ANALYSIS OF PRICE, TASTE, AND SERVICE QUALITY ON PURCHASE DECISIONS FOR BANDREK DRINK IN RANTAUPRAPAT

Muhammad Ridho Siregar[1]
Universitas Labuhanbatu, Rantauprapat, Indonesia
mridosiregar@gmail.com

M. Ali Al Ihsan[2]
Universitas Labuhanbatu, Rantauprapat, Indonesia
ihsan@gmail.com

Marlina Siregar[3]
Universitas Labuhanbatu, Rantauprapat, Indonesia
siregarmarlina447@gmail.com

Abstract

In the business world, competition is an absolute must for every business actor, therefore, business actors need to design the right strategy to attract buyers to buy the products offered. Price, taste and quality of service of a product are some of the factors that influence consumer decisions to make purchases. This study aims to determine the effect of price, taste and quality of service on consumer purchasing decisions for bandrek drinks in Rantauprapat. The population in this study were all consumers of bandrek drink shops in Rantauprapat. The study used multiple linear regression tests. The results of the study showed that the variables of price, taste and quality of service simultaneously had a strong and unidirectional influence on consumer purchasing decisions for bandrek drinks. Price, taste and quality of service partially had a strong and unidirectional influence on consumer purchasing decisions for bandrek drinks.

Keywords: Price, Taste, Service Quality, Purchasing Decision

INTRODUCTION

The name "*bandrek*" must be familiar to many people, especially Indonesian people. Where Bandrek is a traditional Indonesian drink typical of Sunda. Bandrek is a drink that is often brewed and bandrek drinks are everyone's favorite drinks because they have many properties and benefits, especially for maintaining and increasing endurance. This drink is known to have existed since the 10th century to the 20th century. And in the past, bandrek was one of the drinks that many people considered a luxurious drink. Bandrek is one of the drinks that is sold at a high price because it is made from various spices in Indonesia. And this is also because spices were a prima donna commodity in colonial times.

Bandrek is a traditional drink made from several ingredients such as brown sugar, ginger, and spices, and sprinkled with grated coconut as a topping to add flavor, this *bandrek* is served warm and usually served in a glass and usually the glass uses a glass made of coconut shell, enamel glass, aluminum glass, or even any glass that can withstand the heat. The improvisation of *Bandrek* drinks is not very varied because the essence of enjoying this bandrek is to get the benefits of the warm taste given or brewed when sipped and drunk so that bandrek will remain simple without any toppings and other strange ingredients, but the additions that are usually used in this drink can use condensed milk if you want to get a "creamy" and savory taste.

Ginger is a traditional spice that can not only warm the body but is also believed to have various benefits, one of which is that it can strengthen the immune system, including warding off the coronavirus. One of the drinks made from ginger is *Bandrek. Bandrek* is a drink made from a mixture of ginger, brown sugar, and a mixture of several natural spices such as cloves, cinnamon, lemongrass, white pepper, and so on which are used to strengthen the warming effect of bandrek. Along with the development of the era, public interest in *Bandrek* continued to decline and was then replaced by other drinks such as Thai tea, boba milk tea, and other drinks that continued to innovate to attract the attention of consumers. By looking at the desires of the community and the development of the market in Indonesia which is always changing, bandrek must be innovated according to the times so that *Bandrek* can remain in demand and compete with other drinks.

The Bandrek beverage business is currently one of the guaranteed business interests, from the many culinary businesses. The Bandrek beverage business is one of the businesses that has been in demand by the community in recent years, including in Rantauprapat City. The marketing strategy in marketing Bandrek drinks so that consumers are interested in buying Bandrek, Bandrek business owners offer various types of Bandrek drink flavors to consumers, and it is proven that there is an increase in sales of Bandrek drinks which are increasingly popular with consumers.

The results of previous research According to (Indrayani et al., 2020), namely the taste variable influences purchasing decisions. Drinks that have a high taste are drinks that are served attractively, spreading a delicious taste. Taste includes two main aspects, namely appearance when served and taste when eaten. Both aspects are equally important to consider to truly produce a satisfying drink. According to (Nugroho, 2021) from the results of previous research, namely, price has a positive and significant effect on purchasing decisions. The results of the study (Santika, 2020) show that service quality has a positive and significant effect on purchasing decisions. The Bandrek drink business is a business that operates in the culinary field, namely the beverage business.

The Bandrek business in Rantauprapat has many customers because it has good taste and service. This business also maintains its excellence and increases the quality of its products by using attractive marketing tactics. One of them can be reviewed from the taste of the product, price, and quality of service to influence consumer purchasing decisions. Taste is a way of choosing food or drinks that must be distinguished from the taste of the food. Bandrek drinks have a taste that can influence consumer purchasing decisions. Consumers will choose a drink if the taste of the drink suits their tongue or taste. The culinary taste that is created plays a very important role in purchasing decisions.

Based on the explanation of the influence of taste, price, and quality of service on purchasing decisions, the researcher is interested in researching the case of Bandrek drinks, the more the culinary beverage business develops, the more competition there is in taste or price. This shop sells beverage products in large quantities, one thing that must be considered is the quality of service; to achieve the desired quality of service, a standardization of service quality is needed. This method is intended to ensure that the beverage products produced

meet the standards that have been set so that consumers will not lose trust in the product in question.

Based on the above background, the research problem formulation proposed is: (1) How does price affect the Purchase Decision on Bandrek Drinks in Rantauprapat, (2) How does taste affect the Purchase Decision on Bandrek Drinks in Rantauprapat, (3) How does service quality affect the Purchase Decision on Bandrek Drinks in Rantauprapat, (4) How do price, taste and service quality affect the Purchase Decision on Bandrek Drinks in Rantauprapat. The purpose of this research is to determine the influence of price, taste, and service quality on purchasing decisions for Bandrek drinks in Rantauprapat.

REVIEW OF LITERATURE

Price

According to (Uliya & Zulhadi, 2023) Price is "money charged for a particular product. According to (Mardia, 2021) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. According to (Indrasari, 2019) price is the amount of money that must be paid by consumers to obtain a product. Price is an amount of money that has an exchange value to obtain benefits from a product or service (Handayani, T., & Fathoni, 2019).

According to (Tonce, Yosef & Rangga, 2022) price indicators, namely: 1) Price affordability; Affordable prices are customer expectations before making a purchase. Customers can look for products that are affordable for them; 2) Price suitability with product quality; For certain products, customers usually don't mind having to buy at a relatively expensive price, as long as the product quality is good. But customers want products with low prices and good quality; 3) Price competitiveness; Organizations determine the selling price of a product by considering the prices of products sold by their competitors so that their products can compete in the market; 4) Price suitability with benefits; Customers often pay attention to the price of the product but are more concerned with the benefits of the product

Taste

Taste is one of the factors that buyers are able to assess food/drink products by trying the product (Indrayani et al., 2020). With their sense of taste, buyers will judge whether the product is worthy or not. (Justitie, 2019) explains that taste is the result of a combination of

the work of the 5 senses, namely the sense of taste, sight, smell, touch, and hearing. According to (Melda, M., Arini, E., & Yulinda, 2020) taste is one way to choose food and drinks that are distinguished by the taste of food or drinks and can be distinguished from the shape/appearance, smell, taste, texture, and temperature. Based on the opinions of several experts, it can be concluded that the definition of taste is a consumer assessment of food or drink products, which is the result of cooperation between human senses, more precisely the sense of taste, and can be distinguished from the shape/appearance, smell, taste, texture, and temperature. According to (Indrayani et al., 2020), taste is a form of cooperation between the five human senses, namely taste, smell, touch, sight, and hearing.

According to (Resky, 2021), taste has five indicators to measure taste variables, namely: 1) Appearance The physical form of food can create its appeal to each food served. 2) Smell The aroma of food that has a strong characteristic that can affect the sense of smell. 3) Taste The recognition of the taste of food can be known by humans through taste cells and can also be influenced by the texture, temperature, color, and smell of food. 4) Texture The texture of food is seen from its consistency or consistency including the degree of density, hardness or viscosity, chewy, hard, and liquid. 5) Temperature The temperature of the serving time plays an important role in the taste of food. In addition to temperature, food that is cold or hot can also affect the taste nerves of a food.

Service Quality

Service quality is a form of cooperation from appearance that has no physical form and is easily lost (Maryati & Khoiri.M, 2021). Service quality is not visible to the naked eye, so sellers will have difficulty assessing without asking the buyer directly. What is felt directly by the buyer will be one of the factors that play an active role in buyers enjoying the service. (Syahsudarmi, 2020) explains service quality as every action of the seller given to the buyer and is intangible and has no rights owned by anything. (Manengal, B., Kalangi, J. A., & Punuindoong, 2021) states that service quality is a dynamic state that is closely related to products, services, human resources, processes, and environments that can at least meet or even exceed the expected service quality. (Dzikra, 2020) also stated that service quality is a strategic system involving all work units or organizational units from leaders to employees to meet the needs expected by consumers, then (Putri, S. D., & Arifiansyah, 2020) stated that

service quality is a service provided to customers following service standards that have been standardized as guidelines in providing services. According to (Siagian, 2020) service quality is a behavior that can realize changes that will be needed by customers so that a customer can also evaluate how the service, service quality can be called a measure that states that level of service quality can be delivered to meet purchasing decisions. According to (Wijaya, 2017) service quality is also a form of consumer research on the level of service that will be received with a service that we can expect. According to (Sholeha et al., 2018) service quality is a quality that can be determined by customers, and where a customer who wants a product or service that will be in accordance with the needs of the existing expectations of the level of product value

According to (Siagian, 2020) there are several indicators of service quality as follows: 1) Tangible/direct facts are the existence of service quality which can be in the form of physical facilities in the office, computerization of an administration, waiting room, or information place; 2) Reliability/reliability is the existence of an ability and reliability that can provide a service that can be trusted; 3) Responsiveness/responsiveness is the ability to help and provide a service well and accurately and also be responsive to consumer desires; 4) Assurance/responsibility is the ability friendliness and politeness of employees to convince trust in consumers; 5) Empathy/empathy is a firm attitude but an employee's attention to consumers.

Purchasing Decision

According to (Gunawan, 2022) a purchasing decision is a process where consumers recognize their problems, and seek information about certain products or brands. A purchasing decision is an action by consumers to buy or not a product (Kholidah, N., & Arifiyanto, 2020). According to (Bancin, 2021) the definition of a purchasing decision is a decision-making process that can be influenced by consumer or customer behavior. According to (Nainggolan, 2020) the definition of a purchasing decision is a behavior that can be shown by a person who is a decision-making unit in purchasing, or using goods or services. According to (Aditya, 2021) the definition of a purchasing decision is an attitude that can be considered to buy a product or not on a good or service. According to (Nugroho,

2021) the definition of a purchasing decision is a consumer decision about what to buy, how much to buy, and how to purchase to be made.

Based on several definitions that have been described above, it can be concluded that a purchasing decision is a decision-making process carried out by consumers to use a good or service that involves a consideration process such as what product or service will be purchased and its quality, how much, how to buy the goods or services. According to (Indrasari, 2019) indicators of consumer decisions to purchase a product include five decisions, namely: (1) Product choice Consumers can make decisions to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying a product and the alternatives they consider. For example: the need for a product, the diversity of product variants, and product quality. (2) Brand choice Buyers must make decisions about which brand to buy. Each brand has its differences. In this case, the company must know how consumers choose a brand. For example: brand trust and popularity. (3) Distributor choice Buyers must decide which distributor to visit. Each buyer has different considerations in determining whether it can be due to factors such as close location, low prices, and complete inventory. For example: ease of obtaining products and product availability. (4) Purchase time Consumer decisions in choosing the time of purchase can vary. For example: some buy once a month, once every three months, or once a year. (5) Purchase quantity Consumers can make decisions about how many products they will buy at a time. In this case, the company must prepare the number of products according to the different desires of the buyers. For example: the need for products.

RESEARCH METHOD

According to (Nainggolan, 2020), the definition of a purchasing decision is behavior that can be demonstrated by a person who is a decision-making unit in purchasing or using goods or services. purchasing decision is measured by 5 indicators, Product choice, Brand choice, Distributor selection, Purchase time, and Purchase quantity.

Population is a group of people, events, or interesting things that researchers want to investigate based on sample statistics (Sekaran, U., & Bougie, 2017). The population in this

study is Bandrek Beverage Consumers in Rantauprapat. While the sample is part of the number and characteristics possessed by the population or subgroup of the population (Sekaran, U., & Bougie, 2017). Researchers conclude what will be generalized to the population. Samples also consist of members selected from a population. If there are limitations of manpower and time that result in not being able to study all populations, researchers can use samples. Thus, to determine the number of samples taken in this study whose population is unknown, namely, using the Lemeshow formula as follows:

$$n = \frac{z^2 pq}{d^2}$$

Information:
n = number of samples
z = z score on trust 95% = 1,96
p = maximum estimate 50% = 0,5
q = 1-p, proportion for an event to occur, if p=0.5 then q=1-0.5 = 0.5
d = sampling error 10% = 0,1

Based on the Lemeshow formula above, the number of samples to be taken is as follows:

$$n = \frac{(1,96)^2 . 0,5.05}{(0.1)^2}$$
$$n = \frac{3,8416 . 0,5 . 05}{0,01}$$
$$n = \frac{0,9604}{0,01}$$
$$n = 96,04$$

The calculation results show that the n obtained is 96.04 = 96 people, so in this study, the authors took data from a sample of at least 96 people.

This research employs quantitative data, and its primary data collection involves providing a questionnaire to respondents. The data collection methods used in this study include observation and questionnaire methods.

RESULTS AND DISCUSSION

Instrument Test

Table 1
Validity Test

Variables	Item	Corrected Item- Total Correlation	R Table 5%	Conclusion
Price (X$_1$)	1	0,679	0,367	Valid
	2	0,569	0,367	Valid
	3	0,498	0,367	Valid
	4	0,561	0,367	Valid
	5	0,460	0,367	Valid
Taste (X$_2$)	1	0,627	0,367	Valid
	2	0,576	0,367	Valid
	3	0,629	0,367	Valid
	4	0,683	0,367	Valid
	5	0,561	0,367	Valid
Service Quality (X$_3$)	1	0,610	0,367	Valid
	2	0,464	0,367	Valid
	3	0,627	0,367	Valid
	4	0,659	0,367	Valid
	5	0,486	0,367	Valid
Purchasing Decision (Y)	1	0,521	0,367	Valid
	2	0,412	0,367	Valid
	3	0,509	0,367	Valid
	4	0,412	0,367	Valid
	5	0,581	0,367	Valid

(Source: Processed Data 2024)

If the Corrected Item-Total Correlation value is greater than 0.367, the variable is considered valid and can be used as a data source in the research. Conversely, if the Corrected Item-Total Correlation value is less than 0.367, it is considered invalid and cannot be used as a data source in the research.

Table 2
Reliability Test

Variable	Cronbach Alpha	Conclusion
Price (X$_1$)	0,717	Reliable
taste (X$_2$)	0,785	Reliable
Service Quality (X$_3$)	0,769	Reliable
purchasing decision (Y)	0,867	Reliable

(Source: Processed Data 2024)

If the Cronbach Alpha is greater than 0.60, the variable is considered reliable, meaning it can be used as a reliable source of data, i.e., the measurement results are relatively consistent if the measurement is repeated.

Classical Assumption Test

Table 3
Multicollinearity Test

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Price (X_1)	.731	1.804
	taste (X_2)	.665	1.934
	Service Quality (X_3)	.552	1.714
a. Dependent Variable: purchasing decision			

(Source: Processed Data 2024)

By observing that the Tolerance value is > 0.10 and the VIF value is < 10, it can be concluded that this regression does not exhibit multicollinearity among variables, thus it is considered feasible for use.

Table 4
Heteroscedasticity Test

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.581	2.193		.686	.515
	Price (X_1)	.046	.117	.107	.536	.631
	taste (X_2)	.056	.128	.107	.565	.623
	Service Quality (X_3)	-.029	.079	-.113	-.410	.678
a. Dependent Variable: abs_res						

(Source: Processed Data 2024)

In Table 4, it can be seen that the independent variables Price (X1) are 0.631, Taste (X2) is 0.623, and Service Quality (X3) is 0.678. None of the independent variables are statistically significant in influencing the dependent variable absolute residual (abs_res). Judging from the probability of significance above the 5% confidence level, it can be stated that the regression model does not lead to heteroscedasticity.

Multiple Linear Regression Analysis

Table 5
T Test (Hypothesis)

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	4.362	4.086		1.043	.001
Price (X_1)	.374	.199	.273	2.482	.000
taste (X_2)	.267	.168	.209	2.391	.000
Service Quality (X_3)	.189	.129	.222	2.729	.000
a. Dependent Variable: Purchasing Decision					

(Source: Processed Data 2024)

a. The significance value is 0.001 < 0.05 and the calculated t value is > 1.662, there is the effect between variable X1 and variable Y

b. The significance value is 0.000 < 0.05 and the calculated t value is > 1.662, there is an effect between variable X2 and variable Y

c. The significance value is 0.000 < 0.05 and the calculated t value is > 1.662, there is an effect between variable X3 and variable Y.

Table 6
F Test (Simultaneous)

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	135.439	4	43.813	25.432	.000[b]
Residual	57.432	92	1.842		
Total	179.871	96			
a. Dependent Variable: purchasing decision					
b. Predictors: (Constant), Price, Taste, Service Quality					

(Source: Processed Data 2024)

The data in the table above shows that the significance value is 0.000 < 0.05 and the F value > 2,471. Therefore, it can be concluded that there is an effect between variables simultaneously.

The Influence of Price on Purchasing Decisions

The results of the research hypothesis obtained that the t-value of the Price variable (X1) was 2.482 with a significant value (0.00); While for the t-table value in the t-distribution statistics table with a level of test α = 5% and df1 = (k-1) = 4 and df2 = (n-k-1) = 92 of 1.703. Based on the criteria that if the t-value (2.482) > t-table (1.662); it can be concluded that Price (X1), has a positive and significant effect on Purchasing Decisions (Y) on bandrek drinks in Rantauprapat at α = 5%.

The Influence of Taste on Purchasing Decisions

The results of the research hypothesis obtained that the t-value of the Taste variable (X2) was 2.391 with a significant value (0.00); While for the t-table value in the t-distribution statistics table with a level of test α = 5% and df1 = (k-1) = 4 and df2 = (n-k-1) = 92 of 1.662. Based on the criteria that if the t-value (2.391) > t-table (1.662); it can be concluded that Taste (X2), has a positive and significant effect on Purchasing Decisions (Y) on Bandrek drinks in Rantauprapat at α = 5%.

The influence of service quality on purchasing decisions

The results of the research hypothesis obtained that the t-value of the Service Quality variable (X3) was 2.729 with a significant value (0.00); While for the t-table value in the t-distribution statistics table with a level of test α = 5% and df1 = (k-1) = 4 and df2 = (n-k-1) = 92 of 1.662. Based on the criteria that if the t-value (2.729) > t-table (1.662); it can be concluded that Service Quality (X3), has a positive and significant effect on Purchasing Decisions (Y) on Bandrek drinks in Rantauprapat at α = 5%.

The Influence of Price, Taste, and Service Quality on Purchasing Decisions

Through hypothesis testing, Price, Taste, and Service Quality are proven to have a positive and significant influence on Purchasing Decisions for Bandrek drinks in Rantauprapat. This can be seen from the Fcount value (25.432) > Ftable (2.471); and the level of significance (0.000 <0.05) these results indicate that Price, Taste, and Service Quality affect Purchasing Decisions. To find out the extent of the contribution of Price, Taste, and Service Quality to Purchasing Decisions, it can be seen from the Adjusted R Square of 73.2%. This value means that Price, Taste, and Service Quality are able to influence Purchasing

Decisions by 73.2% while the rest is 26.8%. indicating that Purchasing Decisions are influenced by variables not discussed in this study.

CONCLUSION

From the research that has been conducted and from the results that have been obtained from calculations through data management, it can be concluded that: H1 (Price on Purchasing Decisions): This hypothesis states that the price variable has a positive and significant effect on purchasing decisions. Price is not only a determining factor in determining consumers' ability to buy, but also affects the perception of value, perception of quality, and relative perception of products or services in a competitive market context.

H2 (Taste on Purchasing Decisions): This hypothesis states that the taste variable has a positive and significant effect on purchasing decisions. The unique taste of Bandrek drinks can make it different from other beverage products on the market. Consumers who are looking for a different experience or trying something new may be interested in drinks with unique and exotic flavors such as Bandrek.

H3 (Service Quality on Purchasing Decisions): This hypothesis states that the service quality variable has a positive and significant effect on purchasing decisions. Friendly, responsive, and efficient service can improve the customer experience when buying Bandrek drinks. Customers tend to return to places that provide positive experiences, including in the context of good service.

H4 (Simultaneous Effect of Price, Taste, and Service Quality on Purchasing Decisions): This hypothesis states that simultaneously, the variables of price, taste, and service quality have a positive and significant effect on purchasing decisions. Appropriate price, satisfying taste, and good service quality can significantly improve consumer experience when consuming Bandrek drinks. This positive experience can strengthen consumers' good impressions of the brand or place of sale, motivating them to repurchase and consume the product.

This study focuses on the variables of Price, Taste, and service quality. Therefore, further research is expected to add other variables to examine the factors that influence purchasing decisions more comprehensively.

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