

**PRICE PERCEPTION, PRODUCT VARIETY, SERVICE QUALITY, AND
PROMOTION: THEIR INFLUENCE ON CONSUMER PURCHASE DECISIONS
AT SUPERINDO BOYOLALI**



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Abstract

This study aims to analyze the influence of price perception, product variety, service quality, and promotion on consumer purchasing decisions at Superindo Boyolali. Data were collected through questionnaires distributed to randomly selected consumer respondents. Multiple linear regression analysis was conducted to test the research hypotheses. The results indicate that price perception has a positive and significant influence on consumer purchasing decisions at Superindo Boyolali ($\beta = 0.327$, $p < 0.05$). On the other hand, product variety does not have a significant influence on purchasing decisions ($\beta = 0.092$, $p > 0.05$). Service quality also has a positive and significant influence on purchasing decisions ($\beta = 0.421$, $p < 0.05$). Meanwhile, promotion does not have a significant influence on purchasing decisions ($\beta = 0.055$, $p > 0.05$). In conclusion, price perception and service quality have a significant influence on consumer purchasing decisions at Superindo Boyolali. However, product variety and promotion do not have a significant influence. Therefore, it is recommended that the management of Superindo Boyolali pay more attention to the aspects of price perception and service quality in efforts to improve consumer purchase decisions.

Keywords: Price Perception, Product Variety, Service Quality, Promotion, Purchase Decisions

INTRODUCTION

Research on the perception of price, product variety, service quality, and promotion influencing consumer purchasing decisions is quite interesting to investigate, as consumer purchasing decisions are one of the goals of marketing (Wikantari, 2022). Purchasing decisions are a process where consumers choose products offered by sellers, and consumers can consider purchases that meet their needs in the purchasing decision process (Maftokah et al., 2023). Several factors that influence purchasing decisions include product, price, promotion, and distribution channels (Kotler & Keller, 2009). In this study, the authors focus on the factors of price perception, product variety, service quality, and promotion as independent variables.

According to Fuadi et al. (2022), price perception is the view or understanding of prices, and how consumers perceive certain prices (high, low, and fair). Several researchers who have conducted studies on the price perception variable towards purchasing decisions, including Kristiawati et al. (2019), Suhardi et al. (2020), and Anwar and Andrean (2021), all agree that price perception has a positive and significant effect on purchasing decisions. However, contrary to the research results of Yuliana and Maskur (2022) who stated that price perception does not have a significant effect on purchasing decisions.

Next, the factor that influences purchasing decisions is product variety. According to Istiqomah (2016), product variety is one of the strategies that companies use by increasing product variants based on type, brand, color, and others to satisfy consumer needs and desires so that they are interested in buying. Several researchers who have studied the influence of the product variety variable on purchasing decisions, such as Bintarti et al. (2022), Wicaksono and Sutanto (2022), stated that product variety has a positive and significant effect on purchasing decisions. Whereas the research conducted by Harahap et al. (2018) found that product variety does not have a significant effect on purchasing decisions.

Another factor that influences purchasing decisions is service quality. Service quality is the company's ability to provide the best service compared to its competitors (Fuadi et al., 2022). The results of research conducted by Sutrisno and Setyawan (2020), Tjahjaningsih et

al. (2022) stated that the service quality variable has a positive and significant effect on the purchasing decision variable. However, this differs from the research results of Wahyuni and Praninta (2021) that service quality does not have a positive and significant effect on purchasing decisions.

Furthermore, promotion is also a factor that influences purchasing decisions. According to Fuadi et al. (2022), promotion is an activity aimed at influencing consumers so that they are familiar with the products offered by the company and then become interested in buying the products. Many studies have examined the influence of the promotion variable on the purchasing decision variable, such as Alistriwahyuni et al. (2019) and Tjahjaningsih et al. (2022), who stated that there is a positive and significant influence between the two variables. However, this is in contrast to the research conducted by Herawati and Muslikah (2020) who stated that promotion has a positive but not significant effect on purchasing decisions.

The object used in this study is Superindo located in Boyolali. Researchers chose this object because there was an increase in sales at Superindo in 2021.

Table 1.

Retail Wholesale Sales Values

No.	Nama Data	Nilai / US\$ Juta
1	Transmart Carrefour	1.067
2	Hypermart	455,1
3	Super Indo	432,5
4	Giant	367,2
5	Lotte Mart	305,4
6	Farmer's Market	136,3
7	Ranch Market	98,3
8	Hero	94,9
9	The Food Hall	45,4
10	Foodmart	43,9

Source: databoks.katadata.co.id

Based on the sales data in the table above, it is known that Superindo, as a retail player, ranks third in the retail competition in Indonesia. Superindo's sales in 2021 amounted to US\$ 432.5 million, while its main competitor, Transmart Carrefour, had sales of US\$ 1.07 billion. However, Superindo has experienced an increase in the number of outlets in recent years while other retailers have closed their stores, such as Giant. In 2021, Giant, which had 100 stores, closed all of its stores on August 1, 2021. Meanwhile, the number of Superindo stores has increased, from 183 stores in 2020 to 200 stores in 2021.

REVIEW OF LITERATURE

Purchase Decision

According to Bintarti et al. (2022), a purchase decision is an individual activity directly involved in deciding to purchase a product offered by a seller. The purchase decision is a thought process where individuals evaluate various options and decide on a product from among many choices (Augtiah et al., 2022). Meanwhile, Peter and Olson (2009:162) state that the purchase decision is a coordinated cycle combined to evaluate at least two behavioral alternatives and choose one. It can be said that a purchase decision is a decision-making process to buy a product by a consumer, where the consumer factually makes the purchase (Yusuf & Waskito, 2014; Isbahi, 2023). This purchase choice is a dynamic cycle made before, during, and after the purchase of labor or products by customers with the exchange value of money (Mustofa & Wiyadi, 2023).

Price Perception

Price perception is the view or image consumers have regarding a product they are considering purchasing, which relates to the affordability of that price compared to buying elsewhere. Price perception is one of the most important variables related to the increasingly competitive retail business. The price of products that are cheap and affordable within the purchasing power of consumers will influence the purchase decisions of those consumers (Sari & Kusyanto, 2019).

Product Variation

Product variation as one unit within a brand can be differentiated based on price, size, or characteristics. The more varied the number and types of products sold, the more it will create consumer satisfaction with those products, and consumers won't need to buy other products (from competitors). Product variation has several specific characteristics within a brand, such as price, appearance, size, etc. Product variation plays an important role in making purchasing decisions. Product variation is the development of products so that there are several different product options. Product variation is determined by the number of different products offered by the company to consumers (Bintarti et al., 2022).

Service Quality

Quality is the characteristics and nature of a product or service that is influenced by the ability to satisfy needs that are often expressed implicitly. Service is a system consisting of service operations that are often unknown to customers and the delivery of services that are usually visible to customers. Thus, it can be concluded that service quality is a series of intangible activities that are useful for providing satisfaction to consumers (Wahyuni & Praninta, 2021).

Promotion

As previously explained, promotion is an activity aimed at influencing consumers so that they become aware of the products offered by the company and then are interested in buying those products (Fuadi et al., 2022; Rosyid et al, 2023). Promotion is also an effort made by sellers to introduce products to potential customers to encourage them to make a purchase, as well as targeting repeat purchases from existing customers (Mahardika, 2020). Promotions are expected to communicate the advantages of the product and hope that consumers will make a purchase (Wiyadi, 2015; Nasution et al, 2023).

RESEARCH METHOD

This research uses a quantitative research method. Quantitative research is a method based on positivism or concrete data, with the research data in the form of numbers that will be measured using statistics as a tool for calculation, related to the researched problem to conclude (Sugiono, 2022).

Population refers to the characteristics possessed by the data sources in the selected research according to the research criteria to be processed and conclusions drawn through a general sampling process (Sugiyono, 2013). The population in this research is all Superindo Boyolali customers, the exact number of which is unknown. The sample size in this research resulted in 96.04. It was then rounded up to 100 respondents.

This research uses data collection techniques through a survey by distributing questionnaires and using Google Forms to distribute the questionnaires that meet the criteria of this research. The researcher used questionnaires to collect data by presenting a series of written questions to the respondents that they had to answer. This study focuses on those who are customers or visitors of Superindo Boyolali who have made purchases at least once.

The research utilizes a Likert scale, where variables will be explained through several indicators developed by the researcher. According to Sugiyono (2013), a Likert scale is a scale used to measure attitudes, opinions, and perceptions designed to allow all respondents to assess how strongly they agree or disagree with the statements made.

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test

Research Variable	r _{hitung}	r _{tabel}	Criteria
Price Perception (X1)	0,793	0,1966	Valid
	0,682	0,1966	Valid
	0,815	0,1966	Valid
	0,714	0,1966	Valid
	0,582	0,1966	Valid
Product Variations (X2)	0,678	0,1966	Valid
	0,531	0,1966	Valid
	0,786	0,1966	Valid
	0,767	0,1966	Valid
Service Quality (X3)	0,610	0,1966	Valid
	0,755	0,1966	Valid
	0,834	0,1966	Valid
	0,699	0,1966	Valid
Promotions (X4)	0,746	0,1966	Valid
	0,614	0,1966	Valid
	0,650	0,1966	Valid
	0,766	0,1966	Valid
Purchase Decision (Y)	0,701	0,1966	Valid
	0,682	0,1966	Valid
	0,673	0,1966	Valid
	0,741	0,1966	Valid
	0,628	0,1966	Valid
	0,611	0,1966	Valid

Source: Data processed by the authors (2024)

Based on the Table above, each item of the perception of price variable (X1), product variation (X2), service quality (X3), promotion (X4), and purchase decision (Y) is considered valid if it meets the criteria indicating that the significance value < 0.05 and t-value $> t$ -table (0.1966). Therefore, it can be concluded that the data above is valid and all items of the questions are suitable to be used as questionnaire items.

Reliability Test

Cronbach Alpha obtained from the results of the reliability test, the following are the results of the reliability test in this research:

Table 2.
Reliability Test Results

No	Variable	Cronbach's Alpha	Criteria
1	Price Perception	0,765	Reliable
2	Product Variations	0,638	Reliable
3	Service Quality	0,779	Reliable
4	Promotion	0,622	Reliable
5	Purchase Decision	0,686	Reliable

Source: Data processed by the authors (2024)

Classic Assumption Test

Normality Test

The results of the normality test are presented in the following table:

Table 3.
Normality Test Results

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.98588546
Most Extreme Differences	Absolute	.093
	Positive	.052
	Negative	-.093
Test Statistic		.093
Asymp. Sig. (2-tailed)		.052 ^c

Source: Processed data (2024)

Based on the data above, it can be concluded that, value asymp. Sig. is $0,052^c >$ from 0.05. So it can be said that the research sample is normally distributed.

Multicollinearity Test

The results of the multicollinearity test can be seen in the following table:

Table 4.

Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	VIF
1 (Constant)		
X1	.505	1.979
X2	.458	2.181
X3	.298	3.357
X4	.280	3.572

Source: Data processed by the author (2024)

Based on the results of the multicollinearity test above, it is known that the tolerance value of the price perception variable (X_1) = 0.505; product variations (X_2) = 0.458; service quality (X_3) = 0.298; and promotions (X_4) = 0.280. So it can be concluded that there is no multicollinearity in the regression model between independent variables.

Heteroskedasticity Test

The results of the heteroscedasticity test are presented in the following table:

Table 5.

Heteroskedasticity Test Results

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
1 (Constand)	2.363	.917	.011
X1	-.003	.046	.950
X2	.025	.071	.720
X3	-.020	.060	.747
X4	-.084	.089	.349

a. Dependent Variable: ABS

Source: Data processed by the authors (2024)

Based on the test results above, it is known that the significance value of the price perception variable (X_1) = 0.950; product variations (X_2) = 0.720; service quality (X_3) = 0.747; and promotions (X_4) = 0.349. So it can be concluded that the significance value of the four variables is > 0.05 and there is no heteroscedasticity.

Multiple Linear Regression Test

Multiple linear regression analysis is intended to show the influence of the independent variables price perception, product variety, service quality, and promotion on consumer purchasing decisions at Superindo Boyolali as the dependent variable. The following are the results of the multiple linear regression analysis test:

Table 6.
Results of Multiple Linear Regression Test Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	4.095	1.348			3.039	.003
X1	.198	.067	.238		2.963	.004
X2	.156	.104	.127		1.502	.137
X3	.411	.089	.485		4.630	.000
X4	.103	.131	.085		.786	.434

Source: Data processed by the authors (2024)

Based on the test above, the following regression equation is obtained:

$$Y = 4.095 + 0.198X_1 + 0.156 X_2 + 0.411 X_3 + 0.103 X_4 + \text{and}$$

From the regression equation above it can be explained as follows:

- a. The constant value above can be seen to be 4,095, which means that if price perception, product variety, service quality, and promotion have a coefficient of 0, then the consumer purchasing decision value is 4,095.
- b. Regression coefficients of price perception(X_1) have a value of 0.198 with a positive direction. If the price perception variable increases by 1 unit and the other independent variables are consistent, then the purchasing decision (Y) increases by 0.198.

- c. Regression coefficient of product variation(X_2) has a value of 0.156 with a positive direction. If the product variation variable increases by 1 unit and the other independent variables are consistent then the purchasing decision (Y) increases by 0.156.
- d. Regression coefficient of service quality(X_3) has a value of 0.411 with a positive direction. If the service quality variable increases by 1 unit and the other independent variables are consistent, then the purchasing decision (Y) increases by 0.411.
- e. Promotion regression coefficient(X_4) has a value of 0.103 with a positive direction. If the promotion variable increases by 1 unit and the other independent variables are consistent then the purchasing decision (Y) increases by 0.103.

(R²) Coefficient of Determination

The multiple linear regression equation is said to be good if R². The closer it gets to 1, the value will increase in the direction of the increase in the total independent variable. The following are the results of the analysis R² in this research:

Table 7.
Test Results R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831 ^a	.690	.667	1.23890

a. Predictors: (Constant), X1, X2, X3, X4

b. Dependent Variable: Y

Source: Data processed by the authors (2024)

From the test results, it is known that the Adjusted R Square value of the variable price perception, product variety, service quality, and promotion influences the Superindo consumer purchasing decision variable by 0.667 or 66.7%. This can be interpreted as meaning that the R Square value can explain all the independent variables by 66.7% while the remaining 33.3% is explained by other variables outside the model.

F Test (Simultaneous)

The F statistical test is used to show whether there is a joint or simultaneous influence between the independent variables on the dependent variable. Decisions are made by looking

at the value F_{count} and then compared with the predetermined level of significance, namely 0.05. The F statistical test is presented in the following table:

Table 8.
F Statistical Test

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	324.427	4	81.107	52.843	.000 ^b
Residual	145.813	95	1.535		
Total	470.240	99			

Source: Data processed by the authors (2024)

Based on the test above, the value is known $F_{count} = 52,843$ and significance level = 0.000. Significance value < alpha 0.05. If you look at the values F_{count} with F_{table} it is known that value $F_{table} < F_{count} = 52,843$. So the hypothesis which states that the variables of price perception, product variety, service quality, and promotion together have a significant influence on consumer purchasing decisions at Superindo is accepted.

Hypothesis Testing t Test (Partial)

The t-test results are presented in the following table:

Table 9.
T-Test Results

Model	T	Sig.
1 (Constant)	3.039	.003
X1	2.963	.004
X2	1.502	.137
X3	4.630	.000
X4	.786	.434

Source: Data processed by the authors (2024)

Based on the t-test results above, the hypothesis can be explained as follows:

- a. Price Perception Variable(X_1)

Is known t_{count} price perception variable(X_1) = 2.963 and $t_{table} = 1.985$, so it can be seen that $t_{count} > t_{table}$. With a significance value of 0.004 < 0.05. This shows that H_a

accepted and H_0 rejected. So it can be concluded that the price perception variable (X_1) has a positive and significant effect on consumer purchasing decisions at Superindo Boyolali.

b. Product Variation Variables(X_2)

Is known t_{count} product variation variables(X_2) = 1.502 and $t_{table} = 1.985$, so it can be seen that $t_{count} < t_{table}$. With a significance value of $0.137 > 0.05$. This shows that H_a rejected and H_0 accepted. So it can be concluded that the product variation variable (X_2) does not have a significant effect on consumer purchasing decisions at Superindo Boyolali.

c. Service Quality Variables(X_3)

Is known t_{count} service quality variables (X_3) = 4.630 and $t_{table} = 1.985$, so it can be seen that $t_{count} > t_{table}$. With a significance value of $0.000 < 0.05$. This shows that H_a accepted and H_0 rejected. So it can be concluded that the service quality variable (X_3) has a positive and significant effect on consumer purchasing decisions at Superindo Boyolali.

d. Promotion Variables(X_4)

Is known t_{count} promotional variables (X_4) = 0.786 and $t_{table} = 1.985$, so it can be seen that $t_{count} < t_{table}$. With a significance value of $0.434 > 0.05$. This shows that H_a rejected and H_0 accepted. So it can be concluded that the promotion variable (X_4) does not have a significant effect on consumer purchasing decisions at Superindo Boyolali.

The Influence of Price Perception on Consumer Purchasing Decisions at Superindo Boyolali

The t-test yielded a t-value of 2.963 with a significance value of $0.004 < 0.05$ for the price perception variable. It can be concluded that the price perception variable (X_1) has a positive and significant effect on consumer purchasing decisions at Superindo Boyolali. Therefore, H_1 is accepted, indicating that price perception affects consumer purchasing decisions.

According to Kristiawati et al. (2019), price perception is the view or image that consumers have regarding a product they intend to purchase, related to the affordability of the price compared to buying elsewhere. There is an assumption that the more affordable the price offered, the more likely consumers are to make a purchase. This study is consistent with previous research by Anwar and Andrian (2021), which found that the price perception variable has a positive and significant effect on purchasing decisions. Based on the research results, it can be seen that the price perception variable influences consumer purchasing decisions at Superindo Boyolali. This indicates that the better consumers' perception of the price, the more it will increase their purchasing decisions at Superindo Boyolali.

The Influence of Product Variation on Consumer Purchasing Decisions at Superindo Boyolali

The t-test yielded a t-value of 1.502 with a significance value of $0.137 > 0.05$ for the product variation variable. It can be concluded that the product variation variable (X2) has a positive but not significant effect on consumer purchasing decisions at Superindo Boyolali. Therefore, H2 is rejected, indicating that product variation does not affect consumer purchasing decisions at Superindo Boyolali. The findings are supported by previous research by Harahap, Amanah, and Agustini (2018), which indicated that the product variation variable does not have a positive and significant effect on consumer purchasing decisions at Pajus Medan.

According to Bintarti et al. (2022), product variation refers to the development of products to offer several different options. Consumers may choose a place to visit based on the completeness of the products sold there. Therefore, efforts are needed to attract customers to decide to purchase products at that place. The research results indicate that product variation does not affect consumer purchasing decisions at Superindo. It can be concluded that H2, which states that product variation affects consumer purchasing decisions at Superindo, is rejected. Based on interviews with several respondents, it was found that they have more conservative preferences and tend to choose products they are already familiar with. In this case, product variation may not have a significant impact on purchasing

decisions because consumers tend to choose the same products each time they shop. Another fact found by the researcher is that Superindo Boyolali does not emphasize product innovation or introducing new products to customers. Therefore, product variation may not be a significant factor in attracting interest or influencing consumer purchasing decisions.

The Influence of Service Quality on Consumer Purchasing Decisions at Superindo Boyolali

The t-test yielded a t-value of 4.630 with a significance value of $0.000 < 0.05$ for the service quality variable. It can be concluded that the service quality variable (X3) has a positive and significant effect on consumer purchasing decisions at Superindo Boyolali. Therefore, H3 is accepted, indicating that service quality affects consumer purchasing decisions.

According to Wahyuni and Praninta (2021), service quality is a series of intangible activities that are useful for providing satisfaction to customers. Therefore, companies must strive to provide the best service to meet or even exceed customer needs to influence purchasing decisions. This study is consistent with research conducted by Sutrisno and Setyawan (2020), which found that the service quality variable has a positive and significant effect on purchasing decisions. The research results show that the service quality variable influences consumer purchasing decisions at Superindo Boyolali. This indicates that the better the service quality provided, the more it will affect consumer purchasing decisions at Superindo Boyolali.

The Influence of Promotion on Consumer Purchasing Decisions at Superindo Boyolali

The t-test yielded a t-value of 0.786 with a significance value of $0.434 > 0.05$ for the promotion variable. It can be concluded that the promotion variable (X4) has a positive but not significant effect on consumer purchasing decisions at Superindo Boyolali. Therefore, H4 is rejected, indicating that promotion does not affect consumer purchasing decisions at Superindo Boyolali. The findings are supported by previous research by Herawati and

Muslikah (2020), which stated that the promotion variable has a positive but not significant effect on consumer purchasing decisions.

According to Fuadi et al. (2022), promotion is an activity aimed at influencing consumers to become familiar with the products offered by the company and then become interested in buying those products. Promotion is one of the factors determining the success of a marketing program. Regardless of the quality of the product, if consumers have not heard of it or are unsure of its usefulness, they will not be interested in buying it. The research results indicate that promotion does not affect consumer purchasing decisions at Superindo. It can be concluded that H4, which states that promotion affects consumer purchasing decisions at Superindo, is rejected. Based on the facts obtained by the researcher, Superindo Boyolali is one of the main or perhaps the only choice in the Boyolali area, and consumers feel they do not need to pay attention to promotions because there are no significant alternatives. In this case, the promotion variable does not have a major influence on purchasing decisions.

CONCLUSION

The purpose of this study was to analyze the influence of the independent variables, namely price perception, product variation, service quality, and promotion, on the dependent variable, which is consumer purchasing decisions at Superindo Boyolali. From the largest influence of the four independent variables and the formulated research questions, as well as the analysis of the data and discussions conducted, the results of this study can be summarized as follows:

Price perception influences consumer purchasing decisions at Superindo. This is evidenced by the testing results of the price perception variable, which obtained a significance value of $0.004 < 0.05$. It can be concluded that price perception has a positive and significant effect on consumer purchasing decisions at Superindo Boyolali.

Product variation does not influence consumer purchasing decisions at Superindo. This is evidenced by the testing results of the product variation variable, which obtained a significance value of $0.137 > 0.05$. It can be concluded that the product variation variable has a positive but not significant effect on consumer purchasing decisions at Superindo Boyolali.

Service quality influences consumer purchasing decisions at Superindo. This is evidenced by the testing results of the service quality variable, which obtained a significance value of $0.000 < 0.05$. It can be concluded that service quality has a positive and significant effect on consumer purchasing decisions at Superindo Boyolali.

Promotion does not influence consumer purchasing decisions at Superindo. This is evidenced by the testing results of the promotion variable, which obtained a significance value of $0.434 > 0.05$. It can be concluded that promotion has a positive but not significant effect on consumer purchasing decisions at Superindo Boyolali.

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