



The influence of price perception, product quality, and promotion on purchasing decisions for betawi nasi ulam

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ARTICLE INFO

Article history:

Received Jul 30, 2026

Revised Aug 13, 2026

Received Aug 24, 2026

Keywords:

Price perception;

Product quality;

Promotion;

Purchasing decisions;

ABSTRACT

This study examines the influence of price perception, product quality, and promotion on purchasing decisions regarding Nasi Ulam Betawi. Traditional culinary dishes face increasingly stiff competition from modern food products, particularly among young urban consumers. A quantitative explanatory research was employed, utilizing primary data collected directly from respondents via structured questionnaires. Purposive sampling was used to select a sample of 155 respondents who had previously purchased and consumed Nasi Ulam Betawi. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software, encompassing analyses of outer loadings, discriminant validity, multicollinearity, the coefficient of determination, and hypothesis testing procedures. The results indicate that price perception, product quality, and promotion each exert a positive and statistically significant influence on purchasing decisions; this is evidenced by p-values of 0.002 for the influence of product quality and price perception on purchasing decisions, and 0.000 for promotion. Promotion demonstrated the strongest influence, followed by price perception and product quality, which showed equal levels of impact, along with an R^2 value of 80.1%. The path coefficient values from the original sample indicate a positive and strong influence Price Perception 0.294, Product Quality 0.306, and Promotion 0.363. The study concludes that businesses in the traditional culinary sector need to strengthen promotional strategies, maintain competitive and fair pricing, and consistently improve product quality to sustain consumer interest and support the preservation of Betawi culinary heritage.

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1. INTRODUCTION

Indonesia is known for its rich and diverse traditional culinary heritage, which reflects the cultural identity of each region. Culinary traditions embody the transformation of

natural elements into cultural expressions that represent the identity of a community and its place of origin (Simatupang & Setyawati, 2023). Every region in Indonesia possesses a variety of distinctive culinary terms whether related to ingredients, preparation methods, or serving styles (Valencia et al., 2025). As a country rich in culinary diversity, Indonesia has the potential to become a culinary tourism destination. Culinary tourism is a form of tourism that can boost the local economy by creating jobs and fostering community prosperity (Afrilian et al., 2021). One of the traditional cuisines with high historical and cultural value is Nasi Ulam Betawi, a typical dish of the Betawi people in the DKI Jakarta area and its surroundings. Nasi Ulam not only serves as a dish but also represents cultural heritage, local wisdom, and the consumption patterns of traditional urban communities that have endured across generations.

The Betawi people constitute the largest ethnic group in Jakarta. Over time, the community has continued to evolve, with its cultural identity becoming increasingly distinct. Viewed broadly, Betawi culture represents a blend of various traditions stemming from both other regions of the archipelago and foreign influences as exemplified by their culinary heritage (Saputra, 2024). Historically, Nasi Ulam developed as a people's food that combines rice with various spices, aromatic leaves (such as basil, kaffir lime leaves, and lemongrass), as well as side dishes like meat stew, eggs, fried fish, and chili sauce. The uniqueness of Nasi Ulam lies in the use of spices and fresh leaves that provide a distinctive aroma as well as functional value for health. In the context of Betawi culture, Nasi Ulam is often served at family events, celebrations, and social gatherings, thus having a symbolic meaning as a unifying food and a representation of Betawi ethnic identity.

From an objective perspective, this research plays a role in the effort to preserve Betawi cuisine, providing inspiration to enhance appreciation for regional dishes, and providing comprehensive information regarding the characteristics of typical Betawi cuisine (Jovanus et al., 2025). However, amidst the rapid growth of the modern culinary industry and the proliferation of fast food, traditional dishes like nasi ulam face significant challenges. Key issues include whether consumers are shifting toward fast food or modern cuisine?, whether the price of nasi ulam is perceived as disproportionate to its value?, whether product quality lacks consistency?, and whether promotional efforts lag behind those of modern food products?, furthermore, there are questions regarding how consumer decisions to purchase Nasi Ulam Betawi are influenced by their perceptions of price, product quality, and promotion?. Yet, the extent to which these three factors influence purchasing decisions for Nasi Ulam Betawi has not yet been empirically determined.

Research gap regarding the impact of promotion on purchasing decisions remain inconsistent. Some studies indicate that promotion has a positive effect on purchasing decisions, while others show no significant impact (Vildayanti & Alfindo, 2024). This inconsistency suggests a need for further research into the influence of promotion on purchasing decisions across various product and consumer contexts. The research offers novelty by integrating perceptions of price, product quality, and promotion to explain purchasing decisions within the specific context of Nasi Ulam Betawi a traditional Betawi culinary dish facing competition from modern food products. This study provides insights for Nasi Ulam Betawi business owners regarding the factors that should be prioritized to enhance purchasing decisions. The results indicate that promotion has the greatest impact, followed by product quality and price perception. Consequently, this study can serve as a guide for determining marketing strategy priorities. What remains unknown from previous research is whether this relationship also applies to consumers of Nasi Ulam Betawi a traditional dish with cultural, consumer, and competitive characteristics that differ from those of modern food products or other consumer goods.

Price perception is also an important component of a product, as it will affect the producer's profits. Price perception is a key determinant of a company's success, as price

determines the profit the company will derive from the sale of its products. Price perception also influences purchasing decisions, as customers will consider what they want to buy according to the price they pay (Alfadilah & Budiono, 2025); (Alya et al., 2025). This perception is not just a price number, but the consumers' interpretation of the price-value relationship in the context of needs and other choices in the market (Hasmalawati et al., 2024).

Product quality plays an important role in purchasing decisions because by maintaining good product quality, customers will not turn to other products. This can be proven based on studies showing the influence of product quality on purchasing decisions (Harwani & Fauziyah, 2020); (Budiono & Yuliana, 2021); (Hasanah et al., 2025). According to (Wijaya, 2018) product quality is the overall combination of product elements that meet consumer expectations. Product quality in the food industry includes attributes that satisfy consumer needs, such as taste, cleanliness, presentation, and consistency. Product quality has the ability to meet or exceed every consumer's expectations. High-quality products usually result in higher consumer satisfaction and loyalty (Ramahdani & Fairliantina, 2022). The relationship between product quality and purchasing decisions is strengthened by research conducted by (Bayu et al., 2020), which found that product quality positively influences purchasing decisions.

Promotion is a communication from sellers to buyers that comes from accurate information and aims to change the attitudes and behaviors of buyers, from being unaware to being aware, thus leading to purchases and retaining memory of the product. It can be said that promotion influences consumers to make purchasing decisions according to (Kesuma & Tarigan, 2025) and (Waliqa et al., 2024). However, promotion does not always influence purchasing decisions. There is research indicating that promotions do not have a significant impact on purchasing decisions (Vildayanti & Alfindo, 2024). Promotion is a series of marketing activities aimed at informing, persuading, and reminding consumers about products to influence buying behavior. Promotions can take the form of advertising, price discounts, event marketing, digital promotions, and other marketing communications. According to (Alma, 2016), it is defined that promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. Promotion is also a way used by individuals or companies to introduce the products or services they produce to the public or customers (Sudarma, 2006) .

2. RESEARCH METHOD

The population for this study consists of consumers who purchased and consumed Nasi Ulam Betawi at the research site Warung Betawi Mpok Wati located at Gg. Abdul Halim RT.01 RW.06 No. 41, Jatiwaringin, Pondok Gede 17411 during the data collection period in May 2025. The sample used in this study represents a subset of the population present during the research period. Purposive sampling was employed to select 155 respondents based on specific criteria: having purchased and consumed Nasi Ulam Betawi; making the purchase in person, being aware of the price of the Nasi Ulam Betawi to be purchased, having received or seen information or promotions regarding Nasi Ulam Betawi, and voluntarily agreeing to complete the questionnaire. This sample size was selected because it met the minimum requirement determined by an a priori statistical power analysis for a model with three predictors. Based on a significance level of 5%, a statistical power of 80%, and a medium effect size ($f^2 = 0.15$), the minimum required sample size was approximately 77 respondents. Thus, the sample of 155 respondents exceeded the minimum size necessary for testing the model, which comprises three independent variables price perception, product quality, and promotion and one dependent variable purchasing decision.

The study included respondents aged 10–20 years who purchased Nasi Ulam Betawi because the location is situated within a residential neighborhood and is considered safe, parents did not object to children or adolescents making purchases, as they had obtained parental consent.

Data collection for this study utilized statements measured via variables using a Likert Summated Scale (LSR), comprising five response options: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). The independent variables in this study are price perception (X1) measured by four statements, product quality (X2) measured by five statements, and promotion (X3) measured by four statements. the dependent variable is purchasing decision (Y) measured by five statements.

A quantitative research method was employed, allowing the researcher to collect data for statistical analysis to test the hypotheses. The study's findings are expected to provide valuable insights for Nasi Ulam Betawi to optimize its marketing strategies and enhance purchasing decisions.

Data were collected from respondents categorized by gender, age, occupation, and purchase frequency. The obtained data are as follows:

Table 1. Respondent Characteristics

Demographic Information	Frequency	Percentage
N	155	
Gender		
Male	91	59%
Female	64	41%
Age		
10-20 Years	36	23%
21-30 Years	106	68%
31-40 Years	9	6%
> 41 Years	4	3%
Occupation		
Student/College Student	68	44%
Civil Servant	14	9%
Private Employee	58	37%
Entrepreneur	4	3%
Housewife	5	3%
Others	6	4%
Purchase Frequency		
1 time	0	0%
2-4 times	35	23%
> 5 times	120	77%

The table shows that among the 155 respondents, the majority were male (91 individuals or 59%), while 64 were female (41%). Regarding age groups, the 21–30 age bracket predominated with 106 individuals (68%), followed by the 10–20 age group (36 individuals or 23%), the 31–40 age group (9 individuals or 6%), and those over 41 (4 individuals or 3%). In terms of occupation, students accounted for 68 individuals (44%), private-sector employees for 58 (37%), civil servants for 14 (9%), "others" for 6 (4%), and entrepreneurs for 4 (3%). Regarding purchase frequency, 120 respondents (77%) had made purchases more than five times, while 35 respondents (23%) had made purchases two to four times.

Based on these data, it can be concluded that the most frequent buyer segment consists of males aged 21–30 who are students, with a purchase frequency exceeding five times. The high proportion of respondents with a purchase frequency exceeding five times is linked to the selection criteria: consumers who already have experience purchasing and consuming Nasi Ulam Betawi.

Table 2. Operational definition table

Variable	Operational Definition	Indicators	Source
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Variable	Operational Definition	Indicators	Source
Price Perception (X1)	Price is the total value assigned to a product or service that yields a benefit for the customer upon ownership or use. It is the primary factor consumers consider before making a purchase.	Price affordability; price quality alignment; price benefit alignment; price alignment with purchasing power	(Kotler & Armstrong, 2008)
Product Quality (X2)	Product quality refers to the combination of product elements that meet consumer expectations. In the food industry, it encompasses attributes that satisfy consumer needs.	Appearance; texture and taste	(Vaclavik & Christian, 2008)
Promotion (X3)	Promotion is a series of marketing activities aimed at informing, persuading, and reminding consumers about a product to influence purchasing behavior.	Advertising; sales promotion; personal selling; public relations/digital promotion	(Kotler & Armstrong, 2008)
Purchase Decision (Y)	A purchase decision is the process by which a consumer recognizes a need, evaluates options, makes a selection, and purchases a product or service based on a subjective assessment of the value received.	Product confidence; product purchasing habits; purchase frequency; recommendations to others	Kotler & Keller, 2009)

This study aims to determine the extent to which price perception, product quality, and promotion explain purchasing decisions. The research variables are not measured by a single figure but through multiple indicators. A sample size of 155 respondents is sufficient for the use of PLS-SEM. PLS-SEM was selected because the study focuses on testing correlational relationships between concepts that cannot be directly observed or measured assessed instead via multiple indicators and allows for the simultaneous evaluation of both the measurement model and the structural model.

Table 3. Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Keputusan Pembelian	0,830	0,831	0,898	0,747
Kualitas Produk	0,834	0,837	0,901	0,751
Persepsi Harga	0,833	0,846	0,900	0,750
Promosi	0,786	0,787	0,875	0,700

The table above indicates that the data are valid and reliable, with AVE validity values of ≥ 0.50 and Cronbach's alpha reliability values of > 0.70 across all variables.

2.1 Research Model

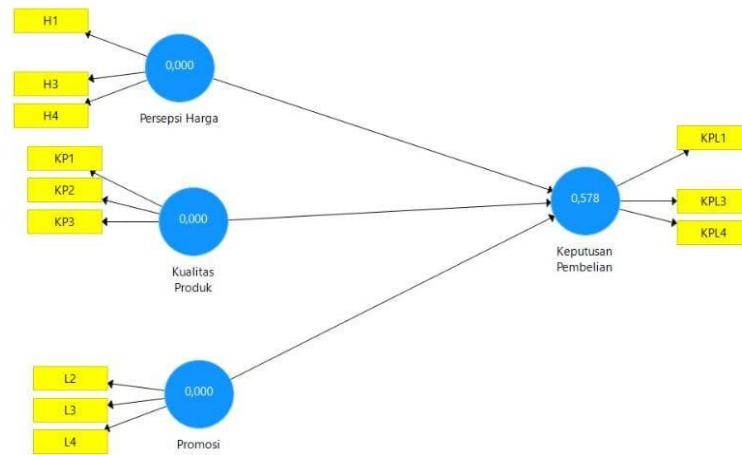


Figure 1. Research Model
criteria were retained in the final model (Hair et al., 2016)

The initial instrument consisted of a number of indicators developed based on prior research. Following an evaluation of the measurement model using PLS-SEM, indicators with outer loading values that did not meet the criteria were considered for elimination. Subsequently, indicators meeting the convergent validity

3. RESULTS AND DISCUSSIONS

3.1 Evaluation of Outer Loading Model Test

a. Convergent Validity

Table 4. Convergent validity Loading

	Keputusan Pembelian	Kualitas Produk_	Persepsi Harga	Promosi
H1			0,886	
H3			0,903	
H4			0,806	
KP1		0,854		
KP2		0,885		
KP3		0,860		
KPL1	0,826			
KPL3	0,902			
KPL4	0,863			
L2				0,854
L3				0,840
L4				0,816

Convergent validity confirms that the indicators measure the same construct relating to a single latent variable with acceptance criteria of an outer loading > 0.7 and an Average Variance Extracted (AVE) > 0.5. All items were deemed valid because their outer loading values exceeded the 0.70 threshold

b. Heterotrait-Monotrait Ratio (HTMT)

Table 5. Heterotrait Monotrait Ratio (HTMT)

	Keputusan Pembelian	Kualitas Produk_	Persepsi Harga	Promosi
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Keputusan Pembelian			
Kualitas Produk_	1,003		
Persepsi Harga	0,989	0,986	
Promosi	1,026	0,978	0,949

The Heterotrait Monotrait Ratio (HTMT) values indicate that discriminant validity was not established, as they exceeded the standard thresholds (< 0.90 or < 0.85). This suggests an issue of overlap or excessive similarity between the two latent variables being tested.

3.2 Discriminant Validity Test

Table 6. Fornell-Larcker Criterion

	Keputusan Pembelian	Kualitas Produk_	Persepsi Harga	Promosi
Keputusan Pembelian	0,864			
Kualitas Produk_	0,835	0,867		
Persepsi Harga	0,826	0,821	0,866	
Promosi	0,832	0,792	0,772	0,837

The Fornell-Larcker criterion results indicate that the square root of the Average Variance Extracted (AVE) for each variable exceeds the correlation coefficients between that variable and the other variables in the model.

3.3 Construct Multicollinearity Test

To examine linear relationships among independent variables, we can look at construct multicollinearity. Variance Inflation Factor (VIF) and tolerance can be used in this test. Both indicate how much of an independent variable can be explained by other variables. The Variance Inflation Factor (VIF) value must be less than 5.

Table 7. Inner VIF Data

	Purchase Decision (Y)	Product Quality_	Price Perception	Promotion
Purchase Decision				
Product Quality_		3.788		
Price Perception		3.494		
Promotion		3.053		

The VIF value for product quality was 3.788, which was higher than those of price perception (3.494) and promotion (3.053), but remained below the conservative threshold of 5. This indicates that although product quality shares relatively substantial variance with the other predictors, the structural model does not exhibit critical multicollinearity.

3.4 Coefficient of Determination (R²)

Table 8. R-Square

	R Square	Adjusted R Square
Purchase Decision	0.801	0.797

This table measures the influence of exogenous variables on endogenous variables. Table 5 R-square indicates that price perception, product quality, and promotion explain the purchase decision by 80,1 %. Therefore, the above variables have a strong influence category.

3.5 SRMR (Standardized Root Mean Square Residual)

a. Hypothesis Testing

Table 9. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/StDev)	P Values	Description
Price Perception -> Purchase Decision	0.294	0.293	0.094	3.132	0.002	Accepted
Product Quality_ -> Purchase Decision	0.306	0.302	0.096	3.186	0.002	Accepted
Promotion -> Purchase Decision	0.363	0.372	0.078	4.629	0.000	Accepted

Based on the significance level, price perception towards purchasing decisions has a path coefficient value of 0.294 with a t-statistic of $3.132 > 1.96$ and a p-value of $0.002 < 0.05$, which means the first hypothesis has a significant effect. Then, product quality towards purchasing decisions has a path coefficient value of 0.306 with a t-statistic of $3.186 > 1.96$ and a p-value of $0.002 < 0.05$, which means this hypothesis has a significant effect. Furthermore, promotion towards purchasing decisions has a path coefficient value of 0.363 with a t-statistic of $4.629 > 1.96$ and a p-value of $0.000 < 0.05$, which means this hypothesis has a significant effect.

The research results indicate that all hypotheses have been proven to have significant effects. This result is supported by previous research conducted by (Safar & Nainggolan, 2023) the first hypothesis, Price Perception, has a significant effect on purchasing decisions. This means that if consumers have a positive price perception of the product, they are more likely to decide to buy. This is supported by previous research (Rahmawati & Tuti, 2022) that price perception has a significant effect. In line with the research by (Alya et al., 2025) and (Werdiasih et al., 2022).

The second hypothesis is supported by previous research conducted by The second hypothesis is supported by previous research conducted, this is also consistent with previous research (Rahmawati & Tuti, 2022), which states that product quality has a significant effect on purchasing decisions. In line with the research (Ulhaqi et al., 2025). The findings indicate that product quality has a positive and significant effect on purchase decisions. This finding is consistent with previous studies showing that consumers' perceptions of product quality can influence their purchasing decisions.

The third hypothesis shows that the relationship between promotion and purchasing decisions has a significant effect. There is a need to pay attention to price competition and promotion to increase purchases of the product. The promotions carried out by the company certainly have a significant impact on revenue. This research is supported by (Safar & Nainggolan, 2023), this is also supported by research (Setiawan & Siahaan, 2023) and (Ramahdani & Fairliantina, 2022).

In this research model, promotion is the variable that exerts the strongest relative influence on purchasing decisions compared to price perception and product quality. The relatively stronger effect of promotion may indicate that marketing communication plays an important role in making Nasi Ulam Betawi visible and attractive amid consumers' increasingly diverse culinary choices. However, this interpretation should be treated as a theoretical explanation because the study did not directly measure consumers' media exposure or specific promotional channels.

The study offers four contributions. Regarding the theoretical contribution, the research extends the application of consumer behavior theory to the context of traditional cuisine by demonstrating that price perception, product quality, and promotion can explain purchasing decisions for Nasi Ulam Betawi. Empirically, the study provides evidence that all three variables have a significant impact, with promotion exhibiting the largest path coefficient ($\beta = 0.363$). From a practical standpoint, Nasi Ulam Betawi

business operators cannot rely solely on maintaining quality and setting competitive prices; the model results indicate that promotion must be a priority in their marketing strategy. Finally, the cultural contribution lies in linking consumer decisions to the sustainability of traditional cuisine, emphasizing that Nasi Ulam is not merely food but serves as an integral part of Betawi identity and cultural heritage.

4. CONCLUSION

This study concludes that price perception, product quality, and promotion have a positive and significant influence on consumer purchasing decisions regarding Nasi Ulam Betawi. These findings indicate that while consumers do consider price and product quality, promotional activities play the most dominant role in driving purchasing decisions within the context studied. The structural model yields an R^2 value of 0.801, meaning that price perception, product quality, and promotion collectively explain 80.1% of the variance in purchasing decisions; the remaining 19.9% is attributed to factors not included in the model. These findings imply that consumer purchasing decisions regarding Nasi Ulam Betawi are not determined solely by the product's intrinsic characteristics or price, but also depend heavily on how the product is communicated and promoted to consumers.

Theoretically, this study extends the application of research on consumer purchasing decisions to the context of traditional Indonesian culinary products, specifically Nasi Ulam Betawi. The finding that promotion has the strongest relative coefficient provides empirical evidence that the effectiveness of marketing factors can vary depending on the product and its consumption context. This is particularly relevant given that previous studies have reported inconsistent findings regarding the influence of promotion on purchasing decisions.

Practically, Nasi Ulam Betawi business operators should prioritize promotional strategies while simultaneously maintaining product quality and setting appropriate prices. Promotional content can highlight the product's distinctive taste, presentation, cultural identity, and value proposition. At the same time, the positive influence of product quality and price perception indicates that promotional efforts must be supported by consistent product quality and a price perception that aligns with the benefits received by consumers. From a cultural perspective, strengthening the market position of Nasi Ulam Betawi has implications that extend beyond mere commercial performance. As a traditional Betawi culinary product, increased consumer purchasing decisions can contribute to the economic sustainability of culinary businesses while supporting the recognition and preservation of local culinary heritage.

This study has several limitations. First, the sample consisted of 155 respondents selected using purposive sampling, thereby limiting the ability to generalize the findings to consumers outside the context of this study. Second, the research model examined only three explanatory variables price perception, product quality, and promotion despite the existence of other factors that might influence purchasing decisions. Third, the cross-sectional design limited the ability to capture changes in consumer preferences over time. Therefore, future research should examine additional variables such as brand image, cultural values, perceived authenticity, customer experience, digital engagement, and consumer lifestyle and consider larger, more diverse samples from various locations. Future studies could also compare Nasi Ulam Betawi with other traditional culinary products to determine whether the factors driving purchasing decisions differ across various cultural and regional contexts.

ACKNOWLEDGEMENTS

The author would like to express sincere appreciation to all 155 respondents who voluntarily participated in this study and provided the primary data essential to this research through their responses to the distributed questionnaire. The author also gratefully acknowledges the Nasi Ulam Betawi consumers who contributed their time and perspectives during the data collection process conducted in May 2025, as their cooperation was instrumental in enabling the analysis presented in this study. Furthermore, the author extends appreciation to the Management Study Program, Asa Indonesia University, for the academic support provided throughout the completion of this research. This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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