

Research Article

# The Influence of Product Quality, Price, and Promotion on Consumer Purchase Decisions at Garis Coffee in Pontianak City

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## ABSTRACT

This study aims to analyze the effects of product quality, price, and promotion on consumers' purchase decisions at Garis Coffee, Pontianak City, within the context of increasingly intense coffee shop competition in South Pontianak. The study employs a quantitative approach with a survey design. Primary data were collected through questionnaires and supported by brief interviews with management to enrich contextual business information, while secondary data were obtained from internal business documents. The sample consisted of 100 respondents selected using purposive sampling, with the criteria that respondents were 17–40 years old and had previously made or were currently making a purchase at Garis Coffee. Data were analyzed using instrument tests, classical assumption tests, and multiple linear regression. The results indicate that the regression model is significant simultaneously ( $F = 43.850$ ;  $p < 0.001$ ) and explains 57.8% of the variance in purchase decisions ( $R^2 = 0.578$ ;  $R = 0.760$ ). Partially, product quality ( $\beta = 0.239$ ;  $t = 2.859$ ;  $p = 0.005$ ), price ( $\beta = 0.163$ ;  $t = 2.226$ ;  $p = 0.028$ ), and promotion ( $\beta = 0.301$ ;  $t = 4.042$ ;  $p < 0.001$ ) show that all independent variables have positive and significant partial effects on purchase decisions. These findings confirm that purchase decisions in coffee shops are not determined by a single factor, but by a combination of product attributes, value perceptions reflected through pricing, and promotional effectiveness. The study recommends strengthening quality consistency, implementing measurable pricing strategies, and designing more targeted promotional activities. Future research is encouraged to incorporate variables such as service quality, store atmosphere, and brand image to improve the model's explanatory power.

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

## 1. INTRODUCTION

In recent years, the coffee industry in Indonesia has experienced rapid growth, driven by increasing coffee consumption across diverse consumer segments. As one of the world's largest coffee-producing countries, Indonesia possesses substantial potential not only in terms of raw coffee production but also in processing and service-based businesses. The rising consumption trend has intensified competition, particularly among younger consumers who represent a dynamic and opportunity-rich market segment (Sugiharto & Darmawan, 2021). At the same time, the fast-changing dynamics of the food and beverage sector require businesses to continuously deliver added value in order to capture and retain consumer interest (Larosa & Paludi, 2025). Consequently, coffee shops have evolved beyond their traditional role, offering innovative concepts that combine local coffee varieties, modern brewing methods, and spaces designed for both work and leisure. In this context, coffee shops increasingly function as social interaction spaces, especially for the younger generation (Mutaqin, 2020).

This industry-wide development is also evident in Pontianak City, particularly in South Pontianak District, which has emerged as a hub for coffee shop growth. Data from the DPMPSTP of Pontianak City (2025) indicate that at least 20 coffee shops are currently operating in this district, each offering distinct concepts and experiences. The concentration of numerous coffee shops within a single area reflects a highly competitive market structure and provides consumers with a wide range of alternatives. Under such conditions, customer loyalty becomes more fragile, as consumers can easily switch to competing coffee shops if they perceive greater value elsewhere.

Garis Coffee is one of the local coffee shops operating in South Pontianak District and is directly exposed to this competitive environment. The business has been operating for approximately three years under the direct management of its owner and differentiates itself through a bean-to-cup concept, in which coffee beans are roasted in-house. This approach is intended to ensure consistency in flavor and product quality. Garis Coffee primarily targets young consumers by offering local coffee products alongside contemporary menu options that align with modern lifestyle trends, where taste, comfort, and social identity are closely interconnected.

From a sales perspective, internal data show a positive trend in revenue growth over the past three years. However, this increase cannot be viewed in isolation from the increasingly intense competition in the surrounding area. The presence of numerous coffee shops with similar target markets and overlapping product offerings poses a potential risk of customer switching. Although Garis Coffee has demonstrated growth, the extent to which this performance reflects its maximum market potential remains unclear. Without a clear understanding of the factors that most strongly influence consumer purchase decisions, sustained growth may be difficult to achieve in the long term.

In a highly competitive environment, internal strategic factors such as product quality, pricing, and promotion become increasingly critical. Product quality represents consumers' perceptions of the value offered by a seller and plays a central role in shaping satisfaction and purchase confidence (Maharani & Alam, 2022). At the same time, contemporary consumers tend to seek products that balance quality with affordability, making price suitability a key determinant of perceived value (Wibowo & Rusminah, 2021). A pricing strategy that aligns with consumers' purchasing power can strengthen value perceptions and encourage repeat purchases. Promotion further supports this process by communicating product value, increasing awareness, and stimulating trial behavior through both digital media and interpersonal communication channels (Herlambang & Komara, 2021; Ramadhani & Fairliantina, 2023).

Purchase decision itself represents the final stage of the consumer decision-making process. Firmansyah (2019) defines purchase decision as the outcome of evaluating available alternatives and selecting a specific product. Similarly, Safitri (2023) explains that purchase decisions occur when consumers recognize their needs, assess possible options, and choose the most appropriate course of action. In the context of coffee shops such as Garis Coffee, purchase decisions are not solely driven by the functional need for coffee, but also by experiential considerations, including taste consistency, price suitability, and promotional stimuli that resonate with consumers' preferences and lifestyles.

Given the dense competition among coffee shops in South Pontianak District and the availability of multiple alternatives for consumers, it is essential to critically examine the factors that influence purchase decisions at Garis Coffee. Therefore, this study focuses on analyzing the influence of product quality, price, and promotion on consumer purchase decisions at Garis Coffee in Pontianak City.

## 2. RESEARCH METHOD

This study employed a quantitative approach. According to Sugiyono (2019), quantitative research is grounded in the philosophy of positivism and is used to test hypotheses through statistical analysis of data collected using research instruments. The data used in this study consisted of primary and secondary data. Primary data were obtained through interviews and questionnaire distribution to respondents. Interviews were conducted with the owner or manager of Garis Coffee Pontianak to obtain supporting information regarding business conditions. Secondary data were collected from supporting documents, including records of prices, products, and revenue of Garis Coffee Pontianak over the past three years. The population of this study comprised all consumers who made purchases at Garis Coffee Pontianak. The sample was determined using purposive sampling, with the criteria that respondents were 17–40 years old and had previously made or were currently making a purchase at Garis Coffee Pontianak. The sample size was determined using the Rao Purba formula with a 10% margin of error. Based on this calculation, the minimum required sample size was 96 respondents; therefore, this study employed 100 respondents to ensure more representative results (Siregar, 2020). This study involved two types of variables: independent variables and a dependent variable. The independent variables consisted of product quality (X1), price (X2), and promotion (X3), while the dependent variable was purchase decision (Y). All variables were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), which was used to measure respondents' attitudes, opinions, and perceptions toward the research object (Siregar, 2017).

Data analysis was conducted through several stages. The initial stage involved instrument testing, including validity and reliability tests. Validity was assessed using Product Moment correlation, with an item considered valid if the calculated  $r$  value exceeded the  $r$  table value at a 5% significance level. Reliability was tested using Cronbach's Alpha, with the criterion that the instrument was considered reliable if the Alpha value exceeded 0.60 (Siregar, 2017). After the instruments were confirmed to be valid and reliable, classical assumption tests were performed, including normality, linearity, and multicollinearity tests. Normality was examined using the Kolmogorov–Smirnov test, with data considered normally distributed when the significance value exceeded 0.05. Linearity was assessed using the Deviation from Linearity criterion, where a value greater than 0.05 indicated a linear relationship between variables. Multicollinearity was evaluated using tolerance and Variance Inflation Factor (VIF) values, with the regression model considered free from multicollinearity when tolerance values exceeded 0.10 and VIF values were below 10 (Ghozali, 2016). Once all classical assumptions were satisfied, multiple linear regression analysis was employed to examine the effects of product quality, price, and promotion on purchase decision. Hypothesis testing was conducted through a simultaneous test (F-test) to assess the joint effect of the independent variables on the dependent variable, and partial tests (t-tests) to evaluate the individual effects of each independent variable (Ghozali, 2016). In addition, the multiple correlation coefficient was used to determine the strength of the relationship among variables, while the coefficient of determination ( $R^2$ ) was used to measure the extent to which the independent variables explained variations in dependent variable (Siregar, 2017).

### 3. RESULTS AND DISCUSSION

#### 3.1 Test Research Instruments

##### 3.1.1 Validity Test

With 100 respondents and a significance level of 5%, the table r value obtained is 0.196. An item is declared valid if the calculated r is greater than the table r. The validity test results for each variable are shown in [Table 1](#).

**Table 1.** Validity Test Results

Variable	Indicators	r calculated	r table	Description
Product Quality (X1)	X1.1	0.876	0.196	Valid
	X1.2	0.747		
	X1.3	0.912		
	X1.4	0.470		
	X1.5	0.310		
	X1.6	0.853		
	X1.7	0.465		
	X1.8	0.788		
	X1.9	0.797		
	X1.10	0.912		
	X1.11	0.365		
	X1.12	0.765		
	X1.13	0.482		
	X1.14	0.679		
Price (X2)	X1.15	0.653		
	X1.16	0.863		
	X1.17	0.653		
	X1.18	0.552		
	X1.19	0.684		
	X1.20	0.834		
	X1.21	0.737		
	X1.22	0.449		
	X1.23	0.912		
X1.24	0.325			
Promotion (X3)	X2.1	0.402	0.196	Valid
	X2.2	0.766		
	X2.3	0.780		
	X2.4	0.454		
	X2.5	0.455		
	X2.6	0.813		
	X2.7	0.486		
	X2.8	0.755		
	X2.9	0.811		
Purchase Decision (Y)	X3.1	0.341	0.196	Valid
	X3.2	0.773		
	X3.3	0.814		
	X3.4	0.433		
	X3.5	0.437		
	X3.6	0.818		
	X3.7	0.502		
	X3.8	0.793		
	X3.9	0.519		
	X3.10	0.814		
	X3.11	0.479		
	X3.12	0.789		
	X3.13	0.480		
	X3.14	0.823		
	X3.15	0.446		
Purchase Decision (Y)	Y.1	0.582	0.196	Valid
	Y.2	0.506		
	Y.3	0.312		
	Y.4	0.577		
	Y.5	0.644		

Y.6	0.564
Y.7	0.405
Y.8	0.643
Y.9	0.390
Y.10	0.658
Y.11	0.395
Y.12	0.308
Y.13	0.533
Y.14	0.350
Y.15	0.483

Source: Processed Data, 2025

Based on **Table 1** shows that the r-calculated value of each statement submitted to respondents is greater than the r-table, so it can be concluded that all statement items in each variable can be declared valid.

### 3.1.2 Reliability Test

The reliability test is used to assess the consistency of measurement results, with the reliability criterion being Cronbach's Alpha > 0.60. The test results for the variables of product quality, price, promotion, and purchase decision are shown in **Table 2**.

**Table 2.** Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0.947	Reliable
Price (X2)	0.833	
Promotion (X3)	0.883	
Purchase Decision (Y)	0.773	

Source: Processed Data, 2025

Based on **Table 2** shows that Cronbach's alpha for the product quality variable is 0.947, Cronbach's alpha for the price variable is 0.833, Cronbach's alpha for the promotion variable is 0.883, and Cronbach's alpha for the purchase decision variable is 0.773, which is greater than 0.60. Therefore, it can be concluded that the items of the product quality, price, promotion, and purchase decision variables are reliable.

## 3.2 Classic Assumption Test

### 3.2.1 Normality Test

The results of the normality test in this study can be seen in **Table 3**.

**Table 3.** Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.065
Asymp.Sig.(2-tailed)	.200 <sup>c</sup>

Source: Processed Data, 2025

Based on **Table 3** shows a Kolmogorov-Smirnov test significance value of 0.200 > 0.05. Thus, it can be concluded that the data is normally distributed.

### 3.2.2 Linearity Test

The results of the linearity test for each variable can be seen in **Table 4**.

**Table 4.** Result of Linearity

Variable	Deviation from Linearity	Description
Purchase Decision * Product Quality	0.870	Linear
Purchase Decision * Price	0.422	
Purchase Decision * Promotion	0.749	

Source: Processed Data, 2025

Based on **Table 4** shows the Deviation from Linearity Sig. value for each variable  $> 0.05$ , so it can be concluded that there is a significantly linear relationship between each variable.

### 3.2.3 Multicollinearity Test

The results of the multicollinearity test of product quality, price, and promotion variables on purchase decision can be seen in **Table 5**.

**Table 5.** Multicollinearity Test Results

Variable	Tolerance	VIF
Product Quality (X1)	.404	2.472
Price (X2)	.548	1.824
Promotion (X3)	.517	1.934

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

As shown in **Table 5**, all independent variables have tolerance values above 0.10 and VIF values well below 10. This confirms that product quality, price, and promotion do not exhibit multicollinearity and can be simultaneously included in the regression model without bias in coefficient estimation.

### 3.3 Multiple Linear Regression Analysis

The results of the multiple regression analysis can be seen in **Table 6**.

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

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.047	4.756	.000
Product Quality (X1)	.239	2.859	.005
Price (X2)	.163	2.226	.028
Promotion (X3)	.301	4.042	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on **Table 6**, the multiple linear regression model is expressed as follows:

$$Y = 1.047 + 0.239X_1 + 0.163X_2 + 0.301X_3$$

Where Y represents purchase decision, X1 is product quality, X2 is price, and X3 is promotion.

The interpretation of the results of the multiple linear regression equation above is as follows:

- Constant ( $\alpha = 1.047$ ), indicates that when product quality, price, and promotion are assumed to be zero, the purchase decision score is 1.047.
- Product Quality ( $X_1 = 0.239$ ; Sig. = 0.005), a one-unit increase in product quality, while price and promotion are held constant, increases the purchase decision by 0.239.
- Price ( $X_2 = 0.163$ ; Sig. = 0.028), a one-unit increase in price, with other variables held constant, increases the purchase decision by 0.163.
- Promotion ( $X_3 = 0.301$ ; Sig. = 0.000), a one-unit increase in promotion, assuming product quality and price remain constant, increases the purchase decision by 0.301.

### 3.4 Correlation Coefficient Analysis (R)

The results of the multiple correlation coefficients in this study can be seen in **Table 7**.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.578	.565	.51975

Predictors: (Constant), Product Quality, Price, Promotion

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

The results of the multiple correlation coefficient in **Table 7** show an R value of 0.760, meaning that there is a strong relationship between product quality, price, and promotion and purchasing decisions at Garis Coffee Pontianak.

### 3.5 Analysis of the Coefficient of Determination $R^2$

The coefficient of determination is a tool for determining the extent to which the variables of product quality (X1), price (X2), and promotion (X3) contribute to the purchase decision (Y). The results of the coefficient of determination in this study can be seen in **Table 7**, where the coefficient of determination ( $R^2$ ) obtained is 0.578. This means that purchasing decisions at Garis Coffee Pontianak are influenced by product quality, price, and promotion by 57.8%, while the remaining 42.2% is influenced by other variables not examined in this study.

### 3.6 Simultaneous Test (F Test)

The results of simultaneous tests of product quality, price, and promotion variables on purchase decision at Garis Coffee Pontianak can be seen in **Table 8**.

**Table 8.** Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	35.536	11.845	43.850	.000 <sup>b</sup>
Residual	25.933	.270		

Dependent Variable: Purchase Decision

Predictors: (Constant), Product Quality, Price, Promotion

Source: Processed Data, 2025

Based on **Table 8**, a Sig. value of 0.000 is obtained, which is smaller than 0.05, so it can be concluded that the variables of product quality, price, and promotion together have a significant influence on the purchase decision variable.

### 3.7 Partial Test (t Test)

The results of the partial test of the variables of product quality, price, and promotion on purchase decision at Garis Coffee Pontianak can be seen in **Table 9**.

**Table 9.** Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.047	4.756	.000
Product Quality (X1)	.239	2.859	.005
Price (X2)	.163	2.226	.028
Promotion (X3)	.301	4.042	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on the t-test results presented in **Table 9**, the partial effects of each independent variable on purchase decision can be explained as follows:

1. Product quality on purchase decision has a  $t$ -value of 2.859 with a significance value of  $0.005 < 0.05$ . This indicates that  $H_0$  is rejected and  $H_1$  is accepted, meaning that product quality has a significant partial effect on purchase decision at Garis Coffee Pontianak.
2. Price on purchase decision has a  $t$ -value of 2.226 with a significance value of  $0.028 < 0.05$ . This indicates that  $H_0$  is rejected and  $H_1$  is accepted, meaning that price has a significant partial effect on purchase decision at Garis Coffee Pontianak.
3. Promotion on purchase decision has a  $t$ -value of 4.042 with a significance value of  $0.000 < 0.05$ . This indicates that  $H_0$  is rejected and  $H_1$  is accepted, meaning that promotion has a significant partial effect on purchase decision at Garis Coffee Pontianak.

## 3.8 DISCUSSION

### The Influence of Product Quality on Purchase Decision

The results of this study indicate that product quality has a significant influence on consumers' purchase decisions at Garis Coffee. This can be explained by the fact that coffee consumers generally pay close attention to taste, aroma, and product consistency. When quality is well maintained, consumers feel more confident in making purchases and are likely to repurchase. These findings are consistent with the studies of Kapirossi & Prabowo (2023) and Chaerunnisa & Safria (2024),

which emphasized that product quality has a positive and significant effect on purchase decisions. In other words, the higher the product quality, the stronger the consumer's confidence in making a purchase.

### The Influence of Price on Purchase Decision

The analysis also shows that price has a significant effect on purchase decisions. Most of Garis Coffee's consumers are young people and employees working around the area, making price considerations highly important. A price level that matches their purchasing power creates a positive perception of value, namely that the price is "equivalent to the quality received." This finding supports the research of Lydiatifa & Supiandi (2024) and Halawa et al. (2025), which found that price has a positive and significant impact on purchase decisions. Thus, a reasonable and flexible pricing strategy can strengthen customer appeal and encourage consumers to buy.

### The Influence of Promotion on Purchase Decision

Promotion is also proven to significantly influence purchase decisions at Garis Coffee. This is evident from the use of social media and collaborations with influencers, which successfully attract consumer attention, particularly among young people who are highly active in the digital sphere. Promotion not only introduces the product but also creates motivation to try, thereby increasing the likelihood of purchase. This result is consistent with the findings of Rifai & Tuti (2022) and Putri & Haryantini (2024), which demonstrated that promotion has a positive and significant effect on consumer purchase decisions. Therefore, promotional activities that are carried out consistently and tailored to the characteristics of the target market can strengthen purchase intention and expand the customer base.

## 4. CONCLUSION

This study concludes that product quality, price, and promotion have a significant effect on consumers' purchase decisions at Garis Coffee Pontianak, both simultaneously and partially. The research model demonstrates a moderate explanatory power ( $R^2 = 0.578$ ), indicating that variations in purchase decisions are largely shaped by a combination of measurable internal marketing factors, with promotion emerging as the strongest predictor based on coefficient and t-value estimates. The primary contribution of this study lies in strengthening empirical evidence that, within a competitive coffee shop market, consumers' purchase decisions cannot be sufficiently explained by product quality alone, but are also influenced by price evaluation and the intensity of promotional exposure. From a theoretical perspective, the findings clarify the position of purchase decision as an outcome of a value assessment mechanism that incorporates core product attributes, price suitability, and promotional exposure. From a practical standpoint, the management of Garis Coffee should prioritize quality standardization (taste, consistency, and presentation), maintain a pricing structure aligned with target consumers' value perceptions, and design measured and consistent promotional strategies to reinforce purchase decisions. From a policy and institutional perspective, these results may serve as a reference for F&B MSME development programs, emphasizing that interventions should extend beyond business expansion to include product quality enhancement, pricing literacy, and data-driven promotional strategies. Future research is recommended to incorporate additional factors beyond the current model such as service quality, store atmosphere, brand image, and word-of-mouth to improve explanatory power and to examine potential behavioral differences between new and repeat customers.

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