

Analysis of Consumer Buyer Decisions at Lazatto Tasikmalaya

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Abstract

Buyer decisions are a key factor in determining the sustainability of a business because they are directly related to the level of sales, satisfaction, and consumer loyalty. In the increasingly competitive culinary business, companies are expected to be able to understand the various factors that influence buyer decisions so they can maintain their existence and increase their competitiveness. Lazatto Tasikmalaya, as a fast food business, needs to understand the level of consumer buyer decisions and how consumers respond to product quality and the level of satisfaction they feel. Understanding these aspects is an important basis for formulating strategies to improve product and service quality in order to create sustainable customer loyalty.

INTRODUCTION

The culinary business sector is experiencing rapid growth in line with increasing needs and lifestyle dynamics. This growth is characterized by the increasing number of businesses offering food products with a variety of flavors, concepts, and innovative marketing strategies (Hasibuan & Ibrahim, 2023). Competition among businesses, particularly in the fast-food restaurant sector, requires every company to deeply understand consumer behavior to maintain its existence and increase its competitiveness (Ernawati & Dzulfriansyah, 2024). In a highly competitive market, companies cannot rely solely on product excellence; they also need to build sustainable relationships with consumers (Sitepu et al., 2021).

In theory, purchasing decisions are a series of processes consisting of several stages, starting from identifying needs, seeking references, evaluating various alternatives, making a purchase decision, and then continuing through post-purchase behavior (Oktavia et al., 2022). This process is determined by internal factors, such as consumer needs, assessments, motivations, and attitudes, as well as external factors, such as advertising activities, service quality, and the social environment, which also shape purchasing decisions (Ernawati E, 2022). The reciprocal relationship between these various factors will shape consumer preferences for a particular product or service. A comprehensive understanding of these factors enables companies to develop more targeted marketing strategies that are able to optimally reach targets and are oriented towards customer satisfaction (Azhari & Ali, 2024).

Several previous studies have examined the factors influencing purchasing decisions in various culinary business sectors. However, these results indicate that consumer characteristics can vary based on location, market segmentation, and local socioeconomic conditions (Novita et al., 2024). Differences in social and cultural conditions, as well as levels of competition within a region, have the potential to influence consumer preferences and behavior in making purchasing decisions (Paludi & Juwita, 2021). Therefore, research findings in one region may not be fully relevant to other regions. Therefore, contextual and region-specific research is

essential to obtain a more accurate empirical picture that is tailored to local conditions (Rustawati et al., 2022).

Lazatto, a well-known fast food brand in Indonesia, including in the Tasikmalaya region, faces stiff competition from various similar brands. Although Lazatto has a well-established brand image and is widely recognized, the precise level of consumer purchasing decisions at Lazatto Tasikmalaya and the factors that predominantly influence them remains unknown (Ernawati et al., 2024). Research specifically analyzing purchase decision levels, responses to product quality, and levels of consumer satisfaction and confidence at Lazatto Tasikmalaya remains limited. This situation indicates a research gap that needs to be addressed through more focused empirical studies.

Furthermore, advances in information technology and the rapid use of social media have played a significant role in driving changes in customer behavior in determining culinary product choices. Information about menus, prices, promotions, and customer reviews is now readily available through various digital media (Susilo & Yoestini, 2024). Consumers are becoming more critical and rational in evaluating options before making purchasing decisions. A business's reputation, customer testimonials, and online consumption experiences play a role in shaping consumer perception, trust, and confidence in a brand. This phenomenon further emphasizes the importance of purchasing decision analysis as a basis for formulating marketing strategies that adapt to technological developments.

On the other hand, changes in urban lifestyles that tend to prioritize practicality and time efficiency have also driven increased demand for fast food (Mulhayu, 2024).

Consumers not only want delicious and affordable products, but also fast service, comfortable locations, and a pleasant consumption experience. Therefore, companies need to ensure that the quality of the goods and services provided meets or even exceeds consumer expectations. These efforts are crucial for creating sustainable satisfaction and fostering customer loyalty.

Based on this description, this study focuses on analyzing consumer purchasing decisions at Lazatto Tasikmalaya, with the following research questions: (1) what is the level of consumer purchasing decisions regarding Lazatto Tasikmalaya products; (2) what are buyers' perceptions of the quality of Lazatto Tasikmalaya products; and (3) whether consumers are satisfied and confident in the products offered by Lazatto Tasikmalaya. This study aims to analyze the level of consumer purchasing decisions, determine consumer responses to product quality, and determine the level of consumer satisfaction and confidence in Lazatto Tasikmalaya products.

This research is expected to provide theoretical contributions to broaden and deepen the study of customer behavior, particularly as it relates to the analysis of the purchasing decision-making process in local fast food establishments.

Furthermore, in practical terms, the results of this study are expected to serve as a reference for evaluation and a basis for strategic considerations for La Jatamata Sigmaaya's management as they seek to improve product standards, service, and promotional strategies. Therefore, the company can create a sense of satisfaction and sustained customer loyalty, enhancing its competitiveness in an increasingly competitive and evolving market.

Marketing Management

The process of implementing and monitoring various activities aimed at creating, delivering, and communicating value to buyers in an effort to meet market demands and expectations, while simultaneously achieving organizational or company goals.

According to (Ariyanto et al., 2023), marketing management is a social and managerial process that enables individuals and groups to obtain their needs and wants through the creation and exchange of valuable products. Meanwhile, (Nasution & Aslami, 2022) explain that marketing management involves planning, coordinating, and controlling all marketing activities to ensure the company's targets are achieved effectively and cost-effectively.

Therefore, marketing management focuses not only on sales activities but also encompasses market analysis, strategy determination, marketing mix management, and marketing performance evaluation to ensure customer satisfaction and business sustainability.

Consumer Behavior

Consumer behavior is a field of study that explains how individuals and groups make decisions, purchase, use, and evaluate products or services to meet their needs and expectations. Understanding consumer behavior is crucial in marketing activities, as purchasing decisions do not occur spontaneously but rather through an evaluation process influenced by various factors.

According to (Haryanto et al., 2024), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and evaluate products, services, ideas, or experiences to meet their needs and desires. This definition emphasizes that consumer behavior is not limited to the purchasing activity alone but also encompasses the stages before and after the purchase.

Meanwhile, (Christianingrum & Nanang Wahyudin, 2022) state that consumer behavior is the stages a person goes through in seeking information, purchasing, using, evaluating, and acting after using a product or service. This process involves interrelated psychological, social, and cultural aspects.

In the context of this research, consumer behavior refers to how consumers in Tasikmalaya City make choices about purchasing fast food products at Lazzato Tasikmalaya. This decision is influenced by perceptions of product quality, price, service, location, and brand image.

Factors that influence buyer decisions

Factors influencing consumer purchasing decisions can generally be grouped into four groups: cultural, social, personal, and psychological. Cultural elements consist of values, norms, customs, and traditions that develop within a society and have the potential to influence consumer thought patterns and behavior in making purchasing choices.

Social factors originate from the surrounding environment, such as family, friends, reference groups, and social status, and play a role in shaping a person's preferences and decisions regarding a product. Personal factors relate to individual characteristics, such as age, occupation, economic situation, lifestyle, and personality, which influence considerations in the purchasing decision-making process. Psychological factors encompass consumer motivation, perception, learning processes, beliefs, and attitudes, which play a role in shaping how they evaluate and decide to purchase a product or service. Overall, these four factors are interrelated and play a crucial role in shaping the process and final outcome of consumer purchasing decisions.

The concept of value and consumer satisfaction

Consumer value is the consumer's perception of the comparison between the value or benefits that consumers feel from using a product or service with the costs, time, and effort that must be spent, such as price, time, energy, and other costs, where the value will be considered high if the benefits felt are comparable to or even exceed the sacrifices made. Meanwhile,

customer satisfaction can be interpreted as an emotional state that someone feels after assessing the experience of using a product or service, then comparing it to previous expectations. If the results obtained match or even exceed expectations, then a feeling of satisfaction arises. However, if the perceived reality is below what is expected, the feelings that arise tend to be disappointment or dissatisfaction.

Consumer Loyalty

Consumer Loyalty is a consumer's strong commitment to continue purchasing or reusing a product or service in the future, despite various alternative choices or the influence of competitors. Customer loyalty is demonstrated not only through repeat purchases but also through positive attitudes, trust, and the consumer's willingness to recommend the product or brand to others.

LITERATURE REVIEW

The journal literature review in this study aims to strengthen the theoretical foundation and provide an overview of several previous research findings that are related and relevant to the topic discussed in consumer purchasing. Numerous scientific studies conclude that consumer purchasing decisions are influenced by the interaction of mutually influencing internal and external factors.

Research based on Philip Kotler's marketing management concept confirms that appropriate marketing strategies, particularly in managing the marketing mix (product, price, place, and promotion), play a crucial role in shaping consumer perceptions and purchasing intentions. Journal studies in the field of marketing indicate that product quality and price appropriateness are often the dominant variables influencing purchasing decisions, particularly in the fast food industry.

According to Kevin Lane Keller's theory, consumer purchasing decisions are the product of evaluating various alternatives, conditioned by cultural, social, personal, and psychological determinants. Consistent with this, several empirical studies demonstrate that psychological variables, particularly motivation and perception, play a crucial role in shaping consumer preferences for specific brands.

Furthermore, research in management and business journals has extensively discussed the relationship between consumer value, satisfaction, and loyalty. Studies have shown that when consumers perceive high value and experience satisfaction after a purchase, loyalty is more likely to develop. This loyalty is reflected in repeat purchases and positive recommendations to others.

Various research literature concludes that consumer decision-making is simultaneously influenced by marketing mix elements including product quality, price, location, and service, and is guided by social environmental influences and individual psychological aspects. Therefore, this journal literature review reinforces the assumption that a comprehensive understanding of consumer behavior is crucial for increasing business competitiveness, particularly in the fast food industry in Tasikmalaya.

METHOD

This study employs a quantitative method with a descriptive design. The quantitative approach was chosen because the information collected from respondents is in the form of numbers collected through questionnaires, which are then processed and interpreted using statistical analysis methods. The descriptive approach aims to provide a structured and impartial explanation of the level of buyer decision-making regarding a product based on respondents' assessments of the studied indicators. The collected information is then processed using a Likert scale to generate scores and percentages, thus identifying the level of buyer decision-making and drawing accurate conclusions based on actual conditions.

Data collection technique

The data in this study were collected using a questionnaire distributed to respondents. Through this questionnaire, researchers gathered in-depth information regarding consumers' views on product quality, pricing strategies, service quality, and their purchasing decision processes.

To measure the variables studied, a five-point Likert scale was used. Respondents were asked to select one of five answer options that best reflected their level of agreement or perspective on the research indicators.

Table 1. Research Instruments

Information	score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

The results of the questionnaire from 30 consumers who bought Lazatto Tasikmalaya are as follows:

Table 2. Questionnaire results

Number of Consumers	Questionnaire Questions				
	P1	P2	P3	P4	P5
1.	A	A	A	A	A
2.	SA	SA	SA	SA	SA
3.	A	A	N	A	A
4.	SA	SA	SA	SA	SA
5.	A	A	A	A	A
6.	A	A	SA	A	A
7.	A	A	A	A	A
8.	SA	SA	SA	A	SA
9.	SA	SA	SA	SA	A
10.	SA	A	A	A	A
11.	A	A	A	A	A
12.	SA	SA	SA	SA	SA
13.	SA	A	N	A	SA
14.	A	A	A	A	A
15.	SA	A	A	A	SA

16.	A	A	A	A	A
17.	A	N	A	N	A
18.	A	A	A	A	A
19.	A	A	N	A	A
20.	A	A	N	N	A
21.	A	A	A	A	A
22.	A	A	N	N	N
23.	SA	SA	A	A	A
24.	A	A	A	A	A
25.	A	SA	SA	SA	SA
26.	A	A	A	A	A
27.	N	A	A	SA	SA
26.	A	A	A	A	A
29.	A	A	A	A	A
30.	A	A	A	A	A

The next step involves calculating weights based on the previously defined categories. A summary of the user testing data after going through the weighting stage is presented in the table below:

Table 3. User Test Results

Number of Consumers	Questionnaire Questions				
	P1	P2	P3	P4	P5
1.	4	4	4	4	4
2.	5	5	5	5	5
3.	4	4	3	4	4
4.	5	5	5	5	5
5.	4	4	4	4	4
6.	4	4	5	4	4
7.	4	4	4	4	4
8.	5	5	5	4	5
9.	5	5	5	5	4
10.	5	4	4	4	4
11.	4	4	4	4	4
12.	5	5	5	5	5
13.	5	4	3	4	5
14.	4	4	4	4	4
15.	5	4	4	4	5
16.	4	4	4	4	4
17.	4	3	4	3	4
18.	4	4	4	4	4
19.	4	4	3	4	4
20.	4	4	3	3	4
21.	4	4	4	4	4
22.	4	4	3	3	3

23.	5	5	4	4	4
24.	4	4	4	4	4
25.	4	5	5	5	5
26.	4	4	4	4	4
27.	3	4	4	5	5
26.	4	4	4	4	4
29.	4	4	4	4	4
30.	4	4	4	4	4

Data Analysis Techniques

After all questionnaires were collected, the data were analyzed using descriptive statistics using a Likert scale. This was done to accurately interpret the tendencies of respondents' responses to each research indicator. Each respondent's answer was scored according to their level of agreement. The total score and percentage were then calculated to determine the level of buyer decision. To determine the percentage of each respondent's answer, a simple statistical calculation formula was used:

$$\text{Percentage} = (\text{Total Score}) / (\text{Maximum Score}) \times 100 \%$$

The maximum score is obtained from: Number of Respondents x Highest Score

The calculation results are then interpreted based on the following categories:

Table 4. Categories

Interval Percentase	Categories
81%-100%	Very good
61%-80%	Good
41%-60%	Enough
21%-40%	Not enough
0%-20%	Very less

RESULTS AND DISCUSSION

The initial stage of this research involved data collection through the distribution of questionnaires to 30 respondents. This instrument was designed to measure the level of purchasing decisions based on predetermined indicators. Measurements were conducted using a five-point Likert scale, ranging from 5 for the category 'Strongly Agree' (SA) to a score of 1 for the 'Strongly Disagree' (SD) category.

The data obtained was then processed by calculating the total score for each question and calculating a percentage to determine the level of buyer decision.

Based on the questionnaire data processing, the following results were obtained:

Table 5. Number of Respondent Points

Question	Evaluation					Number of Respondents
	SA	A	N	D	SD	
P1	9	20	1	0	0	30
P2	7	22	1	0	0	30
P3	7	18	5	0	0	30
P4	6	21	3	0	0	30
P5	8	21	1	0	0	30

After all the respondents' scores are collected, the next step is to calculate the User Acceptance Test (UAT) results. This process involves calculating the accumulated scores and achievement percentages for each statement item using the following formula:

$$\text{Total Score} = T \times P_n$$

Where: T = Total Respondents

P_n = Weighted Score

The percentage calculation formula is as follows:

$$\text{Percentage} = (\text{Total score}) / (\text{Number of respondents} \times \text{Maximum score}) \times 100$$

The results of the percentage calculation after weighting are as follows:

Table 6. Weighting

Question	Evaluation					Amount	Percentage
	P1	P2	P3	P4	P5		
P1	45	80	3	0	0	128	85%
P2	35	88	3	0	0	126	84%
P3	35	72	15	0	0	122	81%
P4	30	84	9	0	0	123	82%
P5	40	84	3	0	0	127	85%
Amount						626	417%

Based on the results of processing the questionnaire data, the results of the calculations that have been carried out can be described in the following section:

Table 7. Questionnaire Calculation Results

Question	Total Score	Percentage
P1	128	85%
P2	126	84%
P3	122	81%
P4	123	82%
P5	127	85%
Total	626	417%

Source: Results of data processing by the author

The maximum score is obtained by multiplying the number of respondents by the highest score,

$$\text{i.e.: } 30 \times 5 \times 5 = 750.$$

The total percentage is calculated using the formula:

$$\text{Percentage} = \text{Total percentage} / \text{number of questions}$$

The results of the average percentage calculation are as follows:

$$\text{Average} = 417\% / 5 = 83.4\%$$

Referring to the Likert scale interpretation criteria, the percentage score of 83% falls within the 81%–100% range, classifying it as very good. This finding confirms that the majority of respondents have a very positive perception of the quality of the marketed product.

The analysis of the first indicator showed a score of 85%, representing a very high level of agreement among respondents. This data demonstrates that product quality is perceived positively and falls into the very good category in consumers' eyes. The second indicator showed a score of 84%, indicating that respondents agreed that the product provides good value for consumers. Furthermore, the third indicator scored 81%, indicating that respondents were satisfied with the product. The fourth indicator scored 82%, indicating a high level of confidence in the product. Finally, the fifth indicator scored 85%, reflecting that respondents had a very good purchasing decision regarding the product.

DISCUSSION

Based on the research results, it was found that the product's purchasing decision rate was in the very good category, with a percentage of 88%. This indicates that consumers overall gave a positive assessment of the product offered. This high percentage indicates that the product's quality is considered good, the price is considered appropriate for the benefits received, and the product is able to meet consumer needs and expectations. Furthermore, service aspects and consumer trust in the product also contribute significantly to shaping purchasing decisions. Consumers consider not only functional factors such as taste and price, but also the experience gained during the purchasing process.

This 88% percentage reflects deep appreciation and trust from consumers. This proves that the majority of respondents felt their decision to choose this product was very appropriate, considering that the quality received met their expectations. Implications, this research result demonstrates that the product has strong competitiveness in the market and has the potential to encourage repeat purchases. If product and service quality can be consistently maintained, the opportunity to increase customer loyalty and expand market share in the future will be even greater.

CLOSING

Conclusion

Based on the results of the questionnaire data processing, it can be concluded that the consumer decision-making rate for purchasing the product reached 88%, categorizing it as "very good." This finding confirms that the available product meets consumer expectations. This is evident in the high level of respondents' assessments of product quality, affordability, and satisfaction with the benefits they received after making the purchase. These high percentages indicate that consumers feel confident in making their purchasing decisions and believe the product meets their needs and expectations.

Furthermore, these results also reflect a high level of consumer satisfaction with the purchasing experience. A purchase decision categorizing it as "very good" indicates that the product has strong appeal and competitiveness in the market. Consistently maintaining product and service quality increases the opportunity to foster consumer loyalty and encourage repeat purchases in the future. Therefore, the results of this study demonstrate that the product has successfully built trust and a positive perception among consumers.

Suggestion

Based on the research results which show a high satisfaction rate (83%–88%) but are still based on a limited sample (30 respondents), here are some suggestions that you can include in the journal, both as Managerial Suggestions (for business actors) and Suggestions for Further Researchers:

1. Managerial Recommendations (For Business Actors)

a. Maintaining Quality Consistency:

Given that product quality indicators received a very positive response (85%), the company should focus on standardizing production processes to ensure that the quality perceived by consumers remains consistent in the future.

b. Strengthening Pricing and Benefit Strategies:

With a consumer confidence level of 88%, management is advised to occasionally offer loyalty programs or promotions that reinforce the perception of "value for money" to prevent consumers from switching to competitors.

c. Optimizing Service and Location:

Although generally good, the company needs to continuously evaluate service aspects and location accessibility periodically to ensure transaction convenience remains maintained as the number of customers grows..

2. Recommendations for Future Researchers (Academic Suggestions)

a. Expanding the Sample Size: Future researchers are advised to increase the number of respondents and expand the scope of the study (not limited to 30 people) to ensure more representative results and a higher level of generalizability.

b. Adding Other Variables: It is recommended to examine other variables not covered in this study but relevant to Kevin Lane Keller's theory, such as Brand Equity, Customer Loyalty, or the influence of social media on purchasing decisions.

c. Using More Complex Analytical Methods: For future research, the use of inferential analysis methods such as Structural Equation Modeling (SEM) or multiple regression analysis is highly recommended to examine causal relationships and influences between variables in greater depth, rather than simply descriptively.

d. Longitudinal Studies: Conducting research over different time periods (before and after a specific period) to determine whether consumer perceptions and motivations are stable or fluctuate in response to changing market trends..

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