

The Influence of Product Attributes, Product Quality, and Product Innovation on Purchasing Decisions for Ready-to-Drink Coffee for Students in Bandung City

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This study examines the effect of Product Attributes, Product Quality, and Product Innovation on Purchasing Decisions for ready-to-drink coffee products for students in Bandung City. This research was measured by descriptive quantitative methods, such as distributing questionnaires. Multiple linear regression using SPSS was used to examine 200 valid responses from university students in Bandung City aged 18-23 years who have purchased ready-to-drink coffee products. The results of this study show that Product Attributes, Product Quality, and Product Innovation have a significant effect on Purchasing Decisions simultaneously. This research contributes to the study of purchasing decisions concerning ready-to-drink coffee products and provides insight for business owners.

Keywords: Product Attributes, Product Quality, Product Innovation, Purchasing Decision

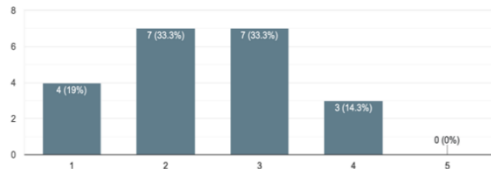
1. Introduction

Along with the times, the way of enjoying a coffee drink began to change, especially in Generation Z. The tradition of drinking coffee that was previously only done at home with the technique of brewing coffee itself and consuming coffee is only personal. However, a change in tradition occurred in Generation Z which makes the consumption of coffee drinks a lifestyle where Generation Z has a behavior of gathering with friends and choosing to consume ready-to-drink coffee which has practical characteristics and can be enjoyed anytime and anywhere. Likewise, Bandung is also known as the best student city in Southeast Asia. This is because Bandung has a lot of attractions, one of which is in the field of education, which has increased the population in Bandung.

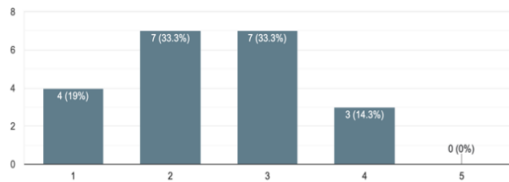
With the high population of Generation Z in Bandung City, the potential in the coffee industry continues to increase because Generation Z has made consuming coffee a lifestyle and has become an increasingly common routine in Bandung City. The rise of coffee businesses in

Bandung City has created fierce competition, as each brand has different flavor and packaging characteristics. Therefore, with the increasing variety of brands in the market, consumer segmentation and preferences expand so that consumers will choose coffee products according to their tastes.

Frekuensi dalam membeli kopi ready to drink
21 responses



Frekuensi dalam membeli kopi ready to drink
21 responses



Based on the questionnaire data that the author has collected related to analyzing the interest of students in Bandung City in ready-to-drink coffee drinks, 21 student respondents from various departments and universities in Bandung City have been collected. On the graph, a scale of 1 indicates very rarely and a scale of 5 indicates very often.

From the survey, it can be concluded that as many as 47.6% of respondents have a high level of frequency of drinking coffee. As many as 33.3% of respondents answered quite often in buying ready-to-drink coffee, and as many as 14.3% of respondents have a level of frequency of purchasing ready-to-drink coffee often.

Based on previous research conducted by [1]. Researching the effect of product attributes on consumer purchasing decisions on malt beverages in Enugu State, Nigeria. These researchers analyzed various product attribute factors, namely price, brand name, attractive packaging, and celebrity endorsement of consumer purchasing decisions. The results of this study indicate that product attributes in terms of brand names, attractive packaging, and celebrity support have a significant influence on consumer purchasing decisions in Nigeria.

Based on research conducted by [2]. Researching the effect of product quality, price, and promotion on purchasing decisions. The results of the study partially show that product quality has a significant and positive effect on purchasing decisions by 60%, prices have a significant and positive effect on purchasing decisions by 40%, and promotions have a significant and positive effect on purchasing decisions by 50%.

Based on research conducted by [3]. Researching the influence between product innovation and pricing on purchasing decisions at Rotte Bakery Bukit Barisan Pekanbaru. The results of this study concluded that product innovation and pricing have a significant influence on purchasing decisions at Rotte Bakery Bukit Barisan Pekanbaru.

Based on the phenomenon of the problem above, the authors feel the need and are interested in researching what factors influence purchasing decisions for ready-to-drink coffee products for students in Bandung City as a support for the success of creating products for consumers. Looking at previous research, the factors that significantly influence consumer purchasing decisions are product attributes, product quality, and product innovation. Therefore, the authors provide a research focus entitled *The Influence of Product Attributes, Product Quality,*

Product Innovation on Purchasing Decisions for Ready-to-Drink Coffee for Students in Bandung City. 1

Research Problems: 1

1. Does Product Attributes affect Purchasing Decisions?
2. Does Product Quality affect Purchasing Decisions?
3. Does Product Innovation affect Purchasing Decisions?

Research related to analyzing the effect of product attributes, product quality, and product innovation on purchasing decisions has indeed been studied before. However, research related to analyzing the effect of product attributes, product quality, and product innovation on purchasing decisions on ready-to-drink coffee products for students in Bandung City is still rare. Therefore, the author feels that this research will be very necessary, especially for ready-to-drink coffee business actors in Bandung City to get to know consumer preferences better and this research is also useful for product development, especially for MSME players in the ready-to-drink coffee industry in Bandung City.

Research Purpose:

1. To determine the effect of Product Attributes on Purchasing Decisions
2. To determine the effect of Product Quality on Purchasing Decisions
3. To determine the effect of Product Innovation on Purchasing Decisions

2. LITERATURE REVIEW

A. Purchase Decision

Purchase Decision is the stage where the buyer makes his choice and purchases the product and consumes it [1]. 1

Purchasing decision is a decision made by consumers to purchase a product through various stages that consumers go through before making a purchase [1].

Consumer decision making is defined as a step-by-step process undertaken by consumers in deciding whether to buy a product, what product to buy, how to buy the product, when to buy and from whom to buy [1]. 1

According to the author, purchasing decisions are one part of the entire series of buying and selling transaction processes on an item where the buyer has the right to decide what goods to buy, and what specifications of goods to buy.

B. Factors Affecting Purchase Decisions

1. Product Attributes

Product Attributes are description that explains that a product is tangible or intangible with certain characteristics [1].

Product Attributes is also elements of a product that are considered important by consumers and used as the basis for making purchasing decisions [4].

Product attributes are the benefits provided by a product that are communicated to consumers in tangible form such as: product brand, product quality, product characteristics, product design, product labeling, product packaging, and product support services, these attributes greatly affect the reaction of consumers [4].

According to the author, product attributes are characteristics inherent in a product where these attributes become the identity of the product that will be displayed to consumers.

2. Product Quality

Product quality is a product characteristic that has the ability to meet consumer needs. The product itself is defined as everything that a seller can offer to the market to get attention, expertise, use, or consumption that satisfies consumer wants and needs [5].

Quality is the overall characteristics of product or service. [6].

Product quality is also the ability of a product to be able to show its function which includes overall durability, accuracy, ease of use, and product repair as well as various other product attributes [7].

According to the author, product quality is the ability of a product to meet the expectations, needs, and desires of consumers.

3. Product Innovation

Product innovation is an effort to find a new opportunity that includes ideas, actions about products so that changes that are beneficial to the welfare of society occur [8].

Product innovation is also an innovation that is used in the internal operating system of the company where a new product is created and marketed, including all innovations from all processes of its use [9].

The higher the product innovation carried out by the company, the higher the level of company performance through increased purchasing decisions on these products [3].

According to the author, product innovation is an effort from the company to create differentiators, improve what has existed before, solve product-related problems in order to create consumer satisfaction.

C. Relationship analysis between variables

1. Relationship between Product Attributes and Purchasing Decision

Based on previous research conducted by [4]. Conducting research related to "The Effect of Product Attributes on Purchasing Decisions at Soto Lamongan Imam Restaurant". Researchers found that product attributes are seen as important by consumers as a basis for making purchasing decisions, especially in the restaurant business. The results showed that product attributes partially have a significant influence on purchasing decisions.

Based on previous research conducted by [10]. Conducting research related to "The Effect of Product Attributes, Price, and Brand Image on Purchasing Decisions for Indocafe Brand Instant Ground Coffee in Surabaya City". The results showed that the variables of product attributes, price, and brand image had a positive and significant effect on purchasing decisions.

Based on previous research conducted by [11]. Conducting research related to "The Effect of Product Attributes on Consumer Purchasing Decisions on Tempe Asri Rahmat Products in the Panti District Market". The results showed that product attributes which include brand, packaging, and product quality have a positive and significant influence on consumer purchasing decisions.

Therefore, Hypotesis 1 is proposed H1: Product attributes have a significant influence on Purchasing Decision

2. Relationship between Product Quality and Purchase Decision

Based on previous research conducted by [2]. Conducting research related to "Effect of Product Quality, Price, and Promotion to Purchase Decision". The results of the study indicate that product quality has a significant and positive influence on purchasing decisions.

Based on previous research conducted by [5]. Conducting research related to "The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk". The results of this study indicate that product quality has a significant influence on purchasing decisions.

Based on previous research conducted by [7]. Conducted research related to "The Effects of Brand Image and Product Quality on Purchase Decision". The results of this study indicate that product quality has a significant positive effect on purchasing decisions.

Therefore, Hypotesis 2 is proposed: H2: Product Quality has a significant influence on Purchasing Decisions.

3. Relationship between Product Innovation and Purchase Decision

Based on previous research conducted by [12]. Conducting research related to "Analysis of Marketing, Product Innovation, and Brand Image on Purchase Decisions of Janji Jiwa Coffee in Surakarta". The results showed that product innovation has a positive and significant effect on purchasing decisions.

Based on previous research conducted by [9]. Conducted research related to "The Influence of Price, Innovation, and Brand Image on Purchase Decision". The results of this study indicate that product innovation has a significant influence on purchasing decisions.

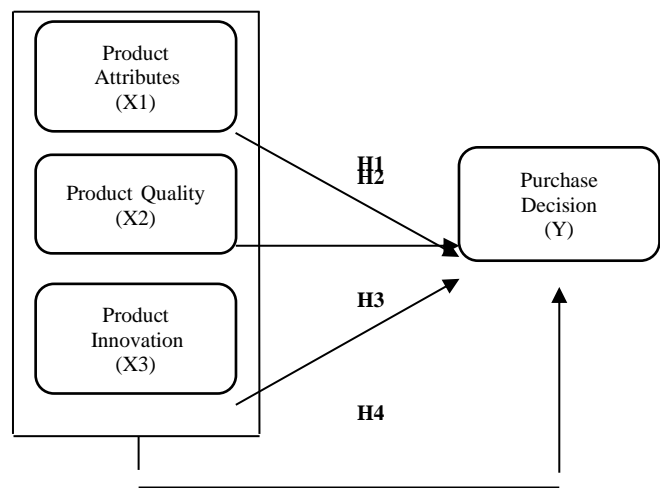
Based on previous research conducted by [3]. Conducting research related to "The Influence of Product Innovation and Pricing on Purchasing Decisions at

IRotte IBakery IBukit IBarisan IPekanbaru". IThe Iresults Iof Ithis Istudy Iindicate Ithat IProduct IInnovation Ichooses Ia Isignificant Iinfluence Ion Ipurchasing Idecisions.

Therefore, IHypothesis I3 Iis Iproposed: IH3: IProduct IInnovation Ihas Ia Isignificant Iinfluence Ion Ipurchasing Idecisions.

This Istudy Ialso Iaims Ito Ifind Ithe Isimultaneous Ieffects Ibetween Ivariables I(X) IProduct IAttributes, IProduct IQuality, Iand IProduct IInnovation Ion Ivariable I(Y) IPurchasing IDecisions.

D. Research Model



3. METHODS

This study uses quantitative methods with the aim of analyzing the relationship between variable x, namely product attributes, product quality, and product innovation on variable y, namely purchasing decisions. This quantitative method was chosen because this study measures and analyzes numerical data from respondents taken through a questionnaire.

The population of this study were active students at various universities and majors in Bandung City. The sampling technique used was purposive sampling, with the criteria of active students both male and female with an age range of 18 to 23 years. The questionnaire was distributed to 200 students from various universities and majors to obtain representative data from the student population in Bandung City.

The collected data were analyzed using SPSS software. Two main data analyses were conducted, namely factor analysis to ensure all variable items were valid, and all variable constructs were reliable before hypothesis testing. Then, hypothesis testing was conducted to test whether the independent variables positively affected the dependent variable or did not affect it at all.

A. Factorability Analysis

In the validity test analysis, each variable is tested through SPSS software. The results of the validity test show that the product attribute variable shows good validity, with the price indicator as the strongest indicator at 0.883 and celebrity endorsement slightly lower at 0.698. The reliability of the product attribute variable is 0.858 which shows that there is good consistency in the measurement of product attributes.

The validity results of the product quality variable produce good validity numbers, with packaging color getting 0.849 as the strongest indicator, while low sugar getting 0.749 being the indicator that has the lowest level of validity. The reliability of the product quality variable is 0.860 which shows that there is good consistency in the measurement of product quality.

The validity results of the product innovation variable produce good validity numbers, with pure coffee flavor getting a score of 0.871 as the strongest indicator, while visibility gets a score of 0.802 being the indicator that has the lowest level of validity. The reliability of the product innovation variable is 0.895, which shows that the product innovation variable has a very strong measurement consistency.

The validity results of the purchasing decision variable produce a good validity number, with the dealer's choice getting 0.834 as the strongest indicator, while recommendations from relatives or friends get 0.761 being the indicator that has the lowest level of validity. The reliability of the purchasing decision variable is 0.866, which shows that purchasing decisions are measured with good consistency.

TABLE 2 FACTORABILITY ANALYSIS

No	Variable	Indicators	Code	Validity	Reliability
1	Product Attributes	I lbuy lready lto ldrink lcoffee lbecause lit lis laffordable	AP01	0,883	0,858
		I lpay lattention lto lthe lbrand lfirst lwhen lbuying	AP02	0,811	
		Attractive lpackaging lmakes lme linterested	AP03	0,830	
		Products lthat lhave lgained lceleb lendorsement lincrease lmy lpurchase ldesire	AP04	0,698	
		Taste lquality lis lmy ldeciding lfactor lwhen lbuying	AP05	0,825	
2	Product Quality	The laesthetics lproduct lpackaging lmake lme lwant lto lbuy	KP01	0,846	0,860
		The lvariety lof linteresting lmenu loptions lmake lme lwant lto lbuy	KP02	0,818	
		The lcolor lof lpackaging ldetermines lmy lchoice lof lready lto ldrink lcoffee	KP03	0,849	
		I lchoose lready lto ldrink lcoffee lthat lis llow lcaffeine	KP04	0,759	
		I lchoose lready lto ldrink lcoffee lthat lis llow lsugar	KP05	0,749	
	Product Innovation	The lunique lpackaging lmade lme lbuy lready lto ldrink lcoffee	IP01	0,802	0,895

3		Ready Ito Idrink Icoffee Iproducts Ithat Ido Inot Iuse Iartificial Isweeteners Imake Ime Ibuy	IP02	0,840	
		The Ilarge Iportion Iof Iready Ito Idrink Icoffee Iincreased Imy Ibuying Idesire	IP03	0,855	
		I Ibuy Iready Ito Idrink Icoffee Ithat Ihave Ipure Icoffee Iflavour	IP04	0,871	
		I Ichoose Iready Ito Idrink Icoffee Ithat Iis Iinconvenient Ifor Ithe Istomach Iwhen Iconsumed	IP05	0,825	
4	Purchase IDecision	I Ibought Iready Ito Idrink Icoffee Ibecause II Ihad Ithe Iurge Ito Itry Iit	KB01	0,829	0,866
		I Ibuy Iready Ito Idrink Icoffee Iwhen II Iget Irecommendations Ifrom Irelatives Ior Ifriend	KB02	0,761	
		I Ibuy Iready Ito Idrink Icoffee Iby Inecessity	KB03	0,826	
		I Ibuy Iready Ito Idrink Icoffee Ibecause II Iknow Iinformation Irelated Ito Ithe Iproduct	KB04	0,788	
		I Ibought Iready Ito Idrink Icoffee Ithat Iis Ieasily Ifound Ieverywhere	KB05	0,834	

B. Hypotesis Testing

1. T-Test

The effect of a research variable partially can be determined using the t-test whether an independent variable has a partial effect on the dependent variable.

TABLE 3 RESULTS OF T-TEST			
Variable		Sig.	Result
Variable IX1	0,846	<.001	Accepted
Variable IX2 1	0,822	<.001	Accepted
Variable IX3	0,811	<.001	Accepted

The IPartial ISignificance ITest I(T-Test) Ion IProduct IAttributes Ion IPurchasing IDecisions lusing ISPSS ISoftware Ishows Ithat Ithere Iis Ia Isignificant linfluence Ibetween IProduct IAttributes I(X1) Iof Iready-to-drink Icoffee Idrinks Ion IPurchasing IDecisions I(Y) Iof Ithese Iproducts Ifor Istudents lin IBandung ICity. IThus, Ihypothesis I1 Iis Iaccepted.

I I I IThe IPartial ISignificance ITest I(T-Test) Ion IProduct IQuality Ion IPurchasing IDecisions lusing ISPSS ISoftware Ishows Ithat Ithere Iis Ia Isignificant linfluence Ibetween IProduct IQuality I(X2) Iof Iready-to-drink Icoffee Idrinks Ion IPurchasing IDecisions I(Y) Iof Ithese Iproducts Ifor Istudents lin IBandung ICity. IThus, Ihypothesis I2 Iis Iaccepted.

The IPartial ISignificance ITest I(T-Test) Ion IProduct IInnovation Ion IPurchasing Nanotechnology Perceptions Vol. 20 No. S15 (2024)

Decisions using SPSS Software shows that there is a significant influence between Product Innovation (X3) of ready-to-drink coffee drinks on Purchasing Decisions (Y) of these products for students in Bandung City. Thus, hypothesis 3 is accepted.

2. F-Test

The effect of all independent variables simultaneously can be determined using the F-Test whether they have a simultaneous effect on the dependent variable.

TABLE 4 RESULTS OF F-TEST

Variable	F	Sig.	Result
Variable X1, Variable X2, Variable X3	0,903	<.001	Accepted

Simultaneous Significance Test (F-Test) on Product Attributes, Product Quality, and Product Innovation on Purchasing Decisions using SPSS Software shows that there is a significant influence between Product Attributes (X1), Product Quality (X2), and Product Innovation (X3) of ready-to-drink coffee drinks on Purchasing Decisions (Y) of these products for students in Bandung City. Thus, Hypothesis 4 is accepted.

3. Coefficient Determination (R^2)

The Coefficient of Determination (R-square) is used to explain the variation in the dependent variable associated with the independent variable. An R-square value close to 1 indicates that all variables have a strong relationship.

TABLE 5 MODEL SUMMARY: RESULTS OF COEFFICIENT OF DETERMINATION TEST

Model	R	R Square	Adjusted R Square
X1, X2, X3 → Y	0,903	0,816	0,813

The coefficient of determination (R-square) value of 0.816 indicates that 81.6% of changes that occur in the Purchasing Decision variable (Y) can be explained by the variables Product Attributes, Product Quality, Product Innovation (X1, X2, X3). This means that most of the variation in the dependent variable is influenced by these three variables. Meanwhile, the remaining 18.4% of changes are influenced by other factors.

4. CONCLUSIONS

A. The Effect of Product Attributes on Purchase Decision

Based on the results of questionnaire data processing, the results of hypothesis testing can be concluded that Product Attributes (X1) have a significant effect on Purchasing Decisions (Y) because the results of the sig value. (significant) of 0.001 which is smaller than 0.05 and getting a coefficient value of 0.846 shows that the Product Attributes variable has a significant positive effect on Purchasing Decisions.

Based on research conducted by [14]. The results of the t test related to the analysis of the Product Attributes variable on Purchasing Decisions obtained a significant value of 0.00 while the significance limit was 0.05, and also $t_{count} > t_{table}$ ($5.238 > 1.662$), so the Product Attributes variable test H_0 is rejected and H_a is accepted, which means that the Product Attributes variable has a significant effect on Purchasing Decisions.

Based on research conducted by [4]. The results of the t test related to the analysis of the Product Attributes variable on Purchasing Decisions get a significant value of 0.00 while the significance limit is 0.05. From the t test, the t value is 10.578 and the t table value is 1.986. Comparing the two t values, it can be concluded that H_0 is rejected and H_a is accepted, which means that the Product Attributes variable has a significant effect on Purchasing Decisions.

Based on research conducted by [10]. The results of hypothesis testing show that Product Attributes have a significant positive effect on Purchasing Decisions. The t-statistic value obtained is 12.226 which is greater than the t-table of 11.645, and has a significance value of 0.031 which is smaller than 0.05. This figure proves that Product Attributes have a significant effect on Purchasing Decisions.

B. The Effect of Product Quality on Purchase Decision

Based on the results of questionnaire data processing, the results of hypothesis testing can be concluded that Product Quality (X2) has a significant effect on Purchasing Decisions (Y) because the results of the sig value. (significant) of 0.001 which is smaller than 0.05 and getting a coefficient value of 0.822 shows that the Product Quality variable has a significant positive effect on Purchasing Decisions.

Based on research conducted by [2]. The results of the t test can be concluded that the Product Quality variable provides a significant value of 0.02 which is smaller than 0.05. Thus, this study shows that Product Quality has a significant influence on Purchasing Decisions.

Based on research conducted by [5]. The results of the t test on the Product Quality variable have a t value of $112.741 > 11.98$ (t-table) where the t value is greater than the t table. The significance value obtained is 0.00 < 0.05 , it can be concluded that the Product Quality variable has a significant effect on the Purchasing Decision variable.

Based on research conducted by [15]. The results of the t-test on the Product Quality has a value of 13,620 with a significance level of 10.00, which is < 10.05. It can be concluded that the Product Quality variable has a significant effect on the Purchasing Decision variable.

C. The Effect of Product Innovation on Purchase Decision

Based on the results of questionnaire data processing, the results of hypothesis testing can be concluded that Product Innovation (X3) has a significant effect on Purchasing Decisions (Y) because the results of the sig value. (significant) of 10.001 which is smaller than 10.05 and getting a coefficient value of 10.811 shows that the Product Innovation variable has a significant positive effect on Purchasing Decisions.

Based on research conducted by [9]. The results of the t-test on the Product Innovation variable get the value > from the table (4.494 > 11.986) with a significance level of 10.00 which is less than 10.05. So it can be concluded that there is a significant positive effect of the Product Innovation variable on the Purchasing Decision variable.

Based on research conducted by [13]. The t-test results on the Product Innovation variable get the value t count > t table (2.174 > 11.986) with a significance level of 10.032 which is smaller than 10.05. So it can be concluded that there is a significant influence of the Product Innovation variable on the Purchasing Decision variable.

Based on research conducted by [12]. The t-test results on the Product Innovation variable get the value t count > t table (5.219 > 11.985) with a significance level of 10.00 which is smaller than 10.05. So it can be concluded that the Product Innovation variable has a significant positive effect on the Purchasing Decision variable.

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