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Understanding Consumer Purchase Decisions in Home-Style Restaurants: The Role of Product Quality, Price, and Location

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Abstract

The rapid growth of the culinary industry in Indonesia has intensified competition among restaurants, encouraging business owners to better understand the factors that influence consumer purchase decisions. Although previous studies have widely examined the effects of product quality, price, and location on purchasing decisions, limited attention has been given to home-style restaurants, which offer a distinctive dining experience based on traditional home-cooked meals. This study aims to examine the role of product quality, price, and location in influencing consumer purchase decisions at Emak Restaurant, a home-style restaurant in Jakarta. A quantitative research approach was employed using primary data collected through structured questionnaires distributed to customers who had previously purchased products at Emak Restaurant. A total of 100 respondents were selected using purposive sampling. The data were analyzed using multiple linear regression, partial significance (t-test), simultaneous significance (F-test), and the coefficient of determination (R^2). The findings indicate that product quality, price, and location simultaneously have a significant influence on consumer purchase decisions. Partially, product quality and price have a positive and significant effect on purchase decisions, whereas location does not have a statistically significant effect. These findings suggest that consumers place greater importance on product quality and price than on physical accessibility when deciding to purchase from a home-style restaurant. The novelty of this study lies in its focus on consumer purchase decisions within the context of a home-style restaurant, a setting that has received relatively limited empirical attention compared with studies on fast-food restaurants and coffee shops. By examining the combined influence of product quality, price, and location in this specific context, this study contributes to a better understanding of consumer behavior in the culinary industry and provides practical insights for restaurant managers in developing strategies to enhance customer satisfaction and encourage repeat purchases.

Keywords: Consumer Purchase Decision, Home-Style Restaurant, Location, Price, Product Quality.

Introduction

The food and beverage industry has become one of the fastest-growing business sectors in Indonesia, driven by changes in consumer lifestyles, increasing urbanization, and the rapid development of digital technology. The growing demand for diverse culinary experiences has intensified competition among restaurants, requiring business owners to continuously improve their products and marketing strategies to attract and retain customers. In this increasingly competitive environment, understanding the factors that influence consumer purchase decisions is essential for maintaining business sustainability and achieving competitive advantage. Recent studies also indicate that consumer purchasing decisions in the food service industry are strongly influenced by the perceived value created through product quality, price, and other marketing attributes (Oktafiyanti et al., 2024)

Among various restaurant concepts, home-style restaurants have gained increasing popularity because they offer traditional home-cooked meals, authentic flavors, and a family-oriented dining atmosphere. Unlike fast-food restaurants and coffee shops, home-style restaurants emphasize emotional value, familiarity, and cultural authenticity, which may shape consumer purchasing behavior differently. As consumers increasingly seek memorable dining experiences rather than merely satisfying physiological needs, understanding purchase decisions in the context of home-style restaurants has become increasingly important for both academics and practitioners.

According to Principles of Marketing, purchase decision is the stage in the consumer decision-making process in which consumers evaluate available alternatives and decide whether to purchase a product or service. In the restaurant industry, purchase decisions are influenced by several controllable marketing variables, particularly product quality, price, and location, because these variables determine consumers' perceptions of value, satisfaction, and repurchase intention. Therefore, identifying the relative contribution of these factors is essential for designing effective marketing strategies that respond to changing consumer preferences.

Previous empirical studies have consistently demonstrated that product quality positively influences consumer purchase decisions because customers tend to evaluate restaurants based on food taste, freshness, presentation, and consistency. Likewise, price has been identified as an important determinant because consumers generally compare the benefits received with the financial sacrifice required before making purchasing decisions. A recent study by (Barkah et al., 2024), conducted in the fast-food sector, found that both product quality and price significantly influenced purchasing decisions, whereas location showed no significant effect. Similarly, (Oktafiyanti et al., 2024) reported that product quality and price were among the primary factors influencing consumers' purchasing decisions in the food business.

However, the influence of location remains inconsistent across previous studies. (Novrianda et al., 2024) concluded that location significantly affects purchasing decisions because accessibility and convenience encourage consumers to visit restaurants.

Conversely, (Barkah et al., 2024) found that location did not significantly influence purchasing decisions in a fast-food restaurant, indicating that consumers may prioritize product quality and price over physical accessibility. These inconsistent findings suggest that the role of location may vary depending on the characteristics of the restaurant and the preferences of its target consumers, indicating the need for further investigation in different restaurant settings.

In addition to these inconsistent findings, another important research gap can be identified from the context of previous studies. Most existing research has focused on fast-food restaurants, coffee shops, franchise businesses, or modern food outlets. Limited empirical attention has been given to home-style restaurants, where consumers may evaluate product quality, price, and location differently because of the emotional attachment associated with traditional home-cooked meals and family-oriented dining experiences. Consequently, findings obtained from modern restaurant concepts cannot be directly generalized to home-style restaurants, highlighting the need for further empirical investigation in this specific context.

The novelty of this study lies in its focus on consumer purchase decisions within the context of a home-style restaurant by simultaneously examining the influence of product quality, price, and location. Unlike previous studies that predominantly investigated fast-food restaurants, coffee shops, or franchise businesses, this study provides empirical evidence from Emak Restaurant, a home-style restaurant in Jakarta that offers traditional Indonesian cuisine. By addressing the contextual gap identified in previous research, this study is expected to extend the literature on consumer behavior in the restaurant industry while providing practical insights for restaurant managers in developing marketing strategies that improve customer satisfaction, strengthen customer loyalty, and enhance business competitiveness.

Emak Restaurant was selected as the research object because it represents one of the home-style restaurants operating in Jakarta's increasingly competitive culinary market. Despite offering traditional Indonesian cuisine, the restaurant competes directly with modern restaurants, cafés, and digital food delivery services that continuously influence consumer preferences and purchasing behavior. Understanding the determinants of consumer purchase decisions in this context is therefore expected to provide valuable managerial implications for improving business performance and maintaining long-term customer relationships.

Based on the research background, the identified research gap, and the proposed novelty, this study aims to examine the role of product quality, price, and location in influencing consumer purchase decisions at Emak Restaurant in Jakarta. The findings are expected to contribute theoretically by enriching the consumer behavior literature in the context of home-style restaurants and practically by providing evidence-based recommendations for restaurant managers in developing effective marketing strategies.

Theory Review

Consumer Behavior Theory

Consumer Behavior Theory explains that consumers make purchasing decisions after evaluating various product attributes and marketing stimuli. According to (Schiffman & Wisenblit, 2019), product quality, price, and location influence consumers' perceptions before making purchasing decisions. (Prihartono, 2021) also stated that these marketing variables are key determinants of purchase decisions. Therefore, this theory serves as the foundation for examining consumer purchase decisions at Emak Restaurant.

Product Quality

Product quality refers to a product's ability to satisfy consumer needs through its performance, reliability, and overall characteristics (Kotler & Armstrong, 2018). (Herdiyanti et al., 2023) found that higher product quality increases consumers' confidence and positively influences purchase decisions. Therefore, better product quality is expected to encourage consumers to purchase products at Emak Restaurant.

Price

Price is the amount consumers pay to obtain a product or service (Kotler & Armstrong, 2018). (Juliana et al., 2021) found that consumers tend to compare product benefits with the price paid before making purchasing decisions. Likewise, (Putri & Handayani, 2025) concluded that fair and affordable prices positively influence consumer purchase decisions.

Location

Location refers to the accessibility and convenience of a business for consumers (Tjiptono, 2019). (Rahma & Moeljono, 2023) found that strategic locations positively affect purchasing decisions because they improve customer convenience. However, (Hastuti & Silitonga, 2025) reported that the influence of location may decrease when consumers place greater emphasis on product quality and price.

Purchase Decision

Purchase decision is the process through which consumers choose a product after evaluating available alternatives (Kotler & Keller, 2016). (Prihartono, 2021) explained that purchase decisions are influenced by consumers' evaluations of product quality, price, and location. Therefore, this study examines how these three variables affect consumer purchase decisions at Emak Restaurant.

Problem formulation

Based on the research background, previous studies have consistently shown that product quality and price are important determinants of consumer purchase decisions. However, empirical findings regarding the influence of location remain inconsistent across different restaurant settings. In addition, limited studies have specifically examined the combined effects of product quality, price, and location on consumer purchase decisions in home-style restaurants. Therefore, this study seeks to address the following research questions:

1. Does product quality significantly influence consumer purchase decisions at Emak Restaurant?
2. Does price significantly influence consumer purchase decisions at Emak Restaurant?
3. Does location significantly influence consumer purchase decisions at Emak Restaurant?
4. Do product quality, price, and location simultaneously influence consumer purchase decisions at Emak Restaurant?

Research Hypothesis

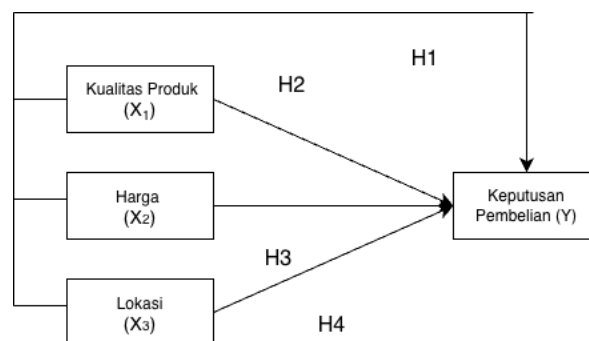


Figure 1: Research Hypothesis (Source: Processed by Researcher)

Based on Consumer Behavior Theory, consumer purchase decisions are influenced by consumers' evaluations of marketing stimuli, including product quality, price, and location. Previous studies have also demonstrated that these variables play important roles in shaping consumers' purchasing decisions. Therefore, the following hypotheses are proposed.

H1: Product Quality and Purchase Decision

Product quality is an important factor that influences consumers' purchasing decisions because consumers tend to choose products that meet their expectations. (Tarigan, 2022) found that product quality has a positive and significant effect on purchasing decisions at Journey Coffee.

H1: Product quality has a positive and significant effect on consumer purchase decisions.

H2: Price and Purchase Decision

Consumers generally evaluate whether the benefits obtained are proportional to the price paid. (Lestari et al., 2022) reported that price perception significantly influences purchasing decisions because consumers seek products that provide good value for money. Therefore, the following hypothesis is proposed.

H2: Price has a positive and significant effect on consumer purchase decisions.

H3: Location and Purchase Decision

A strategic location provides convenience and accessibility, which can encourage consumers to visit a restaurant. (Idham, 2024) found that location is an important factor influencing purchasing decisions in the food and beverage sector. Therefore, the following hypothesis is proposed.

H3: Location has a positive and significant effect on consumer purchase decisions.

H4: Simultaneous Effect of Product Quality, Price, and Location

Consumers usually evaluate product quality, price, and location simultaneously before making purchasing decisions. (Firdayani & Paludi, 2022) Concluded that product quality, price, and location simultaneously influence purchasing decisions at Rekayasa Kopi.

H4: Product quality, price, and location simultaneously have a positive and significant effect on consumer purchase decisions.

Research Methods

This study employed a quantitative research approach to examine the influence of product quality, price, and location on consumer purchase decisions at Emak Restaurant in Jakarta.

The data used in this study were primary data collected through a structured questionnaire distributed directly to consumers of Emak Restaurant. The population consisted of all consumers who had purchased products at Emak Restaurant.

A total of 100 respondents participated in this study. The sample was selected using a purposive sampling technique. The criteria for selecting respondents were consumers who had purchased products at Emak Restaurant at least once and were willing to complete the questionnaire.

The questionnaire measured four variables: Product Quality (X1), Price (X2), Location (X3), and Purchase Decision (Y) using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The collected data were analyzed using IBM SPSS Statistics. The analysis included descriptive statistics, validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, coefficient of determination (R^2), t-test, and F-test. A significance level of 5% ($\alpha = 0.05$) was applied in this study.

Research and Discussion Results

Respondent Profile

A total of 100 respondents participated in this study. Most respondents were female, indicating that women were the dominant consumers of Emak Restaurant. The majority of respondents were between 17 and 30 years old, suggesting that the restaurant primarily attracts young consumers. Based on occupation, most respondents were students and private-sector employees, while the majority belonged to the middle-income group. These findings indicate that Emak Restaurant's products and pricing are well suited to the preferences and purchasing power of its primary target market.

Results Analysis

1. Descriptive Statistical Analysis

Table 1. Descriptive Statistics Table

	N	Minimum	Maximum	Red		Std.	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Deviation Statistic	Statistic
Purchase Decision	100	30	48	37.95	0.433	4.333	18.775
Pricing	100	23	45	38.49	0.358	3.580	12.818
Product Quality	100	30	46	37.87	0.424	4.242	17.993
Location	100	48	60	55.75	0.23	2.298	5.28
Valid N (listwise)	100						

Classical Assumption Test Results

1. P-Plot Histogram Normality Test Results

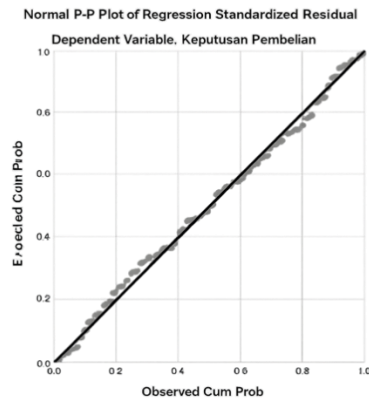


Figure 2: Normality test results of P-Plot Histogram (Source: Processed by Researcher)

The data are distributed around the diagonal line on the Normal P–P Plot and follow the direction of the diagonal line. In addition, the histogram shows an approximately bell-shaped distribution, indicating that the regression residuals are normally distributed.

The normality assumption was further assessed using the One-Sample Kolmogorov–Smirnov Test. According to (Hair et al., 2022), residuals are considered normally distributed when the significance value (Asymp. Sig.) is greater than 0.05. Since the significance value obtained in this study exceeded 0.05, the residuals satisfy the normality assumption required for multiple linear regression analysis.

2. Kolmogorov-Smirnov One Sample Test Results

Table 2. Table of Kolmogorov-Smirnov One Sample Test Results

		Verdict Purchase	Quality Products	To do	Location	Unstandardized Residual
N		100	100	100	100	100
Normal	Red	37.95	38.49	37.87	55.75	.0000000
Parameters	Std.	4.333	3.580	4.242	2.298	3.71492512510
	Guess	.083	.088	.085	.088	.050
Most Extreme	Absolute	.083	.082	.085	.088	.050
Differences	Positive	-.075	-.088	.082	-.087	-.040
	Negative	.083	.088	.085	.088	.050
Test Statistic		.083c	.052c	.075c	.054c	.200cd
Asymp. Sig. (2.tailed)						

Based on the data in table 1, it can be concluded that the Kolmogorov-Smirnov value > 0.05 is owned by the variables Price (X1), Product Quality (X2), Location (X3), and Purchase Decision (Y). Thus, it shows that the data is distributed normally.

3. Heteroscedasticity Test

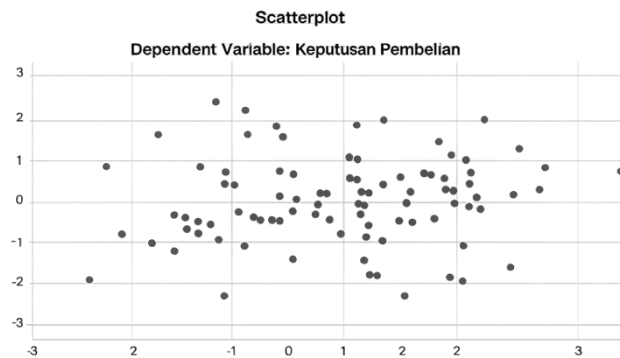


Figure 3: Heteroscedasticity Test (Source: Processed by Researcher)

Based on the graph of the Heteroscedasticity Test, it can be seen that the points are scattered randomly and do not form a specific pattern clearly, and the distribution is above or below the number 0 on the Y axis. Thus, the regression model is worth using.

4. Autocorrelation Test Results

Table 3. Autocorrelation Test Results Table

Models	R	R Square	Adjusted Square	Std. Error of the Estimate	Unstandardized Residual
1	.515a	.265	.264	3.773	1.975

The results of the autocorrelation test showed a Durbin-Watson value of 1.975 with $(n) = 100$, $(k) = 3$, a DL value = 1.6131 and a DU value = 1.7364. So the value of $4-DU = 2.8636$. Because the Durbin-Watson value is located between $DU < DW < 4-DU$ ($1.7364 < 1.975 < 2.8636$), it means that there is no autocorrelation in the regression model

5. Multiple Linear Regression Results s

Table 4. Multiple Linear Regression Results

Models		Unstandardized Coefficients		Unstandardized Coefficients Beta	t	Sig.
		Statistic	Std. Error			
1	(Cash)	-2.580	10.592		-.244	.808
	Product Quality	.216	.106	.178	2.032	.045
	Pricing	.462	.090	.453	5.157	.000
	Location	.264	.165	.140	1.598	.113

From the results of the data above, the multiple regression equations obtained are as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2,580 + 0.216 X_1 + 0.462 X_2 + 0.264 X_3 + e$$

Based on the regression equation, the constant value of 2.580 indicates that when product quality (X1), price (X2), and location (X3) are zero, the purchase decision value remains at 2.580. Product quality (X1) has a coefficient of 0.216, meaning that better product quality can increase consumer purchase decisions. Price (X2) has the highest coefficient of 0.462, indicating that price is the most influential factor, where appropriate pricing and perceived value encourage consumers to purchase. Location (X3) has a coefficient of 0.264, showing that better accessibility and convenience can also improve purchase decisions. Overall, product quality, price, and location have a positive effect on consumer purchase decisions, with price being the dominant factor influencing consumers of Emak Restaurant.

6. F Test Results

Table 5. F Test Results

NEW ERA						
Model		Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	492.484	3	164.161	11.535	.000b
	Residual	1.366.266	96	14.232		
	Total	1.858.750	99			

The Ftable value at a significance level of 0.05 or 5% is determined by df1 = the number of variables – 1, i.e. 4 – 1 = 3, and df2 = n – k – 1, i.e. 100 – 3 – 1 = 96, so that the Ftable value is obtained as 2.69.

Based on the table above, the results of the F test were obtained of 11.535 > 2.69 with a significance value of 0.000 < 0.05. Thus, H0 is rejected and Ha is accepted, so it can be concluded that the variables of Product Quality (X1), Price (X2), and Location (X3) simultaneously affect the Purchase Decision (Y).

7. T Test

Table 6. T Test Results

Models		Unstandardized Coefficients		Unstandardized Coefficients Beta	t	Sig.
		Statistic	Std. Error			
1	(Cash)	-2.580	10.592		-.244	.808
	Product Quality	.216	.106	.178	2.032	.045
	Pricing	.462	.090	.453	5.157	.000
	Location	.264	.165	.140	1.598	.113

The ttable value is determined based on the level of significance with $df = n - k - 1$, i.e. $100 - 3 - 1 = 96$, so that the ttable value is obtained as 1.984.

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

- The Product Quality variable (X1) has a tcal value of $2.032 > a$ ttable of 1.984 with a significance value of $0.045 < 0.05$. Thus, H_0 was rejected and H_a was accepted, so that Product Quality had a significant effect on the Purchase Decision.
- The Price variable (X2) has a tcal value of $5.157 > ttable$ 1.984 with a significance value of $0.000 < 0.05$. Therefore H_0 is rejected and H_a is accepted, which so that Price has a significant effect on the Purchase Decision.
- The Location variable (X3) has a tcal value of $1.598 < a$ ttable of 1.984 with a significance value of $0.113 > 0.05$. Thus, H_0 is accepted and H_a is rejected, so Location has no effect and is not significant to the Purchase Decision.

Discussion

Product Quality and Purchase Decision

The findings indicate that product quality positively influences consumer purchase decisions. This suggests that consumers place considerable importance on food quality, including taste, freshness, and consistency, when deciding to purchase products at Emak Restaurant. High product quality increases consumers' confidence and perceived value, thereby encouraging purchasing decisions. These findings support Consumer Behavior Theory, which explains that consumers evaluate product attributes before making purchasing decisions, and are consistent with previous studies reporting that product quality is a key determinant of purchasing decisions.

Price and Purchase Decision

Price was found to be the strongest factor influencing purchase decisions. This finding indicates that consumers not only seek affordable prices but also evaluate whether the price is consistent with the quality of the products received. When consumers perceive that the value obtained justifies the price paid, they are more willing to make a purchase. This result supports Consumer Behavior Theory and previous studies suggesting that perceived price fairness plays an important role in influencing consumer purchasing behavior.

Location and Purchase Decision

Unlike product quality and price, location did not significantly influence purchase decisions. This finding suggests that consumers visiting Emak Restaurant prioritize food quality and price over physical accessibility. It also indicates that the restaurant's home-style concept and product offerings may be more attractive to consumers than its location. Therefore, location is not the primary consideration in consumers' purchasing decisions within the context of this study.

Simultaneous Effect

The findings demonstrate that product quality, price, and location collectively influence consumer purchase decisions. This indicates that purchasing decisions are not determined by a single factor but rather by consumers' overall evaluation of several marketing attributes. Although location was not significant individually, it still contributes to the overall marketing strategy when combined with product quality and price.

Conclusion

Based on the results of the study entitled "*Understanding Consumer Purchase Decisions in Home-Style Restaurants: The Role of Product Quality, Price, and Location*", it can be concluded that product quality, price, and location simultaneously influence consumer purchase decisions at Emak Restaurant in Jakarta. Partially, product quality and price have a positive and significant influence on purchase decisions, while location does not show a significant effect.

Theoretically, this study contributes to consumer behavior literature by demonstrating that product attributes and perceived value, particularly product quality and price, play important roles in shaping purchase decisions in the context of home-style restaurants. The findings highlight that consumers tend to prioritize the quality of food and the suitability between price and benefits received when choosing restaurant products.

From a managerial perspective, Emak Restaurant should focus on maintaining consistent product quality and implementing appropriate pricing strategies to increase consumer interest and purchasing decisions. Although location was found to have no

significant influence, improving accessibility and providing customer convenience can still support a better overall dining experience.

This research has limitations, including the limited number of respondents and the use of only three independent variables: product quality, price, and location. Future studies are recommended to examine other factors, such as service quality, customer satisfaction, brand image, and customer experience, to provide a more comprehensive understanding of consumer purchase decisions in the restaurant industry.

Suggestions

Based on the research findings, several managerial recommendations can be proposed for Emak Restaurant. Since product quality and price were found to have a significant influence on consumer purchase decisions, the restaurant should prioritize maintaining consistent food quality, including taste, portion suitability, and product consistency, to meet consumer expectations. In addition, price strategies should be evaluated regularly to ensure that the price offered is perceived as appropriate compared with the value received by consumers.

Furthermore, because price was identified as the most dominant factor influencing purchase decisions, Emak Restaurant should improve price transparency by providing clear information regarding menu prices, portions, and product value. Although location was found to have no significant effect on purchase decisions, improving accessibility, visibility, and convenience can still enhance the overall consumer experience.

These recommendations are based on the results of the multiple linear regression analysis, which showed that product quality and price significantly affected purchase decisions, while location did not show a significant influence. Therefore, managerial strategies should focus primarily on factors proven to have a direct impact on consumer purchasing behavior.

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