

## **Beyond Price: Does Perceived Quality Dictate Consumer Purchase Timing?**

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### **ABSTRACT**

The intensifying competition in Indonesia's coffee industry necessitates a deep understanding of the factors influencing purchase decisions. This study examines the effects of Consumer Value, Consumer Trust, and Product Variety on Purchase Decision, with Perceived Quality serving as a moderating variable. An associative quantitative approach employing moderation analysis was conducted on 675 urban coffee consumers who drink coffee at least four times per week, using a 1–6 Likert scale questionnaire. Classical assumption tests indicated no multicollinearity ( $VIF < 10$ ) or heteroscedasticity ( $Sig. > 0.05$ ). Although the data were not normally distributed, regression analysis remained valid due to the large sample size. Multiple regression results revealed that Consumer Value ( $\beta = 0.337$ ;  $p < 0.001$ ), Consumer Trust ( $\beta = 0.164$ ;  $p < 0.001$ ), and Product Variety ( $\beta = 0.173$ ;  $p < 0.001$ ) have significant positive effects on Purchase Decision, with Consumer Value being the strongest predictor. The Moderated Regression Analysis (MRA) further indicated that Perceived Quality significantly strengthens the relationship between Consumer Trust and Purchase Decision ( $\beta = 0.125$ ;  $p < 0.001$ ), but does not moderate the effects of Consumer Value or Product Variety. These findings reinforce the commitment-trust theory and the means-end model, highlighting the synergistic role of perceived quality in enhancing the influence of trust on purchase decisions. Practically, coffee businesses should maintain a high perception of quality through quality assurance, certification, and product consistency to maximize the impact of trust, while simultaneously sustaining product value and variety to achieve competitive advantage.

**Keywords** *Perceived Quality; Purchase Decision; Coffee Industry*

**Di Luar Harga: Apakah Persepsi Kualitas Menentukan Waktu Pembelian Konsumen?**

### **Abstrak**

Persaingan yang semakin ketat di industri kopi Indonesia menuntut pemahaman mendalam tentang faktor-faktor yang memengaruhi keputusan pembelian. Studi ini meneliti pengaruh Nilai Konsumen, Kepercayaan Konsumen, dan Variasi Produk terhadap Keputusan Pembelian, dengan Kualitas yang Dirasakan sebagai variabel moderasi. Pendekatan kuantitatif asosiatif yang menggunakan analisis moderasi dilakukan pada 675 konsumen kopi perkotaan yang minum kopi setidaknya empat kali seminggu, menggunakan kuesioner skala Likert 1–6. Uji asumsi klasik menunjukkan tidak ada multikolinieritas ( $VIF < 10$ ) atau heteroskedastisitas ( $Sig. > 0,05$ ). Meskipun data tidak terdistribusi normal, analisis regresi tetap valid karena ukuran sampel yang besar. Hasil regresi berganda menunjukkan bahwa Nilai Konsumen ( $\beta = 0,337$ ;  $p < 0,001$ ), Kepercayaan Konsumen ( $\beta = 0,164$ ;  $p < 0,001$ ), dan Variasi Produk ( $\beta = 0,173$ ;  $p < 0,001$ ) memiliki pengaruh positif yang signifikan terhadap Keputusan Pembelian, dengan Nilai Konsumen sebagai prediktor terkuat. Analisis Regresi Moderasi (MRA) lebih lanjut menunjukkan bahwa Kualitas yang Dirasakan secara signifikan memperkuat hubungan antara Kepercayaan Konsumen dan Keputusan Pembelian ( $\beta = 0,125$ ;  $p < 0,001$ ), tetapi tidak memoderasi pengaruh Nilai Konsumen atau Variasi Produk. Temuan ini memperkuat teori komitmen-kepercayaan dan model sarana-tujuan, menyoroti peran sinergis kualitas yang dirasakan dalam meningkatkan pengaruh kepercayaan terhadap keputusan pembelian. Secara praktis, bisnis kopi harus mempertahankan persepsi kualitas yang tinggi melalui jaminan kualitas, sertifikasi, dan konsistensi produk untuk

memaksimalkan dampak kepercayaan, sekaligus mempertahankan nilai dan variasi produk untuk mencapai keunggulan kompetitif.

**Kata Kunci:** Kualitas yang Dirasakan; Keputusan Pembelian; Industri Kopi

## INTRODUCTION

Coffee is one of the most popular beverages worldwide, including in Indonesia, where it has become an integral part of daily lifestyle and a symbol of social interaction. Moderate coffee consumption has been shown to enhance both work performance and cognitive function (Camfield et al., 2014). Indonesia possesses significant potential as a coffee producer due to its favorable geographic conditions, tropical climate, and high-altitude regions that support coffee cultivation. In addition to being an export commodity, coffee contributes to economic growth, particularly within the creative and culinary industries. Over the past decade, Indonesia's coffee industry has experienced rapid expansion, marked by the emergence of modern coffee shops, distinctive local brands, and innovations in brewing and packaging that have broadened market reach. However, the increasingly competitive environment requires a deeper understanding of the factors that influence consumers' purchase decisions.

Among the key constructs frequently examined in consumer behavior studies are Consumer Value, Consumer Trust, and Product Variety, which play crucial roles in shaping consumers' purchase intentions and decisions, including within the coffee industry. Consumer Value refers to consumers' perception of the balance between the benefits received and the sacrifices made, such as price, time, and effort (Zeithaml, 1988). A high perceived value not only stimulates initial purchases but also encourages repurchase behavior, as consumers feel satisfied and perceive the product as worthwhile. In the context of coffee consumption, this includes aspects such as taste, aroma, packaging, purchasing experience, and the perceived alignment between price and quality.

Consumer Trust represents a fundamental element of long-term consumer-brand relationships. Trust develops when consumers believe that producers consistently deliver on quality promises, uphold integrity, and act in the customers' best interests. Within the coffee industry, trust is fostered through consistency in flavor, bean quality, authenticity certifications, and transparency regarding production processes, all of which enhance loyalty and stimulate positive word-of-mouth recommendations.

This study adopts the Means-End Model (Gutman, 1982) to explain the hierarchical linkages among product attributes, consequences, and personal values. Within this framework, Consumer Value is conceptualized as the ultimate benefit sought by coffee consumers; Consumer Trust serves as the emotional and cognitive bridge that strengthens brand-consumer relationships; Product Variety represents an attractive factor that broadens consumer choice; and Perceived Quality functions as a moderating variable that determines the strength of these relationships with purchase decisions. Collectively, this framework provides a more comprehensive and contextually grounded understanding of consumer behavior within the dynamic and competitive coffee market.

Existing studies on Indonesia's coffee industry largely focus on linear relationships among variables without integrating mediation and moderation effects within a single model. To date, no research has simultaneously examined Consumer Value, Product Variety, and Consumer Trust, while incorporating the moderating effect of Perceived Quality. Perceived quality, however, may explain variations in how these variables influence purchase decisions across different market contexts. This study addresses this research gap by examining how

perceived quality moderates the relationships among consumer value, product variety, and consumer trust in influencing purchase decisions.

## **Literature Review**

### **Means–End Model Theory**

The Means–End Model Theory, introduced by Gutman (1982), explains that consumers perceive products not only based on their physical attributes but also on how these attributes deliver benefits that ultimately fulfill their personal values. Within this framework, product attributes function as the means that generate both functional and emotional consequences, which are then linked to the ends or ultimate values held by consumers. This process indicates that purchasing decisions result from a multilayered relationship between product characteristics, perceived benefits, and the achievement of personal values.

The model is particularly relevant for understanding how consumers make purchase decisions. In the context of coffee, attributes such as taste, bean type, packaging, and serving variations shape consumers' initial experiences. When these attributes produce satisfying outcomes, such as enjoyable flavor, improved alertness, or enhanced mood, consumers perceive that their personal values, such as comfort, pride, or lifestyle expression, have been fulfilled. These values are strengthened by trust in the brand, which fosters confidence in the consistency of positive experiences. Product variety enables consumers to discover combinations of attributes that align with their preferences; however, its benefits tend to decrease when perceived quality is low. Perceived Quality reinforces the belief that product attributes can genuinely provide positive consequences, whereas low perceived quality weakens this relationship. Consequently, the Means–End Model explains the interaction among Consumer Value, Consumer Trust, Product Variety, and Perceived Quality in shaping coffee purchase decisions and highlights that

purchasing behavior occurs when consumers clearly perceive a connection between product attributes and the attainment of their desired end values

### **Consumer Value**

According to Zeithaml (1988), Consumer Value refers to the overall assessment of a product's utility based on a consumer's evaluation of what is received (benefits) relative to what is sacrificed (costs) to obtain it. This perception is subjective and influenced by individual needs, prior experiences, and expectations. Zeithaml emphasizes that consumers evaluate value not only in terms of price but also by considering quality, convenience, and emotional factors. The benefits of a product may include functional utility, emotional satisfaction, social recognition, and economic efficiency, while the costs involve monetary expenditure, time, effort, and other resources associated with purchasing and using the product or service.

### **Consumer Trust**

According to Morgan and Hunt (1994), Consumer Trust refers to the confidence and belief that customers have in a company, business, or brand. Trust emerges when consumers are convinced that a company fulfills its promises, maintains consistent quality, and acts with integrity. It plays a crucial role in business success by fostering loyalty, customer retention, and positive word-of-mouth communication. In the context of food and beverage products, trust is built through product quality, transparency of information, brand reputation, customer service, and halal certification.

### **Product Variety**

According to Kotler and Keller (2016), Product Variety refers to the range of product types, styles, or models that a company offers to consumers. Variations may include differences in size, price, appearance, features, or combinations of these factors. Product

variety is designed to meet diverse consumer preferences and enhance a company's competitiveness in the marketplace.

### **Perceived Quality**

Perceived Quality is defined as consumers' subjective evaluation of the overall quality of a product or service, which reflects the extent to which the product meets or exceeds their expectations rather than its objectively measured quality. According to Kirmani and Zeithaml (2013), in the context of coffee, perceived quality refers to consumers' evaluation of coffee quality based on perception and experience. This evaluation encompasses not only physical attributes such as taste and aroma but also price, brand image, reputation, and overall consumption experience. Sihombing (2011) found that perceived quality is a key determinant of customer loyalty in Indonesia's specialty coffee shops.

### **Purchase Decision**

According to Schiffman and Kanuk (2010), Purchase Decision is a stage in the consumer decision-making process where individuals choose a product or service based on their evaluation of available alternatives. This process is influenced by internal factors such as attitudes, perceptions, and motivations, as well as external factors including social environment, culture, and marketing activities. The theory emphasizes that purchase decisions are not made instantly but rather emerge from a sequence of processes involving need recognition, information search, evaluation of alternatives, the act of purchase, and post-purchase evaluation.

## **RESEARCH METHOD**

This study employed a quantitative approach with an associative design and moderation analysis to examine the effects of

Consumer Value, Consumer Trust, and Product Variety on Purchase Decision, while exploring the moderating role of Perceived Quality. The population consisted of coffee consumers in Indonesia who actively purchase and consume coffee. A purposive sampling technique was applied, with the inclusion criterion of consuming coffee at least four times per week. A total of 675 respondents met the criteria, most of whom were urban coffee consumers aged between 20 and 30 years.

Data were collected using a six-point Likert scale questionnaire comprising five items for Product Variety, three items for Consumer Value, three items for Consumer Trust, five items for Purchase Decision, and indicators for Perceived Quality. Validity testing confirmed that all indicators were valid (Sig. < 0.05), and reliability testing showed that Consumer Value and Consumer Trust met the minimum threshold ( $\alpha > 0.7$ ).

Data analysis was conducted using SPSS, including classical assumption tests for normality, multicollinearity, and heteroskedasticity. Although the data were not normally distributed, multiple linear regression was applied because it remains robust with large sample sizes. No multicollinearity issues were detected (VIF < 10), and the homoskedasticity assumption was satisfied. The direct effects were tested using multiple linear regression, whereas the moderation effect was examined through Moderated Regression Analysis (MRA) to identify whether Perceived Quality strengthened or weakened the relationships among the variables.

## **FINDINGS AND DISCUSSION**

### **Respondent Profile**

The respondent profile in this study reflects the characteristics of active urban coffee consumers in Indonesia. A summary of the respondent profile is presented in the Table 1.

**Table 1.** Respondent Profile Summary

<b>Aspect</b>	<b>Male (%)</b>	<b>Female (%)</b>	<b>Description</b>
Percentage of Respondents	51.1%	48.9%	The majority of male respondents were slightly more numerous than female respondents.
Most Common Age	20–30 years old	20–30 years old	The dominant age range for all respondents.
Favorite Coffee Type	Robusta (31.4%)	Robusta (28.9%)	Arabica was also highly sought after (17.5% male; 17.6% female).
Smoking Habit	Conventional (20.1%), Vape (6.7%)	Non-Smoker (45.5%)	More male respondents smoked; the majority of female respondents were non-smokers.
Favorite Mobile Phone	iPhone (12.6%), Samsung (10.3%)	iPhone (16.0%), Samsung (11.6%)	The dominant brands for both genders were the same.
Favorite Music Genre	Pop (15.9%), Dangdut (7.6%)	Pop (25.6%), Kpop (5.2%)	Pop was the most popular genre for all genders.
Favorite Clothing Style	Shades (20.7%), Earth Tones (11.9%)	Earth Tones (15.6%), Neutral Tones (12.6%)	Male respondents preferred Shades; female respondents' preferences were more diverse.

Source: (Primary Data, 2025)

Based on Table 1, the proportion of male (51.1%) and female (48.9%) respondents is almost balanced, suggesting that marketing strategies can be directed equally. The 20–30 age group represents the largest segment, indicating that the younger generation is the primary consumer as the coffee culture trend continues to grow. Robusta dominates the preference (31.4% male; 28.9% female), followed by Arabica (17.5% male; 17.6% female), which indicates an appreciation for both strong flavors and light, aromatic characteristics. More male respondents smoke (conventional 20.1%; vape 6.7%), while the majority of female respondents (45.5%) do not smoke, which could potentially influence their coffee variant preferences. The use of mobile devices is dominated by iPhone (12.6% male;

16% female) and Samsung (10.3% male; 11.6% female), reflecting a middle-to-upper market segment. Pop music is the main favorite, followed by Dangdut for males (7.6%) and K-pop for females (5.2%). In terms of clothing style, male respondents prefer shades (20.7%) and earth tones (11.9%), whereas female respondents tend to favor earth tones (15.6%) and neutral tones (12.6%), which can be integrated into branding strategies.

**Normality Test**

To assess whether the data is normally distributed, a normality test was conducted beforehand. The results of this test are presented in Table 2.

**Table 2.** Normality Test Results

Variabel	Kolmogorov-Smirnov (Sig.)	Shapiro-Wilk (Sig.)
MPV	0,000	0,000
MCV	0,000	0,000
MCT	0,000	0,000
MPD	0,000	0,000

Source: (Primary Data Processed by SPSS, 2025)

Based on the analysis results, the data in this study were not normally distributed, as indicated by the normality test and the 1-Sample Kolmogorov-Smirnov test. However, linear regression can still be used because this method is quite robust against violations of the normality assumption, especially when the

sample size is sufficiently large.

### Multicollinearity Test

After conducting the normality test, a multicollinearity test was necessary to identify any issues in the regression model. The results of this test are presented in Table 3.

**Table 3.** Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.528	0.14	-	10.93	0	-	-
MPV	0.173	0.031	0.226	5.577	0	0.487	2.054
MCV	0.337	0.032	0.366	10.641	0	0.674	1.485
MCT	0.164	0.032	0.213	5.141	0	0.466	2.147

Source: (Primary Data Processed by SPSS, 2025)

The multicollinearity test showed no signs of multicollinearity within the model. This is indicated by the VIF (Variance Inflation Factor) values for all independent variables being below 10. Consequently, Consumer Value (CV), Consumer Trust (CT), and Product Variety (PV) can be used simultaneously in the regression model

without interfering with each other.

### Heteroscedasticity Test

To test for unequal variances of residuals from one observation to another, a heteroscedasticity test was performed. The results of this test are presented in Table 4.

**Table 4.** Heteroscedasticity Test Results

Variabel	B	T	Sig.	Tolerance
MPV	-0.022	-0.141	0.888	0.487
MCV	0.041	0.261	0.794	0.674
MCT	-0.001	-0.004	0.997	0.466

Source: (Primary Data Processed by SPSS, 2025)

The heteroscedasticity test results indicate no specific pattern in the residual spread, with a significance value above 0.05. This finding confirms that the assumption of

homoscedasticity is met, thus the regression model is statistically reliable.

**Linearity Test**

The linearity test aims to ensure that the relationship between two or more variables

is significantly linear. The results of this test determine the feasibility of using a linear regression model. The linearity test results are presented in Table 5.

**Table 5.** Linearity Test Results

<b>Moderating Variable</b>	<b>F (Linearity)</b>	<b>Sig. (Linearity)</b>	<b>F (Deviation from Linearity)</b>	<b>Sig. (Deviation)</b>	<b>Descriptions</b>
MPV	316.627	0	2.206	0.007	Significant, non-linear relationship
MCV	370.499	0	0.979	0.476	Significant, linear relationship
MCT	333.17	0	3.613	0	Significant, non-linear relationship

Source: (Primary Data Processed by SPSS, 2025)

The linearity test revealed that the relationship between Purchase Decision (PD) and Consumer Value is linear, but the relationship between PD and both Consumer Trust and Product Variety is non-linear. This indicates that only Consumer Value consistently and directly influences purchase decisions in a linear fashion.

**Validity Test**

A validity test is a process to ensure that a research instrument (such as a questionnaire) truly measures what it is intended to measure. The results of the validity test are presented in Table 6.

**Table 6.** Validity Test Results

<b>Variable</b>	<b>Number of Items</b>	<b>Sig. Range (2-tailed)</b>	<b>Description</b>
MPV	5	0.000 – 0.000	All valid
MCV	3	0.000 – 0.000	All valid
MCT	3	0.000 – 0.000	All valid
MPD	5	0.000 – 0.092	4 valid, 1 not valid

Source: (Primary Data Processed, 2025)

The validity test results indicate that all independent variables are valid (with a sig. value < 0.05), which means each indicator effectively measures its respective construct.

**Reliability Test**

A reliability test is used to ensure the data collected is accurate and dependable for decision-making. The results of the reliability test are shown in Table 7.

**Table 7.** Reliability Test Results

Variable	Cronbach's Alpha	Standardized Alpha	Number of Item	Description
MPV	0.822	0.822	4	Reliable
MCV	0.769	0.775	5	Reliable
MCT	0.689	0.714	3	Not Reliable
MPD	0.558	0.594	5	Not Reliable

Source: (Primary Data Processed, 2025)

Based on the reliability test, only the **Consumer Value** and **Consumer Trust** variables were found to be reliable ( $> 0.7$ ). The **Product Variety** and **Purchase Decision** variables did not meet the expected reliability threshold, which should be considered for future instrument development.

#### Multiple Linear Regression Test (t-test)

Next, a multiple linear regression test was conducted to determine the direction and magnitude of the influence of the independent variables on the dependent variable. The results are presented in Table 8.

**Table 8.** Multiple Linear Regression Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.528	0.14		10.93	0
MPV	0.173	0.031	0.226	5.577	0
MCV	0.337	0.032	0.366	10.641	0
MCT	0.164	0.032	0.213	5.141	0

Source: (Primary Data Processed by SPSS, 2025)

The equation shows that all independent variables have a positive effect on Purchase Decision, with the highest coefficient belonging to Consumer Value. This confirms that the perceived value by consumers is the strongest factor influencing their purchase decisions, as it creates a positive perception and increases the belief that the product is worthwhile. This finding is consistent with Gumilar et al. (2023), who stated that customer value has a positive and significant effect on purchase decisions.

Consumer Trust has a significant positive influence on Purchase Decision, suggesting that trust in a coffee brand—from consistent flavor to overall quality—is a key determinant of a purchase. This trust fosters loyalty, especially when consumers feel that the unique taste, appealing packaging, and the emotional or lifestyle value offered are worth or exceed the price. This finding aligns with Islahiyah & Utama (2023) for Kopi Kenangan

consumers in West Jakarta and Liusito et al. (2020).

Product Variety also has a significant positive effect on Purchase Decision. The variation in bean types, brewing methods, packaging sizes, and flavors makes it easier for consumers to find suitable options and provides an opportunity to try new things. This finding is consistent with Putra & Mawarti (2023), Amanda & Lestari (2023), and Setiawan & Ghozali (2021), all of whom showed that product variety has a significant positive effect on purchase decisions.

#### Moderation Test

A moderation test was conducted to examine the role of **Perceived Quality** in strengthening or weakening the relationship between **Consumer Value**, **Consumer Trust**, and **Product Variety** with **Purchase Decision**.

This analysis provides a

comprehensive overview of the dynamics of consumer behavior. The results are presented in Table 9.

**Table 9.** Moderation Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.559	.184		3.698	.000
	MCV	.462	.125	.501	-2.915	.000
	MCT	-.487	.167	-.632	1.328	.004
	MPV	.207	.156	.270	-1.474	.185
	CV_PQ	-.040	.027	-.404	-.830	.141
	PV_PQ	-.028	.033	-.312	3.541	.407
	CT_PQ	.125	.035	1.377	3.698	.000

Source: (Primary Data Processed, 2025)

Based on Table 9, Perceived Quality moderates the relationship between Consumer Trust and Purchase Decision. An increase in perceived quality strengthens consumer trust, thereby encouraging purchase decisions. Trust in a brand is sensitive to quality; when quality is perceived as high, trust becomes stronger. This finding is consistent with Wulandari & Nugroho (2022), who showed that perceived quality strengthens the relationship between brand trust and purchase decisions.

Perceived Quality does not moderate the relationship between Consumer Value and Purchase Decision. An increase or decrease in perceived quality does not influence the consumer's perceived value, as consumer value is subjective and influenced by individual needs, preferences, and context. Even with high perceived quality, the value remains low if the product does not meet the consumer's needs. Similarly, perceived quality does not moderate the relationship between Product Variety and Purchase Decision; high quality does not always strengthen the effect of product variety, as too many options can lead to confusion (choice overload) or doubt.

**CONCLUSION**

This research confirms that Consumer

Value, Consumer Trust, and Product Variety all have a significant positive effect on the Purchase Decision of coffee consumers in Indonesia, with Consumer Value having the strongest influence. The moderation test showed that Perceived Quality only strengthens the relationship between Consumer Trust and Purchase Decision but does not moderate the effects of Consumer Value or Product Variety.

The managerial implications are clear: coffee shops should focus on creating consistent consumer value through taste, aroma, ambiance, and service. They should also strengthen trust through consistent quality and quality certifications. Packaged coffee companies can differentiate themselves through product and packaging innovation, combined with a reputation for high quality, quality labels, organic certifications, or geographical indications. Coffee Geographical Indication Protection societies should promote geographical origin as a credible signal of quality and educate consumers about the unique characteristics of regional coffee. An effective integration of strategies to enhance value, build trust, offer product variety, and manage quality perception will maximize purchasing opportunities in the increasingly competitive coffee market.

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