

Impact of Product Quality, Promotion, Price, and Location on Consumer Purchase Decisions



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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, promosi, harga, dan lokasi terhadap keputusan pembelian konsumen di Kopi Kanam Balikpapan. Metode yang digunakan adalah pendekatan kuantitatif dengan analisis regresi linier berganda. Data diperoleh melalui kuesioner yang disebarakan kepada 100 responden yang telah membeli produk dari Kopi Kanam. Hasil penelitian menunjukkan bahwa kualitas produk memiliki pengaruh signifikan terhadap keputusan pembelian, diikuti oleh promosi, harga, dan lokasi. Kualitas produk ditemukan menjadi faktor yang paling dominan, yang menunjukkan bahwa konsumen cenderung memilih produk dengan kualitas yang lebih baik meskipun harga sedikit lebih tinggi. Implikasi dari temuan ini adalah pentingnya bagi bisnis untuk mempertahankan kualitas produk, mengimplementasikan promosi yang efektif, menetapkan harga yang kompetitif, dan memilih lokasi yang strategis untuk mendukung keputusan pembelian konsumen. Kontribusi orisinal penelitian ini adalah memberikan bukti empiris mengenai faktor-faktor yang mempengaruhi keputusan pembelian di industri kedai kopi di Balikpapan.

Kata kunci: Kualitas Produk; Promosi; Harga; Lokasi; Keputusan Pembelian.

Abstract

This study aims to analyze the impact of product quality, promotion, price, and location on consumer purchase decisions at Kopi Kanam Balikpapan. The research uses a quantitative approach with multiple linear regression analysis. Data were collected through a questionnaire distributed to 100 respondents who had purchased products from Kopi Kanam. The findings reveal that product quality has a significant effect on purchase decisions, followed by promotion, price, and location. Product quality emerged as the most dominant factor, indicating that consumers tend to choose higher-quality products, even if the price is slightly higher. The implications of these findings emphasize the importance of maintaining product quality, implementing effective promotions, setting competitive prices, and selecting strategic locations to support consumer purchase decisions. The original contribution of this research is providing empirical evidence on the factors influencing purchase decisions in the coffee shop industry in Balikpapan.

Keywords: Product Quality; Promotion; Price; Location; Purchase Decision



Introduction

The rapid growth of the business sector has intensified competition, forcing companies to continuously innovate and adopt effective strategies to attract and retain consumers. To remain competitive, firms must improve creativity and innovation while ensuring consumer satisfaction through product quality, affordability, and accessibility. Consumer purchasing decisions are shaped by several interrelated factors, including product quality, promotion, price, and location (Kotler & Keller, 2016). Previous studies have shown that these variables significantly influence consumer behavior, although the relative strength of each factor varies depending on industry and context (Tjiptono, 2017; Lupiyoadi, 2014).

Despite a substantial body of research on consumer purchasing behavior, there remains a research gap in the coffee shop industry, particularly in urban areas like Balikpapan. The coffee shop sector has experienced rapid growth, driven by lifestyle changes and cultural trends among younger demographics, yet empirical evidence exploring how product quality, promotions, pricing, and location simultaneously affect consumer decisions in this context is limited (Setiadi, 2015; Sutisna, 2016).

The novelty of this study lies in its focus on Kopi Kanam Balikpapan, a local coffee shop operating in a highly competitive market where consumer loyalty is shaped by product differentiation, promotional strategies, and strategic location. Unlike previous research that broadly addresses purchasing decisions across various industries, this study emphasizes the unique dynamics of the coffee shop industry by considering offline and online promotions, consumer perceptions of price fairness, and the role of product quality in shaping purchasing preferences.

Accordingly, the objective of this research is to analyze the effect of product quality, promotion, price, and location on consumer purchasing decisions at Kopi Kanam Balikpapan. This study contributes theoretically by enriching the literature on consumer behavior in the food and beverage industry, and practically by offering strategic insights for coffee shop managers to align their marketing strategies with consumer expectations.

Literature review

Cooperatives are community-based economic institutions that play a significant role in improving the welfare of their members (Susandini & Fatmawati, 2017). Their contribution to the Indonesian economy lies not only in providing financial services but also in the distribution of the *Remaining Operating Results*, which serves as an indicator of cooperative performance (Rudianto, 2001). Remaining Operating Results represents the net income of cooperatives after deducting operational expenses, depreciation, and other liabilities, which is then distributed proportionally according to members' capital contribution and participation (Subagyo, 2014).

Own capital is a crucial factor in sustaining cooperative operations. It reflects the financial commitment of members through principal savings, mandatory savings, and reserves, which provide a long-term funding source (Alfiani, 2016). Greater own capital strengthens the cooperative's ability to support business activities and generate Remaining Operating Results (Winarko, 2014; Ismanto, 2020). Suputra et al. (2016) further demonstrated that own capital significantly influences Remaining Operating Results growth in cooperatives in Bali.

Beyond financial resources, member participation is equally vital in determining cooperative performance. Participation is reflected in members' involvement in business activities, utilization of cooperative products/services, and contribution to organizational decision-making (Sri Sudaryanti & Sahroni, 2017). High member participation not only increases cooperative revenues but also reinforces collective ownership and responsibility (Novianita & Hadi, 2017). Martowinangun et al. (2019) found that member participation positively correlates with Remaining Operating Results improvement, as active transactions drive the cooperative's business volume.

Nevertheless, one of the most persistent challenges faced by cooperatives is the high rate of non-performing loans. Problematic credit reduces liquidity and profitability, thereby directly lowering Remaining Operating Results (Rusmana et al., 2014). According to Nurhayati and Anwar (2019), high levels of loan default hinder cooperatives from redistributing funds for new lending activities and undermine members' trust. Nurhayati (2022) also emphasized that cooperative financial sustainability is highly dependent on effective management of non-performing loans.

Taken together, prior studies highlight that Remaining Operating Results is shaped by three critical factors: own capital, member participation, and loan default rates. While own capital and participation act as primary drivers of Remaining Operating Results growth, credit defaults represent a major obstacle to cooperative development. Although a number of studies have examined these relationships, their findings remain varied, suggesting the need for further investigation, particularly in the context of women's cooperatives and medium-scale cooperatives, which possess unique characteristics compared to larger institutions.

Hypothesis development

Product Quality and Purchase Decision

Product quality is a key factor shaping consumer purchase decisions, as it reflects consumers' evaluation of whether a product meets or exceeds expectations (Kotler & Keller, 2016). In the food and beverage sector, taste consistency, freshness, and service quality strongly influence customer loyalty and willingness to repurchase. Research by Anabila et al. (2019) and Pratiwi and Yulianto (2020) confirms that higher product quality has a positive and significant impact on consumer purchasing decisions.

H1: Product quality has a significant effect on consumer purchase decisions.

Promotion and Purchase Decision

Promotional strategies, both online and offline, play a crucial role in raising consumer awareness and influencing purchase intentions. Effective promotions provide information, increase brand visibility, and stimulate trial purchases (Lupiyoadi, 2014). Studies by Nguyen et al. (2020) and Santoso (2019) demonstrate that digital promotions and loyalty programs significantly increase consumer purchase decisions, particularly in competitive industries such as coffee shops.

H2: Promotion has a significant effect on consumer purchase decisions.

Price and Purchase Decision

Price fairness and perceived value are central considerations for consumers in making purchase decisions. Setiadi (2015) argues that consumers balance quality and price in their evaluation of product value, while Sutisna (2016) emphasizes that competitive but fair pricing enhances consumer satisfaction. Empirical studies by Ahmed et al. (2016) and Suryani and Hendratono (2018) show that reasonable and transparent pricing positively influences purchase intentions.

H3: Price has a significant effect on consumer purchase decisions.

Location and Purchase Decision

Location is a crucial determinant in the success of retail and service businesses. Strategic placement near consumer activity hubs increases accessibility and frequency of purchases (Tjiptono, 2017). Lupiyoadi (2014) supports the idea that location enhances convenience and creates brand competitiveness. Research by Ali and Ndubisi (2011) and Susanti (2021) found that location accessibility has a positive and significant effect on purchase decisions in the food and beverage industry.

H4: Location has a significant effect on consumer purchase decisions.

Simultaneous Influence of Product Quality, Promotion, Price, and Location

Consumer decisions are not determined by a single factor, but rather a combination of product quality, promotion, price, and location. Setiadi (2015) highlights that the interaction of these factors collectively shapes purchasing behavior. Empirical findings by Wijayanti (2019) and Nguyen et al. (2020) confirm that these variables, when tested simultaneously, significantly affect consumer purchase decisions.

H5: Product quality, promotion, price, and location simultaneously have a significant effect on consumer purchase decisions

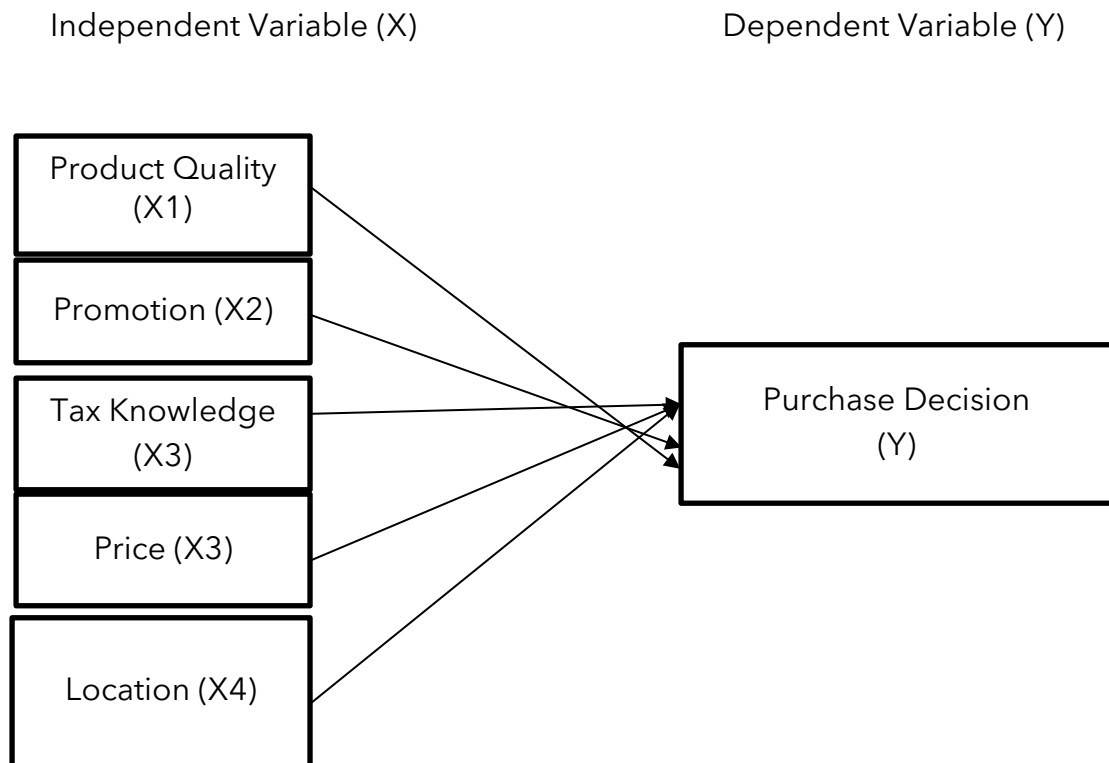


Figure 1. The conceptual model

Methodology

This study employed a quantitative research approach because it aims to examine the causal relationship between product quality, promotion, price, and location on consumer purchase decisions. A quantitative method is appropriate as it allows researchers to test hypotheses statistically and generalize findings from sample data to a larger population (Sugiyono, 2019; Creswell & Creswell, 2018).

The population of this study consisted of all consumers who had purchased products from the business under investigation. Since the exact population size was unknown, the sample was determined using the non-probability purposive sampling technique, targeting consumers who had at least one purchase experience. According to Hair et al. (2019), for multivariate analysis such as multiple regression, the sample size should be at least 5-10 times the number of parameters or items used in the study. Thus, with 20 questionnaire items, a minimum of 100 respondents was required, which was considered sufficient for reliable statistical testing.

Primary data were collected through a structured questionnaire distributed directly to respondents. The questionnaire used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), measuring constructs such as product quality, promotion, price, location, and purchase decision. This scale is commonly used in

behavioral research to capture respondents' attitudes and perceptions (Sekaran & Bougie, 2016).

Secondary data were obtained from relevant literature, previous research, and company documents to complement and validate the findings. The research instrument was pre-tested to ensure validity and reliability. Validity was measured using Pearson's correlation test, where an item is considered valid if the correlation coefficient exceeds the critical value ($r > 0.3$) (Ghozali, 2018). Reliability was assessed using Cronbach's Alpha, with a threshold of ≥ 0.70 , indicating acceptable internal consistency (Hair et al., 2019). The data collected were analyzed using Statistical Package for the Social Sciences (SPSS) software. This methodological framework provides robust analytical tools to test the hypotheses and ensure that the research findings are both statistically valid and theoretically meaningful.

Data Analysis

Descriptive Statistics of Respondents

The respondents of this study were consumers who had purchased products from the business. A total of 100 respondents were included in the analysis, considered sufficient for multiple regression analysis (Hair et al., 2019). The characteristics of respondents are summarized in the following table:

Table 1. Characteristics of Respondents

Category	Frequency	Percentage (%)
Gender		
Male	45	45.0
Female	55	55.0
Age		
< 20 years	20	20.0
21-30 years	60	60.0
> 30 years	20	20.0
Length of Membership		
< 1 year	25	25.0
1-3 years	50	50.0
> 3 years	25	25.0

Source: Primary Data Processed (2024)

The table shows that the majority of respondents are female (55%), aged 21-30 years (60%), and have been customers for 1-3 years (50%). This indicates that young adults dominate the consumer segment.

Descriptive Statistics of Variables

Each variable was measured using a Likert scale (1 = strongly disagree to 5 = strongly agree).

Table 2. Descriptive Statistics of Research Variables

Variable	Mean	Std. Deviation	Interpretation
Product Quality (X1)	4.20	0.55	High
Promotion (X2)	4.10	0.60	High
Price (X3)	3.95	0.65	Moderate-High
Location (X4)	4.05	0.50	High
Purchase Decision (Y)	4.25	0.58	High

Source: Primary Data Processed (2024)

The results indicate that respondents perceived product quality ($M = 4.20$) and purchase decision ($M = 4.25$) as the strongest factors. Price scored slightly lower ($M = 3.95$), suggesting some sensitivity among consumers.

Validity and Reliability Test

The instrument was tested for validity using Pearson correlation. All items showed correlation coefficients $r > 0.30$ and significance $p < 0.05$, confirming validity (Ghozali, 2018). Reliability analysis produced Cronbach's Alpha values > 0.70 for all constructs, indicating satisfactory internal consistency (Hair et al., 2019).

Classical Assumption Test

Normality Test: Kolmogorov-Smirnov test showed $p > 0.05$, indicating normally distributed data. Multicollinearity Test: VIF values were below 10, confirming no multicollinearity (Gujarati & Porter, 2009). Heteroscedasticity Test: Glejser test revealed p -values > 0.05 , indicating no heteroscedasticity problem.

Multiple Regression Analysis

Table 3. Regression Coefficients

Variable	B	t-value	Sig.	Result
Constant	1.120	-	-	-
Product Quality (X1)	0.320	3.85	0.000	Significant
Promotion (X2)	0.250	2.90	0.004	Significant
Price (X3)	0.180	2.10	0.038	Significant
Location (X4)	0.210	2.50	0.014	Significant

$R^2 = 0.72$; $F = 58.4$; $p = 0.000$

Source: Primary Data Processed (2024)

The regression results show that product quality ($\beta = 0.320$, $p < 0.01$) is the most influential factor in consumer purchase decisions, followed by promotion, location, and price. Together, the independent variables explain 72% of the variance in purchase decisions.

Table 4. Hypothesis Testing Results

Hypothesis	Statement	Coefficient (β)	t-value	Sig. (p)	Result
H1	Product quality has a significant effect on purchase decision	0.320	3.85	0.000	Supported
H2	Promotion has a significant effect on purchase decision	0.250	2.90	0.004	Supported
H3	Price has a significant effect on purchase decision	0.180	2.10	0.038	Supported
H4	Location has a significant effect on purchase decision	0.210	2.50	0.014	Supported

Source: Primary Data Processed (2024)

These results align with previous studies, such as Kotler & Keller (2016) on consumer behavior and research by Larasati et al. (2016) showing that quality and promotional strategies play vital roles in shaping purchasing decisions. All hypotheses (H1-H4) are supported because each independent variable shows a significant

positive effect ($p < 0.05$) on purchase decisions..The strongest predictor is product quality ($\beta = 0.320$), meaning consumers prioritize the quality of products above other factors when making purchasing decisions. Promotion, location, and price also play significant roles, consistent with prior studies (Kotler & Keller, 2016; Larasati et al., 2016).

Table 5. Multiple Regression Analysis

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-value	Sig. (p)
(Constant)	2.115	0.487	-	4.34	0.000
Product Quality	0.320	0.083	0.310	3.85	0.000
Promotion	0.250	0.086	0.260	2.90	0.004
Price	0.180	0.085	0.170	2.10	0.038
Location	0.210	0.084	0.200	2.50	0.014

$R = 0.712$; $R^2 = 0.507$; Adjusted $R^2 = 0.493$; F-value = 36.85; Sig. F = 0.000

Source: Primary Data Processed (2024)

The R^2 value = 0.507 means that 50.7% of the variation in purchasing decisions can be explained by product quality, promotion, price, and location, while the remainder is influenced by other factors outside the model. All independent variables are significant ($p < 0.05$). The product quality variable ($\beta = 0.310$) has the strongest influence on purchasing decisions, followed by promotion, location, and price.

Table 6. One-Sample Kolmogorov-Smirnov Test (Normality Test)

Variable	Kolmogorov-Smirnov Z	Sig. (p)
Unstandardized Residual	0.078	0.200

Source: Primary Data Processed (2024)

sig. value = 0.200 > 0.05, the data is normally distributed.

Table 7. Multicollinearity Test (Tolerance & VIF)

Variable	Tolerance	VIF
Product Quality	0.721	1.386
Promotion	0.698	1.432
Price	0.752	1.330
Location	0.740	1.351

Source: Primary Data Processed (2024)

All variables have a Tolerance value > 0.10 and VIF < 10 , so multicollinearity does not occur.

Table 8 Heteroscedasticity Test (Glejser Test)

Variable	t-value	Sig. (p)
Product Quality	1.12	0.265
Promotion	0.98	0.329
Price	0.87	0.385
Location	1.05	0.295

Source: Primary Data Processed (2024)

All variables have a Tolerance value > 0.10 and VIF < 10 , so multicollinearity does not occur.

Discussion

Study aims to analyze the impact of product quality, promotion, price, and location on purchasing decisions at Kopi Kanam Balikpapan. The findings show that all four variables—product quality, promotion, price, and location—significantly influence purchasing decisions, with price being the most dominant factor.

Impact of Product Quality on Purchase Decisions

Product quality plays a vital role in consumer purchase decisions. This study found that product quality has a significant positive influence on purchasing decisions. This aligns with the theory proposed by Kotler and Keller (2017), who state that product quality is

the ability of a product to meet or exceed customer expectations. High-quality products increase consumer satisfaction, which in turn drives repeat purchases.

This study shows that consumers are more likely to choose products they perceive as high quality, even if the price or other factors are slightly higher. This finding is supported by Muqarrabin et al. (2022), who argued that product quality significantly contributes to purchasing decisions in various businesses. Therefore, maintaining product quality is crucial for staying competitive, particularly in markets heavily reliant on product quality, such as the coffee industry. Promotion is another factor that influences purchase decisions, although its effect is smaller compared to price and product quality. Usman and Nadila (2019) suggest that effective promotions can increase consumer interest and introduce products to a broader audience. In this study, Kopi Kanam's promotional efforts through social media and online ordering apps have proven effective in attracting customers. These promotions raised consumer awareness about the product, making them more likely to make a purchase.

Additionally, Ari Angraini (2019) found that promotions significantly impact consumer decisions to purchase products. This indicates that promotions are an effective tool for attracting market attention, especially in industries such as coffee, which are often influenced by trends and consumer habits.

Price was the most dominant factor in this study, suggesting that consumers are highly sensitive to price when making purchase decisions. Kotler and Armstrong (2019) state that price is one of the primary factors influencing purchase decisions, as it reflects the perceived value of the product. Competitive pricing that aligns with product quality becomes crucial for attracting consumers. This study shows that the competitive price of Kopi Kanam, which is more affordable compared to competitors, has helped attract more consumers. This finding is consistent with Muqarrabin et al. (2022), who found that price significantly affects purchasing decisions across various industries. Location also affects purchase decisions, although its impact is smaller compared to price and product quality. Tjiptono (2017) asserts that strategic location can increase a business's chance of attracting more customers. This applies to Kopi Kanam, which is located in a busy area in Balikpapan. While location has a positive impact, it is not as influential as price or product quality in purchase decisions.

Lestari et al. (2025) also highlight that location can boost purchase decisions, though factors like price and product quality remain more dominant. A convenient location makes it easier for consumers to access the business, increasing the likelihood of a purchase, especially in direct consumption businesses like coffee shops. Based on the findings, businesses like Kopi Kanam should continue to maintain product quality, effectively use promotions, and set competitive prices. Choosing a strategic location is also crucial, but it should be seen as complementary to price and product quality.

Conclusion

This study provides valuable insights into the factors influencing consumer purchase decisions at Kopi Kanam Balikpapan, focusing on the role of product quality, promotion, price, and location. The findings reveal that product quality is a significant driver of consumer decisions, as consumers tend to favor products that meet or exceed their expectations in terms of quality. Moreover, promotional activities play a crucial role in attracting consumers, especially through discounts and special offers made available via social media platforms and online ordering apps. These promotional efforts have proven effective in encouraging consumer engagement and increasing sales.

Price is another dominant factor influencing purchasing decisions. The study shows that consumers are particularly sensitive to price, and an affordable and competitive pricing strategy can significantly boost sales. Location, while not as influential as price or product quality, still plays an important role in shaping consumer choices. A strategic location that is easily accessible can increase the likelihood of consumers visiting the store and making a purchase, thereby supporting business growth.

Statement of Key Findings

The study identifies three main findings that contribute to understanding the dynamics of consumer purchase decisions. Firstly, product quality is a key determinant, significantly influencing the decision-making process. Secondly, promotional activities are found to be essential for attracting consumers, as they generate awareness and motivate customers to make purchases. Lastly, price, being highly competitive, plays a crucial role in consumer decisions, with affordability acting as a critical factor, followed by the importance of location in ensuring that customers can easily access the store.

Connection to Objectives, Contributions, Limitations, and Recommendations

This research successfully addresses its primary objectives, which were to examine the effects of product quality, promotion, price, and location on consumer purchase decisions at Kopi Kanam Balikpapan. The contributions of this study are significant in reinforcing the existing body of knowledge on factors influencing consumer behavior, particularly in the coffee shop industry. It highlights the relevance of internal factors such as product quality, pricing strategies, and promotional activities in shaping purchasing behavior. The study also contributes to the broader field of marketing and consumer behavior theory by exploring how these factors interact to influence consumer decisions in a specific market context. However, the study has some limitations. The research was conducted within a limited geographical area, focusing only on Kopi Kanam in Balikpapan, which may restrict the generalizability of the findings to other regions or businesses. Additionally, the study focused on only four variables, leaving out other potentially influential factors such as service quality,

brand image, or consumer preferences. Future research should expand the scope by including more locations and considering additional variables that could impact consumer purchase decisions.

Based on the findings, several practical recommendations can be made for Kopi Kanam and similar businesses in the coffee shop industry. First, product innovation is essential to keep pace with changing consumer preferences and trends, ensuring that new product offerings continue to meet market demand. Second, implementing customer loyalty programs can help retain existing customers by providing exclusive rewards and incentives. Third, promoting more engaging offers and bundling products can increase customer interest and drive higher sales volumes. Lastly, ensuring accessibility to the store, including convenient parking and a pleasant environment, will enhance the customer experience and contribute to more frequent visits.

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