

## THE EFFECT OF PRODUCT VARIETY, PRICE, AND SERVICE QUALITY ON CUSTOMER LOYALTY (AN EMPIRICAL STUDY AT IKIO COFFEESHOPP MADIUN)

**Kelvin Sidiq Dodiaz<sup>1)</sup>, Hari Purwanto<sup>2)</sup>, Wiwin Juliyanti<sup>3)</sup>**

<sup>1</sup> Management , Faculty of Economics and Business , PGRI Madiun University

Email: [kelvin\\_2103102260@gmail.com](mailto:kelvin_2103102260@gmail.com)

<sup>2</sup> Management , Faculty of Economics and Business , PGRI Madiun University

Email: [hari.purwanto@unipma.ac.id](mailto:hari.purwanto@unipma.ac.id)

<sup>3</sup> Management , Faculty of Economics and Business , PGRI Madiun University

Email: [wiwin@unipma.ac.id](mailto:wiwin@unipma.ac.id)

### **Abstract**

Penelitian ini bertujuan untuk menganalisis pengaruh Variasi Produk, Harga, Kualitas Pelayanan terhadap Loyalitas Pelanggan pada Ikio Coffeshopp Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 385 responden yang dipilih menggunakan teknik *purposive sampling*. Data dianalisis menggunakan analisis regresi linier berganda dengan bantuan *IBM SPSS statistic*. Hasil penelitian menunjukkan bahwa harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan dan kualitas pelayanan berpengaruh positif signifikan terhadap loyalitas pelanggan, sedangkan variasi produk tidak berpengaruh signifikan terhadap loyalitas pelanggan. Temuan ini menunjukkan bahwa harga dan kualitas pelayanan menjadi faktor penting dalam meningkatkan loyalitas pelanggan, sedangkan variasi produk belum menjadi faktor yang menentukan loyalitas pelanggan.

**Kata Kunci :** Variasi Produk, Harga, Kualitas Pelayanan terhadap Loyalitas Pelanggan.

### **Abstract**

*This study aims to analyze the influence of product variety, price, and service quality on customer loyalty at Ikio Coffeshop Madiun. The study employs a quantitative approach using a survey method involving 385 respondents selected through purposive sampling. Data were analyzed using multiple linear regression with the aid of IBM SPSS Statistics software. The results indicate that price and service quality have a positive and significant effect on customer loyalty, whereas product variety does not have a significant effect. These findings*

*suggest that price and service quality are crucial factors in enhancing customer loyalty, while product variety is not yet a determining factor.*

**Keywords:** *Product Variety, Price, and Service Quality in Relation to Customer Loyalty.*

## A. INTRODUCTION

The coffee industry in Indonesia is experiencing rapid development in a number of year last. Changes style life public as well as increasing interest to coffee consumption encourages emergence various coffee shop, start from business scale big until local and independent coffee shops. Development the cause competition in industry coffee shops are increasingly tight, so that perpetrator business need implementing the right strategy for maintain sustainability business. One of the aspect important things that need to be done noticed is loyalty Customer loyalty customer No only shown through purchase repeat, but also through willingness customer for recommend product or service to others, so that can support profitability and sustainability business.

Culture drinking coffee in Indonesia is results combination various influence culture, especially culture European, Chinese, Malay, and culture local such as Java and Sumatra. The combination the seen from method coffee presentation, concept shop, until interaction social structure formed within it (Gumulya & Helmi, 2017). Coffee is not Again only viewed as drink for eliminate drowsiness, but has develop become part from style life public. Coffee shops are also experiencing this change function, no only as place enjoy coffee, but also as place socialize, work, discuss, and build community.

Development culture consumption of coffee give opportunity for growth business local coffee shops, including in Madiun City. The growth of MSMEs in the coffee sector food and Drink cause competition inter- coffee shop increasingly high. In condition said, the ability maintain customer be one of factor important for sustainability business. Customers who feel get good benefits and experiences tend do purchase return as well as own desire For still use product or service from the same coffee shop .

One of local coffee shops that are growing in Madiun City is IKIO Coffeeshop. IKIO Coffee was founded by Mr. Ronald Budi Setya in 2017 and is located at Jalan MT.

Haryono No. 63, Kelurahan Mojorejo, Taman District, Madiun City. IKIO Coffeeshop offers draft open space as well as do marketing through social media such as Instagram, Facebook, and TikTok. Utilization of social media done for increase awareness brand, attractive interest consumers, as well as build interaction with customers. Various content such as the manufacturing process drinks, atmosphere stores, and promotions are also used for interesting consumers, in particular generation young and consumers who take advantage of coffee shop as place Work or Work From Cafe (WFC).

One of factors that can influence loyalty customer is variation product. Variations product give choice to consumer in adapt product with tastes and needs. The more diverse products offered, consumers own more Lots alternative so that can increase interest for do purchase back. However, diversity product No always become factor main in form loyalty customer Because consumer can more consider other factors such as price and quality service.

Besides the variations product, price is also one of the consideration consumer in form loyalty. Appropriate price with benefits and quality product can create perception positive values for customers. Consumers tend maintain purchase when price paid considered comparable with benefits obtained. Therefore that, the determination competitive and appropriate prices with Power buy consumer become one of the important strategies for coffee shop in maintain customer.

Quality service also has role important in create loyalty Customer service. Friendly, fast, responsive, and appropriate with hope consumer can create experience positive during was in a coffee shop. Experience the can push customer For do purchase repeat and recommend shop to others. On the other hand, poor service Good can lower satisfaction and causes customer move to other coffee shops.

Loyalty customer is commitment consumer for still select and use something product or service in a way consistent. Loyalty can shown through purchase repeat, endurance to offer from competitors, as well as willingness recommend product or service to others. In industry coffee shop that has level competition high loyalty customer become important

Because maintain customers who have There is can help create sustainability business in term long.

Study previously about factors that influence loyalty customer Still show different results. Variations product, price and quality services on several study show different influences to loyalty customers. Differences results the show there is a research gap that needs to be filled reviewed more further, especially in industry local coffee shop in Madiun City. Condition the become base important For know which factors are really play a role in form loyalty IKIO Coffeeshop customers.

Based on phenomenon said, research This done For analyze influence variation product, price and quality service to loyalty IKIO Coffeeshop customers in Madiun City. Research This expected can give contribution in development study marketing, in particular about loyalty customers in the industry coffee shops, as well as become material consideration for IKIO Coffeeshop management in determine development strategy product, determination prices, and improvements quality service For maintain customers in the middle competition the coffee business is growing competitive.

## **1. Literature review**

### ***Theory of Planned Behavior (TPB)***

*The Theory of Planned Behavior* (TPB) was developed by Icek Ajzen (1991). This theory explains that a person's intention to perform an action is the primary determinant of the actual behavior that will be displayed. Behavioral intention is influenced by three main components: attitude toward behavior, *subjective* norm, and perceived behavioral control. According to Ajzen (1991), behavioral intention represents an individual's motivation to perform an action. The stronger a person's intention to act, the more likely the action will be carried out.

### **Loyalty Customer**

Customer loyalty is a key factor that companies must achieve to build a profitable business in the long term (Setiawan et al., 2025) . Based on the theory, Subaida (2025) defines customer loyalty as "the actual repurchase of a product or

service," which can include repeat purchases and purchases of similar or different items from the same company. A dedicated customer is an individual who goes out of their way to help clients resolve their problems. Several studies have confirmed that product innovation has a significant influence on purchasing decisions (Setiawan et al., 2025) , (Alfadhil, Tulhusnah, 2024) , and ( Pandango et al, 2024) .

### **Product Variations**

Product variety is the collection of all products offered by a particular seller to buyers (Setiawan et al., 2025) . Product variety or product diversity refers to the number of product choices within a product line that a company offers to its consumers. The more diverse the products offered, the greater the company's opportunity to attract customers with different needs and tastes. Product diversity aims to attract various market segments, reduce the risk of dependence on one type of product, and create new opportunities in business. Previous research shows that product variety has a positive and significant influence on customer loyalty. (Siti Zahra Devina, 2018) , (Setiawan et al., 2025) , and (Irawati et al., 2024) .

### **Price**

Price is the amount of money charged for a product or service, or the sum of the values exchanged by customers for the benefits of owning or using a product or service. Price is the only element of the marketing mix that generates revenue or income for a company and is flexible (Simanjourang, 2021) . Price is seen as the extent of consumer satisfaction when purchasing a product. A person will pay a high price for a product or service if they place a high value on the satisfaction they expect from the product they purchase. Previous research has shown that price has a significant positive effect on loyalty customers ( Tulloch & Utama, 2020) , (Alfadhil, Tulhusnah, 2024) , and ( Simanjourang 2021) .

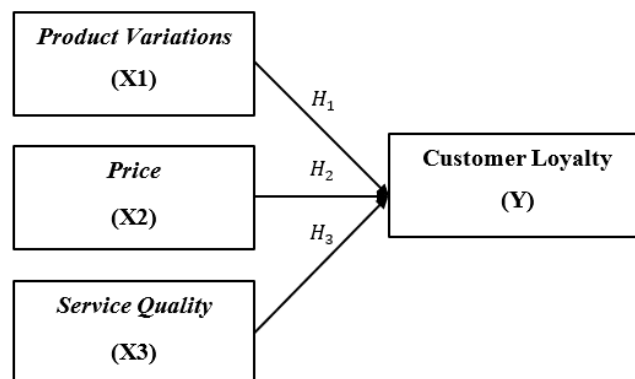
### **Quality of Service**

Service quality is the main foundation for determining the level of customer satisfaction. In this case, a company can be said to be good if it can provide goods or services according to customer ideals (Pandango et al., 2024) . According to research

from (Alfadhil, Tulhusnah, 2024) service quality is something that is done by comparing consumer perceptions of the service they receive and their expectations. Stores that provide fast, friendly, and efficient service have the opportunity to create a pleasant shopping experience, which ultimately strengthens customer loyalty and business reputation. Service quality is the overall effort of a company to meet consumer expectations through the provision of services in order to maintain and develop its customer base (Rohmatilla, Subaida, 2025) . Previous research has shown that service quality has a significant positive influence on customer loyalty as studied by ( Chandra et al, 2023) and ( Pandango et al, 2024) .

### Conceptual Framework

Referring to the review theoretically above , Product Variation (X1), Price (X2), Service Quality (X3) are positioned as variables independent , Customer Loyalty (Y) as variables dependent . fourth variables the form framework underlying concept study this , with test influence Product Variety (X1), Price (X2), Service Quality (X3) are positioned as variables independent , good in a way direct to Customer Loyalty (Y):



Picture 1. Conceptual Framework

Referring to the conceptual framework explained above, the research hypothesis is formulated as follows:

H1: It is assumed that Variation Product influential significant to Loyalty Customer.

H2: It is assumed that Price has an effect significant to Loyalty Customer.

H3: It is assumed that Quality Service influential to Loyalty Customer.

## B. METHOD

This study applies a quantitative approach with an explanatory method to test the influence of product variation, price, and service quality on loyalty. customer At Ikio Coffeeshopp Madiun. This research was conducted from May to August 2026. The sampling technique in this study used *purposive sampling* with method *Purposive Sampling*. Data analysis was conducted using IBM SPSS Version 25, including descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, and coefficient of determination ( $R^2$ ).

## C. RESULTS AND DISCUSSION

This study uses primary data which includes the variables Product Variation (X1), Price (X2), Service Quality (X3) to Customer Loyalty (Y) At Ikio Coffeeshopp Madiun, the research sample consisted of 385 respondents who were determined using *purposive sampling* techniques. is a determination sample in consideration certain, there are a number of reason in use technique This due to for fulfil suitability to use study quantitative research This use Based on the sampling technique, it is necessary to know that by using a method that can be called *accidental sampling*.

According to Sugiyono (2016), the *accidental sampling* technique is a sampling technique based on chance, namely anyone who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to be met is suitable as a data source. Based on the data obtained, further analysis produced the following research findings.

### Test Validity

The validity of the instrument was tested by comparing the calculated r-value (r-count) of each item with the r-table value of 0.100 ( $n = 385$ ,  $\alpha = 0.05$ ,  $df = n - 4$ ). The validity test results showed that all items measuring Product Variations (12 items), Price (12 items), Service Quality (15 items), and Loyalty Customer (9 items) produced r-count values greater than the r-table values, indicating that all items were valid.

**Table 1**Validity Test Results

| Variables                            | Goods | Number of r<br>Count | Table r Table | Conclusion |
|--------------------------------------|-------|----------------------|---------------|------------|
| Product Variations (X <sub>1</sub> ) | X1.1  | 0.607                | 0.100         | VALID      |
|                                      | X1.2  | 0.593                | 0.100         | VALID      |
|                                      | X1.3  | 0.532                | 0.100         | VALID      |
|                                      | X1.4  | 0.544                | 0.100         | VALID      |
|                                      | X1.5  | 0.603                | 0.100         | VALID      |
|                                      | X1.6  | 0.578                | 0.100         | VALID      |
|                                      | X1.7  | 0.513                | 0.100         | VALID      |
|                                      | X1.8  | 0.569                | 0.100         | VALID      |
|                                      | X1.9  | 0.571                | 0.100         | VALID      |
|                                      | X1.10 | 0.574                | 0.100         | VALID      |
|                                      | X1.11 | 0.548                | 0.100         | VALID      |
|                                      | X1.12 | 0.601                | 0.100         | VALID      |
| Price (X <sub>2</sub> )              | X2.1  | 0.464                | 0.100         | VALID      |
|                                      | X2.2  | 0.683                | 0.100         | VALID      |
|                                      | X2.3  | 0.520                | 0.100         | VALID      |
|                                      | X2.4  | 0.718                | 0.100         | VALID      |
|                                      | X2.5  | 0.527                | 0.100         | VALID      |
|                                      | X2.6  | 0.525                | 0.100         | VALID      |
|                                      | X2.7  | 0.529                | 0.100         | VALID      |
|                                      | X2.8  | 0.521                | 0.100         | VALID      |
|                                      | X2.9  | 0.464                | 0.100         | VALID      |
|                                      | X2.10 | 0.683                | 0.100         | VALID      |
|                                      | X2.11 | 0.520                | 0.100         | VALID      |
|                                      | X2.12 | 0.718                | 0.100         | VALID      |
| Service Quality (X <sub>3</sub> )    | X3.1  | 0.549                | 0.1 00        | VALID      |
|                                      | X3.2  | 0.472                | 0.1 00        | VALID      |
|                                      | X3.3  | 0.520                | 0.1 00        | VALID      |
|                                      | X3.4  | 0.465                | 0.1 00        | VALID      |
|                                      | X3.5  | 0.535                | 0.1 00        | VALID      |
|                                      | X3.6  | 0.575                | 0.1 00        | VALID      |
|                                      | X3.7  | 0.573                | 0.1 00        | VALID      |
|                                      | X3.8  | 0.563                | 0.1 00        | VALID      |
|                                      | X3.9  | 0.618                | 0.1 00        | VALID      |
|                                      | X3.10 | 0.439                | 0.1 00        | VALID      |
|                                      | X3.11 | 0.535                | 0.1 00        | VALID      |
|                                      | X3.12 | 0.575                | 0.1 00        | VALID      |
|                                      | X3.13 | 0.573                | 0.1 00        | VALID      |
|                                      | X3.14 | 0.563                | 0.1 00        | VALID      |
|                                      | X3.15 | 0.618                | 0.1 00        | VALID      |
| Loyalty Customer (Y)                 | Y1.1  | 0.562                | 0.1 00        | VALID      |
|                                      | Y1.2  | 0.562                | 0.1 00        | VALID      |
|                                      | Y1.3  | 0.577                | 0.1 00        | VALID      |
|                                      | Y1.4  | 0.524                | 0.1 00        | VALID      |
|                                      | Y1.5  | 0.574                | 0.1 00        | VALID      |
|                                      | Y1.6  | 0.495                | 0.1 00        | VALID      |
|                                      | Y1.7  | 0.459                | 0.1 00        | VALID      |

|  |      |       |        |       |
|--|------|-------|--------|-------|
|  | Y1.8 | 0.610 | 0.1 00 | VALID |
|  | Y1.9 | 0.543 | 0.1 00 | VALID |

### Testing Reliability

**Table 2** Reliability Test Results

| Variables              | Alfa Cronbach | Criteria | Information |
|------------------------|---------------|----------|-------------|
| Variation Product (X1) | 0.810         | > 0.60   | Reliable    |
| Price (X2)             | 0.817         | > 0.60   | Reliable    |
| Quality Service (X3)   | 0.831         | > 0.60   | Reliable    |
| Loyalty Customer (Y)   | 0.706         | > 0.60   | Reliable    |

Table 2 shows that the four variables produced Cronbach's Alpha values above the minimum threshold of 0.60, which indicates that the research instrument is reliable and internally consistent, making it suitable for collecting research data.

### Classical Test Assumptions

#### Normality Test

**Table 3** Normality Test Results

| One-Sample Kolmogorov-Smirnov Test                 |                    |                         |
|----------------------------------------------------|--------------------|-------------------------|
|                                                    |                    | Unstandardized Residual |
| N                                                  |                    | 385                     |
| Normal Parameters <sup>a,b</sup>                   | Mean               | .0000000                |
|                                                    | Standard Deviation | 1.12063745              |
| Most Extreme Differences                           | Absolute           | .035                    |
|                                                    | Positive           | .035                    |
|                                                    | Negative           | -.026                   |
| Test Statistics                                    |                    | .035                    |
| Asymp. Sig. (2-tailed)                             |                    | .200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                    |                         |
| b. Calculated from data.                           |                    |                         |
| c. Lilliefors Significance Correction.             |                    |                         |
| d. This is a lower bound of the true significance. |                    |                         |

The normality test was conducted using the One-Sample Kolmogorov-Smirnov test. The results yielded a normality test value of Asymp. Sig. (2-tailed) of 0.200, which is greater

than the significance threshold of 0.05. This result indicates that the residual data in the regression model is normally distributed.

## Multicollinearity Test

**Table 4 Multicollinearity Test Results**

| Variables               | Tolerance | VIF   | Information                   |
|-------------------------|-----------|-------|-------------------------------|
| Product Variation (X 1) | .190      | 5,267 | There is no multicollinearity |
| Price (X2)              | .172      | 5,803 | There is no multicollinearity |
| Service Quality (X3)    | .243      | 4.118 | There is no multicollinearity |

Table 4 shows that the three independent variables produce tolerance values above 0.10 and VIF values below 10, which indicates that there is no multicollinearity problem among the independent variables used in this study .

## Heteroscedasticity Test

**Table 5 Heteroscedasticity Test Results (Glejser)**

|   |                        | Coefficients <sup>a</sup>     |            |                                |        |      |
|---|------------------------|-------------------------------|------------|--------------------------------|--------|------|
|   |                        | Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t      | Sig. |
| 1 | (Constant)             | 1,160                         | .226       |                                | 5,142  | .000 |
|   | Product Variation (X1) | .051                          | .013       | .439                           | 3,920  | .210 |
|   | Price (X2)             | -.083                         | .013       | -.726                          | -6,171 | .356 |
|   | Service Quality (X3)   | .020                          | .009       | .211                           | 2.135  | .133 |

a. Dependent Variable: ABS\_RES1

The heteroscedasticity test was conducted using the Glejser method, by regressing the absolute residual value against the independent variables. The regression model is considered free from heteroscedasticity if the significance value of each independent variable is greater than 0.05 . Table 5 shows that the significance values for product variation, price, and service quality are all greater than 0.05, indicating that the regression model used in this study is free from heteroscedasticity problems.

## Hypothesis Testing

### t-test

**Table 6 Results of the t-test**

| Coefficients <sup>a</sup> |
|---------------------------|
|---------------------------|

| Model                                       |                         | Unstandardized Coefficients |            | Standardize<br>d<br>Coefficients | t      | Sig. |
|---------------------------------------------|-------------------------|-----------------------------|------------|----------------------------------|--------|------|
|                                             |                         | B                           | Std. Error | Beta                             |        |      |
| 1                                           | (Constant)              | .826                        | .374       |                                  | 2,209  | .028 |
|                                             | Product Variations (X1) | .017                        | .056       | .023                             | 1,297  | .037 |
|                                             | Price (X2)              | .107                        | .023       | .149                             | 4,680  | .000 |
|                                             | Service Quality (X3)    | .432                        | .015       | .733                             | 27,992 | .000 |
| a. Dependent Variable: Customer Loyalty (Y) |                         |                             |            |                                  |        |      |

The t-test results show that variation product own mark  $t$  amounting to 1,297 with mark significance 0.037, price own mark  $t$  amounting to 4,680 with mark significance of 0.000, whereas quality service own mark  $t$  amounting to 27,992 with mark significance of 0.000. Based on results said, price and quality service influential positive and significant to loyalty customers, whereas variation product No influential significant to loyalty customers. Thus, the hypothesis price and quality service accepted, whereas hypothesis variation product rejected. Based on mark coefficient standardized ( $Beta$ ), variation product own Beta value of 0.023, price of 0.149, and quality service of 0.733. Thus, the quality service give most dominant contribution to loyalty customers, compared price and variety product. Findings This show that the more Good quality the services provided, the more high loyalty IKIO Coffeeshop customers.

## Determination of Test Coefficient

**Table 7 Results of the Determination Efficiency Test ( $R^2$ )**

| Model Summary <sup>b</sup>                                                        |                   |          |                   |                                |
|-----------------------------------------------------------------------------------|-------------------|----------|-------------------|--------------------------------|
| Model                                                                             | R                 | R Square | Adjusted R Square | Standard Error of the Estimate |
| 1                                                                                 | .968 <sup>a</sup> | .937     | .936              | 1,127                          |
| a. Predictors: (Constant), Service Quality (X3), Price (X2), Product Variety (X1) |                   |          |                   |                                |
| b. Dependent Variable: Purchase Decision (Y)                                      |                   |          |                   |                                |

The coefficient of determination analysis yielded an  $R$  Square value of 0.937 and an Adjusted  $R$  Square value of 0.936 or 93.6%, meaning that the Purchasing Decision (Y) can be explained by the variables Product Variation (X1), Price (X2), and Service Quality (X3) by 93.6%. Meanwhile, the remaining 6.4% is explained by other variables not included in this research model.

## D. CONCLUSION

Based on the data analysis and discussion, it can be concluded that Price and Service Quality each have a positive and significant impact on Customer Loyalty at IKIO Coffeeshop in Madiun City. Meanwhile, Product Variety does not have a significant impact on Customer Loyalty. These results indicate that the more appropriate the price offered and the better the service quality provided, the higher the customer loyalty. Among these three variables, Service Quality provides the most dominant contribution to Customer Loyalty compared to Price and Product Variety.

This study has several limitations that should be considered. The study was conducted only among IKIO Coffeeshop customers in Madiun City, so the results cannot necessarily be generalized to other coffee shops or regions with different characteristics. Furthermore, the study used questionnaire data derived from respondents' perceptions, which may allow for subjectivity in the responses. Therefore, future research is expected to use a broader sample size, involve different research subjects, and include other variables such as customer satisfaction, product quality, shop atmosphere, promotions, brand image, or customer experience to obtain more comprehensive results.

## **E. SUGGESTION**

Based on the research findings, IKIO Coffeeshop management is advised to maintain and improve service quality because it has the most dominant contribution to customer loyalty. Friendly, fast, responsive, and comfortable service needs to be maintained to encourage customers to make repeat purchases. Prices also need to be kept competitive and in accordance with the benefits received by customers. Although product variety does not have a significant effect on customer loyalty, developing menu variations can still be done by adapting to consumer tastes and needs. Future researchers are advised to add other variables such as customer satisfaction, product quality, shop atmosphere, promotions, brand image, or customer experience, as well as using a wider sample and research objects to obtain more comprehensive research results.

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