



Exploring the interplay of product quality and service attributes in consumer purchase decisions: Insights from sustainable business practices

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ABSTRACT

Background: Understanding the factors that influence customer purchase decisions is essential in the competitive culinary industry. This study aims to examine the interplay between product quality and service attributes, alongside location, menu variation, and price, in shaping customer behavior at Takashimura Kudus, a local culinary business. Previous studies have highlighted the importance of these factors individually, but their combined effects remain underexplored. **Methods:** The study employed a quantitative research design, using purposive sampling to collect data from 100 respondents. A structured questionnaire measured consumer perceptions of key variables using a Likert scale. Data were analyzed using multiple linear regression to identify both individual and collective influences of the factors on purchase decisions. **Findings:** Results indicate that menu variation is the only variable with a positive and significant individual effect on purchase decisions, while location, product quality, service quality, and price do not show significant individual effects. However, these factors collectively influence purchase decisions significantly. This suggests that businesses must adopt a comprehensive strategy that integrates these elements to meet consumer expectations effectively. **Conclusion:** The study highlights the critical role of menu diversity as a driver of consumer behavior and the need for businesses to address multiple factors simultaneously to remain competitive. **Novelty/Originality of Article:** This research provides a novel perspective by analyzing the combined effects of product quality, service attributes, and other factors, emphasizing their collective significance in the context of small-scale culinary enterprises.

KEYWORDS: product quality, service attributes, menu variation, purchase decisions, consumer behavior.

1. Introduction

The culinary industry has experienced significant growth in recent years, characterized by the emergence of diverse small-scale businesses catering to shifting consumer preferences (Kapsdorferová et al., 2024; Rathu Manannalage et al., 2023). The rise in popularity of modern beverages and casual dining has intensified competition, compelling businesses to refine their strategies for attracting and retaining customers (Ashraf & Bardhan, 2024). Customer purchasing decisions in this sector are influenced by various factors, including location, menu variation, product quality, service quality, and price, which collectively shape the perceived value of a product or service (Limpo et al., 2018). However,

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while the individual impact of these variables has been extensively explored, their combined influence on consumer behavior, particularly in localized and small-scale contexts like Takashimura Kudus, remains under-researched (Erisca & Ismayuni, 2023; Hartatik et al., 2024).

Location is often cited as a critical determinant of consumer purchasing decisions, as it enhances accessibility and convenience (Pramono et al., 2020). However, recent studies suggest that factors such as traffic congestion and inadequate parking facilities may reduce the effectiveness of even strategically chosen locations (Cynthia et al., 2022). Similarly, menu diversity plays a pivotal role in satisfying diverse consumer preferences, as businesses with varied and unique offerings are better positioned to attract a broader customer base (Fahriana et al., 2023; Timo, 2021). Despite its importance, the impact of menu variation is often influenced by the interplay with other factors such as service quality (Endeshaw, B., 2021; Shokouhyar et al., 2020) and product presentation.

Product quality, defined as a product's ability to meet consumer expectations, remains a cornerstone of consumer satisfaction and loyalty (Tijjang et al., 2023; Hassan & Salem, 2021). High-quality products contribute to repeat purchases, although their influence may diminish if not paired with competitive pricing and excellent service delivery (Ozbekler et al., 2020; Alzoubi et al., 2022). Service quality, encompassing responsiveness, politeness, and attentiveness, also significantly shapes customer experiences (Kelvinia et al., 2021). Finally, price serves as both a motivator and a barrier, as consumers evaluate its fairness relative to the perceived value of the product (Pratiwi et al., 2021; Sari, 2021). The nuanced interplay of these factors underscores the need for a comprehensive understanding of their collective impact on consumer behavior (Sheth, 2021).

Takashimura Kudus, a small-scale culinary business known for its distinctive offerings such as fresh milk beverages and traditional snacks, presents an ideal case study for exploring these dynamics. Despite its unique positioning, Takashimura has faced declining customer visits due to increased competition and potentially unmet consumer expectations (Hijeriah et al., 2022; Miftahudin, 2024). This study seeks to address this gap by analyzing the simultaneous influence of location, menu variation, product quality, service quality, and price on purchase decisions. By integrating these variables, the research offers valuable insights into optimizing business strategies in the competitive food and beverage industry (Chen & Voigt, 2020; Belyaeva et al., 2020)

The study is significant and timely, particularly in the evolving landscape of small and medium enterprises (SMEs) within the culinary sector. By analyzing the combined influence of factors such as product quality, service attributes, pricing, and location, it provides a holistic understanding of consumer behavior. This research offers actionable insights to help businesses implement sustainable, customer-centric strategies, addressing the urgent need for resilience amid post-pandemic competition and economic pressures. Additionally, it highlights unique challenges in localized settings, contributing valuable knowledge to the field of sustainable business.

This study aims to fill this gap by analyzing the collective influence of these variables on purchase decisions at Takashimura Kudus. By employing a comprehensive approach, this research provides a nuanced understanding of how small-scale businesses can optimize their offerings to align with consumer needs. The originality of this study lies in its holistic examination of the interconnectedness of these factors, which have often been studied in isolation. By addressing this gap, the research contributes to the broader field of consumer behavior and offers actionable insights for small-scale culinary enterprises operating in highly competitive markets. Consumer purchase decisions are influenced by a complex interplay of psychological, economic, and social factors. According to Kotler & Keller (2016), consumer behavior is shaped by a combination of internal stimuli, such as needs and desires, and external stimuli, including marketing strategies and environmental factors. These stimuli are often analyzed through attributes such as product quality, price, service quality, location, and menu diversity, which serve as critical determinants of consumer decisions. This section outlines key theories and relevant studies that form the foundation for understanding the research context and hypotheses. The role of location in consumer

behavior is extensively highlighted in the literature. Pramono et al. (2020) define location as a factor that enhances consumer access and convenience, thereby influencing their likelihood to purchase. The suitability of a business location is often associated with accessibility, traffic patterns, and proximity to the target market. However, studies, including Cynthia et al. (2022), suggest that location alone does not guarantee consumer engagement, as factors like parking availability and congestion may diminish its impact.

Menu diversity is a critical factor in the culinary industry, offering businesses a way to appeal to diverse consumer preferences. Fahriana et al. (2023) highlight that varied menu offerings can enhance customer satisfaction by meeting heterogeneous needs. This is supported by Timo (2021), who emphasizes that consumers are drawn to businesses that provide unique and diverse menu options, as it allows them to experiment and find value in the variety. The influence of menu variation on purchase decisions makes it a central focus of this study. Product quality is defined as the ability of a product or service to meet consumer expectations and deliver value. High-quality products are associated with greater customer satisfaction and loyalty. However, Puspita & Rahmawan (2021) note that product quality's influence on purchase decisions may be mitigated by other factors, such as price and service quality, which necessitates a broader analysis. Service quality is often regarded as a determinant of consumer satisfaction and loyalty. Kelvinia et al. (2021) describe service quality as an intangible aspect of customer interaction that significantly impacts their perceptions of value. Effective communication, politeness, and attention to detail are key attributes that enhance service quality. However, research by Ningtias (2020) suggests that service quality must be consistently high to retain its influence on purchase decisions.

Price plays a crucial role in consumer decision-making as it reflects the value of the product relative to its cost. Sari (2021) defines price as the monetary consideration exchanged for a good or service, which is often weighed against its perceived benefits. Consumers tend to favor businesses that offer competitive pricing, but overemphasis on low prices may undermine perceived quality. Hypothesis development in this study are Purchasing decisions at Takashimura Kudus are significantly influenced by several key factors, including location, menu variations, product quality, service quality, and price. Location plays a crucial role as accessibility, convenience, and suitability are vital for attracting customers. Research shows that these elements positively impact purchasing behavior; however, challenges like traffic congestion and limited parking can lessen this effect (Pramono et al., 2020; Cynthia et al., 2022). In addition to location, menu variations are essential in the culinary industry, as offering diverse and unique menu options caters to a wide range of consumer preferences. Establishments that provide extensive menu choices can attract a broader customer base (Fahriana et al., 2023; Timo, 2021).

Product quality is another critical factor influencing purchasing decisions at Takashimura Kudus. Consumers expect high-quality products that meet or exceed their expectations, leading to increased customer satisfaction and loyalty. Consequently, superior product quality significantly impacts purchasing behavior (Husain et al., 2021; Puspita & Rahmawan, 2021). Alongside product quality, service quality also plays a vital role in shaping consumer perceptions. Excellent service, characterized by responsiveness, politeness, and attention to detail, enhances the customer experience and fosters loyalty, directly influencing purchase decisions (Kelvinia et al., 2021; Ningtias, 2020).

Price is another influential factor, as it reflects the perceived value of a product relative to its cost. Competitive pricing can effectively attract customers; however, if prices are too high without matching quality, they may negatively impact purchasing decisions (Sari, 2021). While each of these factors individually affects consumer behavior, their collective influence is even more significant. The combined effect of location, menu variations, product quality, service quality, and price plays a crucial role in determining customer satisfaction and driving purchasing decisions at Takashimura Kudus. Integrating these factors effectively can significantly enhance the overall customer experience and boost sales.

2. Methods

This study used a quantitative research approach to investigate the impact of various factors on purchasing decisions at Takashimura Kudus, specifically examining the influence of location, menu variety, product quality, service quality, and price. To collect relevant data, a structured questionnaire was used, using a 5-point Likert scale to measure respondents' perceptions. The questionnaire items were adapted from previously validated instruments to ensure reliability and validity. The population and sample for this study focused on customers who had purchased products at Takashimura Kudus. A purposive sampling technique was implemented to select 100 respondents who met the criteria of having previous purchase experience, to ensure the relevance of the insights gathered to the variables under study. This study identified the following independent variables: Location (X1) which is assessed based on accessibility, convenience, and proximity; Menu Variety (X2) evaluated through the diversity and uniqueness of the menu offered; Product Quality (X3), measured by freshness, taste, and overall quality; Service Quality (X4), analyzed through interaction with consumers, responsiveness, and attentiveness; and Price (X5), evaluated in terms of reasonableness and affordability. The dependent variable is Purchase Decision (Y), which is measured through indicators of consumer behavior, including satisfaction, repeat purchase, and recommendation to others.

Data collection and analysis were conducted through a structured and systematic process. Primary data was obtained from the completion of structured questionnaires, while secondary data was obtained from theoretical references and previous studies that support the research framework and interpretation of findings. The data collection process involved several stages: (1) questionnaire development (in which question items were developed based on theoretical references and pre-tested for clarity and relevance with a small sample); (2) data collection (in which respondents were visited during working hours at Takashimura Kudus, and questionnaires were administered in person) and (3) data cleaning (in which responses were reviewed for completeness and accuracy before analysis).

The questionnaire was structured using closed-ended questions measured on a 5-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree), with several indicators representing each variable for comprehensive assessment. Statistical analysis was conducted using SPSS 25 software, following several analysis steps: (1) validity and reliability test was conducted to ensure the questionnaire items accurately and consistently measured the variables; (2) descriptive statistics was used to summarize the sample characteristics; (3) multiple linear regression analysis was used to assess the individual and collective impact of the independent variables on the dependent variable; (4) classical assumption test was conducted, including tests for normality, multicollinearity, and heteroscedasticity, to validate the regression model; and (5) hypothesis testing was conducted using tests for individual variable significance and f-tests for collective significance. This systematic approach provides a robust framework for analyzing how various factors - namely location, menu variety, product quality, service quality, and price - jointly and individually influence purchasing decisions at Takashimura Kudus. By integrating these analytical techniques, this study offers a comprehensive insight into consumer behavior, which contributes to a deeper understanding of the factors that drive purchasing decisions in this particular context.

3. Results and Discussion

3.1. Validity test results

The table below presents the results of the validity test conducted to ensure that the instrument items can measure the intended variables properly. The table also shows the grouping of various items into several variables, namely location, menu variety, product

quality, service quality, price, and purchase decision. The validity criteria are met if the calculated correlation coefficient (R value) exceeds the critical table value of 0.196. This shows that each statement in the questionnaire is significantly able to measure the intended construct appropriately.

Table 1. Validity test result

Variable	Item	R-value	R Table	Description
Location	X1.1	0.752	0.196	Valid
	X1.2	0.784	0.196	Valid
	X1.3	0.675	0.196	Valid
	X1.4	0.609	0.196	Valid
	X1.5	0.625	0.196	Valid
Menu Variation	X2.1	0.723	0.196	Valid
	X2.2	0.829	0.196	Valid
	X2.3	0.692	0.196	Valid
Product Quality	X3.1	0.619	0.196	Valid
	X3.2	0.780	0.196	Valid
	X3.3	0.757	0.196	Valid
	X3.4	0.685	0.196	Valid
	X3.5	0.718	0.196	Valid
Service Quality	X4.1	0.717	0.196	Valid
	X4.2	0.603	0.196	Valid
	X4.3	0.711	0.196	Valid
	X4.4	0.704	0.196	Valid
	X4.5	0.497	0.196	Valid
Price	X5.1	0.753	0.196	Valid
	X5.2	0.704	0.196	Valid
	X5.3	0.734	0.196	Valid
	X5.4	0.684	0.196	Valid
Purchase Decision	Y1	0.686	0.196	Valid
	Y2	0.764	0.196	Valid
	Y3	0.693	0.196	Valid
	Y4	0.776	0.196	Valid

The validity test results indicate that all items across the key variables—location, menu variations, product quality, service quality, price, and purchase decisions are valid, confirming the reliability of the measurement instrument. This suggests that the questionnaire effectively captures relevant consumer perceptions in the context of Takashimura Kudus. The strong validity of menu variations highlights its importance in meeting diverse consumer preferences, while the validity of location, product quality, service quality, and price aligns with existing theories emphasizing their roles in shaping consumer behavior. These findings lay a solid foundation for further analysis, ensuring that the collected data accurately reflects the constructs being studied.

Furthermore, the high validity of each variable suggests that respondents clearly understood the questionnaire items, minimizing potential biases in the data collection process. This strengthens the credibility of subsequent regression and hypothesis testing, as the variables are measured appropriately. Additionally, the consistency in validity across all constructs indicates that the instrument can be reliably used in similar research settings. The findings also reinforce the role of each variable in influencing consumer decision-making, supporting the theoretical framework used in this study. Given the significant role of menu variety, future research could explore how specific types of menu options affect consumer preferences. Moreover, a comparative analysis with other similar businesses could provide deeper insights into consumer behavior trends. These results also suggest that businesses should continuously evaluate their product offerings and service quality to maintain competitiveness. Lastly, by ensuring robust validity in measurement instruments, researchers can make more confident conclusions regarding the factors that drive consumer choices.

3.2. Reliability test results

The following table presents the results of the reliability test conducted on these variables. The naming that can be described is the variable location (X1), menu variety (X2), product quality (X3), service quality (X4), price (X5), and purchase decision (Y). The reliability coefficient value (Cronbach's Alpha), which is 0.6, indicates that all variables are reliable for further analysis. Thus, the data obtained from this questionnaire can be trusted and has good internal consistency.

Table 2. Reliability test result

Variable	Result	Description
Location (X1)	0.725	Reliable
Menu Variation (X2)	0.608	Reliable
Product Quality (X3)	0.759	Reliable
Service Quality (X4)	0.654	Reliable
Price (X5)	0.689	Reliable
Purchase Decision (Y)	0.698	Reliable

The results of the reliability test show that all variables—location, menu variations, product quality, service quality, price, and purchase decisions—are reliable, as indicated by Cronbach's Alpha values greater than 0.6. These values suggest that the questionnaire items consistently measure the respective constructs, which is crucial for ensuring the accuracy and consistency of the data. The reliability of the location (X1) variable (0.725) aligns with previous research that indicates location as a key factor influencing consumer behavior. Similarly, menu variation (X2), with a value of 0.608, is sufficiently reliable, supporting the idea that menu diversity plays a significant role in shaping consumer preferences. The high reliability of product quality (X3) at 0.759 further confirms its importance in satisfying customer expectations, as noted in prior studies. Service quality (X4) and price (X5) also demonstrate acceptable reliability, reflecting their significant influence on purchasing decisions. Finally, the purchase decision (Y) variable, with a reliability value of 0.698, indicates that the measurement items for consumer decision-making are consistent and reliable. These findings ensure that the data gathered can be trusted for the subsequent stages of analysis and hypothesis testing.

3.3 Normality test results

This test is used to assess if the residuals from a dataset follow a normal distribution in Table 3. The One-Sample Kolmogorov-Smirnov Test assesses whether the residuals follow a normal distribution, a key assumption for regression analysis. With a sample size of 100 and a p-value of 0.056, slightly above the standard significance threshold of 0.05, the results suggest that the residuals approximately follow a normal distribution.

Table 3. One-sample kolmogorov-smirnov test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.000000
	Std. Deviation	1.56643300
Most Extreme Differences	Absolute	0.088
	Positive	0.088
	Negative	0.058
Test Statistic		0.088
Asymp. Sig. (2-tailed)		0.056 ^c

The One-Sample Kolmogorov-Smirnov Test assesses whether the residuals follow a normal distribution, a key assumption for regression analysis. With a sample size of 100 and a p-value of 0.056, slightly above the standard significance threshold of 0.05, the results

suggest that the residuals approximately follow a normal distribution. The test statistic (0.088) and the minor deviations between observed and expected values (Absolute=0.088, Positive=0.088, Negative=-0.058) indicate no strong evidence to reject normality. However, the proximity of the p-value to 0.05 warrants caution would help confirm the assumption more definitively. Overall, the normality assumption appears reasonably satisfied.

3.4 Heteroscedasticity test result

The table above shows the results of the heteroscedasticity test through regression of the residuals on the independent variables, with the aim of testing the existence of a constant residual variance (homoscedasticity), which is one of the important assumptions in regression analysis. Based on the results shown, none of the independent variables have a significance value (Sig.) of less than 0.05. This indicates that there is no heteroscedasticity problem in the regression model used, so the assumption of homoscedasticity can be considered fulfilled.

Table 4. Heteroscedasticity test result

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig. (p-value)
	B (Constant)	Std. Error		
(Constant)	-0.065	1.251	-	-0.052
Location	-0.105	0.122	-0.230	-0.860
Menu Variety	-0.091	0.084	-0.127	-1.076
Product Quality	0.045	0.068	0.094	0.665
Service Quality	0.234	0.176	0.446	1.332
Price	-0.079	0.163	-0.141	-0.483

The heteroscedasticity test evaluates whether the variance of residuals is constant across all levels of the independent variables. In this case, none of the independent variables (location, menu variety, product quality, service quality, and price) show significant p-values (Sig.>0.05), suggesting no strong evidence of heteroscedasticity. For instance, location (p=0.392), menu variety (p=0.285), and service quality (p=0.186) do not significantly explain variations in residuals. The constant (p = 0.959) is also non-significant. This indicates that the assumption of homoscedasticity is likely met, and the residuals have a consistent variance across the independent variables.

3.5 Multicollinearity test result

The multicollinearity test reveals potential issues with the independent variables location and price, which show relatively high variance inflation factor (VIF) values of 7.056 and 8.410, respectively, and low tolerance values, indicating a possible correlation with other predictors. While these VIF values do not exceed the critical threshold of 10, they are close enough to warrant attention, as multicollinearity can distort the reliability of coefficient estimates and reduce model interpretability. In contrast, menu variety, product quality, and service quality exhibit low VIF values and high tolerance, indicating minimal multicollinearity.

Table 5. Multicollinearity test result

Variables	Tolerance	VIF
Location	0.142	7.056
Menu Variety	0.727	1.376
Product Quality	0.507	1.971
Service Quality	0.905	1.058
Price	0.119	8.410

To address potential multicollinearity, further investigation using correlation matrices or partial least squares regression could be considered. Alternatively, centering or standardizing the variables might reduce multicollinearity without altering the model's predictive power. Ensuring the robustness of the model will enhance the validity of the findings. Additionally, excluding one of the highly correlated predictors or combining related variables into a single composite index could be a potential solution. Another approach is to apply ridge regression or principal component analysis (PCA) to mitigate the impact of multicollinearity. By taking these steps, the study can improve the accuracy of coefficient estimates and strengthen the reliability of the regression results. Properly handling multicollinearity is crucial for drawing meaningful conclusions from the data and making informed business decisions. Ultimately, refining the model will contribute to a more precise understanding of the factors influencing consumer behavior.

3.6 Hypothesis test

The table above shows the results of hypothesis testing using the t-test in regression analysis, which aims to evaluate the significant effect of each predictor variable on the dependent variable. Based on the significance value (Sig.) obtained, the Menu Variety variable (0.036) has a significant influence on the dependent variable at the 0.05 significance level. Meanwhile, the variables of Location, Product Quality, Service Quality, and Price do not show a significant effect because the Sig. value is greater than 0.05. These results indicate that of all the predictor variables tested, only Menu Variety significantly affects the dependent variable in the regression model used.

Table 6. Hypothesis test (t test)

Predictor Variables	B (Unstandardized Coefficient)	Std. Error	Beta (Standardized Coefficient)	t	Sig. (p- value)
(Constant)	2.730	1.911	-	1.429	0.156
Location	-0.137	0.186	-0.161	-0.737	0.463
Menu Variety	0.274	0.129	0.206	2.130	0.036
Product Quality	0.146	0.104	0.163	1.406	0.163
Service Quality	0.501	0.268	0.512	1.869	0.065
Price	-0.009	0.250	-0.009	-0.037	0.970

This finding suggests that customers prioritize menu variety over other factors when choosing a product or service. It highlights the importance of offering diverse options to cater to different customer preferences. Therefore, enhancing menu variety could be a strategic approach to increasing customer satisfaction and competitiveness. Additionally, businesses may consider regularly updating their menus based on customer feedback and emerging food trends to maintain relevance. The insignificance of other variables suggests that factors such as location and price may not be as influential in driving customer decisions in this particular context. Future research could explore whether different customer segments weigh these factors differently. Moreover, conducting qualitative studies could help uncover the underlying reasons why menu variety is the dominant factor in influencing purchasing decisions. Understanding these dynamics can assist businesses in refining their strategies to better meet consumer demands.

3.6.1. Location

Location does not significantly influence purchase decisions in this study ($p=0.463$, $t=-0.737$). This finding suggests that while location is often considered a foundational factor in business success, it does not automatically lead to increased customer footfall or purchases. Challenges such as traffic congestion, accessibility, and parking availability can significantly

diminish the effectiveness of a strategic location. As noted by Sari (2021), even well-placed businesses can struggle to attract customers if these logistical barriers are not addressed.

Moreover, consumer behavior studies highlight that location's impact is often mediated by other factors. For instance, Ningtiyas (2020) found that convenience plays a critical role in determining how much customers value a location. In Takashimura's case, while its central positioning might be advantageous, practical challenges like limited parking and traffic near the premises could reduce its overall attractiveness to potential customers. Addressing these barriers could enhance the perceived value of the location and encourage repeat visits.

Prior research by Pramono et al. (2020) also emphasizes the importance of optimizing customer accessibility to fully leverage locational advantages. For Takashimura, this could involve partnering with local authorities to improve traffic flow or implementing creative solutions such as valet parking or shuttle services. Such measures would not only improve customer convenience but also highlight the business's commitment to enhancing customer experience.

3.6.2 Menu variety

Menu variety significantly influences purchase decisions ($p=0.036$, $t=2.130$), underscoring its importance in meeting diverse consumer preferences. It is found that businesses offering a wide range of menu options can attract more customers and increase satisfaction levels. For Takashimura, this finding validates their focus on unique offerings like "nasi kucing" and specialty beverages, which cater to various tastes and demographics.

In addition to satisfying diverse preferences, menu variety also fosters repeat visits by keeping the dining experience fresh and engaging. Timo (2021) argues that consumers are more likely to return to establishments that regularly update their menus with seasonal or limited-time options. Takashimura could capitalize on this by experimenting with new dishes and promoting them through targeted marketing campaigns, creating a sense of novelty and urgency.

Furthermore, menu diversity strengthens a business's competitive edge, particularly in saturated markets. Fahriana et al. (2023) highlight that offering unique and innovative menu items not only attracts new customers but also reinforces customer loyalty. For Takashimura, maintaining a balance between menu variety and consistent quality will be crucial for sustaining its appeal and fostering long-term success.

3.6.3. Product quality

Product quality does not have a significant individual effect on purchase decisions ($p=0.163$, $t=1.406$), which contrasts with findings from prior research. Rufial (2022) noted that high-quality products enhance customer satisfaction and loyalty, influencing their decision to repurchase. The inconsistency in Takashimura's findings may indicate gaps in the perception or delivery of quality, such as inconsistencies in taste, freshness, or presentation.

This gap underscores the importance of aligning product offerings with customer expectations. Marlius & Noveliza (2022) emphasize that businesses failing to meet quality standards risk losing customers to competitors. Takashimura could address this issue by implementing rigorous quality control measures and incorporating customer feedback to identify specific areas of improvement. These efforts could enhance customer satisfaction and bolster their competitive position.

Moreover, consistent product quality fosters trust and reliability, two essential components of customer loyalty. Husain et al. (2021) argue that consumers are more likely to return to a business if they consistently receive high-quality products. For Takashimura, focusing on improving and standardizing product quality could ensure that their offerings meet or exceed customer expectations, ultimately contributing to sustained growth.

3.6.4 Service quality

Service quality shows a marginally significant effect on purchase decisions ($p=0.065$, $t=1.869$), highlighting its importance in shaping customer experiences. Kelvinia et al. (2021) found that intangible service aspects, such as politeness and responsiveness, play a critical role in fostering customer loyalty. For Takashimura, this indicates room for improvement in areas like staff training and overall customer interaction.

High-quality service not only enhances customer satisfaction but also contributes to a business's reputation. Ningtias (2020) emphasized that consistent service delivery is essential for retaining customers and building trust. For Takashimura, improving staff responsiveness and creating a welcoming environment could help address gaps in service quality, ensuring that customers feel valued and appreciated.

Additionally, effective service can amplify the perceived value of other factors, such as product quality and price. Rufial (2022) argues that exceptional service can offset minor shortcomings in other areas, reinforcing overall customer satisfaction. By investing in service quality improvements, Takashimura can strengthen its competitive edge and foster long-term loyalty among its customers.

3.6.5 Price

Price does not significantly influence purchase decisions in this study ($p=0.970$, $t=-0.037$), indicating that customers may prioritize other factors like menu variety or service quality. This aligns with findings from Puspita & Rahmawan (2021), who observed that price becomes secondary when customers perceive greater value in other aspects of the business. For Takashimura, this highlights the importance of emphasizing quality and uniqueness over pricing strategies.

However, price remains a critical consideration for price-sensitive consumers. Setiawan et al. (2022) argue that businesses with competitive pricing strategies are more likely to attract and retain budget-conscious customers. For Takashimura, maintaining competitive pricing while highlighting the value of their offerings could help balance these dynamics and appeal to a broader audience. Moreover, pricing strategies should be integrated with other elements to maximize perceived value. Agustin (2020) noted that consumers often evaluate price relative to the quality and service provided. By ensuring that their offerings justify the cost, Takashimura can enhance customer satisfaction and loyalty, even in competitive markets.

3.7 F-test results

The F-test evaluates the simultaneous influence of all independent variables (location, menu variety, product quality, service quality, and price) on the dependent variable (Purchase Decision). The F-test results indicate that the independent variables collectively have a statistically significant influence on purchase decisions at Takashimura. The significance level ($p=0.000$) confirms that the overall model explains a meaningful proportion of the variance in the dependent variable. This suggests that, while some individual predictors may not have a significant impact, their combined effect is substantial enough to affect purchase decisions.

Table 7. F-test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	137.442	5	27.488	10.637	0.000
Residual	242.918	94	2.584		
Total	380.360	99			

The regression model's ability to explain purchase behavior is supported by previous studies. For example, research by Kelvinia et al. (2021) found that a combination of factors

such as service quality, pricing, and product attributes often influences consumer purchasing decisions. Similarly, this study demonstrates the importance of analyzing variables simultaneously, as their combined effects may offer insights that individual analysis cannot reveal.

For Takashimura, the results emphasize the importance of a holistic approach to improving customer experiences. Factors such as enhancing menu variety, optimizing service quality, and ensuring competitive pricing must work in tandem to attract and retain customers. This collective strategy can strengthen the business's positioning in a competitive market, ultimately improving purchase decisions and customer loyalty.

4. Conclusions

The study provides a comprehensive analysis of the factors influencing customer purchase decisions at Takashimura Kudus, thoroughly addressing all proposed hypotheses. Location (H1) was initially hypothesized to significantly influence purchasing decisions; however, the analysis revealed a p-value of 0.463 ($t=-0.737$), indicating that this hypothesis was not supported. Although location is often viewed as a foundational factor in consumer behavior, practical challenges like traffic congestion and limited parking appear to diminish its effectiveness. This suggests that merely having a strategic location is insufficient without effectively addressing logistical barriers.

In contrast, menu variety (H2) was found to have a significant positive impact on purchasing decisions, with a p-value of 0.036 ($t = 2.130$). This supports the hypothesis that offering diverse and unique menu options is crucial for attracting customers and enhancing their satisfaction. The findings validate Takashimura's strategy of providing varied menu offerings, which can foster repeat visits and strengthen customer loyalty. However, product quality (H3) did not show a significant influence on purchasing decisions, as indicated by a p-value of 0.163 ($t=1.406$). This inconsistency suggests potential gaps in customer perceptions of quality at Takashimura, highlighting the need for improved quality control measures to better align product offerings with customer expectations.

Service quality (H4) demonstrated a marginally significant effect on purchasing decisions, with a p-value of 0.065 ($t=1.869$). This finding underscores the importance of enhancing customer interactions through better staff training and responsiveness, which can improve overall customer satisfaction and loyalty. Interestingly, the hypothesis concerning price (H5) was not supported, as shown by a p-value of 0.970 ($t=-0.037$). This suggests that customers may prioritize factors such as menu variety or service quality over price considerations. Nonetheless, maintaining competitive pricing remains essential for attracting price-sensitive consumers.

Despite the mixed results for individual variables, the Collective Influence of Variables (H6) was confirmed through F-test results, which indicated that all independent variables collectively exert a significant influence on purchase decisions ($p=0.000$). This finding emphasizes the importance of a holistic approach to understanding consumer behavior, where the combined effects of location, menu variety, product quality, service quality, and price play a crucial role in shaping purchasing decisions. In conclusion, while individual factors such as location and product quality did not show significant effects on their own, the collective influence of all variables is substantial enough to impact customer purchasing behavior at Takashimura Kudus. These findings suggest that businesses should adopt a comprehensive strategy that integrates diverse menu offerings, competitive pricing, consistent product quality, and superior service to enhance customer satisfaction and effectively drive purchase decisions. This integrative approach not only improves customer experiences but also strengthens Takashimura's competitive position in the market.

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Author Contribution

This research was conducted collaboratively by E. S., & M. F. S., was responsible for conceptualization, methodology, investigation, as well as writing—preparation of the original draft. Meanwhile, Q. V. contributed to the writing—reviewing and editing, as well as supervising.

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