



## Exploring the Impact of Quality, Price, and Promotion on Customer Purchase Decisions at Fast-Food Restaurant: A Quantitative Approach

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### ABSTRACT

This study examines the influence of product quality, price and promotion on purchasing decisions at Hokben Kitchen in Babakan Madang, Bogor, West Java, Indonesia. A quantitative approach was used to collect data from 100 respondents using structured questionnaires and analyzed using multiple regression. The results show that product quality and price have a significant influence on the purchase decision, while promotions have only a non significant effect. The novelty of the study lies in the fact that it focuses on specific behaviors of fast food consumers in a localized Indonesian context and thus provides insights for marketing strategies in similar sectors. The key recommendations relate to improved quality control, competitive pricing and targeted promotions.

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## INTRODUCTION

The rapid development of technology in this era of globalization has drastically changed the way businesses, especially fast food restaurants, operate and advertise their offerings (Värzaru & Bocean, 2024). Adopting technological advancements has proven to be beneficial as it allows businesses to reach a wider audience, reduce operational costs and increase brand visibility through online promotions and social media platforms. With more and more people using technology on a daily basis, restaurants, including fast food chains, can leverage this engagement to attract diners by highlighting aspects such as product quality, price and promotions that are now crucial to customers' purchasing behaviour (Daradkeh et al., 2023).

Competition among fast food restaurants in Indonesia, especially in regions such as Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) has experienced rapid growth, making it urgent for restaurants to adopt effective marketing strategies. HokBen (formerly Hoka-Hoka Bento), a popular Japanese fast food chain, is an example of this trend. Established in 1985, HokBen has expanded to numerous locations in West Java, including HokBen Kitchen in Babakan Madang, Bogor. Originally, HokBen Kitchen was takeaway only due to COVID-19 restrictions, but now also offers limited dining options and caters to local workers and residents (Samad, 2020). Nevertheless, customer numbers fluctuate significantly, highlighting the need to examine the factors influencing customers' purchasing decisions and refine HokBen's marketing strategies to remain competitive in this increasingly crowded market.

This study will examine the factors that influence HokBen Kitchen Babakan Madang customers' purchasing decisions, focusing on product quality, pricing and promotional strategies. The aim is to gain insights on how these factors individually and collectively affect customers' decisions to ultimately support HokBen's strategic development in customer retention and sales growth. By focusing on these variables, this study aims to provide data-driven recommendations that HokBen can apply to improve customer satisfaction and business performance.

Previous studies have examined the influence of product quality, pricing and advertising on purchasing decisions in various consumer sectors (Ali & Anwar, 2021; Wasik & Nugroho, 2023). However, few studies have focused on the fast food industry in Indonesia, especially in a specific geographic and demographic context such as HokBen Kitchen in Bogor. In addition, the unique positioning of HokBen Kitchen Babakan Madang with its take-out and limited dine-in model provides a novel context to examine how these variables interact and influence customer behavior. This study contributes a unique perspective by analyzing customer responses in this site-specific fast food model, filling a gap in the existing literature on consumer behavior in regional fast food markets in Indonesia.

This study makes several important contributions to the academic and practical fields. Academically, it expands the understanding of consumer buying behavior in the Indonesian fast food sector and provides data from which future studies on similar markets can benefit. Practically, the findings

will provide HokBen Kitchen's management with actionable insights to improve marketing strategies to better meet customer expectations. In particular, the findings on effective pricing, quality perception and promotional strategies will help HokBen Kitchen to optimize customer satisfaction, maintain its competitive advantage and potentially increase sales.

In order to provide a structured approach, the study is divided into the following chapters: Introduction: this chapter describes the research background, objectives, significance, research gaps and an overview of the structure of the study. Literature review: This chapter discusses the main theories and previous studies on product quality, price, advertising and consumer purchasing decisions. It also contains the conceptual framework and hypotheses for this study. Research Methodology: This section details the research approach, including the methods of data collection, sample selection and analytical tools used for hypothesis testing. Research results findings and discussion in a separate chapter: This chapter presents and analyzes the findings of the study. It highlights the relationships between product quality, price, advertising and customers' purchasing decisions, focusing on the findings that are specific to HokBen Kitchen Babakan Madang. Conclusion, Recommendations and Advances Research: The final chapter summarizes the research findings and provides recommendations for the management of HokBen.

## **LITERATURE REVIEW**

### **Product Quality**

Product quality is one of the most important dimensions through which companies position their offerings and achieve customer satisfaction. According to Kotler and Armstrong, quality encompasses several characteristics that affect functionality and the overall customer experience, including durability, reliability, aesthetics and features (Zuhro & Budiyanto, 2022). Tjiptono (2022) also emphasises that product quality has many facets and includes essential dimensions such as adherence to specifications and fitness for use (Rajasa et al., 2023). For example, product performance is considered crucial as it relates to the fundamental capabilities of a product and has a direct impact on customer satisfaction. Aesthetics and perceived quality, on the other hand, have a significant impact on customer perception and expectations as they are often judged without technical knowledge. Therefore, they are of central importance in industries such as fast food, where sensory experiences play a major role (Pooya et al., 2020).

As previous studies have shown, in the fast food industry, quality indicators such as freshness, consistent taste and presentation are crucial to customers' purchasing decisions (Zhong & Moon, 2020). Companies such as HokBen place great emphasis on maintaining high standards in these areas to meet customer expectations and drive repeat business and strengthen their market position through sustainable product quality.

## Price

Price is still an important component in marketing, as it is often the most important factor in customers' purchasing decisions (Masyhuri, 2023). Price is described as the total value that customers are willing to exchange for a product or service, making it an important factor in perceived value (Zuhro & Budiyanto, 2022). Price is particularly influential when customers compare it to the quality and benefits of the product. Several dimensions underlie pricing considerations, including affordability, perceived value and price competitiveness (Adirinekso et al., 2020).

Fast food pricing requires a careful balance. High affordability can increase customer traffic, while premium prices can signal higher quality (Mandys, 2023). Indicators such as appropriateness of price relative to quality, affordability and consistency with perceived value are central to understanding customer responses in competitive markets such as HokBen Kitchen Babakan Madang. Studies show that customers are more likely to buy if they feel the price is fair and reflects the value and quality of the product (Alzoubi & Inairat, 2020).

## Promotion

Promotion encompasses various strategies and instruments used by companies to inform, persuade and remind consumers of products (Suryani & Syafarudin, 2021). Effective promotion helps to communicate product value and encourage purchase, as Infante and Mardikaningsih (2022) notes in his emphasis on the role of advertising in reaching target markets. Kotler and Armstrong (2010) divide advertising tools into different sub-categories: Advertising, sales promotion, personal selling, public relations and direct marketing, all of which can effectively support fast food companies like HokBen.

Advertising is a widely used approach, especially when it comes to reaching a large audience and increasing brand awareness (Schultz, 2020). HokBen, for example, uses various media platforms to ensure that customers are aware of the offers, promotions and uniqueness of the brand. Sales promotions, including discounts or loyalty programs, can create immediate customer loyalty, which is particularly useful when it comes to getting first-time customers to try products or existing customers to make repeat purchases (Lin & Bowman, 2022). At the same time, public relations help to build and maintain a positive corporate image, which is essential for customer trust and long-term loyalty (Gregory, 2020). Personal selling, while less common in fast food, can also lead to in-store staff recommending products, while direct marketing can include digital promotions that encourage direct responses from customers (Omar & Atteya, 2020).

## Purchase Decision

Purchase decision theory suggests that consumers follow a series of steps before finalizing a purchase, from need recognition and information search to evaluation, purchase, and post-purchase behavior (Kotler & Keller, 2016). Zhang and Dong (2020) further clarify that a consumer's choice often involves

selecting from multiple alternatives, making purchase behavior a process that can be swayed by various external factors such as marketing and internal preferences.

In fast food, the decision-making process is influenced significantly by brand loyalty, product quality, price suitability, and promotional incentives (Konuk, 2023). HokBen's efforts in creating appealing product options and clear promotional messages cater directly to these factors, aiming to simplify the decision-making process and align it with the company's objectives. Kotler and Armstrong (2010) emphasize that well-managed brand perception and promotional strategies play a critical role in transforming initial consumer interest into actual purchases.

This literature review underscores the importance of product quality, price, and promotion as critical variables affecting consumer purchase decisions (Wang et al., 2021). High-quality products, competitive and perceived-value pricing, and strategic promotions create a synergistic effect that encourages purchase decisions (Chaiyaworn, 2024). This research thus hypothesizes that product quality, price, and promotion each have a significant impact on consumer purchasing decisions. Specifically, it posits that:

- Product quality positively influences customers' purchasing decisions.
- Price influences purchasing decisions by matching perceived value and customer expectations.
- Advertising contributes to purchasing decisions by increasing brand visibility and creating a perception of value.

## METHODOLOGY

### Research Design

This study uses a quantitative research methodology to examine the relationships between key variables - product quality, pricing, promotion and customer purchase decisions - within a survey-based approach. Quantitative research is effective in examining relationships between variables and measuring the extent to which one variable influences another (Mohajan, 2020). The survey method allows data to be collected from a sample that is representative of the population, which in this case consists of the customers of Hokben Kitchen in Babakan Madang, Bogor.

The population for this research is defined as all customers who have shopped at Hokben Kitchen in Babakan Madang, Bogor. Since the exact size of the population was not available, the sample size was determined using the Lemeshow formula for unknown populations (Nattino et al., 2020). This formula is suitable for surveys with large, indeterminate populations and uses a confidence level of 95, resulting in a sample size of approximately 100 respondents. This sampling approach ensures that the results can be generalized within a margin of error to accurately reflect a broader customer perspective.

The data for this study was collected using a structured questionnaire. The questionnaire items were formulated based on an extensive literature review to ensure that the questions were consistent with established theories and relevant

to the variables under study. The questionnaire uses a 5-point Likert scale, ranging from "strongly agree" to "strongly disagree", on which respondents can indicate how much they agree with each statement. This scale provides a quantifiable measure of attitudes and preferences, making it ideal for statistical analysis and hypothesis testing.

## Data Analysis

The study uses a variety of data analysis techniques to test its hypotheses. These methods include validity and reliability tests, classical acceptance tests and multiple regression analyses (Hair et al., 2019).

Validity and reliability tests: Validity tests assess the accuracy with which the questionnaire measures the intended constructs by using corrected item-total correlations as a measure of validity, while Cronbach's alpha is used to determine reliability. A Cronbach's alpha coefficient of 0.60 or higher means that the questionnaire items are sufficiently reliable for research purposes.

Classical acceptance test: To measure accurate regression analysis, classical acceptance tests are performed, including tests for normality, multicollinearity and heteroscedasticity. Normality is tested using the Kolmogorov-Smirnov test, where a p-value above 0.05 indicates normally distributed data. Multicollinearity is checked by analyzing the VIF values (Variance Inflation Factor), whereby VIF values below 10 indicate that there are no serious multicollinearity problems. Heteroscedasticity is examined by a scatterplot analysis, with no discernible pattern indicating homoscedasticity. Each test ensures that the assumptions for the regression analysis are met, which is crucial for obtaining valid results.

Multiple regression analysis: The regression to investigate the simultaneous effect of product quality, price and promotion on the purchase decision. The general form of the regression equation used in this study is:

where:

- $Y$  represents the dependent variable (purchase decision),
- $X_1$ ,  $X_2$ , and  $X_3$  represent the independent variables (product quality, price, and promotion, respectively),
- $\beta_0$  is the intercept,
- $\beta_1$ ,  $\beta_2$ , and  $\beta_3$  are the regression coefficients, and
- $\epsilon$  represents the error term.

The significance of the effect of each independent variable is tested using the t-test, with p-values below 0.05 indicating statistical significance. A significant F-value indicates that the independent variables taken together significantly predict the dependent variable.

## Hypothesis Testing

The hypothesis tests in this study use simultaneous (F-test) and partial (t-test) analyses: The F-test determines whether all independent variables jointly influence the dependent variable, with significant results supporting the

hypothesis that product quality, price and advertising have a combined influence on the purchase decision. The t-test evaluates the significance of each individual variable for the purchase decision. In this way, the study can determine which specific factors – product quality, price or promotion – play the most important role in influencing Hokben Kitchen's customers.

## Coefficient of Determination ( $R^2$ )

The coefficient of determination measures the explanatory power of the regression model. An  $R^2$  value close to 1 indicates that the model effectively explains the variation in the dependent variable. In this study,  $R^2$  indicates how much of the variation in customers' purchasing decisions is explained by product quality, price and advertising. This measure helps to understand the collective influence of the variables and to determine the practical implications of the results.

## RESEARCH RESULT

## Descriptive Statistics

Table 1 contains the mean and standard deviation for each variable resulting from the responses to the survey items measured on a 5-point Likert scale.

Table 1. Results Variable, Mean and Standard Deviation

Variable	Mean	Standard Deviation
Product Quality	4.05	0.641
Price	3.91	0.533
Promotion	3.74	0.660
Purchase Decision	3.93	0.607

The mean values indicate a generally positive perception of all variables, with product quality receiving the highest score of 4.05, which indicates that respondents have a very positive perception of the quality of Hokben's offerings.

## Multiple Regression Analysis

A multiple regression analysis was carried out to investigate the collective influence of product quality, price and advertising on the purchase decision. The regression equation is as follows:

where Y stands for the purchase decision, X1 for the product quality, X2 for the price and X3 for the coefficient of determination of the promotion.

The summary of the model in Table 2 shows an adjusted R-squared of 0.600, which means that 60% of the variability in purchase decisions is explained by the independent variables (product quality, price and promotion).

The remaining 40% is likely to be influenced by other factors that were not considered in this study.

Table 2. Results of Coefficient Correlation and Determination & Standard Error

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.782	0.612	0.600	1.32107

### F-Test for Simultaneous Significance

The results of the ANOVA (Table 3) show that the overall model is statistically significant, with an F-value of 50.456 and a p-value  $< 0.05$ , confirming that product quality, price and advertising jointly influence the purchase decision. This implies a significant simultaneous influence of all three independent variables on customers' purchasing behaviour.

Table 3. Regression Results of F test and p-value test

	Sum of Squares	df	Mean Square	F	Sig.
Regression	264.169	3	88.056	50.456	0.000
Residual	167.541	96	1.745		
Total	431.710	99			

### Product Quality ( $X_1$ )

The unstandardized coefficient for product quality is 0.242 and its t-value is 3.635 ( $p < 0.05$ ) – Table 4. This positive and significant result shows that product quality has a strong influence on customers' purchasing decisions. Specifically, a one-unit increase in perceived product quality means a 0.242 increase in purchase decision rating. This result is consistent with previous research highlighting the central role of product quality in influencing purchase behavior.

Table 4. Regression Results of Product Quality ( $X_1$ ) Variable

Var	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)	t	Sig.
Product Quality ( $X_1$ )	0.242	0.373	3.635	0.000

### Price ( $X_2$ )

Of the three factors, the variable price has the greatest influence with an unstandardized coefficient of 0.516 and a t-value of 4.371 ( $p < 0.05$ ) – Table 5. This indicates that price competitiveness or perceived value significantly influences purchasing decisions. The results imply that a one unit increase in price satisfaction is associated with a 0.516 increase in purchase decision. This emphasises the importance of price in customers' decision-making processes, especially in highly competitive fast food markets.

Table 5. Regression Results of Price ( $X_2$ ) Variable

Var	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)	t	Sig.
Price ( $X_2$ )	0.516	0.446	4.371	0.000

### **Promotion ( $X_3$ )**

The promotion shows an unstandardized coefficient of 0.020 with a p-value of 0.816 ( $p > 0.05$ ) – Table 6, which means that it has no statistically significant effect on the purchase decision in this context. This result suggests that while promotion is an essential element of Hokben's marketing strategy, its current implementation may not be as influential on the purchase decision as perceived product quality or price.

Table 6. Regression Results of Promotion ( $X_3$ ) Variable

Var	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)	t	Sig.
Promotion ( $X_3$ )	0.020	0.022	0.233	0.816

The results of the hypothesis tests are summarized below:

1. **H1:** Product Quality has a significant effect on Purchase Decision (Accepted)
  - o t-value = 3.635,  $p < 0.05$
2. **H2:** Price has a significant effect on Purchase Decision (Accepted)
  - o t-value = 4.371,  $p < 0.05$
3. **H3:** Promotion has a significant effect on Purchase Decision (Rejected)
  - o t-value = 0.233,  $p > 0.05$

## **DISCUSSION**

The results show that product quality and price are key factors influencing customers' purchase decisions at Hokben Kitchen Babakan Madang. The significant impact of price underscores the need for competitive pricing strategies in the fast food industry, where customers often compare prices of different brands before making a purchase. Product quality also plays a crucial role and supports the idea that fast food establishments should focus on consistent quality in their offerings to attract and retain customers.

On the other hand, advertising shows no significant influence on the purchase decision, suggesting that while it can increase brand awareness, it has no direct influence on the purchase decision. This finding may prompt Hokben to re-evaluate its advertising approaches and possibly improve the relevance and appeal of promotions to meet customer expectations (Azizi & Naeli, 2024; Niu, n.d.).

### **Product Quality and Purchase Decision**

The research results show that product quality significantly influences purchase decisions at Hokben Kitchen, as evidenced by a positive coefficient in

the multiple regression analysis. In particular, the dimensions of performance, durability and compliance with specifications contributed significantly to a positive customer evaluation. According to Tjiptono (2022), product quality is a multi-faceted construct that influences customer satisfaction and loyalty when it is well maintained across multiple dimensions. In the case of Hokben Kitchen, customers cited consistent product freshness and reliable service as critical to their repeat purchase decisions. These attributes are consistent with previous studies indicating that reliable service and consistent quality are central to maintaining customer interest in the foodservice industry (Gopi & Samat, 2020).

Given the competitive nature of the fast food industry, product quality is a differentiator that has a direct impact on consumer loyalty and purchase frequency (Ba et al., 2022). In this study, quality dimensions such as perceived quality and aesthetic appeal were found to be important motivators for customer loyalty. For Hokben Kitchen, these results suggest that continued investment in quality control and product presentation is necessary to maintain and grow its customer base (Foster & Gardner, 2022). Ensuring high quality standards can strengthen Hokben's market position and promote customer loyalty in a highly competitive fast food landscape (Widaningrum et al., 2020).

### **Price and Purchase Decision**

Price proved to be the most influential factor in this study, which is consistent with Kotler and Armstrong's theory that price is often an important determinant in the consumer decision-making process, especially in value-oriented markets such as fast food (Kotler & Armstrong, 2010). With a high coefficient in the regression analysis, the study confirms that customers are price sensitive and react strongly to Hokben's price structure. This is also supported by the feedback from customers, who were positive about the perceived fairness of Hokben's pricing in relation to product quality and value for money (Tanjung & Suardi, 2023).

The affordability of Hokben's offerings and the balance between price and quality proved to be key factors in consumers' assessment. This finding is consistent with Kotler and Armstrong's suggestion that customers seek price structures that reflect product quality, as high perceived value often leads to positive purchase decisions (Kotler & Armstrong, 2010). This finding implies that Hokben Kitchen could benefit from price-based promotions and loyalty discounts to maximize customer loyalty and encourage repeat purchases. In addition, maintaining competitive prices compared to other local fast food outlets would be strategic to retain customers, especially in a region with a diverse range of restaurants (Daradkeh et al., 2023).

### **Promotion and Purchase Decision**

In contrast to product quality and price, it was found that the influence of advertising on the purchase decision is not statistically significant. This finding deviates from the existing literature, which assumes that advertising campaigns generally improve customer loyalty and purchase behaviour (Alkharabsheh & Zhen, 2021). Hokben's promotional activities, which include advertising, direct marketing and sales promotions, did not have a significant impact on purchase

decisions in this context, as shown by the minimum coefficient value in the regression analysis.

One possible interpretation is that promotions do not have the same importance to consumers as the actual product qualities or affordability, especially for fast food (Ahmed et al., 2023). Shumanov et al. (2022) assertion that the effectiveness of promotions lies in persuasive communication may suggest that Hokben's existing promotional activities need to be better aligned with customer needs or more effectively targeted. Promotions could be redesigned to provide added value, such as combo deals or meal bundles that increase perceived value to customers without relying too heavily on discounts alone (Won & Shapiro, 2021). By revamping promotional strategies, Hokben could increase the perceived value of promotions, which could translate into higher engagement in the future.

In summary, this study shows that product quality and price significantly influence customers' purchase decisions at Hokben Kitchen, while promotions in their current form do not have a significant impact. The results provide actionable insights for Hokben, indicating that efforts to improve product quality and optimize pricing could have a greater impact on customer purchase behavior than promotional strategies alone.

### **Implications for Hokben's Strategic Development**

The results present actionable insights for Hokben Kitchen's management, especially regarding product quality and pricing strategies. As product quality directly influences purchase decisions, Hokben should continue investing in quality assurance and innovative menu improvements. For example, enhancing product features and reinforcing quality control processes could sustain customer interest and lead to higher satisfaction levels. Additionally, maintaining reasonable price points and exploring flexible pricing strategies, such as periodic discounts, could help Hokben Kitchen appeal to a broader customer base while increasing purchase frequency.

While promotions did not yield a significant impact, there remains potential for strategic use of promotional tools to complement Hokben's offerings. Rather than focusing solely on discounts, future promotional efforts could prioritize loyalty programs that reward frequent purchases or customer referrals. Such initiatives could improve long-term customer retention without necessarily increasing reliance on discounts, which can occasionally detract from perceived quality if not managed effectively.

### **CONCLUSIONS AND RECOMMENDATIONS**

Product quality emerged as a critical determinant in shaping purchase decisions, with statistical evidence confirming its significant effect. Aspects such as taste, freshness, and adherence to product specifications positively impacted customer satisfaction and loyalty. High scores in performance, durability, and perceived quality indicated that Hokben's commitment to maintaining product standards aligned with consumer expectations, which

reinforces the importance of quality control measures in attracting and retaining customers.

Price showed the highest impact among the variables, underscoring its role as a key determinant in the consumer decision-making process. The analysis highlighted how price affordability and perceived value positively influence customer satisfaction. By offering competitive prices relative to quality, Hokben successfully appeals to budget-conscious customers. This finding is consistent with the literature, which suggests that consumers in the fast-food sector tend to prioritize price competitiveness.

Contrary to expectations, promotion did not show a significant influence on purchase decisions. This suggests that, while promotional activities might generate awareness, they may not directly translate into purchase actions. The findings indicate that consumers likely prioritize product quality and price over promotional offers when making purchasing decisions in the fast-food context. Hokben's current promotional strategies may therefore require realignment to enhance their appeal and effectiveness.

Overall, product quality and price were essential factors that significantly influenced purchase decisions, while promotion, as currently implemented, had limited impact. These insights suggest that Hokben should continue prioritizing quality and pricing strategies, while re-evaluating their promotional activities for improved customer engagement and effectiveness.

Based on the findings, several recommendations are proposed to enhance Hokben Kitchen's strategic approach in influencing purchase decisions.

**Strengthen Product Quality Control:** Given that product quality significantly impacts purchase decisions, Hokben should maintain rigorous quality control processes to ensure consistent product standards. Quality elements such as freshness, taste, and presentation should be monitored closely, and improvements should be continuously sought. Additionally, introducing new menu items or seasonal offerings could cater to evolving customer tastes while showcasing Hokben's commitment to quality innovation.

**Refine Pricing Strategy:** Pricing emerged as a substantial determinant in customer purchasing behavior, suggesting that Hokben's pricing should continue aligning with consumer expectations of value for money. To further enhance customer satisfaction, Hokben could implement targeted pricing strategies such as value meals or bundle offers. Providing differentiated pricing tiers based on portion sizes or add-ons could also appeal to a broader customer base, especially in a diverse market like Babakan Madang.

**Enhance Promotion Effectiveness:** Although promotion did not show a statistically significant effect on purchase decisions, it remains an essential marketing component. Hokben could optimize their promotional strategies by focusing on value-based promotions rather than broad discounting. For instance, implementing a customer loyalty program that rewards frequent purchases or referrals may foster a stronger relationship with customers and encourage repeat business. Further, leveraging digital platforms for

personalized offers could engage customers more effectively, aligning promotional content with customer preferences and purchase history.

**Implement a Customer Feedback Mechanism:** Establishing a structured feedback system would enable Hokben to continuously monitor customer satisfaction levels regarding product quality, price, and promotional efforts. Regular customer surveys, digital feedback forms, or in-store suggestion boxes could provide valuable insights into customer preferences and areas for improvement.

Such feedback could guide Hokben's efforts to fine-tune their strategies to better meet customer expectations.

**Invest in Brand Positioning and Awareness Campaigns:** Given the competitive landscape, it is crucial for Hokben to emphasize brand positioning efforts that resonate with its unique value proposition. While promotions did not show a direct impact, creating a strong brand image through consistent messaging about product quality and value could strengthen customer perceptions and loyalty. Hokben could utilize digital marketing channels, particularly social media, to communicate their commitment to quality and customer satisfaction, enhancing brand visibility and appeal in the Babakan Madang market.

**Explore Localized Market Expansion:** With positive responses to product quality and price, Hokben has the opportunity to expand within similar market demographics. This recommendation could involve expanding its presence to nearby communities with similar profiles, or adding delivery services to meet the demand from customers who value convenience. Targeting similar regions with carefully localized menu adaptations and promotions may boost brand recognition and sales, effectively capitalizing on Hokben's strong customer base.

## ADVANCED RESEARCH

This study provides valuable insights into how product quality, price, and promotion affect purchase decisions at Hokben Kitchen Babakan Madang. However, several opportunities exist for advancing research in this area, particularly in addressing the limitations identified in the study and expanding the scope of analysis to capture a more comprehensive understanding of customer behavior in the fast-food industry.

- **Exploration of Additional Variables.** While product quality, price, and promotion are fundamental aspects influencing consumer behavior, future research could explore other relevant factors such as brand image, service quality, and customer experience. Variables like brand loyalty and corporate social responsibility (CSR) could also be considered, especially as consumers become increasingly attentive to brands that demonstrate social and environmental responsibility. The inclusion of such variables would provide a holistic perspective on factors affecting consumer choices and allow businesses like Hokben to refine their strategies comprehensively.
- **Comparative Regional Studies.** Given that this study was limited to a single location (Babakan Madang), there is value in conducting comparative

studies across multiple locations with distinct demographics and cultural preferences. A comparative regional analysis could reveal whether customer behavior patterns at Hokben Kitchen Babakan Madang align with those in other parts of Indonesia or whether regional variations exist. Such research could provide nuanced insights, enabling Hokben to adapt its marketing strategies to different regional markets based on localized consumer preferences.

- Longitudinal Analysis of Consumer Preferences. Consumer preferences in the fast-food industry are dynamic and can evolve based on economic conditions, cultural trends, and changes in lifestyle. A longitudinal study could provide insights into how factors such as economic shifts or increased health awareness impact the influence of product quality, price, and promotion on purchasing behavior. This type of analysis would allow Hokben and similar brands to proactively adjust their offerings and marketing strategies to meet evolving consumer expectations.
- Experimental Studies on Promotional Strategies. Although promotion did not significantly influence purchase decisions in this study, it remains a critical marketing tool. Experimental research that tests various promotional approaches—such as discounts, loyalty programs, and digital coupons—could identify which promotional tactics are most effective in engaging customers. By examining customer responses to different types of promotions, Hokben could develop data-driven promotional strategies that resonate more effectively with their target audience.

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