

SHAPING CONSUMER PURCHASE DECISIONS THROUGH DIGITAL MARKETING, PRODUCT QUALITY, AND CUSTOMER EXPERIENCE

Ardy Jordan^{1*}, Pande Ketut Ribek², Ni Putu Cempaka Dharmadewi Atmaja³

^{1,2,3}Universitas Mahasaraswati Denpasar, Bali, Indonesia

*correspondence: ardyjordan45@gmail.com

ABSTRACT

Consumer purchasing decisions influence how effectively a product or service performs; therefore, they are a crucial component of marketing. When deciding on a product choice, consumers go through a process known as the purchasing decision, which is influenced by various factors, including digital marketing, customer experience, and product quality. The purpose of this study is to identify and explain how Martabak Masbron in Sukawati is influenced by digital marketing, customer experience, and product quality. All customers of martabak products at Martabak Masbron in Sukawati constitute the study population. The study sample consisted of 133 respondents selected using random sampling. Multiple linear regression analysis was used as the analytical method. The results of the study indicate that while digital marketing has a positive but insignificant impact on purchasing decisions at Martabak Masbron in Sukawati, product quality and customer experience have a positive and significant impact. Future studies are advised to include factors such as price and product innovation, service, lifestyle, and packaging, which have a positive and significant impact on purchasing decisions.

Keywords: product quality, customer experience, digital marketing, purchasing decisions

© 2026 The Author(s). Published by EMAS. Licensed under CC BY-SA 4.0.

1. INTRODUCTION

In addition to being a popular destination for domestic and international tourists, Bali is also recognized as a region with a thriving tourism industry. With the wide variety of destinations and culinary options available in Bali, the food and beverage industry has become a growing attraction in areas such as Sukawati. Many new food and beverage businesses, both traditional and modern, are emerging in various locations, such as Sukawati. In today's rapidly evolving business landscape, where the competitive environment is intensifying, companies must optimize their performance to compete in a tight market driven by fierce competition. Business owners must strive to understand the desires and needs of their customers. Every business owner must be able to generate innovative ideas to make their products appealing to customers and stay abreast of market trends to win the competition. This ensures customers receive high-quality products, and companies can use this insight to analyze their competitors.

Product quality characteristics refer to a product's ability to meet consumer needs and desires. Therefore, products are one of the tools that can be used to achieve competitive advantage (Marpaung et al., 2021). According to Harjadi (2021), product quality encompasses all attributes of a product or service that depend on its ability to meet customer needs, whether explicitly stated or implied by the company. Pahmi (2024) states that product quality refers to the quality of a business's efforts to minimize or reduce customer errors that impact products, people, processes, the environment, and services. Product quality can also change over time; for example, something currently considered high-quality may be deemed low-quality in the future.

Purchasing decisions are influenced by customer experience as well as product quality. Customer experience, which can be positive or negative, refers to what customers feel after using a product or service (Anissa et al., 2023). Meanwhile, according to Sari (2025), customer experience is a memory

formed through interactions with a product or service that is both rational and emotional, provides benefits to the business, and encourages customers to share their experiences with others, which in turn increases their interest in the product. According to Aryanatha (2022), a consumer's subjective reaction to a business following engagement or interactions—such as service, consumption, and communication—is known as the customer experience.

To improve purchasing decisions, digital marketing also takes into account aspects other than customer experience and product quality. Digital marketing encompasses all marketing efforts conducted online. The goal of digital marketing is not only to increase business revenue but also to build the brand, promote new products and services, and strengthen customer loyalty, according to Diputra et al. (2025). According to Harto et al. (2021), digital marketing also involves the use of digital technology to create online channels for the market, such as email, websites, databases, digital television, and the latest innovations like feeds, blogs, social media, and podcasts, which support marketing efforts. According to Siregar (2024), digital marketing is the use of digital technology to create online channels for the market, such as websites, email, databases, digital television, and the latest innovations like blogs, feeds, podcasts, and social media, with the aim of supporting marketing initiatives and gaining a competitive edge that builds positive relationships with customers

Martabak is a popular and widely available food in Indonesia. With its wide variety of menu options, the martabak business not only generates significant profits but has also become a popular dish among young people. Sukawati is a village in Gianyar Regency. Entrepreneurs have recognized the potential in Sukawati by choosing to open martabak businesses. They focus not only on the quality of the martabak but also on creating a positive customer experience to compete with other businesses. To increase sales, a business must prioritize these aspects. The following are the sales data for Martabak Masbron from 2022 to 2025:

Table 1. Sales Data for Martabak Masbron Sukawati, 2022–2024

No.	Year	Sales Revenue	Target	Actual
1.	2022	Rp.211,031,000	Rp.300,000,000	70.34%
2.	2023	Rp.296,776,000	Rp.350,000,000	84.79%
3.	2024	Rp.355,000,000	Rp.400,000,000	88.75%

Source: Martabak Masbron Sukawati (2025)

Based on the information in Table 1 above, there was an increase from 2022 to 2024. Although there was an increase, it was not fully realized due to low-quality products and competing companies selling higher-quality goods.

Factors such as product quality, customer satisfaction, and digital marketing are crucial because they influence purchasing decisions at Martabak Maasbron in Sukawati. There is an issue with product quality, specifically inconsistent quality, which leads to customer complaints regarding appearance, taste, and texture. There is also an issue with the customer experience, particularly regarding product quality and the lack of interactivity in staff interactions with customers. There are issues with digital marketing, specifically Martabak Maasbron's inactivity on social media and its reliance on a single platform, which hinders promotional optimization. Fluctuations in revenue can be reflected in purchasing decisions, which may be influenced by various factors such as inconsistent product quality, thereby reducing consumers' perceived value and trust in the products offered. Additionally, the customer experience remains suboptimal regarding product quality and employee interactions, causing consumers to not have a positive experience and thereby reducing their desire for repeat purchases. Furthermore, ineffective digital marketing prevents product information from being effectively communicated to consumers.

Based on the phenomena and background information described above, the researcher was motivated to conduct a study titled "The Influence of Product Quality, Customer Experience, and Digital Marketing on the Purchase Decision of Martabak Masbron in Sukawati."

2. LITERATURE AND HYPOTHESES

Product Quality

Product quality characteristics are attributes of a product designed to meet consumer needs and desires. Therefore, products serve as a tool for achieving competitive advantage (Marpaung et al., 2021). Product quality refers to the characteristics of a service or product that depend on its ability to meet a person's stated or implied needs (Febriana and Atmaja, 2024). According to Maharani et al. (2022), there are four indicators of product quality: Freshness; Presentation; Taste; and Innovative Food.

Customer Experience

Customer experience, which can be positive or negative, is what customers feel after using a product or service (Anissa et al., 2023). According to Sari (2025), it is a memory formed through interactions with a product or service that is both rational and emotional, provides benefits to the business, and encourages customers to share their experiences with others, which in turn increases their interest in the product. According to Fahera (2024), there are five indicators of customer experience: Sense; Feel; Think; Act; Relate.

Digital Marketing

Digital marketing encompasses all marketing efforts conducted online. The goal of digital marketing is not only to increase business revenue but also to build the brand, promote new products and services, and strengthen customer relationships, according to Diputra et al. (2025). According to Siregar (2024), digital marketing is the use of digital technology to create online channels for the market, such as websites, email, databases, digital television, and the latest innovations like blogs, podcast feeds, and social media, with the goal of supporting marketing initiatives and gaining a competitive edge that fosters positive relationships with customers. Aryani (2021) identifies six indicators of digital marketing: Accessibility; Interactivity; Entertainment; Credibility; Irritation; and Informativeness.

Purchase Decision

Wulandari and Mulyanto (2024) define individual purchasing decisions as actions that directly influence the choice to buy goods offered by sellers. Hidayat (2025) states that the purchasing process is complex and influenced by various factors, including cognitive and emotional factors. These choices are influenced by emotions and impressions evoked by the brand, in addition to logical factors such as cost and product quality. According to Winasis et al. (2022), four indicators of purchase decisions are: Suitability to Needs; Benefits; Commitment to Purchasing the Product; and Repeat Purchases

Hypothesis

The Effect of Product Quality on Purchase Decisions

According to Harjadi (2021), product quality refers to all attributes of a product or service that depend on its ability to meet customer needs, whether explicitly stated or implied by the company. According to Pahmi (2024), product quality encompasses meeting or exceeding customer expectations regarding products, services, the environment, people, and processes. The influence of product quality on purchasing decisions has been reinforced by previous researchers with positive and significant results, supported by prior studies conducted by Solihin et al. (2024), Zikri and Suwarno (2024), Oktrichaendi et al. (2022), Novianti and Saputra (2023), and Winata (2024). Farhanah and Marzuqi (2021), on the other hand, reached different results, stating that the decision to purchase is not influenced by product quality. The following hypotheses can be drawn from the correlation between the factors and previous research findings regarding product quality and purchase decisions:

H₁: Product quality has a positive effect on purchasing decisions at Martabak Masbron Sukawati.

The Effect of Customer Experience on Purchase Decisions

According to Sari (2025), it is a memory formed through interactions with a product or service that is both rational and emotional, provides benefits to the business, and encourages customers to share their

experiences with others, which in turn increases their interest in the product. According to Aryanatha (2022), consumers' subjective reactions to a business following engagement—which encompasses communication, service, and consumption—are known as the customer experience. The influence of the customer experience on purchasing decisions has been reinforced by previous researchers, yielding positive and significant results supported by earlier studies conducted by Tyas et al. (2025), Aprilia et al. (2025), Nisa et al. (2022), Pratama et al. (2024), and Haq et al. (2024). However, a different result was found by Janah et al. (2023); this study showed that purchasing decisions were not influenced by customer experience and that it had no significant impact on the determination of purchasing decisions. H₂: Customer experience has a positive effect on purchasing decisions at Martabak Masbron Sukawati.

The Impact of Digital Marketing on Purchase Decisions

Digital marketing encompasses all marketing efforts conducted online. The goal of digital marketing is not only to increase business revenue but also to build the brand, promote new products and services, and strengthen customer relationships, according to Diputra et al. (2025). According to Siregar (2024), digital marketing is the use of digital technology to create online channels for the market, such as websites, email, databases, digital television, and the latest innovations like blogs, podcast feeds, and social media, with the goal of supporting marketing initiatives and gaining a competitive edge that fosters positive relationships with customers. The influence of customer experience on purchasing decisions has been reinforced by previous researchers with positive and significant results, supported by earlier studies conducted by Rochis and Setiawan (2024), Barus (2024), Utomo et al. (2023), Azwar et al. (2023), and Elbahar and Syahputra (2021). However, Erliyani (2025) found different results, stating that digital marketing does not significantly influence purchasing decisions.

H₃: Digital marketing has a positive effect on purchasing decisions at Martabak Masbron Sukawati

3. RESEARCH METHODS

Martabak Masbron Sukawati, located on Jalan Raya Sukawati, Banjar Mudita Village, Sukawati Subdistrict, Gianyar Regency, served as the site for this study. The focus of this study is on marketing, specifically how digital marketing, customer experience, and product quality influence consumer purchasing decisions at Martabak Masbron in Sukawati. The exact number of martabak customers at Martabak Masbron in Sukawati is unknown. With a total sample size of 133, incidental sampling was used. The techniques employed in this study include questionnaires, interviews, and observations. The data analysis methods used in this study are the Research Instrument Test, Descriptive Statistics Test, Classical Assumptions Test, Multiple Linear Regression Analysis, Coefficient of Determination Test (, adjusted R²), F-Test, and Hypothesis Testing (t-Test).

4. RESULTS AND DISCUSSION

Research Instrument Validation

a. Validity Test

Table 2. Results of the Instrument Validity Test

Statement	Pearson Correlation	Standard	Note
(X ₁) Product Quality			
X _{1.1}	0.731		Valid
X _{1.2}	0.780		Valid
X _{1.3}	0.807	0.30	Valid
X _{1.4}	0.730		Valid
(X ₂) Customer Experience			
X _{2.1}	0.726		Valid
X _{2.2}	0.727		Valid
X _{2.3}	0.705	0.30	Valid
X _{2.4}	0.719		Valid
X _{2.5}	0.781		Valid
(X ₃) Digital Marketing			

X _{3.1}	0.778		Valid
X _{3.2}	0.763		Valid
X _{3.3}	0.841		Valid
X _{3.4}	0.774	0.30	Valid
X _{3.5}	0.683		Valid
X _{3.6}	0.822		Valid
(Y) Purchase Decision			
Y _{1.1}	0.759		Valid
Y _{1.2}	0.774		Valid
Y _{1.3}	0.757	0.30	Valid
Y _{1.4}	0.723		Valid

Source: Processed data, 2025

Every Pearson correlation coefficient in Table 2 above is greater than 0.30. This indicates that each instrument used meets the validity criteria and is therefore suitable for measuring the variables under study.

b. Reliability Test

Table 3. Reliability Test Results

Variable	Number of Instruments	Cronbach's Alpha	Standard	Note
Product Quality (X ₁)	4	0.759		Reliable
Customer Experience (X ₂)	5	0.779	0.60	Reliable
Digital Marketing (X ₃)	6	0.836		Reliable
Purchase Decision (Y)	4	0.742		Reliable

Source: Processed data, 2025

Based on Table 3, the Cronbach's Alpha values for the variables used are greater than 0.60. This indicates that the measurement instrument can be considered reliable and that the research can proceed.

Classical Assumption Test

a. Normality Test

Table 4. Normality Test Results

Unstandardized Residual	
N	133
Monte Carlo Sig. (2-tailed)	0.930

Source: Processed data, 2025

In Table 4, the Monte Carlo sig. (2-tailed) value in the normality test is 0.93, which is greater than 0.05.

b. Multicollinearity Test

Table 5. Multicollinearity Test Results

Independent Variables	Tolerance	VIF Value
Product Quality	0.453	2.205
Customer Experience	0.318	3.142
Digital Marketing	0.543	1.842

Source: Processed data, 2025

Table 5 shows that the values obtained are greater than 0.10 and the VIF values are less than 10. Therefore, it is concluded that the regression model does not contain multicollinearity.

c. Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Independent Variables	Sig.
Product Quality	0.058
Customer Experience	0.066
Digital Marketing	0.261

Source: Processed data, 2025

Table 6 shows that both the independent variables and the absolute residual values (ABS_RES) have significance values greater than 0.05. This indicates that there is no evidence of heteroscedasticity in the regression model.

Data Analysis Results

Table 7. Summary of Multiple Linear Regression Analysis Results

Variable	Regression Coefficients	Beta	T-statistic	Sig.
Constant	7.747		7.820	0.000
Product Quality	0.258	0.303	3.217	0.002
Customer Experience	0.200	0.321	2.858	0.005
Digital Marketing	0.064	0.161	1.874	0.063
R				0.694
Adjusted R-Square				0.469
F				39.871
Sig. F				0.000

Source: Processed data, 2025

a. Results of Multiple Linear Regression Analysis

The following multiple linear regression equation is derived from Table 7 above:

$$Y = 7.747 + 0.258KP + 0.200PP + 0.064PD$$

Based on the multiple linear regression equation above, the following multiple linear regression equation is obtained:

- 1) $b_1 = 0.258$. This means that factors related to product quality have a positive influence on purchasing decisions. In other words, as product quality improves, more people decide to purchase that product.
- 2) $b_2 = 0.200$ indicates that the customer experience variable has a positive impact on purchasing decisions. Thus, as customer satisfaction increases, so does the likelihood of a purchase.
- 3) $b_3 = 0.064$, indicating that the digital marketing variable has a positive impact on purchasing decisions. Thus, as digital marketing increases, so too will purchasing decisions.

b. Coefficient of Determination

Based on Table 7, the independent variables in this study—product quality, customer experience, and digital marketing—can explain 46.9% of purchasing decisions, while the remaining 53.1% is explained by factors not included in the model. The Adjusted R-Square value in this study is 0.469.

c. F-Test

Table 7 shows that the F-value is 39.871 with a significance level of $0.000 < 0.05$. Since k , it can be concluded that product quality, customer experience, and digital marketing jointly influence purchasing decisions at Martabak Masbron in Sukawati and indicate that this test model is suitable for use in the study.

d. t-Test

Based on Table 7 above and the analysis results, the following conclusions can be drawn:

- 1) The t-value for the product quality variable is 3.217, and the significance level of 0.002 is less than 0.05; therefore, H1 is accepted, meaning that purchasing decisions at Martabak Masbron in Sukawati are influenced by product quality, which leads to increased purchases.
- 2) The t-value for the customer experience variable is 2.858 and the significance value is 0.005, which is less than 0.05, so H2 is accepted, meaning that purchasing decisions at Martabak Masbron in Sukawati are influenced by customer experience to increase purchases.
- 3) The calculated t-value for the digital marketing variable is 1.874, and the significance level of 0.063 is greater than 0.05; therefore, H3 is rejected, meaning that purchasing decisions regarding Martabak Masbron in Sukawati are not yet influenced by digital marketing.

Discussion

The Effect of Product Quality on Purchase Decisions

Based on the analysis, product quality was found to have a positive and significant effect on purchasing decisions; therefore, the hypothesis stating that product quality has a positive and significant effect on purchasing decisions is accepted. This means that as product quality improves, purchasing decisions will increase. The overall quality of Martabak Masbron's products has been proven to influence consumers' purchasing decisions. The fact that the product is always served fresh makes consumers feel that Martabak Masbron maintains consistent quality and aligns with their preferences. Additionally, the visually appealing presentation adds value, leading consumers to perceive this product as having unique qualities compared to other martabaks. Martabak Masbron's appetizing taste further reinforces the perception that the price is justified by what is offered, ultimately prompting consumers to make a purchase. Moreover, the variety of flavor innovations offered makes it easier for consumers to find variants that match their preferences, thereby providing a satisfying consumption experience. This combination of high-quality products ultimately creates satisfaction and serves as a reason for consumers to repeatedly purchase Martabak Masbron. Research with similar results to that conducted by Solihin et al. (2024), Zikri and Suwarno (2024), Oktrichaendi et al. (2022), Novianti and Saputra (2023), and Winata (2024) yielded positive and significant findings. This implies that the greater the effort toward product quality, the more likely consumers are to increase their purchasing decisions.

The Impact of Customer Experience on Purchase Decisions

The second hypothesis, which states that customer experience has a positive and significant impact on purchasing decisions, was accepted because the research results showed that it does indeed have a positive and significant impact. This means that the likelihood of making a purchase increases as the quality of the customer experience improves. 's purchasing decisions made by customers have been proven to be significantly influenced by the overall customer experience at Martabak Masbron. The attractive product variety, delicious aroma and taste, as well as the comfortable atmosphere make consumers feel that Martabak Masbron aligns with their preferences, thereby driving purchasing decisions. The friendly and polite service provided by employees, along with their willingness to offer feedback and suggestions to customers, creates a sense of exclusivity compared to other martabak vendors, thereby boosting purchasing decisions. Martabak Masbron successfully encourages customers to interact more frequently—such as by purchasing other variants—because the products meet their needs and lead them to believe that the price paid is worth the quality received. Additionally, personalized greetings from staff foster satisfaction and emotional connection, ultimately leading to purchase decisions. Thus, the more positive the customer experience, the stronger the decision to purchase Martabak Masbron. This study aligns with the findings of research conducted by Tyas et al. (2025), Aprilia et al. (2025), Nisa et al. (2022), Pratama et al. (2024), and Haq et al. (2024), which state that purchasing decisions are positively and significantly influenced by customer experience. This means that the better the customer experience, the more likely they are to make a purchase.

The Impact of Digital Marketing on Purchasing Decisions

The analysis indicates that digital marketing has a positive but insignificant effect on purchasing decisions; therefore, the third hypothesis—which states that purchasing decisions are influenced by

digital marketing—is rejected. This means that current digital marketing efforts have not yet been able to have a tangible impact on purchasing decisions regarding Martabak Masbron in Sukawati. Interviews with several customers directly support this, as they stated that they rarely see Martabak Masbron ads on social media, and some of them were not even aware that the company has an account or engages in digital marketing. Customers acknowledged that they are more familiar with Martabak Masbron due to its location, its appetizing taste, and recommendations from friends. This lack of digital visibility indicates that Martabak Masbron’s digital marketing is still suboptimal in terms of posting frequency, audience engagement, and reach. Consequently, although digital marketing can theoretically influence purchasing decisions, the actual conditions on the ground have not yet yielded a significant impact on consumers. This study yielded results similar to those of a study conducted by Prabowo and Harsoyo (2023), which stated that digital marketing has a non-significant positive effect on purchasing decisions. This means that although digital marketing strategies can increase purchasing decisions, digital marketing needs to be optimized to have a significant impact on purchasing decisions.

5. CONCLUSIONS AND LIMITATIONS

Based on the findings of the study, the following conclusions can be drawn. Purchase decisions at Martabak Masbron in Sukawati are positively and significantly influenced by product quality. This indicates that more people are choosing to buy from Martabak Masbron in Sukawati as product quality improves. Purchase decisions at Martabak Masbron in Sukawati are positively and significantly influenced by customer experience. This indicates that more people are choosing to buy from Martabak Masbron in Sukawati as customer experience improves. At Martabak Masbron in Sukawati, digital marketing positively influences purchasing decisions but not significantly. This suggests that although its effect is not sufficiently high in this study, purchasing decisions at Martabak Masbron in Sukawati can be optimized to increase alongside the development of digital marketing. Based on the table above, the Adjusted R-Square is 0.469, meaning that the independent variables in this study—product quality, customer experience, and digital marketing—can explain 46.9% of purchasing decisions, while the remaining 53.1% is explained by other variables outside the model. Furthermore, this study has limitations. It should be replicated in the future because it was conducted over a limited time period (cross-sectional), whereas the environment can change at any time (dynamic). For future research, it is recommended that researchers include additional variables that can influence purchasing decisions, such as price, product innovation, service, lifestyle, and packaging.

REFERENCES

- Anissa, Mukhsin, M., & Atiah, I. N. (2023). The influence of Islamic branding, product quality and customer experience on purchasing decisions of HNI HPAI products (Study on Agency Center (AC) Halal Mart Rangkasbitung consumers). In *International Collaboration Conference on Islamic Economics*, 1(1).
- Aprilia, R. A., Wahono, B., & Bastomi, M. (2025). Pengaruh trend fashion, social media marketing dan customer experience terhadap keputusan pembelian pada produk H&M (Studi pada mahasiswa Universitas Islam Malang 2021). *E-JRM: Elektronik Jurnal Riset Manajemen*, 14(1), 781–792.
- Aryanatha, H. (2022). Pengaruh customer experience dan kualitas pelayanan terhadap keputusan tamu berkunjung kembali ke Woobar W Bali – Seminyak. *Jurnal Ilmiah Pariwisata dan Bisnis*, 1(7), 1707–1718.
- Aryani, M. (2021). Analisis digital marketing pada Hotel Kila di Kabupaten Lombok Barat terhadap kepuasan konsumen. *Jurnal Visionary: Penelitian dan Pengembangan di Bidang Administrasi Pendidikan*, 9(1), 22–32.
- Azwar, A., Ani, N. W., & Putri, A. T. A. (2023). Pengaruh digital marketing, inovasi, dan word of mouth terhadap keputusan pembelian. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(3), 1383–1395.
- Barus, R. E. (2024). *Pengaruh digital marketing dan kualitas pelayanan terhadap keputusan pembelian pada Optikmelawai Sun Plaza Medan* (Skripsi). Universitas Medan Area.

- Diputra, P. D. D., Suardhika, I. N., & Atmaja, N. P. C. D. (2025). Pengaruh digital marketing, variasi produk, dan store atmosphere terhadap keputusan pembelian konsumen pada Pesso Cafe Sanur. *Jurnal Bakti Saraswati (JBS): Media Publikasi Penelitian dan Penerapan Ipteks*, 14(1), 8–19.
- Elbahar, C., & Syahputra, S. (2021). Pengaruh digital marketing terhadap keputusan pembelian di Kadatuan Koffie. *eProceedings of Management*, 8(2).
- Erliyani, I. (2025). Pengaruh kemudahan pembayaran menggunakan QRIS, komunikasi pemasaran, digital marketing terhadap keputusan pembelian. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 11(2), 736–744.
- Fahera, M. W. (2024). *Pengaruh pengalaman pelanggan terhadap keputusan pembelian pada Distro88 Kota Pekanbaru ditinjau menurut perspektif ekonomi syariah* (Skripsi). Universitas Islam Negeri Sultan Syarif Kasim Riau.
- Farhanah, A., & Marzuqi, A. M. (2021). Pengaruh kualitas produk dan harga terhadap keputusan pembelian pada produk herbal beauty di Kabupaten Sukoharjo. *Academia: Jurnal Ilmu Sosial Humaniora*, 3(2), 107–123.
- Febriana, P. A., & Atmaja, N. P. C. D. (2024). Pengaruh kualitas produk, kualitas pelayanan dan personal selling terhadap keputusan pembelian pada CV Pelangi Rex's Bakery. *Jurnal Bakti Saraswati (JBS): Media Publikasi Penelitian dan Penerapan Ipteks*, 13(2), 143–157.
- Haq, Y. I., Dyatmika, S. W., & Menuk, C. (2024). Pengaruh shopping lifestyle, fashion involvement, dan customer experience terhadap keputusan pembelian di Nintynine Store Sidoarjo. *Journal of Sustainability Business Research (JSBR)*, 5(4), 50–59.
- Harjadi, D. (2021). *Experiential marketing & kualitas produk dalam kepuasan pelanggan generasi milenial*. [Penerbit tidak tersedia].
- Harto, B., Rozak, A., & Rukmana, A. Y. (2021). Strategi marketing belah doeren melalui digital marketing terhadap keputusan pembelian dimediasi brand image. *ATRABIS Jurnal Administrasi Bisnis (e-Journal)*, 7(1), 67–74.
- Hidayat, N. (2025). Analisis hubungan antara emotional branding, brand image, dan keputusan pembelian produk F&B premium. *Journal of Information Systems Management and Digital Business*, 2(2), 157–166.
- Janah, M., Haryanti, I., & Ernawati, S. (2023). Pengaruh customer experience dan kepuasan terhadap keputusan pembelian ulang di Foodbox Kota Bima. *Journal of Management and Social Sciences*, 2(3), 216–237.
- Maharani, I. G. A. A., Anggraini, N. P. N., & Ribek, P. K. (2022). Pengaruh kualitas produk, kualitas pelayanan dan persepsi harga terhadap kepuasan konsumen pada Warung Mina Cabang Dalung. *Values*, 3(1), 275–285.
- Marpaung, F. K., Simarmata, M. W. A., Sofira, A., & Aloyna, S. (2021). Pengaruh harga, promosi, dan kualitas produk terhadap keputusan pembelian konsumen Indomie pada PT. Alamjaya Wirasentosa Kabanjahe. *Jurnal Manajemen*, 1(1), 49–64.
- Nisa, T. A., Deswindi, L., & Maulidizen, A. (2022). Pengaruh citra merek, promosi dan online customer experience terhadap keputusan pembelian studi pada aplikasi Tokopedia. *Jurnal Penelitian Ekonomi Manajemen dan Bisnis*, 1(2), 38–52.
- Novianti, N., & Saputra, A. (2023). Pengaruh kualitas produk, minat beli dan perilaku konsumen terhadap keputusan pembelian di Minimarket Victoria Tiban. *eCo-Buss*, 6(1), 66–78.
- Oktrichaendy, F. O., Pradhanawati, A., & Waloejo, H. D. (2022). Pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian pada Lost In Coffee Semarang. *Jurnal Ilmu Administrasi Bisnis*, 11(3), 452–460.
- Pahmi, S. E. (2024). *Kualitas produk dan harga mempengaruhi minat beli masyarakat*. Nas Media Pustaka.
- Prabowo, A. J., & Harsoyo, T. D. (2023). Pengaruh viral marketing, digital marketing dan brand awareness terhadap keputusan pembelian produk Es Teh Indonesia. *Citaconomia: Economic and Business Studies*, 2(2), 60–80.
- Pratama, L. V., Fatimah, F., & Reskiputri, T. D. (2024). Pengaruh customer experience terhadap keputusan pembelian kembali: Studi kasus pada Warung Ayam Gephuk Sambel Ijo Genteng Banyuwangi. *Journal of Business Management*, 1(3), 66–69.

- Rochis, Z., & Setiawan, M. B. (2024). Pengaruh digital marketing, efektivitas iklan dan komunikasi pemasaran terhadap keputusan pembelian pada e-commerce di era digital. *Jurnal Perilaku dan Strategi Bisnis*, 12(1), 1–17.
- Sari, N. P. E. W. (2025). *Pengaruh pengalaman pelanggan, kualitas pelayanan, dan kepercayaan pelanggan terhadap pelanggan Fore Coffee Denpasar* (Skripsi). Universitas Mahasaraswati Denpasar.
- Siregar, L. K. D. (2024). Analisis pengaruh digital marketing terhadap keputusan pembelian makanan halal di Shopee Food's. *Youth & Islamic Economic Journal*, 5(2), 12–16.
- Solihin, D., Maddinsyah, A., & Kusjono, G. (2024). Pengaruh citra merek dan kualitas produk terhadap keputusan pembelian pada Dealer Tunas Toyota Cinere Depok. *Jurnal Ilmiah M-Progress*, 14(1), 98–109.
- Tyas, R. E. R. R., Rachma, N., & Hardaningtyas, R. T. (2025). Pengaruh konten TikTok, harga, dan customer experience terhadap keputusan pembelian followers TikTok pada Warung Mekar Jaya Malang. *E-JRM: Elektronik Jurnal Riset Manajemen*, 14(1), 545–553.
- Utomo, J., Nursyamsi, J., & Sukarno, A. (2023). Analisis pengaruh produk, promosi dan digital marketing terhadap keputusan pembelian pada belanja online dengan kepuasan konsumen sebagai intervening. *Jurnal Ekonomi dan Manajemen*, 2(1), 100–116.
- Winasis, C. L. R., Widiyanti, H. S., & Hadibrata, B. (2022). Determinasi keputusan pembelian: Harga, promosi dan kualitas produk (Literature review manajemen pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(4), 399–410.
- Winata, C. (2024). Pengaruh kualitas produk, harga dan kualitas pelayanan terhadap keputusan pembelian kerupuk PF di CV. Putera Fajar Medan. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 4(2), 766–774.
- Wulandari, A., & Mulyanto, H. (2024). *Keputusan pembelian konsumen*. Penerbit PT Kimshafi Alung Cipta.
- Zikri, A., & Suwarno, H. H. (2024). Pengaruh kualitas produk, persepsi harga, dan suasana terhadap keputusan pembelian pada Denny's Restoran. *Jurnal Manajemen Perhotelan dan Pariwisata*, 7(1), 31–41.