

A Model of Consumer Purchase Decisions Based on Product Quality and Sales Promotion Aspects for Ikawangi Egg Noodles In Karawang

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Abstract

The purpose of this study is to examine how sales promotion and product quality affect consumers' decision to buy Ikawangi MSME egg noodles in Karawang Regency. A total of 96 people participated in this descriptive quantitative study, including Ikawangi Egg Noodle traders and regular consumers. Multiple linear regression was used to assess data collected from a closed-ended questionnaire on a five-point Likert scale. The findings show that purchasing decisions are positively and significantly influenced by sales promotions and product quality. While sales promotion is important for attracting attention and creating purchase intent, product quality is a key element that influences a customer's purchase decision. Purchasing decisions are most influenced by product quality, with sales promotion coming in second. This shows that attractive advertising strategies and high-quality products can increase consumer attention and purchase choices. This research provides an empirical contribution for local MSMEs, especially Ikawangi, in strengthening competitiveness through improving product quality and implementing more innovative and sustainable promotional strategies.

INTRODUCTION

The processed food industry in Indonesia continues to experience significant development along with the increasing public demand for practical, nutritious, and high-durability food products. Based on data from the Central Statistics Agency (Indonesia, 2024), 38.45% of the GDP of the non-oil and gas processing industry comes from the beverage and food subsector. Noodle is one of the best-selling foods, both in the form of instant noodles and egg noodles. Data of the Indonesian Noodle Producers Association (Financials, 2024) It shows that national noodle consumption reached 56 servings per capita per year, an increase of 12% compared to the previous five years.

Therefore, many businesses, especially MSMEs, are engaged in the local egg noodle business. The success of MSMEs in this market largely depends on product quality and successful sales marketing tactics, not just the selling price (Ardiansyah, 2022). Many previous studies have shown that these two criteria are the main drivers influencing a customer's purchase decision (Indah & Gendalasari, 2023)

One of the MSMEs engaged in the processed food industry in West Java is *Ikowangi Egg Noodles*, which is located in Karawang Regency. This product has been widely marketed in the Rengasdengklok, Batujaya, and surrounding areas through a network of chicken noodle traders and grocery stores.

Based on the results of field observations, *Ikawangi Egg Noodles* have a lower market share compared to several competing brands such as *Rajawali*, *S1*, *77*, and *SG*. These brands excel in the perception of product quality and more active promotional activities, through various internet platforms. This condition is in line with the sales data of *Ikawangi Egg Noodles* over the past five years which shows a fluctuating trend as shown in the following graph.

Based on the graph. Ikawangi MSME noodle sales data in 2021–2025 Ikawangi Egg Noodle sales increased from 51,200 units in 2021 to 63,875 units in 2022 thanks to the lottery coupon program that attracted the attention of traders and consumers. However, in 2023 there was a decrease to 56,100 units due to product quality problems, such as non-uniform noodle texture, faded dough color, and perishable packaging, thus reducing consumer confidence. In 2024, sales tend to stagnate because the promotions carried out do not innovate and are still limited to conventional approaches without the support of digital media. The decline continues in 2025 to 49,400 units, due to increasing competition from other brands such as *Rajawali*, *S1*, *77*, and *SG* which have more active promotions, strong distributor support, and more stable product quality. This condition shows that Ikawangi's sales decline is gradually influenced by a combination of inconsistency in product quality and weak promotional strategy, so that the brand is increasingly lagging behind in the face of competitors in the local Karawang noodle market.

Many studies have shown that a customer's decision to buy is heavily influenced by advertising and product quality. While Imelda and (Indah & Gendalasari, 2023) found that the perception of quality and promotion simultaneously increased customer loyalty at Café Story House Bogor, (Sari, 2024) showed that marketing positively influenced consumers' purchasing decisions at McDonald's Malang. Similar findings regarding the Somethinc Skincare brand were also found by (Nurvita & Saputro, 2024), this proves that product quality plays an important role in consumer purchase decisions. According to (Ristante & Aditya, 2021), at CV Mitra Sejati Foamindo Semarang, the perception of quality increases the impact of promotions on purchasing decisions.

Research by (Kirana, 2022) and Rizka Assyifa and (Assyifa & Cyasmoro, 2025)) shows that consistency of quality and digital promotion can improve purchasing decisions on local coffee products such as *Coffee Memories* and *Soul Promise*. (Alim & Monika, 2022) and Mardiyono and (Mardiyono & Digdowiseiso, 2023) It also emphasizes the importance of digital promotion in building the intention to buy culinary products in industrial areas. Next, Muakhor, Savitri, Suroso, and Ohnishi (2024) according to studies, the design and quality of Adidas products greatly influence the purchasing decisions of Japanese customers. The perception of product quality influences customers' purchasing decisions across all industries, according to this data.

Most of the previous research still focused on medium and large industries such as fast food restaurants and modern cafes. Few studies have examined the influence of promotion and product quality on customer choice to buy from MSMEs for local food such as *Ikawangi Egg Noodles*, even though the sector faces different challenges such as limited capital, fluctuations in raw materials, and low digital literacy (Sukmawati & Ekasasi, 2020). Therefore, the purpose of this study is to look at the factors that affect the purchase of *Ikawangi instant noodles* in Karawang Regency, especially how much the influence of sales promotion and product quality influences. Hopefully these findings can encourage MSMEs to improve performance in the

regional market by developing better marketing strategies and producing higher quality products.

RESEARCH METHOD

A descriptive quantitative approach, based on positivis was used to examine certain populations or samples in this study, to assess the hypothesis stated using statistical analysis of numerical data (Sugiyono, 2018). 126 sellers and consumers of Ikawangi Egg Noodles from the Rengasdengklok and Batujaya areas are the research population. Sample size was determined using the Slovin algorithm with an error rate of 5% (error tolerance = 0.05).

$$n = \frac{N}{1 + N(e)^2} = \frac{126}{1 + 126(0,05)^2} = 95,8 \approx 96$$

Therefore, a non-probability sampling strategy with a random sampling method was used to select the sample size, i.e. 96 respondents. This method is used because the respondents, i.e., any customer or seller who is accidentally found in the field who has purchased Ikawangi Egg Noodles at least twice are randomly selected.

A five-point Likert scale, with 1 meaning strongly disagree and 5 meaning strongly agree, was used to collect key data for the study through a closed-ended questionnaire. Using multiple linear regression techniques in IBM SPSS Statistics, the data is examined to ascertain the extent to which product quality and sales promotion influence purchasing decisions. The t-test, the F-test, reliability, classical assumptions, and the coefficient of determination (R^2) are examples of such methods.

RESULTS AND DISCUSSION

Respondent Profile

A total of 96 respondents who filled out the survey were all customers of Ikawangi MSMEs in the Karawang area, and their responses revealed a number of interesting facts.

Table 1. Respondent Profile

Age	Quantity
20-30 Years	18
31-40 Years	38
41-50 Years	32
>50 Years	8
Jobs	Quantity
Chicken Noodle Trader	76
Grocery Store Owner	10
General Consumer	10
Frequency of Purchase of Ikawangi Egg Noodles	Quantity
1 Time	3
2-3 times	5
> 3 times	88
Long Known Ikawangi Egg Noodle Products	Quantity
< 6 Months	24
6-12 Months	28
1-2 Years	20

> 2 Years	24
Sources of Information About Ikawangi Products	Quantity
Friends/ Relatives	14
Traders/ Grocery Stores	60
Direct Promotion from Ikawangi MSMEs	10
Stuttgart	12
Location of Residence/ Business	Quantity
Squirting	39
Stuttgart	40
Jayakarta	3
Pedestals	3
Cibuaya	4
Battle	2
Kutawaluya	2
Karawang City/Others	3
Total	96

(Source: 2025 Research Data)

In Table 1, you can see the results of 96 respondent profiles. Among those who took the survey, the majority were in the age groups of 31–40 years (38 respondents) and 41–50 years old (32 respondents). In terms of employment, respondents were dominated by 76 chicken noodle traders, while the rest were grocery store owners and general consumers. This composition shows that Ikawangi Egg Noodles are more widely used as raw materials for culinary businesses, so purchase decisions tend to be based on considerations of product quality, consistency, and sustainability.

In terms of purchasing behavior, most of the respondents recorded that most of the respondents had made purchases more than three times as many as 88 people and had known the product for more than six months to more than two years, which reflected a fairly high level of consumer trust and loyalty. The main source of information about products comes from traders or grocery stores as many as 60 people, with the most respondent areas in Batujaya and Rengasdengklok. These findings suggest that Ikawangi Egg Noodles have a strong local market share, supported by traditional distribution channels and long-term relationships with consumers, in line with the findings (Wulansari, 2025).

Descriptive Statistical Test Results

This study involved 96 participants, based on descriptive statistics on the variables of Product Quality (X1), Sales Promotion (X2), and Purchase Decision (Y). Most respondents had a positive impression of the quality of the goods provided, as shown by the average value (X1) of 41.54. In addition, the Sales Promotion variable (X2) had a high average value of 41.61, indicating that respondents thought the promotional efforts were successful.

In contrast, the dependent variable, Purchase Decision (Y), had an average value of 41.60. This rating indicates that consumer purchasing decisions are generally high and fall into the positive category. All three variables showed a consistent and favorable assessment pattern overall, indicating that respondents viewed the research item positively.

Data Quality Test Results

The reliability and consistency of the research instruments in evaluating the variables must be guaranteed, the quality of the data is evaluated. Validity and reliability testing was performed on data from thirty study participants. While the reliability test evaluates the consistency of respondents' responses, the validity test evaluates how well the statement item matches the variable indications. Here is a table showing the results of both tests:

Table 2. Validity Test Results

Variable	Indikator	rtable	Calculation	Status
Product Quality	Raw Materials	0,937	0,361	Valid
		0,892	0,361	Valid
	Taste	0,927	0,361	Valid
		0,925	0,361	Valid
	Durability	0,925	0,361	Valid
		0,914	0,361	Valid
	Packaging	0,929	0,361	Valid
		0,904	0,361	Valid
	Consistency of Production	0,903	0,361	Valid
		0,944	0,361	Valid
Sales Promotion	Discount	0,915	0,361	Valid
		0,882	0,361	Valid
	Bonus Giving	0,897	0,361	Valid
		0,918	0,361	Valid
	Promotional Coupons	0,902	0,361	Valid
		0,916	0,361	Valid
	Direct Promotion	0,918	0,361	Valid
		0,901	0,361	Valid
	Promotion Frequency	0,900	0,361	Valid
		0,907	0,361	Valid
Purchase Decision	Product Awareness	0,933	0,361	Valid
		0,920	0,361	Valid
	Buying Interest	0,890	0,361	Valid
		0,921	0,361	Valid
	Repurchase Intent	0,899	0,361	Valid
		0,900	0,361	Valid
	Actual Buying Decision	0,923	0,361	Valid
		0,897	0,361	Valid
	Satisfaction After Purchase	0,916	0,361	Valid
		0,926	0,361	Valid

(Source: 2025 Research Data Processing)

Table 2 displays the r-value specified > the r-value of the table of 0.361 (df = 28, $\alpha = 0.05$) with each item stating in various factors affecting product quality, sales promotion, and purchase decisions. As a result, each item is considered legitimate and suitable for use as a research tool (Sugiyono, 2018).

Table 3. Results of the Reality Test

Realizability		
Cronbach's <i>Alpha</i>		
Variable	<i>pha</i>	Integration
Product Quality (X1)	0,980	Reliable
Sales Promotion (X2)	0,975	Reliable
Purchase Completeness (Y)	0,964	Reliable

(Source: 2025 Research Data Processing)

The research variables in Table 3 are a consistent and reliable tool for assessing product quality, sales promotion, and purchasing decision-making factors, as they all have an alpha Cronbach value of more than 0.60.

Classical Assumption Test Results

Using time-tested assumptions, we can verify that our linear regression model is statistically feasible. The three main tests that are commonly used are: multicollinearity, heteroscedasticity, and normality. The results of the classic assumption test are shown in the table below:

**Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

Varibel/Residual	N	Test Statistic (K-S)	Asymp.Sig. (2-tailed)	Alpha (α)	Remarks
Residual	96	0,062	0,200	0,05	Normal distribution

(Source: 2025 Research Data Processing)

The Sig. (2-tailed) value of 0.200 > 0.05 is indicated by the Kolmogorov-Smirnov normality test on residuals, according to Table 4. Therefore, the normality conditions are met and the residual regression model follows a regular distribution.

**Table 5. Multicollinearity
Coefficient**

Independent variables	Tolerance	VIVID	Remarks
Product quality (X1)	0,119	8,462	Multicollegiate does not occur
Sales promotion (X2)	0,119	8,462	Multicollegiate does not occur

(Source: 2025 Research Data Processing)

In Table 5, we can see that the multicollinearity test found that all variables had a VIF value below 10 and a tolerance value greater than 0.10. Given the absence of multicollinearity in this regression model, it can be concluded that all independent variables are suitable for multiple regression analysis.

Table 6. Heterokedasticity Test Results

Independent variables	Sig(p-value)	Criteria	Remarks
Product quality (X1)	0,052	0,05	No heterokedasticity occurs
Sales promotion (X2)	0,035	0,05	Heterokedasticity occurs

(Source: 2025 Research Data Processing)

With a significance value of $0.052 > 0.05$, the findings of the Park-Glejser method heteroscedasticity test in Table 6 show that the product quality variable does not show heteroscedasticity. In contrast, the sales promotion variable had a significance value of $0.035 < 0.05$, which indicates heteroscedasticity.

Results of Multiple Linear Regression Analysis

In this study, we used a multiple linear regression analysis model to look at how things like product quality and sales pitches influence people's purchasing decisions. The following are the results of the multiple regression analysis:

Table 7. Multiple Linear Regression Analysis Test Results

Variable	B(Cohesion regression)	Std.Error	t-count	Sig.
(Constant)	0,530	0,214	2,476	0,015
Product quality (X1)	0,541	0,087	6,218	0,000
Sales promotion (X2)	0,447	0,091	4,912	0,000

(Source: 2025 Research Data Processing)

Based on table 7, the multiple regression equation is obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = 0,530 + 0,541X_1 + 0,477X_2 + \epsilon$$

The following findings can be justified based on the equation in table 8 of the results of the multiple linear regression analysis test:

1. The constant value obtained is 0.530, meaning that if the product quality factors (X_1) and sales promotion (X_2) have no effect on the purchase decision (Y), then the value will remain constant at 0.530. In other words, the fundamental value of the purchase decision is 0.530, regardless of the influence of product quality and sales promotion (X_1 and $X_2 = 0$).
2. The product quality regression coefficient (X_1) has a positive sign and a value of 0.541, this indicates that, if all other independent variables remain the same, a one-unit increase in the product quality level will result in a 0.541 unit increase in the Purchase Decision value.
3. Assuming the other independent variables remain constant, the Purchase Decision Value will increase by 0.447 if the sales promotion rate increases by one unit, according to the value of the sales promotion regression coefficient (X_2) of 0.447 with a positive sign.

Partial Test Results (t-test)

We used the t-test to see if there was a statistically significant relationship between dependent and independent variables. According to Sugiyono (2019), a variable is considered to have a substantial influence if the significance value is below 0.05 or the t-value is calculated above the t-table value. Using the significance level of $\alpha = 5\%$, this study examined the influence of product quality (X_1) and sales promotion (X_2) on purchasing decisions (Y). The degree of freedom was calculated using the formula $df = n - k - 1 = 96 - 2 - 1 = 93$, and the t-table value of 1.986 was obtained using a sample size of 96 respondents and two independent variables. This table displays partial t-test findings for the following variables: product quality, sales promotion, and purchase decision:

**Table 8. Test Results t
Coefficient**

Variable	'T-Count	T-Table	Sig.	Remarks
Product quality (X_1)	6,685	1,986	0,000	H1 accepted
Sales promotion (X_2)	5,585	1,986	0,000	H2 accepted

(Source: 2025 Research Data Processing)

A t-value of 5.585 for the sales promotion variable (X_2) and a t-value of 6.685 for the product quality variable (X_1) indicate that the t-test yielded significant findings, as shown in Table 8. Product quality and sales promotion did have a smaller impact on the purchase decision (y), as shown by the larger estimated t-value of the table's t-value of 1.986 and a significance value lower than 0.05.

Simultaneous Test Results (F-test)

If there is more than one independent variable that can affect the dependent variable, the F test can reveal it. This study used a simultaneous test with a significance threshold of $\alpha = 5\%$ to determine the impact of Sales Promotion (X_k) and Product Quality (X_1) on purchase decisions (Y). The determination of the denominator is as follows: $(n - k) = 96 - 3 = 93$, while the numerator is obtained from $df = k - 1 = 3 - 1 = 2$. The final result of 3.10 was obtained from table F.

**Table 9. F Test Results
NEW ERA**

Models	F-Count	f-table	Sig	Remarks
Regression	615,028	3,10	0,000	Significant models

(Source: 2025 Research Data Processing)

The f-test yields an f-count value of 615.028 and a significance level of 0.000, as shown in Table 9. Based on the f-calculated value of $615.028 > 3.10$ and the significance value of $0.000 < 0.05$, it can be concluded that product quality and sales promotion both have a significant effect on purchasing choices.

Determination Coefficient Test Results

The explanatory power of a model for the relationship between independent and dependent variables can be measured by the coefficient of determination. These findings were generated using the determination coefficient (R^2) test in our study.

Table 10. Determination Coefficient Test Results

Models	R	R Square (R^2)	Adjusted R Square	Std. Error of the estimate
1	0,964	0,930	0,928	0,214

(Source: 2025 Research Data Processing)

Based on Table 10, the coefficient of determination, also called r Squared (R^2), is 0.930, which is equal to 93.0%. The results showed that product quality and sales promotion together explained 93.0% of the variation in the purchase decision variables, with the remaining 7.0% explained by factors not included in the study.

Results

A total of 96 participants in this study are Ikawangi egg noodle sellers and regular consumers in the Karawang area. A five-point Likert scale was used to collect data from a closed-ended questionnaire. includes the variables of purchase choice (Y), sales promotion (X_2), and product quality (X_1). The data is processed using IBM SPSS Statistics.

The variables of product quality (X_1), sales promotion (X_2), and purchase decision (Y) had average values of 41.54, 41.61, and 41.60, respectively, according to descriptive statistical analysis. The majority of respondents rated the product quality, promotion, and purchase options of Ikawangi Egg Noodles positively, as seen from the high average value for these three factors.

All statement items in the questionnaire are known to have calculated r -values greater than the table's r -value of 0.201, indicating that the validity test was successful. The Alpha Cronbach results from the reliability test were 0.967, 0.960, and 0.962 for product quality, sales promotion, and purchase rating, respectively. Since these numbers are higher than 0.70, any research instrument is considered trustworthy.

With a significance level of 0.200 (>0.05) from the Kolmogorov-Smirnov normality test, the data were found following a normal distribution. These variables did not show signs of multicollinearity in the results of the multicollinearity test; all variables have a VIF value below 10 and a tolerance value greater than 0.10. The results of the heteroscedasticity test did not show that the regression model showed heteroscedasticity. The significance level of all variables is higher than 0.05.

Multiple linear regression studies show a favorable relationship between sales promotion (X_2) and product quality (X_1) and purchase decisions (Y). Product quality has a favorable and substantial impact on purchasing decisions, as shown by a regression coefficient of 0.541, a calculated t -value of 6.885, and a significance value of 0.000 <0.05 . The regression coefficient of 0.447, the calculated t -value of 5.585, and the significance value of 0.000 <0.05 indicate that the sales promotion variable significantly and positively influences the customer's choice to buy.

With an F value calculated at 615.028 and a significance value of 0.000 <0.05, the findings from the simultaneous test (F test) show that product quality and sales promotion collectively have a considerable impact on purchasing decisions. As many as 93.0% of the variance in purchasing decisions can be attributed to sales promotion and product quality. with price, distribution, and brand image accounting for the remaining 7.0% (R Squared = 0.930).

Eradication

The Effect of Product Quality on Purchase Decisions in Ikawangi MSME Egg Noodle Products

The results of multiple linear regression analysis support hypothesis 1 (H1), which states that customers are more likely to make a satisfactory purchase of Ikawangi MSME Egg Noodles when they have a favorable and significant impression of influence on product quality. The most important factors that influence consumers' choice to buy include attractive packaging, appropriate taste, and high-quality raw materials. Consumer trust in brands also increases by maintaining product quality. Quality that matches expectations can encourage repeat purchases (Khulwani et al., 2024).

Research shows that consumers' positive impressions of a product are highly correlated with their tendency to buy it (Khuan et al., 2024). This conclusion is further supported by research by Savitri et al. (2024), evidence that consumers are more loyal and trusting to brands when the products are of high quality. The findings of the study show that improving product quality including taste, raw materials, and production consistency is very important to influence consumer decisions in buying Ikawangi MSME Egg Noodles in Karawang (Assyifa & Cyasmoro, 2025).

The effect of sales promotion on the purchase decision of Ikawangi MSME egg noodle products.

The results of the multiple linear regression test corroborated H2's statement that sales promotion significantly and positively influenced the customer's decision to buy Ikowangi MSME Egg Noodles. These findings show that customers' interest and choice to buy goods increases along with the effectiveness of the promotional techniques used. The most common types of promotions are sweepstakes coupon programs and purchase bonus offers. Although it is still done simply and has not taken advantage of digital media, direct promotion is still effective in attracting consumers' attention. Thus, a consistent promotional strategy is able to encourage consumers to make purchases (Mardyono & Digdowiseiso, 2023).

Based on the findings of the study, this is supported by a study (Lubis & Hanny, 2024) that shows how sales promotion significantly affects customer interest and engagement, which in turn influences purchase decisions. Research (Yuliana & Rahayu, 2024) also reinforcing these results by explaining that direct promotions such as discounts and gifting play an important role in expanding the scope of goods and services offered by MSMEs to consumers. The findings of this study support what is already known by Ikowangi MSMEs, the implementation of planned, attractive, and close to consumers promotions can strengthen product purchase decisions in the Karawang area (Setiawan et al., 2024).

The influence between product quality and sales promotion on purchase decisions on Ikawangi MSME Egg Noodle products

According to multiple linear regression research, there is a positive and strong relationship between product quality, sales promotion, and purchase decisions of Ikanggi

MSME Egg Noodles. This research reinforces the idea that improved product quality including ingredients, taste, and durability along with attractive sales incentives such as bonuses and lottery tickets can increase buying interest. Customers are more likely to buy when they can assess the quality of the product and are offered incentives that increase its value. The combination of these two factors increases the credibility of the product and gives buyers more confidence in their purchases (Ketut et al., 2022).

The findings of this study are consistent with the findings of Indah & Gendalasari (2023), the combination of high-quality products and sales promotion significantly influences consumers' decision to purchase by improving their view of product value and reliability. This conclusion is supported by the study of Sari (2024), Thus, it is proven that a well-planned advertising strategy can increase the weight of product quality when consumers make a purchase. Therefore, the results of this study confirm that exceptional product quality and proper promotional strategies are the main factors influencing customers' decision to buy Ikawangi Egg Noodles in the local market of Karawang (Bari et al., 2024).

CONCLUSION

According to a study that surveyed 96 traders and regular buyers of Ikawangi Egg Noodle MSMEs in Karawang, product quality and sales promotion greatly influence purchase decisions. Part of what makes an item worth buying is how good it is. This suggests that buyers are more likely to buy high-quality products with attractive ingredients, taste, presentation, and long durability. Meanwhile, sales promotions also make a significant impact by offering merchants incentives such as bonuses, discounts, and direct promotions that can attract customers and influence their decision to buy. Product quality and sales promotion also have an important role in determining whether someone will buy Ikawangi Egg Noodles or not. This shows that the success of a consistent and focused advertising approach influences consumers' decision to buy, in addition to their opinion of product quality. The findings of this study confirm that Ikawangi's MSMEs are able to maintain product quality and create innovative promotional strategies that are responsive to market demand such as using digital media. It is important for their ability to influence customers' purchasing decisions by expanding their marketing reach and increasing competitiveness in local food businesses.

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