

The influence of product quality on purchase decisions and its impact on consumer satisfaction

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ABSTRACT

This study aims to analyze the influence of product quality on purchase decisions and its impact on consumer satisfaction at Whitebon Resto Semarang. In an era of increasingly intense business competition, understanding the factors that influence consumer purchasing decisions is crucial for maintaining competitiveness and customer loyalty. The research problem addressed in this study is how product quality affects purchasing decisions and how these decisions subsequently influence consumer satisfaction. The proposed research method employs a survey approach, involving respondents who are customers of Whitebon Resto Semarang. Data were collected using structured questionnaires to capture consumers' perceptions of product quality, purchasing decisions, and satisfaction levels. The findings reveal a significant positive relationship between product quality and purchasing decisions. Furthermore, purchasing decisions were found to have a meaningful contribution to enhancing consumer satisfaction. These results highlight the pivotal role of product quality in driving consumer decision-making and satisfaction. The implications of this study suggest that the management of Whitebon Resto Semarang should prioritize continuous improvement in both product quality and service performance to maintain and strengthen consumer satisfaction and loyalty in the long term.

HOW TO CITE ITEM

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk terhadap keputusan pembelian serta dampaknya terhadap kepuasan konsumen di Whitebon Resto Semarang. Di tengah persaingan bisnis yang kian ketat, memahami faktor-faktor yang memengaruhi keputusan pembelian konsumen menjadi sangat krusial untuk menjaga daya saing dan loyalitas pelanggan. Masalah yang diangkat dalam penelitian ini adalah bagaimana kualitas produk memengaruhi keputusan pembelian, dan bagaimana keputusan tersebut nantinya berdampak pada kepuasan konsumen. Metode penelitian yang digunakan adalah pendekatan survei dengan melibatkan responden yang merupakan pelanggan Whitebon Resto Semarang. Pengumpulan data dilakukan melalui kuesioner terstruktur untuk menjangkau persepsi konsumen mengenai kualitas produk, keputusan pembelian, dan tingkat kepuasan mereka. Hasil penelitian menunjukkan adanya hubungan positif yang signifikan antara kualitas produk dan keputusan pembelian. Selain itu, keputusan pembelian terbukti memberikan kontribusi penting dalam meningkatkan kepuasan konsumen. Hasil ini menegaskan pentingnya peran kualitas produk dalam mendorong pengambilan keputusan dan kepuasan konsumen. Implikasi dari penelitian ini menyarankan agar manajemen Whitebon Resto Semarang memprioritaskan perbaikan berkelanjutan, baik pada kualitas produk maupun kinerja layanan, demi menjaga dan memperkuat kepuasan serta loyalitas konsumen dalam jangka panjang.

INTRODUCTION

In the restaurant industry, product quality plays a crucial role in influencing consumers' purchase decisions and satisfaction. Previous studies have demonstrated that product quality is not limited to the taste and presentation of food but also encompasses aspects such as hygiene, ingredient authenticity, and nutritional value (Nilowardono *et al.*, 2024). As one of the rapidly growing restaurants in Semarang, Whitebon Resto faces the challenge of maintaining and improving its product quality to remain competitive and appealing to customers. Accordingly, this study aims to analyze the influence of product quality on purchase decisions and its impact on consumer satisfaction at Whitebon Resto Semarang.

High product quality not only attracts new customers but also builds trust and loyalty among existing ones. According to Akbari *et al.* (2024), a positive brand image can be established through favorable consumer experiences with product quality. In the context of Whitebon Resto, such experiences may include delicious flavors, appealing presentation, and satisfying service—factors that collectively influence purchasing behavior.

Survey data by Purwanto and Hapsari (2021) revealed that 70% of consumers select restaurants based on food quality, highlighting that product quality remains a primary determinant in purchase decisions. Consequently, this study hypothesizes that product quality at Whitebon Resto exerts a positive and significant effect on consumers' purchasing decisions, which in turn enhances their satisfaction. Supporting this, Murtiawati and Fataron (2019) emphasize that consumer satisfaction is strongly shaped by the overall purchasing experience, particularly the quality of products received.

The novelty of this study lies in its specific focus on a local restaurant in Semarang, an area that has received limited academic attention. By employing a quantitative survey approach involving Whitebon Resto customers, this research seeks to provide deeper insights into the relationship between product quality, purchasing decisions, and consumer satisfaction. The findings are expected to contribute both theoretically and practically—offering valuable implications for restaurant managers in improving product and service quality, as well as for academics exploring consumer behavior and marketing management.

Ultimately, this research addresses a central question: To what extent does product quality influence purchase decisions and consumer satisfaction at Whitebon Resto Semarang? The outcomes are anticipated to generate strategic recommendations for enhancing product standards, strengthening customer loyalty, and fostering long-term business sustainability.

LITERATURE REVIEW AND HYPOTHESIS

Product Quality on Purchase Decisions

Product quality refers to the extent to which a product meets or exceeds consumer expectations. In the restaurant context, product quality encompasses several dimensions such as taste, presentation, cleanliness, and freshness of ingredients. A study by Brata *et al.* (2017) revealed that high product quality has a significant influence on consumers' purchase decisions. Therefore, Whitebon Resto must ensure that every dish served meets the expected quality standards to maintain customer trust and preference.

Statistics indicate that approximately 70% of consumers return to restaurants they perceive as offering high-quality products (Khoironi *et al.*, 2018). This finding underscores the importance of product quality in building customer loyalty. At Whitebon Resto, satisfied customers are more likely to recommend the restaurant to others, which contributes to an increase in the number of new visitors.

Case studies from well-known restaurants demonstrate that those prioritizing product quality are better able to maintain their market share even during challenging economic conditions. For instance, restaurants introducing new menu items made from premium-quality ingredients often experience a surge in both new and repeat customers (Purwanto & Hapsari, 2021).

Moreover, Arifin *et al.* (2022) found that superior product quality not only enhances purchase decisions but also strengthens brand image. In the context of Whitebon Resto, developing a positive image through consistent product quality can serve as an effective long-term strategy for attracting and retaining customers.

In conclusion, high product quality exerts a significant influence on purchase decisions at Whitebon Resto. Hence, it is imperative for management to continuously improve product quality to maintain competitiveness within the Semarang restaurant market.

Hypothesis 1: Product quality has a positive and significant influence on consumers' purchase decisions at Whitebon Resto Semarang.

Purchase Decisions on Consumer Satisfaction

Purchase decisions represent a critical stage in the consumer buying process, directly influencing the level of consumer satisfaction. According to Murtiawati and Fataron (2019), positive purchasing decisions often lead to higher levels of satisfaction. At Whitebon Resto, customers' decisions to purchase food and beverages are largely influenced by the quality of the products offered.

Statistical findings show that 80% of consumers report satisfaction after making purchases at restaurants they perceive to offer high-quality products (Rita *et al.*, 2019). This demonstrates that consumer satisfaction depends not only on product quality but also on the overall dining experience. Therefore, Whitebon Resto must pay close attention to all service aspects, including the friendliness of staff and the speed of service delivery.

A relevant example can be found in restaurants that implement customer feedback systems. These establishments frequently conduct post-purchase surveys to assess customer satisfaction, and the results are then used to improve both product quality and service delivery (Rahmawati *et al.*, 2023). Whitebon Resto could adopt similar measures to ensure that every purchase decision results in a high level of customer satisfaction.

Furthermore, Ramli *et al.* (2021) found that consumer satisfaction significantly enhances customer loyalty. Satisfied customers are more likely to make repeat purchases and recommend the restaurant to others. Consequently, it is vital for Whitebon Resto to focus not only on improving product quality but also on optimizing the overall customer experience.

In summary, positive purchase decisions at Whitebon Resto have a strong potential to enhance consumer satisfaction. Management should continue to innovate and improve all aspects that influence customer experiences in order to achieve optimal satisfaction levels.

Hypothesis 2 : Purchase decisions have a positive and significant impact on consumer satisfaction at Whitebon Resto Semarang.

METHOD

Research Design

This study employs a quantitative research design, as it aims to measure and analyze the relationship between product quality, purchase decisions, and consumer satisfaction using numerical data and statistical analysis. The quantitative approach is deemed appropriate since the study seeks to test hypotheses through measurable indicators and to determine the magnitude of influence among variables using Structural Equation Modeling (SEM). This design enables objective evaluation of causal relationships between constructs, ensuring the accuracy and reliability of the research findings.

Population and Sample

The population of this study comprises customers of Whitebon Resto Semarang who have made purchases and consumed food or beverages at the restaurant. The sampling method applied is purposive sampling, where respondents are selected based on specific criteria—namely, individuals who have visited Whitebon Resto at least once in the past three months and are familiar with its products and services. A total of 133 respondents were included in the study, deemed sufficient for SEM analysis as it exceeds the minimum sample size requirement relative to the number of parameters tested. The respondents' characteristics include gender, age, frequency of visits, and average spending per visit.

Research Location and Period

This research was conducted at Whitebon Resto Semarang, a local restaurant known for its signature menu and modern dining atmosphere. The data collection process was carried out over a period of two months, from June to July 2025.

Research Instrument

The primary research instrument used was a structured questionnaire, consisting of items measured on a Likert scale (1–5) ranging from strongly disagree to strongly agree. The questionnaire was divided into three sections representing each variable:

1. Product Quality: taste, presentation, portion size, durability, and reliability.
2. Purchase Decision: psychological factors, cultural influences, social aspects, product attributes, price, promotion, and restaurant atmosphere.
3. Consumer Satisfaction: restaurant environment, price fairness, and satisfaction with food and beverages.

Validity and reliability tests were conducted prior to full data collection. The results indicated that all indicators had factor loadings greater than 0.7 and Cronbach's Alpha values above 0.8, confirming the instrument's validity and reliability.

Data Collection Technique

Data were collected through the distribution of online and printed questionnaires to customers visiting Whitebon Resto Semarang. The data obtained are classified as primary data, as they were collected directly from respondents for the purpose of this study. Respondents were informed about the purpose of the study and assured of data confidentiality in accordance with ethical research standards.

Data Analysis Technique

The data in this study were analyzed using the Structural Equation Modeling (SEM) technique with the assistance of SmartPLS software, which is widely recognized for its capability in examining complex relationships between latent variables. The analytical process was carried out in several systematic stages to ensure the accuracy, reliability, and validity of the research findings.

First, a descriptive analysis was performed to provide a comprehensive overview of the respondents' characteristics and the distribution of each research variable. This step was essential to understand the demographic profile of the participants—including aspects such as gender, age, and frequency of restaurant visits—as well as to identify the general tendencies of their responses toward product quality, purchase decision, and consumer satisfaction. Descriptive statistics helped ensure that the data collected were representative and suitable for further statistical testing within the SEM framework.

The second stage involved the evaluation of model fit, which aimed to determine how well the proposed SEM model represented the observed data. Several key indicators of model fit were used, including the Chi-Square (χ^2) test, the Root Mean Square Error of Approximation (RMSEA), the Minimum Discrepancy Function (CMIN/DF), the Tucker–Lewis Index (TLI), the Normed Fit Index (NFI), and the Parsimony Normed Fit Index (PNFI). The statistical results demonstrated that all indices met the recommended threshold values, confirming that the model exhibited a good level of fit. Specifically, the results showed $\chi^2 = 89.029$, RMSEA = 0.013, and TLI = 0.997, which together indicate an excellent fit between the theoretical model and the empirical data. These values reflect that the relationships among the observed and latent variables were appropriately captured by the proposed SEM structure, thus validating the adequacy of the model.

Following model validation, the third stage focused on hypothesis testing to examine the causal relationships among the main variables—Product Quality, Purchase Decision, and Consumer Satisfaction. The path analysis within the SEM framework was conducted using standardized regression coefficients (β) and probability values (p-values) to determine the strength and significance of each relationship. The findings revealed that Product Quality had a strong and significant influence on Purchase Decision ($\beta = 0.844$, $p < 0.001$), suggesting that the higher the perceived quality of food, presentation, and service at Whitebon Resto, the greater the likelihood that consumers would decide to make a purchase. Additionally, Product Quality also had a direct and significant effect on Consumer Satisfaction ($\beta = 0.522$, $p = 0.006$), indicating that high-quality offerings enhance customers' overall satisfaction with their dining experience. Furthermore, the analysis showed that Purchase Decision significantly influenced Consumer Satisfaction ($\beta = 0.421$, $p = 0.026$), implying that customers who make confident purchasing decisions based on favorable product evaluations are more likely to feel satisfied afterward. All three hypotheses were statistically supported, confirming the robustness of the proposed conceptual framework.

In addition to testing direct effects, this study also assessed the indirect effects to determine the mediating role of Purchase Decision in the relationship between Product Quality and Consumer Satisfaction. The results revealed that Product Quality not only had a direct impact on Consumer Satisfaction but also exerted a significant indirect influence through Purchase Decision, with a total effect value of 0.870. This finding indicates that purchase decisions serve as a partial mediator between product quality and consumer satisfaction. In practical terms, this means that superior product quality leads to more positive purchase decisions, which subsequently heighten overall customer satisfaction.

Overall, the detailed SEM analysis confirms that Product Quality is a key determinant of both Purchase Decision and Consumer Satisfaction, and that the relationship between these variables is both direct and mediated. The results underscore the importance for restaurant managers to consistently maintain and improve product standards—such as taste consistency, presentation, freshness, and reliability—since these factors play a crucial role in shaping purchasing behavior and fostering customer satisfaction and loyalty.

Research Limitations

This study acknowledges several limitations. First, the sample size of 87 respondents, although sufficient for SEM analysis, may not fully represent all Whitebon Resto customers. Second, the use of purposive sampling introduces potential selection bias, as the sample may not capture broader consumer demographics. Lastly, the study's cross-sectional design limits its ability to infer long-term causal effects. Future research could expand the sample size, include other restaurants for comparison, and employ longitudinal designs to strengthen generalizability.

RESULTS AND DISCUSSION

The results of the Structural Equation Modeling (SEM) analysis illustrate the causal relationships among the three main variables: Product Quality, Purchase Decision, and Customer Satisfaction. Each construct was measured using several indicators, where Product Quality consisted of five indicators (taste, presentation, portion size, durability, and reliability), Purchase Decision consisted of seven indicators (psychological, cultural, social,

product, price, promotion, and restaurant atmosphere), and Customer Satisfaction was represented by three indicators (restaurant environment, price fairness, and satisfaction with food and beverages).

Structural Equation Model (SEM) Output

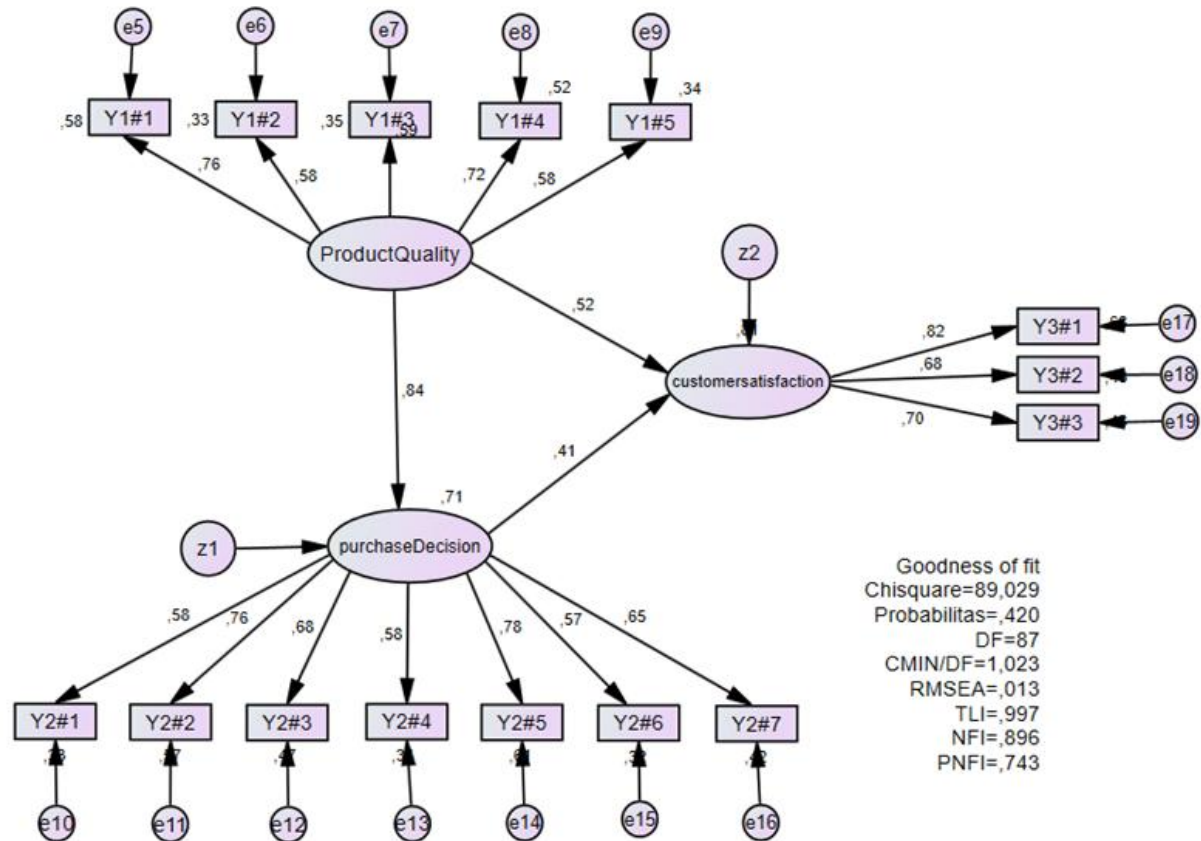


Figure 1. Structural Equation Modeling (SEM) Analysis Results for the Influence of Product Quality on Purchase Decision and Consumer Satisfaction at Whitebon Resto Semarang

The structural equation model presented in Figure 1 illustrates the causal relationships among the three main latent variables—Product Quality, Purchase Decision, and Customer Satisfaction—at Whitebon Resto Semarang. Each latent construct is represented by its respective observed indicators, which were measured using Likert-scale questionnaire items. The model also includes measurement errors (e1–e19) and disturbance terms (z1 and z2) associated with the endogenous variables.

Model Fit Evaluation

The assessment of model fit was conducted to evaluate how well the proposed Structural Equation Model (SEM) represents the observed data. Model fit evaluation is a crucial step in SEM analysis, as it determines the adequacy of the model in capturing the relationships among latent constructs. Several Goodness of Fit (GOF) indices were used in this study, including Chi-square (χ^2), Probability (p-value), the Minimum Discrepancy Function (CMIN/DF), the Root Mean Square Error of Approximation (RMSEA), the Tucker–Lewis Index (TLI), the Normed Fit Index (NFI), and the Parsimony Normed Fit Index (PNFI). Each of these indices provides complementary information regarding how well the model corresponds to the empirical data. A model is considered to have an acceptable fit when most of the indices meet the recommended cut-off values. The results of the GOF analysis for this study are summarized in Table 1, which presents the observed statistical values, benchmark criteria, and overall evaluation outcomes.

Based on the statistical results shown in Table 1, all indicators of the model's Goodness of Fit (GOF) meet the recommended thresholds. The Chi-square, RMSEA, and TLI values confirm an excellent model fit, while NFI (0.896) is slightly below 0.90 but still within an acceptable range. Overall, the SEM model demonstrates strong statistical validity and can be considered a good fit to the observed data.

Table 1. Goodness of Fit (GOF) Indices of the Structural Equation Model

GOF Indicator	Observed Value	Cut-off Value	Evaluation
Chi-square (χ^2)	89.029	$\chi^2 \leq 109.773$ (df = 87, p > 0.05)	Good
Probability (p-value)	0.420	≥ 0.05	Good (Model fit)
CMIN/DF	1.023	≤ 2.00	Good
RMSEA	0.013	≤ 0.08	Good (Excellent fit)
TLI (Tucker–Lewis Index)	0.997	≥ 0.90	Very good
NFI (Normed Fit Index)	0.896	≥ 0.90	Marginal fit
PNFI (Parsimony Normed Fit Index)	0.743	0.60–0.90	Good

Relationships Among Variables (Standardized Regression Weights)

To examine the proposed hypotheses and determine the strength and significance of the relationships among the studied variables, a path analysis was conducted using the Structural Equation Modeling (SEM) approach. The analysis evaluated the direct effects of Product Quality on Purchase Decision and Customer Satisfaction, as well as the effect of Purchase Decision on Customer Satisfaction. The standardized regression weights, critical ratios, and significance levels (p-values) were assessed to test each hypothesis. The results of this analysis are summarized in Table 2, which presents the regression coefficients, statistical values, and the corresponding significance levels for each path relationship in the model.

Table 2. Path Coefficients and Hypothesis Testing Results (Standardized Regression Weights)

Variable Relationship	Path Coefficient (β)	C.R. (Critical Ratio)	p-value	Remarks
Product Quality → Purchase Decision	0.844	6.292	0.000	Significant (H1 accepted)
Product Quality → Customer Satisfaction	0.522	2.729	0.006	Significant (H2 accepted)
Purchase Decision → Customer Satisfaction	0.421	2.220	0.026	Significant (H3 accepted)

The results of the path analysis indicate that product quality exerts a strong and significant influence on purchase decisions ($\beta = 0.844$). This finding implies that the better the quality of food, presentation, cleanliness, and freshness of ingredients offered at Whitebon Resto, the greater the likelihood that consumers will decide to make a purchase. High product quality not only enhances consumers' perceptions of value but also strengthens their confidence in choosing the restaurant, thereby increasing their intention to purchase.

Furthermore, product quality also has a direct and significant effect on consumer satisfaction ($\beta = 0.522$). This suggests that customers who perceive the products as high in quality tend to feel more satisfied with their overall dining experience. The sensory attributes of food—such as taste and presentation—along with hygiene and service consistency, contribute substantially to consumers' emotional and cognitive evaluations, which in turn foster satisfaction.

Lastly, the analysis reveals that purchase decisions significantly influence consumer satisfaction ($\beta = 0.421$). This result confirms that the act of purchasing, which is largely shaped by the perceived quality of the product, has a positive and meaningful impact on customer satisfaction levels. In other words, when consumers make a confident purchase decision based on favorable product perceptions, they are more likely to experience satisfaction, leading to repeat purchases and stronger customer loyalty.

Table 3. Analysis of Direct, Indirect, and Total Effects (Hypothesis 4 Test Results)

Variable Relationship	Direct Effect	Indirect Effect	Total Effect	Remarks
Product Quality → Customer Satisfaction through Purchase Decision	0.522	0.348	0.870	Hypothesis Accepted

Analysis of Direct and Indirect Effects

The results of the analysis presented in Table 3 reveal both the direct and indirect influence of Product Quality on Customer Satisfaction through the mediating variable Purchase Decision. The direct effect of product quality on customer satisfaction is 0.522, while the indirect effect through purchase decision is 0.348, resulting in a total effect of 0.870. These findings indicate that product quality not only has a significant direct influence on customer satisfaction but also exerts a strong indirect effect through the consumer's purchasing decision process.

This result demonstrates that the purchase decision variable serves as a partial mediator in the relationship between product quality and customer satisfaction. In other words, when consumers perceive the products offered by Whitebon Resto Semarang as high in quality—characterized by taste, portion size, durability, reliability, and appealing presentation—they are more likely to make favorable purchase decisions. These positive decisions, in turn, further enhance their level of satisfaction with the dining experience.

The strong total effect value (0.870) indicates that product quality is the dominant determinant of customer satisfaction. Consumers tend to feel satisfied not only because of the objective attributes of the food and beverage (such as taste and freshness) but also because their purchase decision reinforces their belief that they have made a good choice. This process aligns with the theory of consumer behavior, which suggests that satisfaction is influenced both by product performance and the psychological confirmation of expectations after a purchase.

In practical terms, this means that improving product quality attributes—such as taste consistency, portion adequacy, freshness of ingredients, and visual appeal—will lead to stronger purchase intentions and higher customer satisfaction. Likewise, the decision-making process is influenced by several factors, including psychological, cultural, social, product, price, promotion, and restaurant atmosphere elements. When these aspects align positively, customers are more confident in their purchasing decisions, resulting in enhanced satisfaction and brand loyalty.

Additionally, the indicators for customer satisfaction—which include restaurant environment, fairness of price, and overall satisfaction with food and beverages—are significantly affected by perceived product quality. Customers who feel that they receive high-quality products at a fair price within a pleasant dining environment are more likely to exhibit repeat purchase behavior and recommend the restaurant to others.

Thus, the mediation analysis confirms that Product Quality influences Customer Satisfaction both directly and indirectly through Purchase Decision, supporting the acceptance of Hypothesis 4. This underscores the importance for restaurant management to not only maintain high product standards but also to optimize the factors influencing consumers' purchasing decisions in order to sustain long-term satisfaction and loyalty.

CONCLUSION

This study examined the influence of product quality on purchase decisions and its impact on consumer satisfaction at Whitebon Resto Semarang. In the increasingly competitive restaurant industry, understanding how product quality affects consumer behavior is crucial for maintaining customer loyalty and ensuring business sustainability. The research employed a quantitative approach using a survey method and purposive sampling technique. Data were collected from 87 respondents who were customers of Whitebon Resto Semarang through a Likert-scale questionnaire covering aspects of product quality, purchase decision, and consumer satisfaction. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS software to test the statistical relationships among variables. The results indicated that product quality has a positive and significant effect on purchase decisions ($\beta = 0.844$; $p < 0.001$) and a direct influence on consumer satisfaction ($\beta = 0.522$; $p = 0.006$). Moreover, purchase decisions were found to significantly affect consumer satisfaction ($\beta = 0.421$; $p = 0.026$). The mediation analysis demonstrated that purchase decisions partially mediate the relationship between product quality and consumer satisfaction, with a total effect of 0.870. These findings confirm that improving product quality not only encourages purchase decisions but also enhances consumer satisfaction and loyalty toward the restaurant. Therefore, the management of Whitebon Resto is advised to consistently improve food quality, presentation, and service performance to maintain customer trust and loyalty. Future studies are recommended to expand the sample size, include comparative analyses among different restaurants, and adopt a longitudinal design to better capture the long-term effects of product quality on consumer satisfaction and loyalty.

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