions at Bakso Damas Malang. The test results revealed that the significance value of the location variable (X2) was 0.043, which is less than 0.05, and the tcount value was

2.047, greater than the ttable value of 1.984. This confirms that location (X2) significantly affects purchasing decisions (Y). Furthermore, the regression coefficient (B2) of 0.136 indicates that for every 1-unit increase in the location variable, the purchasing decision variable increases by 0.136. This finding highlights several key location indicators, including access, visibility, traffic, parking, expansion, environment, competition, and government regulations, which influence purchasing decisions at Bakso Damas. For example, the visibility of Bakso Damas is enhanced by a large, brightly colored signboard located on a busy road, making it easily noticeable from a distance. The restaurant's prime location on a major highway, which experiences heavy traffic, further boosts its appeal, as it is easily accessible to passing vehicles.

Additionally, the ample parking space, capable of accommodating several buses, caters to large tourist groups, making parking a critical factor. Bakso Damas also benefits from its spacious three-floor building, with an outdoor area and event space, which reflects the importance of expansion in location considerations. The convenience and accessibility provided by Bakso Damas significantly influence purchasing decisions. A well-situated store saves time and effort, making it a more attractive option for consumers. Moreover, being located in a lively neighborhood with nearby campuses, offices, and commercial areas further drives consumer interest. These findings align with previous research by Andryarto (2020), which demonstrated that location positively and significantly affects purchasing decisions. Therefore, it can be concluded that location plays a crucial role in influencing purchasing decisions at Bakso Damas.

#### **Effect of Product Quality and Location on Purchasing Decision**

Hypothesis 3 posits that product quality and location variables simultaneously influence purchasing decisions at Bakso Damas Malang. Test results revealed that the calculated F value was 123.510, which is significantly greater than the Ftable value of 3.09 ( $123.510 > 3.09$ ), with an F significance value of 0.000, less than 0.05 ( $0.000 < 0.05$ ). This demonstrates that

product quality (X1) and location (X2) together have a significant effect on purchasing decisions (Y). The multiple regression analysis showed a constant value (A) of -2.553, indicating that if both independent variables were absent, the dependent variable would decrease by -2.553. These results confirm that product quality (X1) and location (X2) positively and significantly influence purchasing decisions (Y) at Bakso Damas Malang when considered together. Among the two, product quality (X1) was found to have a more substantial effect on purchasing decisions. Customers seek products that consistently meet their needs. High-quality products tend to exceed customer expectations, compelling them to make purchasing decisions based on perceived value.

Businesses that prioritize product quality have a better chance of dominating the market, as they build long-lasting relationships by delivering exceptional products. However, product quality alone is not enough; an optimal location is crucial. A strategically positioned store saves customers time and effort while increasing visibility, leading to more spontaneous visits and purchases. Thus, location remains a critical factor in shaping purchasing decisions and the success of a business. These findings align with previous research by Aeni (2020), which demonstrated a significant influence of product quality, price, and location on purchasing decisions. Therefore, it can be concluded that both product quality and location have a combined and significant effect on purchasing decisions at Bakso Damas.

#### **Limitations of the Study**

While this study provides valuable insights into the factors that influence purchasing decisions, there are some limitations that need to be considered. First, this study only focuses on two variables, namely product quality and location, without considering other factors such as price, promotion, brand image, and service quality that can also influence purchasing decisions. Second, this study was only conducted in one location, namely Bakso Damas Malang, so the results may not be generalizable to the culinary industry at large. Third, this study was conducted in a limited

time period (November 2022 - January 2023), so it does not capture changes in consumer trends that may occur in the long term. In addition, this study used a limited sample of 100 respondents, which although sufficient for statistical analysis, does not fully represent the entire Bakso Damas customer population. The use of questionnaires as a data collection method also has the potential to cause respondent bias, where participants may provide answers that are not entirely objective or accurate. Finally, the approach used in this study is quantitative, so it does not provide in-depth insights into customer motivations, preferences, and subjective experiences, which can be obtained through qualitative methods such as interviews or focus groups.

#### **5. CONCLUSION**

The results of this study produce several main conclusions. First, based on partial statistical tests, it was found that product quality has a significant influence on purchasing decisions at Bakso Damas Malang. Consumers are more likely to make purchases if the product has high quality standards and meets their expectations. Second, partial statistical tests also show that location plays an important role in influencing purchasing decisions. A strategic location increases customer accessibility, visibility, and convenience, thus encouraging purchasing decisions. Third, simultaneous statistical tests reveal that product quality and location together have a significant influence on purchasing decisions at Bakso Damas Malang. Thus, this study confirms that product quality and location are two main factors in shaping consumer purchasing decision behavior in the context of the culinary industry, especially at Bakso Damas Malang. Although this study provides important insights into the factors that influence purchasing decisions, there are several aspects that can be developed in future research. First, further research is recommended to add other variables, such as price, promotion, brand image, and service quality, in order to provide a more comprehensive understanding of the factors that influence customer purchasing decisions. Second, the scope of the study can be expanded to several restaurants or other types of culinary businesses in various locations to see whether the results obtained are consistent in various business and geographical conditions.

Third, research with a longer time period (longitudinal study) can be conducted to analyze changes in consumer behavior trends over time, especially in the face of external factors such as pandemics, inflation, or new consumption trends. Fourth, the use of a mixed-methods approach, namely combining quantitative and qualitative methods, can provide deeper insights into customer motives, preferences, and satisfaction that cannot be fully explained through numerical analysis.

## REFERENCES

- Aeni, N., & Ekhsan, M. (2020). Pengaruh Brand Image Terhadap Keputusan Pembelian yang di Mediasi Brand Trust. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4(1), 377–386. <https://doi.org/10.36778/jesya.v4i1.331>
- Andriani, D. (2020). Pengaruh Kualitas pelayanan dan Suasana Resto Terhadap Keputusan Pembelian pada Cafe and Resto Sugar Rush di Bontang. *eJournal Administrasi Bisnis*, 8(1), 26-34.
- Andryarto. (2020). Pengaruh kualitas produk, kualitas pelayanan, dan lokasi terhadap keputusan pembelian Studi Pada Warung Penyet Arto Moro di Jl Fatmawati No. 23. Skripsi: FE Universitas Semarang
- Arliandhini, F. A., & Resawati, R. (2023). The Effect of Product Quality and Promotion on Purchasing Decisions (Study on consumers of a beauty company in Bandung). *JEBE*, 17(October), 390–398.
- Armeliiani. (2018). Pengaruh Kualitas Produk, Harga dan Lokasi Terhadap Keputusan Konsumen Dalam Pembelian Dange di Desa Benteng Kecamatan Mandalle Kabupaten Pangkep. Skripsi: Universitas Negeri Makassar
- Ayu, I., Lestari, P., Cahyani, R. R., & Mutiasari, A. I. (2025). The Influence of Product Quality, Price Perception, And Location On The Purchasing Decisions of Mie Gacoan Among Students In Solo Raya. *JIEB*, 13(1), 251–258. <https://doi.org/https://doi.org/10.37676/ekom bis.v13i1>
- Fatmasari, D., & Jumai, J. (2024). The Influence of Service Quality, Product Quality and Location on Purchasing Decisions (Study of Virgin Cake and Bakery Shop Custumers). *Economics and Business International Conference Proceeding*, 1(2), 1306–1320.
- Heti, C. R. T., & Solagracia, S. (2024). The Influence of Product Quality and Price on Purchasing Decisions: Brand Image as Mediation. *Journal of Business & Applied Management*, XVII(2), 99–112. <https://doi.org/10.30813/jbam.v17i1.6016>
- Lestari, R. Y., Ratnanto, S., & Purnomo, H. (2021). Analisis Store Atmosphere, Lokasi Usaha, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Coffee Shop Homely Koffee Kota Kediri. *SENMEA*, 1(September 2021), 347–359.
- Nilowardono, S., Baktiono, A., Artaya, I. P., & Rosyid, A. (2024). The Influence of Product Quality on Purchase Decision Through Brand Image: A Case Study on 3second Fashion. *IJEBD*, 07(01), 30–39.
- Oktavian, R. F., & Wahyudi, H. (2022). The Influence of Product Quality and Price on Purchase Decisions. *JMB*, 6(2), 379–392. <https://doi.org/10.36555/almana.v6i2.1911>
- Purnomo, H. (2021). Pengaruh Store Atmosphere dan Lokasi Terhadap Keputusan Pembelian di Coffe Shop Tell Kopi Kediri. Skripsi: Universitas Nusantara PGRI Kediri.
- Rachmad, Y. E., Meliantari, D., Akbar, I., Rijal, S., & Aulia, M. R. (2023). The Influence of Product Quality, Promotion and Brand Image on Brand Trust and Its Implication on Purchase Decision of Geprek Benu Products. *Jurnal Ekonomi dan Manajemen Teknologi*, 7(3), 597–604.
- Sari, N. M., & Ekowati, S. (2022). Pengaruh Kuaitas Layanan, Harga, dan Lokasi Terhadap Kepuasan Konsumen (Studi Kasus Pada Bakso Mercon Bu'yan). *Prosiding Seminar Nasional Business Corporate*, 1(April), 30–41.
- Susanto, A. R. I., & Ningrum, N. K. (2022). The Influence of Price, Product Quality and Location on the Purchase Decision of Local Food Snacks and Souvenirs for the Sukamaju Farming Group, Ajaobaki Village, Mollo Utara District, South Timor Regency. *Jurnal Ilmu Manajemen*, 06(01), 131–138.
- Zidane, M. Y., Widarko, A., & Rizal, M. (2023). Pengaruh Product Quality, Location Dan Price Terhadap Keputusan Pembelian (Studi Kasus Pada Customer Resident Jaya Farm). *13(01)*, 1503–1511.