
ANALYSIS OF FACTORS INFLUENCING CONSUMER DECISIONS IN COFFEE SHOPS IN ASAHAN REGENCY



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Abstract

This study investigates the key factors influencing consumer decision-making in the context of coffeeshops, focusing on six prominent establishments in Asahan Regency: Kaulamuda Coffee Space, Orion Coffee Space, Teha Coffee Corner, Beans Bottle Coffee, Semakin.Co, and Hening.Co. The research area was selected purposively, while the sample size of 285 respondents was determined using Slovin's formula. A proportionate stratified random sampling technique was applied, combined with accidental sampling for respondent selection. Data were analyzed using multiple linear regression. The empirical findings reveal that price, product quality, location, social media, service quality, and promotion collectively have a significant influence on consumer decision-making. However, partially, social media was found to have no statistically significant effect. These findings highlight the multifaceted nature of consumer behavior and offer practical insights for marketing strategies in the coffee shop industry.

Keywords: Coffeeshop, Consumer Decision-Making, Kabupaten Asahan

INTRODUCTION

Plantations are one of the agricultural subsectors that continue to grow and experience improvement in Indonesia. Coffee is one of several leading commodities that are prioritized in addition to palm oil, cocoa, and spices. It is also one of Indonesia's most important export commodities as a source of foreign exchange for the country, alongside oil and gas. In addition to increasingly open export opportunities, the domestic coffee market also still offers considerable opportunities (Pusat Data dan Sistem Informasi Pertanian, 2023).

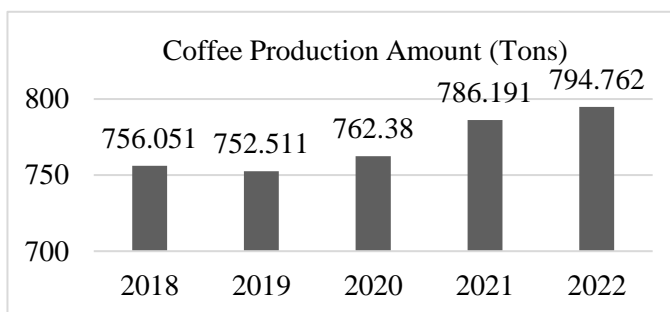


Figure 1. Amount of Coffee Production in Indonesia 2018 – 2022.

Source: Agricultural Data Center, 2023

Indonesia is listed as the fourth largest coffee producer in the world after Brazil, Vietnam, and Colombia, with an average production of 770,339 tons per year over the last five years. Coffee production in Indonesia is not only used for export but also for domestic consumption. Therefore, the large amount of coffee production in Indonesia also has an impact on domestic coffee consumption. Indonesia ranks second after Japan in the Asia-Pacific region, with an estimated consumption of around 5.5 million 60-kg bags of coffee per year from 2020 to 2022 (International Coffee Organization (ICO), 2023).

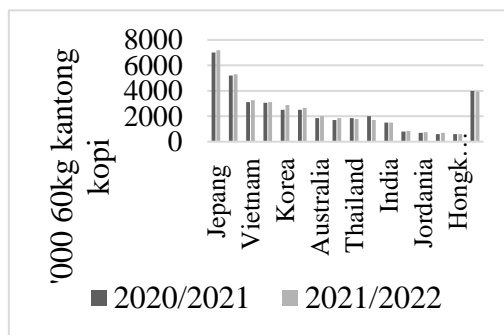


Figure 2. Coffee Consumption Levels in the Asia-Pacific Region

Source: International Coffee Organization, 2023

This coffee consumption data also serves as the basis for the Ministry of Agriculture, through the Center for Agricultural Data and Information Systems, to predict coffee consumption levels in Indonesia from 2022 to 2026. The prediction was made by estimating the calculation of coffee production minus net coffee exports and imports, with the result that coffee consumption in Indonesia will increase from 2022 to 2026 with an average increase of 0.83% per year.

The general increase in coffee consumption is inseparable from the growing number of coffee shops in the country. At least, in 2023, there will be 10,000 outlets throughout Indonesia. This growth is certainly based on the fact that drinking coffee is no longer just a regular activity but has become a new lifestyle (Asosiasi Pengusaha Kopi dan Cokelat Indonesia, 2023).

This growth is not only experienced by provinces or large cities, but also occurs in other areas such as Asahan Regency. Although initially it was just a regular coffee shop, currently there are at least 77 coffeeshops registered with the Investment and Integrated Services Agency as of 2023. However, according to the One-Stop Service Unit, certain criteria are not provided in identifying that the business is a coffee shop, but rather based on the identity registered by the coffee shop owners when registering their business (Unit Pelayanan Satu Pintu Kabupaten Asahan, 2024).

The increase in the number of coffee shops operating in Asahan Regency is recorded on the website of the Investment and Integrated Services Agency, which shows a surge in the number of coffee shops in 2023–2024, with more than 40 business owners registering their businesses.

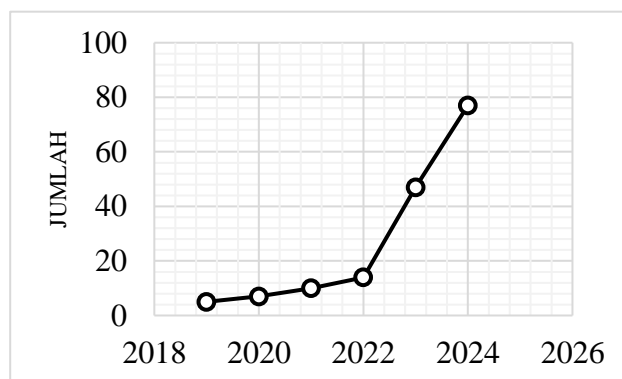


Figure 3.
Number of Coffee Shops in Asahan Regency
Source: Asahan One-Stop Service Unit, 2024

Several coffee shops that have registered their businesses in Asahan Regency are not only from nationally managed franchise businesses such as Kopi Kenangan, Point Coffee, and Janji Jiwa, but are also managed by individual entrepreneurs or micro, small, and medium enterprises (MSMEs), some of which are Semakin.Co, Hening.Co, Kaulamuda, Beans Bottle Coffee, Teha Coffecorner, and Orion Coffee (Unit Pelayanan Satu Pintu Asahan, 2024).

The growth of coffee shops has led to interesting competition and encouraged businesses to continue innovating with their products. However, according to the owner of Semakin.Co, there has been a 20% decline in revenue over the past few months, with the number of guests per night falling from 150-200 to around 120-180. The owner of Hening.Co has experienced the same thing, with a significant decline in revenue but a constant number of guests, around 50-70 per night. The owner of Teha Coffecorner has also experienced a decline in revenue, with around 80-120 guests per night. However, unlike the three previous coffee shop owners, the owners of Orion Coffee and Beans Bottle Coffee actually

experienced an increase in their business income of 20-30% per month, with an average of 200-250 guests per day. Meanwhile, Kaulamuda Coffeespace did not experience a decline and tended to remain stable. Some coffee shop owners believe that the rapid growth of coffee shops has caused their business activities to decline.

However, based on several studies conducted by Widyastuti (2020), Perkasa (2020), Moslehpour (2021), Nabella (2021), and Yusuf (2022), there are several factors that influence consumers' purchasing decisions in various conditions. Some of these factors include price, product quality, location, service quality, promotions, and social media. However, none of these studies combined all six factors in their research, and there has been no study discussing or addressing the phenomenon experienced by coffee shop businesses in Asahan Regency. Based on the explanation and phenomena described above, the researcher is interested in conducting research that shows how these factors influence consumers' decisions to purchase coffee at several coffee shops in Asahan Regency, with the research title "Analysis of Factors Affecting Consumer Decisions at Coffee Shops (Case Study: Kaulamuda Coffee Space, Orion Coffee Space, Teha Coffe Corner, Beans Bottle Coffee, Semakin.Co, and Hening.Co)."

RESEARCH METHOD

This study uses a quantitative approach with a causal research design. A quantitative approach was chosen because this study aims to measure the relationship and influence between variables expressed in numerical form and analyzed statistically. Data collection in this study was conducted through field research, in which the researcher directly visited the research locations, namely six coffee shops: Semakin.Co, Hening.Co, Teha Coffeecorner, Orion Coffee, Beans Bottle Coffee, and Kaulamuda Coffee. This method was chosen to obtain accurate and relevant primary data in accordance with the actual conditions in the field. The data collection technique was carried out using a structured closed questionnaire compiled based on indicators from each research variable. The questionnaire was designed in the form of a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," to capture the respondents' attitudes and perceptions in a measurable manner towards variables such as price, product quality, location, social media, service quality, promotion, and consumer decisions. Data collection was carried out directly at the location by distributing questionnaires to consumers who were visiting the coffee shops.

The total average daily visitors of the six coffee shops are 985 people. To determine the number of samples to be used as respondents in this study, the Slovin formula was used,

$$\text{which is as follows: } n = \frac{N}{1+Ne^2} = \frac{985}{1+985 \times 0.05^2} = 285$$

Where:

n = sample size

N = population = 985

e = margin of error (usually 0.05 or 5%)

It is then distributed proportionally to the six coffee shops based on their average daily visitors using the following formula:

Proportion = (Average Visitors / Total Visitors) × Number of Samples

Table 1.

Proportional Distribution of Sample Size

Nama Coffeeshop	Average Daily/Person	Proportion (%)	Number of Samples
Semakin.Co	150	15,23%	43
Hening.Co	60	6,09%	18
Teha Coffee Corner	100	10,15%	29
Orion Coffee	225	22,84%	65
Beans Bottle Coffee	225	22,84%	65
Kaulamuda Coffee	225	22,84%	65
Total	985	100%	285

This division was carried out to maintain balance in the representation of respondents from each coffee shop in accordance with the proportion of visitors. The sampling technique used in this study was accidental sampling.

RESULTS AND DISCUSSION

The coffee served to consumers is not only enjoyed for its taste and coffee content, but there are other factors that influence consumers' decision to enjoy it, whether by visiting the coffee shop directly or placing an order through an app or other sales media offered by the coffee shop. Because it is unique and interesting, many researchers have raised this phenomenon as a topic of research with various objectives and functions, including this study as one of them.

Before discussing how coffee shop consumers make decisions in all six coffee shops, here are the characteristics of consumers from all coffee shops used as research locations:

Table 2.

Age Range of All Coffee Shop Consumers

Age Range/Years	Amount
17 – 21	76
22 – 26	95
27 – 31	86
32 – 36	18
>36	10
Total	285

Source: processed from primary data (2025)

After collecting sample data, it was found that the most common age range among coffee shop patrons was 22–26 years old, with 95 people in this group. During the study, it was found that consumers who visited each coffee shop varied in terms of age range. This could be because there were no restrictions or specific requirements set by coffee shops for anyone who wanted to come and enjoy their coffee. In addition, coffee shops are not considered places for older people, as coffee shops were in the past, but rather places where people can meet and socialize with their relatives. This also applies to the gender of consumers. The gender distribution of coffee shop consumers is as follows:

Table 3.

Gender of Consumers at All Coffee Shops

Gender	Amount
Female	180
Male	105
Total	285

Source: processed from primary data (2025)

In addition to age, gender is also not a barrier for anyone to go to a coffee shop because nowadays it is no longer synonymous with a place for men only, but women can also enjoy the atmosphere and coffee offerings at various coffee shops without having to worry about the stigma of it being a place exclusively for men. It can be seen that the number of women is greater than the number of men. Coffee shop consumers can also be categorized based on the number of visits or frequency of visits to their favorite coffee shops. The following is a description of the frequency of visits by coffee shop consumers in the research location:

Table 4.
Frequency of Customer Visits to All Coffee Shops

Arrival Frequency/Week	Amount
1 – 3 kali	184
>4 kali	101
Total	285

Source: processed from primary data (2025)

By looking at this frequency, it can be determined whether each customer is a new customer or a customer who has made several purchases and visits to the coffee shop. It can be seen that the frequency of customer visits ranges from 1 to 3 times for 184 customers and > 4 times for 101 customers. At the time of the study, there were no customers visiting the coffee shop for the first time. Every customer had already visited and made purchases and repeat purchases with varying frequencies. The number of customers who visited each coffee shop more than 4 times a week proves that they are loyal customers of the coffee shop. To explain the reasons that caused customers to decide to make purchases at coffee shops, the following research results can be seen:

Results of Normality, Heteroscedasticity, and Multicollinearity Tests

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov test, the Asymp.Sig. value was $0.200 > 0.05$, and the normal probability plot graph showed the data spread along the diagonal line, indicating a normal distribution. Heteroscedasticity tests using the scatter plot and Spearman rank test showed no specific pattern, and all variables had a sig. value > 0.05 , indicating no signs of heteroscedasticity. Furthermore, the multicollinearity test showed a VIF value < 10 and a Tolerance value approaching 1, thus concluding that there is no multicollinearity.

Results of Multiple Linear Regression Analysis with Y as Coffeeshop Consumer Decision

Multiple linear regression analysis is used to measure the influence of more than one independent variable (X) on the dependent variable (Y). The independent variables suspected of significantly influencing consumer decisions are price, product quality, location, social media, service quality, and promotions. The results of the multiple linear regression analysis are shown in the table below:

Table 5.

Multiple Linear Regression Results of Factors Influencing Coffeeshop Consumer Decisions

Description	Regression Coefficient	T _{count}	Significance
Constansta	2,916	3,451	0,001
Price	-.250	-4.408	0,000
Product Quality	.322	5.895	0,000
Location	.534	7.430	0,000
Social Media	-.046	-1.098	0,273
Service Quality	.460	11.508	0,000
Promotion	.134	2.525	0,012
R ² : 0,775 (77,55)			
F _{count} : 159,798			
F _{tabel} : 2,13			
t _{tabel} : 2,254			

Source: Appendix 6

The results of multiple linear regression indicate that 77.5% of consumer decisions can be influenced by price, product quality, location, social media, service quality, and promotion, where the remaining 22.5% is influenced by other variables outside the model (R² = 0.775). From the table above, it can be seen that the ANOVA test results produce an F count of 159.798 (greater than the F-table = 2.13) with a significance of 0.000 < α = 0.05. This indicates that the independent variables of price (X1), product quality (X2), location (X3), social media (X4), service quality (X5), and promotion (X6) simultaneously have a significant effect on return time. Therefore, it can be concluded that H0 is rejected and H1 is accepted.

The complete multiple linear regression model obtained is:

$$Y = 2.916 - 0.250X_1 + 0.322X_2 + 0.534X_3 - 0.046X_4 + 0.460X_5 + 0.134X_6$$

It is stated that there is a significant influence if the calculated t-value > t-table with a significance level < 0.05. The t-table value is obtained from n - k - 1 = 285 - 6 - 1 = 278 with a significance of 0.025 (0.05/2), which equals 2.254.

Theoretically, the regression coefficient of Price (X1) is -0.250, indicating that for every 1% increase in price, there is a tendency for consumer decision to decrease by 0.0025 times. The negative sign only shows a decline in the tested model.

Theoretically, the regression coefficient of Product Quality (X2) is 0.322, which means that for every 1% increase in product quality, there is a tendency for consumer decision to increase by 0.0322 times.

Theoretically, the regression coefficient of Location (X3) is 0.534, which indicates that for every 1% improvement in location, there is a tendency for consumer decision to increase by 0.0534 times.

Theoretically, the regression coefficient of social media (X4) is -0.046, meaning that for every 1% increase in social media, there is a tendency for consumer decision to decrease by 0.0046 times. The negative sign only shows a decline in the tested model.

Theoretically, the regression coefficient of Service Quality (X5) is 0.460, which indicates that for every 1% increase in service quality, there is a tendency for consumer decision to increase by 0.0460 times.

Theoretically, the regression coefficient of Promotion (X6) is 0.134, which shows that for every 1% increase in promotion, there is a tendency for consumer decision to increase by 0.0134 times.

Thus, after conducting field research and multiple linear regression testing, it was found that only social media had no partial effect on consumer decisions. However, simultaneously, all independent variables price, product quality, location, social media, service quality, and promotion have a simultaneous and significant effect on consumer decisions. Therefore, in this study, only H4 is rejected, meaning that social media has no effect on consumer decisions, while H1, H2, H3, H5, and H6 are accepted.

Discussion

Based on the research conducted, the researcher then compared the results of multiple linear regression in the proposed regression model with previous studies. For the price variable, the findings show that price has a significant partial effect on consumer decisions. This result is consistent with the studies conducted by Perkasa (2020) and Oktaviani (2023), both of which also found that price significantly affects consumer decisions. However, there is a difference in the direction of significance: in both previous studies, the relationship was positive, whereas in this study, it is negative. This may occur because, at certain times, factors influencing price may cause it to decrease, making it easier for consumers to decide to purchase a product. Moreover, this is in line with the law of demand, which explains the inverse relationship between price and the demand for goods or services.

This condition is reflected in the behavior of coffee shop consumers who made purchases at the six coffee shops used as research locations. Although the respondents were regular customers, in reality, price still plays a role in shaping decisions that determine whether customers are willing to buy and visit the coffee shop. During interviews conducted as part of the study, several customers admitted that when prices increased, or when the price was perceived as not equal to what they received, they adjusted by reducing the frequency of their visits. Some even stopped coming for weeks or months to first compare prices with other coffee shops. Nevertheless, consumers also stated that the prices at several coffee shops were considered fair and relatively uniform in relation to the quality they received.

The results of this study differ from those of Widyastuti (2020), whose findings indicated that price had no effect on purchase decisions. This difference may be explained by the fact that the study was conducted at only one minimarket with a campus brand, where consumers had no alternative but to purchase at the same place regardless of whether prices rose or fell. This contrasts with the findings of the present study, in which coffee shop consumers had the option to compare prices before making purchasing decisions regarding coffee offered at the six coffee shops observed.

Furthermore, regarding the product quality variable, the findings indicate that product quality has a positive and significant partial effect on consumer decisions. This result is also consistent with the studies conducted by Perkasa (2020), Yusuf & Matiin (2022), Utomo (2023), Oktaviani (2023), and Laili & Budiarti (2023), all of which found that product quality positively and significantly affects purchase decisions or consumer purchasing behavior.

This outcome is reasonable, as in practice, consumers often assess and compare the quality of a product before deciding to purchase.

If the product offered is of low quality, consumers' decisions to purchase will also be low, and in some cases, they may choose not to buy at all. This was also acknowledged by customers at the six coffee shops, who stated that the quality of the coffee served was a major factor in their decision to continue visiting and making purchases. Initially, many of them compared prices and relied on recommendations from friends or colleagues, but after experiencing the quality of the coffee, they decided to remain loyal customers.

Product quality can also be observed through how coffee shops package the coffee they serve. All six coffee shops provide similar serving styles, but they differentiate themselves through the form of coffee packaging. In addition to reducing the use of cups and glassware, the coffee shops use plastic or paper cups. Although the cups are similar in appearance, each coffee shop embeds its own brand identity as a unique characteristic. Product quality becomes one of the strongest reasons for consumers in determining their frequency of visits, as in the end, it is the taste that truly speaks. Therefore, product quality plays an essential role in attracting and retaining consumers, ensuring loyalty even though the product offered coffee is essentially the same. None of the previous studies reviewed reported different findings regarding the product quality variable.

The next variable is location, which in this study was found to have a positive and significant partial effect on consumer decisions. This result is consistent with the studies conducted by Widyastuti (2020) and Oktaviani (2023), both of which found that location positively and significantly influences consumer purchasing decisions. This finding may be explained by the fact that the site, positioning, and appearance of a business are directly observed by potential consumers. Based on interviews, several respondents revealed that location is one of the key considerations when deciding whether to purchase something or visit a place.

Moreover, a safe and comfortable environment strongly motivates consumers when making purchasing decisions. A good, accessible, safe, and comfortable location leaves a positive impression and lasting memory of a product. The six coffee shops studied are located in strategic areas, although one is situated in a narrow alley; however, this limitation is offset by spacious parking facilities and safe street lighting. Location, therefore, is not only represented by the physical placement of the coffee shop but also by safety, comfort, and the way the coffee shop designs its space to attract consumers and encourage them to purchase and visit. Nonetheless, some consumers may disregard location if they feel that the coffee served does not match their taste preferences. Even so, location remains one of the crucial elements that enable a product to be recognized and purchased by consumers. None of the previous studies reviewed presented findings different from those of this study regarding the location variable.

Next, there is the social media variable, which differs from the other variables because, in this study, social media is the only variable that does not have a significant effect and shows a negative relationship with consumer decisions. This finding is inconsistent with the study by Hanaysha (2022), which found that the informational aspect of social media significantly influences consumer decisions. Similarly, Moslehpour (2021) demonstrated that marketing through social media affects purchase decisions. However, Hanaysha (2022) also pointed out that the entertaining aspect of social media does not significantly influence

consumer decisions. This is precisely what occurred in the six coffee shops studied, where each shop's social media channel displayed different formats that several respondents considered uninformative. Moreover, in the current era, social media tends to focus on viral content to attract user attention. For individuals who are not highly engaged with social media, its presence has little to no impact on their decision to purchase coffee. For these consumers, social media is primarily used to follow the latest news and updates. The inability of coffee shop owners to package their social media presence into something useful may serve as an area for evaluation, even though the research results clearly show that social media has no effect on consumer decisions.

Although the researcher initially assumed that social media would be the most influential factor affecting consumer decisions, both statistical results and field observations revealed the opposite. Social media no longer functions primarily as a platform to introduce and attract consumer attention to a product but has instead evolved into a space whose purpose continuously shifts with changing times.

In addition, this study also includes the service quality variable, with findings showing that service quality has a positive and significant effect on consumer decisions. This result is consistent with the studies conducted by Iqbal & Kadir (2019), Prianggoro & Sitio (2019), Nabella (2021), Oktaviani (2023), and Laili & Budiarti (2023), all of which concluded that service quality positively and significantly influences consumer decisions or purchase behavior. Service quality is not only reflected in how business owners provide good treatment and services to customers but also in their accuracy, attentiveness, and responsiveness in dealing with consumers. Several respondents stated that the attitudes and treatment of coffee shop employees created a positive impression, encouraging them to make repeat purchases. Nowadays, many consumers are capable of blacklisting a business if they do not receive proper service, which can clearly cause financial losses for business operators. Based on interviews conducted during this research, none of the coffee shops were perceived as providing poor service. Each coffee shop delivered services according to their respective standard operating procedures, but with the same goal: to ensure customer satisfaction. This not only maintains the loyalty of existing customers but also attracts new ones through positive word-of-mouth shared by satisfied consumers.

Moreover, each coffee shop provided a hotline to directly report employee misconduct or unpleasant experiences during visits or coffee purchases. Additionally, all employees across the six coffee shops were equipped with uniform information, making it easier for consumers to decide on menus or products they wished to enjoy. Not only baristas but also servers and even security staff had at least some knowledge about the shop's popular or signature products. These aspects, however, may not apply if consumers do not have alternatives for comparison to seek better service. This is in line with the findings of Widyastuti (2020), which indicated that service quality did not significantly influence consumer purchase decisions. In that particular study, consumers had no choice because there was only one minimarket available. As a result, service quality—whether good or bad did not alter consumer decisions, since they had no other alternatives and could only accept the service provided.

The last variable used in this study is promotion, with the findings showing that promotion has a positive and significant effect on consumer decisions. This result is consistent with the studies conducted by Iqbal & Kadir (2019), Prianggoro & Sitio (2019),

Yusuf & Matiin (2022), Utomo (2023), and Oktaviani (2023), all of which concluded that promotion positively and significantly influences consumer purchase decisions. Promotion is not only defined as price discounts but also includes several efforts made to introduce and offer products to consumers and potential consumers in the best possible way.

In this study, the six coffee shops initially promoted their products by introducing them to friends or acquaintances. After several months and years, the coffee shops began implementing customer loyalty programs, one of which involved stamping the coffee shop logo on a customer card for each purchase, with a free coffee offered on the seventh or tenth purchase. Other strategies included providing special discounts for female customers on certain days, and price discounts offered only during specific moments, such as Independence Day (August 17), Mother's Day, or World Coffee Day. Promotional activities were not limited to these strategies but also included providing delivery services for customers who preferred to order from home. So far, the promotions carried out by the coffee shops have been considered profitable and worthwhile, as evidenced by the significant number of customers who take advantage of these offers.

However, studies conducted by Widyastuti (2020), Nabella (2022), and Laili & Budiarti (2023) found that promotion did not significantly influence consumer purchase decisions. These studies shared a similarity: the businesses investigated had no competitors, leaving consumers with no alternative options for comparison. As a result, even when promotions such as discounts or loyalty programs were offered, they did not alter consumer purchasing decisions. Another possible explanation is that consumer preferences already aligned with the products offered, so changes in promotional strategies did not affect their decisions. Consumer decisions are not influenced by just one or two factors but by many, which collectively determine whether a purchase is made at a coffee shop. This is evident in the findings and discussion of the present study. Therefore, research on consumer decision-making remains an engaging and relevant topic for further investigation.

CONCLUSION

The conclusions of this study are as follows:

1. The factors influencing consumer decisions to purchase at coffee shops are price, product quality, location, service quality, and promotion.
2. The social media factor does not have a significant effect on consumer purchasing decisions at coffee shops.

Price, product quality, location, social media, service quality, and promotion simultaneously have an effect on consumer purchasing decisions at coffee shops.

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