

Analysis of Factors Influencing Consumers in Purchasing Coffee Products of PT Indraco Global Indonesia

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ABSTRACT

The purchasing decision process has a very important meaning for the progress of the company. The company can find out how much consumer interest in the products offered and whether the predetermined targets can be achieved or not with the purchasing decision process. This study aims to determine the extent to which product quality, price, and packaging influence the purchase of PT Indraco Global Indonesia's Rasa Sayang coffee. The research approach used was a combination of descriptive and verification, with a sample size of 96 respondents. To ensure the validity and reliability of the research instruments, they were tested. Data analysis methods included multiple regression, multiple correlation, and the coefficient of determination. Based on the study results, product quality does not significantly influence consumer purchasing decisions. Product price significantly influences consumer purchasing decisions. Product packaging does not significantly influence consumer purchasing decisions. On the other hand, product quality, price, and packaging substantially influence purchasing decisions.

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1. INTRODUCTION

Thanks to the contemporary lifestyle and the increasing public demand for high-quality coffee, Indonesia's coffee business has grown rapidly in recent years. As a result, competition in the market is getting fiercer, and it's important for businesses to understand customer behavior. Because there are so many coffee brands available today, customers have a lot of choices, so they will consider the aspects that will influence their decision to buy coffee. Product quality, price, and packaging are some of the elements that affect customers.

Kotler and Armstrong (2016), He claims that because customers are the main players in the decision-making process, they always get attention during the purchase decision stage, when they actually make a purchase. Before judging a product in relation to the product they are about to buy, consumers must also be able to integrate information. (Ketut, 2018).

According to Kotler and Keller (2016:37) Product quality refers to the ability of a product to meet its desired goals, including precision, reliability, and durability. Businesses must be committed to continuously improving the quality of their products because this can increase customer satisfaction and drive long-term success.

Price is the next element that may influence a customer's purchasing choice. Price is often determined by the quality of the products offered, as reflected in consumer behavior (Kotler, 2003:202). Pricing a business will attract customers. Products will ultimately be selected if the price is reasonable and in accordance with their purchasing power. Prices that are too high or too low can affect a customer's purchasing choice. If the price is too high, customers will choose similar products at a lower price. On the other hand, if the price is too low, the buyer may delay the purchase because they are worried about the quality of the product.

Kotler and Armstrong (2012) define "packaging involves designing and producing the container or wrapper for a product" This shows that although the packaging process involves designing and manufacturing, the main purpose of packaging is to protect the product and maintain its quality. Packaging is a crucial component of a product because it allows it to have a unique personality that is easily recognized and remembered by customers. In addition, consumers tend to buy products with attractive packaging. In addition, customers can assess the relatively constant sentiment and inclination towards a product, which will further manifest as a preference or dislike for the design of the packaging. Therefore, to convey crucial brand features and relevant messages, organizations must also continue to be creative and original in their packaging design. Every aspect of the brand communicated on the packaging has the potential to increase brand recognition, ensure customer loyalty, and facilitate the process of recognizing the benefits or privileges of the product by the customer. For product branding initiatives to be successful, packaging is expected to serve as one of the promotional instruments and an efficient means of conveying messages.

Many elements, such as product quality, price, marketing, and brand image, influence consumers' decision to buy. Previous studies have shown that the influence of these parameters varies based on market categories and personal preferences. However, there is still a lack of research that explicitly examines how these elements combine and influence customer preferences for certain brands, especially regional brands like Rasa Sayang.

The need to understand consumer behavior more deeply in an increasingly competitive coffee industry makes this research so urgent. This research is expected to provide important information for PT Indraco Global Indonesia to design a more successful marketing plan by examining the elements that influence consumer choice.

This study aims to determine and examine the factors that influence consumers' choice in buying Rasa Sayang coffee products, as well as investigate the relationship between these factors. Thus, this study will not only complement the existing knowledge, but also provide a useful addition to the preparation of a business marketing plan.

2. METHODS

The technique used is quantitative associative research. To establish relationships between variables, this study also uses associative techniques. The main objective of this study was to find out how product quality (X1), price (X2), and packaging (X3) affect consumer purchasing decisions (Y). To collect primary data, questionnaires were distributed to residents of Tegal City and Brebes Regency who consumed coffee with the Rasa Sayang brand. This research relies on secondary data sources such as books, literature, literature sources, previous research, and survey results from PT Indraco Global Indonesia. Everyone in Tegal City or Brebes Regency, Central Java, who has consumed Rasa Sayang coffee is considered a member of the general population of this study. The sample of this study is those who consume Rasa Sayang brand coffee at least once every seven days. Lemeshow's algorithm shows that a minimum sample of 96 respondents is required for this study. Based on Lemeshow's algorithm, this study requires a sample size of at least 96 respondents. The instrument used to collect data is a

questionnaire. Data analysis included multiple linear regression analysis, validity and reliability tests, conventional assumption tests, and hypothesis testing using SPSS t-tests and f-tests.

3. FINDINGS AND DISCUSSION

Validity Test

Tabel 1. Uji Validitas:

P	R Hitung	R Tabel	Hasil
Y1	0,249	0,2	Valid (R Hitung > R Tabel)
Y2	0,388	0,2	Valid (R Hitung > R Tabel)
Y3	0,327	0,2	Valid (R Hitung > R Tabel)
Y4	0,501	0,2	Valid (R Hitung > R Tabel)
Y5	0,504	0,2	Valid (R Hitung > R Tabel)
Y6	0,384	0,2	Valid (R Hitung > R Tabel)
Y7	0,570	0,2	Valid (R Hitung > R Tabel)
Y8	0,360	0,2	Valid (R Hitung > R Tabel)
X1.1	0,410	0,2	Valid (R Hitung > R Tabel)
X1.2	0,522	0,2	Valid (R Hitung > R Tabel)
X1.3	0,555	0,2	Valid (R Hitung > R Tabel)
X1.4	0,608	0,2	Valid (R Hitung > R Tabel)
X1.5	0,455	0,2	Valid (R Hitung > R Tabel)
X1.6	0,455	0,2	Valid (R Hitung > R Tabel)
X2.1	0,204	0,2	Valid (R Hitung > R Tabel)
X2.2	0,304	0,2	Valid (R Hitung > R Tabel)
X2.3	0,407	0,2	Valid (R Hitung > R Tabel)
X2.4	0,458	0,2	Valid (R Hitung > R Tabel)
X2.5	0,537	0,2	Valid (R Hitung > R Tabel)
X2.6	0,362	0,2	Valid (R Hitung > R Tabel)
X2.7	0,507	0,2	Valid (R Hitung > R Tabel)
X2.8	0,459	0,2	Valid (R Hitung > R Tabel)
X3.1	0,369	0,2	Valid (R Hitung > R Tabel)
X3.2	0,437	0,2	Valid (R Hitung > R Tabel)
X3.3	0,412	0,2	Valid (R Hitung > R Tabel)
X3.4	0,458	0,2	Valid (R Hitung > R Tabel)
X3.5	0,489	0,2	Valid (R Hitung > R Tabel)
X3.6	0,291	0,2	Valid (R Hitung > R Tabel)

Based on the results of the table above, all statements for the four variables have an R value calculated >0.2 (R table). So that it was concluded that the questionnaire was valid

Reliability Test

Here are the results of the reliability test:

Table 2 Reliability Test

Variabel	Cronbach's Alpha	Hasil
Keputusan Pembelian (Y)	0.718	Reliabel
Kualitas Produk (X1)	0.759	Reliabel
Harga Produk (X2)	0.714	Reliabel
Kemasan Produk (X3)	0.679	Reliabel

Based on the results of the table above, Cronbach's Alpha value is greater than 0.6, so the research questionnaire is reliable.

Classic Assumption Test

Normality Test

According to Ghozali (2012), the purpose of the normality test is to find out whether the residual or disruptive variable of a regression model follows the normal distribution. Using the single-sample Kolmogorov-Smirnov test, you can check if the residues are the same to see if your data follows a normal distribution. This test requires that the data have a regular distribution if the probability value is more than 0.05, and an irregular distribution if it is less than 0.05.

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.84995700
Most Extreme Differences	Absolute	.072
	Positive	.057
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}
Exact Sig. (2-tailed)		.674
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on Table 1.3, "the probability p or *Asymp is known. Sig. (2-tailed)* is 0.200. Because the probability value p, which is 0.200, is greater than the significance level, which is 0.05. This means that data is distributed normally."

Multicollinearity Test

If the regression model finds a correlation between independent variables, then a multicollinearity test is applied (Ghozali, 2012). The results of the multicollinearity test were presented using tolerance values and Variance Inflation Factor (VIF). If the VIF is less than 10 and the tolerance is more than 0.10, then the regression model does not show multicollinearity. The table displaying the results of the multicollinearity test is presented below:

Tabel 4 Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas Produk (X1)	.901	1.110
	Harga Produk (X2)	.797	1.254
	Kemasan Produk (X3)	.810	1.235

Based on Table 1.4, it is known that the VIF value of Product Quality (X1) is 1.11, the VIF value of Product Price (X2) is 1.254 and the VIF value of Product Packaging (X3) is 1.235.

Heteroscedasticity Test

If you want to find out whether the variance in your regression model is evenly distributed or not, you can use a heteroscedasticity test. Since the graph plot test has the potential to cause bias, the Glejser statistical test is used because of its superior accuracy. To run the Glejser test, we must first plot an independent variable against the absolute residual value of the dependent variable (Ghozali, 2013). The findings of the Glejser test in this study are as follows:

Tabel 1.5 Heteroscedasticity Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.026	.078		.336
	Kualitas Produk (X1)	-.002	.002	-.112	.291
	Harga Produk (X2)	-.003	.002	-.135	.229
	Kemasan Produk (X3)	.008	.003	.312	.006
a. Dependent Variable: ABS_RES					

Using the Glejser test at a significance level of 1.5, the heteroscedasticity test showed that all variables had significance values higher than 0.05. This shows that heteroscedasticity is not present in the regression model used. Thus, independent variables do not show heteroscedasticity.

Multiple Linear Regression Analysis

The analysis method used in this study is to use multiple linear regression analysis. The following are the results of multiple linear regression analysis:

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	15.886	3.629		4.377	.000		
	Kualitas Produk (X1)	.115	.108	.108	1.069	.288	.901	1.110
	Harga Produk (X2)	.290	.103	.301	2.806	.006	.797	1.254
	Kemasan Produk (X3)	.124	.137	.096	.905	.368	.810	1.235
a. Dependent Variable: Keputusan Pembelian (Y)								

Based on Table 4.15, the multiple linear regression equation is obtained as follows

$$Y = 15.886 + 0.115X_1 + 0.29X_2 + 0.124X_3 + e$$

Based on these equations, it can be interpreted as follows:

- "The answer is 15,886 according to the formula. In other words, if there is no relationship between the independent variables (Product Quality, Product Price, and Product Packaging) and the dependent variable (Purchase Decision, Y), then $Y = 15.886$.
- A positive regression coefficient of 0.115 was found for the Product Quality variable (X1). In other words, there is a tendency to increase the Purchase Decision (Y) by 0.115 for every 1 unit increase in Product Quality (X1).
- The Product Price variable (X2) has a positive regression coefficient value of 0.29. So, an increase of one unit of Product Price (X2) is associated with an increase of 0.29 units of Purchase Decision (Y).
- The Product Packaging variable (X3) has a positive regression coefficient value of 0.124. In other words, an increase of one unit of Product Packaging (X3) is associated with an increase of 0.124 units of Purchase Decision (Y)."

Uji Hypothesis

Partial Significance Test (T Test)

The significance of the influence of each independent variable on the dependent variable was determined using a t-statistical test. The regression coefficient values and t-statistical values for the partial influence test are shown in Table 1.6. The following conclusions are drawn from the results of the t-test in Table 1.6:

- "It is known that the statistics t or t calculated from Product Quality (X1) are $1,069 < 1.985$ and the Sig value is 0.288, which is $>$ significance level of 0.05, then Product Quality (X1) does not have a significant effect on Purchase Decisions (Y). So it is concluded that Product Quality (X1) has a positive effect on Purchase Decisions (Y), but it is not significant. **(Hypothesis is not accepted)**"

- b) "It is known that the statistics t or t calculated from the Product Price (X2) is $2,806 > 1,985$ and the Sig value is 0.006, which is $<$ significance level of 0.05, then the Product Price (X2) has a significant effect on the Purchase Decision (Y). So it is concluded that Product Price (X2) has a positive and significant effect on Purchase Decision (Y). **(Hypothesis accepted)**"
- c) "It is known that the statistics t or t calculation of Product Packaging (X3) is $0.905 < 1.985$ and the Sig value is 0.368, which is $>$ significance level of 0.05, then Product Packaging (X3) does not have a significant effect on Purchase Decision (Y). So it was concluded that Product Packaging (X3) had a positive effect on the Purchase Decision (Y), but it was not significant. **(Hypothesis is not accepted)**"

Simultaneous Significance Test (F Test)

The F test aims to test the influence of independent variables together or simultaneously on non-independent variables of the Purchase Decision (Y).

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.011	3	48.337	5.763	.001 ^b
	Residual	771.614	92	8.387		
	Total	916.625	95			
a. Dependent Variable: Keputusan Pembelian (Y)						
b. Predictors: (Constant), Kemasan Produk (X3), Kualitas Produk (X1), Harga Produk (X2)						

Based on Table 1.7", it is known that the value of F is calculated as 5.763 and the value of Sig is 0.001. It is known that the value of F is calculated as $5,763 > F$ table 2.704 and the value of Sig is $0.001 < 0.05$, so Product Quality (X1), Product Price (X2), Product Packaging (X3) simultaneously have a significant effect on Purchase Decision (Y)."

Determination Coefficient Analysis

The degree to which an independent variable in a regression equation can explain the variance in a dependent variable is indicated by the coefficient of determination (R^2), a number (the value of the proportion).

Model Summary ^b				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.398 ^a	.158	.131	2.89605
a. Predictors: (Constant), Kemasan Produk (X3), Kualitas Produk (X1), Harga Produk (X2)				
b. Dependent Variable: Keputusan Pembelian (Y)				

Based on Table 1.8 "it is known that the value of the determination coefficient (R-Square) is. 0.158 This value can be interpreted as the variables of Product Quality (X1), Product Price (X2), and Product Packaging (X3) are able to affect the Purchase Decision (Y) by 15.8% the remaining $100\% - 15.8 = 84.2\%$ are explained by other variables or factors outside this research model."

Discussion

The Influence of Product Quality on Purchase Decisions

Based on the results of the regression test, the product quality variable has a positive regression coefficient value of 0.115. This shows that packaging positively influences consumer purchasing decisions. Product quality does have an impact on the purchase decision, but it is not significant, based on the t-statistic or t-value of the estimated packaging, which is 1.069 with a Sig. value of 0.288 at a significance level of >0.05 . This shows that consumers' purchasing decisions do not always change when the quality of the product is improved.

Based on the respondents' answers to the statement "Affection brand coffee has good packaging durability" respondents answered S as many as 49 (51.04%) and respondents answered SS as many as 16 (16.67%), The statement "Sayang Rasa Sayang brand coffee is durable and durable" received an S response from 45 (46.88%) and SS from 28 (29.17%) out of 96 respondents. This statement shows that the majority of respondents agree that the durability and durability of Rasa Sayang brand coffee influences the purchase decision of Rasa Sayang brand coffee products, although the percentage is less significant. Therefore, based on the responses collected, it can be said that a product will be more durable and durable if the packaging is sturdier. This will have a positive, though insignificant, impact on consumers' purchasing decisions.

The findings of this study are consistent with research conducted by Rizkia Melinda, Muhammad Yusuf, and Nurrahman (2022) which did not find a positive and substantial influence between product quality on the choice to buy.

The Influence of Product Price on Purchase Decisions

The results of the regression test showed a positive regression coefficient value of 0.290 for the product price variable. This proves that packaging does affect the final decision of the buyer. The price of the product significantly influences the purchase decision, indicated by a statistical t-value (or estimated t-value) of 2.806 and a Sig. value (0.006), both of which are at a significance level of <0.05 . Therefore, the company's pricing strategy will have more influence on the customer's final purchase decision.

Based on the respondents' answers to the statement "The price of affection brand coffee products is accessible to all consumers" the respondents answered S as many as 55 (57.29%) and the respondents answered SS as many as 14 (14.58%), "meaning that out of 96 respondents the majority agreed that the price issued by consumers is in accordance with the quality and benefits of the affection brand coffee products," as well as the statement item "The price of affection brand coffee products varies" the respondents answered S as many as 52 (54.17%) and respondents answered SS as much as 10 (10.42%), "meaning that out of 96 respondents, the majority answered agreed that the price varies The decision to buy coffee products with the Rasa Sayang brand is influenced by the brand itself." Thus, it can be concluded from the comments collected that the price set by the company is quite fair to the client and in accordance with its quality. Customers' decisions to buy coffee from the Rasa Sayang brand are influenced by respondents' perception that the brand has a competitive price.

The results of this study are in line with the research conducted by Ridho Saputra (2020) which found that product prices have a positive and significant effect on purchase decisions.

The Influence of Product Packaging on Purchase Decisions

The regression test found that the product packaging variable had a positive regression coefficient value of 0.124. This proves that packaging has a positive influence on consumer purchasing choices. The t-statistic, also known as the estimated t-value of the packaging, is 0.905 with a Sig. value of 0.368 at a significance level of >0.05 , which indicates that the packaging of the product does have a positive impact on purchasing choices; However, this influence is not statistically significant. This shows that packaging does not have a decisive factor in consumers' final purchase decisions.

Based on the respondents' answers to the statement "Contemporary Affectionate Coffee Brand Packaging Design", respondents answered S as much as 54 (56.25%) and respondents answered SS as much as 10 (10.42%), meaning that out of 96 some respondents agreed that the packaging design of affectionate brand coffee affects consumers' decision to buy affectionate brand coffee products but is not significant, as well as the statement item "Packaging A Taste of Affection brand coffee is thicker than other products" respondents answered S as much as 54 (56.25%) and respondents answered SS as much as 7 (7.29%), "meaning that out of 96 people, some of the respondents answered that the packaging of Affection brand coffee is thicker than other products which can affect the decision to buy Affection brand coffee products." Based on the responses gathered, it can be said that the design and thickness of the packaging have a favorable but not statistically significant impact on the customer's purchase decision.

The results of this study are in line with research conducted by Robertus Dimas, Bambang Purwanggono Sukarsono (2023) who obtained research results that product packaging does not have a positive and significant effect on purchasing decisions.

4. CONCLUSION

Based on the results of the analysis, it can be seen that consumers' purchasing decisions for Rasa Sayang brand coffee are not too influenced by product quality, so improving quality does not necessarily guarantee that consumers will buy more. Instead, product prices have been shown to influence purchasing decisions, which means the more accurately a company sets prices, the more likely consumers are to make a purchase. Product packaging has a relatively small influence on purchasing decisions, so more attractive packaging doesn't always guarantee increased sales. However, overall, product quality, price, and packaging together have been proven to have a significant influence on consumer purchasing decisions.

Based on these findings, several suggestions can be given. First, PT Indraco Global Indonesia as a coffee producer of the Rasa Sayang brand is advised to highlight the distinctive taste that distinguishes it from competitors such as Kopi Kapal Api, so that consumers have a strong reason to choose this product. Second, pricing should consider people's purchasing power and be adjusted to the benefits and quality of the products offered. Third, even though packaging has a small influence, companies still need to innovate by presenting more aesthetic designs and sizes that vary according to consumer preferences, thus providing more diverse and attractive choices for the market.

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