



The role of consumer satisfaction on the culinary business prospects of potato donuts

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ABSTRACT

The purpose of this study is to identify the direct effects of taste, product quality perception, and product attributes on purchasing decisions and consumer satisfaction, as well as the indirect effects of these factors on consumer satisfaction through purchasing decisions. The urgency of research that businesspeople know the power of these variables in terms of decisions and customer satisfaction, so that they can develop strategies to survive in this business. Using quantitative methodology, with a sample of 50 respondents, the sampling strategy uses the non-probability sampling method. Multiple linear regression analysis and the Sobel test are the data analysis techniques used. Research findings state that perceptions of product quality and product attributes do not significantly influence purchasing decisions, and these purchasing decisions cannot mediate to consumer satisfaction of potato donuts.

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INTRODUCTION

Donuts are round-shaped snacks with a hole in the middle, which is the distinctive feature of this food. While donuts are usually made with wheat flour, some innovators have added potatoes to provide a variety of basic ingredients (Pretty Napitupulu et al., 2022). The donut market made from potato mixture is expected to be very profitable and has the potential to be developed (Subagyo et al., 2023) ; (Sugiharto, 2018) ; (Subagyo & Purnomo, 2022) ; (Baker, T., & Judge, 2020)

The phenomenon that arises is whether consumer purchasing decisions affect consumer satisfaction (Purnomo et al., 2020) ; (Ratnanto & Purnomo, 2019), whether consumers are satisfied and will make repeat purchases, or whether consumers are dissatisfied and avoid or reduce consumption of potato donuts. Satisfaction with a product or service can result in consumer loyalty or repeated purchases of company products (Purnomo et al., 2021) ; (Purnomo, Sardanto, & Muslih, 2020) ; (Purnomo et al., 2021)

Satisfaction with a product can be determined whether consumers have purchased or used the product. The purchase decision marks the conclusion of the consumer consideration process associated with the use of the product (Philip Kotler , Waldemar Pfoertsch, 2020) ; (Berry et al., 2020)

; (Fathinasari et al., 2023). To influence consumer purchasing decisions, businesses must be able to sell goods with taste (Kurnia & Jontro, 2020), have a positive perception of product quality (Windarti & Ibrahim, 2017), and offer attractive product attributes (Martino, 2017) ;(Fungai, 2020) ; (Kurnia & Jontro, 2020) ; (Windarti & Ibrahim, 2017).

Purchasing Decision is a step-by-stage process of consumer behavior that includes problem identification, information gathering, evaluation of alternatives, purchasing, and post-purchase behavior. Consumers make purchasing decisions based on the needs and desires they anticipate from a product or service (Ichsanudin & Purnomo, 2021). Consumer satisfaction or dissatisfaction is determined by purchasing decisions, according to research findings, Welsa states that purchasing decisions have a direct effect on consumer satisfaction (Pembayuningtyas et al., 2023) ; (Welsa & Khoironi, 2019). Meanwhile, Purnomo's research results found a significant positive correlation between consumer satisfaction and purchasing decisions (Purnomo et al., 2022). Previous research has shown that purchasing decisions and consumer satisfaction are mutually reinforcing (Ichsanudin & Purnomo, 2021) ; (Welsa & Khoironi, 2019) ; (Purnomo et al., 2022).

Taste is the physical appearance of food products, including aroma, taste, texture, and temperature (Drummond & Brefere, 2010), taste serves as a differentiator between products sold with other donut products taken. Although all donut shops sell the same donuts, the flavor adds value and can serve as a differentiator from competitors' donuts. When consumers enjoy donuts, they tend to prioritize the taste of the food (the quality of the food) (Lestari et al., 2021) ; (Belviana et al., 2021). Someone with a strong taste can determine whether food is suitable for consumption or not (Kurnia & Jontro, 2020). The findings of Maimunah et al (2019) in Mie Liho Mie Kiro, taste affects consumer satisfaction (Maimunah, 2019), as well as Mutiara et al. (2020) at the Ulu Bete restaurant (Mutiara et al., 2021), the findings of research conducted by Sianturi et al. on Italian Ragusa Ice Cream (Sianturi et al., 2021) obtained the same results.(Drummond & Brefere, 2022) ; (Kurnia & Jontro, 2020) ; (Maimunah, 2019) ; (Mutiara et al., 2021); (Sianturi et al., 2021)

The extent to which a particular brand or product can perform its desired purpose is known as perceived quality. Consumer evaluation of the overall performance of the product compared to industry standards (Purnomo et al., 2022). When consumers receive quality that matches their expectations, they are more likely to make purchases and be happy and loyal, as seen from their repeated purchases of the same goods (Subagyo & Purnomo, 2022). The term *perceived* quality in this study refers to consumers' views of the quality of food offered by potato donut businesses, which are intended to be in line with benefits or even in accordance with these benefits. This will make the perception of quality a factor in every consumer decision when making a purchase. Suhaji's research reveals that product quality has a beneficial and significant influence on purchasing decisions (Suhaji & Sunandar, 2010).

Product quality is very decisive in a potato donut culinary business like this so that the finished product can be well received by consumers (Ichsanudin & Purnomo, 2021). Of course, taste remains the most important factor, but product characteristics such as appearance and packaging are equally important to attract consumer purchasing power. So that consumers do not get bored with potatoes that are the same shape, the potato donut industry aims to offer unique packaging and presentation of potato donuts. stimuli that customers can pay attention to and assess. The ability of a product to meet demand is not the only factor in consumers' choice to buy it; Other factors include *branding*, package labels, free services, and warranty (Purnomo, Sardanto, & Basthoumi, 2020). According to Martino's research findings, product characteristics have an impact on purchasing decisions (Martino, 2017), but Harimurti et al.'s research findings, show that product attributes have an impact on consumer satisfaction (Harimurti et al., 2017).

The new phenomenon investigated is whether consumers of potato donuts in their purchase decisions are stimulated by taste, perception of quality and product attributes, and further whether after buying these donuts provide satisfaction so that it will arouse repeated purchases. The implications of research by businesspeople knowing the strength of taste, product quality, and

product attributes on purchasing decisions and customer satisfaction, so that they can develop this business strategy.

RESEARCH METHOD

Quantitative descriptive research is the method of this study. Methodical, factual, and precise descriptions, illustrations, or descriptions of the details, properties, and relationships between the phenomena under study are the objectives of descriptive research.

The survey of MSME actors in Kediri City and Regency was used to conduct research. There were 50 respondents, the population was unknown, and *online* and *offline* surveys were used to collect the data. 1) Probability Sampling: In 2021, a few samples were selected from the *Frame Statistical Business Record* (SBR). 2) *Voluntary sampling*: Researchers send out survey officers and use survey links to put together a comprehensive portrait that meets the representativeness of their population.

Making research tools that include questionnaires and *inputs* with the Likert scale (Cleff, 2019) ; (Sugiyono, 2016). Each respondent received one of 29 question items that the researcher created.

After evaluating 20 respondents, the validity test results showed that all survey items were valid and the calculated r value > 0.244 . While the purpose of the Reliability Test is to assess the consistency and dependability of questionnaire responses over time, it also reveals the impact of each variable's taste, perceived quality, and product attributes on consumer satisfaction and purchase decisions. If the Cronbach alpha value is greater than 0.6, all items in all variables are considered reliable.

Using the SPSS tool, perform multiple linear regression analysis on the data. To use primary data for multiple regression modeling, it must pass the Linearity Test, which determines whether the relationship between independent and non-free variables is linear. The comparison of significant values (Sig.) with a value of 0.05 is the basis for the assessment of this test. It can be said that there is a significant linear relationship between variables if the magnitude of the Deviation from Linearity Sig. > 0.05 ; however, if the magnitude of the Deviation from Linearity Sig. < 0.05 , then it can be said that there is no significant linear relationship between the free and non-free variables (J.E., 2020).

The t test is performed to determine the degree of significance of each independent variable in relation to the non-free variable. H_0 is accepted and H_1 is rejected if sig t is more than 0.05; instead, H_0 is rejected and H_1 is accepted. Calculating the value of t -table by using the formula $df = n-k-1$ results in the calculation $df = 50-4-1 = 45$. A Df of 45 at a significance level of 0.05 yields a t -table with a value of 0.201.

The F (simultaneous) test is used to find out whether the independent variable in the model has any influence on the dependent variable. H_0 is accepted and H_1 is rejected if the significance level F is greater than 0.05, and vice versa if the significance level F is less than 0.05.

The coefficient of determination is used to assess how well the model can explain changes in the independent variable (R^2). Conversely, if the value of R^2 is close to one, then all independent variables provide valuable information in predicting the variation of the dependent variable. If the R^2 value is low (close to zero), it means that the ability of each independent variable to explain the variation of the dependent variable is very limited.

RESULTS AND DISCUSSIONS

Result

Path Analysis Assumption Test

The relationship between linear variables states that any change in one independent variable will cause a corresponding change in the non-free variable. The F test can determine whether a given causal relationship is linear or not. It is said that the relationship between two variables is linear if

and only if the F value calculated for the relationship is greater than the F of the table (Brady T., West ; Kathleen B., Welch ; Andrzej T, 2022).

The path of influence between taste, quality perception, product attributes, purchasing decisions, and the path of impact between these four factors on consumer satisfaction are all stated to be linear, shown in Table 1. The more accurate and reliable the parameter estimation in the final model is under the assumption of linearity, the better (the calculated f value is greater than the f value of the table) (Rex B., 2023) ; (Hair Jr. et al., 2021).

Reciprocal model. Taste, quality perception, product attributes, and purchasing decisions all have a causal relationship with purchasing decisions, and these same factors also have a causal relationship with consumer satisfaction. However, the causal flow system in the research model is only one-way; No variable has a reciprocal influence (unidirectional causal relationship). As a result, the presumption of recursive models for research models can be satisfied.

Table 1. Trajectory linearity test results

Trajectory	F count	Table F df = 1 df2 = 48 a = 5%	Information
Taste (CR) to Purchasing decision (KP)	49,53	2,81	Linear
Quality Perception (PK) to Purchasing Decision (KP)	29,85	2,81	Linear
Product attributes (AP) to Purchase decisions (KPs)	19,37	2,81	Linear
Taste (CR) to Consumer satisfaction (KK)	8,89	2,81	Linear
Quality perception (PK) to consumer satisfaction (KK)	5,16	2,81	Linear
Product attributes (AP) to Consumer satisfaction (KK)	5,35	2,81	Linear
Purchase decision (KP) to consumer satisfaction (KK)	6,12	2,81	Linear

Source: SPSS output processed

Minimum measurement level variable interval. The value of the variable used in the model should at least be an interval data scale, according to path analysis. Since the scale for study data is the Likert scale with interval data, route analysis can be applied to it.

Path Analysis

Model Path. The two regression equations that show two unidirectional relationships in the research model are based on a conceptual framework and are as follows:

1. Unidirectional relationship of taste (CR), quality perception (PK) and product attributes (AP) on purchasing decisions (KP).

Based on Table 2 the equation is obtained:

$$KP = 0,61 CR + 0,08 PK + 0,06 AP$$

Table 2. Regression results of taste, quality perception and product attributes on purchasing decisions

Parameter	Path Coefficient	T count	T Table df=45 ; A/2=0,025%
Taste (CR)	0,61	4,12	2,01
Quality perception (PK)	0,08	0,61	2,01
Product attributes (AP)	0,06	0,54	2,01

R square = 0.52

F count = 16.18

F, table = Df1 = 3, Df2 = 45 a = 0.05 = 2.81;

Source: Processed regression output

2. Unidirectional relationship of taste (CR), quality perception (PK), product attributes (AP) and purchase decision (KP) on consumer satisfaction (KK).

Based on Table 3 we get the equation: $Y = 0,35 CR + 0,16 PK + 0,21 AP + 0,2 KP$

Pola Path can be constructed from these two influence models, and the error effect can be calculated as follows: $Pei = (1-ri)^{0.5}$

Information:

$$Pe1 = (1-0,52)0,5 = 0,68$$

$$Pe2 = (1-0,24)0,5 = 0,87$$

Table 3. Regression results of taste, quality perception, product attributes, and purchasing decisions on consumer satisfaction

Parameter	Path Coefficient	T count	T Table df=45; $\alpha/2=0,025\%$
Taste (CR)	0,35	1,57	2,01
Quality perception (PK)	0,16	0,43	2,01
Product attributes (AP)	0,21	0,85	2,01
Purchase decision (KP)	0,20	0,83	2,01
R square = 0.24			
F count = 16.18			
F, table = Df1 = 3, Df2 = 45 $\alpha = 0.05 = 2.81$;			

Source: Processed regression output

The overall coefficient of determination can be calculated using the model in Figure 2. The following formula can be used to determine this total diversity:

$$R^2 = 1 - (Pe1 + 2 \times Pe2) = 1 - (0,68 + 2 \times 0,87) = 0,65$$

The overall coefficient of determination is 65%, which means that 65% of data variation can be accounted for by the model, with the other 35% accounted for by errors and other factors that are not part of the model.

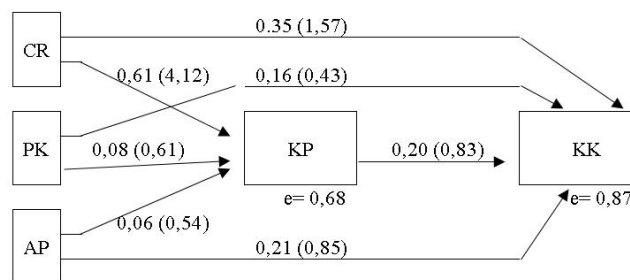


Figure 2. Path diagram with path coefficient and t-count

Examine the hypothesis. There were 10 hypotheses tested, including seven direct influence hypotheses and three indirect influence hypotheses.

1. Direct Influence

The standard/beta regression coefficient for the relationship between taste (CR) and purchase choice (KP) is 0.61, indicating that the stronger the flavor, the stronger the purchase decision. This effect is very large because the value of the t-count path coefficient, $4.12 > 2.01$, is higher than the value of the t-table. As a result, H1 that states taste significantly influences purchases can be supported/proven.

The regression coefficient of the relationship between quality perception (PK) and purchasing decision (KP) is 0.08, indicating that the greater the perception of quality (PK), the greater the purchase decision (KP). Since the predicted t value of the path coefficient, which is $0.61 < 2.01$, is smaller than t in the table, this influence is not large. As a result, H2 states that quality perception has a significant effect on purchasing decisions are not supported.

The regression coefficient for the relationship between product attributes (AP) and purchase choice (KP) is 0.06, indicating that the stronger the product attribute, the stronger the purchase decision. Because the calculated t value of the path coefficient is smaller than the table t value of $0.54 < 2.01$, this effect is not significant. Thus, H3 stating that product quality has a major effect on purchasing decisions is not supported.

The regression coefficient for the relationship between taste (CR) and customer satisfaction (KK) is 0.35, indicating that the higher the taste, the greater the customer satisfaction. Because the

predicted t value of the path coefficient, which is $1.57 < 2.01$, is smaller than the table t, this effect is not significant. Therefore, the H4 that states that taste has a significant effect on customer happiness, has not been proven accurate.

With a regression coefficient of 0.16, we can say that there is a positive linear relationship between consumers' perception of quality and their level of satisfaction with the reported product or service (KK). The predicted t value of the route coefficient is smaller than the table t which is 0.43 2.01 so this effect is not significant. So, it seems that Hypothesis 5 (the hypothesis that speculates that a customer's impression of quality has a major impact on their happiness) is not proven.

There is a positive relationship between product attributes (AP) and customer praise (KK), with a standard regression coefficient of 0.21 indicating that AP has a positive impact on KK, but the effect is not significant because the t value of the path coefficient, calculated to be 0.85, is less than 2.01 according to table t. Therefore, it can be concluded that Hypothesis 6, which states that product quality has an important influence on consumer satisfaction, is not supported by evidence.

The regression coefficient of 0.2, we can say that an increase in purchasing decisions (KP) leads to an increase in consumer satisfaction (KK). The effect is not significant because the t value of the specified path coefficient of $0.83 < 2.01$ is smaller than the t value in the t table. So, it can be concluded that the seventh hypothesis stating that consumer satisfaction is not significantly influenced by purchasing decisions, is not supported by evidence.

Trajectories with substantial immediate effects are summarized in table 4.

Table 4. Direct effect test results

Hypothesis	Trajectory	Coefficient	t Calculate	t Table	Information
1	CR-KP	0,61	4,12	2,01	Significant
2	KP-KP	0,08	0,61	2,01	Insignificant
3	AP-KP	0,06	0,54	2,01	Insignificant
4	CR-KK	0,35	1,57	2,01	Insignificant
5	KP-KK	0,16	0,43	2,01	Insignificant
6	AP-KK	0,21	0,85	2,01	Insignificant
7	KP-KK	0,20	0,83	2,01	Insignificant

Source: Regression output processed.

2. Indirect Influence

The online media "interactive mediation test" on the website quantpsy.org/sobel/sobel.htm to calculate the indirect impact of taste, quality perception and product attributes on customer satisfaction through consumer purchasing decisions. The results of the indirect effect size are as follows:

- a) The indirect influence of taste (CR) on consumer satisfaction (KK) across purchasing decisions (KP).
 - Indirect influence = $0.61 \times 0.20 = 0.122$
 - The results of t-statistics / Sobel test from the indirect influence of taste on consumer satisfaction cross the purchase decision as a mediating variable of 0.82 (Sobel Test results) with a significance value of 0.41
- b) The indirect influence of quality perception (PK) on consumer satisfaction (KK) across purchasing decisions (KP)
 - Indirect influence = $0.08 \times 0.2 = 0.016$
 - The results of t-statistics / Sobel test from the indirect influence of quality perception on consumer satisfaction across purchasing decisions as a mediating variable were 0.48 with a significance value of 0.62
- c) The indirect influence of product attributes (AP) on Consumer Satisfaction (KK) across purchasing decisions (KP)

- Indirect influence = $0.06 \times 0.2 = 0.012$
- The results of t-statistics / Sobel test from the indirect influence of product attributes on consumer satisfaction across purchasing decisions are 0.39 with a significance value of 0.69

As can be seen from Table 5, the indirect influence of taste (CR) on consumer satisfaction (KK) across purchasing decisions (KP) has a significance value greater than 0.05, so the 8th hypothesis that guesses that taste does not have a significant effect on consumer satisfaction across purchase decisions, is not proven to be true.

Based on the above results can be made a summary of indirect influences as follows:

Table 5. Indirect influence test results

Hypothesis	Path	Coefficient <i>Road</i>	Significance Value (<i>p-value</i>)	Information
1	CR - KP - KK	0,122	0,41	Insignificant
2	KP - KP - KK	0,016	0,62	Insignificant
3	AP - KP - KK	0,012	0,69	Insignificant

Source: Calculation Result.

The indirect influence of quality perception (PK) on consumer satisfaction (KK) across purchasing decisions (KP) is worth a significance greater than 0.05, then the 9th hypothesis that predicts that quality perception has a significant effect on consumer satisfaction across purchasing decisions, is not proven to be true.

While the indirect influence of product attributes (AP) on consumer satisfaction (KK) through purchasing decisions (KP) has a significance value greater than 0.05, then the 10th hypothesis that suspects that product attributes have a significant effect on consumer satisfaction across purchasing decisions, is not proven to be true.

Discussion

The relationship between the taste of potato donuts and purchasing decisions is profitable and substantial. These findings suggest that customers are highly motivated to make purchases based on their sense of taste. Olfactory, taste, and appetizing stimulation do have an impact on a person's decision to buy potato donuts or not. Consumers can buy from this business opportunity in theory because it is tasty.

The purchase decision of potato donuts is positively influenced by the perceived quality, although this effect is not very large. This shows how the perception of high quality of potato donuts will affect consumer attitudes and behavior in deciding whether to make a purchase or not. The choice to buy potato donuts is not significantly influenced by the perception of quality in terms of color, appearance, portion, shape, warmth, texture, aroma, and level of ripeness. To be accepted by customers, this economic opportunity still requires innovation in its development.

The influence of product characteristics on the purchase of potato donuts is quite good, but not too great. This shows that creating positive product attributes in the eyes of consumers for potato donuts, which can further factor into every consumer decision, is very important in addition to developing and creating positive product quality in the minds of consumers.

Consumer enjoyment of potato doughnut foods is positively influenced by taste, although this effect is not statistically significant. These findings suggest that potato doughnut customers haven't found a flavor they like. The prospect of this potato donut business is still not supported by customer satisfaction which includes meeting customer expectations, their views on the product, and their willingness to use it again or suggest it to others.

Satisfaction with potato donuts was positively influenced by how well they looked, although this effect was not statistically significant. Consumer enjoyment of potato donuts has nothing to do with color, look, portion size, shape, warmth, texture, aroma, or maturity level. In theory, more work must be done to develop this business opportunity before it can be accepted by customers.

Product attributes have a beneficial, albeit insignificant, impact on the opinions of buyers of potato donuts. This shows that favorable product characteristics in the eyes of customers can be built by potato donuts which can then be one of the considerations in every consumer choice.

Purchasing decisions have a small but beneficial impact on consumer satisfaction with potato donuts. This shows that the economic justification of purchasing potato donuts cannot satisfy customers. In theory, those who buy potato donuts still don't fully like it.

Taste has a positive effect on customer satisfaction of potato doughnut food products but is not significant through purchasing choice. These findings show that while taste can influence buying behavior, it has not been able to satisfy customers. In theory, it can be said that customers who buy potato donuts do not support the future of the potato donut business because they do not meet their expectations, attitudes, or desires to use the product often (loyally) or suggest it to others.

The effect of quality perception on potato doughnut product satisfaction determined by purchase choice was beneficial but not statistically significant. This shows that factors including color, appearance, portion, shape, warmth, texture, aroma, and doneness do not have a major effect on consumers' decision to buy potato donuts and their enjoyment of them. In theory, further studies are still needed to create this commercial opportunity before customers accept it.

When consumers choose to buy potato donuts, there is an impact of beneficial but insignificant product features on their enjoyment. This shows that in addition to growing and building product quality in the minds of customers, these traits can ultimately factor into every consumer decision. In principle, it can be said that consumers who have bought potato donuts have not met consumer expectations, attitudes, or desires to use the product repeatedly (loyal), or recommend to other parties, still do not support the prospects of this donut business.

There was a positive, but not significant, influence between quality perception and potato donut product satisfaction through purchasing decisions. This shows that matters concerning color, appearance, portion, shape, temperature, texture, aroma, and maturity level, do not have a significant relationship with purchasing decisions and consumer satisfaction of potato donuts. In principle, this business prospect still requires further research in its development, so that it can be accepted by consumers.

There was a positive, but not significant, influence between product attributes on consumer satisfaction of potato donuts through purchasing decisions. This shows that in addition to hiding product attributes in the minds of consumers and building product attributes in the minds of consumers, which can later be one of the considerations in every consumer choice.

CONCLUSION

Research on the role of purchasing decisions as mediators of the influence of taste, perceived quality, and product attributes on consumer satisfaction of potato donuts reveals, through examination of data, that these factors have little influence on consumers' final decision to purchase products and thus cannot be considered as mediators of the effect of satisfaction on purchases. In line with the increasing purchasing decisions of potato donut food products, producers need to make improvements in terms of planting taste and fulfilling the perception of good quality in the eyes of consumers and better product attributes. In principle, it was found that the business prospects of the potato donut culinary business still needed further study, considering that there is a tendency of consumer dissatisfaction with this culinary product. This business still must be further developed marketing strategy, considering that consumers who buy this product cannot be satisfied, so basically consumers are still far from repeat purchases (becoming customers / buying repeatedly) Further studies may consider developing a broader identification of the phenomenon that potato

doughnut products may be influenced by the composition of the mixture of wheat flour and potato ingredients, impulse buying characteristics, price and/or service.

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