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## THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND LOCATION ON CONSUMER PURCHASE DECISIONS AT MIE KERING DIAN SINGKAWANG



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### Abstract

This study aims to analyze the influence of product quality, promotion, and location on consumer purchase decisions at Rumah Makan Mie Kering Dian Singkawang. This research employs a quantitative approach with an associative research design. The research population consists of all consumers of Mie Kering Dian Singkawang, with a sample size of 162 respondents determined through purposive sampling techniques. Data were collected using Likert-scale questionnaires supported by interviews and observations. Data analysis was conducted using multiple linear regression with the assistance of SPSS software, preceded by validity testing, reliability testing, and classical assumption tests. The results indicate that product quality, promotion, and location partially have a positive and significant effect on consumer purchase decisions. The regression coefficient for product quality is 0.330, promotion is 0.146, and location is 0.272. Simultaneously, the three variables significantly influence purchase decisions with an F-statistic value of 81.353 and a significance level of  $< 0.05$ . The coefficient of determination value of 0.515 indicates that 51.5% of the variation in purchase decisions can be explained by product quality, promotion, and location. This study concludes that these three variables play an important role in shaping the purchase decisions of consumers at Mie Kering Dian Singkawang.

**Keyword:** Product Quality, Promotion, Location, Purchase Decision

## INTRODUCTION

The development of the culinary sector in Indonesia shows dynamic growth characterized by product diversity, business differentiation, and increasing competition among business actors. This culinary diversity reflects regional cultural richness influenced by geographical conditions, availability of local raw materials, and local community traditions. West Kalimantan is one of the provinces with distinctive culinary characteristics resulting from a blend of local flavors and diverse cultural influences, encouraging the emergence of various culinary businesses actively operating in urban areas, including Singkawang City (Dinas Penanaman Modal dan Tenaga Kerja Singkawang, 2025).

Singkawang City is known as an urban tourism area with continuous trade and tourism activities throughout the day, particularly in the Pasar Hongkong area located in the city center. This area serves as a tourist destination primarily for enjoying local culinary specialties. Such conditions have driven the growth of restaurants offering similar products, especially noodle- and meatball-based culinary businesses spread across West Singkawang, Central Singkawang, and South Singkawang districts, as recorded in the licensed restaurant list for 2025 (Dinas Penanaman Modal dan Tenaga Kerja Singkawang, 2025).

Amid the dense competition among similar culinary businesses, Rumah Makan Mie Kering Dian Singkawang has been operating since 2003 and is located on Jalan Yos Sudarso Number 11, Melayu Subdistrict, West Singkawang. This business is known for providing halal dry noodles that maintain handmade noodle production processes without preservatives and use genuine beef as the main ingredient for meatballs. These product characteristics are complemented by a variety of food and beverage menu options offered at affordable price ranges, as listed in the 2025 menu catalog (Rumah Makan Mie Kering Dian, 2025).

Sales data from Mie Kering Dian indicate an increase in revenue from 2022 to 2024. Sales amounted to IDR 1,727,365,000 in 2022, increased to IDR 1,843,730,000 in 2023 or rose by 6.736%, and further increased to IDR 1,934,860,000 in 2024 with an increase of 4.942% compared to the previous year (Rumah Makan Mie Kering Dian, 2025). This increase is associated with promotional activities conducted through social media and participation in various city-scale events, which expanded consumer reach and increased purchase frequency.

Promotional activities at Mie Kering Dian have been actively conducted through Instagram since 2019 to convey operational information, menu availability, and large-order and catering services. Additionally, the business location is strategically situated in the city center, close to public facilities such as places of worship, shopping centers, and main road access. Consumer reviews on Google Maps show predominantly positive ratings with high scores, although some notes mention waiting time and limited parking space during peak hours.

Based on these conditions, this study is positioned to examine the influence of product quality, promotion, and location on consumer purchase decisions at Rumah Makan Mie Kering Dian Singkawang. The objective of this research is to empirically analyze the influence of product quality, promotion, and location on consumer purchase decisions at Mie Kering Dian Singkawang within the observed research period.

## REVIEW OF LITERATURE

### Product Quality

Product quality is understood as one of the main positioning tools for marketers because quality affects product or service performance and is related to customer value and satisfaction (Kotler & Armstrong, 2018). Product quality represents product characteristics perceived by consumers when using or consuming the product, forming the basis for consumer evaluation of the offered product. Qin et al. (2009) in Wijaya (2017) explain that product quality in the food and beverage sector is measured through four main dimensions: freshness, presentation, level of doneness, and food variety. Freshness relates to taste, texture, and aroma; presentation describes how food is arranged and displayed to consumers; level of doneness relates to food processing to ensure safety for consumption; while food variety refers to the diversity of menu options offered.

### **Promotion**

Promotion is defined as all methods used by companies to communicate product advantages and persuade consumers to choose the product (Kotler & Armstrong, 2018). Promotion is positioned as a marketing communication component used to influence and attract market interest in the products sold. Promotion indicators in this study refer to promotional dimensions according to Kotler and Armstrong (2018), namely advertising, sales promotion, personal selling, public relations, and direct and digital marketing. Advertising includes paid non-personal presentations and promotions by a sponsor; sales promotion refers to short-term incentives to encourage purchases; personal selling involves direct interaction between sales personnel and consumers; public relations relates to efforts to build image and publicity; while direct and digital marketing emphasize direct interaction with consumers to obtain responses and build customer relationships.

### **Location**

Location is defined as all company activities that make products available to target markets (Kotler & Armstrong, 2018). In this sense, location refers not only to physical placement but also to conditions that allow consumers to access the offered products. Tjiptono (2020) in Prasetyo and Santoso (2023) states that location can be measured through five indicators: access, visibility, parking facilities, expansion, and environment. Access relates to ease of location reachability; visibility indicates the degree of location visibility from normal viewing distance; parking facilities relate to availability and convenience of parking areas; expansion refers to space availability for business development; while environment describes surrounding conditions that support the offered product.

### **Purchase Decision**

Purchase decision is defined as a problem-solving process that begins with the recognition of needs and desires, followed by information search, evaluation of selection sources across various purchasing alternatives, decision making, and post-purchase behavior (Kotler & Armstrong, 2016). This definition indicates that a purchase decision does not occur immediately, but rather through stages that reflect consumers' cognitive activities and behaviors in responding to perceived needs until evaluating experiences after the purchase. Kotler and Keller (2016) describe that the purchase decision process consists of five stages, namely problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In this study, these five stages are used as indicators of consumer purchase decisions in accordance with the research conceptual framework. Problem recognition describes consumers' awareness of needs, information search relates to efforts to obtain product references, evaluation of alternatives reflects comparisons among

choices, purchase decision indicates the act of buying, and post-purchase behavior describes consumers' responses after consuming the product (Kotler & Keller, 2016).

### **Intervariable Relationships in the Conceptual Framework**

The conceptual framework of this study is structured based on the conceptual linkages between product quality, promotion, and location and consumer purchase decisions as described in the literature used. Product quality is understood as product characteristics that affect the performance of a product or service (Kotler & Armstrong, 2018) and is operationalized through freshness, presentation, level of doneness, and food variety (Qin et al., 2009 dalam Wijaya, 2017). Promotion is understood as the way companies communicate product advantages and persuade consumers (Kotler & Armstrong, 2018) with indicators including advertising, sales promotion, personal selling, public relations, as well as direct and digital marketing (Kotler & Armstrong, 2018).

Location is defined as activities that make products available in the target market (Kotler & Armstrong, 2018) and is measured through access, visibility, parking facilities, expansion, and environment (Tjiptono, 2020 dalam Prasetyo & Santoso, 2023). These three variables are linked to purchase decisions, which are understood as a problem-solving process (Kotler & Armstrong, 2016) and are measured through problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016), as formulated in the study's conceptual framework.

## **RESEARCH METHOD**

This study employs a quantitative approach with an associative research design. Associative research aims to explain the relationship between two or more variables in order to determine the influence among the variables examined (Sugiyono, 2017). The selection of a quantitative approach is based on the research objective, which emphasizes testing relationships and influences among variables through statistical analysis. The research model is designed to analyze the influence of product quality (X1), promotion (X2), and location (X3) as independent variables on purchase decision (Y) as the dependent variable among consumers of Rumah Makan Mie Kering Dian Singkawang, so that the causal relationships among variables can be empirically tested through multiple linear regression analysis.

The data sources in this study consist of primary data and secondary data. Primary data were obtained directly from respondents through interviews and questionnaire distribution, while secondary data were obtained from books, literature, and readings that support the research (Sugiyono, 2017). Data collection techniques were carried out through direct interviews with the business owner and consumers, field observations, and the distribution of questionnaires prepared using a Likert scale and distributed via Google Form (Sugiyono, 2017). The population of this study comprises all consumers of Rumah Makan Mie Kering Dian Singkawang. Because the population size is not known with certainty, the determination of the sample size used the Purba formula as cited from Sujarweni (2015), with a margin of error of 10% and a significance level of 5%, resulting in a minimum sample size of 96 respondents. The researcher then set the sample size at 162 respondents. The sampling technique used was purposive sampling with criteria that respondents were at least 17 years old, resided in Singkawang City, and had made at least one purchase at Rumah Makan Mie Kering Dian.

The measurement of research variables was conducted using a Likert scale with five levels of assessment, ranging from strongly agree to strongly disagree (Sugiyono, 2017).

Prior to data analysis, the research instruments were tested through validity testing to ensure the ability of questionnaire items to measure the research variables, as well as reliability testing to determine the consistency of measurement results (Sugiyono, 2017). Furthermore, classical assumption tests were conducted, including the normality test using the Kolmogorov–Smirnov test, the linearity test using the Test for Linearity, and the multicollinearity test based on tolerance values and Variance Inflation Factor (VIF) (Ghozali, 2018; Siregar, 2020). The data analysis technique used was multiple linear regression to test the influence of product quality, promotion, and location on purchase decisions (Siregar, 2020). In addition, correlation coefficient analysis was used to determine the strength of relationships among variables, the coefficient of determination was used to measure the contribution of independent variables to the dependent variable, and hypothesis testing was conducted using the F-test and t-test at a 5% significance level (Siregar, 2020; Ghozali, 2018).

## RESULTS AND DISCUSSION

### Respondent Characteristics

This study involved 162 respondents who were consumers of Mie Kering Dian Singkawang. Respondent characteristics included age, place of residence, occupation, average monthly income, and frequency of visits. Based on age, the majority of respondents were in the range of 21–26 years (37.04%). Based on place of residence, most respondents were domiciled in Singkawang City (61.1%). Based on occupation, respondents were dominated by private-sector employees (44.44%). Based on income, the largest percentages were found in the income ranges of IDR 3,000,001–4,000,000 and more than IDR 4,000,000, each at 28.40%. Based on visit frequency, the majority of respondents had visited more than three times (51.23%).

### Test Research Instruments

#### a. Validity Test

The validity test was conducted by correlating the score of each questionnaire item with the total score to ensure that the instrument was capable of measuring the studied construct. The calculated r-values were compared with the r-table value of 0.154 ( $\alpha = 0.05$ ;  $df = 160$ ;  $n = 162$ ). The results of the validity test are presented in Table 1.

**Table 1.**  
**Validity Test Results**

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.683	0.154	Valid
	X1.2	0.607		
	X1.3	0.596		
	X1.4	0.696		
	X1.5	0.702		
	X1.6	0.734		
	X1.7	0.719		
	X1.8	0.695		
	X1.9	0.692		
	X1.10	0.691		
	X1.11	0.638		

	X1.12	0.680		
Promotion (X2)	X2.1	0.668	0.154	Valid
	X2.2	0.692		
	X2.3	0.668		
	X2.4	0.701		
	X2.5	0.721		
	X2.6	0.670		
Location (X3)	X3.1	0.694	0.154	Valid
	X3.2	0.673		
	X3.3	0.671		
	X3.4	0.581		
	X3.5	0.693		
	X3.6	0.671		
	X3.7	0.692		
	X3.8	0.740		
	X3.9	0.749		
	X3.10	0.698		
	X3.11	0.600		
	X3.12	0.735		
Purchase Decision (Y)	Y.1	0.749	0.154	Valid
	Y.2	0.728		
	Y.3	0.735		
	Y.4	0.757		
	Y.5	0.706		
	Y.6	0.752		
	Y.7	0.788		
	Y.8	0.768		
	Y.9	0.734		
	Y.10	0.775		

Source: Processed Data, 2026

Based on the results presented in Table 1, all indicators for the variables Product Quality, Promotion, Location, and Purchase Decision are declared valid because all calculated r-counts are greater than the r-table value of 0.154.

#### b. Reliability Test

After the instrument was declared valid, a reliability test was conducted to assess the level of consistency or reliability of questionnaire statement items using the Cronbach's Alpha method. The instrument is declared reliable if the Cronbach's Alpha value is  $\geq 0.60$ . The results of the reliability test are presented in Table 2.

**Table 2.**  
**Reliability Test Results**

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Product Quality (X1)	0.892	12	0.60	Reliable
Promotion (X2)	0.846	6		
Location (X3)	0.893	12		

Purchase Decision (Y)	0.912	10
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Source: Processed Data, 2026

Based on the reliability test results in Table 2, all variables have Cronbach’s Alpha values above 0.6, namely Product Quality at 0.892, Promotion at 0.846, Location at 0.893, and Purchase Decision at 0.912. Therefore, the research instruments are declared consistent and suitable for measuring the research variables.

**Classical Assumption Test**

**a. Normality Test**

The normality test was conducted to ensure that the research data were normally distributed using the Kolmogorov–Smirnov method. The results of the normality test are presented in Table 3.

**Table 3.**  
**Normality Test Results**

Test	Value
N (Sample)	162
Test Statistic	.034
Asymp.Sig.(2-tailed)	.200 <sup>d</sup>

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value is  $0.200 > 0.05$ . Based on these results, it can be stated that the data used in this study are normally distributed.

**b. Linearity Test**

The linearity test was conducted to determine whether the relationship between the independent variables and the dependent variable is linear using the Test for Linearity method. The relationship between variables is declared linear if the Sig. Linearity value is  $< 0.05$ . The results of the linearity test are presented in Table 4.

**Table 4.**  
**Linearity Test Results**

Variable	Sig.Linearity	Description
Purchase Decision * Product Quality	0.000	Linear
Purchase Decision * Promotion	0.000	

Source: Processed Data, 2026

From Table 4, it can be concluded that there is a statistically significant linear relationship between the independent variables and the dependent variable because the Sig. Linearity value is  $0.000 < 0.05$ .

**c. Multicollinearity Test**

The multicollinearity test was conducted to determine whether there is a strong correlation among independent variables in the regression model. The results of the multicollinearity test are presented in Table 5.

**Table 5.**  
**Multicollinearity Test Results**

Variable	Tolerance	VIF
Product Quality (X1)	.623	1.606
Promotion (X2)	.434	2.302
Location (X3)	.492	2.031

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on Table 5, it can be concluded that there are no symptoms of multicollinearity in the variables Product Quality (X1), Promotion (X2), Location (X3), and Purchase Decision (Y), because the tolerance values are greater than 0.10 and the VIF values are less than 10.00.

**Hypothesis Test**

**a. Multiple Linear Regression Analysis**

Multiple linear regression analysis was used to test the influence of independent variables on the dependent variable, both simultaneously and partially. The results of the multiple linear regression analysis are presented in Table 6.

**Table 6.**  
**Multiple Linear Regression Analysis Results**

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.101	4.992	<.001
Product Quality	.330	6.041	<.001
Promotion	.146	2.887	.004
Location	.272	4.357	<.001

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on Table 6, the multiple linear regression equation is as follows:

$$Y = 1.101 + 0.330 X1 + 0.146 X2 + 0.272 X3.$$

The interpretation of the regression equation is as follows:

- 1) The constant value (a) of 1.101 means that when Product Quality (X1), Promotion (X2), and Location (X3) are constant, the Purchase Decision (Y) value is 1.101. The regression coefficient of Product Quality (X1) is 0.330, meaning that if Product Quality increases by one unit, Purchase Decision (Y) will increase by 0.330 units.
- 2) The regression coefficient of Promotion (X2) is 0.146, meaning that if Promotion increases by one unit, Purchase Decision (Y) will increase by 0.146 units.
- 3) The regression coefficient of Location (X3) is 0.272, meaning that if Location increases by one unit, Purchase Decision (Y) will increase by 0.272 units.

**b. Correlation Coefficient Analysis (R)**

The correlation coefficient is used to measure the strength and direction of the relationship between two or more variables. The correlation coefficient values are presented in Table 7.

**Table 7.**  
**Correlation Coefficient Test Results (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718a	.515	.505	3.62308

Predictors: (Constant), Location, Product Quality, Promotion.

Source: Processed Data, 2026

Based on Table 7, the correlation coefficient (R) value is 0.718, indicating a strong relationship between Product Quality (X1), Promotion (X2), Location (X3), and Purchase Decision (Y), as it falls within the range of 0.600–0.799.

**c. Determination Coefficient (R<sup>2</sup>)**

The coefficient of determination ( $R^2$ ) test is used to assess the extent to which independent variables explain variation in the dependent variable. Based on Table 7, the  $R^2$  value obtained is 0.515. This means that Product Quality (X1), Promotion (X2), and Location (X3) explain 51.5% of the variation in Purchase Decision at Mie Kering Dian Singkawang, while the remaining 48.5% is influenced by other variables outside this study.

**d. Simultaneous Test (F test)**

The simultaneous test (F-test) was conducted to analyze whether all independent variables jointly have a significant effect on the dependent variable. The results of the simultaneous hypothesis test (F-test) using SPSS are presented in Table 8.

**Table 8.**

**Simultaneous Test Results (F Test)**

Model	Sum of Squares	Mean Square	F	Significance
Regression	23.242	7.747	81.353	<.001
Residual	15.047	.095		

Dependent Variable: Purchase Decision

Predictors: (Constant), Location, Product Quality, Promotion.

Source: Processed Data, 2026

Based on Table 8, the F-calculated value is 81.353, which is greater than the F-table value of 2.43. Therefore,  $H_0$  is rejected and  $H_a$  is accepted, indicating that Product Quality, Promotion, and Location simultaneously influence Purchase Decision.

**e. Partial Test (t test)**

The partial test (t-test) was conducted to determine the influence of each independent variable on the dependent variable individually by comparing the calculated t-value with the t-table value. The results of the partial hypothesis test (t-test) using SPSS are presented in Table 9.

**Table 9.**

**Partial Test Results (t Test)**

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.101	4.992	<.001
Product Quality	.055	6.041	<.001
Promotion	.051	2.887	.004
Location	.062	4.357	<.001

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on Table 9, the partial test results are as follows:

- 1) The calculated t-value for Product Quality (X1) is 6.041 > t-table 1.65455; therefore,  $H_0$  is rejected and  $H_a$  is accepted, indicating that Product Quality partially has a positive and significant effect on Purchase Decision at Mie Kering Dian Singkawang.
- 2) The calculated t-value for Promotion (X2) is 2.887 > t-table 1.65455; therefore,  $H_0$  is rejected and  $H_a$  is accepted, indicating that Promotion partially has a positive and significant effect on Purchase Decision at Mie Kering Dian Singkawang.
- 3) The calculated t-value for Location (X3) is 4.357 > t-table 1.65455; therefore,  $H_0$  is rejected and  $H_a$  is accepted, indicating that Location partially has a positive and significant effect on Purchase Decision at Mie Kering Dian Singkawang.

**DISCUSSION**

### **The Influence of Product Quality on Purchase Decision**

The results of the study show that Product Quality has a positive and significant effect on consumer Purchase Decisions at Mie Kering Dian Singkawang. This is evidenced by a regression coefficient value of 0.330 with a significance value less than 0.05. These findings indicate that improvements in perceived product quality are directly followed by increases in purchase decisions. The findings of Sara & Ramadhan (2025) also show that product quality influences purchase decisions at Pondok Poteng Restaurants. Studies conducted by Grandhis (2022) and Astuti et al. (2021) also show that product quality has a positive and significant effect on purchase decisions at restaurants. This condition reflects that the quality of products offered, both in terms of consistency and product characteristics, becomes the basis for consumer consideration in making purchase decisions. Thus, the better the perceived product quality, the higher the tendency of consumers to make purchases.

### **The Influence of Promotion on Purchase Decision**

The results show that Promotion has a positive and significant effect on consumer Purchase Decisions at Mie Kering Dian Singkawang. This is evidenced by a regression coefficient value of 0.146 with a significance value less than 0.05. These findings indicate that promotional activities are directly related to consumer purchase decisions. This result is consistent with the findings of Mamonto et al. (2021), Marjiono et al. (2016), and Murnilawati et al. (2019), which show that promotion has a positive and significant effect on purchase decisions at restaurants. Promotion plays a role in conveying product information and attracting consumer attention, thereby influencing the consideration process before making a purchase. Thus, the more intensive and effective the promotion carried out, the greater the tendency of consumers to make purchase decisions.

### **The Influence of Location on Purchase Decision**

The results show that Location has a positive and significant effect on consumer Purchase Decisions at Mie Kering Dian Singkawang. This is evidenced by a regression coefficient value of 0.272 with a significance value less than 0.05. These findings indicate that ease of access and business location conditions are related to consumer purchase decisions. These results are consistent with studies by Maksum & Satrio (2018), Suryati & Rahmat (2020), and Rohman & Santoso (2024), which show that location has a positive and significant relationship with purchase decisions among restaurant consumers. A location that is easily accessible and supports consumer convenience becomes a factor considered in choosing a place to purchase. Thus, the better consumers' perceptions of the business location, the greater the tendency to make purchases.

## **CONCLUSION**

This study shows that consumers of Mie Kering Dian Singkawang are dominated by respondents aged 21–26 years, domiciled in Singkawang City, working as private-sector employees, having an average monthly income of IDR 3,000,000–IDR 4,000,000, and having made purchases more than three times. All research instruments were declared suitable for use because they met validity and reliability criteria, with all indicator r-count values greater than the r-table value of 0.154 and Cronbach's Alpha values for each variable exceeding 0.6. The multiple linear regression model obtained is  $Y = 1.101 + 0.330 X_1 + 0.146 X_2 + 0.272 X_3$ , which describes the relationship between product quality, promotion, and location and purchase decisions.

The results indicate that product quality, promotion, and location are related to consumer purchase decisions at Mie Kering Dian Singkawang. Partial test results show that Product Quality, Promotion, and Location each influence Purchase Decision. Product Quality is indicated by a t-value of 6.041, Promotion by 2.887, and Location by 4.357, all of which are greater than the t-table value of 1.65455. Simultaneously, the three variables also influence Purchase Decision, as evidenced by an F-value of 81.353, which is greater than the F-table value of 2.43. The relationship among variables falls into the strong category with a correlation coefficient value of 0.718.

The coefficient of determination value of 0.515 indicates that Product Quality, Promotion, and Location explain 51.5% of Purchase Decisions, while the remaining 48.5% is influenced by other factors outside this study. Simultaneously, product quality, promotion, and location jointly play a role in shaping consumer purchase decisions. These findings strengthen the relationship model between product quality, promotion, and location and consumer purchase decisions. This study provides an empirical overview of the main factors related to consumer purchasing behavior at Mie Kering Dian Singkawang. Future research may examine purchase decisions by developing more specific analyses of these three variables, considering that there remains a proportion of purchase decision variation that has not been explained in this study.

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