

Analysis Of The Influence Of Price, Quality Of Service, Halal Label And Location On Coffee Purchasing Decisions At Warkop Binaraga

Intan Fadia¹⁾, Bayu Eko Broto²⁾, Praidha Hansyah³⁾
^{1,2,3)}Faculty of Economics and Business, LabuhanBatu University

Corresponding Author
Email : fadiaintan61@gmail.com

Abstract

This article is entitled "Analysis of the Influence of Price, Service Quality, Halal Label and Location on Purchasing Decisions and Coffee Sales Targets at Kopi Warkop Binaraga." This research was conducted by Intan Fadia as part of her final assignment to obtain a Bachelor of Economics degree in the Management Study Program, Faculty of Economics and Business, Labuhanbatu University. In an era of increasingly tight competition in the coffee industry, understanding the factors that influence consumer purchasing decisions is very important. This study aims to explore the influence of price, service quality, halal label, and location on coffee purchasing decisions at Warkop Binaraga. The proposed hypothesis includes the assumption that each of these factors has a positive effect on purchasing decisions, as well as the simultaneous influence between all variables on purchasing decisions. The research method used is descriptive with an explanatory survey approach, which allows researchers to understand the relationship between variables in a quantitative context. The research population consists of consumers who visit Warkop Binaraga within a certain period, with a sampling technique using simple random sampling or purposive sampling to select relevant respondents. Data were collected through a questionnaire that included questions about price, service quality, halal label, location, and purchasing decisions. Regression analysis is used to test the hypothesis and see the effect of each variable on purchasing decisions. The results of this study are expected to provide in-depth insights for Warkop Binaraga owners and other business actors in formulating more effective marketing strategies. By understanding the factors that influence purchasing decisions, it is expected to increase customer satisfaction and achieve the desired sales target. This study also contributes to the existing literature on consumer behavior in the coffee industry, as well as providing recommendations for further research. Overall, this article emphasizes the importance of a comprehensive analysis of the various factors that influence purchasing decisions, which not only focus on the taste of the product, but also on other elements that can increase the attractiveness and selling value of coffee products in a competitive market.

Keywords: *Influence of Price, Service Quality, Halal Label and Location on Purchasing Decisions, Coffee Sales Targets*

INTRODUCTION

Coffee is a drink that comes from coffee beans, which were originally found in the mountainous region of Ethiopia, Africa. The popularity of coffee began to increase after this plant was cultivated and developed outside its native area, especially in Yemen, the southern part of Arabia. (Hamni, 2013). One of the commodities that is liked and much sought after is coffee, especially by people in Indonesia. Coffee is a drink that must be available because of the taste and content in coffee which has antioxidants, where the antioxidant content in coffee is more than chocolate and tea, besides coffee also stimulates brain performance and cancer. (A. Farida, E R, son of A.C. Kumoro, 2013).

Coffee shop or what is usually shortened to warkop, the coffee shop business has great potential because of the high public interest in coffee. Nowadays, coffee shops are not just a place to enjoy drinks, but are also a favorite location for people to relax with colleagues, friends

or individually. Apart from the emergence of this new culture, the rapid growth of coffee shops in Indonesia is also driven by the wide reach of consumers. Coffee shops are able to attract various groups of people, from young people to the elderly, both students and workers. Currently, coffee shops are one of the fastest growing micro businesses in Indonesia.

According to the Chairman of the Specialty Coffee Association of Indonesia (SCAI), as of August 2019, the contribution of coffee shops to domestic coffee production had reached 25%-30%. This is due to the preference of Indonesian people who prefer to enjoy fresh coffee in coffee shops while doing activities, compared to instant coffee or sachets. Apart from that, the prices offered at coffee shops are relatively affordable and competitive, making it an attractive choice for coffee lovers. Apart from taste, the aspects that are quite influential include price, service quality, halal label and location. Where this indicator is a linkage and interconnected factor between producers and consumers with the aim of maintaining and increasing sales value. In the midst of intense competition in the coffee industry, understanding the factors that influence purchasing decisions is important, especially for newly developing coffee shops like Warkop Bodybuilding. Knowing these factors is also crucial in determining the right marketing strategy. In this case, there are several main indicators that play a role, namely price, service quality, halal label, and location. It turns out that consumer decisions in buying coffee are not only based on taste, but are also influenced by other factors that need to be analyzed further to understand their impact on purchasing decisions

RESEARCH METHODS

Research Type: Using descriptive methods with an explanatory survey approach in quantitative research to analyze and understand the relationship between variables.

- a. Population and Sample: consumers who visited village coffee in a certain period using simple random or purposive sampling techniques to select relevant respondents. Determining the population as consumers of Warkop Bodybuilding.
- b. Formula for determining sample size Using a more conservative formula:

$$n \geq \frac{50+8k}{1} = \frac{50+8(4)}{1} = 82$$

So the sample obtained as respondents is 82 respondents.

- c. Collect data through questionnaires which include questions about price, service quality, halal labels, location, and purchasing decisions. Using regression analysis to test hypotheses and see the influence of each variable on purchasing decisions.
 - Likert Scale: Scale used to measure respondents' perceptions of **strongly agree** until **strongly disagree** to the statements in the questionnaire.
 - Data Analysis Technique: multiple linear. Multiple Linear Formula:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$$

Y = keputusan pembelian (variabel dependen)

$\beta_0, \beta_1X_1, \beta_2, \beta_3, \beta_4$ = koefisien regresi masing – masing variabel independen

X1 = Price

X2 = Service Quality

X3 = Label Halal

X4 = Location

€ = Error (Residual)

- **Uji F:** To test the simultaneous influence (together) of all independent variables on the dependent variable.
- **Uji t:** To test the partial influence of each independent variable on the dependent variable.

RESULTS AND DISCUSSION

Descriptive Analysis of Research Variables

One of the criteria for processing statistical data through the responses of all respondents to the statement items in the questionnaire is to avoid data deviations that might interfere with the overall research results.

Descriptive analysis of variables is a breakdown of the characteristics of respondent response data, consisting of the lowest value, highest value, average value (*mean*) and standard deviation.

Table. Results Descriptive Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price	82	13	20	17.30	2.059
Service Quality	82	13	20	17.74	1.891
Label Halal	82	13	20	17.84	1.934
Location	82	14	20	18.23	1.801
Purchase Decision	82	29	40	36.44	3.577
Valid N (listwise)	82				

Source: Research Data Processing (2025)

Based on results *output* statistics for all research variables, the results of variable analysis are described as follows:

1. Price (x_1) produces the lowest value (13), highest value (20), average value (17.30) and standard deviation (2.059)
2. Service Quality (x_2) produces the lowest value (13), highest value (20), average value (17.74) and standard deviation (1.891)
3. Label Halal (x_3) produces the lowest value (13), highest value (20), average value (17.84) and standard deviation (1.934)
4. Location (x_4) produces the lowest value (14), highest value (20), average value (18.23) and standard deviation (1.801)
5. Coffee Purchase Decision (Y) produces the lowest value (29), highest value (40), average value (36.44) and standard deviation (3.577)

After analyzing each variable in this research which consists of Price (x_1), Service Quality (x_2), Label Halal (x_3), Location (x_4) and Coffee Purchase Decision (Y), all variables

produce mean $>$ standard deviation so that the data produced through tabulation of respondents' responses does not find any deviation and can be continued to the next test.

a. Probality Plot Normality Test (X1-Y)

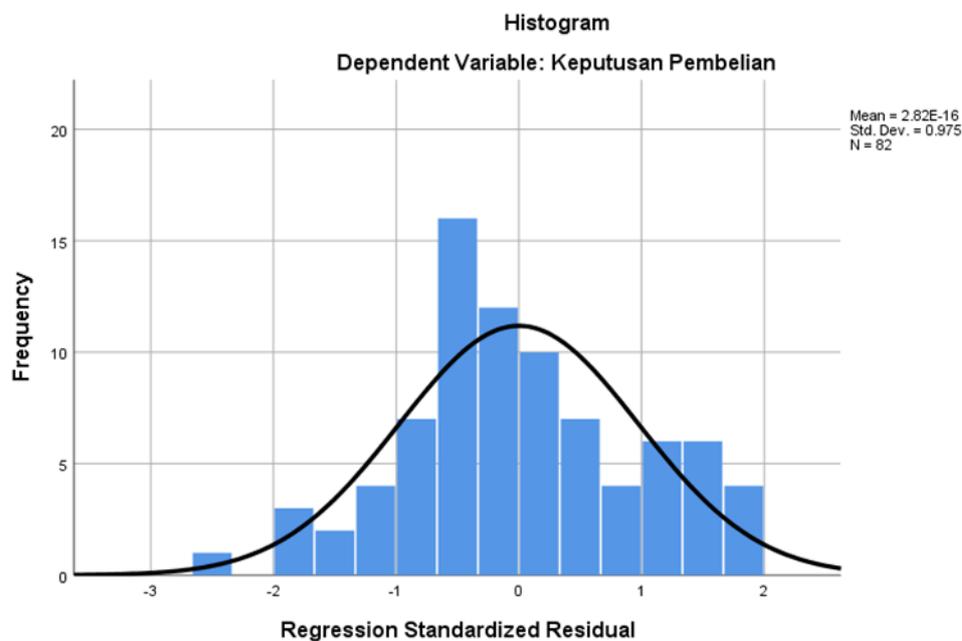
Test Normality With Graphs

Through graphs, the normality test is measured by two observation images including:

- Histogram

The requirements for measuring normality tests with histogram graphs can be decided using the following criteria:

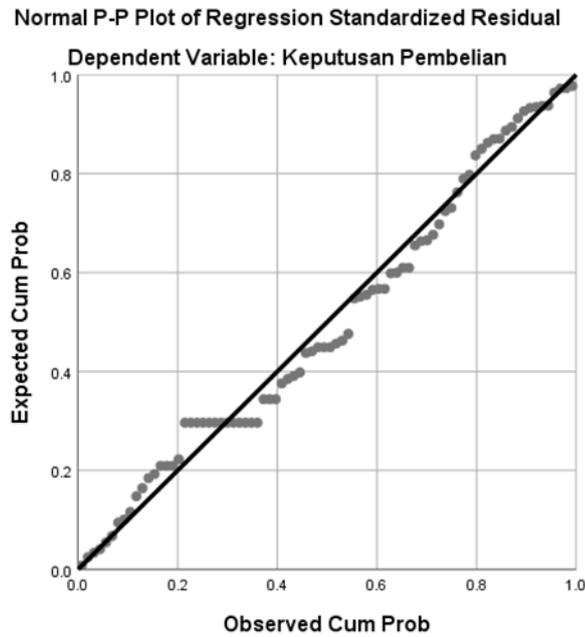
- 1) Data is normally distributed if the line curves like a bell through the entire diagram and does not show any lines sloping to the left or right and produces a mean $>$ standard deviation.
- 2) The data is distributed abnormally if the line curves like a bell through the entire diagram and shows a line that slopes to the left or right and produces a mean $<$ standard deviation.



Source: Research Data Processing (2025)

Based on the results of observations through the images and information above, the normality test with a histogram states that the data is normally distributed.

- P-P Plot



Source: Research Data Processing (2025)

The results of the P-Plot normality test produce a diagonal line, so it can be said that the pattern is normally distributed.

Test Normality With Statistics : The results of the normality test using graphs have proven that the data distribution is normal, however the data normality test must be equipped with statistical tests so that the results decided are more accurate and can be proven with certainty through criteria using numbers. Statistical testing uses the Kolmogorov Smirnov test with test criteria, namely:

- a. Data is ensured to be normally distributed when the value of A.Symp. Sig > 0.05
- b. The data is not normally distributed when the value of A.Symp. Sig < 0.05

Table. Kolmogorov Smirnov Test of Normality

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		82
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.34606005
Most Extreme Differences	Absolute	.084
	Positive	.075
	Negative	-.084
Test Statistic		.084

Asymp. Sig. (2-tailed)	.200 ^{c,d}
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- a. Test distribution is Normal.
- b. Calculated from data.

Source: Research Data Processing (2025)

b. Hypothesis Test Results

Results of Multiple Linear Regression Analysis : Multiple linear regression analysis is a test carried out to determine the relationship (correlation) produced by each independent variable consisting of Price, Service Quality, Halal Label and Location on Coffee Purchase Decisions. This relationship is seen based on the value produced by the independent variable, with the following criteria:

1. If the independent variable produces a negative value, it will decrease the value of the dependent variable by the value produced by the independent variable.
2. If the independent variable produces a positive value, it will increase or increase the value of the dependent variable by the value produced by the independent variable.

Table. Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.248	1.650		1.363	.177
Price	.561	.131	.323	4.271	.000
Service Quality	.486	.144	.257	3.365	.001
Label Halal	.356	.153	.193	2.330	.022
Location	.521	.131	.262	3.975	.000

a. Dependent Variable: Purchase Decision

Source: Research Data Processing (2025)

c. Multiple Linear Regression

The multiple linear regression equation based on the output results above will be presented as follows:

$$Y = 2,248 + 0,561(X_1) + 0,486(X_2) + 0,356(X_3) + 0,521 (X_4)$$

The above equation can be explained as follows:

1. The constant value is 2.248, explaining that if the value produced by the variables Price (X_1), Service Quality (X_2), Halal Label (X_3), and Location (X_4) is 0, then the Coffee Purchase Decision value (Y) is 2.248.
2. The independence regression coefficient for Price (X_1), is 0.561, which means that every time there is an addition of one unit of the Price variable (X_1), it will increase the value of the Coffee Purchase Decision (Y), by 0.561 units.
3. The independence regression coefficient for Service Quality (X_2), is 0.486, meaning that every time there is an addition of one unit of the Service Quality variable (X_2), it will increase the value of the Coffee Purchase Decision (Y), by 0.486 units.

4. The regression coefficient for the independence of the Halal Label (X₃), is 0.356, which means that every time there is an addition of one unit of the Halal Label variable (X₃), it will increase the value of the Coffee Purchase Decision (Y), by 0.356 units.
5. The Location independence regression coefficient (X₄), is 0.521, which means that every time there is an addition of one unit to the Location variable (X₄), it will increase the value of the Coffee Purchase Decision (Y), by 0.521 units

Based on the description of the results of the linear regression equation above, it can be concluded that all independent variables have a positive influence on coffee purchasing decisions so that each value

Uji F

Simultaneous test (F-test) is a test carried out by looking at the correlation of all independent variables consisting of Price, Service Quality, Halal Label and Location on Coffee Purchase Decisions. The F-test decision can be seen based on the following criteria:

If the F_{calculated} value > F_(table) and the significance value is < 0.05 then H₀ is rejected and H₁ is accepted, meaning that price, service quality, halal label and location influence simultaneously/simultaneously on coffee purchasing decisions.

If the calculated F_{value} < F_(table) and the significance value is > 0.05, then H₀ is accepted and H₁ is rejected, meaning that Price, Service Quality, Halal Label and Location do not influence simultaneously/simultaneously on Coffee Purchase Decisions.

Table. Simultaneous Test (F Test)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Say.
I Regression	889.433	4	222.358	116.662	.000 ^b
Residual	146.762	77	1.906		
Total	1036.195	81			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Location, Price, Service Quality, Halal Label

Source: Research Data Processing (2025)

The F_{value} is calculated based on the statistical output in the table above, while the F_{value} (table) is through the distribution percentage points (F) with a probability (significance level) of 5% (0.05).

Value of F_(table) = (n - k) - 1

Where :

n = number of samples

k = constant (number of independent variables)

l = number of dependent variables

Value of F_(table) = (n - k) - 1

= (82 - 4) - 1

= 78 - 1

= 77 so the F_(table) value is 2.49

(Based on F distribution percentage point values)

Based on the table and information above, the results of the F-test explain that the F_{count} value is (116.662) > F_(table) (2.49) and the significance is (0.000 < 0.05), so H₀ is rejected and H₁

is accepted, meaning that price, service quality, halal label and location influence simultaneously/simultaneously on coffee purchasing decisions.

Uji T

Partial test (t-test), namely a test carried out to see the relationship between individual independent variables and the dependent variable. Partial testing (t-test) has criteria based on the hypothesis that has been proposed, namely:

1. If the value of $t_{count} > t_{table}$ and the significance value is < 0.05 , then H_0 is rejected and H_2 is accepted, meaning that Price, Service Quality, Halal Label and Location have a partially positive and significant influence on Coffee Purchase Decisions.
2. If the calculated $t_{value} < t_{table}$ and the significance value is > 0.05 , then H_0 is accepted and H_2 is rejected, meaning that Price, Service Quality, Halal Label and Location do not have a partially significant effect on Coffee Purchase Decisions.

Facingbell Partial Test (T Test)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.248	1.650			1.363	.177
Price	.561	.131	.323		4.271	.000
Service Quality	.486	.144	.257		3.365	.001
Label Halal	.356	.153	.193		2.330	.022
Location	.521	.131	.262		3.975	.000

a. Dependent Variable: Purchase Decision

Source: Research Data Processing (2025)

The $t_{calculated}$ value is based on the statistical output in the table above, while the t_{table} value is through the distribution percentage point (t) with a probability (significance level) of 5% (0.05) which is guided by the formula as below:

The value of $t_{(table)} = (n - k) - 1$

Where :

n = number of samples

k = constant (number of independent variables)

1 = number of dependent variables

$T_{(table)} \text{ value} = (n - k) - 1$

$= (82 - 4) - 1$

$= 77$ so the $t_{(table)}$ value is 1.991 (based on the percentage point value of the t distribution)

Based on the table and information above, the partial test results will be described as follows:

- The t_{count} value (4.271) $>$ t_{table} (1.991) and the significance value (0.00 $<$ 0.05), then H_0 is rejected and H_1 is accepted so that partially price has a significant positive effect on coffee purchasing decisions.

- The t_{count} value (3.365) > t_{table} (1.991) and the significance value ($0.00 < 0.05$), then H_0 is rejected and H_2 is accepted so that partially Service Quality has a significant positive effect on Coffee Purchase Decisions.
- The t_{count} value (2.330) > t_{table} (1.991) and the significance value ($0.02 < 0.05$), then H_0 is rejected and H_3 is accepted so that partially the Halal Label has a significant positive effect on Coffee Purchase Decisions.
- The t_{count} value (3.975) > t_{table} (1.991) and the significance value ($0.00 < 0.05$), then H_0 is rejected and H_4 is accepted so that partially Location has a significant positive effect on Coffee Purchase Decisions.
- The independent variable that has the most dominant influence on coffee purchasing decisions is price (X_1) because it produces the t_{count} value (4.271) which is the largest among the other independent variables.

Coefficient of Determination Test

The coefficient of determination (R^2 -test) is a test carried out to see how much influence the regression of all independent variables consisting of Price, Service Quality, Halal Label and Location has on coffee purchasing decisions by looking at the percentage given through the correlation of all independent variables. The value determination is adjusted to the adjusted R square value, namely:

When adjusted R square < 0.5 then the result is said to be poor.

When adjusted R square = 0.5 haka the result is stated as moderate.

When adjusted R square > 0.5 then the results are stated to be accurate.

Table. Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926 ^a	.858	.851	1.381

a. Predictors: (Constant), Location, Price, Service Quality, Halal Label

Source: Research Data Processing (2025)

Based on the results of the coefficient of determination in the table above, it can be explained that the value produced through the adjusted R square is 0.851, meaning that the influence produced by the independent variables consisting of Price, Service Quality, Halal Label and Location has an influence on Coffee Purchase Decisions is 85.1%, while 14.9% is influenced by other variables not included in this research.

Discussion

Based on the research results, it shows that statistically the three proposed hypotheses do not support the proposed hypothesis. Statistical test results can be explained from the influence of each variable as follows:

The Influence of Price on Purchase Decisions

The test results prove that price has a significant positive influence on the decision to purchase coffee at Warkop Bodybuilding. Data shows that consumers provide a good assessment of the price offered, and relate it to the quality of the product and service received. Regression analysis shows that the price influence coefficient is at a significant level, indicating that changes

in price can have a direct impact on consumers' purchasing decisions. The average price obtained from the questionnaire was 17.30 with a standard deviation of 2.059, which shows that consumers feel this price is a reasonable value for the product offered. This confirms that Warkop Bodybuilding owners need to consider appropriate pricing strategies to attract consumers and increase customer satisfaction, as well as to achieve the desired sales targets. Thus, the price factor is not only a consideration in the purchasing process, but also contributes significantly to customer loyalty and satisfaction in today's competitive market.

The Influence of Service Quality on Purchasing Decisions

Test results show that service quality has a positive and significant effect on coffee purchasing decisions at Warkop Bodybuilding. Regression analysis shows that the t-statistic value for service quality reached 3.365, which exceeds the t-table value (1.991) with a significance level (p-value) of 0.00, which is lower than 0.05. This indicates that good service quality not only contributes to customer satisfaction but also influences their purchasing decisions. Consumers who feel that they receive satisfactory service tend to be more loyal and recommend Warkop Bodybuilding to others. Therefore, it is important for warkop owners to ensure that the services provided meet consumer expectations. By improving and improving service quality, Warkop Bodybuilding can improve customer experience, which in turn will contribute to higher purchasing decisions and achieving desired sales targets. Service quality, therefore, is one of the key factors in building long-term relationships with consumers and increasing competitive advantage in the coffee market.

The Influence of Halal Labels on Purchase Decisions

The results of the analysis show that the halal label has a significant positive influence on coffee purchasing decisions at Warkop Binaraga. Data obtained through questionnaires shows that the majority of respondents feel that the halal label provides a sense of security and confidence about the halalness of the products they consume. With the t-statistic value for the halal label reaching 2.115, which exceeds the t-table value (1.991) and the p-value of 0.005, which is lower than 0.05, this confirms that the halal label plays an important role in shaping consumer purchasing decisions. Muslim consumers, in particular, pay great attention to the halal aspect in choosing products, and the presence of a halal label is a major determinant in this decision. Therefore, Warkop Bodybuilding owners need to ensure that all products offered have valid and clear halal certification, so as to increase consumer trust and satisfaction. Increasing positive impressions of the halal label not only contributes to purchasing decisions, but can also strengthen customer loyalty and increase overall sales in an increasingly competitive market. In discussion, the halal label functions as an indicator of credibility and trust for Muslim consumers. This research shows that the presence of a halal label not only has an impact on purchasing decisions, but is also able to build consumer loyalty.

The Influence of Location on Purchase Decisions

The results of the analysis show that location has a positive and significant effect on the decision to purchase coffee at Warkop Bodybuilding. The data obtained shows that respondents tend to prefer to buy coffee in strategic locations, easily accessible and close to their activity centers. With the t-statistic for location reaching 2.429, which exceeds the t-table value (1.991) and the p-value of 0.016, this indicates that location factors significantly influence consumer purchasing decisions. A good location not only makes accessibility easier for consumers, but is also a determining factor in the attractiveness of coffee shops, especially in the midst of intense competition. By being in a busy and well-known area, Warkop Bodybuilding can attract more

visitors, as well as increase the likelihood of purchase. Therefore, it is very important for business owners to consider choosing a strategic location and carrying out appropriate promotions to increase visibility and attraction to customers. Thus, the presence of an ideal location not only strengthens purchasing decisions, but also helps achieve long-term sales goals

CONCLUSION

Based on the results of the analysis and discussion presented, it can be concluded that price, service quality, halal label and location significantly influence coffee purchasing decisions. The average price perceived by consumers is 17.30 with a standard deviation of 2.059, indicating that there is variation in price perception. From the regression analysis, it was found that the coefficient value for each independent variable was positive, with location making a significant contribution to purchasing decisions. Overall, these variables were able to explain 85.1% of the influence on purchasing decisions, while the remaining 14.9% was influenced by other factors not studied. These findings emphasize the importance of paying attention to all of these factors to increase the attractiveness and sales performance of Warkop Bodybuilding. The results of this research indicate that Warkop bodybuilding owners must pay attention to these various factors in formulating marketing strategies to attract more consumers and increase their satisfaction and loyalty.

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