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The Effect of Taste, Negative Word of Mouth, and Price Perception on Purchase Decision

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ABSTRACT

This study aims to analyze the influence of taste, negative word of mouth, and price perception on purchasing decisions among consumers of the MSMEs (Micro, Small, and Medium Enterprises) Bubur Ayam Bang Jaya. The decline in sales in 2023 after the pandemic highlights the need to evaluate the factors influencing consumer behavior. In the context of micro culinary businesses, purchasing decisions are significantly affected by product taste quality, consumer opinions, and price perception. This research employs a quantitative approach with a survey technique. Primary data were collected through questionnaires distributed to 166 respondents using purposive sampling. Data analysis was conducted using the Partial Least Squares (PLS) method with the help of SmartPLS 4.1 software. The results of the study show that taste has a positive and significant influence on purchasing decisions, meaning that the higher the taste quality, the greater the likelihood of consumer purchase. Additionally, negative word of mouth also has a positive and significant influence, indicating that when negative reviews are properly managed or responded to, they can build consumer trust and encourage purchases. However, price perception does not have a significant effect on purchasing decisions, suggesting that consumers prioritize taste quality and peer reviews over price considerations. In conclusion, to increase purchasing decisions, MSMEs actors need to focus on improving product taste and developing effective communication strategies to handle consumer feedback, especially negative reviews.

Keywords: Taste; Negative Word of Mouth; Price Perception.

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INTRODUCTION

The rapid growth of the culinary industry in Indonesia, particularly within the micro, small, and medium enterprises (MSMEs) sector, plays a crucial role in driving economic development and job creation. In 2021, the Ministry of Cooperatives and Small and Medium Enterprises reported that there were approximately 64.2 million MSMEs, with micro-enterprises accounting for 99.62% of the total. Among these, culinary businesses contribute significantly to local economic activity due to their high demand and cultural relevance.

One such enterprise, Bubur Ayam Bang Jaya MSMEs, located in Kembangan, West Jakarta, has experienced notable sales fluctuations in recent years. Data indicate a decline in sales volume and revenue in 2023 compared to 2022, a trend that emerged in the post-pandemic period. This downturn can be attributed to various factors, including heightened consumer concern over hygiene, changes in consumption habits, and shifts in purchasing power. Consequently, understanding the determinants of consumer purchasing decisions in this context is of strategic importance for business sustainability.

Tabel 1 Sales Data For 2022

First Six Months of 2023			
Operating Hours	Sales	Time Period	Revenue
3:00 PM – 11:00 PM	80 – 100 Bowls	Daily	Rp 1.360.000 – Rp 1.700.000
3:00 PM – 11:00 PM	2.400 – 3.000 Bowls	Monthly	Rp 40.800.000 – Rp 56.100.000
3:00 PM – 11:00 PM	14.480 – 18.100 Bowls	Semiannually	± Rp. 307.700.000
Second Six Months of 2022			
Operating Hours	Sales	Time Period	Revenue
3:00 PM – 11:00 PM	80 – 90 Bowls	Daily	Rp. 1.360.000 – Rp. 1.530.000
3:00 PM – 11:00 PM	2.400 – 2.700 Bowls	Monthly	Rp. 40.800.000 – Rp. 45.900.000
3:00 PM – 11:00 PM	14. 480 – 16.290 Bowls	Semiannually	± Rp. 276.930.000

Tabel 2 Sales Data For 2023

First Six Months of 2023			
Operating Hours	Sales	Time Period	Revenue
3:00 PM – 11:00 PM	50 – 70 Bowls	Daily	Rp. 850.000 – Rp. 1.190.000
3:00 PM – 11:00 PM	1.500 – 2.100 Bowls	Monthly	Rp. 25.500.000 – Rp. 35.700.000
3:00 PM – 11:00 PM	9.050 – 12.670 Bowls	Semiannually	± Rp. 215.390.000
Second Six Months of 2023			
Operating Hours	Sales	Time Period	Revenue
3:00 PM – 11:00 PM	50 – 70 Bowls	Daily	Rp. 850.000 – Rp. 1.190.000
3:00 PM – 11:00 PM	1.500 – 2.100 Bowls	Monthly	Rp. 25.500.000 – Rp. 35.700.000
3:00 PM – 11:00 PM	9.050 – 12.670 Bowls	Semiannually	± Rp. 215.390.000

Source: MSMEs Selling Data (years 2022-2023)

This decline cannot be overlooked as it reflects changes in consumer behavior in the post COVID-19 pandemic era. Consumers have become more selective in choosing food products,

taking into account factors such as hygiene, health, and taste quality. In addition, negative information or reviews from other consumers (*negative word of mouth*) also influence perceptions and purchasing decisions. Price is another factor considered, although it is not always the primary determinant in purchasing culinary products. An important aspect of consumer purchasing behavior is the recognition of the need for approval (satisfaction), the expression of needs, and the need to be fulfilled. Moreover, with rising incomes and living standards, along with higher levels of education and awareness, consumers have become more selective in making purchasing decisions.

According to Arfah. (2022) purchasing decisions represent one of the stages in the buying decision process that occurs before post-purchase behavior. Before making a purchase decision, consumers are influenced and motivated by several factors. Taste is one such factor affecting purchasing decisions; it refers to the consumer's assessment of food or beverage products, involving sensory stimulation and responses originating from both external and internal sources, which are then perceived in the mouth (Landeng dkk., 2023).

Consumers' attention to negative reviews as a response mechanism has the potential to increase their purchase intentions in the future, especially when the response includes an apology, an explanation, and a commitment to rectify the problems identified in the review (Zinko dkk., 2021). According to Asnawi et al. (2022), price perception is a marketing strategy element in which the set price plays a crucial role; when a company sets prices too high, the product may become unaffordable for the market, resulting in lower sales value.

This study aims to analyze the influence of taste, negative word of mouth, and price perception on purchasing decisions at Bubur Ayam Bang Jaya MSMEs. The findings are expected to provide practical insights for MSME owners in developing marketing strategies and to contribute to the academic literature on consumer behavior in the post-pandemic culinary industry.

LITERATURE REVIEW

The Influence of Taste on Purchasing Decisions

Research conducted by Drummond & Brefere. (2021) taste is defined as a characteristic of food that includes flavor, aroma, mouthfeel, texture, temperature, and even the sound produced when chewed. Based on previous studies conducted by Landeng dkk. (2023) dan Muhammad dkk. (2023), taste has a positive and significant effect on purchasing decisions.

The Influence of Work Facilities on Work Productivity

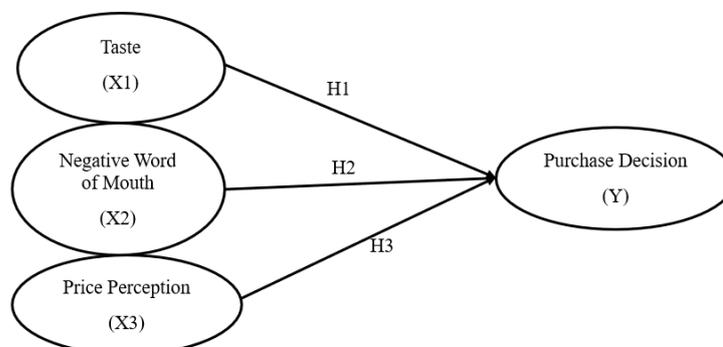
Research conducted by Rizky dkk. (2023) word of mouth is communication that occurs between users through online media in the form of either positive or negative statements about a product based on personal experiences. There are many negative effects of word of mouth; for example, negative word of mouth influences consumers to decide negatively toward a product or service because it tends to spread faster than positive word of mouth, as its negativity is perceived to have a greater impact (Haque dkk., 2020). The results of structural equation modeling show that the effectiveness of negative word of mouth on social media websites significantly affects customer satisfaction and repurchase intention (Agnihotri dkk., 2024).

The Influence of Work Discipline on Work Productivity

Research conducted by Tjiptono (2022) price perception is a process in which consumers interpret the value of a price or the attributes of goods and services expected. When consumers evaluate and examine the price of a product, this process is largely influenced by their own behavior. Based on previous studies conducted by Badriyah dkk. (2024) dan Akbar dkk. (2023),

it can be concluded that there is a presumed positive

Conceptual Framework



Based on the research problem formulation and the conceptual framework described above, the research hypotheses can be formulated as follows:

H1: Taste has a positive and significant influence on purchasing decisions.

H2: Negative word of mouth has a positive and significant influence on purchasing decisions.

H3: Price perception has a positive and significant influence on purchasing decisions.

Description:

1. Independent variables, whose value is not directly related to other values, variables are given the symbol (X), among others:

X1 : Taste

X2 : Negative Word of Mouth

X3 : Price Perception

2. The dependent variable, the variable whose value depends on other variables is given the symbol (Y)

Y : Purchasing Decisions

METHOD

Research Design

The design of this research employs a causal analysis method. Causal analysis refers to a cause-and-effect relationship. The research approach used is a quantitative approach. In this case, the study aims to determine whether there is an influence of Taste (X1), Negative Word of Mouth (X2), and Price Perception (X3) on Purchasing Decisions (Y) at Bubur Ayam Bang Jaya MSMEs.

Population and Sample

According to (Sugiyono 2022), a population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study comprises all consumers who have purchased products from Bubur Ayam Bang Jaya MSMEs, located in Jakarta and Tangerang. Since there is no exact data on the total number of consumers, the research population is considered infinite, meaning all consumers who are customers or have made purchases at the MSME during the research period.

A sample is a part of the quantity and characteristics possessed by the population (Sugiyono 2022). This study employs a non-probability sampling method with a purposive

sampling technique, which is a sampling method based on certain considerations determined by the researcher to obtain representative data (Sekaran and Bougie 2019). The criteria for respondents in this study are consumers who have shopped or made transactions at Bubur Ayam Bang Jaya MSMEs. The sample size was determined using the formula suggested by (Hair dkk., 2017), which recommends a minimum sample size of five to ten times the number of research indicators. With a total of 31 indicators, the minimum required sample size is $5 \times 31 = 155$ respondents, while the maximum is $10 \times 31 = 310$ respondents. Based on this consideration, the study determined a sample size of 155 respondents to ensure sufficient data for analysis.

Data Collection Technique

According to (Sugiyono 2022) data collection techniques are a strategic step in research because they aim to obtain data. Based on their sources, data are classified into two types: primary data and secondary data. Primary data are obtained directly from the original source through observation and questionnaires administered to respondents who meet the research criteria. Secondary data are obtained indirectly from other parties, such as books, journals, articles, and websites. In this study, primary data were collected through a survey method using an online questionnaire via Google Forms. The survey was employed to gather information related to consumers' opinions, characteristics, and behavior in line with the research objectives. Secondary data were obtained from the internal records of Bubur Ayam Bang Jaya MSMEs, particularly sales data, which were used to complement the analysis.

Data Analysis Method

Data analysis was carried out after all responses from the respondents had been collected, using descriptive analysis and the Structural Equation Model – Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS. Descriptive analysis was used to describe the characteristics of respondents based on gender, age, occupation, and purchase frequency, as well as to summarize respondents' responses to the research variables through mean scores and assessment categories.

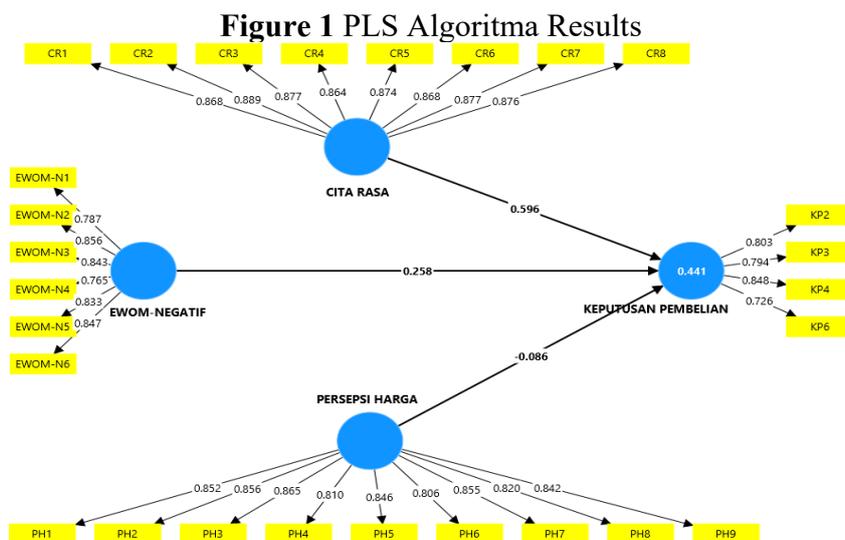
RESULT AND DISCUSSION

Data Quality Test Results

1. Outer Model

a. Convergent Validity

Convergent validity testing aims to ensure that each indicator within a variable is truly capable of accurately representing the intended construct. This validity can be assessed from the loading factor value of each indicator. An indicator is considered to have convergent validity if it has a loading factor value greater than 0.70.



Source: Output PLS, 2025

All indicators for the studied variables show convergent validity, as their loading factors exceed the 0.70 threshold, confirming the statistical validity of the data.

Table 3 Convergent Validity Test Results

Indikator	Taste (X1)	Negative Word of Mouth (X2)	Price Perception (X3)	Purchase Decision (Y)	Description
T 1	0.868				Valid
T 2	0.889				Valid
T 3	0.877				Valid
T 4	0.864				Valid
T 5	0.874				Valid
T 6	0.868				Valid
T 7	0.877				Valid
T 8	0.876				Valid
NWOM 1		0.787			Valid
NWOM 2		0.856			Valid
NWOM 3		0.843			Valid
NWOM 4		0.765			Valid
NWOM 5		0.833			Valid
NWOM 6		0.847			Valid
PP 1			0.852		Valid
PP 2			0.856		Valid
PP 3			0.865		Valid
PP 4			0.810		Valid
PP 5			0.846		Valid
PP 6			0.806		Valid
PP 7			0.855		Valid
PP 8			0.820		Valid
PP 9			0.842		Valid

Indikator	Taste (X1)	Negative Word of Mouth (X2)	Price Perception (X3)	Purchase Decision (Y)	Description
PD 2				0.803	Valid
PD 3				0.794	Valid
PD 4				0.848	Valid
PD 6				0.726	Valid

Source: Output PLS, 2025

Table 4 Results of the Average Variance Extracted (AVE) Validity Test

Variabel	Average variance extracted (AVE)
Taste	0.764
Negative Word of Mouth	0.677
Price Perception	0.704
Purchase Decision	0.630

Source: Output PLS, 2025

Based on the results of the Average Variance Extracted (AVE) calculation, it is found that all variables in this study have met the criteria for convergent validity. The Taste variable has an AVE value of 0.764, Negative Word of Mouth of 0.677, Price Perception of 0.704, and Purchase Decision of 0.630. All of these AVE values are above the minimum threshold of 0.50, indicating that more than 50% of the variance of the indicators can be explained by their respective constructs.

b. Discriminant Validity

Aims to determine whether the construct has adequate discriminant validity by comparing the loading value on the targeted construct, which must be greater than the values on other constructs (Ghozali and Latan 2015). Therefore, each variable in the model has met the criteria for discriminant validity and is able to accurately represent distinct dimensions.

Table 5 Discriminant Validity Test Results (Cross loadings)

	Taste	Negative Word of Mouth	Price Perception	Purchase Decision
T 1	0.868	0.225	0.431	0.431
T 2	0.889	0.216	0.477	0.477
T 3	0.877	0.165	0.514	0.514
T 4	0.864	0.294	0.507	0.507
T 5	0.874	0.275	0.496	0.496
T 6	0.868	0.252	0.500	0.500
T 7	0.877	0.221	0.525	0.525
T 8	0.876	0.212	0.543	0.543
NWOM 1	0.270	0.787	0.216	0.216
NWOM 2	0.186	0.856	0.145	0.145
NWOM 3	0.302	0.843	0.217	0.217
NWOM 4	0.159	0.765	0.271	0.271
NWOM 5	0.179	0.833	0.180	0.180
NWOM 6	0.206	0.847	0.201	0.201

PP 1	0.452	0.394	0.297	0.297
PP 2	0.489	0.372	0.225	0.225
PP 3	0.556	0.246	0.241	0.241
PP 4	0.451	0.242	0.248	0.248
PP 5	0.408	0.204	0.852	0.852
PP 6	0.464	0.230	0.856	0.856
PP 7	0.479	0.211	0.865	0.865
PP 8	0.438	0.087	0.810	0.810
PP 9	0.466	0.178	0.846	0.846
PD 2	0.396	0.323	0.806	0.806
PD 3	0.480	0.279	0.855	0.855
PD 4	0.574	0.308	0.820	0.820
PD 6	0.529	0.053	0.842	0.842

Source: Output PLS, 2025

From Table 5, it can be seen that each indicator has the highest loading value on its original construct compared to other constructs. Indicators T1 to T8 show the strongest correlation with the Cita Rasa construct, and indicators NWOM1 to NWOM6 have the highest correlation with the Negative Word of Mouth construct. This indicates that each indicator consistently measures its intended construct.

For the Purchasing Decisions construct, indicators PD2, PD3, PD4, and PD6 also show the highest correlation with their construct compared to others, confirming their validity in measuring purchase decisions. Meanwhile, for the Price Perception construct, only indicators PH5 to PH9 have high loading values on their construct. Indicators PP1 to PP4 have lower loading values and are less specific to the Price Perception construct, suggesting that they may need further evaluation. Discriminant validity is achieved if the square root of the AVE is greater than the correlation of the construct with other constructs.

Table 6 Discriminant Validity Test Results (Fornell Lacker Criterium)

	<i>Taste</i>	Negative Word of Mouth	<i>Price Perception</i>	<i>Purchase Decision</i>
<i>Taste</i>	0.874			
Negative Word of Mouth	0.267	0.823		
<i>Price Perception</i>	0.615	0.395	0.794	
<i>Purchase Decision</i>	0.571	0.247	0.317	0.839

Source: Output PLS, 2025

c. Composite Reliability and Cronbach’s Alpha

Composite reliability testing was conducted to evaluate the extent to which the instruments in this study are reliable. A construct is considered to have adequate internal consistency if the composite reliability and Cronbach’s alpha values for each variable are \geq

0.70. This indicates that the questionnaire, as a data collection tool, is stable and trustworthy in representing the constructs being studied.

Table 7 Composite Reliability & Cronbach’s Alpha Test Results

Variabel	Composite Reliability	Cornbach’s Alpha	Description
Taste	0.957	0.956	Reliable
Negative Word of Mouth	0.908	0.904	Reliable
Price Perception	0.809	0.804	Reliable
Purchase Decision	0.963	0.948	Reliable

Source: Output PLS, 2025

Based on the reliability test results, all variables in this study show composite reliability and Cronbach’s alpha values above 0.70, indicating that the instruments used have good internal consistency. Overall, the research instruments can be considered reliable and capable of measuring the constructs accurately and consistently.

2. Inner Model

The R-Square (R^2) value is used to measure how much the independent variables can explain the dependent variable in the research model. The higher the R^2 value, the greater the proportion of variance in the dependent variable explained by the independent variables. As a guideline, an R^2 value of 0.75 is considered strong, 0.50 moderate, and 0.25 weak (Hair et al. 2017).

a. R-Square

Table 8 Endogenous Variable R Square

Variabel Endogen	R-square	R-square adjusted
Purchase Decision	0.541	0.531

Source: Output PLS, 2025

This means that 54.1% of the variability in Purchase Decision can be explained by independent variables such as Taste, Negative Word of Mouth, and Price Perception, while the remaining 45.9% is explained by other factors outside the model. This value indicates that the model has a moderate explanatory power, in line with the criteria of (Hair et al. 2017), which state that an R-Square value between 0.25 and 0.50 is considered moderate. Therefore, the model in this study is fairly appropriate for explaining the effect of independent variables on Purchase Decision.

b. Gof

The Goodness of Fit (GoF) model is used to measure the extent to which the overall research model can explain the data effectively. The GoF value is calculated as the square root of the product between the average AVE and the average R-Square. The GoF value is categorized as small (0.1), medium (0.2), and large (0.36). The GoF test is as follows:

$$GoF = \sqrt{AVE\ Average \times R^2}$$

$$GoF = \sqrt{(0.764 + 0.677 + 0.740 + 0,630) / 4} \times 0,541$$

$$GoF = \sqrt{0,70275} \times 0,541$$

$$GoF = \sqrt{0,45362}$$

$$GoF = 0,6734$$

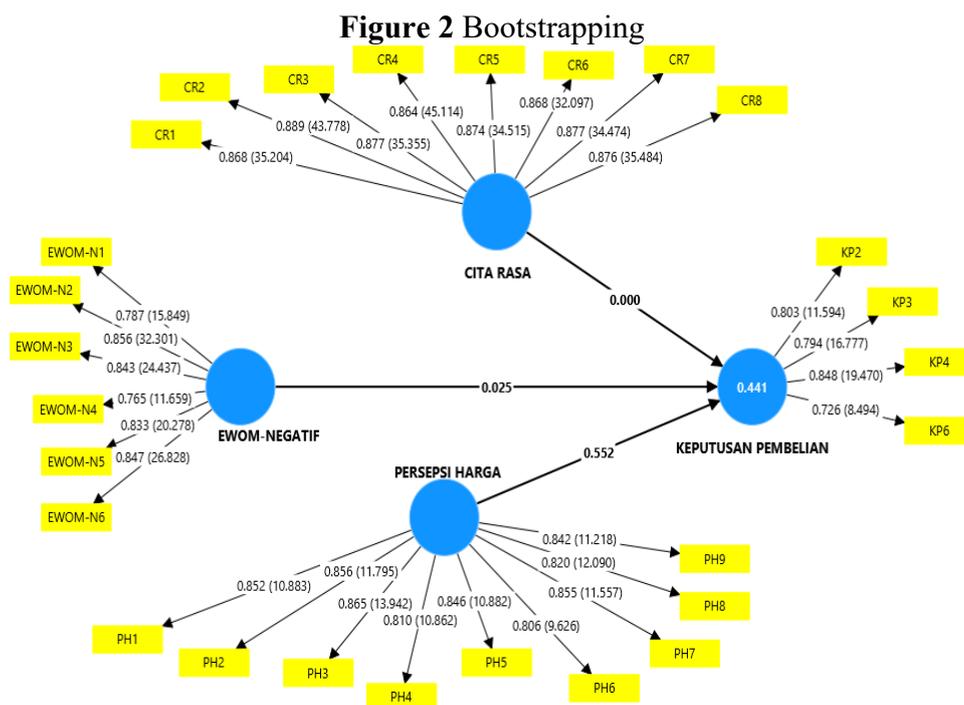
Based on the calculation, the GoF value of 0.5566 (>0.36) indicates that the model has high validity and can strongly explain the relationships between variables.

c. Hypothesis Testing Results

The path relationship in the structural model must be statistically significant. This level of significance can be assessed through the bootstrapping procedure. The significance of the hypothesis is determined by examining the parameter coefficient and the T-statistic value in the bootstrapping algorithm report. A T-statistic value greater than 1.96 indicates that the relationship is significant.

Table 9 Hypothesis Testing Results

<i>Variabel</i>	<i>Original sample</i>	<i>Standard deviation</i>	<i>T statistics</i>	<i>P values</i>	<i>signifikansi</i>
Taste → Purchase Decision	0.596	0.087	6.811	0.000	Diterima
Negative Word of Mouth → Purchase Decision	0.258	0.115	2.239	0.025	Diterima
Price Perception → Purchase Decision	-0.086	0.145	0.595	0.552	Ditolak



Discussion

The Influence of Taste on Purchasing Decisions

Based on the results of the hypothesis testing, the taste variable has a positive and significant effect on purchase decisions. This is evidenced by the original sample value of 0.596, a t-statistic of $6.811 > 1.96$, and a p-value of $0.000 < 0.05$, indicating a significant relationship. In other words, improving the product's taste will encourage consumers to make a purchase.

This finding is consistent with previous studies conducted by Tsabita & Sumaryanto. (2024), Prakoso & Sumaryanto. (2024), Landeng dkk. (2023), and Khairiyarov & Sugiarto. (2025). It can be concluded that taste has been empirically proven to have a positive and significant effect on purchase decisions. Consumers highly consider the quality of taste when deciding whether to make a purchase, especially in the food and beverage category.

The Influence of Negative Word of Mouth on Purchasing Decisions

Based on the results of the hypothesis test, this study shows that negative word-of-mouth also has a positive and significant effect on purchase decisions. This is evidenced by the original sample value of 0.258, a t-statistic of $2.239 > 1.96$, and a p-value of $0.025 < 0.05$.

This indicates that negative word-of-mouth influences purchase decisions. These findings are consistent with previous studies conducted by Bhandari dkk. (2021), Zhang dkk. (2015), and Zinko dkk. (2021). All three studies agree that negative word-of-mouth has a significant effect on purchase decisions. Consumers are strongly influenced by negative reviews, whether through text or images, and the company's response plays a crucial role in mitigating this impact.

The Influence of Negative Word of Mouth on Purchasing Decisions

Based on the results of the hypothesis test, this study shows that price perception has no effect on purchase decisions. This is indicated by an original sample value of -0.086, a t-statistic of $0.595 < 1.96$, and a p-value of $0.552 > 0.05$, meaning the relationship is not significant. In other words, price perception is not a strong factor influencing purchase decisions in the context of this study.

These findings are consistent with previous studies by Nisa. (2022), Liwandu dkk. (2025), Rukmana dkk. (2023), and Rahman dkk. (2024), which also found that price perception does not significantly affect purchase decisions. This suggests that although consumers may have certain perceptions of a product's price, it is not the main determinant of their purchase decision. Consumers tend to prioritize other variables such as product quality, taste, location, or brand image.

CONCLUSION

Based on the research problems, data analysis results, and discussions presented in the previous chapter, the conclusions of this study are as follows:

1. Taste has a positive and significant effect on Purchase Decision. This indicates that taste is an important factor driving consumers to make a purchase. In other words, the better the taste of the product as perceived by consumers, the greater their tendency to buy it. The most dominant indicator contributing a significant influence is the suitability of the taste with consumer expectations.
2. Negative Word-of-Mouth has a positive and significant effect on Purchase Decision. This finding shows that although negative in nature, word-of-mouth still plays a role in shaping

consumer decisions. Consumers consider negative reviews as evaluation material, especially when business owners respond actively and wisely. The most dominant indicators in this variable are the clarity of the content in negative reviews and the frequency with which consumers access negative information.

3. Price Perception has no effect on Purchase Decision. The price offered by Bubur Ayam Bang Jaya MSMEs is not a dominant factor in consumers' decision-making to purchase. Although some consumers take price into consideration, taste quality and information from word-of-mouth have greater influence. This indicates that consumers focus more on the value and product experience rather than price alone.

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