INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 7, No. 2, July 2027, pp. 425-439
e-ISSN: 3025-3225, DOI : 10.54065/ijed.7.2.2027.911

Analysis of Consumer Preferences Regarding Purchase Decisions (A Survey of Burjo Polopes Consumers in Sragen)

Rahayu Sri Widyastuti [1*] Marjam Desma Rahadhini [2]
[1, 2] Universitas Slamet Riyadi, Indonesia
rahayusriw01@gmail.com[1], rahadininew@gmail.com[2]

Article Info

Corresponding Author:
Rahayu Sri Widyastuti, Universitas Slamet Riyadi, Indonesia

Keywords:
Consumer Preferences; Purchase Decisions

Abstract

This study aims to analyze consumer preferences in purchasing decisions among Burjo Polopes consumers in Sragen. This quantitative study uses primary data collected from Burjo Polopes consumers, whose population size is unknown. The sampling technique used was accidental sampling, with 100 respondents selected based on Lemeshow's formula, which resulted in a minimum sample requirement of 96.04 respondents. Data were collected through questionnaires, observations, and literature reviews. The validity and reliability tests showed that all items measuring consumer preferences and purchasing decisions met the required criteria. The Chi-Square test results showed that the trust variable (b_i) had a significance value of 0.048 < 0.05, while the evaluation variable (e_i) had a significance value of 0.032 < 0.05. These results indicate a significant relationship between consumer preferences (X) and purchasing decisions (Y). The Fishbein analysis produced an attitude score (A_o) of 19.366 for the product attribute, indicating that product attributes play an important role in shaping consumer preferences and purchasing decisions at Burjo Polopes.

How to Cite:
Widyastuti, R. S., & Rahadhini, M. D. (2027). Analysis of consumer preferences regarding purchase decisions (A survey of Burjo Polopes consumers in Sragen). Income Journal of Economics Development, 7(2), 425-439. https://doi.org/10.54065/ijed.7.2.2027.911

1. Introduction

The growth of the Micro, Small, and Medium Enterprises (MSME) sector serves as the main pillar of national economic activity in Indonesia, particularly in the food service industry (Muhammad Aufa et al., 2026; Henryanto et al., 2025). Changes in the lifestyles of urban residents who increasingly prioritize convenience and practicality in their daily consumption as well as the shift in the role of dining establishments toward serving as social spaces for gathering and relaxation have created both significant potential and intense competition in the culinary sector (Dianty & Aditama, 2026; Juliantika & Aditama, 2026). According to data from the Ministry of MSMEs of the Republic of Indonesia's Single Data Information System for MSMEs (SIDT-UMKM), the number of MSME business units in Indonesia reached 30.19 million as of October 31, 2025. This intense competition requires business owners to continuously create a competitive edge through menu innovation, improved product quality, and consistent service quality in order to retain consumer loyalty.

One of the most popular dining spots in the Sragen area is Burjo Polopes. Burjo Polopes was established in 2018 by Elizabeth Corrytasari C. A. as an innovative way to offer simple yet uniquely appealing culinary dishes. The name Burjo Polopes itself comes from two words: "Burjo," short for "Bubur Kacang Hijau" (green bean porridge), and "Polopes," a Hebrew word meaning "chicken and fish." This name reflects the business's identity, which combines traditional dishes with a variety of other culinary offerings.

Burjo Polopes has gained widespread recognition and successfully attracted many customers. The business strategy prioritizes menu variety, quality of taste, and affordable prices for all segments of the population. This is evident in the diverse range of offerings, from burjo (green bean porridge) as the signature dish to a wide selection of other dishes—totaling 68 food items and 32 beverage options—capable of satisfying a wide range of consumer preferences. Burjo Polopes is located at Jalan Ahmad Yani, No. 107, Cantel Kulon, Sragen Tengah, Sragen District, Sragen Regency, Central Java 57212. Burjo Polopes is open from 10:00 AM to 11:00 PM WIB, Tuesday through Sunday.

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 7, No. 2, July 2027, pp. 425-439
e-ISSN: 3025-3225, DOI : 10.54065/ijed.7.2.2027.911

Consumers form preferences for a brand based on their evaluation of product attributes they consider relevant and important during the decision-making process (Kotler et al., 2024). Product attributes include the product itself, price, atmosphere, service, location, and facilities (Jahroh et al., 2025). The product offerings at Burjo Polopes are diverse, ranging from traditional dishes to modern menu items designed to meet the increasingly varied needs and preferences of consumers, thereby enhancing their purchasing decisions.

According to purchase decision theory, consumers form brand preferences by evaluating relevant product attributes (Kotler et al., 2024). Burjo Polopes offers six main attributes that consumers can consider when making purchasing decisions, namely products, price, atmosphere, service, location, and facilities. The product attribute is reflected in the diversity of menu offerings, ranging from signature burjo dishes, noodle dishes, steaks, and rice bowls to various coffee and non-coffee beverages. The price attribute is characterized by affordable and economical menu options that accommodate students, college students, employees, and the general public. The atmosphere attribute is represented by flexible dining areas, including indoor, semi-outdoor, and outdoor seating arrangements that provide customers with different dining experiences. The service attribute emphasizes responsive and friendly staff who assist customers throughout the ordering process. The location attribute refers to the strategic position of Burjo Polopes in the city center, supported by relatively smooth traffic conditions and convenient accessibility. Meanwhile, the facilities attribute encompasses supporting amenities such as a spacious parking area, a prayer room (mushola), clean restrooms, and QRIS payment options. Collectively, these six attributes represent the characteristics offered by Burjo Polopes to accommodate diverse consumer needs, preferences, and considerations when making purchasing decisions. Burjo Polopes offers a wide variety of products, ranging from traditional dishes to modern ones designed to meet the increasingly diverse needs and preferences of consumers, thereby encouraging them to make purchases. Prices at Burjo Polopes are affordable for all segments of the population, as evidenced by a menu with prices ranging from Rp 14,000.00 to Rp 42,000.00, ensuring that consumers with different income levels still have the opportunity to enjoy the offerings.

This price range is intended to align with consumer purchasing decisions, particularly those of students, employees, and the general public who seek affordable meals that still meet their dietary needs. Burjo Polopes offers a variety of dining atmospheres, ranging from outdoor and semi-outdoor to indoor settings. These environments are tailored to consumer preferences to enhance their purchasing decisions (Juliantika & Aditama, 2026).

The service at Burjo Polopes demonstrates high quality through speed, responsiveness, and a friendly attitude toward customers. Employees are able to respond quickly to orders and questions while maintaining polite communication, thereby creating a comfortable experience for customers. This positive service attitude contributes to increased purchasing decisions because customers feel valued while at the establishment. The Burjo Polopes location offers good accessibility for customers. Customers in the surrounding area can reach it easily due to its proximity. Customers from outside the area also enjoy easy access, thanks to relatively smooth traffic conditions. The Burjo Polopes facilities are considered adequate for ensuring customer comfort. A spacious parking area makes it easy to park vehicles. A clean prayer room supports religious activities. Well-maintained restrooms further enhance visitors' comfort. The following is consumer review data for Burjo Polopes Sragen, which reflects consumers' assessments of their experiences.

Tabel 1. Consumer Review Data for Burjo Polopes Sragen

User Name	Review
Elvy Nurjanah	Friendly service, plenty of space, a huge selection of dishes everything tastes great, especially the gongso ribs, which are to die for. There's also a wide variety of drinks. For coffee lovers, the coffee is delicious too. When it comes to food and drinks, this place is the best, and the atmosphere is just as cozy. It's also great for group meetings just don't forget to make a reservation first. Best of luck to Burjo Polopes.
Aji Tri Laksono	Comfortable place, affordable prices, perfect for families or relaxing with friends. The food is delicious too. So, for those who don't have cash, you can pay using QRIS.
Kristina	The atmosphere is comfortable, and the food and drinks are served quickly no long wait. We came here as a family to chat casually. Highly recommended.

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 7, No. 2, July 2027, pp. 425-439
e-ISSN: 3025-3225, DOI : 10.54065/ijed.7.2.2027.911

User Name	Review
Dwi Kuncoro	The service is very slow. Just waiting for two dishes took over 45 minutes, even when it wasn't too crowded.
Priyono	The place is comfortable, spacious, and roomy, but the service is extremely slow, and the staff aren't friendly.
Sya	Everything was delicious, except the night shift cashier was really rude. As soon as I arrived, she said, "We're closed," without even saying "sorry" or anything. So, of course, I replied, "How can you be closed? It's not even 11 yet." Her response was unpleasant—and to make matters worse, she just shrugged her shoulders as if she didn't even have a mouth.

Source: Google Maps (2026).

Customer reviews indicate that most customers give the establishment positive ratings. The atmosphere is described as comfortable, spacious, and ideal for gatherings with family or friends. The selection of food and beverages is considered diverse and of good quality. Cashless payment options, such as QRIS, also make it convenient for customers to complete transactions.

Some customers have expressed complaints regarding the quality of service, which still needs improvement. Some customers find the food service time to be quite long, especially under certain conditions. Customers also find the staff's attitude to be unfriendly at times. These issues indicate that while the quality of the products and the atmosphere are already good, the service aspect still requires improvement to enhance overall customer satisfaction.

Consumer purchasing decisions based on product attributes are a primary objective for business owners, as they influence which product attributes become consumer preferences (Jahroh et al., 2025). Consumer preferences are closely linked to consumer characteristics when purchasing a product (Rahmah & Satyaninggrat, 2023). A purchase decision is the buyer's decision regarding which brand to purchase (Kotler et al., 2024). A purchase decision is formed when consumers compare the actual performance of a product with their expectations. Consumers will make a purchase decision if the product meets or exceeds their expectations. This experience of satisfaction then forms the basis for consumer preferences, that is, the tendency for consumers to favor products or brands that provide greater satisfaction compared to other products (Lestari, 2026). These preferences serve as a reference for consumers in determining which product attributes are considered important during the evaluation stage. Consumers generally assign higher ratings to product attributes that align with their preferences.

Previous studies on consumer preferences regarding purchasing decisions were conducted at coffee shops or cafes in urban areas, whereas research on local eateries such as Burjo Polopes remains limited (Jahroh et al., 2025; Prabowo et al., 2025; Santoso et al., 2023; Thuannadee, 2024). Previous studies also show differing results regarding the attributes that most significantly influence purchasing decisions. Further research is needed to examine consumer preferences and determine the most important attributes in purchasing decisions at Burjo Polopes in Sragen using different analytical approaches.

To identify which attributes most strongly influence consumer preferences in purchasing decisions, the researcher conducted a preliminary survey of 20 Burjo Polopes customers. The results of the preliminary survey are presented in the following table.

Table 2. Preliminary Survey Data

No.	Statement	Important (%)	Not Important (%)	Number of Respondents	Total (%)
1	Product	95	5	20	100
2	Price	35	65	20	100
3	Atmosphere	75	25	20	100
4	Service	30	70	20	100
5	Location	50	50	20	100
6	Facilities	65	35	20	100

Source: Processed primary data (2026).

Preliminary survey results show that product attributes ranked highest, with 95% of respondents citing them as an important factor, followed by facilities (65%) and location (50%). These initial findings indicate that product quality, variety, and taste are the primary drivers of consumer decisions when choosing Burjo Polopes Sragen. In addition to differences in research subjects, there are variations in the findings regarding the attributes that most significantly influence purchasing decisions in previous studies. Therefore, this study aims to fill this research gap by using a combination of inductive statistical analysis methods: the Chi-Square Test (to test relationships between variables) and the Fishbein Multi-Attribute Test (to measure the level of importance and attitudes toward product attributes).

Based on the background and research gap identified, this study focuses on two main research questions concerning consumer preferences and purchasing decisions at Burjo Polopes in Sragen. The first research question

examines how consumer preferences influence purchasing decisions, particularly in relation to the attributes offered by the establishment. The second research question seeks to identify which consumer preference attributes are considered the most important in determining purchasing decisions. These research questions provide the foundation for examining the relationship between consumer preferences and purchasing decisions while identifying the product attributes that receive the greatest attention from consumers.

In accordance with these research questions, this study aims to analyze the relationship between consumer preferences and purchasing decisions at Burjo Polopes Sragen and to determine the most important factors influencing consumer preferences in the purchasing decision-making process. By examining consumer evaluations and attitudes toward different product attributes, the research seeks to provide an understanding of how preferences are formed and how particular attributes contribute to consumers' purchasing considerations.

The findings of this study are expected to provide practical benefits for Burjo Polopes Sragen by serving as a basis for managerial policy formulation and business decision-making. The research results may assist business owners in identifying product attributes that should be maintained or improved to better accommodate consumer preferences and support customer satisfaction. Furthermore, the findings are expected to contribute to business performance improvement and the sustainable growth of Burjo Polopes. From an academic perspective, this study is also expected to provide useful information and empirical references for future researchers interested in consumer preferences and purchasing decisions. The research may serve as a foundation for further studies examining similar issues in different business contexts and for developing recommendations based on actual consumer behavior and market conditions.

2. Literature Review

2.1 Marketing Management

Marketing management is a process of analyzing all marketing activities to effectively generate and achieve organizational goals (Mulyana et al., 2025). Marketing management is also defined as a business activity aimed at creating, preparing, determining, and distributing products or services that satisfy customers (Genoveva & Alamodi, 2022). Furthermore, marketing management refers to the art and science of selecting target markets and building profitable relationships with customers (Kotler et al., 2024).

Based on the opinions of these experts, marketing management can be defined as a series of planned processes and activities that include the analysis, planning, creation, determination, and distribution of products or services with the goal of selecting the right target markets, building mutually beneficial relationships with customers, and achieving organizational goals through the fulfillment of consumer needs and satisfaction. The implementation of effective marketing management also requires businesses to understand consumer behavior, develop appropriate marketing strategies, and strengthen brand awareness to encourage purchasing decisions. Previous research has demonstrated that social media marketing and brand awareness have positive and significant effects on consumer purchasing decisions, emphasizing the importance of marketing strategies in influencing consumer behavior (Sari & Wijaya, 2026). In addition, maintaining service quality and appropriate product pricing is an important consideration in marketing management because these aspects are closely related to customer satisfaction (Lestari, 2026).

2.2 Customer Preferences

Consumer preference refers to the tendency of consumers to choose one brand over another through a decision-making process that considers various product attributes and information obtained from different sources, encouraging consumers to select brands that best align with their needs and interests (Mothersbaugh et al., 2024). Consumer preference is also described as the tendency of consumers to favor or select a particular brand or product over available alternatives based on an evaluation of its attributes (Kotler et al., 2024). Furthermore, consumer preference develops through a process of relative evaluation among different product alternatives and is influenced by consumer perceptions, values, objectives, and previous consumption experiences (Solomon & Lowrey, 2018).

Based on the definitions of consumer preference provided by the aforementioned experts, it can be concluded that consumer

preference is a consumer's tendency to favor and choose a particular product or brand over other alternatives based on an evaluation of attributes, information, and prior experiences. Consumer preferences reflect individual assessments of the benefits and characteristics offered by products or services, which may influence purchasing considerations. Previous research has shown that consumers evaluate product quality, price, brand image, and lifestyle factors when developing purchase intentions, indicating that consumer preferences are associated with the perceived value and characteristics of a product (Kurniawan et al., 2026). Similarly, research conducted in the coffee shop industry demonstrates that lifestyle can significantly influence purchasing decisions, although the effects of product quality and store atmosphere may differ depending on the research context (Dianty & Aditama, 2026).

2.3 Product Attributes

Product attributes are the elements, characteristics, or features possessed by a product or brand that reflect specific benefits, whether functional, symbolic, or innovative. These attributes can be added, removed, or emphasized by marketers to shape consumer perceptions, differentiate products from competitors, and influence consumer attitudes and purchasing decisions (Schiffman & Wisenblit, 2019). Product attributes also represent the factors inherent in a product or product category that consumers consider when making purchasing decisions (Anggriani et al., 2024). Furthermore, product attributes encompass product quality, features, and design, which companies use to create customer value and distinguish their products from competing alternatives (Kotler et al., 2024).

Based on these definitions by various experts, it can be concluded that product attributes are elements, characteristics, or factors inherent to a product or brand, such as quality, features, design, brand, and benefits that reflect the product's value and utility. These attributes serve as considerations for consumers in making purchase decisions and enable companies to shape consumer perceptions and differentiate their products from those of competitors.

Product attributes in this study are measured using six indicators, namely product, price, atmosphere, service, location, and facilities (Jahroh et al., 2025). The product indicator refers to goods or services that acquire value through the production process and constitute the final output offered to consumers. The price indicator represents the monetary value assigned to a product or service, which consumers consider when evaluating available purchasing alternatives. Meanwhile, the atmosphere indicator refers to the surrounding environmental conditions that characterize a business establishment and contribute to the overall consumer experience.

The service indicator refers to activities or actions undertaken to assist customers in obtaining the products or services they require. Service includes the assistance provided by employees in meeting consumer needs and supporting the purchasing process. The location indicator refers to the geographical position or place where a business operates and where consumers can access its products or services. Furthermore, the facilities indicator represents the resources and supporting infrastructure provided by a business to facilitate activities and improve convenience for consumers. These six indicators collectively describe the attributes that consumers may evaluate when considering a product or service, particularly within the food and beverage industry (Jahroh et al., 2025).

Product attributes are important considerations in consumer purchasing behavior because consumers evaluate the characteristics and benefits of products based on their individual needs and expectations. Research examining coffee shop purchasing decisions has investigated store atmosphere, product quality, and lifestyle as factors associated with consumer purchasing behavior, although their individual effects may vary across business contexts (Dianty & Aditama, 2026). Furthermore, customer experience and store atmosphere have been found to significantly influence purchasing decisions in coffee shop businesses, demonstrating the relevance of the physical environment and consumption experience in consumer evaluations (Juliantika & Aditama, 2026).

2.4 Purchase Decisions

A purchase decision refers to the buyer's decision regarding which brand to purchase after evaluating the available alternatives (Kotler et al., 2024). A purchase decision is also understood as the consumer's act of choosing to purchase a specific product or brand based on individual considerations (Schiffman & Wisenblit, 2019). Furthermore,

purchasing decisions involve the process of selecting among various available alternatives or options to determine the most appropriate choice (Hoyer et al., 2021). A purchase decision can also be defined as an activity undertaken by consumers to select and purchase a particular product or service that meets their needs and preferences (Andini et al., 2023).

Based on these experts' explanations, a purchase decision can be defined as the actions and activities consumers undertake in choosing among various available alternatives, including brand selection, until they finalize their choice to purchase a specific product or service.

Purchase decisions in this study are measured using four indicators, namely perceived need, pre-purchase activities, purchase behavior, and post-purchase behavior (Andini et al., 2023). The perceived need indicator represents the initial stage of the purchasing decision-making process, during which consumers become aware of a problem or recognize a particular need that must be fulfilled. This awareness encourages consumers to consider available products or services that may provide an appropriate solution to their needs (Kotler et al., 2024).

The pre-purchase activities indicator refers to the stage in which consumers are motivated to search for additional information about products or services before making a purchasing decision. During this stage, consumers may collect information from various sources, compare available alternatives, and evaluate the characteristics or benefits of products to support their purchasing considerations (Kotler et al., 2024).

The purchase behavior indicator represents the stage in which consumers make a decision regarding which brand or product to purchase based on their evaluation of available alternatives. Consumers consider various factors, including price, benefits, product availability, and environmental influences, before finalizing their purchasing choices. Consumer decisions at this stage reflect preferences that have developed throughout the decision-making process. Purchase behavior ultimately manifests through the act of purchasing the brand or product considered most capable of fulfilling consumer needs and expectations (Kotler et al., 2024).

The post-purchase behavior indicator refers to the stage following a consumer's purchase, during which consumers evaluate their experience with the selected product or service and develop feelings of satisfaction or dissatisfaction. This evaluation may influence subsequent consumer behavior toward a particular product or brand, including the possibility of repeat purchases and continued product preferences (Kotler et al., 2024).

The purchasing decision-making process is influenced by various internal and external factors that shape consumer perceptions and evaluations before, during, and after purchasing a product. Previous research in the coffee shop industry has demonstrated that store atmosphere, customer experience, and fear of missing out significantly influence consumer purchasing decisions, suggesting that purchasing behavior is associated with both product-related and experiential considerations (Juliantika & Aditama, 2026). Additionally, research on digital marketing has shown that social media marketing and brand awareness significantly affect purchasing decisions, indicating that consumer purchasing behavior may also be influenced by marketing communication and brand-related information (Sari & Wijaya, 2026). These findings provide additional empirical support for understanding the factors associated with consumer purchasing decisions across different business contexts.

3. Research Methods

3.1 Scope of the Study

Burjo Polopes is a micro, small, and medium-sized enterprise (MSME) operating in the food and beverage industry. Burjo Polopes was founded in 2018 by Elizabeth Corrytasari C. A. with the goal of providing a variety of high-quality food and beverage options to the public. The name Burjo Polopes comes from two words: "Burjo" is an abbreviation for "Bubur Kacang Hijau" (green bean porridge), a dish synonymous with traditional burjo stalls, while "Polopes" comes from Hebrew and means "chicken and fish." The choice of this name reflects the business's identity, which combines the signature dishes of a burjo stall with a variety of main courses, such as chicken and fish dishes. This identity demonstrates Burjo Polopes' commitment to offering a diverse menu selection to cater to a broader range of consumer tastes.

Burjo Polopes has gained increasing recognition among the general public and has successfully attracted many customers. The business strategy prioritizes menu variety, quality of taste, and affordable prices for all

segments of the population. This is evident in the diverse range of dishes offered, from burjo (green bean porridge)—the signature dish—to a variety of other options. Burjo Polopes is located at Jalan Ahmad Yani, No. 107, Cantel Kulon, Sragen Tengah, Sragen District, Sragen Regency, Central Java 57212. Burjo Polopes is open from 10:00 AM to 11:00 PM WIB, Tuesday through Sunday.

3.2 Types of Data

The types of data used in this study consist of qualitative and quantitative data. Qualitative data refer to information presented in the form of words, sentences, narratives, body language, facial expressions, charts, images, and photographs. These data provide descriptive information that can be used to understand particular phenomena or characteristics associated with the research subjects (Julaeha & Puteri, 2024; Mulyana et al., 2025). In this study, information obtained from respondents regarding product attributes and purchasing decisions was subsequently converted into quantitative measurements using a Likert scale to facilitate statistical analysis.

Quantitative data refer to information expressed in numerical form or qualitative information that has been transformed into numerical values through a scoring process. Quantitative data enable researchers to measure variables systematically and analyze the relationships between variables using statistical methods (Julaeha & Puteri, 2024; Mulyana et al., 2025). The quantitative data in this study consist of respondents' answers regarding consumer preferences and purchasing decisions, which were measured and analyzed using a Likert scale.

3.3 Data Sources

The data sources used in this study consist of primary and secondary data. Primary data refer to information collected directly from the research field or obtained from original sources to address specific research objectives (Julaeha & Puteri, 2024; Mulyana et al., 2025). In this study, primary data were obtained directly from consumers of Burjo Polopes in Sragen Regency who participated as respondents by completing the distributed questionnaires. These data were used to examine consumer assessments of product attributes and their purchasing decisions.

Secondary data refer to information obtained from previously documented or published sources that are relevant to the research objectives (Julaeha & Puteri, 2024; Mulyana et al., 2025). In this study, secondary data were collected from scientific journals, academic literature, literature reviews, reference books, and other relevant publications. These sources were used to support the theoretical framework, provide conceptual explanations of the research variables, and strengthen the interpretation of the research findings.

3.4 Population

A population refers to the generalization domain consisting of objects or subjects with specific quantities and characteristics established by researchers for investigation and subsequent conclusion development (Julaeha & Puteri, 2024; Mulyana et al., 2025). The population in this study consists of all consumers of Burjo Polopes in Sragen Regency. However, the exact number of consumers visiting or purchasing products from Burjo Polopes could not be determined. Therefore, the population size was considered unknown, requiring an appropriate sample-size determination method.

3.5 Sample

A sample represents a portion of the population selected for research purposes and is intended to reflect the characteristics of the population being investigated (Julaeha & Puteri, 2024; Mulyana et al., 2025). When the total population size cannot be precisely determined, researchers may apply the Lemeshow formula to estimate the minimum number of respondents required for the study. This formula is commonly used in quantitative research involving populations of unknown size (Julaeha & Puteri, 2024).

This study employed the Lemeshow formula because the exact number of Burjo Polopes consumers in Sragen Regency was unknown. The sample-size calculation used a confidence level of 95%, an estimated population proportion of 50%, and a maximum margin of error of 10%. These parameters were applied to determine the minimum number of respondents required to conduct the research.

The Lemeshow formula is expressed as follows:

$$n = \frac{Z^2 \times p \times (1 - p)}{e^2}$$

In this formula, n represents the

minimum sample size, Z represents the standard normal value corresponding to a 95% confidence level (1.96), p represents the estimated population proportion (0.50), and e represents the maximum acceptable margin of error (0.10).

Based on the formula, the minimum sample size was calculated as follows:

$$n = (1.96^2 \times 0.5 \times (1 - 0.5)) / 0.1^2$$
$$n = (3.8416 \times 0.5 \times 0.5) / 0.01$$
$$n = (3.8416 \times 0.25) / 0.01$$
$$n = 0.9604 / 0.01$$
$$n = 96.04$$

The calculation using the Lemeshow formula resulted in a minimum sample requirement of 96.04 respondents. Therefore, the minimum whole-number sample size was 97 respondents. To fulfill this requirement and facilitate data collection and statistical analysis, the study established a final sample size of 100 respondents.

3.6 Sampling Technique

The sampling technique employed in this study was accidental sampling, which is a non-probability sampling method based on the availability and accessibility of potential respondents. Under this technique, individuals who are encountered by the researcher may be selected as research participants, provided that they meet the criteria established for the study (Julaeha & Puteri, 2024; Mulyana et al., 2025). In this research, respondents were selected from consumers who happened to visit Burjo Polopes in Sragen Regency during the data collection period. Consumers who met the research criteria were invited to participate by completing the questionnaire. This technique was considered appropriate because the total population of Burjo Polopes consumers was unknown and respondents could be approached directly at the research location.

3.7 Data Collection Techniques

Data collection in this study was conducted using three techniques, namely questionnaires, observation, and literature review. The questionnaire technique involves providing respondents with a structured set of written questions or statements to obtain information relevant to the research variables (Julaeha & Puteri, 2024; Mulyana et al., 2025). In this study, questionnaires were distributed directly to consumers of Burjo Polopes in Sragen Regency to collect information regarding their assessments of product attributes, consumer preferences, and purchasing decisions. The questionnaire responses were measured using a Likert scale, which is designed to assess the attitudes, opinions, and perceptions of individuals or groups regarding particular social phenomena (Julaeha & Puteri, 2024; Mulyana et al., 2025).

The observation technique involves systematically monitoring, recording, analyzing, and interpreting behaviors, actions, or events that occur within the research setting (Sekaran & Bougie, 2016). In this study, direct observations were conducted at Burjo Polopes in Sragen Regency to obtain supporting information regarding business activities, consumer conditions, and the characteristics of the establishment. Information obtained through observation was recorded and used to complement the questionnaire data.

The literature review technique involves selecting, examining, and evaluating published and unpublished documents relevant to the research topic. These documents contain information, ideas, data, and empirical evidence that support the formulation of research concepts and the investigation of specific research problems (Sekaran & Bougie, 2016). In this study, the literature review was conducted by examining relevant books, scientific journals, academic publications, and internet-based references related to consumer preferences, product attributes, purchasing decisions, and the analytical methods applied in the research.

3.8 Research Instrument Validation

Research instrument validation is an important procedure for evaluating the quality of measurement instruments used in data collection. Instrument quality is closely related to validity and reliability, while data collection quality depends on the accuracy and appropriateness of the methods employed (Julaeha & Puteri, 2024; Mulyana et al., 2025). In this study, instrument validation was conducted through validity and reliability testing to ensure that the questionnaire items accurately measured the intended research variables and produced consistent results. Validity testing was used to determine whether each questionnaire item adequately represented the concept or variable being measured. An item was considered valid when its p-value was less than 0.05, whereas an item with a p-value greater than or equal to 0.05 was classified as invalid (Reza et al., 2019). Meanwhile, reliability testing was conducted to assess the consistency and stability of questionnaire items in

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 7, No. 2, July 2027, pp. 425-439
e-ISSN: 3025-3225, DOI : 10.54065/ijed.7.2.2027.911

measuring the research variables. Reliability was evaluated using Cronbach's Alpha (α), with values greater than 0.60 indicating acceptable reliability, while values of 0.60 or below indicated that the instrument did not meet the reliability criterion applied in this study (Reza et al., 2019).

3.9 Description of Respondents' Answers

Descriptive analysis of respondents' answers was conducted to examine the distribution and characteristics of responses to the research variables. This analysis was performed by calculating the mean scores of respondents' answers and interpreting the results using a predetermined scale range. The scale range formula provides a systematic approach to classifying numerical scores into specific categories for interpretation (Julaeha & Puteri, 2024).

The scale range formula is expressed as follows:

$$Scale\ Range = (Highest\ Score - Lowest\ Score) / Number\ of\ Response\ Options$$

Based on the five-point Likert scale used in this study, the calculation was performed as follows:

$$Scale\ Range = (5 - 1) / 5$$
$$Scale\ Range = 0.8$$

The calculation produced a scale range of 0.8, which was used to establish five categories for interpreting respondents' assessments. These categories were applied to the belief component (b_i) and the evaluation component (e_i) in the Fishbein model. The belief component represents the degree of consumer confidence in particular product attributes, while the evaluation component represents consumers' assessments of the importance or value of those attributes.

Table 3. Belief Level Categories (b_i)

Belief Level (b_i)	Score
Very Poor	$1.00 < b_i \leq 1.80$
Poor	$1.81 < b_i \leq 2.60$
Neutral	$2.61 < b_i \leq 3.40$
Good	$3.41 < b_i \leq 4.20$
Very Good	$4.21 < b_i \leq 5.00$

Source: Scale-range classification based on the research reference (Julaeha & Puteri, 2024).

Table 3 presents the classification of consumer belief levels into five categories, ranging from very poor to very good. The classifications were determined using the calculated scale range of 0.8. Higher belief scores indicate stronger consumer confidence that a product or service possesses the attributes being evaluated, whereas lower scores indicate weaker consumer confidence in those attributes.

Table 4. Evaluation Level Categories (e_i)

Evaluation Level (e_i)	Score
Very Poor	$1.00 < e_i \leq 1.80$
Poor	$1.81 < e_i \leq 2.60$
Neutral	$2.61 < e_i \leq 3.40$
Good	$3.41 < e_i \leq 4.20$
Very Good	$4.21 < e_i \leq 5.00$

Source: Scale-range classification based on the research reference (Julaeha & Puteri, 2024).

Table 4 presents the classification of consumers' evaluation levels into five categories, ranging from very poor to very good. These categories were used to interpret the importance or value assigned by consumers to the product attributes under investigation. Higher evaluation scores indicate that consumers assign greater importance to particular attributes, whereas lower scores reflect relatively lower levels of importance in consumer evaluations.

To determine the overall consumer attitude criteria (A_o), an interval scale calculation was performed by subtracting the minimum possible attitude score from the maximum possible attitude score and dividing the result by the number of classification categories. The maximum score was calculated by multiplying the highest belief score (b_i), the highest evaluation score (e_i), and the number of attributes included in the calculation. With 18 attributes, the maximum possible score was obtained from 5 × 5 × 18, resulting in 450. Meanwhile, the minimum possible score was calculated from 1 × 1 × 18, resulting in 18. The scale range was determined using the interval classification approach (Julaeha & Puteri, 2024). The calculation was performed as follows:

$$Scale\ Range = \left(Highest\ Score - \frac{Lowest\ Score}{Number\ of\ Response\ Options}\right.$$
$$Scale\ Range = (450 - 18) / 5$$
$$Scale\ Range = 86.4$$

Based on the calculated scale range of 86.4, consumer attitudes were classified into five categories, namely very negative, negative, neutral, positive, and very positive. These classifications were used to interpret the total attitude score generated through the Fishbein model and to describe consumers' overall attitudes toward the evaluated product attributes.

Table 5. Categories of Attitude Scores toward Overall Attribute Values (A_o)

Attribute Attitude Score (A_o)	Score
Very Negative	$18 < A_o \leq 104.4$
Negative	$104.5 < A_o \leq 190.8$

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 7, No. 2, July 2027, pp. 425-439
e-ISSN: 3025-3225, DOI : 10.54065/ijed.7.2.2027.911

Attribute Attitude Score (A_o)	Score
Neutral	$190.9 < A_o \leq 277.2$
Positive	$277.3 < A_o \leq 363.6$
Very Positive	$363.7 < A_o \leq 450$

Source: Scale-range classification based on the research reference (Julaeha & Puteri, 2024).

Table 5 presents the classification of overall consumer attitude scores based on the calculated interval range. A higher total attitude score indicates a more positive consumer attitude toward the evaluated product attributes, while a lower score indicates a less favorable attitude. These categories provide the basis for interpreting the overall Fishbein attitude score and determining the general tendency of consumer attitudes toward the products and services offered by Burjo Polopes.

3.10 Chi-Square Analysis

Chi-square analysis is a statistical method used to evaluate the relationship between two categorical variables through a contingency table. Categorical variables represent observations classified into distinct groups or categories, and the chi-square test examines whether the observed distribution differs significantly from the distribution expected under the assumption of independence (Taufiq & Slamet, 2025). In this study, chi-square contingency table analysis was used to determine whether a statistically significant relationship existed between consumer preferences, represented by the belief and evaluation components, and purchasing decisions at Burjo Polopes Sragen. The chi-square test statistic is calculated using the following formula:

$$\chi^2 = \Sigma \left[\frac{(O_i - E_i)^2}{E_i} \right]$$

In this formula, χ^2 represents the chi-square test statistic, O_i represents the observed frequency in each cell of the contingency table, and E_i represents the expected frequency in the corresponding cell under the assumption that the variables are independent. The expected frequency in each cell of the contingency table is calculated using the following formula:

$$E_i = \frac{(Row\ Total \times Column\ Total)}{Total\ Observations}$$

The expected frequency is obtained by multiplying the total frequency of the corresponding row by the total frequency of the corresponding column and dividing the result by the total number of observations. The calculated observed and expected frequencies are subsequently used to determine the chi-square statistic. The result is evaluated using the predetermined significance level of 0.05 to identify whether a statistically significant association exists between consumer preferences and purchasing decisions.

3.11 Fishbein Model

The Fishbein model explains that consumers' attitudes toward an object are influenced by their beliefs about and evaluations of the attributes associated with that object. This model is commonly used to assess consumer attitudes toward different brands within a particular product category. Consumers consider the available alternatives and evaluate the attributes possessed by each product or brand before developing an overall attitude toward the object (Fathia et al., 2018).

The Fishbein model is considered a useful approach for analyzing consumer perceptions of a product because it explains how different product attributes contribute to the formation of consumer attitudes (Fishbein, 1975, as cited in Kusumarini et al., 2022). Furthermore, the model describes the relationship between consumers' beliefs about particular attributes and their evaluations of those attributes, which collectively influence their affective responses and attitudes toward a product or object (Andini et al., 2023).

The Fishbein model is expressed using the following formula:

$$A_o = \sum_{i-1}^{n} b_i \, x \, e_i$$

In this formula, A_o represents the overall consumer attitude toward a product or object, b_i represents the strength of consumer belief that the product possesses a particular attribute, e_i represents the consumer's evaluation of that attribute, and n represents the total number of attributes included in the analysis.

Based on the formula, the evaluation component (e_i) represents the weight or importance assigned by consumers to a particular attribute possessed by a product or object. Meanwhile, the belief component (b_i) measures the extent to which consumers believe that the product or object possesses the evaluated attribute. The multiplication of these two components produces an attitude score for each attribute, while the sum of all attribute scores represents the overall consumer attitude toward the product.

In this study, the Fishbein model was used to evaluate consumer attitudes toward the

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 7, No. 2, July 2027, pp. 425-439
e-ISSN: 3025-3225, DOI : 10.54065/ijed.7.2.2027.911

attributes offered by Burjo Polopes Sragen. The model provides a quantitative approach for identifying attributes that receive higher or lower consumer assessments and for determining the relative importance of individual attributes in shaping overall consumer preferences. The results of this analysis were used to support the identification of product attributes that consumers consider most important when making purchasing decisions.

4. Result and Discussion

4.1 Validity Test

Table 6 Validity Test Results for The Believe Variable (b_i)

Statement Item	p-value	Criteria (α)	Description
X1.1	0.000	0.05	Valid
X1.2	0.000	0.05	Valid
X1.3	0.000	0.05	Valid
X1.4	0.000	0.05	Valid
X1.5	0.000	0.05	Valid
X1.6	0.000	0.05	Valid
X1.7	0.000	0.05	Valid
X1.8	0.000	0.05	Valid
X1.9	0.000	0.05	Valid
X1.10	0.000	0.05	Valid
X1.11	0.000	0.05	Valid
X1.12	0.000	0.05	Valid
X1.13	0.000	0.05	Valid
X1.14	0.494	0.05	Unvalid
X1.15	0.000	0.05	Valid
X1.16	0.000	0.05	Valid
X1.17	0.000	0.05	Valid
X1.18	0.000	0.05	Valid

Source: Processed primary data, (2026).

The table shows that for statement item X1.14, the significance value (p-value) = 0.494 > 0.05, which means that this statement item is invalid; whereas the other statement items have a significance value (p-value) = 0.000 < 0.05, so they are valid. Variable X1.14 was not used in the analysis because it did not meet the established criteria.

Table7 Validity Test Results for The Evaluation Variable (e_i)

Statement Item	p-value	Criteria (α)	Description
X2.1	0.000	0.05	Valid
X2.2	0.000	0.05	Valid
X2.3	0.000	0.05	Valid
X2.4	0.000	0.05	Valid
X2.5	0.000	0.05	Valid
X2.6	0.000	0.05	Valid
X2.7	0.000	0.05	Valid
X2.8	0.000	0.05	Valid
X2.9	0.000	0.05	Valid
X2.10	0.000	0.05	Valid
X2.11	0.000	0.05	Valid
X2.12	0.000	0.05	Valid
X2.13	0.000	0.05	Valid
X2.14	0.000	0.05	Valid
X2.15	0.000	0.05	Valid
X2.16	0.000	0.05	Valid
X2.17	0.000	0.05	Valid
X2.18	0.000	0.05	Valid

Source: Processed primary data, (2026).

The table shows that for statement items X1.1 through X1.18, the significance value (p-value) is 0.000 < 0.05; therefore, all statement items of the evaluation variable are valid.

Table 8 Validity Test Results for The Purchase Decisions Variable (Y)

Statement Item	value	riteria	Description
Y.1	0.000	0.05	Valid
Y.2	0.000	0.05	Valid
Y.3	0.000	0.05	Valid
Y.4	0.000	0.05	Valid

Source: Processed primary data, (2026).

The table shows that for statement items Y.1 through Y.4, the significance value (p-value) is 0.000 < 0.05; therefore, all statement items for the purchase decision variable are valid.

4.2 Reliability Test

Table 9 Reliability Test Resuts

Variable	Cronnbach's Alpha	Criteria score	N of items	Description
Believe (b_i)	0.904	0.60	17	Reliabel
Evaluation (e_i)	0.853	0.60	17	Reliabel
Purchase Decision (Y)	0.732	0.60	4	Reliabel

Source: Processed primary data, (2026).

Based on the table, the Cronbach's Alpha values for the trust variable (b_i) were 0.904 > 0.60, for the evaluation variable (e_i) were 0.853 > 0.60, and for the purchase decision variable were 0.732 > 0.60. Based on these results, all items in the trust (b_i), evaluation (e_i), and purchase decision (Y) variables are deemed reliable.

4.3 Chi-Square Analysis

Table 10 Chi-square test results on believe (b_i) in purchasing decisions

Chi-Square Tests			
	Value	*df*	*Asymptotic Significance (2-sided)*
Pearson Chi-Square	9.599[a]	4	.048
Likelihood Ratio	10.225	4	.037
Linear-by-Linear Association	5.819	1	.016
N *of Valid Cases*	100		

a. 5 *cells* (55.6%) *have expected count less than* 5. *The minimum expected count is* .42.

Table 10 presents the validity test results for the evaluation variable (e_i), consisting of 18 questionnaire items, ranging from X2.1 to X2.18.

INCOME JOURNAL OF ECONOMICS DEVELOPMENT
Volume 7, No. 2, July 2027, pp. 425-439
e-ISSN: 3025-3225, DOI : 10.54065/ijed.7.2.2027.911

The results indicate that all items obtained reported significance values of 0.000 ($p < .001$), which are lower than the predetermined significance level of 0.05. These findings demonstrate that all 18 questionnaire items meet the validity criterion applied in this study. Therefore, all items measuring the evaluation variable were classified as valid and retained for further analysis. These results indicate that the questionnaire items satisfied the statistical validity requirements used to assess consumer evaluations of product attributes at Burjo Polopes Sragen.

Table 11 Validity Test Results for The Evaluation Variable (e_i)

Statement Item	p-value	Criteria (α)	Description
X2.1	0.000	0.05	Valid
X2.2	0.000	0.05	Valid
X2.3	0.000	0.05	Valid
X2.4	0.000	0.05	Valid
X2.5	0.000	0.05	Valid
X2.6	0.000	0.05	Valid
X2.7	0.000	0.05	Valid
X2.8	0.000	0.05	Valid
X2.9	0.000	0.05	Valid
X2.10	0.000	0.05	Valid
X2.11	0.000	0.05	Valid
X2.12	0.000	0.05	Valid
X2.13	0.000	0.05	Valid
X2.14	0.000	0.05	Valid
X2.15	0.000	0.05	Valid
X2.16	0.000	0.05	Valid
X2.17	0.000	0.05	Valid
X2.18	0.000	0.05	Valid

Source: Processed primary data, (2026).

Based on the table above, the asymptotic significance (two-tailed) value of Pearson's chi-square test is 0.048, which is less than the significance level of 0.05; therefore, the null hypothesis is rejected. It can be concluded that consumer preferences based on trust levels influence purchasing decisions at Burjo Polopes Sragen; in other words, differences in trust levels affect consumers' purchasing decisions.

Table 12 Chi-square test results on evaluation (e_i) in purchasing decisions

Chi-Square Tests

	Value	*df*	*Asymptotic Significance (2-sided)*
Pearson Chi-Square	10.535[a]	4	.032
Likelihood Ratio	9.854	4	.043
Linear-by-Linear Association	9.518	1	.002
N of Valid Cases	100		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .06.

Source: Processed primary data, (2026).

Based on the table above, the asymptotic significance (two-tailed) value of Pearson's chi-square test is 0.032, which is less than the significance level of 0.05; therefore, the null hypothesis is rejected. It can be concluded that consumer preferences, based on evaluation levels, influence purchasing decisions at Burjo Polopes Sragen; in other words, differences in evaluation levels affect consumers' purchasing decisions.

The results of this study are consistent with previous findings demonstrating that consumer preferences have a significant influence on purchasing decisions at coffee shops (Rahmah et al., 2018; Rahayu et al., 2023; Zamborita et al., 2024). These findings indicate that product attributes are important factors consumers consider before making a purchase.

4.4 Fishbein Model

$$A_o = \sum_{i-1}^{n} b_i \, x \, e_i$$

Table 13 Fishbein Model Result

Product Attributes	Believe (b_i)	Evaluation (e_i)	Attitude (A_o)	Ranking
X1	4,21	4,6	19,366	1
X2	4,07	4,31	17,5417	3
X3	4,09	4,34	17,7506	2
X4	3,65	4,00	14,6	4
X5	3,54	3,75	13,275	7
X6	3,37	3,41	11,4917	15
X7	3,62	3,85	13,937	5
X8	3,51	3,6	12,636	8
X9	3,38	3,49	11,7962	12
X10	3,55	3,81	13,5255	6
X11	3,41	3,69	12,5829	10
X12	3,42	3,68	12,5856	9
X13	3,31	3,56	11,7836	13
X15	3,34	3,4	11,356	16
X16	3,13	3,00	9,39	17
X17	3,37	3,43	11,5591	14
X18	3,32	3,58	11,8856	11
TOTAL			227,0625	

Source: Processed primary data, (2026).

Attribute X1 received an attitude score of 19.366, making it the top-ranked or most important attribute in consumer preferences. Attribute X3 received an attitude score of 17.7506 and ranked second, while attribute X2 received an attitude score of 17.5417 and ranked third. These scores indicate that both attributes have high levels of trust and importance, thereby contributing significantly to the formation of positive consumer attitudes.

Attributes X4, X7, and X10 received attitude scores of 14.600, 13.937, and 13.5255, respectively, placing them in fourth, fifth, and sixth place. These results show that all three attributes are still perceived positively by consumers, although their contribution is lower than that of the three main attributes.

Attributes X5, X8, X12, X11, X18, X9,

X13, X17, X6, X15, and X16 received relatively lower attitude scores, ranging from 9.390 to 13.275. These scores indicate that these attributes still make a positive contribution to consumer attitudes, but their levels of trust and importance are not as high as those of the top-ranked attributes. Attribute X16 received the lowest attitude score of 9.390, with a trust score of 3.13 and an evaluation score of 3.00, placing it seventeenth in the ranking. These results indicate that attribute X16 is the aspect with the lowest priority in shaping positive consumer attitudes compared to other attributes.

The results of the Fishbein model yielded a total attitude score of 227.0625. This total score indicates that, overall, consumers have a neutral attitude toward the attributes of Burjo Polopes products. These findings suggest that consumers have not yet demonstrated a strong attitudinal tendency whether positive or negative toward the attributes of Burjo Polopes. This suggests that while some attributes have met consumer expectations, there are still several attributes that need improvement to foster a more positive attitude. Burjo Polopes needs to evaluate and improve the attributes that received lower ratings so that consumer perceptions and attitudes can improve.

The results of this study are consistent with previous research findings indicating that product attributes are important factors influencing consumer purchasing decisions at coffee shops (Rahmah & Satyaninggrat, 2023; Jahroh et al., 2025; Santoso et al., 2023; Santoso et al., 2023; Thuannadee, 2024). These findings demonstrate that consumers pay close attention to product attributes that provide benefits most suited to their needs and preferences.

5. Conclution

The findings of this study indicate a statistically significant relationship between consumer preferences and purchasing decisions at Burjo Polopes Sragen. The Fishbein analysis identified product attributes as the most important factors influencing consumer preferences, particularly menu variety, product presentation, and the suitability of portion sizes relative to prices. These findings highlight the importance of understanding consumer preferences in developing effective marketing strategies and improving business competitiveness.

The practical implications suggest that Burjo Polopes should maintain consumer confidence in highly rated product attributes while improving aspects that received lower evaluations, particularly parking facilities, cleanliness, and accessibility. Continuous menu innovation, consistent food quality, competitive pricing, and responsive customer service are essential to improving consumer satisfaction. Furthermore, strengthening social media marketing and communicating product information and promotional activities may increase brand awareness, encourage repeat purchases, and support long-term customer loyalty.

This study has several limitations. First, it focused exclusively on consumer preferences and purchasing decisions without examining other potentially influential variables. Second, the research was conducted at a single culinary establishment in Sragen, limiting the generalizability of the findings to other business settings. Additionally, the use of accidental sampling may restrict the representativeness of the respondents.

Future research is recommended to involve larger and more diverse samples across multiple culinary establishments to improve the generalizability of the findings. Subsequent studies should also incorporate additional variables, including promotions, brand image, service quality, customer satisfaction, and loyalty. Advanced analytical approaches, such as multiple regression or structural equation modeling (SEM-PLS), may provide a more comprehensive understanding of the relationships among consumer preferences, purchasing decisions, and other relevant factors.

References

Andini, T. P., Adawiyah, R., & Indriani, Y. (2023). Attitudes, decision making and purchasing patterns of online vegetable consumers. *Journal of Consumer Sciences, 8*(3), 296–317. https://doi.org/10.29244/jcs.8.3.296-317

Anggriani, A., Daryanto, A., & Asikin, Z. (2024). Sustainable apparel product purchase decisions on Indonesian Gen Z and millennial women consumers using theory of planned behaviour. *Indonesian Journal of Business and Entrepreneurship, 10*(1), 223. https://doi.org/10.17358/ijbe.10.1.223

Dianty, D. R., & Aditama, R. R. A. (2026). The

influence of store atmosphere, product quality, and lifestyle on consumers' purchase decisions at Loske Coffee Keprabon Surakarta. *Journal Social Society,* *6*(4), 3596–3614. https://doi.org/10.54065/jss.6.4.2026.1883

Fathia, Q. N., Nurmalina, R., & Simanjuntak, M. (2018). Consumer's attitude and willingness to pay for organic rice. *Indonesian Journal of Business and Entrepreneurship,* *4*(1), 11. https://doi.org/10.17358/ijbe.4.1.11

Genoveva, G., & Alamodi, A. (2022). The influence of purchasing organic food among expatriates in Indonesia. *Indonesian Journal of Business and Entrepreneurship,* *8*(1), 136. https://doi.org/10.17358/ijbe.8.1.136

Henryanto, A. G., Hanifah, H., Kaihatu, T. S., Hardjono, R. K., Cahyadin, M., & Hartono, W. (2025). Digital platform capability and strategic agility: Uncovering strategies to strengthen Indonesian F&B SMEs competitiveness. *Indonesian Journal of Business and Entrepreneurship,* *11*(3), 685. https://doi.org/10.17358/ijbe.11.3.685

Hoyer, W. D., MacInnis, D. J., Pieters, R., Chan, E., & Northey, G. (2021). *Consumer behaviour* (2nd Asia-Pacific ed.). Cengage Learning Australia.

Jahroh, S., Hasanah, N., & Syafira, D. M. (2025). Consumer preferences in choosing a coffee shop in the city of Bremen, Germany. *Journal of Technology and Operations Management, 20*(2), 86–104. https://doi.org/10.32890/jtom2025.20.2.7

Julaeha, L. S., & Puteri, N. A. (2024). The influence of consumer behavior on purchasing decisions of beauty products on e-commerce platforms in South Jakarta. *Journal of Management and Social Sciences,* *2*(1). https://doi.org/10.59031/jmsc.v2i1.359

Juliantika, P., & Aditama, R. R. A. (2026). The influence of store atmosphere, customer experience, and FOMO on coffee shop purchase decisions. *Journal Social Society,* *6*(4), 3578–3595. https://doi.org/10.54065/jss.6.4.2026.1882

Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of marketing* (19th global ed.). Pearson.

Kurniawan, A., Rahayu, S., Laia, D. R., Nainggolan, A. D. S., & Hildawati. (2026). Factors influencing iPhone purchase intention among university students: Evidence from STIA Lancang Kuning Dumai. *Income Journal of Economics Development,* *6*(2). https://doi.org/10.54065/ijed.6.2.2026.769

Kusumarini, R. A. P. I., Fariyanti, A., & Tinaprilla, N. (2022). Consumer attitude and satisfaction by online application for ready-to-eat food delivery service in Jabodetabek. *Jurnal Ilmu Keluarga dan Konsumen,* *15*(2), 192–204. https://doi.org/10.24156/jikk.2022.15.2.192

Lestari, F. N. I. (2026). The effect of service quality and product price on customer satisfaction at PT Asia Bahtera Solusitech, a plastic injection machinery trading company. *Income Journal of Economics Development, 6*(2), 261–276. https://doi.org/10.54065/ijed.6.2.2026.808

Mothersbaugh, D. L., Kleiser, S. B., & Hawkins, D. I. (2024). *Consumer behavior: Building marketing strategy* (15th ed.). McGraw Hill.

Muhammad Aufa, H., Novitasari, E. R., Prabawati, I., & Suprapto, F. A. (2026). Development of MSMEs based on the pentahelix model in supporting regional economic growth in East Java Province. *Income Journal of Economics Development,* *6*(2), 106–114. https://doi.org/10.54065/ijed.6.2.2026.745

Mulyana, M., Rainanto, B. H., Sulistiono, S., Fadillah, A., & Said, J. (2025). Digital entrepreneurship on purchase decisions: Analysis of content-based business, online store, and business matchmaking. *Indonesian Journal of Business and Entrepreneurship, 11*(1), 29. https://doi.org/10.17358/ijbe.11.1.29

Prabowo, V. A., Isyanto, P., & Sumarni, N. (2025). The influence of product attributes and consumer preferences on single origin coffee purchasing decisions at Salapan Djati Coffee. *International Journal of Economics and Management Research,* *4*(2), 320–332.

https://doi.org/10.55606/ijemr.v4i2.383

Rahayu, Y., Sumarwan, U., & Asnawi, Y. H. (2023). Perception analysis of purchasing attitude and willingness to pay for coffee and non-coffee beverage products. *Jurnal Manajemen dan Agribisnis, 20*(3), 455–465. https://doi.org/10.17358/jma.20.3.455

Rahmah, K., & Satyaninggrat, L. M. W. (2023). The effect of consumer characteristics and lifestyle toward purchase decision. *Journal of Consumer Sciences, 8*(3), 395–413. https://doi.org/10.29244/jcs.8.3.395-413

Rahmah, K., Sumarwan, U., & Najib, M. (2018). The effect of brand equity, marketing mix, and lifestyle to purchase decision at Maxx Coffee, Bogor. *Journal of Consumer Sciences, 3*(2), 1–15. https://doi.org/10.29244/jcs.3.2.01-15

Reza, F., Sumarwan, U., & Hartoyo. (2019). Satisfaction, purchasing behavior, and customer loyalty of Butik Emas Logam Mulia. *Journal of Consumer Sciences, 4*(2), 90–107. https://doi.org/10.29244/jcs.4.2.90-107

Santoso, F. E., Prastiwi, W. D., & Mukson. (2023). Evaluating the consumer preference of UHT Ultra Milk Flavor: Evidence from Generation Z consumers. *Journal of Consumer Sciences, 8*(2), 170–186. https://doi.org/10.29244/jcs.8.2.170-186

Sari, A. P., & Wijaya, D. (2026). The influence of social media marketing and brand awareness on consumers' purchase decisions for Sattka Pashmina Hijabs on TikTok Shop. *Income Journal of Economics Development, 6*(2), 297–313. https://doi.org/10.54065/ijed.6.2.2026.861

Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley & Sons.

Solomon, M. R., & Lowrey, T. M. (Eds.). (2018). *The Routledge companion to consumer behavior*. Routledge.

Taufiq, D. M., & Slamet, A. (2025). Analysis of the influence of marketing mix on purchasing decisions for ornamental plants using Chi-Square in Kendari City. *International Journal of Agricultural Social Economics and Rural Development, 4*(2), 122–126. https://doi.org/10.37149/ijaserd.v4i2.1937

Thuannadee, S. (2024). Prioritizing on-campus coffee shop attributes for quality improvement: An AHP analysis of university students' preferences. *International Journal of the Analytic Hierarchy Process, 16*(3). https://doi.org/10.13033/ijahp.v16i3.1200

Zamborita, D. Z., Muflikh, Y. N., & Burhani, A.-M. A. I. (2024). Purchasing decisions and consumer preferences of millennials and zoomers at coffee shops. *Journal of Consumer Sciences, 9*(1), 102–121. https://doi.org/10.29244/jcs.9.1.102-121