MIKAILALSYS
Journal of Multidisciplinary Sciences

e-ISSN : 2987-2286
p-ISSN : 2987-3924
Index: Harvard, Boston, Sydney, Copernicus, Sinta 4, Scilit, Semantic, Google, etc

https://doi.org/10.58578/mikailalsys.v4i3.12238

The Influence of Price, Promotion, and Location on Meat Purchase Decisions at Toko Daging Indonesia in Selincah, Jambi City

M Daniel, Sri Rahma, Muhammad Ismail
UIN Sulthan Thaha Saifuddin Jambi, Indonesia
mdanielkasiro@gmail.com; srirahma@uinjambi.ac.id

Submitted:	Revised:	Accepted:	Published:
Aug 20, 2026	Sep 17, 2026	Sep 29, 2026	Oct 4, 2026

Abstract

Meat purchase decisions may be shaped by pricing, promotional communication, and convenient store access. This study examined the individual and joint associations of price, promotion, and location with meat purchase decisions at Toko Daging Indonesia in Selincah, Jambi City. A quantitative associative approach with a survey design involved 97 consumers selected through purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed through multiple linear regression in IBM SPSS Statistics 25. Price ($\beta = .375$, $p < .001$), promotion ($\beta = .342$, $p < .001$), and location ($\beta = .533$, $p < .001$) were positively and significantly associated with purchase decisions. The regression model was statistically significant ($F = 34.142$, $p < .001$), with the three predictors jointly explaining 50.9% of the variation in purchase decisions. Location had the largest standardized coefficient among the predictors. These findings indicate that pricing, promotion, and location are relevant to consumer purchase decisions in this retail setting. The study provides contextual evidence to inform meat retail marketing strategies and highlights the importance of integrating competitive pricing, relevant promotional communication, and convenient store access.

Keywords: Price; Promotion; Store Location; Purchase Decisions; Meat Retailing

Mikailalsys is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License

INTRODUCTION

Beef occupies an important position in household food consumption while also supporting economic activity across livestock production, distribution, and retail markets (Cordero-Gutiérrez et al., 2025; Parzianello & Carvalho, 2024; Putman et al., 2023). Population growth and improvements in household living standards can increase demand for animal-source foods, creating greater pressure on the availability and affordability of beef. The Indonesian market reflects this challenge, as domestic demand has historically interacted with domestic production, imports, and changes in beef prices. Kusumaningrum et al. (2025) found that beef demand in Indonesia is associated with several economic factors, including domestic beef prices, prices of substitute food products, and household income. These conditions indicate that the beef market is shaped not only by supply-side considerations but also by consumers' economic circumstances and their responses to market offerings (Eletu et al., 2026; Hobbs & Roosen, 2026; Němec et al., 2025).

Retailers operating in this environment need to understand how consumers evaluate available alternatives before making a purchase. A purchase decision does not emerge from a single consideration but develops through consumers' assessment of the value, accessibility, and attractiveness of an offer. Price, promotional communication, and location are therefore particularly relevant in retail settings because they are directly encountered by consumers during the purchasing process. Iba & Wardhana (2024) describes consumer purchasing decisions as a process through which consumers consider available alternatives before selecting a product, while Zusrony (2021) emphasizes that contemporary consumer behavior is increasingly shaped by the interaction between economic considerations and market information. A literature review by Renaningtyas et al. (2022) similarly identifies price and promotion as factors associated with consumer purchasing behavior.

Price becomes particularly sensitive in the purchase of routinely consumed food products because consumers can readily compare similar products across sellers. Tjiptono (2020) positions price as an important component of marketing strategy, while Said (2022) emphasizes the relationship between retail marketing practices and consumer satisfaction. Empirical evidence nevertheless suggests that the role of price may vary according to the market and product context. Firdaus et al. (2022), for example, found that price had a partial effect on purchasing decisions for beef and derivative products at Ciwastra Traditional Market. Hidayat & Utamaningsih (2023) also reported a positive effect of price on purchasing

decisions in a food-service context. Conversely, Kusumaningrum et al. (2025) , using national beef supply-and-demand data, found that domestic beef prices did not have a statistically significant effect on aggregate beef demand. Although aggregate demand and individual purchase decisions represent different analytical levels, these findings suggest that the role of price needs to be examined within a clearly defined consumer and retail context.

Promotion represents another point of contact between retailers and prospective consumers. Promotional activities provide information about products, prices, discounts, and other benefits that may encourage consumers to consider a purchase. Renaningtyas et al. (2022) identify promotion as one of the variables associated with consumer purchasing behavior, while Cardoso et al. (2022); Chatzoglou et al. (2022); Khitami et al. (2026) empirically examined promotion and price as determinants of purchasing decisions in a service business. At Toko Daging Indonesia Selincah, promotional activities have primarily relied on social media channels such as Facebook, Instagram, and WhatsApp, together with personal selling. Offline promotional activities, including exhibitions, events, and brochure distribution, have been conducted less frequently. Pasted text This condition raises a practical question concerning whether the promotional approach currently used by the store is sufficiently associated with consumers' decisions to purchase meat.

Location adds a spatial dimension to the consumer's evaluation of a retail outlet. Accessibility, visibility, surrounding conditions, and parking availability may affect the convenience of visiting a store and completing a transaction. Iba & Wardhana (2024) identify location as a relevant consideration in consumer purchasing decisions, while Hidayat & Utamaningsih (2023) found that location had a positive effect on purchase decisions in their study. Evidence from beef retailing, however, is not entirely consistent. Firdaus et al. (2022) reported a partial effect of location on purchasing decisions for beef and derivative products, whereas Rinjani & Paludi (2023) found that location did not have a significant partial effect on purchase decisions at Toko Daging Nusantara Kranggan. These contrasting findings indicate that the importance of location may depend on the characteristics of the outlet, consumer mobility, and the specific market environment.

The situation at Toko Daging Indonesia Selincah provides a relevant setting in which to examine these relationships. The store operates under PT Suri Nusantara Jaya and offers meat products to consumers in Jambi City. Despite its competitive pricing, consumer purchasing activity has not necessarily reflected the apparent price advantage. The store's

2024 price list shows that one kilogram of beef was offered at Rp132,000, compared with Rp140,000 at a traditional market, Rp166,000 at Toko Daging Abah, and Rp175,000 at Jambi Storeid. Pasted text The difference is noteworthy because a lower listed price would ordinarily be expected to strengthen consumers' perception of economic value. The observed condition suggests that purchase decisions at the store cannot be understood from price alone and need to be considered alongside other aspects of its marketing environment.

The store's revenue and preliminary consumer responses reinforce this concern. Toko Daging Indonesia Selincah recorded annual revenue growth from Rp60.80 million in 2020 to Rp80.35 million in 2024, yet the reported revenue of Toko Daging Abah Selincah remained higher over the same period, reaching Rp86.40 million in 2024. Pasted text The preliminary survey of 20 consumers also revealed differing responses across the three marketing dimensions examined in this study: six respondents expressed dissatisfaction related to price, ten to promotion, and eight to location. Pasted text The store was also described as being relatively distant from crowded areas, while parking and accessibility were identified as practical concerns. Pasted text Taken together, these observations indicate that competitive prices alone may not be sufficient to explain consumer behavior when promotional exposure and physical accessibility are also involved.

Previous studies provide useful evidence but leave an empirical space for the present research. Firdaus et al. (2022) examined location, product completeness, and price in purchasing decisions for beef products and found partial effects of location and price. Rinjani & Paludi (2023), studying another meat retailer, reported that price perception affected purchasing decisions but location did not. Hidayat & Utamaningsih (2023) found positive effects of price and location in a restaurant context, while Renaningtyas et al. (2022) highlighted promotion and price in explaining consumer purchases. These studies differ in their objects, market settings, and combinations of explanatory variables. More importantly, limited evidence has examined price, promotion, and location together in the specific context of meat purchasing at Toko Daging Indonesia Selincah in Jambi City. The inconsistent findings concerning price and location, combined with the relatively limited attention to promotion within meat retail purchasing, provide the empirical gap addressed by this study.

The present study therefore places consumers' meat purchase decisions within the immediate retail conditions they encounter rather than treating price, promotion, or location as isolated considerations. Its contribution lies in testing these three marketing variables

within a specific meat-retail setting where an observable price advantage coexists with relatively limited promotional activities, location-related concerns, and revenue below a nearby competitor. This setting provides an opportunity to clarify whether conventional marketing considerations remain relevant to purchase decisions in a specialized meat outlet and to provide evidence that can inform more context-sensitive retail marketing practices. Accordingly, this study aims to analyze the effects of price, promotion, and location, both partially and simultaneously, on consumers' meat purchase decisions at Toko Daging Indonesia in Selincah, Jambi City.

METHODS

This study employed a quantitative associative approach to examine the relationships between price, promotion, location, and consumers' meat purchase decisions. An associative quantitative design was considered appropriate because the study sought to determine both the partial and simultaneous effects of the independent variables on purchase decisions through statistical hypothesis testing (Azhari et al., 2023). The study was conducted in Payo Selincah, East Jambi District, Jambi City, over a period of three months. The population comprised consumers in Jambi City, while the sample consisted of consumers who had directly visited and purchased meat from Toko Daging Indonesia Selincah. Purposive sampling was applied to ensure that respondents had direct purchasing experience relevant to the variables being examined (Abdullah et al., 2022). Since the size of the target population could not be determined precisely, the minimum sample was estimated using the Lemeshow formula with a 95% confidence level, a maximum population proportion of 0.50, and a 10% margin of error. The calculation produced a minimum requirement of approximately 96 respondents, which was rounded to 97 respondents and used as the final sample.

Data were obtained primarily through a structured questionnaire, supported by preliminary interviews, direct observation, and relevant secondary information from Toko Daging Indonesia Selincah. The questionnaire was administered to the 97 respondents and consisted of closed-ended statements measured on a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*) (Wardhana, 2024). Four constructs were measured: price (X1) through price affordability, price–quality compatibility, price competitiveness, and price benefit compatibility; promotion (X2) through advertising, sales promotion, personal selling, and public relations; location (X3) through accessibility, visibility, traffic, parking facilities, expansion opportunities, surrounding environment, competition, and government

regulations; and purchase decision (Y) through product choice, brand choice, store choice, purchase timing, purchase quantity, and payment timing. Prior to hypothesis testing, the measurement quality was evaluated through validity and reliability tests. An item was considered valid when its calculated correlation coefficient exceeded the critical value, while internal consistency was assessed using Cronbach's alpha, with a coefficient above 0.60 adopted as the reliability criterion.

Data were analyzed using IBM SPSS Statistics version 25. The analytical procedure included instrument quality testing, classical assumption testing, multiple linear regression, hypothesis testing, and the coefficient of determination. Classical assumptions were examined through normality, heteroscedasticity, and multicollinearity tests before estimating the regression model (Wardhana & Iba, 2024). Multiple linear regression was subsequently applied to estimate the contribution of price, promotion, and location to purchase decisions, expressed as $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ (Astuti & Kusumawardhani, 2021). Partial effects were assessed using the *t*-test, whereas the simultaneous effect of the three predictors was examined using the *F*-test at a significance level of $\alpha = .05$. The coefficient of determination (R^2) was used to assess the proportion of variation in purchase decisions explained collectively by price, promotion, and location.

RESULT

1. Classical Assumption Tests

Prior to hypothesis testing, the regression model was evaluated through normality, multicollinearity, and heteroscedasticity tests. The Kolmogorov–Smirnov test was applied to examine the distribution of the regression residuals. As presented in Table 1, the test produced a Kolmogorov–Smirnov statistic of .063 with an Asymp. Sig. (2-tailed) value of .200. Since the significance value exceeded .05, the residuals were considered normally distributed.

Table 1. Results of the Normality Test

Indicator	Result
N	97
Residual mean	.000
Residual standard deviation	1.552
Kolmogorov–Smirnov statistic	.063
Asymp. Sig. (2-tailed)	.200

The multicollinearity test showed that price, promotion, and location each had a tolerance value of .999 and a Variance Inflation Factor (VIF) of 1.001. As shown in Table 2, all tolerance values were above .10 and all VIF values were substantially below 10.00. The three predictors therefore showed no indication of problematic multicollinearity.

Table 2. Results of the Multicollinearity Test

Predictor	Tolerance	VIF	Result
Price (X1)	.999	1.001	No multicollinearity
Promotion (X2)	.999	1.001	No multicollinearity
Location (X3)	.999	1.001	No multicollinearity

Heteroscedasticity was examined using the Glejser test. The significance values were .560 for price, .688 for promotion, and .904 for location, all of which exceeded the .05 threshold. These results, summarized in Table 3, indicate that heteroscedasticity was not detected in the regression model. Taken together, the normality, multicollinearity, and heteroscedasticity tests indicated that the model satisfied the classical assumptions required for subsequent multiple regression analysis.

Table 3. Results of the Glejser Heteroscedasticity Test

Predictor	B	Std. Error	t	p	Result
Price (X1)	.020	.034	.584	.560	No heteroscedasticity
Promotion (X2)	.015	.038	.403	.688	No heteroscedasticity
Location (X3)	.002	.017	.121	.904	No heteroscedasticity

2. Effects of Price, Promotion, and Location on Purchase Decisions

Multiple linear regression was conducted to examine the individual effects of price, promotion, and location on consumers' meat purchase decisions. Table 4 presents the regression coefficients and the results of the partial significance tests.

Table 4. Multiple Linear Regression and Partial Hypothesis Testing

Predictor	B	Std. Error	β	t	p
Constant	6.997	1.848	—	3.787	< .001
Price (X1)	.317	.060	.375	5.246	< .001
Promotion (X2)	.327	.068	.342	4.820	< .001
Location (X3)	.227	.030	.533	7.448	< .001

The estimated regression equation was:

$$Y = 6.997 + 0.317X_1 + 0.327X_2 + 0.227X_3 + e \quad (1)$$

where *Y* represents purchase decision, X_1 represents price, X_2 represents promotion, and X_3 represents location. The positive coefficient for price (B = .317, $t = 5.246$, $p < .001$)

indicates that more favorable consumer evaluations of price were associated with higher purchase-decision scores when the other predictors were held constant. Promotion also showed a positive and statistically significant coefficient (B = .327, t = 4.820, p < .001), indicating that stronger evaluations of promotional activities were associated with higher purchase-decision scores. Location similarly had a positive and significant coefficient (B = .227, t = 7.448, p < .001). Thus, price, promotion, and location each had a statistically significant partial effect on meat purchase decisions at Toko Daging Indonesia Selincah.

The standardized coefficients provide additional information regarding the relative contribution of the three predictors within the estimated model. Location produced the largest standardized coefficient (β = .533), followed by price (β = .375) and promotion (β = .342). This result indicates that, among the three variables included in the regression model, location showed the strongest standardized association with purchase decisions.

3. Simultaneous Effect of Price, Promotion, and Location

The simultaneous effect of the three independent variables was examined using the *F*-test. As reported in Table 5, the regression model produced an *F* value of 34.142 with a significance level below .001. The result demonstrates that price, promotion, and location jointly had a statistically significant effect on consumers' meat purchase decisions.

Table 5. Results of the Simultaneous F-Test

Source	Sum of Squares	Mean Square	F	p
Regression	254.807	84.936	34.142	< .001
Residual	231.358	2.488	—	—
Total	486.165	—	—	—

The significant overall model (F = 34.142, p < .001) confirms that the three marketing variables, when considered together, were associated with variations in purchase decisions. Therefore, the simultaneous hypothesis concerning the effect of price, promotion, and location on purchase decisions was supported.

4. Explanatory Power of the Regression Model

The explanatory capacity of the regression model was assessed using the coefficient of determination. Table 6 shows an *R* value of .724, an R^2 of .524, and an adjusted R^2 of .509. The adjusted coefficient indicates that price, promotion, and location collectively explained 50.9% of the variation in consumers' meat purchase decisions.

Table 6. Model Summary and Coefficient of Determination

R	R^2	Adjusted R^2	Std. Error of the Estimate
.724	.524	.509	1.577

The remaining 49.1% of the variation in purchase decisions was not explained by the predictors included in this model and may be associated with other factors not examined in the present study. Overall, the empirical findings demonstrate that price, promotion, and location had significant partial effects on purchase decisions and also contributed significantly when examined simultaneously. Among the predictors included in the model, location recorded the highest standardized regression coefficient.

DISCUSSION

The findings demonstrate that price, promotion, and location jointly contribute significantly to consumers' meat purchase decisions at Toko Daging Indonesia Selincah. The regression model explained 50.9% of the variation in purchase decisions, indicating that these three marketing dimensions constitute an important part of how consumers evaluate the store and its offerings. This finding is particularly relevant to the empirical situation identified at Toko Daging Indonesia Selincah. Although the store offers relatively competitive meat prices, purchasing decisions are not determined by price alone. Consumers encounter the product within a broader retail experience in which information about the offer, accessibility of the outlet, and convenience of reaching the store are also considered. The simultaneous effect therefore suggests that purchasing decisions should be understood as the outcome of interconnected marketing considerations rather than as a response to a single attribute.

1. The Effect of Price on Purchase Decisions

Price had a positive and significant effect on purchase decisions (B = .317, β = .375, $p < .001$). This result should not be interpreted simply as indicating that higher nominal meat prices encourage consumers to purchase more. Price in this study was measured through consumers' perceptions of affordability, correspondence between price and product quality, price competitiveness, and correspondence between price and the benefits received. The positive coefficient therefore indicates that more favorable evaluations of these price dimensions are associated with stronger purchase decisions. Consumers are more likely to respond positively when they perceive that the amount they pay is reasonable in relation to the quality and benefits obtained.

This finding is consistent with Gunarsih et al. (2021), who found that price significantly influenced consumer purchase decisions at Toko Pelita Jaya Buyungon Amurang. Their study similarly incorporated affordability, correspondence between price and perceived benefits, and price competitiveness into consumers' evaluations. The result is also consistent with (Firdaus et al., 2022), who examined consumers of beef and derivative products at Ciwastra Traditional Market and found that price had a significant partial effect on purchase decisions. The similarity is noteworthy because the latter study dealt specifically with beef products, suggesting that price remains relevant when consumers choose among alternative meat sellers.

The finding has a practical meaning for Toko Daging Indonesia Selincah. The store's comparatively lower selling price does not automatically guarantee stronger consumer preference. What appears to matter is how consumers perceive that price relative to product quality, benefits, and competing offers. Price strategy should therefore extend beyond maintaining a low nominal price. Clear price information, consistency between displayed and transaction prices, communication of product quality, and visible comparison of the value received may help consumers recognize the economic advantage being offered. Such an approach is especially relevant for meat products, for which consumers may associate price with freshness, quality, safety, and expected benefits rather than simply seeking the lowest available price.

2. The Effect of Promotion on Purchase Decisions

Promotion also had a positive and significant effect on purchase decisions (B = .327, β = .342, $p < .001$). This result indicates that consumers who evaluated the store's promotional activities more positively also tended to report stronger purchase decisions. Promotion can reduce the information gap between the retailer and prospective consumers by communicating product availability, prices, discounts, product characteristics, and other reasons for visiting the store. For Toko Daging Indonesia Selincah, this relationship is particularly relevant because the preliminary observations indicated that promotional activities were concentrated on social media and personal selling, while activities such as events, exhibitions, and direct brochure distribution were relatively limited.

The result supports Mandak et al. (2021), who found a positive and significant relationship between promotion and purchase decisions among consumers of Dapur Sedap Om Dol in Manado. Their findings showed that promotion contributed substantially to

consumers' purchasing decisions, although other considerations such as recommendations, product appearance, and service quality were also relevant. This consistency across different food-related businesses suggests that promotion is not merely a mechanism for increasing product visibility. It can also provide consumers with information needed to evaluate an offer and create a reason to act on an existing purchasing need.

The practical implication is that promotional intensity should be accompanied by relevance and clarity. Toko Daging Indonesia Selincah already uses Facebook, Instagram, WhatsApp, and personal selling, but the findings suggest room for a more integrated approach. Information about price differences, discounts, product availability, quality assurance, and purchase benefits could be communicated consistently across digital and direct promotional channels. Offline promotion may also complement digital communication when targeting consumers who are less responsive to social media advertising. The positive relationship found in this study consequently points to the importance of promotion as a bridge between the value offered by the store and consumers' awareness of that value.

3. The Effect of Location on Purchase Decisions

Location had a positive and significant effect on purchase decisions (B = .227, β = .533, $p < .001$). More importantly, location recorded the largest standardized coefficient among the three predictors. This result indicates that, within the model examined in this study, consumers' evaluations of accessibility, visibility, traffic conditions, parking availability, surrounding environment, competition, and other location-related characteristics were strongly associated with their purchase decisions. The finding is meaningful in the context of Toko Daging Indonesia Selincah because preliminary observations identified distance from crowded areas and parking conditions as issues that could affect consumers' convenience in visiting the outlet.

The result is consistent with Daniella et al. (2023), who found that location had a significant effect on consumer purchase decisions at Pasar Wage Tulungagung. Their study reinforces the view that the physical setting in which transactions occur can remain influential even when consumers have access to information about products through other channels. Firdaus et al. (2022) similarly reported a significant partial effect of location in their analysis of purchasing decisions for beef and derivative products. The latter comparison is especially relevant because both studies concern the purchase of meat products, where consumers may

prefer outlets that can be reached conveniently and allow the purchasing process to be completed efficiently.

The relatively strong standardized effect of location has an important managerial implication. Relocating an established outlet is not always economically realistic; therefore, improvements do not necessarily have to involve changing the store's physical address. Management can improve the consumer experience surrounding the existing location by providing clearer directional information, strengthening online map visibility, improving parking arrangements, placing visible signage near access routes, and communicating delivery or ordering alternatives where feasible. These measures could reduce some of the inconvenience associated with a location that consumers perceive as less accessible.

Taken together, the findings show that consumers' meat purchase decisions at Toko Daging Indonesia Selincah are associated with a combination of economic value, marketing communication, and physical accessibility. This provides empirical support for considering price, promotion, and location within an integrated retail marketing framework. From a managerial perspective, the findings suggest that relying primarily on competitive prices may be insufficient when consumers have limited exposure to promotional information or perceive difficulties in accessing the store. A more coherent strategy would connect competitive pricing with clearer promotional communication and practical improvements to the accessibility and convenience of the outlet.

The explanatory power of the model also indicates that purchase decisions extend beyond the three variables investigated. The adjusted R^2 of .509 means that 50.9% of the variation in purchase decisions was explained by price, promotion, and location, leaving 49.1% associated with factors outside the model. Variables such as product quality, service quality, product assortment, brand image, consumer trust, and other individual considerations may contribute to this unexplained variation. This result should not be interpreted as evidence that each of these unmeasured factors necessarily affects purchase decisions; rather, it indicates an opportunity for subsequent research to examine a broader set of determinants.

Several limitations should therefore be considered when interpreting the findings. The study involved 97 respondents selected through purposive sampling from consumers associated with a single meat retail outlet in Selincah, Jambi City. The results consequently represent the characteristics of this particular research setting and should not automatically

be generalized to all meat consumers or retail formats. The study also relied on self-reported questionnaire responses collected at one period of time, which capture consumers' perceptions rather than longitudinal changes in their actual purchasing behavior. Future studies could involve multiple meat retailers, larger and more diverse consumer samples, additional behavioral or transaction data, and variables such as product quality, service quality, brand image, trust, and product availability to provide a more comprehensive understanding of meat purchase decisions.

CONCLUSION

Based on the research findings and discussion, this study concludes that price, promotion, and location significantly influence consumers' meat purchase decisions at Toko Daging Indonesia Selincah, Jambi City. Price has a positive and significant effect, indicating that purchase decisions tend to increase when consumers perceive the price as affordable, competitive, and appropriate to the quality and benefits of the product. Promotion also has a positive and significant effect, suggesting that effective promotional activities can strengthen consumers' awareness and encourage their purchasing decisions. Location likewise has a positive and significant effect, showing that consumers place considerable value on accessibility, visibility, parking availability, and other aspects of convenience when choosing where to purchase meat. Collectively, price, promotion, and location have a significant effect on purchase decisions, with the model explaining 50.9% of the variation in consumers' purchasing decisions.

These findings highlight the importance of managing price, promotion, and location as interconnected elements of the retail experience rather than as separate marketing considerations. Toko Daging Indonesia Selincah can strengthen its market position by maintaining prices that consumers perceive as reasonable in relation to product quality, communicating its offers more consistently through both digital and direct promotional channels, and improving the convenience associated with accessing the store. The remaining variation in purchase decisions indicates that consumer choices may also involve factors beyond those examined in this study. Future research is therefore encouraged to investigate additional variables, such as product quality, service quality, brand image, consumer trust, and product availability, while involving broader samples and multiple retail locations to provide a more comprehensive understanding of meat purchase decisions.

REFERENCES

Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadilla, Z., Taqwin, Masita, Ardiawan, K. N., & Sari, M. E. (2022). *Metodologi Penelitian Kuantitatif*. Yayasan Penerbit Muhammad Zaini.

Azhari, M. T., Bahri, A. F., Asrul, & Rafida, T. (2023). *Metode Penelitian Kuantitatif*. Sonpedia Publishing Indonesia. https://books.google.co.id/books?id=P7OpEAAAQBAJ

Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Oliveira, M., & Meirinhos, G. (2022). Trust and loyalty in building the brand relationship with the customer: Empirical analysis in a retail chain in northern Brazil. *Journal of Open Innovation: Technology, Market, and Complexity, 8*(3), Article 109.

Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon, 8*(9), Article e10619. https://pmc.ncbi.nlm.nih.gov/articles/PMC9493063/

Cordero-Gutiérrez, R., Lahuerta-Otero, E., & Zapatero-González, A. (2025). Leveraging blockchain for ecosystem service transparency: Enhancing consumer value and sustainability in the beef industry. *Agricultural and Food Economics, 13*(1), Article 45. https://link.springer.com/article/10.1186/s40100-025-00392-4

Daniella, V. R. B., Hakimah, E. N., & Ratnanto, S. (2023). Pengaruh Lokasi terhadap Keputusan Pembelian Konsumen di Pasar Wage Tulungagung. *Prosiding Simposium Nasional Manajemen dan Bisnis, 2*, 1492–1501. https://doi.org/10.29407/12021a06

Eletu, T. A., Oke, F. O., Sogunle, O. M., & Oke, O. E. (2026). Consumer perceptions and market dynamics shaping farm animal welfare in developing economies. *Discover Animals, 3*(1), Article 51. https://link.springer.com/article/10.1007/s44338-026-00202-1

Firdaus, A. M., Firman, A., & Fitriani, A. (2022). Analisis Faktor Lokasi, Kelengkapan Produk, dan Harga terhadap Keputusan Pembelian Produk Daging Sapi dan Turunannya. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis, 8*(1), 376–386. https://jurnal.unigal.ac.id/mimbaragribisnis/article/view/6808

Gunarsih, C. M., Kalangi, J. A. F., & Tamengkel, L. F. (2021). Pengaruh Harga terhadap Keputusan Pembelian Konsumen di Toko Pelita Jaya Buyungon Amurang. *Productivity, 2*(1), 69–72. https://ejournal.unsrat.ac.id/v3/index.php/productivity/article/view/32911

Hidayat, M. R., & Utamaningsih, A. (2023). Pengaruh Kualitas Produk, Harga dan Lokasi terhadap Keputusan Pembelian di Rumah Makan Cak Kodir Lumajang. *Jurnal Aplikasi Bisnis, 9*(1), 38–43. https://doi.org/10.33795/jab.v9i1.542

Hobbs, J. E., & Roosen, J. (2026). Pushing the boundaries: Studies on consumers and food demand in the Journal of Agricultural Economics. *Journal of Agricultural Economics*. Advance online publication. https://onlinelibrary.wiley.com/doi/10.1111/1477-9552.70079

Iba, Z., & Wardhana, A. (2024). *Analisis Regresi dan Analisis Jalur untuk Riset Bisnis Menggunakan SPSS 29.0 & SmartPLS 4.0*. Eureka Media Aksara.

Khitami, A., Haryono, C. G., & Riza, F. (2026). The effects of pricing, promotion, and service quality on purchasing decisions in the tourism industry. *PROCURATIO: Jurnal Manajemen & Bisnis, 5*(1), 17–31.

https://ejournal.sangadjimediapublishing.id/index.php/procuratio/article/view/267

Kusumaningrum, A., Solihat, I., Muhiban, A., Ramdhani, D., & Herlina, H. (2025). Pengaruh Pengetahuan Keuangan, Sikap Keuangan, dan Kepribadian terhadap Perilaku Pengelolaan Keuangan UMKM. *RIGGS: Journal of Artificial Intelligence and Digital Business, 4*(2), 6791–6797. https://doi.org/10.31004/riggs.v4i2.1765

Mandak, T. E., Tumbel, T. M., & Mangindaan, J. V. (2021). Pengaruh Promosi terhadap Keputusan Pembelian pada Konsumen Dapur Sedap Om Dol di Manado. *Productivity, 2*(3), 203–207. https://ejournal.unsrat.ac.id/v3/index.php/productivity/article/view/34553

Němec, M., Riedl, M., Šálka, J., Jarský, V., Dobšinská, Z., Sarvaš, M., Sarvašová, Z., Bučko, J., & Hustinová, M. (2025). Consumer perceptions and sustainability challenges in game meat production and marketing: A comparative study of Slovakia and the Czech Republic. *Foods, 14*(4), Article 653.

Parzianello, L., & Carvalho, T. S. (2024). What if Brazilians reduce their beef consumption? *Ecological Economics, 219*, Article 108132.

Putman, B., Rotz, C. A., & Thoma, G. (2023). A comprehensive environmental assessment of beef production and consumption in the United States. *Journal of Cleaner Production, 402*, Article 136766. https://www.ars.usda.gov/research/publications/publication/?seqNo115=397420

Renaningtyas, A. R., Wahyuni, A. D., & Oktarina, L. (2022). Faktor-Faktor yang Mempengaruhi Pembelian Konsumen: Promosi, Harga dan Produk (Literature Review Perilaku Konsumen). *Jurnal Ekonomi Manajemen Sistem Informasi, 3*(5), 522–529. https://doi.org/10.31933/jemsi.v3i5.988

Rinjani, A., & Paludi, S. (2023). Pengaruh Lokasi, Persepsi Harga dan Citra Merek terhadap Keputusan Pembelian di Toko Daging Nusantara Kranggan. *J-CEKI: Jurnal Cendekia Ilmiah, 3*(1), 262–273. https://doi.org/10.56799/jceki.v3i1.1916

Said, M. (2022). *Manajemen Pemasaran dan Kepuasan Konsumen Perusahaan Ritel Modern*. Intelektual Karya Nusantara.

Tjiptono, F. (2020). *Strategi Pemasaran: Prinsip dan Penerapan*. Andi. https://andipublisher.com/produk/detail/strategi-pemasaran-prinsip-dan-penerapan

Wardhana, A. (2024). *Proses Keputusan Pembelian Konsumen*. Eureka Media Aksara.

Zusrony, E. (2021). *Perilaku Konsumen di Era Modern*. Yayasan Prima Agus Teknik. https://penerbit.stekom.ac.id/index.php/yayasanpat/article/view/203