



The Influence of Word of Mouth, Packaging, Price Perception, and Product Quality on the Purchasing Decision of Bolu Kelapa Gumregah

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Abstract

This study investigates the influence of word of mouth, packaging, price perception, and product quality on consumer purchasing decisions for Bolu Kelapa Gumregah, a locally produced cake by KEP Desa PRIMA Gumregah in Gunungkidul, Yogyakarta. As a flagship product rooted in local cultural practices such as ulih-ulih, understanding consumer decision-making is critical for sustaining its market growth. Employing an explanatory research design and survey methodology, data were collected from 96 purposively selected consumers and analyzed using multiple linear regression. The results reveal that while the four variables collectively have a significant effect ($F = 43.470$; $p < 0.001$) and explain 65.6% of the variance in purchasing decisions, only price perception demonstrates a positive and statistically significant individual effect ($\beta = 0.709$; $p < 0.001$). Word of mouth, packaging, and product quality show no significant individual impact. These findings underscore the dominant role of price perception in consumer behavior and highlight the need for strategic marketing efforts focused on perceived value. The study contributes to the literature on community-based micro-enterprises and offers practical recommendations for enhancing local product competitiveness through pricing, packaging, and quality alignment.

Keywords: Packaging, price perception, product quality, word of mouth.

1. Introduction

Women's empowerment and poverty alleviation remain central themes in regional development programs (Nadim & Nurlukman, 2017), including in the Special Region of Yogyakarta (DIY), Indonesia (Jati, 2023). As part of this agenda, the Office for Women's Empowerment, Child Protection, and Population Control (DP3AP2) of DIY established several Productive Economic Groups (Kelompok Ekonomi Produktif/KEP) under the Desa PRIMA initiative. One of the prominent groups is KEP Desa PRIMA Gumregah, located in Kalurahan Putat, Kapanewon Patuk, Gunungkidul Regency, which has developed a flagship product known as Bolu Kelapa Gumregah (Gumregah Coconut Cake). Since its inception in 2022, the business has experienced remarkable growth in sales, from an initial turnover of less than IDR 10 million to over IDR 1 billion in its third year. The primary market segment for this product consists of consumers involved in traditional social

gatherings (hajatan), which include the local cultural practice of ulih-ulih, where guests customarily bring home culinary gifts provided by the host.

In order to position Bolu Kelapa Gumregah as a preferred choice within this specific cultural market segment, it is essential to understand the factors that influence consumer purchasing decisions. These factors include word of mouth (WOM), product packaging, price perception, and product quality. These elements are believed to have a significant impact on consumer preferences, particularly in competitive culinary markets. Moreover, empirical research that integrates these variables remains scarce, especially within the context of community-based micro-enterprises, highlighting the necessity of this study.

The consumer purchasing decision-making process involves a series of stages beginning with the recognition of a need, followed by information search, evaluation of alternatives, and ultimately, the final purchase decision (Santuso, Al Musadieg, Hidayat, & Sunarti, 2024; Sudaryono, 2016). During this process, consumers seek relevant information, the amount and importance of which depend on their individual needs and situational context. Word of mouth—whether in the form of direct interpersonal communication or through digital platforms—plays a crucial role in shaping consumer perceptions (Priansa, 2017; Puriwat & Tripopsakul, 2022). In addition, packaging serves not only a functional role in product protection but also plays an important part in branding, identity formation, and promotional communication (Michalowska, 2024; Punjani, 2022).

Price perception is another key factor that influences purchasing decisions (Pardeshi, Pardeshi, & Khanna, 2024; Senali et al., 2024). It refers to the consumer's evaluation of the fairness of the price relative to the value received (Taan, 2017). Furthermore, product quality—as perceived by the consumer—determines whether the product meets or exceeds expectations, which in turn influences satisfaction, repeat purchases, and brand loyalty (Priansa, 2017). The interplay of these four variables forms the basis for consumer evaluation, particularly for culturally rooted culinary products such as Bolu Kelapa Gumregah.

This research is significant in providing insights for developing effective marketing strategies to enhance the sustainability of community-based enterprises rooted in local culture. Accordingly, this study aims to examine the influence of word of mouth, packaging, price perception, and product quality on consumer purchasing decisions regarding Bolu Kelapa Gumregah, a product of KEP Desa PRIMA Gumregah, Kalurahan Putat, Kapanewon Patuk, Gunungkidul Regency. The findings of this study are expected to contribute theoretically to the literature on marketing local products and offer practical implications for entrepreneurs and local governments in formulating strategies to strengthen community-based economic initiatives.

2. Method

This study employs an explanatory research design utilizing a survey method to investigate the causal relationships among the variables under study. Given its objective, this research is categorized as hypothesis testing research, aiming to empirically examine the influence of *word of mouth*, packaging, price perception, and product quality on consumer purchasing decisions. The population consists of all consumers of *Bolu Kelapa* produced by the Productive Economic Group (Kelompok Ekonomi Produktif/KEP) Desa PRIMA Gumregah. A representative sample was selected using a purposive sampling technique, targeting consumers who have made at least one purchase of the product. Referring to Roscoe (1982), for multivariate analyses such as multiple regression, the minimum sample size should be at least 10 times the number of variables. Given that this study includes four independent variables and one dependent variable (totaling five variables), a minimum of 50 respondents was deemed sufficient for valid statistical analysis.

Data for this research were obtained through both primary and secondary sources. Primary data were collected using a structured questionnaire, while secondary data were gathered from relevant literature and organizational records. The validity and reliability of the research instruments were tested prior to analysis, employing construct validity and Cronbach's Alpha for internal consistency. Hypothesis testing was conducted using multiple linear regression analysis facilitated by SPSS software. The statistical tests applied include the F-test for overall model significance, the t-test for individual parameter significance, and the coefficient of determination (R^2) to measure the explanatory power of the model.

3. Results and Discussion

3.1 Descriptive Analysis Results

Table 1. Demographic Profile of Respondents

Respondent	Category	Frequency	Percentage
Age Group	20–29 years	17	17.7%
	30–39 years	21	21.9%
	40–49 years	34	35.4%
	50–59 years	16	16.7%
	>60 years	8	8.3%
Gender	Male	14	14.5%
	Female	82	85.5%
Monthly Income Level (IDR)	< 999,999	35	36.5%
	1,000,000 – 4,999,999	44	45.8%
	5,000,000 – 9,999,999	14	14.6%
	> 10,000,000	3	3.1%

Based on the results of demographic profile of respondents in Table 1 above, a total of 96 respondents participated in the study. the majority were aged 40–49 years (35.4%), followed by those aged 30–39 years (21.9%) and 20–29 years (17.7%), with smaller proportions in the 50–59 age group (16.7%) and over 60 years (8.3%). In terms of gender, most respondents were female (85.5%), while males comprised only 14.5% of the sample. Regarding monthly income, the largest group earned between IDR 1,000,000 and 4,999,999 (45.8%), followed by those earning less than IDR 999,999 (36.5%), IDR 5,000,000–9,999,999 (14.6%), and more than IDR 10,000,000 (3.1%).

3.2 The Validity and Reliability Test Results

3.2.1 The Validity Test Result

Table 2. Questionnaire Validity Test Results

No	Variable	r Table Value	r Calculated Value	Description
1	X1.1 (Word of Mouth)	0.201	0.762	Valid
2	X1.2	0.201	0.730	Valid
3	X1.3	0.201	0.624	Valid
4	X1.4	0.201	0.784	Valid
5	X1.5	0.201	0.784	Valid
6	X1.6	0.201	0.459	Valid
7	X1.7	0.201	0.651	Valid
8	X1.8	0.201	0.748	Valid
9	X1.9	0.201	0.752	Valid
10	X1 Total (Word of Mouth)	0.201	1.000	Valid
11	X2.1 (Packaging)	0.201	0.859	Valid
12	X2.2	0.201	0.830	Valid
13	X2.3	0.201	0.786	Valid
14	X2 Total (Packaging)	0.201	1.000	Valid
15	X3.1 (Price Perception)	0.201	0.736	Valid
16	X3.2	0.201	0.695	Valid
17	X3.3	0.201	0.722	Valid
18	X3.4	0.201	0.750	Valid
19	X3.5	0.201	0.585	Valid
20	X3.6	0.201	0.788	Valid
21	X3.7	0.201	0.729	Valid
22	X3 Total (Price Perception)	0.201	1.000	Valid
23	X4.1 (Product Quality)	0.201	0.878	Valid
24	X4.2	0.201	0.734	Valid
25	X4.3	0.201	0.779	Valid
26	X4.4	0.201	0.795	Valid
27	X4 Total (Product Quality)	0.201	1.000	Valid
28	Y1.1 (Purchase Decision)	0.201	0.674	Valid
29	Y1.2	0.201	0.746	Valid
30	Y1.3	0.201	0.796	Valid

31	Y1.4	0.201	0.702	Valid
32	Y1.5	0.201	0.764	Valid
33	Y1.6	0.201	0.751	Valid
34	Y Total (Purchase Decision)	0.201	1.000	Valid

The table 2 above presents the results of the validity tests conducted on the research instrument, which comprised questionnaire items measuring five constructs: Word of Mouth (X1), Packaging (X2), Price Perception (X3), Product Quality (X4), and Purchase Decision (Y). The validity assessment was carried out using Pearson's Product Moment correlation method, where the correlation coefficient of each item (r calculated) was compared to the critical r value of 0.201, determined based on 96 respondents at a 5% significance level (two-tailed). A questionnaire item is deemed valid if its r calculated exceeds the r table value.

For the Word of Mouth variable (X1), nine indicators were analyzed, all of which had r calculated values above the 0.201 threshold. These results indicate that each item within this construct exhibits a statistically significant correlation with the total score, thereby confirming their validity. Additionally, the composite score for Word of Mouth (X1JML) produced a perfect correlation coefficient of 1.000, further reinforcing the internal validity of the measurement instrument.

The Packaging variable (X2) consisted of three indicators, all of which yielded high r calculated values ranging from 0.786 to 0.859. These values indicate a strong correlation between each item and the total construct, affirming the validity of all indicators. The total score (X2JML) also showed a perfect correlation ($r = 1.000$), demonstrating a high level of internal consistency across the Packaging indicators.

Regarding the Price Perception variable (X3), all seven items were found to be valid, with r calculated values well above the minimum threshold. The high correlation values suggest that each item effectively reflects the underlying construct. The total score for this variable also yielded a perfect correlation coefficient (X3JML = 1.000), supporting the scale's internal reliability. A similar result was observed in the Product Quality variable (X4), where each of the four items demonstrated strong validity, indicating consistent measurement of the latent variable.

Lastly, for the Purchase Decision variable (Y), all six indicators exceeded the required r value, confirming the validity of each item. The total score (YJML) also achieved a correlation of 1.000. This consistent pattern across all variables implies that the questionnaire items are not only statistically valid but also theoretically sound. Therefore, the instrument can be considered a reliable and valid tool for capturing respondents' perceptions across the measured constructs in this study.

3.2.2 The Reliability Test Result

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items
X ₁	0.849	9

X ₂	0.766	3
X ₃	0.848	10
X ₄	0.803	4
Y	0.824	6

The reliability test results presented in Table 3 indicate that all research variables meet the acceptable threshold for internal consistency, as evidenced by their respective Cronbach's Alpha values. Variable X₁ has a Cronbach's Alpha of 0.849 with 9 items, X₂ has 0.766 with 3 items, X₃ has 0.848 with 10 items, X₄ has 0.803 with 4 items, and the dependent variable Y has 0.824 with 6 items. According to reliability standards, a Cronbach's Alpha value above 0.70 is considered acceptable, indicating that the measurement instruments used in this study are reliable and suitable for further statistical analysis. These results affirm that the constructs are internally consistent and capable of producing stable and consistent outcomes.

3.3 The Quantitative Analysis Results

3.3.1 Multiple Regression Results

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	-2.317	2.098	—	-1.104
Word of Mouth (X ₁)	-0.002	0.071	-0.003	-0.033
Packaging (X ₂)	0.128	0.171	0.067	0.746
Price Perception (X ₃)	0.709	0.104	0.679	6.804
Product Quality (X ₄)	0.214	0.192	0.121	1.110

a. Dependent Variable: Purchase Decision (Y)

Based on the results of the multiple linear regression analysis, the regression equation obtained is as follows: $Y = -2.317 - 0.002(X_1) + 0.128(X_2) + 0.709(X_3) + 0.214(X_4)$. This equation illustrates the relationship between the dependent variable, Purchase Decision (Y), and four independent variables: Word of Mouth (X₁), Packaging (X₂), Price Perception (X₃), and Product (X₄). Each coefficient in the equation represents the contribution of the corresponding independent variable to the changes in the dependent variable.

The constant value of -2.317 indicates that if all independent variables are held at zero, the predicted value of the Purchase Decision would be -2.317. Theoretically, this implies that in the absence of influence from Word of Mouth, Packaging, Price Perception, and Product, the purchase decision would tend to be negative. However, this constant is typically not interpreted practically, but rather as a starting point of the regression model.

The regression coefficient for the Word of Mouth variable (X₁) is -0.002. This value indicates that the variable has no significant effect on the Purchase Decision within

this model. Moreover, the negative direction and extremely small magnitude of the coefficient reinforce the conclusion that Word of Mouth does not play a substantial role in influencing consumer purchase decisions in this context.

Meanwhile, the Packaging variable (X_2) has a coefficient of 0.128. Although the positive direction suggests a favorable relationship, the value is not statistically significant, indicating that packaging design or appearance does not sufficiently influence consumers in making purchase decisions. This finding suggests that the packaging aspect may require further exploration or integration with other elements to achieve a more meaningful impact.

In contrast, the variables of Price Perception (X_3) and Product (X_4) demonstrate positive and more substantial contributions to the Purchase Decision. The coefficient for Price Perception is 0.709, indicating that a higher positive perception of price correlates with a significant increase in purchase decisions. Furthermore, the Product variable shows a coefficient of 0.214, meaning that improvements in product quality or perception also contribute to enhancing purchase decisions. These two variables are proven to play a more prominent role in shaping consumer preferences compared to Word of Mouth and Packaging in this model.

3.3.2 Uji Kesesuaian Model (Uji F)

Table 5. ANOVA Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	787.490	4	196.872	43.470	<0.001 ^b
Residual	412.135	91	4.529		
Total	1199.625	95			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Quality (X_4), Word of Mouth (X_1), Packaging (X_2), Price Perception (X_3)

From the Table 5 above, it can be observed that the F-value is 43.470 with a significance level of less than 0.01. The degrees of freedom (df) for the regression model is 4 (corresponding to the number of independent variables), and the residual df is 91. The critical F-value (F_{table}) at the 0.005 significance level with $df_1 = 4$ and $df_2 = 91$ is 2.47.

Since the calculated F-value ($F_{calculated} = 43.470$) is greater than the F_{table} value (2.47), and the significance level is less than 0.05, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This indicates that, simultaneously, the variables Word of Mouth (X_1), Packaging (X_2), Price Perception (X_3), and Product Quality (X_4) have a significant influence on the Purchase Decision (Y).

Therefore, it can be concluded that the independent variables – Word of Mouth, Packaging, Price Perception, and Product Quality – jointly have a statistically significant effect on the dependent variable, Purchase Decision.

3.3.2 T-Test Results

Table 6. T-Test Results Table

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
1 (Constant)	-2.317	2.098	—	-1.104
Word of Mouth (X ₁)	-0.002	0.071	-	-0.033
Packaging (X ₂)	0.128	0.171	0.067	0.746
Price Perception (X ₃)	0.709	0.104	0.679	6.804
Product Quality (X ₄)	0.214	0.192	0.121	1.110

a. Dependent Variable: Purchase Decision (Y)

Based on the t-test results presented in Table 3.3.3.1, the statistical analysis provides a clear understanding of the influence of each independent variable on the dependent variable, which is Purchase Decision (Y). The table outlines both the unstandardized and standardized coefficients, as well as the t-values and significance levels (Sig.) for each predictor in the regression model.

The analysis shows that the Word of Mouth variable (X₁) does not have a statistically significant effect on the Purchase Decision. This conclusion is drawn from the high significance value of 0.973 and a t-value of -0.033. Since the Sig. value exceeds the threshold of 0.05 and the t-value is lower than the critical t-table value (df = 91, t-table = 1.986), it can be concluded that the null hypothesis is accepted. Thus, Word of Mouth is not a determining factor in influencing consumer purchase decisions in this model.

Similarly, the Packaging variable (X₂) also does not show a significant impact on the Purchase Decision. This is indicated by a Sig. value of 0.457 and a t-value of 0.746, both of which fall short of the required statistical thresholds for significance. These results suggest that variations in packaging design or presentation do not substantially affect whether consumers decide to purchase a product, at least within the context of this study.

In contrast, the Price Perception variable (X₃) demonstrates a significant and positive effect on the Purchase Decision. The regression analysis reveals a very low Sig. value of less than 0.001 and a high t-value of 6.804, both of which provide strong statistical evidence to reject the null hypothesis. These findings imply that consumers' perceptions of price – likely linked to value, affordability, or fairness – play a crucial role in their decision-making process, making this variable one of the key determinants in influencing purchases.

Meanwhile, the Product Quality variable (X_4) is found to have no significant effect on the Purchase Decision. Although the regression coefficient for Product Quality is positive, the corresponding Sig. value of 0.270 and a t-value of 1.110 are not sufficient to establish statistical significance. Therefore, the null hypothesis is accepted, and it can be inferred that improvements in product quality alone, without being accompanied by other influencing factors, may not be enough to significantly affect consumer purchasing behavior.

Overall, the t-test results underscore that among the four variables examined, only Price Perception shows a statistically significant influence on the Purchase Decision. This highlights the importance of consumer perception of price as a strategic element in marketing, while other factors such as Word of Mouth, Packaging, and Product Quality, in this model, do not independently contribute to purchase decisions in a statistically meaningful way.

3.3.3 The Result of the Coefficient of Determination (R^2) Test

Table 7. R^2 Results Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.810a	0.656	0.641	2.128

a. Predictors: (Constant), Product Quality (X_4), Word of Mouth (X_1), Packaging (X_2), Price Perception (X_3)

b. Dependent Variable: Purchase Decision (Y)

The results of the regression analysis indicate that the R Square value is 0.656 as shown in Table 7. This means that 65.6% of the variation in the dependent variable, Purchase Decision, can be explained by the four independent variables: Word of Mouth, Packaging, Price Perception, and Product Quality. The remaining 34.4% (100% - 65.6%) of the variation is accounted for by other factors not included in the model.

The Adjusted R Square value of 0.641 suggests that, after adjusting for the number of predictors in the model, the proportion of variance explained remains high at 64.1%. This indicates that the regression model employed is relatively strong and relevant for explaining the relationship between the independent variables and the dependent variable.

3.4 Discussion

The results of this study reveal that Word of Mouth, Packaging, Price Perception, and Product Quality jointly have a significant effect on consumers' purchase decisions for Bolu Kelapa Putat. This finding aligns with previous research by Setiagraha, Wahab, Shihab, & Susetyo (2021) and Harto et al. (2022), which demonstrated that these variables, when considered collectively, significantly influence purchasing behavior. In the consumer decision-making process—as outlined by Kotter & Armstrong (2012), which includes stages such as problem recognition, information

search, evaluation of alternatives, purchase decision, and post-purchase evaluation— Word of Mouth, Packaging, Price Perception, and Product Quality play an essential role, particularly during the information search phase. These variables are conveyed through various information sources and shape the consumer's initial impression and expectations regarding the product, thereby influencing the final decision to purchase Bolu Kelapa Putat.

However, when analyzed individually, not all variables exhibit a significant effect. Word of Mouth, for instance, is found to have no statistically significant impact on purchase decisions in this context. This contrasts with the findings of Chusaini, Prawoto, & Apriliani (2023) and Setiagraha et al. (2021), which reported a significant influence. Although Word of Mouth still exerts a degree of influence, its effect is not strong enough to be considered significant in this case. This is evident in the questionnaire response to the item “The information provided about Bolu Kelapa Putat can be trusted,” which yielded the lowest average score. This result suggests that some consumers felt the information they received did not meet their expectations, possibly due to inconsistencies or discrepancies between the message conveyed by the source and the perception of the recipient.

Similarly, the Packaging variable also does not significantly influence consumer decisions. Although the overall descriptive scores for packaging were relatively high, the specific statement “I tend to buy Bolu Kelapa Putat products with visually appealing packaging” received the lowest average rating. This indicates a level of disagreement among respondents about the attractiveness of the packaging. The result contradicts both the initial hypothesis and the findings of earlier studies by Harto et al. (2022) and Hasanah & Pambudi (2023), which found packaging to be a significant and positive factor in purchase decisions. It is possible that the packaging of Bolu Kelapa Putat has not yet achieved a level of distinctiveness or aesthetic appeal that strongly influences consumer behavior.

In contrast, Price Perception is found to have a positive and statistically significant effect on purchase decisions, supporting both the research hypothesis and the findings of Setiagraha et al. (2021) and Harnadi et al (2022). As suggested by Oentoro (2012), pricing strategies can affect consumer psychology, thereby forming favorable price perceptions that align with consumer expectations. The present findings suggest that consumers perceive the price of Bolu Kelapa Putat as appropriate to their needs and preferences. Notably, some respondents indicated that they did not feel the need to compare the product with others before making a purchase, suggesting a high level of satisfaction with the pricing structure offered.

Finally, while Product Quality does show a positive relationship with purchase decisions, the effect is not statistically significant. This finding implies that improvements in product quality do not necessarily result in increased consumer purchasing behavior in this case. Therefore, the results of this study do not support

the conclusions drawn in earlier works by Setiagraha et al. (2021), Chusaini et al. (2023), Ardiansyah & Praswati (2024), and Ponomban, Soegoto, & Lintong (2023), all of which found product quality to have a significant influence on purchase decisions. This discrepancy may suggest that other factors – such as consumer loyalty, product familiarity, or marketing effectiveness – could play a more dominant role in driving purchase decisions for Bolu Kelapa Putat, overshadowing the influence of product quality alone.

4. Conclusion

The findings of this study demonstrate that, collectively, the variables of word of mouth, packaging, price perception, and product quality significantly influence the purchasing decisions for Bolu Kelapa Gumregah, as evidenced by an F-test value of 43.470 ($p < 0.001$) and a coefficient of determination (R^2) of 65.6%. However, in partial analysis, only price perception exhibits a positive and statistically significant effect ($\beta = 0.709$, $p < 0.001$), whereas word of mouth, packaging, and product quality show no significant impact. These results suggest that price perception is the dominant factor in shaping purchasing decisions, while recommendations from others (word of mouth), packaging design, and product quality do not yet exert a statistically meaningful influence. This may be attributed to discrepancies between consumer expectations and the information received (word of mouth) or insufficient visual appeal in packaging.

Based on these findings, it is recommended that Bolu Kelapa Gumregah businesses prioritize marketing strategies that enhance competitive price perceptions, such as promotional discounts or value-added offers. Additionally, a reassessment of packaging quality should be conducted to improve visual appeal, while product quality consistency should be strengthened to better align with consumer expectations. Future research may incorporate additional variables, such as brand image or customer loyalty, to further elucidate the factors influencing purchasing decisions.

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