

## QRIS and Marketing Mix Influence on Coffee Shop Purchase Decisions

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga, lokasi, dan penggunaan QRIS terhadap keputusan pembelian konsumen pada Kopi Rumah Mantan, Cabang Gunung Malang, Balikpapan. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis regresi linier berganda terhadap 363 responden yang telah melakukan pembelian lebih dari satu kali. Instrumen dikembangkan berdasarkan skala Likert dan diuji validitas serta reliabilitasnya sebelum analisis utama. Hasil menunjukkan bahwa keempat variabel independen produk, harga, lokasi, dan QRIS berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Variabel lokasi memberikan pengaruh paling dominan, disusul oleh penggunaan QRIS. Nilai Adjusted R<sup>2</sup> sebesar 0,977 menunjukkan bahwa 97,7% variasi dalam keputusan pembelian dapat dijelaskan oleh keempat variabel tersebut. Implikasi dari penelitian ini menegaskan pentingnya bauran pemasaran yang terintegrasi dengan dukungan digital seperti QRIS untuk meningkatkan keputusan pembelian konsumen, khususnya di sektor ritel makanan dan minuman.

**Kata Kunci:** Keputusan Pembelian; Produk; Harga; Lokasi; QRIS

### Abstract

*This study aims to analyze the influence of product quality, pricing, location, and QRIS usage on consumer purchasing decisions at Kopi Rumah Mantan, Gunung Malang Branch, Balikpapan. A quantitative approach was employed using multiple linear regression analysis on 363 respondents who had made repeat purchases. The instrument, based on a Likert scale, was tested for validity and reliability before final analysis. Findings reveal that all four independent variables product, price, location, and QRIS have a positive and significant effect on purchasing decisions, both individually and collectively. Among them, location exerted the strongest influence, followed by QRIS usage. The adjusted R<sup>2</sup> value of 0.977 indicates that 97.7% of the variation in purchase decisions is explained by these variables. These results underscore the importance of an integrated marketing mix strategy supported by digital tools such as QRIS to effectively enhance consumer purchasing decisions in the food and beverage retail sector.*

**Keywords:** Purchase Decision; Product; Price; Location; QRIS

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## Introduction

Indonesia ranks among the world's largest coffee producers, holding the third position globally after Brazil and Vietnam according to the United States Department of Agriculture. Domestically, the Ministry of Industry has actively promoted coffee processing at both industrial and SME scales to strengthen value-added products in the sector (Sayekti, 2024). Coffee is not only a major export commodity but has also become a cornerstone of Indonesia's domestic culinary and lifestyle industries. Over the past decade, coffee has evolved from a traditional beverage associated with older demographics into a cultural phenomenon embraced by younger generations. Recent trends indicate that coffee consumption among youth has transformed coffee drinking into a lifestyle, resulting in an 8.22% annual growth rate in national consumption (Badan Pusat Statistik, 2024).

This cultural shift is reflected in the proliferation of coffee shops, especially in urban and developing areas. These establishments now serve not only beverages but also act as social spaces and coworking hubs that reflect the aspirations of modern, urban consumers (Kurniawan et al., 2020). Balikpapan, a major urban center in East Kalimantan, has witnessed significant growth in its coffee shop sector. With a population of 757,418 as of late 2024 (BPS Kota Balikpapan, 2025), the city has seen an increase in registered coffee shop businesses over the last three years (DPMPTSP Kota Balikpapan, 2023). One notable establishment is *Kopi Rumah Mantan Gunung Malang*, established in 2020, which combines retro aesthetics with a strategic location on Jl. Mayjend Sutoyo. Despite its unique concept, the shop faces challenges in consumer retention and increasing purchase frequency due to intense local competition.

In highly saturated markets like Balikpapan, coffee shop owners must look beyond conceptual branding and pay attention to strategic marketing elements, particularly product quality, pricing, location, and payment convenience. These factors are critical in influencing purchase decisions, a construct defined as the culmination of a consumer's evaluation of product attributes, service interactions, and overall experience (Hidayat, 2020). While many studies have investigated the impact of individual marketing mix components on consumer decisions, few have examined these factors in tandem with digital payment adoption, particularly QRIS.

Prior studies emphasize the role of product and pricing in consumer satisfaction (Prihatiningtyas & Chasanah, 2022); (Sari & Utomo, 2021)] and highlight the importance of location accessibility (Rosita et al., 2020); (F. Wibowo & Octavia, 2025). Separately, studies on QRIS find that digital payment methods significantly influence purchasing behavior through ease, speed, and security (Setiawan & Mahyuni, 2020); (Lavenia, 2025). However, integrated analysis of product, price, location, and QRIS in the context of coffee shops remains scarce, especially in secondary urban centers like Balikpapan. This study addresses that gap by exploring how these four factors simultaneously influence consumer purchase decisions at *Kopi Rumah Mantan*. Product quality and diversity influence consumer satisfaction and decision-making. According to Prihatiningtyas & Chasanah (2022), products that meet consumer needs and expectations enhance loyalty and increase the

likelihood of repeat purchases. Sari & Utomo (2021) further argue that product quality is positively correlated with consumer retention and brand preference.

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

Price remains a central factor in value perception. Consumers are sensitive to pricing that does not align with perceived product quality. Accurate pricing strategies can enhance purchase intention by aligning product benefits with consumer expectations [(Rosita et al., 2020); (Lestari et al., 2022)].

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

Location contributes to convenience and visibility, which directly affects consumer traffic and purchasing. A strategic location near community hubs increases accessibility and enhances purchasing potential (Rosita et al., 2020); (F. Wibowo & Octavia, 2025).

H3: Location has a positive and significant effect on purchase decisions.

QRIS (Digital Payment System)

QRIS, a standardized QR code payment system introduced by Bank Indonesia, has expanded rapidly. With over 56 million users and 38 million businesses by early 2025 (Lavenia, 2025), QRIS facilitates seamless digital transactions. Its ease of use, speed, and security positively influence consumer willingness to purchase (Setiawan & Mahyuni, 2020); (F. Wibowo & Octavia, 2025)].

H4: QRIS has a positive and significant effect on purchase decisions.

Influence of Product, Price, Location, and QRIS

In the integrative model of consumer behavior, purchasing decisions are not influenced by a single variable but rather by a combination of various marketing factors (Kotler & Keller, 2016). When product quality, competitive pricing, strategic location, and convenient payment methods are combined, their influence on purchasing decisions becomes significantly stronger.

Hypothesis H5: Product, price, location, and QRIS simultaneously have a positive and significant effect on consumer purchasing decisions.

## Methodology

This study adopts a quantitative approach to examine the simultaneous influence of product, price, location, and QRIS usage on consumer purchasing decisions. The population consists of all customers of *Kopi Rumah Mantan*, Gunung Malang Branch, Balikpapan, who made purchases between January and March 2025, totaling 6,448 individuals. Due to the large population size and limited time and resources, the researcher used purposive sampling. Respondents were selected based on the criterion that they had made more than one purchase to ensure they had sufficient experience with the variables studied (Sugiyono, 2020). The sample size was determined using the Isaac and Michael formula with a 5% error rate, resulting in 363 respondents. Data were collected through direct observation of consumer behavior and the distribution of an online questionnaire via Google Forms.

Questionnaire was developed based on indicators for each variable and measured using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree" (Sugiyono, 2020). Prior to the main analysis, instrument validity and reliability were tested. Validity was assessed using Pearson correlation on an initial sample of 30 respondents, with a threshold of  $r > 0.361$  indicating significance at the 5% level (Priyatno, 2017). Reliability was tested using Cronbach's Alpha, where values greater than 0.60 indicated acceptable internal consistency (Priyatno, 2017).

Classical assumption tests were conducted to ensure the regression model met statistical requirements. Multicollinearity was examined through Tolerance values ( $> 0.10$ ) and Variance Inflation Factor ( $VIF < 10$ ). Heteroscedasticity was tested using the Glejser method, where a significance value greater than 0.05 indicated no heteroscedasticity. Autocorrelation was tested using the Durbin-Watson statistic, and a DW value between DU and  $4-DU$  suggested the absence of autocorrelation (Priyatno, 2017).

A multiple linear regression model was used to examine the effect of the four independent variables on purchasing decisions.

The regression equation is as follows:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$ , where  $Y$  represents the purchasing decision,  $X_1 - X_4$  refer to product, price, location, and QRIS usage respectively. The  $R$  value indicates the strength of the relationship between variables, while the  $R^2$  value shows the proportion of variation in the dependent variable that can be explained by the independent variables (Ghozali, 2018).

## Data analysis

### Uji Validitas

Pengujian dilakukan dengan mengorelasikan skor masing-masing item dengan skor total variabelnya, di mana skor total merupakan jumlah dari seluruh item dalam satu variabel. Nilai korelasi hasil uji kemudian dibandingkan dengan nilai  $r$  tabel pada taraf signifikansi 0,05 ( $\alpha = 5\%$ ) untuk uji dua sisi. Jika nilai  $r$  hitung  $> r$  tabel dan bernilai positif, maka item pernyataan dinyatakan valid. Sebaliknya, jika  $r$  hitung  $\leq r$  tabel, maka item pernyataan dinyatakan tidak valid (Priyatno, 2017).

## Variable Validity Test Results

Table 1. Variable Validity

Variable	Item	r table n = 30	r table n = 30	Description
Purchase (Y)	DecisionY.1	0,478	0,361	Valid
	Y.2	0,393	0,361	Valid
	Y.3	0,580	0,361	Valid
	Y.4	0,449	0,361	Valid
	Y.5	0,420	0,361	Valid
	Y.6	0,453	0,361	Valid
Product (X1)	X1.1	0,434	0,361	Valid
	X1.2	0,458	0,361	Valid
	X1.3	0,572	0,361	Valid
	X1.4	0,644	0,361	Valid
	X1.5	0,394	0,361	Valid
Price (X2)	X2.1	0,424	0,361	Valid
	X2.2	0,672	0,361	Valid
	X2.3	0,605	0,361	Valid
	X2.4	0,546	0,361	Valid
Location (X3)	X3.1	0,382	0,361	Valid
	X3.2	0,498	0,361	Valid
	X3.3	0,381	0,361	Valid
	X3.4	0,476	0,361	Valid
	X3.5	0,417	0,361	Valid
Use of QRIS (X4)	X4.1	0,384	0,361	Valid
	X4.2	0,477	0,361	Valid
	X4.3	0,434	0,361	Valid
	X4.4	0,381	0,361	Valid
	X4.5	0,407	0,361	Valid
	X4.6	0,465	0,361	Valid
	X4.7	0,366	0,361	Valid

Source: Processed data SPSS 26, 2025

Based on Table 1, the results of the validity test show that the correlation coefficients (Pearson Correlation) for each item within both the independent and dependent variables exhibit r-values greater than the critical r-table value ( $r_{\text{calculated}} > r_{\text{table}}$ ), specifically exceeding 0.361. Therefore, all questionnaire items used in the research instrument are considered valid and appropriate for use as data collection tools. Reliabilitas Variabel

Cronbach's Alpha value indicates the extent to which all items in a variable are correlated and collectively measure the same construct. An  $\alpha$  value  $< 0.60$  indicates low reliability (unreliable), a value of  $0.60 \leq \alpha < 0.70$  is considered sufficient, a value of  $0.70 \leq \alpha < 0.80$  is acceptable, and an  $\alpha$  value  $\geq 0.80$  indicates high reliability (good) (Priyatno, 2017).

Table 2. Variable Reliability Test Results

Variables	Cronbach's Alpha	Value Significance	Description
Purchase Decision (Y)	0,848	0,6	Reliabel
Product (X1)	0,869	0,6	Reliabel
Price (X2)	0,933	0,6	Reliabel
Location (X3)	0,805	0,6	Reliabel
QRIS Usage (X4)	0,818	0,6	Reliabel

Source: Processed data SPSS 26, 2025

### Classical Assumption Test Results

#### Multicollinearity Test

The multicollinearity test was conducted to determine whether there was a high correlation between the independent variables in the regression model. In a good regression model, the independent variables should not have a high correlation with each other (Priyatno, 2017). If the Variance Inflation Factor (VIF) value is  $< 10$  and the Tolerance value is  $> 0.1$ , it can be concluded that there is no multicollinearity in the data used.

Table 3. Multicollinearity Test Results

Variabel	VIF	Stand ar d VIF	Tolerance	Stand ar d Toler ance	Keterangan
Produk (X1)	1,003	$< 10$	0,997	$> 0,1$	Tidak terjadi Multikolinear itas
Harga(X2)	1,001	$< 10$	0,999	$> 0,1$	
Lokasi (X3)	1,001	$< 10$	0,999	$> 0,1$	
Penggunaan QRIS (X4)	1,003	$< 10$	0,997	$> 0,1$	

Source: Processed data SPSS 26, 2025

A good regression model should be free from autocorrelation to ensure valid and unbiased estimation results (Priyatno, 2017). If the significance value of the t-test results in the regression is greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity in the regression model, thus fulfilling one of the classical assumptions (Priyatno, 2017).

Table 4. Heteroscedasticity Test Results

Variable	Sig. Value	Critical Value	Description
Product (X1)	0,068	0,05	No Heteroscedasticity
Price(X2)	0,069	0,05	Occurs
Location (X3)	0,406	0,05	
Use of QRIS (X4)	0,097	0,05	

Sumber: Hasil Analisis Menggunakan SPSS 26

Based on Table 4., the results of the analysis of heteroscedasticity symptoms show that all independent variables have a significance value greater than 0.05. In detail, the Product variable (X1) has a significance value of 0.068 ( $> 0.05$ ), the Price variable (X2) is 0.069 ( $> 0.05$ ), the Location variable (X3) is 0.406 ( $> 0.05$ ), and the QRIS Usage variable (X4) is 0.097 ( $> 0.05$ ). The Durbin-Watson test (DW Test) decision according to Priyatno (2017) is based on if  $DU < DW < 4-DU$ , then there is no autocorrelation, if  $DW < DL$  or  $DW > 4-DL$ , then there is autocorrelation, if  $DL < DW < DU$  or  $4-DU < DW < 4-DL$ , then there is no definite decision.

Table 5. Autocorrelation Test Results

DW	n = 363, k = 4		Description
	DL	DU	
2,020	1,777	1,811	No Heteroscedasticity Occurs

Source: Processed data SPSS 26, 2025

Based on Table 5, the results of the autocorrelation analysis show that the Durbin-Watson (DW) value obtained is 2.020. By comparing this value to the upper limit (DU) and lower limit (DL) values at a significance level of 5% and the number of samples and variables used, it is obtained that  $DU = 1.811$  and  $4-DU = 2.189$ . Because the DW value is between DU and  $4 - DU$  ( $1.811 < 2.020 < 2.189$ ), it can be concluded that in this regression model there is no autocorrelation and the multiple linear regression model is suitable for use as an analytical tool in this study. This indicates that the model has met the statistical requirements needed to produce unbiased, efficient, and consistent parameter estimate

Table 6. Results of Multiple Linear Regression Analysis

Indicator	Unstandardized		Standardized		Sig.	F	Correlation	
	B	Std. Error	Beta	Coefficients			Partial	Part
Purchase Decision (Y)	0,960	0,194		8,033	0,000	1947,800		
(Constant)	0,118	0,059	0,019	2,305	0,008		0,119	0,018
Product (X1)	0,331	0,050	0,038	3,614	0,005		0,238	0,118
Price (X2)	0,710	0,076	0,093	7,691	0,001		0,543	0,329
Location (X3)	0,330	0,050	0,037	3,576	0,005		0,237	0,117
R	=	0,988	t tabel	=	1,967			
R Square	=	0,977	(df= 363-4-1 = 358)					
Adjust R Square	=	0,976	F tabel (df1= 4-1 = 3) (df2= 363-4-1 = 358)	=	2,629			

Source: Processed data SPSS 26, 2025

Based on Table 6, the results of the multiple linear regression analysis on the variables Product (X1), Price (X2), Location (X3), and QRIS Use (X4) on the Consumer Purchasing Decision (Y) variable at the Kopi Rumah Mantan Coffee Shop, Gunung Malang Branch, Balikpapan

## Discussion

Results of the multiple linear regression analysis demonstrate that product quality ( $X_1$ ), pricing ( $X_2$ ), store location ( $X_3$ ), and QRIS usage ( $X_4$ ) all exert a statistically significant and positive influence on consumer purchasing decisions (Y) at *Kopi Rumah Mantan*, Gunung Malang Branch. These findings confirm the study's hypotheses and are consistent with the integrative model of consumer behavior, which emphasizes the multidimensional impact of marketing variables on purchase intention (Kotler & Keller, 2016).

Effect of Product on Purchasing Decision Product variable had a significant positive effect on purchasing decisions, indicating that higher consumer evaluations of product quality are associated with increased purchase intentions. This aligns with prior studies by Azka and Astuti (2023) and Priyanto and Hasmarini (2023), which found that product attributes significantly drive consumer preferences. Observational data support this result,

showing that the coffee shop offers diverse product variations, including signature beverages that integrate local and modern flavors, presented aesthetically. Key product indicators form, customization, quality, style, and design were rated highly by consumers, reinforcing the strategic role of product design and innovation in shaping consumer loyalty.

#### Effect of Price on Purchasing Decision

Price also had a statistically significant and positive impact. Consumers perceived the pricing structure as fair and consistent with the quality and benefits provided. This perception of value supports rational decision-making models, where customers assess trade-offs between cost and perceived benefit. The findings corroborate those of Kuraesin et al. (2023) and Wibowo & Rusminah (2021), who also found price to be a key determinant in consumer behavior. At *Kopi Rumah Mantan*, the moderate pricing strategy appeals to a broad demographic, especially young professionals and students, without compromising perceived quality.

#### Effect of Location on Purchasing Decision

Among all variables, location exhibited the highest partial coefficient, suggesting it was the most dominant factor influencing purchasing decisions. Strategic location, ease of access, and environmental comfort were identified as critical determinants. These results are consistent with studies by Hidayat (2021) and Kuraesin et al. (2023), who emphasized geographic proximity and environmental quality as strong influencers of consumer behavior. The coffee shop's placement near educational, commercial, and residential zones further reinforces the relevance of location as a key competitive advantage.

#### Effect of QRIS Usage on Purchasing Decision

QRIS usage significantly affected purchasing behavior, reflecting the growing importance of digital payment methods in shaping modern consumption patterns. These findings align with Alzura and Dewi (2025) and Wibowo and Octavia (2025), who found that digital payment systems enhance perceived convenience and encourage transaction frequency. On-site observations revealed that most consumers preferred QRIS for its speed and flexibility, reinforcing its role as a modern enabler of customer satisfaction and business efficiency.

#### Simultaneous Effect of the Independent Variables

F-test confirmed that all four variables jointly have a significant and positive effect on purchasing decisions. The adjusted  $R^2$  value of 0.977 indicates that 97.7% of the variation in consumer decisions can be explained by product, price, location, and QRIS usage, with only 2.3% attributable to factors beyond the model. This underscores the effectiveness of combining these marketing elements to stimulate consumer engagement and loyalty. For continued competitiveness, the business should maintain product innovation, equitable pricing, strategic positioning, and digital payment facilitation as part of its integrated marketing strategy.

## Conclusion

This study examined the influence of product quality, pricing, location, and the adoption of QRIS digital payments on consumer purchasing decisions at *Kopi Rumah Mantan*, Gunung Malang Branch, Balikpapan. The results revealed several important conclusions. First, product quality has a significant and positive impact on purchasing decisions. Consumers respond positively to attributes such as product taste, consistency, visual appeal, and innovation, which enhance the overall attractiveness and satisfaction with the brand. Second, price plays a crucial role in shaping purchase behavior. When consumers perceive pricing as fair and proportional to the quality and benefits received, their likelihood of purchase increases. This supports the idea that consumers value perceived equity in pricing.

Third, location is one of the most influential variables in this study. A strategic, accessible, and comfortable location encourages higher visit frequency and reinforces trust and loyalty among customers. Fourth, the use of QRIS as a digital payment method positively affects purchasing decisions. The convenience, speed, and flexibility offered by QRIS not only streamline the transaction process but also enhance the customer experience in the digital era. Lastly, all four variables—product, price, location, and QRIS—have a significant simultaneous influence on purchasing decisions, with the model explaining 97.7% of the variance. This indicates that an integrated marketing mix, supported by digital innovation, is essential for effectively increasing consumer engagement and purchase intention.

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