

The Effect of Country of Origin on Purchase Decision at KFC Gresik, Indonesia

Purchase Price
Satisfaction

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ABSTRACT

This study aims to analyze the influence of Country of Origin, Price, and Servicescape on Purchasing Decisions at Kentucky Fried Chicken Wahidin Gresik. This study uses a quantitative method with a causality approach to test the cause-and-effect relationship between variables. Data were obtained from 180 respondents selected using a purposive sampling technique, with the criteria of customers who live in Gresik Regency, have purchased at Kentucky Fried Chicken Wahidin Gresik, and are aged <18 to >35 years. The results of the analysis show that Country of Origin has a significant influence on Purchasing Decisions through the attributes of production innovation, design, quality, and image of the country of origin. Price also has a significant effect on indicators of affordability, price suitability with quality, and price competition. In addition, Servicescape plays an important role in influencing customer decisions through the physical environment, spatial layout, and symbols. This study confirms that these factors significantly influence consumer purchasing behavior in the fast-food sector. The positive influence of Country of Origin, Price, and Servicescape on purchasing decisions. The practical implication is that companies need to continue to pay attention to service quality, price management, and restaurant atmosphere to improve customer experience and sales volume.

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Country of Origin, Harga, dan Servicescape terhadap Keputusan Pembelian di Kentucky Fried Chicken Wahidin Gresik. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kausalitas untuk menguji hubungan sebab-akibat antara variabel. Data diperoleh dari 180 responden yang dipilih menggunakan teknik purposive sampling, dengan kriteria pelanggan yang berdomisili di Kabupaten Gresik, pernah membeli di Kentucky Fried Chicken Wahidin Gresik, dan berusia <18 hingga >35 tahun. Hasil analisis menunjukkan bahwa Country of Origin memiliki pengaruh signifikan terhadap Keputusan Pembelian melalui atribut inovasi produksi, desain, kualitas, dan citra negara asal. Harga juga berpengaruh signifikan dengan indikator keterjangkauan, kesesuaian harga dengan kualitas, serta persaingan harga. Selain itu, Servicescape berperan penting dalam memengaruhi keputusan pelanggan melalui lingkungan fisik, tata ruang, dan simbol. Penelitian ini menegaskan bahwa faktor-faktor tersebut secara signifikan memengaruhi perilaku pembelian konsumen di sektor makanan cepat saji. Pengaruh positif Country of Origin, Harga, dan Servicescape terhadap keputusan pembelian. Implikasi praktisnya adalah perusahaan perlu terus memperhatikan kualitas layanan, pengelolaan harga, dan atmosfer restoran untuk meningkatkan pengalaman pelanggan dan volume penjualan.

Kata kunci: Harga, Servicescape, Keputusan Pembelian, Restoran Cepat Saji, Negara

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INTRODUCTION

In today's era of globalization, global business is growing rapidly and also facing increasingly difficult challenges. This is no exception for foreign franchise businesses in Indonesia, especially for fast food culinary products. Fast food or fast food is a type of culinary that emphasizes speed of service (Kusnedi et al., 2024). The emergence of many fast-food restaurants has resulted in competition between fast food restaurants to win the competition using various efforts and strategies to attract consumers. Customers today want goods and services to be processed quickly. It is undeniable that people's choices are focused on fast food, because it is said to be easy. In Gresik, which is one of the cities that is also experiencing economic growth and the latest lifestyle, one of the fast food culinary in the city of Gresik is KFC Wahidin Gresik. This fast-food restaurant is one of the primary choices for residents to eat out (Chun & Nyam-Ochir, 2020). Where this area is a favorite place to eat for all groups from children to adults. Kentucky Fried Chicken (KFC) is known as an international brand from America that offers a variety of superior chicken-based products that are popular with consumers from all walks of life.

KFC has been in the public spotlight regarding allegations of business relations with Israel, which has sparked reactions from various circles, especially in countries with Muslim majorities such as Indonesia. Consumer sensitivity to political and social issues related to the Israeli-Palestinian conflict makes them more critical in making purchasing decisions for brands that are considered to be related to the conflict (Affandi et al., 2024). Widespread support for Palestine among Indonesian society makes this issue very influential in consumer perceptions, especially towards products that are considered related to certain entities. The concept of country of origin (COO) or the country of origin of a product is an important factor that influences consumer perceptions and purchasing decisions. According to Hornikx et al. (2020), COO is the identity of the country of origin of a product that functions as a marker to distinguish products from one country to another. COO can have both positive and negative influences, depending on the reputation and consumer perception of the country of origin of the product. In Indonesia, COO can be an important indicator, especially among consumers who prioritize ethical aspects in purchasing products.

Price is one of the factors that influences customer decisions in purchasing Kentucky Fried Chicken (KFC) products. The price factor plays an important role in the decision-making process, where consumers will compare prices with the benefits they feel. As a big brand, KFC must be able to balance competitive prices and the value of the products offered. This study aims to analyze purchasing decisions in order to understand customer responses to KFC fast food retail, including various aspects that influence purchasing decisions. According to Rukmana et al. (2023), purchases occur when consumers evaluate and choose goods based on their preferences. The third component that is no less important is the restaurant environment that can affect the customer experience. services cape is the physical environment in which services are provided to customers (Noor & Mulyana, 2024). One factor that is thought to influence purchasing decisions is the service environment, or services cape, which is designed to attract customers by presenting a useful physical appearance and restaurant atmosphere. Consumers now visit restaurants not only to fulfill their needs and wants, but also to enjoy themselves.

This is one of the reasons why restaurants pay attention to the store atmosphere to provide a pleasant experience to their customers. One factor that is thought to influence purchasing decisions is the service environment, or services cape, which is designed to attract customers by presenting a useful physical appearance and restaurant atmosphere. Consumers now visit restaurants not only to fulfill their needs and wants, but also to enjoy themselves. Seeing how important the three factors above are, price, country of origin, and service atmosphere are things that must continue to be considered by the company. KFC continues to strive to improve its customers' purchasing choices in order to increase sales. Hanim et al. (2019), defines purchasing decisions as individual activities that are directly seen in making decisions to buy products offered by sellers. Purchasing decisions are processes carried out by individuals, groups, or organizations in selecting, purchasing,

using, and utilizing goods, services, ideas, and experiences to fulfill their needs and desires (Saputri & Suriyanto, 2023). This study aims to determine the influence of country of origin, price, and services cape on purchasing decisions at Kentucky Fried Chicken Wahidin Gresik.

LITERATURE REVIEW

Purchasing decisions are the initial step in which consumers decide to buy a product, either goods or services. This decision is considered the starting point for products to meet the needs and desires of consumers related to the problems they face. According to Saktiana & Miftahuddin (2021), purchasing decisions are a process that involves the entire consumer experience, from learning, choosing, using, to possibly disposing of the product. Kotler et al. (2014), there are several indicators in purchasing decisions, including: Consistency in a product, which is a decision made by consumers after considering various information that supports decision-making. Habits in purchasing products, which are the experiences of people closest to them (parents, siblings) in using a product. Giving recommendations to others, which is conveying positive information to others, so that they are interested in making a purchase. Making repeat purchases, which is a continuous purchase, after consumers feel comfortable with the product or service received.

Country of origin (COO) refers to the country where a product is manufactured. Usually, to indicate the origin of the product, the words "made in" are included on the packaging. Many consumers already recognize this term, so when they see the label "made in", they automatically associate it with a particular country. Herdiana (2017), COO can influence consumer views, both positive and negative, towards a product based on the country of origin of the manufacturer. Based on information received from various sources, which is formed from 3 (three) dimensions including belief in the country, belief in the people in the country and the desire to interact with the country (Astuti & Asih 2021).

According to Salamzadeh et al. (2021), country of origin indicators includes several aspects. First, country innovation in production, namely activities to perfect or improve the function of a product or resource so that it provides more benefits to humans (Kurniasari et al., 2023). Second, the level of technological progress of the country of origin of the brand, which reflects the country's ability to produce high-quality products. Third, production design, namely a creative process that combines elements of function and aesthetics so that products become more useful and have added value to society. Fourth, creativity in production, which reflects the ability to create new things, either in the form of ideas or real works, which are different from what already exists. Fifth, production quality, which is assessed based on the superiority or specialness of the product by consumers. Sixth, the prestige of the country of origin of the brand, which describes the prestige or honor associated with the ability to own various things, such as wealth or certain goods. Finally, the image of the country of origin of the brand as a developed country, which includes consumer perceptions of the country's products, such as innovation, prestige, and product reliability.

Price is one of the elements in the marketing mix that contributes directly to revenue and is one of the most easily changed aspects of a marketing program. According to Kotler et al. (2014), price is the amount of money set for a product or service. In other words, price reflects the value that consumers must pay to have or benefit from a good or service. Consumer purchasing decisions are based on their perception of price and the actual amount of price they are currently considering, not the price set by the marketer (Saputra et al., 2023; Maharani & Syah, 2024). Ritter & Pedersen (2020), there are several price indicators that can be used to measure and examine price suitability. First, whether the price is affordable or not, namely consumers can get the price set by the company. Products often have many types in a brand, so the prices vary, from the cheapest to the most expensive. Second, the suitability between price and quality, where price is often used as an indicator of quality by consumers. Consumers tend to choose a higher price

between two goods because they see the difference in quality. If the price is higher, consumers often assume the quality is also better. Third, price competition, namely the consumer's decision to buy a product is influenced by the benefits received compared to the costs incurred. The suitability between price and quantity, where consumers often compare the price of a product with other products. In this case, the cheap price of a product is one of the considerations of consumers in buying a product.

Servicescape describes how customers present themselves and other aspects of their experience in a service or service environment, including the impressions felt by the five senses are closely related to the physical atmosphere and service environment (Yana & Hutasuhut, 2019). According to Nilawati (2021), servicescape is an atmosphere or environment where services are provided, where business actors and customers interact. This is related to the level of consumer satisfaction. Customers tend to feel satisfied and tend to come back if the surrounding environment feels comfortable. Pizam & Tasci (2019), servicescape has three dimensions, including the surrounding conditions. Includes environmental background characteristics that are generally used to influence the five senses. spatial layout and functionality, the service environment generally aims to meet consumer needs. signs, symbols and artifacts. Signs are used to communicate labels, goals and regulations, while symbols and artifacts provide signals to visitors about the place, normal and expected behavior in that place.

METHODS

This study uses a quantitative method with a causality approach, which aims to examine the causal relationship between two or more variables. This study explains the causal relationship between variables through hypothesis testing formulated based on relevant theories. The data obtained were analyzed using a quantitative approach to test the hypothesis (Sugiyono, 2017). The population in this study were customers who had made purchases at Kentucky Fried Chicken (KFC) Wahidin Gresik. To determine the number of samples, this study refers to the guidelines of Hair et al. (2017), which recommends a minimum sample size of 10 times the number of research indicators. With 18 statement items in this study, the sample size required is $18 \times 10 = 180$ respondents. The sampling technique uses purposive sampling, which is a technique for selecting respondents based on certain criteria that are relevant to the research objectives. The respondent criteria are people who live in Gresik Regency, have made purchases at KFC Wahidin Gresik, and are aged between <18 years and >35 years. With these criteria, the study aims to obtain a suitable sample to analyze the relationship between variables in a relevant and significant manner.

RESULTS

The results of the analysis of an instrument are said to be valid if the calculated r value (r count) is greater than the critical r value (r table) at a significance level of 5% (0.05). Conversely, if the calculated r value is smaller than the r table value, then the instrument is said to be invalid. This validity test aims to ensure that the questionnaire items are able to measure the intended variables accurately. Sugiyono (2017), reliability is the consistency of a research instrument in measuring variables over time. An instrument is said to be reliable if its Cronbach's Alpha coefficient is 0.60 or more, which indicates internal consistency between items. Validity and reliability are very important to ensure the quality of research instruments, because both determine whether the data collected is accurate and reliable. Together, these two tests ensure that the instrument is able to provide consistent and meaningful results, thus providing a strong foundation for further data analysis and interpretation.

Table 1. Results of Validity and Reliability Tests

| Variable | Item | R Count | R Table | Description | Cronbach's Alpha | Description |
|------------------------|------|---------|---------|-------------|------------------|-------------|
| Country of Origin (X1) | X1_1 | 00.422 | 0.1463 | Valid | 0.857 | Reliable |
| | X1_2 | 00.826 | 0.1463 | Valid | | |
| | X1_3 | 00.822 | 0.1463 | Valid | | |
| | X1_4 | 00.762 | 0.1463 | Valid | | |
| | X1_5 | 00.833 | 0.1463 | Valid | | |
| | X1_6 | 0.787 | 0.1463 | Valid | | |
| | X1_7 | 0.682 | 0.1463 | Valid | | |
| Price (X2) | X2_1 | 0.875 | 0.1463 | Valid | 0.862 | Reliable |
| | X2_2 | 0.909 | 0.1463 | Valid | | |
| | X2_3 | 0.871 | 0.1463 | Valid | | |
| | X2_4 | 0.713 | 0.1463 | Valid | | |
| Servicescape (X3) | X3_1 | 0.770 | 0.1463 | Valid | 0.616 | Reliable |
| | X3_2 | 0.829 | 0.1463 | Valid | | |
| | X3_3 | 0.652 | 0.1463 | Valid | | |
| Purchase Decision (Y) | Y_1 | 0.515 | 0.1463 | Valid | 0.643 | Reliable |
| | Y_2 | 0.634 | 0.1463 | Valid | | |
| | Y_3 | 0.836 | 0.1463 | Valid | | |
| | Y_4 | 0.823 | 0.1463 | Valid | | |

This test uses a significance level of 5% or 0.05 with a test criterion proven by the calculation if the calculated value is $>$ table value. Then it can be concluded that all items Country of Origin (X1), Price (X2), Servicescape (X3), and Purchase Decision (Y) are declared valid. Therefore, all question indicators are valid. Based on the results of the reliability test in the table above show that all variables listed, namely Country of Origin, Price, Servicescape, and Purchase Decision, have values $>$ 0.60, which means they are worthy of being tested for further hypothesis testing.

The normality test in this research uses the Kolmogorov-Smirnov test method. With the criteria that if the significant value is $>$ 0.05, it can be said that the data is normally distributed; otherwise, if the significant value is $<$ 0.05, it can be said that the data is not normally distributed.

Table 2. Normality Test

| Sig | Limit | Description |
|-------|----------|-------------|
| 0.200 | $>$ 0.05 | Normal |

The sig value is $0.200 >$ 0.05, which means that the regression model is normally distributed. The heteroscedasticity test is the existence of inequality of residual variance for all observations of the regression model (Basukil & Prawoto, 2019). The heteroscedasticity test in this study uses the Glejserl test by looking at the significance value of each independent variable. The purpose of the multicollinearity test is to test the regression model to see whether there is a correlation between independent variables. The criteria are if the tolerance value is $>$ 0.10 and the VIF value is $<$ 10.

Table 3. Heteroscedasticity and Multicollinearity Test

| Variable | Sig | Limit | Tolerance | VIF | Description |
|------------------------|-------|----------|-----------|-------|------------------------|
| Country of Origin (X1) | 0.508 | $>$ 0.05 | 0.500 | 1.999 | Multicollinearity Free |
| Price (X2) | 0.159 | $>$ 0.05 | 0.827 | 1.209 | Multicollinearity Free |
| Servicescape (X3) | 0.245 | $>$ 0.05 | 0.465 | 2.150 | Multicollinearity Free |

The results of the study show that the significance value of each variable is greater than 0.05 so that there is no heteroscedasticity problem in this study. The table also shows that all independent variables in this study have a tolerance value greater than 0.10 and a VIF value less than 10, so the model in this study is free from multicollinearity problems. The relationship between independent variables and dependent variables is obtained from the results of multiple linear regression tests using the Ordinary Least Square (OLS) method. The table below shows the results of multiple linear regression tests, which will later be

interpreted through the t test (partial), F test (simultaneous), and determination coefficient test. The t test is used to test whether all independent variables partially have a significant effect on the dependent variable.

Table 4. Multiple Linear Regression Test and Partial Test (t-Test)

| Variable | Multiple Linear Regression Test | | | | Partial Test (t-Test) | | |
|------------------------|---------------------------------|------------|-----------|-------|-----------------------|---------|-------|
| | Un-Std.B | Std. Error | Std. Beta | Sig. | T table | T count | Sig |
| Constant | 5.800 | 0.984 | | 0.000 | | | |
| Country of Origin (X1) | 0.080 | 0.035 | 0.148 | 0.024 | 1.973 | 2.280 | 0.024 |
| Price (X2) | 0.223 | 0.046 | 0.321 | 0.000 | 1.973 | 4.854 | 0.000 |
| Servicescape (X3) | 0.418 | 0.072 | 0.365 | 0.000 | 1.973 | 5.819 | 0.000 |

The results of the regression equation, the factors that dominate and influence the Purchasing Decision are Country of Origin (X1) with a regression coefficient value of 0.080, then Price (X2) with a regression coefficient value of 0.223, then Servicescape (X3) with a regression coefficient value of 0.418. From the t-test, the significant value of the Country-of-Origin variable (X1) has a positive and significant effect of 0.024 <0.05. So H1 is accepted, meaning that there is a significant effect between the Price of Origin variable (X1) and the Purchase Decision (Y). If calculated using the calculated value with the table value, then the calculated value > table value: (2.280) > (1.973) then H1 is accepted, meaning that the Price of Origin variable (X1) has a significant effect on the Purchase Decision (Y). The significant value of the Price variable (X2) has a positive and significant effect of 0.000 <0.05. So H2 is accepted, meaning that there is a significant effect. between the Price variable (X2) and the Purchase Decision (Y). If calculated with the calculated value with the table value, then the calculated value > table value: (4.854) > (1.973) then H2 is accepted, meaning that the Price variable (X2) has a significant effect on the Purchase Decision (Y). The significant value of the Servicescape variable (X3) has a positive and significant effect. Servicescape (X3) has a significant effect on the Purchase Decision (Y).

Table 5. Simultaneous Test (F-test) and Determination Test

| f Count | f Table | Sig f | Adjusted R Square |
|---------|---------|-------|-------------------|
| 41.965 | 2.65 | 0.000 | 0.407 |

In the table above, it shows that the calculated F value is 41.965 and the F table value is 2.65. All independent variables simultaneously (simultaneously) influence the Purchase Decision variables (bound). In the table above, it is found that the value of the coefficient of determination that can be seen from the Adjusted R1 Square value is 0.407. This means that all independent variables such as the Country of Origin, Price, and Servicescape variables can explain the Purchase Decision variable by 40.7%. Meanwhile, the remaining 59.3% is explained by other variables outside this research.

From the results of the tests carried out on the hypothesis, it can be explained that each independent variable on the Purchase Decision at KFC Wahidin Gresik, including Country of Origin. From the results of the hypothesis test using the t test, it was found that the Country-of-Origin variable had a significant effect on the Purchase Decision. In this study, the Country-of-Origin indicators include, country innovation in production, level of technological progress of the country of origin, production design, production creativity, production quality, prestige owned by the country of origin of the brand, and the image of the country of origin of the brand as a developed country. This is because consumer assessments of the attributes of the products consumed and the perceived product quality make consumers decide to make purchases of Kentucky Fried Chicken products. Wahidinl Gresik. This study is relevant to Soroyal (2021), that Country of Origin has a significant effect on purchasing decisions.

Price From the results of the hypothesis test using the t-test, it was found that the Price variable has a significant effect on the Purchase Decision. In this study, the Price indicators studied include price affordability, suitability between price and quality, price

competition, and suitability of price to quantity. This is because customers will later consider the price element, along with the many businesses in the fast-food sector, making it attractive if it has a price that is comparable to quantity and quality. This study is relevant to the study conducted by Alfiah (2023), which found the influence of the price variable on the Consumer Purchase Decision.

Servicescape From the results of the hypothesis test using the t-test, it was found that the Servicescape variable had a significant effect on Purchase Decision variables. In this study, the Servicescape indicators studied include surrounding conditions, spatial and functional layout, signs, symbols, and artefacts. This is because the environment where service providers in the fast-food sector greatly influences customers to increase their decisions to visit and also consume the service. This research is relevant to the research conducted by Verilinda et al. (2021) which states that there is a significant influence between services cape and purchasing decisions.

CONCLUSION

The results of the study indicate that the Country-of-Origin variable has a positive influence on consumer purchasing decisions at KFC Wahidin Gresik. This finding indicates that consumer perceptions of product reputation and quality based on country of origin play an important role in influencing their decisions. Consumers tend to choose products that are associated with countries that are innovative, have technological advances, and have a positive image. The Price variable also shows a significant positive influence on purchasing decisions. Competitive pricing, balanced with the benefits received by consumers, is key to increasing product appeal and encouraging purchasing decisions. The balance between quality, quantity, and affordability provides added value to customers, especially in the competitive fast-food sector. In addition, the Servicescape variable is proven to have a significant impact on consumer purchasing decisions. The comfortable physical environment of the restaurant, supportive layout, and aesthetic elements such as interior design and symbols, provide a positive experience for customers. This encourages not only purchasing decisions, but also consumer loyalty to return. This study emphasizes the importance of combining strategies related to Country of Origin, price management, and Servicescape destruction to increase competitiveness and attract more customers in the fast-food industry.

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