

The Influence of Product Quality, Promotion, and Brand Image on Customer Satisfaction Through Purchasing Decisions at Zam-Zam Stalls in Jakarta City

Hilda Hastari¹, Wahid Akbar Basudani^{2*}

Faculty and Economics and Business, Nusa Mandiri University

E-mail: hildahastari10@gmail.com¹, wahidakbarbasudani@gmail.com²

ABSTRACT

This study aims to analyze the effect of product quality, promotion, and brand image on customer satisfaction through purchasing decisions at zam-zam stalls. The development of the creative industry and event organizers has encouraged many restaurants now not only designed for dining comfort, but also carry the concept of attractive themes and decorations that make it an option for various events. Data was collected through questionnaires distributed to 95 respondents and using Structural Equation Modeling (SEM) with version 4.1.1.4 The results of this study indicate that product quality has a significant effect on purchasing decisions and customer satisfaction. Promotion has no significant effect on purchasing decisions but has a significant effect on customer satisfaction. Brand image has a positive effect on purchasing decisions and customer satisfaction. Purchasing decisions have a significant effect on customer satisfaction. Product quality and promotion have no direct influence on customer satisfaction through purchasing decisions. And brand image has a significant indirect effect on customer satisfaction through purchasing decisions. The findings of this study indicate that brand image is a factor that has an influence on customer satisfaction and purchasing decisions at zam-zam stalls.

Keywords: Product Quality; Promotion; Brand Image; Purchasing Decisions and Consumer Satisfaction.

1. INTRODUCTION

A restaurant is a type of establishment that serves food and drinks for consumption by customers. In general, restaurants offer a wide variety of menus that can be selected by visitors from local to international. In addition to providing food, many restaurants also strive to provide a comfortable dining experience, with relaxed service, friendly service, and maintained food quality. Restaurants can take many forms, from simple buffets to fine dining concepts. The aim is to fulfill the eating and drinking needs of consumers while providing satisfaction and comfort for them.

Cafes and restaurants in Indonesia generally provide a variety of food and drinks such as coffee, tea and snacks so that even heavy meals. Lately, many cafes and restaurants provide live music. (Faiz, 2022). This restaurant is not only a place to eat, but also a place for various special events, such as proposals, intimate weddings, anniversaries, and birthdays. After the pandemic, many participants had simpler and more intimate ideas for the event.

A restaurant that is very suitable to be multifunctional as a restaurant venue is an interesting and unique alternative and a

*Corresponding author's e-mail: wahidakbarbasudani@gmail.com
<http://openjournal.unpam.ac.id/index.php/EAJ>

strategic location and has a large space capacity, it will not be a problem if you hold

an event during the day or night at this restaurant (Sari, 2025).

Kecamatan	Jumlah Rumah Makan/Restoran Menurut Kecamatan di Kota Jakarta Timur		
	2019	2020	2021
Pasar Rebo	46	48	48
Ciracas	33	33	31
Cipayung	45	45	30
Makasar	85	85	16
Kramat Jati	179	179	194
Jatinegara	81	81	35
Duren Sawit	75	75	79
Cakung	31	31	57
Pulo Gadung	66	66	69
Matraman	120	120	37
Kota Jakarta Timur	761	624	596

Figure 1 Statistics data from the Central Bureau of Statistics

Source: Central Bureau of Statistics and village potential data collection (Podes), 2025

Warung zam-zam is a restaurant located in East Jakarta, widely regarded as one of the best places to enjoy Indonesian cuisine in a pleasant atmosphere. With traditional décor contrasted with modern elements, warung zam-zam creates an atmosphere that makes you feel at home whether it's for a casual lunch, a family event, or a gathering with friends. In Figure 1, it is found that the high growth of restaurants in the East Jakarta area is a potential competitor for Warung Zam-zam, yet this restaurant seeks to be a popular choice for Jakartans. On this basis and the absence of published research on customer satisfaction on the object of this research, the authors are interested in looking deeper into “The Effect of Product Quality, Promotion and Brand Image on Consumer Satisfaction Through Purchasing Decisions at Warung Zam-Zam in Jakarta City”.

2. LITERATURE REVIEW

Product Quality according to (Syam & Adi, 2023) is one of the factors that make people buy and consume a product. The quality of the product offered determines how interested people are in the product. Product Quality according to (Stianingrum & Nurhayaty, 2024) is an assessment of the extent to which a product meets and even exceeds consumer

expectations in its physical condition, function and nature.

Promotion is an effort to attract customer attention through active communication activities, encouraging customers to buy and use the products or services offered, promotion is a communication activity to buy promoted products, services, or business offers (Lia, 2024) Promotion is one of the ways companies communicate information about products and motivate consumers to make purchases. Promotion is also part of marketing, so without promotion, marketing cannot run (Dewa et al., 2022).

Brand image is a customer response to a brand based on the good and bad brands that customers remember. Customers more often buy products with known brands because they feel more comfortable and there is an assumption that known brands are more reliable, always available and easy to find, and have undoubted quality. Therefore, better-known brands are more often chosen by customers than unknown brands (Rizkiana et al., 2024)

Purchasing decisions are consumer behavior in finding, evaluating,



and buying products and services that are expected to meet their needs (Wicaksono et al., 2023) Purchasing Decision is a decision where consumers find one of the various selection and attitude reserves that combine knowledge integration processes to evaluate the behavior of two or more reserves or choose one of them (Tonce & Rangga, 2022).

Consumer Satisfaction according to (Priansa, 2021) is a feeling of pleasure or disappointment for someone who arises after comparing the performance (results) of the product that is thought of against the expected performance (or results) if the performance is below expectations, the consumer is not satisfied. If the performance meets consumer expectations, consumers are satisfied, if it exceeds expectations, consumers are very satisfied or happy.

Based on the discussion in the framework above, this study has the following hypothesis:

- H1: Product Quality has a Significant Effect on Purchasing Decisions at Zam-Zam Stalls.
- H2: Product Quality has a Significant effect on Customer Satisfaction at Zam-Zam Warung. H3: Promotion has a significant effect on Purchasing Decisions at Zam-Zam Stalls
- H4: Promotion has a significant effect on Customer Satisfaction at Zam-Zam Stall
- H5: Brand Image has a Significant Effect on Purchasing Decisions at Zam-Zam Stalls
- H6: Brand Image has a Significant effect on Customer Satisfaction at Zam-Zam Stalls.
- H7: Purchasing Decisions have a Significant effect on Consumer Satisfaction at Warung Zam-Zam.

H8: Product Quality has an effect on Consumer Satisfaction through Purchasing Decisions at Zam-Zam Stalls.

H9: Promotion affects Consumer Satisfaction through Purchasing Decisions at Zam-Zam Stalls.

H10: Brand Image affects Consumer Satisfaction through Purchasing Decisions at Zam-Zam Warung.

3. RESEARCH METHOD

3.1 Data Collection Techniques

The research method used is quantitative. This research is based on respondents who find the theory of testing by collecting data in the form of numbers, questionnaires (questionnaires) distributed using google form, interviews conducted with sources one of the zamzam shop staff and observation. In this study, the population taken, through consumers who have made purchases at the zam-zam shop restaurant of 70 people, with an average visit of 30 days, so that the population is 2,100 and the number of samples in this study is 95 consumers.

3.2 Operasional Definitions of Variables

Exogenous (independent) variables, namely, (X1) Product Quality, (X2) Promotion, (X3) Brand Image, Intervening variable (Y) is Purchasing Decision, and Endogenous (dependent) variable (Z) is Consumer Satisfaction.

Product Quality (X1)

Product Quality according to (Syam & Adi, 2023) product quality is one of the factors that make people buy and consume a product. The quality of the product offered determines how interested people are in the product. According to (Tonce & Rangga, 2022) using Dimensions in product quality there are 8, namely:

- 1) Performance
- 2) Additional characteristics or features
- 3) Aesthetics
- 4) Perceived quality
- 5) Dimension of ease of repair (serviceability)
- 6) Conformance to specifications (conformance to specifications)
- 7) Reliability
- 8) Durability

Promotion (X2)

Promotion is a series of marketing activities that have the aim of introducing products produced by producers to consumers through communication whose purpose is to influence and encourage consumers to buy these products. Promotional activities can be carried out directly (face to face with potential buyers) or by using existing media such as social media, mass media or by sales promotion (Uluwiyah, 2022) According to (Dewa et al., 2022) in this study using a promotion mix which has (six), namely:

- 1) Customer Relations (Public Relations)
- 2) Personal selling
- 3) Public relations
- 4) Advertising
- 5) Publicity
- 6) Direct marketing

There are 3 indicators in promotion according to (Kotler, P., & Keller, 2016) including:

- 1) Frequency
- 2) Promotion quality
- 3) Accuracy or suitability of promotion

Brand Image (X3)

Brand Image is a customer response to a brand based on the good and bad brands that customers remember. Customers more often buy products with known brands because they feel more comfortable and there is an assumption that known brands are more reliable, always available and easy to find, and have undoubted quality.

Therefore, better-known brands are more often chosen by customers than unknown brands (Rizkiana et al., 2024) According to (Yusniar, 2020) using dimensions in Brand Image, there are 7 (seven), namely:

- 1) The superiority of brand association
- 2) Strength of brand association
- 3) Uniqueness of brand association
- 4) Brand awareness
- 5) Perceived quality
- 6) Price
- 7) Lifestyle

Purchasing Decisions (Y)

Purchasing decisions are consumer behavior in finding, evaluating, and buying products and services that are expected to meet their needs (Wicaksono et al., 2023) According to (Tonce & Rangga, 2022) in this study using Dimensions in Purchasing Decisions there are 7 (seven), namely:

- 1) Brand selection
- 2) Time selection
- 3) Selection of payment system
- 4) Stability in a product
- 5) Product buying habits
- 6) Giving recommendations to others
- 7) Making repeat purchases

Consumer Satisfaction (Z)

Consumer Satisfaction states that according to (Priansa, 2021) is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (or results) if the performance is below expectations, the consumer is not satisfied. According to (Priansa, 2021) in this study using Dimensions in Consumer Satisfaction there are 7 (seven), namely:

- 1) Quality of products produced
- 2) Quality of service provided
- 3) Product price
- 4) Location
- 5) Employee service
- 6) Facilities
- 7) Atmosphere

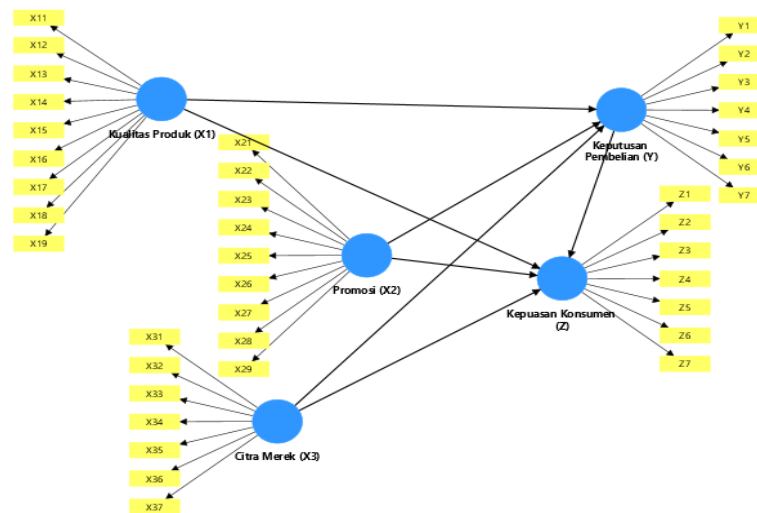
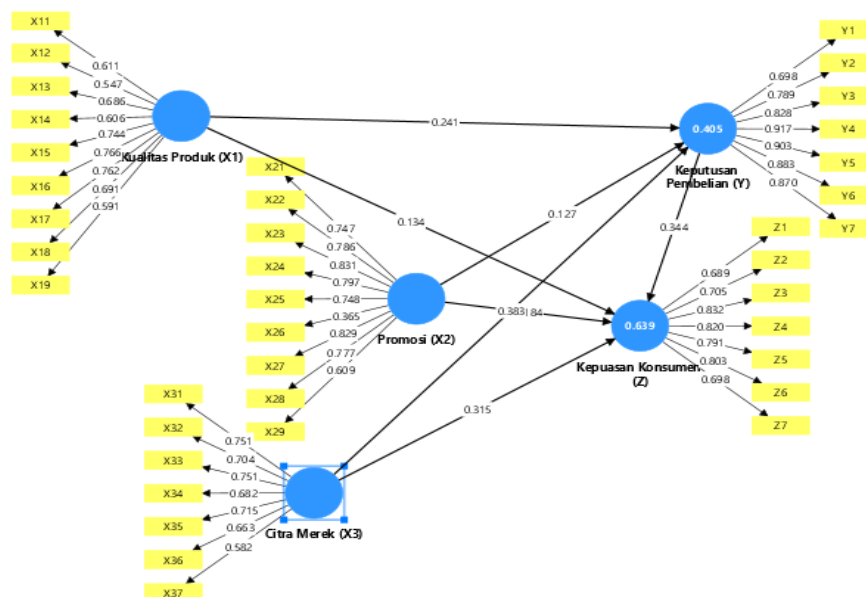


Figure 2 SEM Modeling

Source: Data processed by SmartPls, 2025

3.3 Samples Collections Techniques

3.4 Data Analysis Techniques



This study uses sampling, namely probability sampling, probability sampling is a sampling technique that provides equal opportunities for each member of the population to be selected as a sample member (Sugiyono, 2024), and the sample determination used is random sampling. In this study 95 consumers who bought at the zam-zam shop as a sample.

The method in this study is Structural Equation Modeling (SEM) and the data processing uses Smart PLS version 4.1.1.4. Figure 2 shows how the SEM analysis model is used in this study.

4. Results and Discussion

4.1 Results Measurement Model

According to (Ghozali, 2020) the measurement model or outer model describes how the relationship between each part of the indicator and the latent variable. Measurements made through the measurement model are convergent validity, discriminant validity, reliability.

Convergent validity is an indicator that is assessed based on the correlation between the indicator score or component

Based on the first data processing with the product quality variable, there are 6 invalid under 0.7, namely X11, X12, X13, X14, X18 and X19 the rest are valid on 0.7. In the promotion variable, there are 2 invalid ones, namely X26 and X29, in the invalid Brand Image variable, namely X34, X36 and X39. In the invalid consumer satisfaction variable (Z), namely Z1 and Z7 and the invalid purchase decision variable, namely Y1. Invalid data should be eliminated or deleted, because the outer loading value is below 0.70, the outer

score and the construct score, it can be seen by the size of the correlation between the indicator and its latent construct. Convergent validity is measured by the loading factor. Loading factor describes the magnitude of the correlation between each measurement item (indicator) and its construct. So that the individual reflexive measure is said to be high if it correlates > 0.50 to > 0.60 with the construct to be measured, it is said to be valid (Ghozali, 2020)

loading value is rejected according to (Kusumah, 2023). After invalid indicators are removed, at this stage it can be said that the loading factor > 0.70 means that all indicators are valid. Discriminant validity is measuring the Average Variance Extracted (AVE) value of each construct with the correlation between constructs. In this study using the PLS-SEM model. Table 1 shows that the square root value of the AVE of each variable is higher than the correlation between other variables.

Table 1 Discriminant validity

	Product Quality (X1)	Promotion (X2)	Brand Image (X3)	Purchase Decision (Y)	Customer satisfaction (Z)
Product Quality (X1)	0.798				
Promotion (X2)	0.287	0.797			
Brand Image (X3)	0.536	0.580	0.761		
Purchase Decision (Y)	0.424	0.451	0.558	0.871	
Customer satisfaction (Z)	0.469	0.593	0.663	0.689	0.783

Source: SmartPLS processed data, 2025

Table 2 Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Product Quality (X1)	0.810	0.819	0.875	0.637
Promotion (X2)	0.904	0.907	0.924	0.635
Brand Image (X3)	0.818	0.819	0.873	0.580
Purchase Decision (Y)	0.936	0.942	0.949	0.758
Consumer Satisfaction (Z)	0.873	0.876	0.904	0.613

Source: SmartPLS processed data, 2025

Cronbach's Alpha that the reliability test conducted strengthens the results of the composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.60 according to (Ghozali, 2020). Table 2 shows that the Cronbach's alpha value in this study has a value above 0.60, so it is declared reliable.

Structural Model (Inner Model)

Hypothesis testing with things done by observing the coefficient value and the significance of the statistical T value through the Bootstrapping method (Ghozali, 2020). Table 3 shows that to assess the extent to which the structural model (inner model) and measurement model (outer model) are in accordance with the previous data that has been analyzed. However, in this study, the purchasing decision is 0.360, meaning that the ability of the endogenous variables to explain Y is 0.360, so it is declared moderat.

Table 3 R-Square

	R-square	R-square adjusted
Purchase Decision (Y)	0.360	0.339
Customer satisfaction (Z)	0.629	0.613

Source: SmartPls processed data, 2025

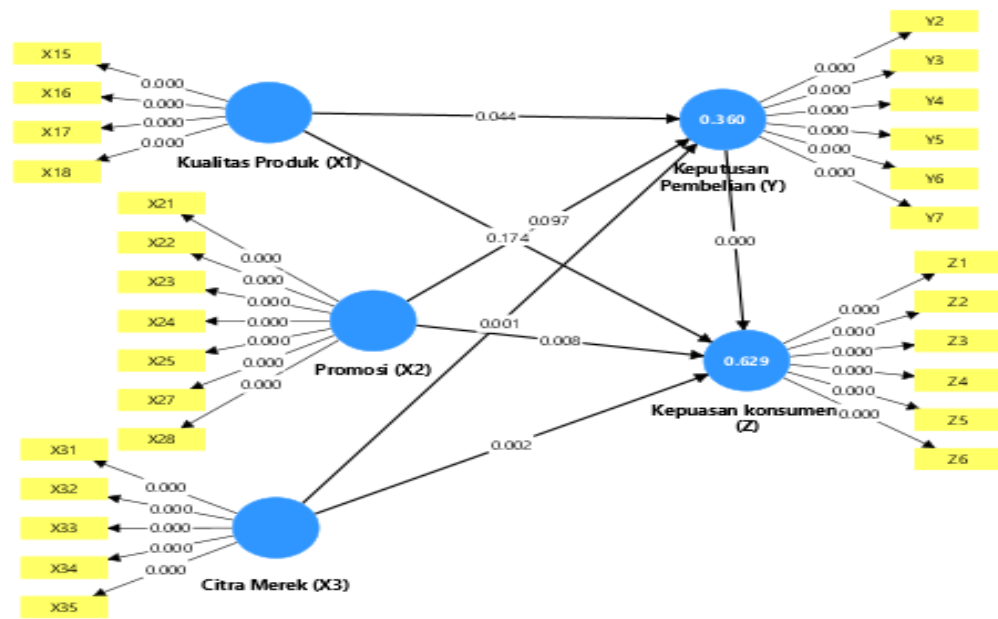


Figure 5 Bootstrapping Results
Source: SmartPLS processed data, 2025

Table 4 Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Quality (X1) -> Purchase Decision (Y)	0.182	0.185	0.090	2.018	0.044
Product Quality (X1) -> Customer satisfaction(Z)	0.170	0.168	0.079	2.160	0.031
Promotion (X2) -> Purchase Decision (Y)	0.198	0.203	0.119	1.659	0.097
Promotion (X2) -> Customer satisfaction (Z)	0.320	0.321	0.109	2.933	0.003
Brand Image (X3) - > Purchase Decision (Y)	0.346	0.344	0.107	3.236	0.001
Brand Image (X3) - > Customer satisfaction (Z)	0.387	0.388	0.091	4.247	0.000
Purchase Decision (Y) -> Customer satisfaction (Z)	0.402	0.393	0.082	4.916	0.000

Source: SmartPls processed data, 2025

Based on in the table above, the direct effect can be explained as follows:

- H1: Product Quality (X1) to Purchase satisfaction (Y) has a significant positive direct effect. Then original sample 0.182. T statistic 2.018 P-Value 0.044. Then the quality of the product has a positive and significant effect on purchasing decisions (Y).
- H2: Product Quality (X1) has a significant positive direct effect on Customer Satisfaction (Z). Then the original sample is 0.170. Stastic T value 2.160 P-Value 0.031 <0.05. So product quality and has a significant effect on customer satisfaction (Z).
- H3: Promotion (X2) has no direct and significant effect on Purchasing Decisions (Y). Then the original sample is 0.198 P-value 0.097 > 0.05 and the stastic T value is 1.659 < 1.96.

Promotion has no significant effect on purchasing decisions.

- H4: Promotion (X2) has a direct positive and significant effect on customer satisfaction (Z). Then the original sample is 0.320. T-stastic value 2.933 > 1.96 P value 0.003 < 0.05.
- H5: Brand image (X3) has a direct and significant effect on Purchasing Decisions (Y). Original sample 0.346 T-stastic value 3.236 and Pvalue 0.001.
- H6: Brand Image (X3) has a direct and significant effect on Customer Satisfaction (Z). Original sample 0.387 T-stastic value 4.247 P-value 0.000.
- H7: Purchasing decisions (Y) have a significant effect on customer satisfaction (Z). Original sample 0.402 T-stastic value 4.916 P-value 0.000.

Table 5 Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Product Quality (X1) -> Purchase Decision (Y) -> Customer satisfaction (Z)					
Promotion (X2) -> Purchase Decision (Y) -> Customer satisfaction (Z)	0.073	0.072	0.038	1.919	0.055
Brand Image (X3) -> Purchase Decision (Y) -> Customer satisfaction (Z)	0.080	0.076	0.046	1.744	0.081
Brand Image (X3) -> Purchase Decision (Y) -> Customer satisfaction (Z)	0.139	0.138	0.058	2.395	0.017

Source: SmartPls processed data, 2025

Based on the table above, the indirect effect can be explained as follows:

H8: Product quality (X1) has no indirect effect on customer satisfaction (Z) through purchasing decisions (Y). P value $0.055 > 0.05$. T stastic $1.919 < 1.96$.

H9: Promotion (X2) has no indirect effect on Consumer Satisfaction (Z) through Purchasing Decisions (Y). P value $0.081 > 0.05$. T stastic $1.744 < 1.96$.

H10: Brand Image (X3) has an indirect effect on Customer Satisfaction (Z) through Purchasing Decisions (Y). P value $0.017 < 0.05$. T stastic $2.395 > 1.96$.

4.2 Discussion

Product Quality (X1) to Purchase satisfaction (Y) has a significant positive direct effect. Then the original sample is 0.182. T statistic 2.018 P-Value 0.044. So product quality has a positive and significant effect on purchasing decisions (Y). The results of this study have an effect on previous research (Fauzi et al., 2023) that product quality variables have a positive and significant effect on purchasing decisions (Y).

Product Quality (X1) has a significant positive direct effect on Customer Satisfaction (Z). Then the original sample is 0.170. T stastic value 2.160 P-Value $0.031 < 0.05$. So product quality and has a significant effect on customer satisfaction (Z). The results of this study have an effect on previous research (Ramadhan et al., 2023) that this study product quality has a significant and sometimes positive effect on customer satisfaction can be accepted or proven.

Promotion (X2) has no direct and significant effect on Purchasing Decisions (Y). Then the original sample is 0.198 P-value $0.097 > 0.05$ and the stastic T value is $1.659 < 1.96$. Promotion has no significant

effect on purchasing decisions. The results of this study have no effect on previous research (Dilasari et al., 2022) showing that promotion can shape coffee shop brand preferences on social media through Instagram to increase purchasing decisions.

Promotion (X2) has a direct positive and significant effect on customer satisfaction (Z). Then the original sample is 0.320. T-stastic value $2.933 > 1.96$ P value $0.003 < 0.05$. The results of this study have an effect on previous research (Exel et al., 2023) showing that partially there is a positive and significant influence between promotion on customer satisfaction at Hotel Santika Luwuk.

Brand image (X3) has a direct and significant effect on Purchasing Decisions (Y). Original sample 0.346 Stastic T value 3.236 and Pvalue 0.001. The results of this study have an effect on previous research (Ahmad Fahrezi & Uuh Sukaesih, 2023) that Brand Image (X3) has a positive effect on Purchasing Decisions (Y), and shows that the higher the brand image, the purchasing decision will increase.

Brand image (X3) has a significant effect on customer satisfaction (Z) at the zam-zam shop. Based on the results of the path coefficient of sample 0.387 T-stastic value 4.247 P-value 0.000. The results of this study affect previous research (Wattimena, 2023) showing that with the significance of brand image is consumer perception of a brand as a reflection of the associations that exist in the minds of consumers.

Purchasing decisions have a significant effect on customer satisfaction at the zam-zam shop. Based on the results of the path coefficient of 0.402, the T-stastic value is 4.916 P-value is 0.000. The results of research in previous research have an effect (Utomo et al., 2023) show that Purchasing Decisions directly have a positive and significant effect on Consumer Satisfaction. This means that Consumer Satisfaction increases because of the growing Purchasing Decision.



Purchasing decisions have a significant effect on customer satisfaction at the zam-zam shop. Based on the results of the path coefficient of 0.402, the T-stastic value is 4.916 P-value is 0.000. The results of research in previous research have an effect (Utomo et al., 2023) show that Purchasing Decisions directly have a positive and significant effect on Consumer Satisfaction. This means that Consumer Satisfaction increases because of the growing Purchasing Decision.

Product quality has no indirect effect on customer satisfaction through purchasing decisions. The SEM test found a P value of $0.055 > 0.05$. T stastic $1.919 < 1.96$. So the results of this study affect previous research (Fauzi et al., 2023) which states that the Product Quality variable has an indirect effect on Consumer Satisfaction through Purchasing Decisions as an intervening variable.

In testing the indirect effect of the Promotion variable on customer satisfaction through purchasing decisions, it was found that the P value was $0.081 > 0.05$ and the stastic T value was $1.744 < 1.96$. So promotion does not have an indirect effect on customer satisfaction through purchasing decisions. The results of this study affect previous research (Muazidah et al., 2022) which states that promotion cannot provide mediation on customer satisfaction through purchasing decisions.

Brand Image has an indirect effect on Customer Satisfaction through consumer purchasing decisions. P value $0.017 < 0.05$ T stastic $2.395 > 1.96$. This study has no effect on previous research (Jaya & Dewi, 2025) which states that the strength of brand image is more dominant in shaping consumers' emotional responses and initial perceptions of a product, which directly impacts post-purchase satisfaction. Consumers who have positive associations with brands in terms of reputation, symbolism, and credibility tend to feel satisfied because their expectations have been formed affectively before making a purchase.

5. CONCLUSION

Conclusion

Based on the results of this study, product quality, promotion, and brand image on customer satisfaction through purchasing decisions.

1. Product quality has a positive and significant effect on purchasing decisions and customer satisfaction, meaning that the better the quality of the products offered, the higher the purchasing decisions and customer satisfaction.
2. Promotion has no significant effect on purchasing decisions, but is positive and significant on customer satisfaction, so it can be concluded that the promotion carried out has not been able to fully encourage purchasing decisions, but is sufficient to provide satisfaction for consumers.
3. Brand image has a positive and significant impact on purchasing decisions and customer satisfaction, indicating that a good brand image is able to increase consumer confidence, purchase interest, and satisfaction.
4. In addition, purchasing decisions also have a positive and significant effect on customer satisfaction, meaning that the higher the consumer's decision to buy, the higher the level of satisfaction felt.
5. Indirectly, product quality and promotion do not have a significant influence on purchasing decisions through customer satisfaction, while brand image has a positive and significant influence on purchasing decisions through customer satisfaction.

Suggestion

1. Promotion strategies need to be run more efficiently such as through social media and customer loyalty programs, so that promotions not only increase satisfaction, but also encourage purchasing decisions.

2. Brand image needs to be maintained and strengthened through consistent branding, the use of an attractive visual identity.
3. Future research is expected to add other variables such as price, consumer confidence, or service quality, to broaden understanding of the factors that influence customer satisfaction.

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