

THE INFLUENCE OF FOOD QUALITY, SUBCULTURE, AND SITUATIONAL FACTORS ON PURCHASING DECISIONS

Sherlinda Fadhillah Tanjung¹, Rizky Maulina Malarani Pelealu², Anisa³, Agung Prabowo⁴

Institut Teknologi Kalimantan, Indonesia^{1,2,3,4}

20221028@student.itk.ac.id, 20221018@student.itk.ac.id, 20221032@student.itk.ac.id,

agung.prabowo@lecturer.itk.ac.id

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ABSTRACT

One of the phenomena currently occurring is the rise of Korean food culture among Indonesian people. Indonesian people who like watching K-Dramas and following K-Pop trends are often interested in trying foods that often appear in dramas or uploaded by K-Pop idols. This research aims to assess the extent to which food quality, sub-culture and situational factors influence consumer preferences in terms of changing behavior and purchasing decisions. The research methodology used in this research is a quantitative method with quantitative data originating from primary and secondary data sources with statistical analysis using an inferential approach to produce clear and accurate research. The research findings indicate that food quality and situational factors individually do not significantly influence Indonesian purchasing decisions, with significance values of 0.125 and 0.116 respectively. Conversely, subculture significantly impacts purchasing decisions with a significance value of 0.000. In the simultaneous test, food quality, subculture, and situational factors collectively significantly influence purchasing decisions, as demonstrated by an F value of 21.116 with a significance value of 0.000 in the ANOVA test. Additionally, the coefficient of determination reveals that 53.1% of the variation in purchasing decisions is explained by food quality, subculture, and situational factors, leaving the remainder to be explained by other unstudied factors.

Keywords: Globalization, Factors, Consumer Behavior.

ABSTRAK

Salah satu fenomena yang sedang terjadi saat ini adalah maraknya budaya makanan Korea di kalangan masyarakat Indonesia. Masyarakat Indonesia yang gemar menonton K-Drama dan mengikuti tren K-Pop sering kali tertarik untuk mencoba makanan yang sering muncul dalam drama atau diunggah oleh idola K-Pop. Penelitian ini bertujuan untuk menilai sejauh mana pengaruh kualitas makanan, sub kultur, dan faktor situasional mempengaruhi pereferensi konsumen dalam hal perubahan perilaku dan keputusan pembelian. Metodologi penelitian yang digunakan pada penelitian ini adalah metode kuantitatif dengan data kuantitatif yang berasal dari sumber data primer dan sekunder dengan analisis statistik menggunakan pendekatan inferensial sehingga menghasilkan sebuah penelitian yang jelas dan akurat. Temuan penelitian menunjukkan bahwa kualitas makanan dan faktor situasional secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian di

Indonesia, dengan nilai signifikansi masing-masing sebesar 0,125 dan 0,116. Sebaliknya subkultur berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,000. Pada uji simultan faktor kualitas makanan, subkultur, dan situasional secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian, ditunjukkan dengan nilai F sebesar 21,116 dengan nilai signifikansi 0,000 pada uji ANOVA. Selain itu, koefisien determinasi menunjukkan bahwa 53,1% variasi dalam keputusan pembelian dijelaskan oleh faktor kualitas makanan, subkultur, dan situasional, sedangkan sisanya dijelaskan oleh faktor lain yang belum diteliti.

Kata kunci: Globalisasi, Faktor, Perilaku Konsumen.

A. INTRODUCTION

In the current era of globalization, numerous changes are observed in lifestyles, communication, and interactions without geographical or time constraints. Globalization fosters closer global connectivity, facilitating the exchange of cultures, ideas, technologies, and goods worldwide, and underscores the significance of subcultures in cultural acculturation that can influence factors such as subculture and situational factors in consumer behavior in the culinary industry (Jahroni dkk 2021). One ongoing phenomenon is the prevalence of Korean food culture among the populace, contributing to the burgeoning culinary industry in Indonesia. Previous research on Indonesian consumer behavior regarding Korean cuisine has been conducted by (Gerung, Wa Ode Nova Noviyanti, and Leniarti Ali 2021).

The culinary industry is a dynamic and rapidly evolving sector with fierce competition in today's market. The advancement of industrial and business worlds intensifies the competition in this industry (Farida and Setiawan 2022). According to data from the Central Statistics Agency in 2022, there were 11,223 culinary businesses across Indonesia. Recognizing the increasing potential of the culinary business in Indonesia annually, Seblak Hyung seizes the opportunity to establish a culinary industry that promotes local wisdom menus in Bandung, West Java, combined with the currently popular culinary acculturation of South Korean culture. Seblak, a well-known dish in the Balikpapan region, has garnered numerous enthusiasts. Situated at Kilometer 15 Karang Joang, Balikpapan, Seblak Hyung has successfully captured customer interest with its Korean-inspired culinary concept.

Subculture, as defined by Kotler & Amstrong (2017), refers to groups within society that share values, often based on life experiences or specific circumstances frequently encountered. Subcultures involve the grouping of cultures within a narrower scope. Nationality, religion, racial groups, and geographical locations are some examples of subculture meanings. Marketers often tailor products and promotional campaigns to various subcultures' demands as they represent significant market segments.

Another factor that triggers impulse purchases is situational factors. Zhang and Dong (2020) states that situational factors are relatively short-term occurrences that

influence consumer activities, such as cultural influences and consumer personalities. Research conducted by Edirisinghe et al. (2020) found that the store environment significantly affects consumers' shopping experiences, such as the presence of music in the store, which piques consumer interest, and consumers' shopping intentions increase when they hear music they like in the store. A study by Lombart et al. (2020) indicates that the store environment can influence consumer shopping behavior.

Situational factors and subculture significantly influence consumer purchases at Seblak Hyung. Seblak Hyung adopts a concept that combines Indonesian flavors with Korean-style tastes, creating a unique flavor profile for its served Seblak. This demonstrates the influence of subculture between Indonesian and Korean cultures. Seblak Hyung capitalizes on this opportunity to attract customers who may be intrigued by the blend of flavors representing each characteristic of Indonesia and Korea. Many consumers are interested in Korean subculture, such as K-Pop fans or Korean drama enthusiasts, who may feel drawn to visit or even purchase from Seblak Hyung because they feel connected to the subculture promoted by Seblak Hyung, and they are likely to return for purchases and experience the satisfaction derived from the food and atmosphere associated with Korean culture. Thus, subculture can be a strong driver in generating customer loyalty and maintaining market share in the fiercely competitive culinary industry. This case study is highly relevant in understanding how subculture and situational factors influence preferences and purchasing decisions of Seblak Hyung's customers.

A business person can make their products sell well in the market if they can understand the needs and desires of consumers and analyze their consumer behavior. The definition of consumer behavior as a scientific subject that investigates the occurrence of people, groups, and organizations choosing, buying, using, and utilizing products, services, ideas, or experiences to meet their needs (Kotler and Keller 2016). Consumer behavior considered in this concept is one of the many basic factors of decision making. So the understanding of customer behavior must be understood by the company or organization to know how customers make purchasing decisions. If this is well understood, the chances of product success in the market will be greater (Nurulia 2023).

Cultural factors are determining factors of desires in making purchasing decisions. Cultural factors consist of the condition of cultural value systems, customs, and lifestyles of the surrounding community that influence an individual's life (Rudianto 2021). Embedded culture acts as the desired foundation for people and human behavior emerges. Thus, we can have a broader understanding to see how consumer behavior is understood, recognizing that humans develop in an environment, certainly learning the basic principles of groups. Cultural factors certainly can influence changes in consumer behavior due to the influx of culture and affecting consumer preferences for a product or service (Kotler & Armstrong, 2017). Subculture is defined as a group of people who share a value system that, in their judgment, is based on life experiences and specific situations often encountered. Subculture is a collection of cultures within a narrower, broader system. Country, religion, ethnicity, and geographical location are some examples of subculture meanings. Retailers

often produce goods that meet the needs of subcultures because it's an important market segment. Cultural factors have a wide and profound influence on purchases. Cultural factors consist of culture and subculture (Kotler and Keller 2016).

Situational factors are circumstances or situations that influence the final process of consumer purchasing decisions, situational factors consist of the physical environment, time perspective, and social environment (Dominici et al. 2021). The consumer situation consists of three factors, namely the place and time where behavior occurs, situational factors are all factors specific to time and place that are not followed from knowledge of the stable nature of consumers and stimuli, and their influence on consumer behavior and have the effect of creating unplanned purchases (Larasati and Hapsari 2022).

Purchasing decisions are a series of problem-solving methods consisting of identifying or recognizing needs and wants, the process of searching for information, analyzing information sources for a choice, finding alternative purchases, purchasing decisions, and post-purchase behavior (Kotler and Keller 2016). From research belonging to (Pasaribu 2022) which takes understanding from the 13th edition of the Marketing Management book, states that the indicators of purchasing decisions include product choice, brand choice, purchase amount, choice of supplier, purchase time, and payment method.

The formulation of the problem in this research is there an influence of food quality, subculture, and situational factors on purchasing decisions?

B. RESEARCH METHOD

The quantitative method used in this case employs a Questionnaire Survey. With the quantitative method, it requires data that can be proven to be true, precise, relevant, and provide a comprehensive overview (Sugiyono 2020). The target population used in this study is students who purchased products from Seblak Hyung in the vicinity of KM. 15, totaling 120 people. Then, to narrow down the sample to a more specific target, the writer used one of the methods to determine the sample size, which is the Slovin method, and the sample size taken in this study is 60 respondents. This research was conducted in 2024. In relation to the previously stated problem, the analysis was carried out based on the data obtained using the following data quality tests: 1) Validity Test, 2) Reliability Test, 3) Normality Test, 4) Linearity Test, 5) Heteroscedasticity Test, 6) T Test on Model Regression.

C. RESULTS AND DISCUSSION

Table 1 shows that the number of male respondents is 11 people or 18.3%, while the number of female respondents is 49 people or 81.7%. This indicates that the majority of customers at Seblak Hyung Shop are female.

Table 1. Characteristics of Respondents Based on Gender

No	Gender	Number of Respondents	Percentage
1	Male	11	18.3%
2	Female	49	81.7%
Total		60	100%

Source: Processed by researchers, 2024

Table 2, shows that respondents in this study had ages ranging from <17 years as many as 1 person or 1.7%, ages 18-25 years as many as 44 people or 73.3%, age 26-35 years as many as 14 people or 23.3%, age > 36 years as many as 1 person or 1.7%. This shows that most consumers who buy seblak hyung products are young people aged between 18-25 years, because the products offered by seblak hyung stalls are indeed targeting young people.

Table 2. Characteristics of Respondents by Age

No	Umur	Jumlah Responden (orang)	Presentase (Persen)
1	<17	1	1.7%
2	18-25	44	73.3%
3	26-35	14	23.3%
4	>36	1	1.7%
	Jumlah	60	100%

Source: Processed by researchers, 2024

Table 3, shows that all indicators used have a correlation value above 0.05, therefore it can be concluded that each indicator of each question is declared valid.

Table 3. Validity Test Results

No	Variable	Indicator	Colleration Coefficient	R table (N=60 a=0.05)	Description
1	Food Quality	X1.1	0,704	0,254	Valid
		X1.2	0,541	0,254	Valid
		X1.3	0,369	0,254	Valid
2	Store Situation	X2.1	0,482	0,254	Valid
		X2.2	0,585	0,254	Valid
		X2.3	0,667	0,254	Valid
3	Culture	X3.1	0,690	0,254	Valid
		X3.2	0,626	0,254	Valid
		X3.4	0,657	0,254	Valid
4	Purchasing Decisions	Y1	0,618	0,254	Valid
		Y2	0,537	0,254	Valid
		Y3	0,651	0,254	Valid

Source: Processed by researchers, 2024

Because r count (correlation coefficient value) on the question item components (X) and (Y) > r table, then the decision using the significance level or $\alpha = 5\%$, the existing questionnaire is VALID.

Table 4. Reliability Test

Cronbach Alpha	N of Items
0,768	12

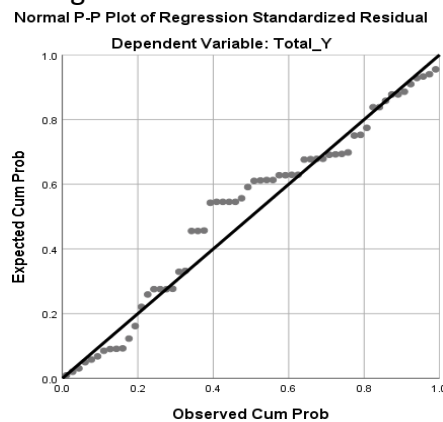
No	Variable	Indicator	Cronbach's Alpha If Item Deleted
1	Food Quality	X1.1	0,730
		X1.2	0,754
		X1.3	0,766

2	Store Situation	X2.1	0,748
		X2.2	0,799
		X2.3	0,779
3	Culture	X3.1	0,731
		X3.2	0,740
		X3.3	0,735
4	Purchasing Decisions	Y1	0,741
		Y2	0,751
		Y3	0,737

Source: Processed by researchers, 2024

Next is the reliability test. The independent variables of the study need to be tested whether they are reliable or not. The research reliability test is presented in Table 4. Based on Table 4, the Cronbach Alpha value for all variables is 0.768, and is followed by the Cronbach Alpha value of each question item indicator. Based on these results, the variables studied in this study are said to be reliable. This statement is seen from the basic value, that the variable is declared reliable if the Cronbach Alpha value is greater than 0.6.

Figure 3, shows that the normality test is part of the classical assumption test which is used to see whether the regression results obtained are valid or not for further use. Normality test is a test used to see whether the data is spread / distributed normally or not. To test normality in this study. The author uses the residual normality test which can be seen through the P-P plot image below.



Source: Processed by researchers, 2024

Figure 1. Normality Test

Based on Figure 1 above, the residual points spread along the diagonal line, so it can be concluded that in each equation the residuals spread normally.

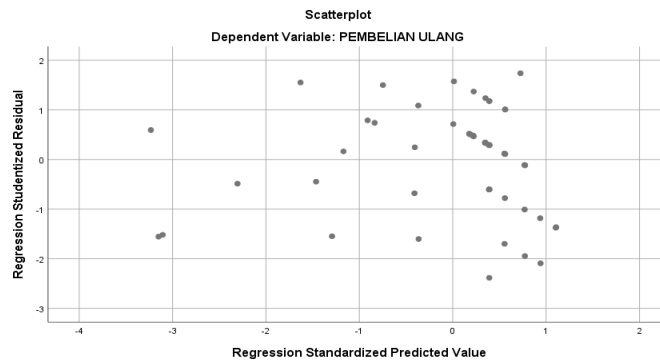
Table 5. Multicollinearity Test

Variables	Collinearity Statistic	
	Tolerance	VIF
Food Quality	0,586	1,706
Store situation	0,908	1,101
Culture	0,606	1,651

Dependent Variable: Purchasing Decisions

Source: Processed by researchers, 2024

The tolerance value and VIF value are the basis for the multicollinearity test. The research variable is declared to experience multicollinearity if the VIF value is between 1-10 while the research results are above 0.1 for the tolerance value. The results of this study obtained a tolerance value for food quality of 0.586, while the VIF obtained was 1.706. The shop atmosphere is 0.908 with a VIF value of 1.101. Furthermore, the cultural tolerance value is obtained at 0.606 and the VIF value is 1.651. From the results that have been obtained, it can be said that the independent variables studied in this study are not correlated.



Source: Processed by researchers, 2024

Figure 2. Heteroscedasticity Test

This heteroscedasticity test uses observations on the scatterplot generated by SPSS which can be seen in Figure 2. In this study, there was no heteroscedasticity. This statement is based on the data points of this study spreading and not forming a certain pattern.

In table 6, the linearity test is also part of the assumption test used to see whether the regression results obtained are valid or not for use. The linearity test aims to see whether the two variables have a linear or significant relationship. This linearity test uses a test for linearity at a significance level of 0.05.

Table 6. Linearity Test

Linearity Testing	Deviation from linearity	Nilai Sig $\alpha = 5\% = 0,05$	Testing Results
Purchasing Decisions *quality food quality	0,102	0,05	There is a linearity deviation
Purchasing Decisions *store situation	0,450	0,05	There is a linearity deviation
Purchasing Decisions *culture	0,479	0,05	There is a linearity deviation

Source: Processed by researchers, 2024

A regression model passes the linearity test if the deviation from linearity value is smaller than $\alpha = 5\% = 0.05$. In the table above, it can be seen that the linearity value between the repurchase variable and the other independent variables (food quality, store situation, and culture) is greater than Sig $\alpha = 0.05$. Therefore, we have enough evidence to reject the null hypothesis (H_0) and conclude that there is a deviation from linearity.

Table 7. T-test and Regression Model

Model	Unstandardized		Standardized	t	Sig.
	Coefficients	Std.Error	Coefficients		
	B	Std.Error	Beta		
(Constant)	1,913	1,684		1,136	0,261
Food Quality	0,201	0,129	0,186	1,558	0,125
Store Situation	0,197	0,123	0,153	1,597	0,116
Culture	0,446	0,097	0,539	4,584	0,000

Dependent Variable: Purchasing Decisions

Source: Processed by researchers, 2024

The results of the t test analysis can be seen in Table 7. Based on Table 7, the significant value for food quality is 0.125. The significant value for shop atmosphere was 0.116. Furthermore, the significant value for the cultural variable is 0.000. With this partial (t test) purchasing decisions are not supported by the role of food quality significantly. The store atmosphere also does not have a significant role in purchasing decisions because the significant value obtained is more than 0.05. Furthermore, purchasing decisions are partially significantly influenced by culture with the significant value obtained being lower than 0.05. From the data analysis, a multiple linear regression model was obtained: $Y = 1.913 + 0.201X_1 + 0.197X_2 + 0.446X_3$. This model shows that the value of purchasing decisions is 1.913 if food quality, store situation, and culture are 0.

Table 8. Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	81.838	3	27.279	21.116	0.000
Residual	72.345	56	1.292		
Total	154.183	59			

- a. Dependent Variable: Purchasing Decisions
 b. Predictors: (Constant), Culture, Store Situation, Food Quality

Source: Processed by researchers, 2024

Furthermore, the F test is carried out which can be seen in Table 8. Based on Table 8, it shows the F value of 21,116 with a significant value of 0.000. This value states that purchasing decisions are influenced by Culture, Store Situation, and Food Quality simultaneously significantly.

Table 9. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0.729	0.531	0.506	1.137	1,395

- a. Predictor: (Constant), Culture, Store Situation, Food Quality
 b. Dependent Variable: Purchasing Decisions

Source: Processed by researchers, 2024

For the coefficient of determination test, it can be seen in Table 9. The R value obtained is 0.729 and the coefficient of determination is 0.531. These results indicate that the variables of food quality, store atmosphere, and culture influence purchasing decisions by 53.1%, and for the remaining percentages for other variables not examined.

DISCUSSION

Effect of food quality on purchasing decisions

The t-test results show that the significant value for food quality is 0.125, which means that partially (t-test) purchasing decisions are not supported by the role of food quality significantly. However, in the regression analysis, food quality still has a positive coefficient and an effect on purchasing decisions ($B = 0.201$). This suggests that although food quality is individually insignificant in influencing purchasing decisions, its contribution can still be observed in the regression model along with other variables. There are several possible reasons why food quality can have an effect on purchasing decisions. First, good food quality can increase customer satisfaction, so they are more likely to return to purchase the product or service in the future (Woen and Santoso 2021). Second, high food quality can build a positive image for the brand or venue, which in turn can increase consumer confidence and influence their purchasing decisions (Faizal and Nurjanah 2019). Third, good food quality can also be considered as one of the factors that differentiate the brand or venue from its competitors, so it can be a decisive factor in the purchasing decision-making process (Sari 2020).

The results of research from Lestari & Yusuf (2019) show that there is a strong correlation between food quality and price. Partially there is an effect of food quality on purchasing decisions. And there is an effect of price on purchasing decisions. While simultaneously there is an influence of food quality and price on decisions. And research from Wahyuni et al., (2019) shows that food quality and brand image have an influence on purchasing decisions. Hypothesis testing using the T test shows that the variables of food quality and brand image are proven to significantly influence the dependent variable of purchasing decisions.

The influence of subculture on purchasing decisions

The results of the analysis show that the culture variable has a significant influence on purchasing decisions. The regression coefficient for culture ($B = 0.446$) indicates that culture has a positive and significant contribution to purchasing decisions. This is supported by the significant value obtained in the t-test for the culture variable ($p = 0.000$). There are several reasons why culture can influence purchasing decisions. First, cultural values and social norms can shape consumer preferences and priorities in choosing certain products or services (Suprpto, Winnerko, and Studi Manajemen 2023). Second, consumer preferences can be influenced by cultural aspects such as traditions, beliefs, and cultural identity, which can affect the choice of products or brands they choose (Titisari and Susanto 2020). Third, cultural influences can also be reflected in consumers' preferences for certain attributes of a product or service, such as taste, design, or packaging, which can then

influence their purchasing decisions (Nisrina Aulia, Adinugraha, and Setiawan 2023). Therefore, culture plays an important role in shaping consumer behavior and influencing their purchasing decisions. In a business context, a good understanding of the cultural values and social norms within the target market can help companies design more effective marketing strategies and better meet consumer needs (Nisrina Aulia et al. 2023).

The results of research from Marwati & Amidi (2019) show that there is a significant influence both simultaneously and partially, culture, perception, and trust on purchasing decisions for herbal medicines. The results of research from Keren & Sulistiono (2019) show that of the three variables studied, Consumer Attitude is the variable that has the most influence on purchasing decisions for Indomie brand instant noodle products because it has the largest beta value among other variables. From the partial test results (t and F tests) it can be obtained that the three exogenous variables (Consumer Motivation, Culture, and Consumer Attitude) have the same strong and positive effect simultaneously on the Purchasing Decision for Indomie brand instant noodle products.

The influence of situational factors on purchasing decisions

The results of the analysis show that situational factors, such as the situation in the store, do not have a significant influence on individual purchasing decisions. The regression coefficient for the in-store situation ($B = 0.197$) shows that although there is a positive influence, it is not statistically significant on purchasing decisions. This is supported by the significant value obtained in the t-test for the in-store situation variable ($p = 0.116$). Nonetheless, situational factors can still have an important influence in the broader context of the purchasing decision process. In-store situations, such as cleanliness, product availability and convenience, can influence consumers' shopping experience and, in some cases, can be a decisive factor in purchase decisions (Nanto purnomo1 2021). In addition, situational factors can also play an important role in stimulating shopping impulses or influencing consumer preferences in certain situations (Syahputra 2023).

The results of research from Nurlela & Aziz (2021) show that situational factors have a significant effect on purchasing decisions at Harvard English Course Bandung. Situational factors at Harvard English Course Bandung are already in the good enough category, but there are several items that need to be improved such as the presence of foreign teachers, and organizing a flexible course schedule. And the results of research from Alubi (2022) show that situational factors affect hedonic motives and utilitarian motives, as well as purchasing decisions, while hedonic and utilitarian motives have no effect on purchasing decisions, and are unable to mediate between situational factor variables on purchasing decisions.

The influence of food quality, subculture, and situational factors on purchasing decisions

The analysis shows that of the three factors considered, culture has a significant influence on purchase decisions, followed by food quality, while situational factors have no significant influence individually. The regression coefficient for culture ($B = 0.446$) shows a positive and significant contribution to purchase decisions, followed by food quality ($B = 0.201$). However, situational factors, such as the situation in the store, have no individually

significant influence ($B = 0.197$). This result is reinforced by the significant values obtained in the t-test, with the p value for culture being 0.000, for food quality being 0.125, and for in-store situation being 0.116. Overall, the three factors together have a significant influence on purchasing decisions, as shown by the ANOVA test results which resulted in an F value of 21.116 with a significance of 0.000. This confirms that purchasing decisions are influenced by a combination of food quality, culture, and situational factors simultaneously.

The results of research from Maroah & Ulfa (2021) show that the variables of cultural factors (X1), social factors (X2), personal factors (X3), psychological factors (X4) simultaneously influence purchasing decisions (Y) with an Fcount value of $8.669 > F_{table} 2.47$. Based on the results of the regression coefficient value with the t test carried out on the four independent variables, it shows that the psychological factor variable (X4) has a dominant effect on purchasing decisions (Y). And the results of research from Khalim (2023) show that (1) Food Quality has a significant effect on purchasing decisions. (2) Service Quality has a significant effect on purchasing decisions. (3) Word Of Mouth has a significant effect on purchasing decisions. (4) Food Quality, Service Quality, and Word Of Mouth simultaneously have a significant effect on usage decisions. The Adjusted R Square value of the above equation is 0.597, meaning that 59.7% of the variable purchasing decisions for Mba lin Darsum's soto tamanwinangun can be explained by the Food Quality, Service Quality, and Word Of Mouth variables, while the remaining 40.3% can be explained by other variables outside this research model.

D. CONCLUSION

Based on the research results, it can be concluded that food quality and situational factors do not have a significant influence individually on purchasing decisions of Indonesian people, with significance values of 0.125 and 0.116 respectively. On the other hand, subculture has a significant influence on purchasing decisions with a significance value of 0.000. In the simultaneous test, the variables food quality, subculture, and situational factors significantly influence purchasing decisions, as shown by the F value of 21.116 with a significance value of 0.000 in the ANOVA test. Furthermore, the coefficient of determination shows that 53.1% of the variation in purchasing decisions can be explained by food quality, subculture, and situational factors variables, while the rest can be explained by other factors not studied.

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