

The Decision to Purchase Beverages in Malang: Study At Daun Tea Bar

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Abstract. Indonesia has a high potential for tea production, so it is very popular with young people, as shown by data on the share of Indonesian household expenditure on food and beverages, which is the second largest after grains. This research aims to analyze the purchasing factors of Daun Tea Bar drink. The research was conducted in Malang using primary data collected by distributing questionnaires through Google Forms. The research sample was determined by Accidental Sampling of as many as 56 consumers. Data analysis using Logit model regression. The results showed that Daun Tea Bar consumers were dominated by students (46.4%), Private Employees (5.4%), Entrepreneurs (1.8%), and Others (1.8%) purchasing models of Daun Tea Bar drinks in Malang are influenced by 12 variables, namely income, occupation, lifestyle, tastes, product quality, Daun tea bar drink prices, prices of other drinks, place, promotion, people, process, physical appearance. Knowing the lifestyle of consumers, the cost of Daun Tea Bar drinks is lower, the prices of other drinks are higher, the place is comfortable, and the manufacturing process is precise and fast, significantly increasing the purchase of Daun Tea Bar drinks. Meanwhile, income, occupation, taste, product quality, promotion, people, and physical appearance have no effect. This finding confirms that the lifestyle of young people or the people of Malang towards the consumption of beverages is quite high.

Keywords: *Lifestyle, Purchasing, Consumer, Tea, Logit Model*

INTRODUCTION

Indonesia is an agricultural country with high potential in agriculture. The agricultural sector can produce raw materials for food and beverages. Food and beverage are produced to meet the community's needs (Fauzin, 2021; Nilda, 2021). One of the agricultural products in the form of beverage ingredients are needed to regulate the body's metabolic processes, quench thirst and regulate the body to stay healthy (Hartari, 2016; Taupik dkk., 2022). One type of drink that people often consume is tea. Tea is a plantation commodity that plays an important role in the Indonesian economy because it has high market opportunities at home and abroad. Tea production in Indonesia in 2020 will reach 128,016 tons (Ministry of Agriculture, 2021) and is targeted to reach 169,112 tons in 2024 (Ministry of Agriculture, 2020). Serving tea drinks is now following the changes in people's lifestyles. For ease of consumption, brewed tea is changed to ready-to-drink tea in bottles, cups or multi-layer paper. Packaged tea drinks are the second best-selling drinks in Indonesia after drinking water (Indrasti & Siliyya, 2022).

Tea is one of the most popular drinks consumed in many countries. Tea, as a plantation product commodity, has an important role in Indonesia's economic activities, namely as one of the country's foreign exchange earners after oil and gas. This is supported by tea plantations in Indonesia which are quite extensive and with a very large amount of tea production. The tea beverage industry continues to show positive trends every year. Besides changing lifestyles, tea is a beverage product closest to the Indonesian culture. This creates opportunities for entrepreneurs. One of them in Malang is a shop selling tea-based drinks, Daun Tea Bar. Daun Tea Bar serves tea drinks with the concept of tea mixology. Where this concept creates tea by mixing it with several components to produce a new, better-tasting character from each ingredient component such as fruits, flowers, spices, etc., so that it can be created without limit, it can also be used as a herbal drink to make a mixture that has many health benefits with a new, different and unique taste characteristic.

The progress of the current globalization era has an impact on the business world so that it has many competitors, and business people must be able to show what are their unique characteristics and uniqueness, as well as interest in the products they will sell to consumers (Maryana & Permatasari, 2021). Product quality determines the level of consumer satisfaction after making a purchase decision and using a product. Purchasing decisions have a very important relationship with consumer satisfaction because consumer satisfaction occurs after making a purchase when they choose a product or service as expected. Results In research conducted by Hasanuddin, 2019 states that attractive products and advantages will make the perception of the level of consumer satisfaction higher in choosing the products offered by manufacturers.

It should be realized that everyone has different tastes in taste or variant, budget, and much more. The beverage products at Daun Tea Bar have a variety of flavors and other variants, ranging from fresh, sour, sweet, and creamy. Because Daun Tea Bar uses the concept of tea mixology, the budget is also adjusted by adding natural fruits or other components so that if people understand the concept of tea mixology, it won't be difficult for them to spend an additional budget to get higher quality and beneficial tea for the body. However, if people do not understand this concept, they will think that the Daun Tea Bar drink is very expensive.

The pattern of community food consumption can be seen from the spending share of the household group. Based on a survey conducted by the McKinsey Institute in 2012 that in 2030 Indonesia will become the 7th largest country in the world from the initial ranking of 19, with the share of household expenditure in the food sector increasing quite high. The pattern of household food consumption determines the level of welfare of a country's households. The consumption pattern of prepared food and drinks has become a lifestyle for young people who consider it more modern because it offers a wide variety of flavors and affordable prices, and the serving process tends to be short (Alfiati, 2018; Hujjatusnaini, 2021). Tea consumption patterns can also differ due to differences in lifestyle, income level, and others (Intania dkk., 2021; Mayasari dkk., 2018; Putri & Pujianto, 2021). The diversity of this society affects consumers purchasing tea. Based on these problems, it is necessary to conduct research related to consumer purchasing decisions. The purpose of this research was to describe the trend of household consumption in Indonesia for food and beverages, to analyze the consumption trend of Daun Tea Bar drinks in Malang, and to analyze the purchasing decision factors for Daun Tea Bar drinks in Malang.

METHODS

2.1 Location, Date, Sample, and Research Data

The research was conducted at Daun Tea Bar, which is located at Soekarno Hatta Street No. 7, Jatimulyo, Lowokwaru, Malang, East Java. The research location was chosen purposively, based on the consideration that Daun Tea Bar provides and markets tea drinks that are created by adding components to produce various kinds of today's tea variants. The research was conducted from July to November 2022.

The sampling method was carried out using the accidental sampling technique, which is based on the coincidence of anyone who accidentally purchases Daun Tea Bar. The sampling technique in this study used a quota sampling technique, namely a sampling technique by setting a certain amount as a target that must be met in taking samples from a population that is not known with certainty. The amount of research samples were 56 respondents with the condition that they had consumed the Daun Tea Bar drink.

Research data uses primary data collected by distributing questionnaires to respondents. Research data was measured using a Likert scale (interval), with five levels starting from level 1 to 5. Each selected answer has the smallest to the largest weight score, namely: Scale 1: Strongly Disagree (STS), Scale 2: Disagree (TS), Scale 3: Neutral (N), Scale 4: Agree (S), and Scale 5: Strongly Agree (SS). The following is a list of factors for purchasing Daun Tea Bar drinks in Malang.

Table 1. Factors in the Decision to Purchase Tea Bar Drinks

	Variable	Sub-variable	Description
X ₁	Income	X1.1	Income affects consumers in purchasing Daun Tea Bar drinks
X ₂	Occupation	X2.1	The occupation environment influences the habit of purchasing Daun Tea Bar drinks
		X2.2	Colleagues influence consumers to purchase Daun Tea Bar drinks
X ₃	Lifestyle	X3.1	Drinking tea has become a lifestyle or habit in society
X ₄	Taste	X4.1	Purchase Daun Tea Bar drinks because you like or have a hobby
		X4.2.	Purchase Daun Tea Bar drinks because you need/need/health reasons
X ₅	Product Quality	X5.1	Purchase the Daun Tea bar drink because of quality products
		X5.2	Daun Tea Bar sells fresh and natural drinks.
X ₆	Daun Tea Bar Drink Prices	X6.1	The price of Daun Tea Bar drinks is cheap
		X6.2	The price of Daun Tea Bar drinks is expensive
		X6.3	The price of Daun Tea Bar drinks is proportional to the quality (quality/benefits/value of the product) obtained.
X ₇	Price of Other Drinks	X7.1	If the price of other tea drinks is cheaper, they will switch to purchasing other tea drinks.
X ₈	The place	X8.1	The Daun Tea Bar outlet location is clean and convenient
		X8.1	The location of Daun Tea Bar outlets is strategic
X ₉	Promotion	X9.1	Find out about Daun Tea Bar from social media (Instagram, Whatsapp, Tiktok, etc.)
		X9.2	Find out about Daun Tea Bar from friends, family, friends, etc.
		X9.3	Knowing Daun Tea Bar directly, namely coming to the outlet
X ₁₀	People	X10.1	Daun Tea Bar employees serve in a friendly and courteous manner
		X10.2	Daun Tea Bar employees implement health protocols
		X10.3	Daun Tea Bar employees in neat uniforms
X ₁₁	Process	X11.1	The transaction process for purchasing Daun Tea Bar drinks is fast and precise.
		X11.2	The process of making Daun Tea Bar drink is clean and hygienic
X ₁₂	Physical Appearance	X12.1	Daun Tea Bar has attractive and contemporary decor and layout
		X12.2	The design of the Daun Tea Bar beverage packaging is attractive and contemporary

Source: Author's computation (2022)

2.2 Analysis Logit Regression Model

Logit regression analysis is an analytical technique that describes the relationship between the response variable (dependent) and one or two predictor variables (independent). The use of logit regression analysis is considered the most appropriate because the dependent variable is dichotomous (purchase or not purchase). The consumer's decision to purchase is the dependent variable whose accuracy has not been proven until it can be tested by the independent variable as a predictor that predicts the factors that influence purchasing decision-making. In this study, the dependent variable has two categories, namely: purchasing (1) if purchasing tea bar drink at least three times or more, and has not purchased tea bar drink at least twice. The amounts of samples in category 0 are 31

consumers, and the amounts of samples in category 1 is 25 consumers. The general model of the logit model regression is as follows:

$$P_i = E(Y = 1 | X_i) = \beta_1 + \beta_2 X_i \dots\dots\dots(1)$$

$$i = E(=1 | X_i) = \frac{1}{1 + e^{-(\beta_1 + \beta_2 X_i)}} \dots\dots\dots(2)$$

$$P_i = \frac{1}{1 + e^{-z_i}} + \dots\dots\dots(3)$$

The above equation is a Logistic distribution function (logit),

$$Z_i = \beta_1 + \beta_2 X_i \dots\dots\dots(4)$$

Furthermore, the form of equation (1) can be changed to:

$$\frac{P_i}{1 - P_i} = \frac{1 + e^{Z_i}}{1 + e^{-Z_i}} = E^{Z_i} \dots\dots\dots(5)$$

$P_i / (1 - P_i)$ is the odds ratio in terms of consumer preferences for Daun Tea Bar drinks. Furthermore, by using the natural logarithm (natural log), the equation can be obtained:

$$L_i = \ln\left(\frac{P_i}{1 - P_i}\right) = Z_i = \beta_1 + \beta_2 X_i \dots\dots\dots(6)$$

L is the log of the odds ratio, which is not only linear concerning variable X but also linear with reconcerning parameters. L is called logit or later called logit.

The general model of consumer preference factors that influence purchasing decisions for Daun Tea Bar drinks in Malang are:

$$Y = f(X_1, X_2, X_3, \dots, X_n).$$

This general model is then made a model of the factors that influence consumer decisions to purchase Daun Tea Bar drinks as follows:

$$\ln \frac{P_i}{(1 - P_i)} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} \dots + e, \text{ when}$$

Y = Purchase of Daun Tea Bar drinks.

$Y = 1$ if the consumer purchases back Daun Tea Bar with a total purchase of more than 3 cups

$Y = 0$ if consumers do not return to purchase Daun Tea Bar drinks with a total purchase of 1-2 cups

β_0 = Constant

$\beta_1, \beta_2, \beta_3, \dots, \beta_{12}$ = Regression coefficient (parameters)

ε = Error term

X_1 = Personal income earned for one month (IDR) from < IDR 1,000,000 to > IDR 5,000,000

X_2 = Occupation is a set of certain skills and competencies possessed by respondents in order relationships that will influence the purchase of Daun Tea Bar drinks.

X_3 = Lifestyle is a lifestyle or habit of drinking tea that is carried out every day.

X_4 = Taste is something that can influence and arouse someone to consume something in terms of taste or preference.

X_5 = Product Quality is the quality/value of Daun Tea Bar based on physical condition, shelf life and the good quality of Daun Tea Bar drink, which can also be judged by its purity.

X_6 = The price of the Daun Tea Bar drink is the affordability of the price of the Daun Tea Bar drink that must be paid by consumers.

X_7 = Price of other drinks is the affordability of other tea drinks that consumers have to pay.

X_8 = Place is a location or an area where Daun Tea Bar drinks are purchased and whether they are in accordance with the customer's convenience or not.

X_9 = Promotion of a method or tool used to increase the marketing of the Daun Tea Bar drink.

X10 = People are all actors who play an important role in serving Daun Tea Bar drinks so that they can influence the perception of purchaseers, such as employees, and owners, on how good the service is or not.

X11 = Process is a method or mechanism used by employees to attract consumers to purchase Daun Tea Bar drinks.

X12 = Physical Appearance is the physical environment of Daun Tea Bar which is created to directly interact with consumers.

To find out how much the independent variable affects the dependent variable, the model is tested simultaneously using the goodness of fit test based on the likelihood ratio test (Ghozali, 2005) as follows:

1. The Hosmer and Lemeshow test (Goodness of fit) is used to determine whether the proposed regression model is accepted or not. The hypothesis put forward is:

$H_0 : \beta_1 = \beta_2 = \dots, \beta_{12} = 0$

H_1 : at least one β_i value is not equal to zero.

The decision criteria are:

- If χ^2 t-test $\leq \chi^2$ t-table $_{(0,01;12)} \rightarrow H_0$ is accepted, it means that simultaneously the purchasing decision factors are not able to explain the consumer's decision to purchase Daun Tea Bar drink.

- If χ^2 t-test $> \chi^2$ t-table $_{(0,01;12)} \rightarrow H_1$ means that simultaneously the factors of the purchase decision are able to explain the consumer's decision to purchase Daun Tea Bar drink, or in other words, the logit model of the factors causing the purchase decision is fit.

2. Comparing the likelihood observed value ($-2\log \text{likelihood } d_1$) with χ^2 table $_{(0,01;56)}$. The hypothesis proposed is:

- If the value of $-2\log \text{likelihood } d_1 \leq \chi^2$ t-table $_{(0,01;56)} \rightarrow H_0$ is accepted, it means that the observed likelihood value is not different from 1, or in other words, the model is fit.

- If the value of $-2\log \text{likelihood } d_1 > \chi^2$ t-table $_{(0,01;56)} \rightarrow H_1$ is accepted, it means that the observed likelihood value is different from 1, or in other words, the model is not fit.

To find out how much the purchasing decision factors are able to explain the opportunities for consumer decisions to purchase Daun Tea Bar drinks, the following formula is used:

$$R^2_L = \frac{-2\log L_0 - (-2\log L_1)}{-2\log L_0}$$

3. Wald test or partial test is used to determine the effect of each independent variable on the dependent variable. The variable is declared significant if the P value (sig) < 0.05

$$t_{\text{test}} = \frac{\beta_i}{\text{se}(\beta_i)} t_{\text{table}} (\alpha/2; n-k) \text{ db}$$

where: β_i = logit regression coefficient of the i-variable, and

$\text{se}(\beta_i)$ = standard error of the logit regression coefficient of the i-variable

= variant β_i

The hypothesis proposed is as follows:

$H_0 : \beta_i = 0$

$H_1 : \beta_i \neq 0$

The decision rule is:

- If t-test $\leq$ t-table $(\alpha/2; n-k) \rightarrow H_0$ is accepted, it means that the purchasing decision factors influence the consumer's decision to purchase Daun Tea Bar drink, and.

- If t-test $>$ t-table $(\alpha/2; n-k) \rightarrow H_1$ is accepted, it means that the purchasing decision factors influence the chances of the consumer's decision to purchase Daun Tea Bar drink.

RESULT AND DISCUSSION

3.1 Trends in Food and Beverage Consumption Patterns for Households in Indonesia

The pattern of people's food consumption reflects the level of food adequacy of a country. The main food source for each country is different. For Indonesia, the main food is carbohydrates derived from grains. Grains are dominated by rice, in contrast to European society, where the food source of carbohydrates is bread. Food other than carbohydrates is consumed by households after carbohydrate food is fulfilled. The more advanced a nation is the share of expenditure other than carbohydrates increases, for example, protein food or processed food and beverages. This also happens in Indonesia, where the higher the household income, the higher the share of protein expenditure and the share of processed food and beverage expenditure. The results of Khoiriyah dkk., (2020) said that the consumption patterns of people in Indonesia are seen from group spending on total food, based on the 2016 quintile in the lowest quintile (Q1) the share of the processed food and beverage household group has the second highest percentage after grains by 19.32%. Indonesian household expenditure based on food groups in the five income quintiles can be seen in the table.

Table 2. Food Group Expenditures, 2016

Food Group	Food group expenditure (%)					
	Income quantile in 2016					
	Q1	Q2	Q3	Q4	Q5	Total
Grains	29.65	22.99	17.88	13.36	7.51	14.012
Tubers	1.29	1.09	1.00	1.29	0.98	1.10
Fish	6.56	7.09	7.57	7.60	7.22	7.30
Meat	1.97	2.68	3.41	4.36	6.18	4.46
Eggs and milk	4.19	4.80	5.32	6.05	7.34	6.08
Vegetables	9.08	8.70	8.31	7.75	6.16	7.49
Nuts	3.19	2.77	2.43	2.27	1.75	2.25
Fruits	2.33	2.84	3.37	4.08	5.52	4.18
Oil and fat	3.79	3.41	3.11	2.82	2.10	2.76
Drink ingredients	4.64	4.16	3.89	3.53	2.75	3.48
Spices	2.48	2.33	2.23	2.04	1.62	1.99
Other consumption	2.28	2.27	2.24	2.15	1.77	2.05
Food and Beverage	19.32	22.68	24.32	27.83	36.47	29.05
Cigarettes	12.94	15.16	16.11	15.12	11.60	13.80

Source : (Khoiriyah dkk., 2020)

In contrast to the data on the share of processed food and beverage expenditure in the last five years, the share of household expenditure in Indonesia has increased quite substantially, which is an increase of 100% compared to the 2016 survey data (Central Agency on Statistics, 2021). During the last five years, the average consumption expenditure per capita per month by food group, the share of prepared food and beverage households was the highest compared to grains and all other foods. This shows that the lifestyle of the Indonesian people towards the consumption of food and beverages is very high. This data also concludes that Indonesian household income has increased, and staple food needs as the main source of carbohydrates are met so that household income is used to consume food after carbohydrates. This is in accordance with the McKinsey Institute's 2012 prediction that in 2030 Indonesia will become the 7th largest country in the world from the initial ranking of 19, with the share of household expenditure in the food sector other than carbohydrates increasing quite high. The share of household food expenditure for a month from 2017 to 2021 can be seen in Table 3.

Table 3. Share Of Monthly Per Capita Expenditure By Food Group, 2017-2021

Food Group	Monthly per capita expenditure by food group (Rp/capita/month)				
	2017	2018	2019	2020	2021
Grains	123 749	135 147	131 433	135 133	141 066
tubers	11 623	11 384	11 967	12 898	16 038
Fish	80 608	86 000	89 680	92 202	102 064
Meat	49 203	44 914	48 262	51 558	57 627
Eggs and milk	57 820	62 843	63 114	67 786	68 311
Vegetables	84 695	79 150	75 685	90 555	107 471
Nuts	22 408	22 444	22 350	23 120	25 858
Fruits	45 105	55 825	53 680	58 939	51 028
Oil and fat	27 200	27 117	26 457	28 403	32 325
Drink ingredients	34 194	34 436	33 763	36 823	39 124
spices	19 262	21 407	21 576	23 498	27 025
Other consumption	21 708	20 337	19 942	20 929	24 321
Food and Beverage	339 059	368 477	388 879	399 655	381 286
Cigarettes	131 375	131 039	141 098	146 879	153 675

Source: Central Agency on Statistics, 2021

Based on Table 3 shows that carbohydrate consumption is increasingly shifting along with changes in people's lifestyles. This is in line with the McKinsey Global Institute in 2012, which revealed that Indonesia's rapid economic growth is in line with increasing people's incomes. This shift in consumption patterns also has an impact on the business world, so many business actors show special and unique characteristics, as well as interest that comes from the products they will sell to consumers (Aini dkk., 2022; Maryana & Permatasari, 2021). Various types of tea on the market result in competition between tea drink producers, so product quality becomes one of the determining factors when making purchasing decisions and using a product. Purchasing decisions have a very important relationship with consumer satisfaction because consumer satisfaction occurs after making a purchase when they choose a product or service as expected (Hujjatusnaini, 2021; Waani dkk., 2022).

Daun Tea Bar Drinks in Malang is one of the shops that serve modern tea drinks with the concept of tea mixology, which produces new and better-tasting characters from each ingredient component, such as fruits, flowers, spices, and others. To make a mixture that has many health benefits to having a new, different and special taste characteristic. The beverage products at Daun Tea Bar have a variety of flavours and different variants, ranging from fresh sour, fresh sweet, and also creamy. Because Daun Tea Bar uses the concept of tea mixology, the budget is also adjusted by adding real fruits or other components so that consumers can choose flavours and variants that suit their budget so that differences in Indonesian tea consumption patterns can be differentiated based on the social status and age of the consumer.

3.2 Consumer Characteristics of Daun Tea Bar Drinks

General characteristics of respondents in this study include gender, age, education, occupation, income/month and amount of family members. Which can be seen in the table below:

3.2.1 Gender. The sex the respondents studied consisted of men and women. It was known that male respondents had a percentage of 28.6%, while female respondents had a percentage of 71.4%. Male respondents who purchased ≥ 3 cups were 16.1%, and 12.5% purchase 1-2 cups, and female respondents who purchased ≥ 3 cups were 28.5% and purchased 1-2 cups 42.9%. This identified that more female respondents purchase Daun Tea Bar drinks than men and more respondents purchase 1-2 cups with a percentage of 55.4% compared to those who purchased ≥ 3 cups 44.6%.

Table 4. Characteristics of Respondents Based on Gender, Age, Education

Gender	Amount (Person)	Percentage (%)	Purchase ≥3 Cups (Person)	Percentage (%)	Purchase 1-2 Cups (Person)	Percentage (%)
Male	16	28,6	9	16,1	7	12,5
Female	40	71,4	16	28,5	24	42,9
Total	56	100	25	44,6	31	55,4
Age (Years)						
15 – 20	15	26,8	5	8,9	10	17,9
21 – 25	36	64,2	17	30,3	19	33,9
26 – 30	5	8,9	3	5,3	2	3,6
Total	56	100	25	44,6	31	55,4
Education						
Senior high school	40	71,4	16	28,6	24	42,8
Bachelor	15	26,8	8	14,2	7	12,6
Postgraduate	1	1,8	1	1,8	0	0
Total	56	100	25	44,6	31	55,4

Source: Author's computation (2022)

3.2.2 Age. The age of the respondent is the life span as measured in years starting from the age of teenager > 15 years to 30 years. It is known that the ages of the respondents studied varied, ranging from those aged 15-20 (26.8%), aged 20-25 years (62.5%) and aged 26-,30 years, who were the lowest (10.7%). Respondents aged 15-20 years who purchased ≥ 3 cups were 8.9%, and 12.5% purchased 1-2 cups, respondents aged 20-25 years who purchased ≥ 3 cups were 30.3% and purchased 1- 2 cups as much as 33.9%, then respondents aged 26-30 years who purchase ≥ 3 cups are 5.3% and purchase 1-2 cups as much as 3.6%. This means that millennials have a good level of purchasing of Daun Tea Bar drinks and more respondents purchase 1-2 cups, a percentage of 55.4%, than those who purchase ≥ 3 cups 44.6%.

3.2.3 Education. Each respondent has a different level of education. The results showed that there were no respondents with elementary school and Junior high school education. Respondents with senior high school education had the highest percentage, namely 71.4%. Bachelor's education was also 26.8%, and the lowest percentage, namely Postgraduate education, had a percentage of 1.8 %. Respondents with senior high school education who purchased ≥ 3 cups were 28.6%, and 42.8% purchased 1-2 cups. Respondents with a Bachelor's education who purchased ≥ 3 cups were 14.2% and purchased 1-2 cups 12.6%, then respondents with a postgraduate education who purchased ≥ 3 cups were 1.8% and 0% purchased 1-2 cups. Based on the results obtained, it can be seen that the Daun Tea Bar market is students and more respondents who purchase 1-2 cups with a percentage of 55.4% than those who purchase ≥ 3 cups 44.6%.

3.2.4 Occupation. Daun Tea Bar drink consumers are dominated by students at 83.9%, followed by private employees at 8.9%, entrepreneurs at 3.6% and others (freelancers) with the same percentage of 3.6%. Respondents with student jobs who purchased ≥ 3 cups are 37.5% and purchased 1-2 cups as much as 46.4%, respondents with private employee jobs who purchased ≥ 3 cups are 3.5% and purchased 1-2 cups 5.4%, then respondents with entrepreneurial jobs who purchased ≥ 3 cups are 1.8% and purchased 1-2 cups as much as 1.8%, and respondents with freelance jobs who purchased ≥ 3 cups are 1.8% and purchased 1 -2 cups as much as 1.8%. Based on the characteristics of the occupation, most of the respondents are students. This is in accordance with the conditions of the area studied, namely Malang, which is known as a student, and more respondents purchased 1-2 cups with a percentage of 55.4% than those who purchased ≥ 3 cups 44.6%.

Table 5. Characteristics of Respondents Based on Occupation, Income, Amount of Family Members

Occupation	Amount (Person)	Percentage (%)	Purchased ≥ 3 Cups (Person)	Percentage (%)	Purchased 1-2 Cups (Person)	Percentage (%)
Student	47	83,9	21	37,5	26	46,4
Private employees	5	8,9	2	3,5	3	5,4
Businessman	2	3,6	1	1,8	1	1,8
Others (Freelance)	2	3,6	1	1,8	1	1,8
Total	56	100	25	44,6	31	55,4
Income (Rp/month)						
< 1.000.000	31	55,4	14	25	17	30,4
>1.000.000 – 2.000.000	12	21,4	5	8,9	7	12,5
>2.000.000 – 3.000.000	6	10,7	4	7,1	2	3,6
>3.000.000 – 4.000.000	4	7,1	1	1,8	3	5,3
>4.000.000	3	5,4	1	1,8	2	3,6
Total	56	100	25	44,6	31	55,4
Amount Family members (Person)						
1 – 2	6	10,7	1	1,8	5	8,9
3 - 4	30	53,6	14	25	16	28,6
> 4	20	35,7	10	17,8	10	17,9
Total	56	100	25	44,6	31	55,4

Source: Author's computation (2022)

3.2.5 Income/Month. The percentage of consumer income for Daun Tea Bar drinks is dominated by monthly income < Rp. 1,000,000 by 55.4%, followed by respondents with an income of Rp. 1,000,000 - < Rp. 2,000,000 by 21.4%, respondents with an income of Rp. 2,000,000 - < Rp. 3. 000,000 by 10.7%, respondents with an income of IDR 3,000,000 - IDR 4,000,000 by 7.1% and > IDR 5,000,000 by 5.4%. Respondents with monthly income < IDR 1,000,000 who purchased ≥ 3 cups by 25% and purchased 1-2 cups by 30.4%, respondents with income IDR 1,000,000 - < IDR 2,000,000 who purchased ≥ 3 cups by 8.9% and purchased 1-2 cups as much as 12.5%, then respondents with an income of IDR 2,000,000 - < IDR 3,000,000 who purchased ≥ 3 cups are 7.1% and purchased 1-2 cups as much as 3.6%, respondents with an income of IDR 3,000,000 - IDR 4,000,000 purchased ≥ 3 cups by 1.8% and purchased 1-2 cups by 5.3%, and respondents with income > IDR 5,000,000 purchased ≥ 3 cups by 1.8% and purchased 1- 2 cups as much as 3.6%. From the research results, it is known that the income of respondents or customers of Daun Tea Bar is more middle to lower economic status and more respondents purchased 1-2 cups with a percentage of 55.4% than those who purchased ≥ 3 cups of 44.6%.

3.2.6 The Family Members. The amount of respondent family members was dominated by the amount of household members as many as 3-4 people had a percentage of 53.6%, followed by the amount of family members for $\geq$ five people had a percentage of 35.7%, for 1-2 family members had a percentage of 10.7 %. Respondents with 1-2 family members who purchased $\geq$

3 cups were 1.8%, and 8.9% purchased 1-2 cups. Respondents with 3-4 family members who purchased ≥ 3 cups were 25% and purchased 1-2 cups as much as 28.6%, then respondents with a amount of family members > 5 people who purchased ≥ 3 cups are 17.8% and purchased 1-2 cups as much as 17.9%. Based on the results obtained, it is known that the amount of family members with the highest percentage is 3-4 people. This shows that family members owned by respondents are dominant in the medium category, and more respondents purchased 1-2 cups with a percentage of 55.4% than those who purchased ≥ 3 cups 44.6%.

Table 6. Characteristics of Respondents Based on Total of Monthly Purchases

Purchase Amount	Amount (Person)	Percentage (%)
≥ 3 Cup	25	44,6
1-2 Cup	31	55,4
Total	56	100

Source: Author's computation (2022)

3.2.7 Purchase Amount. The amounts of purchases made by respondents every month is used as a measure of purchasing decisions for drinks. It is known that the amounts of respondents who purchase the Daun Tea Bar drink ≥ 3 cups per month were 25 people with a percentage of 44.6%, and the respondents who purchased the Daun Tea bar drink 1-2 cups per month were 31 people with a percentage of 55.4%, which means more many purchases 1-2 cups, with a percentage difference of 10.8%.

3.3 Factors Influencing Consumers Purchasing Tea Bar Drinks

Factors that influence consumer decisions in purchasing Daun Tea Bar drinks use logit regression analysis with an α of 0.5% using the SPSS v. program. 28. The results of the logit model analysis of the factors that influence the purchase of Daun Tea Bar drinks can be seen in Table 7.

Table 7. Results of the Hosmer-Lemeshow Test Analysis

Step	Chi-square	df.	Sig.
1	5.137	7	.643

Source: SPSS output, 2022

The result of the Hosmer and Lemeshow's Goodness of Fit test probability value test is 0.643, where this value is greater than 0.05 ($\alpha = 5\%$), meaning the model is able to prcanobserved value, or it can be said that the model is acceptable because it fits the observation data (fit model).

Table 8. Model Summary Results

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	46.745 ^a	0.417	0.559

Source: SPSS output, 2022

The Nagelkerke R Square value of 0.559 indicates the value of the coefficient of determination, which means that 55.9% of the independent variables influence the dependent variable, and the rest are influenced by other variables. The likelihood test shows that the -2 log-likelihood value for block = 0 is 76.988, and the value for block = 1 is 46.745. The model is hypothesized to be fit. After the fit model, the next discussion is whether each of the influencing factors has a significant effect on the purchase of Daun Tea Bar drink. The results of the analysis of the factors that influence the purchase of Daun Tea Bar drinks can be observed in Table 9.

Table 9. Results of Analysis of Factors Influencing Purchases of Tea Bar Leaf Drinks

Variable	Coef	Wald	Sig.	Exponen(B)
Income (X1)	.357	.329	.566	1.430
Occupation (X2)	-.348	.423	.516	.706
Lifestyle (X3)	1.614	5.222	.022*	5.021
Taste (X4)	-.450	.453	.501	.638
Product Quality (X5)	-1.009	2.074	.150	.365
Daun Tea Bar Drink Prices (X6)	-2.499	9.339	.002**	.082
Prices Of Other Drinks (X7)	2.475	5.294	.021*	11.885
Place (X8)	-2.262	4.622	.032*	.104
Promotion (X9)	1.091	1.504	.220	2.978
People (X10)	-2.096	2.890	.089	.123
Process (X11)	3.477	5.788	.016**	32.358
Physical Appearance (X12)	-1.090	2.300	.129	.336
Constant	2.449	.529	.467	11.572

Source: SPSS output, 2022

Based to Table 9, can be seen that the results of the Wald test by comparing the significance column (sig.) with $\alpha = 0.05$ (5%). If the significance level is less than 0.05, H0 is rejected (significant). Meanwhile, if the significance level is greater than 0.05, then H0 is accepted (not significant), and there are five factors that influence the purchase of Daun Tea Bar drinks. These factors are Lifestyle, Daun Tea Bar Drink Prices, Price of Other Drinks, Place, and Process. Income, Occupation, Taste, Product Quality, Promotion, People, and Physical Appearance factors have no effect on the purchase of Daun Tea Bar. The following is a discussion of each purchasing variable for Daun Tea Bar drinks in Malang:

3.3.1 Income (X1). High-income consumers will be more adaptable in meeting their needs, encouraging someone to purchase products with sufficient quality and quantity, such as the Daun Tea Bar drinks. This is indicated by the results of the Wald test with a value of 0.357 with a significant value of $0.566 > 0.05$, which does not influence the consumer's decision to purchase Daun Tea Bar drink. With an exponential value (B) = 1.430 and a positive coefficient $B = 0.357$. The high or low income of the respondents did not affect the decision to purchase Daun Tea Bar drinks. Because of the data on the characteristics of the dominant respondent on the income of < Rp. 1,000,000 with a percentage of 55.4%, so they cannot determine the purchasing decision for the Daun Tea Bar drink. The results obtained are in accordance by Laksono & Iskandar (2018). Partially the income variable does not significantly influence purchasing decisions.

3.3.2 Occupation (X2). Occupation is an activity that a person does every day of his life to earn a living. Occupation is directly related to the level of income. Furthermore, occupation can also affect the size of a person's attention to something that will be consumed. The job variable shows that the Wald test result is 0.423 with a significant value of $0.516 > 0.05$. Occupation does not significantly affect consumer decisions in purchasing Daun Tea Bar drinks. With a negative coefficient value of -0.348 and an exponential (B) of 0.706. The respondent's level of employment does not affect the decision to purchase the Daun Tea Bar drink. The results obtained are in accordance by Sippan dkk (2022) This is because the data on the characteristics of job respondents is more dominant in students/students with a very high percentage of 83.9%, so this cannot determine the purchasing decision of Daun Tea Bar drink.

3.3.3 Lifestyle (X3). Lifestyle has to do with how a person lives, how people spend money, and how people treat their habits. That the consumer's standard of living becomes higher when they spend a certain amount of income to purchase Daun Tea Bar drink is shown by the Wald test

result of 5.222 with a significant $0.022 < 0.05$, lifestyle has a significant influence on consumer decisions in purchasing Daun Tea Bar drink. With an exponential value $(B) = 5.021$ and a positive coefficient $B = 1.614$. The habit of drinking tea is increased, so the opportunity for consumers to purchase Daun Tea Bar drinks has also increased. This is in accordance in the field, drinking tea has become a habit. Apart from that, it is also beneficial for the health of the body and can increase immunity. Some respondents carried out the habit of purchasing Daun Tea Bar drinks in a planned manner, and for the most part, it depended on the situation. The results of this study on lifestyle variables follow research conducted by (Desi Budi Yanti, 2018) which states that lifestyle influences purchasing decisions.

3.3.4 Taste (X4). Consumer tastes are considered when deciding which product to purchase, including Daun Tea Bar drinks. As for the Wald test results, the taste variable is 0.453 with a significant value of $0.501 > 0.05$, which means that the taste variable does not influence consumer decisions in purchasing Daun Tea Bar drinks. With a negative coefficient value of -0.450 and an exponential value (B) of 0.638. The lower a person's taste for tea does not affect the consumer's chances of purchasing a Daun Tea Bar drink. Differences in taste make this variable unable to be used as the only benchmark in purchasing decisions for Daun Tea Bar drinks. These results are consistent with research conducted by (Benediktus Ariyanto Hermawan, 2014) obtained results which stated that the taste variable partially does not have a significant effect on consumer behaviour.

3.3.5 Product Quality (X5). The quality of the products offered to consumers is proportional to the price, and income consumers spend. To satisfy consumer desires, product quality is one of the considerations before finally deciding to purchase Daun Tea Bar. The data analysis results show that the Wald test results for product quality are 2.704, with a significant value of $0.150 > 0.05$. Product quality does not significantly affect consumer decisions in purchasing Daun Tea Bar drinks. With an exponent value (B) of 0.365 and a negative coefficient $B = -1.009$. Suppose the increase or decrease in product quality does not affect the decision to purchase a Daun Tea Bar drink. This is because when people purchase Daun Tea Bar drinks, they do not only pay attention to the quality but more because the Daun Tea Bar drink is a fresh and natural drink. This research follows research conducted by (Milano dkk., 2021) which concluded that product quality has a negative hurt decisions.

3.3.6 Daun Tea Bar Drink Prices (X6). When purchasing a product or service, the consumer first determines the value of the amount of money that will be exchanged to obtain the benefits of the product. Therefore, it can be interpreted that if consumers have a good perception of the price variable, the decision to purchase Daun Tea Bar drinks can increase. The price variable is shown by the Wald test result of 9.339 with a significant value of $0.002 < 0.05$, giving a significant influence on consumer decisions in purchasing Daun Tea Bar drinks. With an exponent value (B) of 0.082 and a negative coefficient $B = -2.449$. These results mean that the higher the price of the Daun Tea Bar drink following its quality, the more opportunities consumers have to purchase the Daun Tea Bar drink increase. Price is always an important part of the purchasing decision. People compare prices in several places and tend to choose the cheaper price. The results of this study are in accordance by (Syaleh, 2017) which explains that product prices significantly affect purchasing decisions.

3.3.7 Price of Other Drinks (X7). Malang is known as a city of students or students, making beverage products in this city varied with varied prices, making Daun Tea Bar drinks have competitors in attracting consumers to purchase. The price of beverage competitors is shown in the Wald test results of 5.294 with a significant value of $0.021 < 0.05$. The prices of other drinks significantly influence consumer decisions in purchasing Daun Tea Bar drinks. With an exponent value (B) of 11.885 and a positive coefficient $B = 2.475$. The more expensive the other drinks, the higher the opportunity for consumers to purchase Daun Tea Bar drinks. The

price of other drinks has a significant effect because the price of a product from competitors can also be taken into consideration in purchasing. When the price of other drinks is higher than the price of the Daun Tea Bar drink, consumers prefer to purchase the Daun Tea Bar drink. The results of this study are in accordance by (Dedy Ansari Harahap, 2015) which says that price significantly affects purchasing decisions.

3.3.8 Place (X8). A convenient location is strategically important for purchasing decisions to attract consumers automatically and increase the possibility of purchasing so. That the place where Daun Tea Bar drinks are sold is shown in the Wald test results of 4.622 with a significant value of $0.032 > 0.05$, the place variable significantly influences consumer decisions in purchasing Daun Tea Bar drinks. With an exponent value (B) of 0 and a negative coefficient $B = -2.262$. If the Daun Tea Bar outlet is not strategic, it will affect the increasing opportunities for consumers to purchase Daun Tea Bar drinks. This follows the opinion of Taslim (2013), stating that convenience provides a strong and positive relationship to consumer decisions in choosing services. Supporting Adisamita (2012), comfortable in creating peace and enjoyment for consumers while in the infrastructure, this condition can be measured from the availability and quality of standard facilities.

3.3.9 Promotion (X9). Given the speed of information dissemination on social media, one of the functions of companies that flood promotions on social media are to educate consumers about their products and encourage sales. The promotion variable has a Wald test result of 1.504 with a significant value of $0.220 > 0.05$. The promotion does not affect consumers purchasing a drink from Daun Tea Bar. With an exponent value (B) of 2.978 and a positive coefficient $B = 1.091$. Increasing or not the promotion is carried out does not affect the opportunity for consumers to purchase Daun Tea Bar drinks. This is because the promotion of Daun Tea Bar is only spread on social media, and Daun Tea Bar customers are more dominant to know from friends or come directly to outlets, making promotions on social media have no effect. This follows research (Milano dkk., 2021) which shows that promotion positively and significantly affects purchasing decisions. Because it is more dominant to know from friends or come directly to outlets, promotion on social media has no effect.

3.3.10 People (X10). People are the variables that relate directly to consumers so that they can be served optimally to encourage consumers to purchase Daun Tea Bar drinks, the variable of people in serving and attracting customers is shown in the results of the Wald test data analysis of 2.890 with a significant value of $0.089 > 0.05$. It can be interpreted that the person variable does not affect consumer decisions in purchasing Daun Tea Bar drinks. With a negative coefficient value of -2.096 and an exponent (B) of 0.123. Gives meaning if the service and appearance of Daun Tea Bar employees do not affect the decision to purchase a Daun Tea Bar drink. In contrast to the results of research (Yulianto, 2010), which obtained results that people influence purchasing decisions. Because respondents are more focused on their product, namely the Daun Tea Bar drink, this variable cannot be used as the only benchmark in purchasing decisions for the Daun Tea Bar drink.

3.3.11 Process (X11). A process is a form of activity in manufacturing consumer goods that emphasizes mechanisms and functions so that they can be transferred to consumers and become one of the consumer considerations in purchasing Daun Tea Bar drinks. The process variable is shown by the Wald test result of 5.788 with a significant value of $0.016 < 0.05$. The process significantly influences consumer decisions in purchasing Daun Tea Bar drinks. With an exponent value (B) of 32.358 and a positive coefficient $B = 3.477$. These results mean that the better the production process and the process of making Daun Tea Bar drink, the opportunity for consumers to purchase Daun Tea Bar drink also increases. The process is always an important part of purchasing decisions because drinking Daun Tea Bar is consistent with the research (Arifin, 2013), which found that the process positively affects purchasing decisions.

The right and fast process influence the consideration of Daun Tea Bar customers to make purchases again.

3.3.12 Physical Appearance (X12). The physical appearance of the Daun Tea Bar drinks is a tangible manifestation of the product consumers sees, influencing the decision to purchase the Daun Tea Bar drink. This is shown in the Wald test results of 2.300 with a significant value of $0.129 > 0.05$, which does not significantly affect consumer decisions in purchasing Daun Tea Bar drinks. With an exponent value (B) of 0.336 and a negative coefficient B = -1.090. It means that the outlet design and packaging for Daun Tea Bar do not affect purchasing decisions because respondents are more focused on their product, namely Daun Tea Bar, so no matter how good the design of the outlet and packaging cannot affect the decision to purchase Daun Tea Bar. This is not by research conducted (Rivaldo & Yusman, 2021) that physical appearance positively affects purchasing decisions.

CONCLUSION

This study describes household food consumption patterns towards processed food and beverages and analyzes the factors influencing consumers to purchase of tea-based beverages. The research was conducted at the Daun Tea Bar in Malang from July 2022 to November 2022. The amounts of samples of 56 people were determined by accidental sampling. Data analysis used the Logit regression model approach. The results showed that people's trend in consuming food and drinks has almost doubled after the covid 19 pandemic. Lifestyle, the price of Daun Tea Bar drinks is cheaper, and the prices of drinks other than Tea Bar are more expensive. The place is comfortable, and the manufacturing process is precise and quickly significantly increases the purchase of drinks at Daun Tea Bar. While income, occupation, taste, product quality, promotions, people, and physical appearance are not significant. This finding confirms that the lifestyle of young people or the people of Malang towards the consumption of beverages is quite high.

The advice given is that the Daun Tea Bar drink can maintain prices, a comfortable place, and the process of making tea to keep consumers purchasing the Daun Tea Bar drink so that loyal customers increase. With the existence of the Daun Tea Bar drink, consumers remain consistent with a lifestyle with tea drinking habits. This can also improve the standard of living of tea farmers and the existence of SMEs in Malang. Besides that, the price of drinks other than Daun Tea Bar needs to be always considered because it can attract consumers so that Daun Tea Bar can always compete with drinks other.

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