The Impact of Product Quality, Price Perception and Promotion on Purchase Decision
(Study on Bandeng Presto Bu Jumiati in Juwana Pati)

Rendy Toni Verdiasnyah[1], Euis Soliha[2]

[1,2]Management Department, Faculty of Economics and Business, Universitas Stikubank, Indonesia

Abstract

This research aims to identify components that can influence the influence of product quality, price perception and promotion on the decision to purchase presto milkfish in Juwana Pati. This research uses a quantitative approach, with examiners sending questionnaires via Google Form to one hundred respondents. Multiple linear regression tests based on SPSS 25 statistics were used in the purposive sampling method. This research tracks consumers who have purchased presto milkfish products at Juwana Pati. The results show that product quality and promotion have a positive and significant effect on purchasing decision. Meanwhile, price perception has no positive effect on purchasing decision for Bandeng Presto products in Juwana Pati.

Keywords

Price Perception; Product Quality, Promotion, Purchase Decision

INTRODUCTION

Product quality is a characteristic of that product or service that depends on the ability to satisfy a need or customer that has been stated and implemented. This product quality also needs to get the main from the company or consumers themselves. The relationship between product quality and purchase satisfaction is in a way that if quality has a direct impact on product or service performance, then quality is closely related to value and purchasing decisions.

Price can also be interpreted as an exchange rate that can be equated with money or goods to take advantage of a good or service in a person or group at a certain time and in a certain place. This price term can be used to set a financial value for a product of goods and services itself. The relationship between price and purchasing decisions is that price is the only marketing element that will provide income for the Company. If the price desired by consumers is affordable so that the better the price to be offered, the higher the purchasing decision.

Promotion is a way of notification to offer a product of goods or services with the aim of persuading potential customers to buy or consume the product. With this promotion, producers or distributors can hope that sales figures can increase. The relationship between promotion and purchasing decisions if the company promotes well, consumers will have a sense of interest in the products or services that have been offered or are being promoted which may well affect purchasing decisions in consumers.

Based on the results of previous research that shows research gaps in product quality research conducted by Laoli & Hasan (2020) and Alvina & Soliha (2020), product quality has a positive and significant effect on product purchases, while research conducted (Syamsidar & Soliha 2019) states that product quality has a negative effect on purchasing decisions. Previous research on price perceptions conducted by Laioli & Hasan (2020) and Oktavian & Soliha (2020) stated that price perceptions have a positive and significant effect on product purchases, while research conducted by Salsabila & Maskur (2020) stated that price perceptions have a negative effect on purchasing decisions. Previous research on promotions conducted by Sari & Euis Soliha (2021), stated that promotion has a positive effect on product purchases, while research conducted by Laoli & Hasan (2020) stated that promotion has a negative effect on purchasing decisions. This study aims to analyse the effect of product quality, price and promotion on purchasing decisions for Bu Jumiati's presto milkfish in Juwana Pati.

Product quality

Product quality is a physical condition, properties, and functions of a product, be it a product of goods or a service product, based

on a quality level that is adjusted to durability, reliability, and ease of use, suitability, repair and other components made to meet customer satisfaction and needs. Tjiptono (2016: 134) defines product quality as a consumer assessment of the superiority or privilege if the product meets consumer expectations. According to Fiani and Japarianto (2012), there are several indicators that affect product quality, namely warrant, appearance, portion, shape, temperature, texture, aroma and taste.

Price Perception

Price perception is a form of consumer assessment in interpreting the value or attributes of goods and services related to the benefits and owning or using a product or service. Price perception is an important assessment for consumers about the comparison of the amount of sacrifice with what will be obtained from products and services. Price perception is related to how price information is fully understood by consumers and provides deep meaning for them when consumers evaluate and research the price of a product is strongly influenced by the behaviour of the consumers themselves. Perception of price fairness is an assessment of a result and how a process will get a result that is acceptable and certainly within reason in another sense makes sense.

Price perception can also be interpreted as consumers' perceptions of the expensive, reasonable or cheap prices offered by consumers based on several conditions from the individual himself. Consumer perceptions of a price can influence decisions to buy a product so that a company must be able to provide a good perception of the products or services they sell. Price perception is a comparison between the price that consumers have received through the information obtained, and the price obtained in accordance with the benefits and expectations that consumers will receive. Consumers who have a good price perception of a product can immediately determine to buy the product because they are able to judge that the price offered by a product is in accordance with consumers. According to Kotler and Armstrong (2014: 312) Price is the amount of money charged for a good or service or the amount of money consumers exchange for the benefits of owning or using the product or service. Companies must set prices according to the value provided and understood by customers. According to Bob Sabran (2014:

52), price indicators are: affordability of consumer prices, price compatibility with product quality prices, price compatibility with consumer benefits and prices according to the ability or competitiveness of consumer prices.

Promotion

Promotion is a form of marketing communication that is carried out to disseminate information, and influence people to be willing to buy products. In other words, the purpose of promotion is to market the product to as many people as possible so that they know about what products are offered and what benefits they will get. Promotion can indeed be done in various ways. It can be done by creating visual content in magazines or on billboards, or audio visual content in the form of advertisements on radio and television. According to Jackson (2013), promotional activities are marketing efforts that provide various short intensive efforts to encourage the desire to try or buy a product or service. Based on the above definition, it can be concluded that the promotion of a marketing communication system requires a strategic design and effective and efficient sales programmes. Promotional activities are marketing efforts by providing various short intensive efforts to encourage the desire to try or buy a product or service. Kotler and Armstrong (2016: 432) state that there are several indicators that can be measured, namely advertising, sales promotion personal selling, public relations and direct marketing.

Relationship between Product Quality and Purchasing Decisions

According to Kotler (2008) product quality is defined as a product identity based on its ability to meet expressed or implied consumer needs. In another sense, a product has quality if consumers return to use the product but the product does not experience damage or failure. According to Siemens, quality is a condition in which consumers return to use the product without experiencing damage or failure. This means that the products consumed by customers meet or even exceed their expectations. Research conducted by (Alvina & Soliha 2020) states that Product Quality has a positive effect on purchasing decisions. Based on the description above, the researcher makes a hypothesis regarding the effect of product quality on purchasing decisions as follows:

H1: Product Quality Has a Positive Impact on Purchasing Decisions

Relationship between Price Perception and Customer Satisfaction

Price has a form of value that is used as a tool to obtain a certain benefit in the decision process in buying by consumers with the closeness of this relationship, price has an influence on consumer decisions to buy a product or service for the value contained therein. Kottler and Keller (2017) state that price is the amount of money charged for a product or service or the amount of value exchanged by consumers for a product or service that is owned or used. Ownership or use of products by making purchases at the attributes of these products and services is a close relationship between price and purchase decisions. Research conducted (Laioli & Hasan 2020) and (Oktavian & Euis Soliha 2020) states that price perceptions have a positive effect on purchasing decisions Based on the explanation of the research above, it can be concluded that sales promotion has an effect on purchasing decisions.

H2: Price Has a Positive Impact on Purchasing Decisions

Relationship between Sales Promotion and Customer Satisfaction

Kotler and Keller (2012) indicate that promotion is a form of information with various forms of communication carried out between traders and consumers through various incentives arranged to stimulate product purchases by consumers immediately and increase the number of items purchased by customers. Reflects the close relationship between promotion and purchasing decisions that will be made by consumers by providing stimuli in the form of information and various incentives or certain forms of offers so that consumers feel that their needs will be met more than what they thought before. Research conducted by Sari & Soliha (2021) which states that promotion has a positive effect on purchasing decisions Based on the explanation of the research above, it can be concluded that sales promotion has an effect on purchasing decisions.

H3: Sales Promotion Has a Positive Effect on Purchasing Decisions
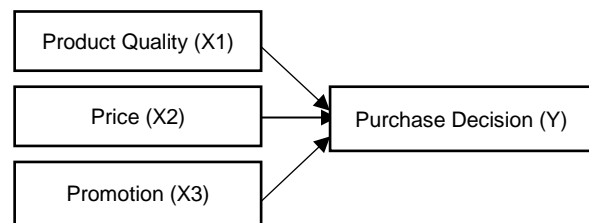
Research Model

Figure 1. Research Model

In this research model shows that Variable Product Quality (X1), Variable Price Perception (X2), Variable Promotion (X3) and Purchasing Decisions as Variables (Y).

METHODS

The data used by this study are quantitative. In this study, the research used primary data based on questionnaires that had been distributed by researchers to those who bought Bu Jumiati's presto milkfish. The analysis used by this researcher uses multiple linear regression analysis. The population in this study are people who have bought Bandeng presto Juwana Pati Bu Jumiati products, the number of which is not limited. In this study, the non-probability-based sampling method used purposive sampling. this study took several criteria for determining the sample, namely customers who buy Bandeng Presto Bu Jumiati products three times. Due to the unlimited population that is not known with certainty. The sample size is calculated using the Cochran formula (Sugiyono, 2019)

$n = z^2 pq/e^2$

$n = ((1,95)^2(0,5)(0,5))/d(0,10)^2$

$n = 96,04 = 100$ persons

Description:

n = sample

z = price in the normal curve for a 5% deviation with a value of 1.96

p = 50% chance of being correct =0.5

q = chance of being wrong 50% =0.5

The research will describe the respondents into several parts, namely only people who live in Pati Juwana and have bought Bandeng Presto Bu Jumiati. The validity test is carried out using factor analysis with the criteria that the KMO (Kasier-Mayer-Olkin) value must be> 0.5 and the high loading factor value must be> 0.4. (Ghozali 2013: 52). Constructs or variables are said to be reliable or reliable if the Cronbach Alpha value is> 0.6. In this study, the independent variables are Product Quality (X1), Price Perception (X2) and Promotion (X3). While the dependent variable

is the Purchasing Decision Process (Y1). The form of multiple linear regression equations is as follows:

$$Y = \alpha + \beta 1 \cdot X1 + \beta 2 \cdot X2 + \beta 3 \cdot$$

Description:
Y = Purchase Decision
α = Constant
β1 = Product quality variable regression coefficient (X1)
β2 = Regression coefficient of price perception variable (X2)
β3 = Regression coefficient of promotion variable (X3)
X1 = Product quality
X2 = Price Perception
X3 = Promotion
e = Error

Model Test
According to Ghozali (2019), the goodness of fit test (model feasibility test) is carried out to measure the accuracy of the sample regression function in statistically estimating the actual value. The goodness of fit model can be measured from the F statistical value which shows whether all the independent variables included in the model have a joint influence on the dependent variable.
Coefficient of Determination
According to Ghozali (2018), the fundamental weakness of using the coefficient of determination is bias towards the number of independent variables included in the model. For every additional independent variable, R2 must increase regardless of whether the variable has a significant effect on the dependent variable. Therefore, the adjusted R2 value is used when evaluating which is the best regression model. Unlike R2, the adjusted R2 value can increase or decrease when one independent variable is added to the model.

Simultanous Test (F-test)
Simultaneous influence test (F test) is used to determine whether the independent variables jointly or simultaneously affect the dependent variable (Ghozali, 2013: 177). After obtaining the Fcount value, it is then compared with the Ftable value with a significant level of 0.05 or 5%, which means that the possibility of drawing conclusions has a probability of 95% or a correlation error of 5% and degrees of freedom are used to determine Ftable.

Hypothesis Test (t Test)
The t test is used as a significance tester between variables X and Y, whether the variable product quality (X1), price perception (X2) Promotion (X3) really affects the purchasing decision variable (Y) Presto milkfish products on Stikubank University Semarang students separately or partially. The t test criterion is to compare the significance of the t value (a = 0.05)
Bandeng Presto Ibu Jumiati is one of the sellers of milkfish products in Jepara. This research was conducted by distributing questionnaires to 100 people who had been given questionnaires via google form. Before further testing, the questionnaires were descriptively evaluated to gain a better understanding of the general characteristics of the people surveyed. In this study, respondents were grouped in detail by gender, age, occupation, their monthly income or pocket money, and the number of times they buy something in a month. the number of questionnaires distributed to consumers who have consumed presto milkfish in Jepara and who returned as many as 100 respondents.

RESULTS AND DISCUSSION
The purpose of the description of respondents in this study is to gain a broad understanding of the demographics of respondents. Respondents are categorised by gender, age, occupation, monthly income or pocket money, and the frequency with which they purchase certain products. The following explanation provides a complete and detailed profile of the respondents. presto milkfish buyers are mostly dominated by women, namely 58% of 100%, the rest are men. the age of the presto milkfish buyer respondents is dominated by ages 17-26 years as much as 86% of 100%, and the rest are over 26 years old. Because the age under 26 years is more interested in Ibu Jumiati's presto milkfish in Jepara than a more mature age. the occupation of respondents who buy Jumiati's presto milkfish in Jepara is dominated mostly by students, namely 54%, and the lowest is housewives by 5%, where students / students are more interested in consuming Jumiati's presto milkfish in Jepara. the income of respondents who buy Jumiati's presto milkfish is dominated by most of those with incomes above Rp.1,000,000 to Rp.2,000,000. .000,000 to Rp.2,000,000, namely 33 respondents or 33%, while the lowest income is below Rp.500,000. frequency of purchase of presto milkfish in a month Most buy 4-5 times a

month, namely 47 respondents or 47%, while the lowest purchase is above 6x a month, namely only 8 respondents or 8%. Where buyers are mostly students who do not have much income, so that purchases are only 4-5 times the most in a month.

Instrument Testing
Validity Test

Validity testing is a tool that can be used to verify what was previously ignored and to verify what a teacher has given. Item analysis is used to test the validity of each item. This is done by correlating the score of each item with the total score, which is the sum of the scores of each item (Keller, 2019).

According to Leni (2020), the KMO test is a list used to radiate factor analysis accuracy; by including additional variables that show the correlation between questions in the questionnaire, this is referred to as the KMO test. Higher values in the 0.5-1.0 range indicate that the research is accurate, while values lower than 0.5 indicate that the research is inaccurate. For observations, this technique withering is widely used. A statement about the skewness of data in factor analysis. This KMO method makes the current sampling method sufficient. The results of the study are as follows:

Table 1. Result of Validity Test

Const.	Indicator	KMO	Fact. Load.	Result
(X1)	X1.1	0.895	0.754	Valid
	X1.2		0.822	Valid
	X1.3		0.696	Valid
	X1.4		0.781	Valid
	X1.5		0.644	Valid
	X1.6		0.640	Valid
	X1.7		0.783	Valid
	X1.8		0.707	Valid
(X2)	X2.1	0.767	0.800	Valid
	X2.2		0.737	Valid
	X2.3		0.746	Valid
	X2.4		0.803	Valid
(X3)	X3.1	0.788	0.779	Valid
	X3.2		0.706	Valid
	X3.3		0.599	Valid
	X3.4		0.805	Valid
	X3.5		0.738	Valid
(Y1)	Y1.1	0.854	0.763	Valid
	Y1.2		0.736	Valid
	Y1.3		0.785	Valid
	Y1.4		0.748	Valid
	Y1.5		0.693	Valid
	Y1.6		0.826	Valid

Based on table 1 the product quality variable has a KMO value of 0.895 which means it is greater than 0.5 so that it can be said that all samples are fulfilled. The loading factor value on each Product Quality indicator is 0.640 to 0.822, this indicates a loading factor of more than 0.40 so that all Product Quality indicators are said to be valid.

Then the price perception variable has a KMO value of 0.767 which means it is greater than 0.5 so that it can be said that all samples are fulfilled. The loading factor value on each Price Perception indicator starts from 0.737 to 0.803, this indicates that the loading factor is greater than 0.4 so that all price perception indicators are said to be valid.

Furthermore, the promotion variable has a KMO value of 0.788 which means greater than 0.5 so that it can be said that all samples are fulfilled. The loading factor value on each Promotion indicator starts from 0.599 to 0.805, this indicates that the loading factor is greater than 0.4 so that all Promotion indicators are said to be valid.

The last variable Purchasing Decisions has a KMO value of 0.854 which means greater than 0.5 so that it can be said that all samples are fulfilled. The loading factor value on each Sales Decision indicator is 0.693 to 0.826, this indicates that the loading factor is greater than 0.4 so that all Purchase Decision indicators are said to be valid.

Reliability Test

Reliability testing is the extent to which the estimation results using similar items will produce similar information, "said Sugiyono (2017: 130). If an individual's response to a statement is predictable or stable over the long term, the poll should be appropriate and significant. Cronbach Alpha is a device for estimating unwavering quality. A variable is said to be reliable if the Cronbach Alpha value is greater than 0.70.

Table 2. Result of Validity Test

Var.	Cron's Alpha	Rel. Std.	Result
(X1)	0.875	> 0.70	Reliable
(X2)	0.773	> 0.70	Reliable
(X3)	0.778	> 0.70	Reliable
(Y1)	0.853	> 0.70	Reliable

Based on the processed results of table 2, all variables in this study meet the requirements and can be considered reliable if Cronbach alpha is more than 0.70. Thus, it can be concluded that from time to time it will be consistent.

Model Test
Simultaneous Significance Test (F Test)
The F test, also known as the simultaneous test, is used to determine whether all independent variables in the model have an impact on the dependent variable as a whole (Iii, 2020). With a level of a = 0.05, the F test is used to compare Fcount with Ftable. If Fcount is greater than Ftable or if the probability of error is less than 5%, the F test indicates a significant effect ($p < 0.05$). The following table shows the results of the F test:

Table 3. Result of F test

Ind. Var	Dep. Var	F	Sig
(X1) (X2) (X3)	(Y1)	83.450	000

Based on table 3 of the F test results, it can be seen that the F value is 83,450 with a significant profitability of 0.000 <0.05, which can be concluded that the variables Product Quality (X1), Price Perception (X2), Promotion (X3) affect Purchasing Decisions (Y1) simultaneously. Thus, all variables in this study can be declared suitable for further analysis.

Test Coefficient of Determination (R2)
As stated by Summayah (2020), the Guarantee Coefficient Test (R2) measures the extent to which the model's ability to apply variations to the dependent variable. The coefficient of relationship self-esteem is zero and one is the conclusion. A low R2 value indicates a problem of independence of capacity in understanding a variety of variations in very limited circumstances. When the value is close to one, it indicates that the factors are independent and provide almost all the information needed to predict the variation in the dependent variable. The Coefficient of Determination table is as follows:

Table 4. Result of Coefficient Determination Test

R	R Square	Adjusted R Square	Std Eror of The Estimate
0.850	0.723	0.714	1.695

Based on table 4.14 of the test results the coefficient of determination is used to determine how influential the independent variable is on the dependent on Bandeng Presto products. From the test results the coefficient of determination shows that the

Adjusted R Square is 0.714 or around 71.4%, which means that Product Quality, Price Perception and Promotion can influence purchasing decisions by 71.4% and the remaining 28.6% is explained by other variables not examined in this study.

Data Analysis
Multiple Linear Regression Analysis Test
In this study using multiple linear analysis to determine the effect of Product Quality, Price Perception, and Promosu on Purchasing Decisions on Bandeng Presto products. Based on calculations using SPSS, it can be seen as follows:

Table 5. Result of Multiple Regression Analysis Test

Cons	Reg. Coef	T	Sig	Result
(X1)	0.565	5.738	0.000	H1: Accepted
(X2)	0.046	0.452	0.652	H2: Not Accepted
(X3)	0.293	3.173	0.002	H3: Accepted

Based on table 5, it can be said that the multiple linear analysis is as follows:
Y = 0.565 (X1) + 0.046 (X2) + 0.293 (X3)

The Product Quality (X1) regression coefficient is positive at 0.565 which indicates that the better the product quality, the more it will support purchasing decisions. The Price Perception (X2) regression coefficient is positive at 0.046, but price perceptions are not significant so that price perceptions have no effect on purchasing decisions. The promotion regression coefficient (X3) is positive at 0.293 which indicates that the more promotion, the more excited you will be to buy presto milkfish products.

Hypothesis Test (t Test)
This t test shows how influential the independent variable is on the dependent variable. Based on table 4.15, the results of processing the SPSS program so as to get the results of the hypothesis test (t test) as follows:
H1 : Product quality has a positive and significant effect on purchasing decisions
In table 4.15 above, the regression analysis results show that Product Quality has a significant value of 0.000 <0.05 with a positive beta value (0.565). So this can be said that Product Quality has a positive and significant effect on Purchasing Decisions, thus H1 is accepted.

H2 : Price Perception has a negative and insignificant effect on Purchasing Decisions
In table 4.15 above, the regression analysis results show that Sales Promotion has a significant value of 0.652 <0.05 with a positive beta value (0.046). It can be concluded that Price Perception has no positive and insignificant effect on Purchasing Decisions, thus H2 is rejected.
H3 : Promotion has a positive and significant effect on Purchasing Decisions

In table 5 above, the regression analysis results show that Word Of Mouth has a significant value of 0.002 <0.05 with a positive beta value (0.293). So this can be concluded that promotion has a positive and significant effect on Purchasing Decisions, thus H3 is accepted.

Discussion
Product quality has a positive and significant effect on purchasing decisions
From the results of the description analysis (X1) product quality has a fairly high mean average of 4.30. The statement about "I feel happy to buy presto milkfish products because of their soft spiny texture" has the highest mean value of 4.54, which can be concluded that the statement strongly agrees. The results of the validity test of the Product Quality variable have a KMO of 0.895> 0.50 and a Cronbach alpha of 0.875> 0.70 which can be said to be reliable. Based on the hypothesis test, the Product Quality variable has a significance value of 0.000 <0.005 and a regression coefficient of 0.565, thus it can be concluded that the Product Quality variable has a positive and significant effect. Research conducted by Laioli & Hasan (2020) and Oktavian & Euis Soliha (2020) states that Price Perception has a positive effect on purchasing decisions Based on the explanation of the research above, it can be concluded that sales promotion has an effect on purchasing decisions.

Price perceptions have no positive effect on purchasing decisions
From the results of the description analysis (X2) price perception has a fairly high average mean of 4.32. The statement about "The price of presto milkfish products is in accordance with the quality offered" has the highest mean value of 4.39. Thus, most consumers of presto milkfish buy products because of their price perceptions that need to be considered. The statement is strongly agreed. The results of

the validity test of the Product Quality variable have a KMO of 0.767> 0.50 and a Cronbach alpha of 0.773> 0.70 which can be said to be reliable. Based on the hypothesis test, the price perception variable has a significance value of 0.652 <0.005 and a regression coefficient of 0.046, thus it can be concluded that the Price Perception variable has no positive and insignificant effect. This research is in line with (Salsabila, Ali Maskur 2022) which states that price perception has no effect on purchasing decisions.

Promotion has an effect on purchasing decisions
From the results of the description analysis (X3) product quality has a fairly high mean average of 4.28. The statement about "I choose presto milkfish by coming to the store" has the highest mean value of 4.40. Thus, most consumers of presto milkfish buy products because of attractive promotions and offers, so they decide to purchase. The results of the validity test of the Promotion variable have a KMO of 0.788> 0.50 and a Cronbach alpha of 0.778> 0.70 which can be said to be reliable. Based on the hypothesis test, the Product Quality variable has a significance value of 0.002 <0.005 and a regression coefficient of 0.002 <0.005. and a regression coefficient of 0.565, thus it can be concluded that the promotion variable has a positive and significant effect. This research is in line with that conducted by (Dila Purnama Sari & Euis Soliha 2021) which states that promotion has a positive effect on purchasing decisions Based on the explanation of the research above, it can be concluded that sales promotion has an effect on purchasing decisions.

CONCLUSION
Product quality is positive and significant to purchasing decisions on Bu Jumiati's presto milkfish products in Juwana Pati. This shows that with good product quality, it will increase purchasing decisions. Price Perception has no positive and insignificant effect on purchasing decisions on Bu Jumiati's Presto milkfish products in Juwana Pati. This shows that price perceptions do not guarantee purchasing decisions. Promotion has a positive and significant effect on purchasing decisions on Bu Jumiati's Presto Milkfish Products in Juwana Pati. This shows that the existence of promotions will make it easier for consumers to make purchasing decisions.

This study uses a questionnaire but has limitations because the respondent's answer choices may not be in accordance with the actual situation. The respondents used were 100 respondents. This does not fully describe the overall prospective buyers of Bu Jumiati's presto milkfish products in Juwana pati because in this study only used the Google form that was distributed. The location of this research only focuses on customers of bandeng presto bu jumiati and is not comprehensive in all regions.

This research shows that this research can add to the existing knowledge in the field of economics, especially marketing majors. In addition, this research can be used as a benefit for writers and readers regarding product quality, price perceptions and promotions on purchasing decisions. It is known that the Product Quality variable has a fairly high mean average value of 4.30 regarding "I feel happy to buy presto milkfish products because of their soft spiny texture" has the highest mean value of 4.54 which can be concluded that the statement is strongly agreed. It is known that the Price Perception variable has a fairly high mean average of 4.32. The statement about "The price of presto milkfish products is in accordance with the quality offered" has the highest mean value of 4.39. Thus, most consumers of presto milkfish buy products because of their price perceptions that need to be considered. The statement is strongly agreed. It is known that the Promotion variable has a fairly high mean average of 4.28. The statement about "I choose presto milkfish by coming to the store" has the highest mean value of 4.40. Thus, most consumers of presto milkfish buy products because of attractive promotions and offers, so they decide to purchase.

REFERENCES

Amalia, I. K., & Maskur, A. (2023). Pengaruh Kualitas Produk, Persepsi Harga Dan Lokasi Terhadap Keputusan Pembelian (Studi Kasus Rocket Chicken Cabang Kabupaten Kendal). *Jesya*, *6*(1), 166–172. https://doi.org/10.36778/jesya.v6i1.886

Anggraeni, A. R., & Soliha, E. . (2020). Kualitas produk, citra merek dan persepsi harga terhadap keputusan pembelian (Studi pada konsumen Kopi Lain Hati Lamper Kota Semarang). *Al Tijarah*, *6*(3), 96. https://doi.org/10.21111/tijarah.v6i3.5612

Ghozali. (2018). Pengaruh Disiplin Kerja Dan Gaya Kepemimpinan Partisipatif Terhadap Kinerja Pegawai Pada UPBJJ-UT Palembang. *Jurnal Ekobis*, *2*(1), 105–128. http://jurnal.unisti.ac.id/ekobis/article/view/81/82

Huda Herdirin Nusa, Rhina Uchyani Fajarnigsih, S. W. A. (2019). Analisis Usaha Bandeng Presto Skala Umkm Di Desa Dukutalit,Kecamatanjuwana,Kabupaten Pati. *Angewandte Chemie International Edition, 6(11), 951–952.*, *2*(2), 8–17.

Kapirossi, B., & Prabowo, R. E. (2023). Pengaruh Kualitas Produk, Persepsi Harga, dan Citra Merek terhadap Keputusan Pembelian (Studi di Antariksa Kopi Semarang). *Ekonomis: Journal of Economics and Business*, *7*(1), 66. https://doi.org/10.33087/ekonomis.v7i1.929

Kurniasih, R. A. (2018). Karakteristik Kimia, Fisik, dan Sensori Ikan Bandeng Presto dengan Lama Pemasakan yang Berbeda. *Jurnal Ilmu Pangan Dan Hasil Pertanian*, *1*(2), 13–20. https://doi.org/10.26877/jiphp.v1i2.1816

Kurniawan, D. D., & Soliha, E. (2022). Pengaruh Kualitas Pelayanan, Fasilitas Dan Lokasi Terhadap Kepuasan Pelanggan pada My Kopi O Semarang. *YUME: Journal Manager*, *5*(1), 348–358. https://doi.org/10.37531/yume.vxix.553

Laoli, Y., & Hasan, S. (2020). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Di Kota Bangkinang. *Jurnal Riset Manajemen Indonesia*, *2*(1), 50–59. https://jurnal.pascabangkinang.ac.id/index.php/jrmi/article/view/20

Marka, M. M., Masruri, & Salisa, N. R. (2022). Pengembangan UMKM Bandeng Presto Melalui Peningkatan Manajemen Usaha. *Jurnal Tematik*, *3*(2), 240–244. https://156.67.218.228/index.php/tematik/article/view/4541%0Ahttps://156.67.218.228/index.php/tematik/article/download/4541/2413

Muhammad Maftukhin, 2014. (2014). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Loyalitas Pelanggan Di Toko Bandeng Juwana Elrina Semarang. *Angewandte Chemie International Edition, 6(11), 951–952.*, *01*(November), 1–23.

http://www.nber.org/papers/w16019

Nur, A., & Ali, F. (2022). Pengaruh Kualitas Produk, Persepsi Harga, Atmosfer Caffe Dan Kualitas Layanan (Studi Kasus Pada Konsumen Kedai Kami Ngaliyan, Semarang). *Jurnal Mirai Management*, *7*(2), 465–482. https://www.journal.stieamkop.ac.id/index.php/mirai/article/view/2220%0Ahttps://www.journal.stieamkop.ac.id/index.php/mirai/article/download/2220/1473

Nurdyansyah, F., Ferdiansyah, M. K., Affandi, A. R., & Hasbullah, U. H. A. (2020). Peningkatan Kualitas Produksi dan Pemasaran Produk Bandeng Presto di UMKM Bandeng Presto "Mbak Sofi" Semarang. *Jurnal Surya Masyarakat*, *3*(1), 1. https://doi.org/10.26714/jsm.3.1.2020.1-6

Oktavian, B. Y., & Soliha, E. (2022). Pengaruh kualitas produk, presepsi harga dan lokasi terhadap kepuasan pelanggan (Studi Padacafe Dewan Kopi Pati). *Fokus Ekonomi : Jurnal Ilmiah Ekonomi*, *17*(1), 167–183.

Putra, J. C., & Talumantak, R. (2022). Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian Di Kopi Kenangan Kota Kasablanka. *AKSELERASI: Jurnal Ilmiah Nasional*, *4*(3), 26–39. https://doi.org/10.54783/jin.v4i3.590

Rangian, M. C., Wenas, R. S., & Lintong, D. C. A. (2022). Analisis Pengaruh Kualitas Produk, Persepsi Harga Dan Brand Ambassador Terhadap Keputusan Pembelian Konsumen Pada Produk Ms Glow Skincare Di Kota Tomohon. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *10*(3), 284. https://doi.org/10.35794/emba.v10i3.41948

Ridwan, M. (2012). Penguatan Ekonomi Masyarakat Berbasis Kelompok. *Jurnal Ekonomi Pembangunan: Kajian Masalah Ekonomi Dan Pembangunan*, *13*(2), 207. https://doi.org/10.23917/jep.v13i2.169

Salsabila í, A., Maskur, A., & Stikubank Semarang, U. (2022). Pengaruh Kualitas Produk, Citra Merek, Persepsi Harga dan Kualitas Layanan Terhadap Keputusan Pembelian Mie Gacoan (Studi Pada Pelanggan Mie Gacoan di Kota Semarang). *SEIKO : Journal of Management & Business*, *5*(1), 156–

167. https://www.journal.stieamkop.ac.id/index.php/seiko/article/view/1902

Sari, D. P., & Soliha, E. (2021). Pengaruh Kualitas Produk , Persepsi Harga Dan Promosi Terhadap Proses Keputusan Pembelian E-Commerce Tokopedia. *Proceeding SENDIU Journal*, *2013*, 341–348.

Sari, N., & Khalid, J. (2022). Pengaruh Kualitas Produk, Persepsi Harga, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Cillo Coffee. *Jurnal Ilmiah Multidisiplin*, *1*(6), 2022. https://doi.org/10.46306/vls.v3i2.218

Sugiyono, E. I. (2014). Pengembangan Bahan Ajar Menyimak Berbasis Multimedia Interaktif Abstrak. *Seloka : Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, *3*(2), 83–89.

Sumiyati, & Soliha, E. (2020). Pengaruh Kualitas Produk, Persepsi Harga dan Lokasi Terhadap Kepuasan Pelanggan (Studi Pada Warunk Upnormal Semarang). *Proceeding SENDIU 2020*, *10*, 568–576.

Syamsidar, R., & Soliha, E. (2019). Kualitas Produk, Persepsi Harga, Citra Merek dan Promosi terhadap Proses Keputusan Pembelian (Studi Pada Banaran 9 Coffee and Tea di Gemawang, Kabupaten Semarang). *Jbe*, *26*(2), 146–154. https://www.unisbank.ac.id/ojs;

Tiara Ghassani, M., & Sri Suryoko, D. (2017). Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Ulang Bandeng Juwana Vaccum Melalui Kepuasan Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Pt. Bandeng Juwana Elrina Semarang). *Diponegoro Journal Of Social And Political Science Tahun*, 1–8. http://ejournal-s1.undip.ac.id/index.php/