
**THE IMPACT OF PRODUCT QUALITY AND MIXUE PACKAGING ON
PURCHASE DECISIONS AMONG ADOLESCENTS IN KARTASURA
SUBDISTRICT**



Lia Samrotul Fuadah¹
Universitas Muhammadiyah Surakarta, Sukoharjo, Indonesia
a210200071@student.ums.ac.id

Dhany Efita Sari²
Universitas Muhammadiyah Surakarta, Sukoharjo, Indonesia
des576@ums.ac.id

Abstract

Mixue's popularity in Indonesia is high, especially in the area of Kartasura, where a lot of people, especially teenagers, are big fans of this Mixue. The study aims to test the impact of product quality on purchasing decisions and the influence of packaging on buying decisions among teenagers in cartoons. This research uses quantitative research methods with commercial causal designs. The sample in this study consisted of 200 consumers of Mixue in the Kartasura crust. Sampling is done with a saturated sample, and data collection is done by spreading the questionnaire. The results of this study show that F (simultaneous) and t (partial) tests show that product quality has a significant influence on purchasing decisions, packaging has a major influence over purchasing decision variables, and product quality and packaging have a significant impact on purchase decisions.

Keywords: Product Quality, Packaging, Purchase Decision, Mixue

INTRODUCTION

In June 1997, Zhang Hangcho established the Chinese-born beverage store Mixue. Individuals own the franchise business Mixue and the contract of purchase grants the owner the authority to dispense the goods and services. The business owner is called the franchisor or seller, while the buyer of the "right to sell" is called a franchisee. The content of the agreement with the franchisee is to assist in production, operation, management, and sometimes even financial problems for the franchisee (Astuti, 2005). Mixue has been in Indonesia since 2020 and has many stores all over the country. One of them is Mixue, which is in the area of the cartoons that stood at the beginning of 2022. The secret to Mixue Ice Cream and Tea's success lies in marketing efforts that use a "business zone" approach. Where the population is densely populated near small towns, educational centers such as schools and universities are perfectly suited for the marketing activities of lower-class communities. As for the top menu of the Mixue, it is ice cream boba sundae, which is in the interests of many people from all walks of life (Nalika, 2023). Mixue's popularity in Indonesia has been high, especially in the region of Kartasura, where a lot of people, especially teenagers, are very fond of this Mixue.

Ice cream is a milk-processed product made of cream, sugar, and spices, such as vanilla, chocolate, or fruit, by freezing and mixing cream, called ice cream mix (Azgara et al., 2023). The quality of the list of beverages produced by the Mixue is of prime concern, as the quality of menus is closely linked to consumer satisfaction. It is seen from the typical taste image of the existing menu variants that the combination of quality ingredients will greatly affect the taste that is produced later (Anwar et al, 2023). Success in selling a processed food or beverage product other than flavour also depends on the technique or method of marketing the product itself (Rosyid et al, 2023). Besides, it is also seen in the validity of a product in creating a purchase decision (Habibie & Donna, 2020).

Today's development of information and communication technology is very rapid, which has caused the world of industry to continue to grow and undergo changes in the methods of conducting industrial marketing (Azgara et al., 2023). Many entrepreneurs are considering entering a very tight market so that their promotion strategy, using the right

media to reach the desired market, will increase the volume of sales and generate profits (Barus et al., 2021).

According to Sasmita & Kurniawan, (2020) Promotion in social media can affect consumer purchase interest, in this case the posting of a company's product can affect the purchase decision on the products and services offered by the company. The sale of products or promotional content should be made as attractive as possible to attract consumer interest (Azgara et al., 2023). According to Istikomah, R, (2019) the purchase decision process is an important aspect in marketing, involving about the way individuals, groups to meet their needs and desires. According to Setiadi, (2019) A decision that includes two or more alternative actions or behaviors. Where deliberate behavior is based on desire that arises when a consumer has consciously chosen one or both of the existing behavioral alternatives (Rokhman, 2021). According to Rohmah, (2021) is consumer decision as a decision involving action of two or more alternative options. Included in it is a form of presentation of the product in good and attractive packaging and an affordable price. Nowadays, product packaging has become a very important thing.

According to Rundh 2005, packaging can attract consumer attention to a particular brand, raise the image, and affect the perception of the consumer about the product (Kasih et al., 2023) The packaging is very influential, but the quality of the product is the most important thing believed and used by the consumer to judge an enterprise, including from the form side. Besides the standard shape side of the mixer, there is also a jumbo size. As for the size that is in the mixture, it is large, medium, and regular, where large means the size of a big drink, more than medium or regular (Salim et al, 2023).

Adolescence is a transition from childhood to adulthood. As adults experience growth and self-development from various perspectives, adolescence lasts from 12 to 21 years, while for men, it's adolescence when they want to try something new, including food Ramanda et al., (2019). Adolescents are easily influenced by a culture of life that exists, follows trends, and tries to satisfy desires without considering priority needs Sari, (2018). This teenager has a high interest in the Mixue because of the trend as well as the cheap and affordable form of the funny Mixue ice cream and its tasty taste.

Based on the above issues, the study aims to test the impact of product quality and packaging on juvenile purchasing decisions in the preservation of cartoons. Several previous studies have analyzed factors such as purchasing decisions, product quality, packaging, and brand image (Pesoth et al., 2015). However, the previous research focused only on the object of the research, which is a cigarette consumer in the city of Manado, whereas the current research focuses on the objects that are mixed consumers in the nature of Kartasura.

REVIEW OF LITERATURE

Product Quality in Purchase Decisions

As product quality is one of the important factors in the success of purchasing decisions for consumers, research on product quality variables against purchase decisions has been extensively studied. One researcher named (Rizqullah, 2018) entitled *The Influence of Product Quality, Price, and Product Design on Consumer Purchase Decisions*, Mazelnid shows there is a positive and significant influence on the quality variable of products on purchase decisions. The results of this research are supported by Fatmaningrum, (2020) who state that the quality of the product has a positive and significant influence on the purchase decision. In addition, the quality of the product is important for the founders of the company that sells food because food quality can affect the purchase decision (Tanumihardja, 2020). While (Anggraeni & Soliha, 2020) stated that product quality is very important because the higher the quality of the product, the higher the decision to purchase it. Mendur et al., (2021) stated that product quality influences purchasing decisions.

H1: There is a positive and significant influence on product quality on purchase decisions.

Packaging in Purchase Decisions

Packaging is one of the important factors in the success of purchasing decisions for consumers. Research on packaging variables against purchase decisions has been extensively studied by one researcher, namely Pesoth et al., (2015) in his research entitled *The Influence of Product Quality, Packaging, and Brand Image on Customer Satisfaction at the Dunhill Cigar Company in Manado*, which showed that there is a positive and significant influence

of the variable packaging on product quality (Ayu & Sari, 2017). According to Ismuputro, (2020), attractive packaging gives more value to the consumer, who distinguishes some products by their shape as well as quality. Besides that, attractive packaging will improve the purchase decision. According to Tanumihardja, (2020) in his research, the packaging influences the variables of the buying decision. Based on the results of their research, Apriliani et al., (2022) suggested that good packaging influences purchasing decisions.

H₂: There is a positive and significant impact of packaging on purchase decisions.

Product Quality and Packaging against Purchase Decisions

Product quality is one of the important factors in the success of purchasing decisions for consumers. Research on product quality variables versus purchase decisions has been extensively studied by researchers, one of whom was Kasih et al., (2023) entitled Impact of Packaging, Price, and Product Quality on Consumer Buying Interests Mixue, which showed that there is a positive and significant influence on the variable of product quality, packaging, on purchase decisions. The same goes for packaging to influence the purchase decision, which means the better (Verdiyanto, feti, 2022).

H₃: There is a simultaneous influence between product quality, packaging, and purchase decisions.

RESEARCH METHOD

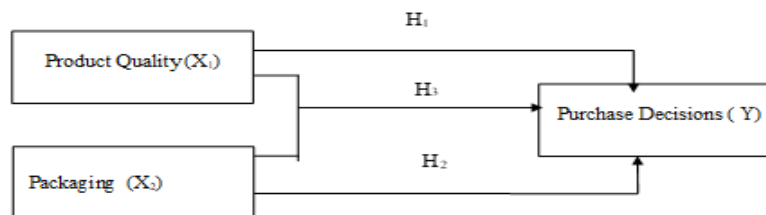


Figure 1.
Research Model

This study uses a quantitative approach with an associative case design to find out the cause-and-effect relationship of three variables: product quality, packaging, and purchasing decisions. In this study, the population used was a mixed consumer who was in the cartoon

crash by 2023. This sample was determined using a saturated sample, and this study took as many respondents as 200 people. If there is a population with more than 100 people, then it can take 10–15% or 20–25% of the total population.

Tabel 1.
Research Instrument

Variable	Indicator	References
Product Quality	1. Durability	(Kasih et al., 2023)
	2. Quality Performance	(Fadillah & Koyum, 2015)
	3. Custom Quality	(Hidayat & Rayuwanto, 2022)
	4. Reliability	
	5. Product size diversity	
Packaging	1. Aesthetics	(Kasih et al., 2023)
	2. Security	
	3. Packaging Material	
Purchase Decisions	1. Product Results Provided	(Hidayat & Rayuwanto, 2022)
	2. Price Decision Given	(Manik M & Siregar, 2022)
	3. Purchases Against Packaging	(Verdiyanto, feti, 2022)

Table 1 above shows a table of instruments containing indicators per variable used in the research. Data was collected using a questionnaire instrument distributed through Google. The instruments used are the validity test, reliability test, normality test, linearity test, and homogeneity test. Double linear regression analysis, partial hypothesis test (t-test), simultaneous hypothetical test (f-test), and determination coefficient (R²). The researchers have carried out a trial on 36 respondents, who have shown that the test results are valid and reliable. The validity test is intended to measure whether the questionnaire is valid or not. The validity test results showed a valid criterion for all instruments, i.e., $r_{count} < r_{table} 0.05$. The rehabilitation test results revealed reliable criteria for the entire instrument: a reliability coefficient > 0.07 . Cronbach Alpha showed the reliability test results of this study by

comparing the ratings of the rcount value on the tested variable, i.e., product quality with a value of 0.903, packaging variable 0.862, and purchase decision variable 0.875. Of the three rcount values of the variable that are greater than the rtabular value > 0.60 , all the variables tested are declared reliable.

RESULTS AND DISCUSSION

Respondent Profile

Table 2 shows a calculation of the primary data that describes the respondents in this study. According to Table 3, the majority of respondents who filled out the questionnaire were female, with 121 people (60.5%) compared to 79 men (39.5%). On the other hand, the description of the respondent with the age of 19–21 years is more dominant, that is, 107 people (53.5%), whereas for the ages of 15–18 years, there were 52 people (26%), and for 12–14 years old, there were 41 people (20.5%).

Tabel 2.
Respondent Description

No	Gender	Number	Presentation
1	Female	121	60,5%
2	Male	79	39,5%
	Number	200	100,0%
No	Age	Number	Presentation
1	12 - 14 year	41	20,5%
2	15 - 18 year	52	26%
3	19 - 21 year	107	53,5%
	Number	200	100,0%

Test Basic Assumptions

The purpose of the normality test is to find out whether the data analysed has a normal distribution or not. Table 4 is a test of normality using the Monte Carlo method and the systematic development of random numbers. The purpose of using Monte Carlo is to see if the data is normally distributed based on data taken with a sample of 200. In Table 3, it is

shown that the significant value is 0.1, where the significance value of the Carlo method is > 0.05, so it can be concluded that the data are normally distributed.

Tabel 3.
Normality and Homogeneity Test

Model	Sign
Product Quality	0.027
Packaging	0.041
Monte Carlo	0.100

Source: Primary Data Problems with Help SPSS 24 (2023)

The homogeneity test is used to determine whether the data used has the same variants or not. Based on table 3 above, the homogeneity test results on the quality of the product and the packaging against the purchase decision have a significant value. Where the product quality is $0.027 > 0.05$ and the packaging is $0.041 > 0.05$, which means all populations are normal or significant.

Tabel 4.
Linearity

Model	Sign
Product Quality	0.307
Packaging	0.05

Source: Primary Data Problems with Help 24 (2023)

The linearity test is used to determine whether or not two variables have a significant linear relationship or not. If the significance value is greater than 0.05, then there is a linear relationship between the two variables. Based on Table 5, the respective deviations from linear values have values of 0.307 and 0.05, which means that the linear relationship between two H_0 variables is accepted.

Multiple Linear Regression Analysis

This study uses double linear regression analysis to determine the influence of product quality variables (X_1) and packaging (X_2) on purchase decisions (Y).

Tabel 5.
Multiple Linear Regression Analysis

Variable	B	T	Sig	Description
(constant)	.190	.202	840	Significant
Product Quality	.237	5.021	.000	Significant
Packaging	.488	5.839	.000	Significant
F	226.838			
R ²			.697 Or 69,7%	

Source: Primary Data Problems with Help SPSS 24 (2023)

Based on Table 5 above, obtain the result of the linear regression equation as follows:

$$Y = 0.190 + 0.237X_1 + 0.488X_2$$

H1: There is a positive and significant influence on product quality on purchasing decisions.

On the test results, it was stated that the product quality variable (X1) showed a t count value of 5.021, significant at a significance value of 0.05 (p-value < 0.05) with the t value of table 1.97202. Therefore, the first hypothesis is acceptable. This means that product quality has a positive and significant impact on product quality.

H2: There is a positive and significant impact of packaging on purchasing decisions.

The results of the t test stated that the packaging variable showed a t count of 5.839, significant at a significance level of 0.05 (p-value < 0.05), with a t value of table 1.97202. Therefore, the second hypothesis was accepted. Which means packaging has a positive and significant impact on product quality.

H3: There is a positive and significant influence on the quality of the product and the packaging on the purchase decision.

The F test results on the free variable (product quality and packaging) showed a counted F value of 226,838, which is significant at a significance level of 0.05 (p-value < 0.05) with a table F of 2.33. Thus, the third hypothesis was accepted. This means that the

quality of the product and the packaging simultaneously have a positive and significant influence on the product quality. The impact of the variable quality of product and packaging on the purchase decision is 69.7%. Then it can be concluded that the results of the statistical tests support the three hypotheses put forward in the study.

The results of the analysis on the t test indicate the influence of variables on the quality of the product on the purchase decision. Based on the test results using SPSS, it is known if the product quality (X1) has a significant value, i.e., $t_{count} 5.021 > t_{table} 1.97202$. So, it is known that product quality variables have a significant influence on purchasing decisions. Therefore, improving the quality of good products can enhance purchasing decisions (Renata & Waney, 2018). The results of this study are in line with the results of previous research conducted by (Rizqullah, 2018) which shows that the quality of the product has a significant influence and influences the purchase decision. The impact of product quality, price, and product design on the decision of the consumer purchasing mazelnid. The results are also supported by Puspita & Nuvriasari, (2018) who argue that good product quality will be able to improve the purchasing decision of the consumer because product quality is one of the considerations of every consumer in the decision to purchase. This is in line with research (Hidayat & Rayuwanto, 2022) that states that the quality of the product has an influence on purchasing decisions.

The second result concerning the impact of packaging on the purchase decision based on the test results using SPSS is known if Packaging (X2) has a significant value that is $t_{count} 5.839 > t_{table} 1.97202$. So, it is known that packaging has a significant influence on a purchase decision. It means packaging Mixue can enhance the purchase decision. The results of this study are relevant to the results of a study by (Kasih et al., 2023) entitled The Effect of Packaging, Price, and Product Quality on Mixue Consumer Buying Interests, which suggests that packaging has a partial influence on purchase decisions. The results of this research are also supported by Tanumihardja, (2020) which can strengthen the results of the research because in his research there are packaging results that significantly influence the decision to buy pigeon cheese in the area of Surabaya. According to Ismuputro, (2020), the

packaging influences the purchase decision. Based on the results of their research, Apriliani et al., (2022) suggested that good packaging influences purchasing decisions.

The third result is the influence of product quality and packaging on the purchase decision. Based on the results of the F test using SPSS, it is known that the quality of the product and the simultaneous packaging have a positive and significant impact on the purchase decision. This is proved by the calculation value of $226.838 > F_{table} 2.33$. The results of this study are in line with the results of a study by Pesoth et al., (2015) entitled The Impact of Product Quality, Packaging, and Brand Image on Customer Satisfaction at Dunhill Cigarette Company in Manado City, which shows that the quality of the product and the simultaneous packaging have a significant influence on the purchase decision. The same goes for packaging to influence the purchase decision, which means the better (Verdiyanto, feti, 2022).

CONCLUSION

From this study, it can be concluded that the quality of products and packaging has a significant influence on the purchase decisions of teenagers in the Department of Kartasura. Overall, improved product quality, especially on Mixue products, has great potential to improve purchasing decisions by providing significant added value to customers. Packaging also has a significant influence on purchase decisions, suggesting that packaging design can influence purchase decisions. Mixue companies need to pay serious attention to product quality and packaging design to maximize their impact on purchasing decisions. Furthermore, research shows that product quality and packaging contribute both positively and significantly to purchasing decisions, so companies must maintain quality standards to increase sales.

REFERENCES

- Anggraeni, A. R., & Soliha, E. (2020). Kualitas produk , citra merek dan persepsi harga terhadap keputusan pembelian (Studi pada konsumen Kopi Lain Hati Lamper Kota Semarang). *Jurnal Unida*, 6(3), 96–107.
- Anwar, K., Suyitno, S., Afifah, U., Idrus, I., & Rahayu, S. (2023). The Influence of Promotions, Products and Costs on The Decision Making. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 6(1), 98-111. <https://doi.org/10.31538/ijse.v6i1.2796>
- Apriliani, D., Zuliansyah, A., & Sanjaya, V. F. (2022). Pengaruh Variety Seeking dan Packaging terhadap Brand Switching Studi Konsumen Natasha Skincare di Bandar Lampung. *Target : Jurnal Manajemen Bisnis*, 3(2), 167–176. <https://doi.org/10.30812/target.v3i2.1579>
- Astuti, a. (2005). Kajian Bisnis Franchise Makanan Di Indonesia. *Jurnal Manajemen Dan Kewirausahaan*, 7(1), pp.83-98. <http://puslit2.petra.ac.id/ejournal/index.php/man/article/view/16108>
- Ayu, I. G., & Sari, W. (2017). Pengaruh Green Marketing dan Packaging terhadap brand image dan loyalitas pelanggan pada konsumen starbuks coffee. -*Jurnal Manajemen Unud*, 6(7), 3820–3849.
- Azhara, S., Fatkhul Hidayat, M., Paradiba, N. P., Anggraini, D. A., Syarif, H., Adelia, A., Arya, B., Soeharto, Z., Oktiani, M., Nafsya, T., & Permata, P. (2023). Pengaruh Konten TikTok Terhadap Keputusan Pembelian Produk Mixue pada Mahasiswa Universitas Djuanda. *Karimah Tauhid*, 2(1), 238–248.
- Barus, N., Pangaribuan, M., & Purnama, S. (2021). Pengaruh Promosi Menggunakan Media Sosial TikTok terhadap Keputusan Pembelian Produk Kosmetik Ms. Glow pada Mahasiswa di Kota Medan. *Prosiding Konferensi Nasional Social & Engineering Polmed (KONSEP)*, 2, 616–626.
- Fadillah, A., & Koyum, K. (2015). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Loyalitas Pelanggan. *Jurnal Ilmiah Manajemen Kesatuan*, 3(2), 125–132. <https://doi.org/10.37641/jimkes.v3i2.824>
- Fatmaningrum, S. R. (2020). Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 4(1), 176–188.
- Habibie, H. M. H., & Donna, D. R. (2020). Factors that Influence the Intention to Purchase Halal Food Products (Case Study of Universitas Gadjah Mada Students). *BENEFIT Jurnal Manajemen Dan Bisnis*, 5(1), 93.
- Hidayat, R. R., & Rayuwanto, R. (2022). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian. *Keizai*, 3(2). <https://doi.org/10.56589/keizai.v3i2.292>
- Ismuputro, R. M. (2020). Peran Citra Merek, Harga Dan Kemasan terhadap Keputusan Pembelian Air Minum Dalam Kemasan Aqua. *Jurnal Ilmu Manajemen*, 8(3), 1116. <https://doi.org/10.26740/jim.v8n3.p1116-1123>

- Istikomah, R. I. m. (2019). Analisis Perilaku Konsumen dalam Keputusan Pembelian makanan di Kota Surakarta. *Jurnal Ekonomi Manajemen Sumber Daya*, 21 No 2, 98–110. <https://doi.org/10.1093/gao/9781884446054.article.t082385>
- Kasih, A. T., Dewi, N. A. S., Budiyati, K., Damayanti, A. P., & Khasanah, V. F. (2023). 2022_Pengaruh Kemasan, Harga, Dan Kualitas Produk Terhadap Minat Beli Konsumen Mixue. *Green Economy Strategi Menghadapi Krisis Global 2023*, 1, 1–16.
- Manik M, C., & Siregar, O. M. (2022). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian pada Konsumen Starbucks di Kota Medan. *Journal Of Social Research*, 1(7), 694–707. <https://doi.org/10.55324/josr.v1i7.134>
- Mendur, M. E. M., Tawas, H. N., & Arie, F. V. (2021). Pengaruh Persepsi Harga, Kualitas Produk Dan Atmosfer Toko Terhadap Keputusan Pembelian Pada Toko Immanuel Sonder. *Jurnal Emba*, 9(3), 1079. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/35296/33013>
- Nalika, Q. N. (2023). The Effect of Products Quality , Prices , and Locations on Mixue Purchasing Decisions in Pasar Lama Tangerang. *Jurnal : Ekonomi Dan Bisnis*, 3(1).
- Pesoth, M. C., Ekonomi, F., Bisnis, D., Manajemen, J., Sam, U., & Manado, R. (2015). the Influence of Product Quality, Packaging and Brand Image Against Customer Satisfaction in Cigarette Company Dunhill Manado. *Jurnal EMBA*, 3(3), 1101–1112.
- Puspita, D., & Nuvriasari, A. (2018). Pengaruh Citre Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian merek Eiger. *Jurnal Penelitian Ekonomi Dan Bisnis*, 3(2), 73–83.
- Ramanda, R., Akbar, Z., & Wirasti, R. A. M. K. (2019). Studi Kepustakaan Mengenai Landasan Teori Body Image Bagi Perkembangan Remaja. *Jurnal Edukasi: Jurnal Bimbingan Konseling*, 5(2), 121. <https://doi.org/10.22373/je.v5i2.5019>
- Renata, K., & Waney, G. (2018). Pengaruh Produk knowledge dan kualitas produk terhadap keputusan pembelian produk ngohionh merek M&B. *Jurnal Manajemen Dan Start-Up Bisnis*, 2.
- Rizqullah, I. A. (2018). Pengaruh Kualitas Produk, Harga, dan Desain Produk terhadap Keputusan Pembelian konsumen Mazelind. *Jurnal Manajemen Dan Start-Up Bisnis*, 3.
- Rohmah, W. (2021). mendefinisikan keputusan konsumen sebagai keputusan yang melibatkan tindakan dua atau lebih pilihan alternatif. *Jurnal Kompetensi of Busines*, 5(1), 89–105.
- Rokhman, F. N. (2021). Proses Pengambilan Keputusan Pembelian Konsumen di Indomaret Mangu. *Jurnal Pendidikan Ilmu Sosial*, 12(1), 59–75.
- Rosyid, M. A., Muawanah, M., & Zuana, M. M. M. (2023). The Influence of Halal Labels and Electronic Word of Mouth (E-WOM) on Purchase Decisions of Food and Beverage Products on the Shopee Online Site. *Majapahit Journal of Islamic Finance and Management*, 3(1), 15-31. <https://doi.org/10.31538/mjifm.v3i1.34>
- Salim, R., Prayoga, Y., & Ihsan, M. (2023). The Influence of Price, Location, Service, and

Product Quality on Customer Satisfaction. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 6(1), 399-412. <https://doi.org/10.31538/iijse.v6i1.2180>

- Sari, D. E. (2018). Pendidikan literasi keuangan kelalui program kemitraan dengan bank untuk mengurangi perilaku konsumtif pada mahasiswa. *Jurnal Pendidikan Ilmu Sosial*, 28(1), 22–30.
- Sasmita, C., & Kurniawan, I. (2020). Pengaruh Promosi Sosial Media (Digital Marketing) Terhadap Minat Beli Chatime Wilayah Badung - Bali. *Sintesa Prosiding, November*, 317–318. <https://jurnal.undhirabali.ac.id/index.php/sintesa/article/viewFile/1268/1114>
- Setiadi, N. (2019). *Perilaku Konsumen: Perspektif Kontemporer Pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga* (Jefri (ed.); ke tiga). PrenadaMedia Group.
- Tanumihardja, V. V. (2020). Keputusan Pembelian Produk Kecap Merpati Mempertimbangkan Kualitas Produk, Harga, Dan Kemasan Di Wilayah Surabaya. *Jurnal Manajemen Dan Star-up Bisnis*, 4(1), 155–162. <https://doi.org/10.37715/jp.v4i1.1503>
- Verdiyanto, feti, hermawan haris. (2022). Pengaruh Kualitas Produk , Harga Dan Packaging Terhadap. *Jurnal Manajemen Dan Bisnis*, 1–10.