

Service, Taste, and Trust: Driving Purchase Decisions in Premium Japanese Restaurants

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ABSTRACT

This study aims to examine how the service quality, taste quality, and the restaurant's atmosphere affect customers' buying choices at Sushi Tei Karawaci. It also examines how consumer trust plays a role in connecting these factors, and how Islamic business ethics can influence these relationships. The research uses a quantitative method along with SEM-PLS analysis. The findings show that service quality and taste quality have a strong effect on consumer trust, but the restaurant's atmosphere does not. Taste quality and the atmosphere strongly influence purchasing decisions, but service quality does not. Consumer trust is a big factor in purchasing decisions and also helps connect the other factors. Islamic business ethics affect how service quality, taste quality, and the atmosphere relate to purchasing decisions. Honesty, fairness, and transparency, which are part of Islamic ethics, make these connections stronger. The study suggests that restaurant owners should focus on improving service and taste, build trust with customers, and use Islamic ethical values as part of their marketing plan to be more responsible and effective.

Keywords: Service Quality; Taste Quality; Restaurant Atmosphere; Consumer trust; Purchase Decision; Islamic Business Ethics.

INTRODUCTION

The food and beverage industry is one of the largest contributors to Indonesia's economic growth. In the first quarter of 2024, this sector contributed 6.97% to the national Gross Domestic Product (GDP) (Kemendag, 2024), and 40.33% to the GDP of the non-oil and gas processing sector (Han, 2024). This growth is reflected in Tangerang City, where the number of restaurants increased sharply from 713 units in 2021 to 4,363 units in 2024. This surge indicates intensified competition in the culinary industry.

Sushi Tei, a premium Japanese restaurant chain, has consistently ranked at the top of the Top Brand index for Japanese restaurants from 2020 to 2024. However, despite this top ranking, Sushi Tei's market share has experienced a significant decline during the same period, while competitors such as Sushi Box have shown stable and even increasing market shares. This trend suggests a shift in consumer preferences that could affect purchasing decisions. Internal factors such as service quality, taste quality, and restaurant atmosphere play an important role in shaping consumer perceptions and purchase behavior (Tsegaye et al., 2022).

Beyond these factors, consumer trust is a critical mediator linking service quality and product attributes to purchase intentions (Kurumbatu, 2024). Furthermore, the application of Islamic Business Ethics including honesty, fairness, transparency, and the provision of halal products can serve as a competitive advantage in building loyalty among customers in a predominantly Muslim market (Miftahuddin et al., 2022).

Previous studies have examined the influence of service quality, taste quality, and restaurant atmosphere on purchase decisions, often incorporating customer satisfaction as a mediating variable (Tsegaye et al., 2022). However, limited research integrates consumer trust as a mediator and Islamic Business Ethics as a moderating

variable, particularly in the context of premium Japanese restaurants in Indonesia. This research gap underlines the novelty of the present study, which simultaneously examines these variables to provide a more comprehensive model that incorporates both functional and ethical dimensions of consumer decision-making. Theoretically, this approach contributes to the development of consumer behavior models that integrate ethical values; practically, it offers marketing strategies that align with cultural preferences and respond to competitive market demands.

The novelty of this study lies in its simultaneous examination of service quality, taste quality, and restaurant atmosphere on purchase decisions through consumer trust as a mediating variable, with Islamic Business Ethics as a moderating variable. This approach is expected to contribute theoretically to consumer behavior models that integrate ethical values, and practically to marketing strategies that align with both cultural preferences and competitive market demands.

Literatur Review

1. Service Quality

Service quality is defined as an organization's ability to consistently meet or exceed customer expectations (Rumondang Banjarnahor et al., 2025). The SERVQUAL model outlines five dimensions Bakti et al., (2020):

- a. Reliability – delivering promised services accurately and dependably;
- b. Responsiveness – willingness to help customers promptly;
- c. Assurance – employees' knowledge and courtesy, inspiring trust;
- d. Empathy – providing individualized attention;

High service quality can strengthen consumer trust, which in turn influences purchase decisions (Mitgutsch & Stummer, 2022).

2. Taste Quality

According Taste quality refers to consumers' perception of the palatability of food, determined by sensory attributes such as aroma, flavor, and oral stimulation (Tsegaye et al., 2022) Indicators include:

- a. Smell – distinctive aroma that stimulates appetite;
- b. Taste – flavor perceived by taste buds;
- c. Oral stimulation – sensory experience while chewing and swallowing.

Prior studies show that taste quality significantly affects consumer trust and purchasing behavior (Mookerjee et al., 2021)

3. Restaurant Atmosphere

Restaurant atmosphere encompasses the physical and sensory elements that create an appealing dining environment, including exterior design, interior layout, lighting, and decoration (Budiman & Sofiani, 2022). A well-designed atmosphere can enhance the dining experience, shape brand perception, and increase purchase intentions (BS et al., 2024).

4. Consument Trust

Consumer trust is the belief that a product or service will fulfill expectations, built upon perceived integrity, competence, and consistency (Mega Hasibuan & Zuhri M Nawawi, 2023) indicators include trust, reliability, honesty, and security (Kurniawati, 2022). Trust plays a pivotal role in long-term customer relationships and purchasing decisions:

5. Purchase Decision

A purchase decision is the process by which a consumer selects a product or service, involving need recognition, information search, evaluation of alternatives, and final purchase (Fitrah & Fadhillah, 2023). Indicators include brand reputation, purchasing habits, external recommendations, and repeat purchases (Maryati & Khoiri, 2022).

6. Islamis Bussines Ethic

Islamic Business Ethics refers to moral principles in business conduct aligned with Islamic law, emphasizing halal products, fairness, transparency, and honesty in transactions (Ummah et al., 2025). The application of these values can strengthen customer trust and brand loyalty, especially in markets with a majority Muslim population.

7. Conceptual framework

The conceptual framework of this study illustrates the interrelationships among variables that influence consumer purchasing decisions at the premium Japanese restaurant, Sushi Tei Karawaci. The primary variables under investigation include service quality, taste quality, restaurant atmosphere, consumer trust, and Islamic business ethics. These relationships are presented in Figure 1, which emphasizes that purchasing decisions are not only determined by tangible factors such as taste and ambiance, but also by intangible elements such as service quality, trust, and the ethical values upheld by the business.

Based on this framework, the operational hypotheses are formulated as follows. First, **Ha1** posits that service quality has a significant effect on purchasing decisions at Sushi Tei Karawaci. Second, **Ha2** states that taste quality significantly influences purchasing decisions. Third, **Ha3** emphasizes that the restaurant atmosphere has a significant effect on purchasing decisions. Fourth, **Ha4** proposes that consumer trust significantly influences purchasing decisions at Sushi Tei Karawaci. Finally, **Ha5** suggests that Islamic business ethics significantly affect service quality at Sushi Tei Karawaci.

Thus, the conceptual framework highlights that purchasing decisions are shaped by a combination of interrelated variables. Service quality, taste quality, restaurant atmosphere, and consumer trust directly influence consumer purchasing behavior, while Islamic business ethics play an important role in strengthening service quality, which in turn contributes to purchasing decisions. This framework provides both the theoretical and empirical foundation for the study, while also clarifying the direction of the hypothesis testing to be conducted through data analysis.

METHOD

This study employs a causal associative design and a quantitative methodology. Sushi Tei customers in Karawaci make up the population, which has an undetermined total size. Thus, by multiplying the number of research indicators by 5, the sample size was calculated using Hair et al., (2017) Rule of Thumb. With 30 indicators, 150 respondents made up the sample size, which was acquired in the field. Respondents who satisfied the data criteria were given a Likert scale questionnaire (1–5) via Google Forms, which was used to gather primary data. Targeting Sushi Tei patrons in Karawaci, a non-probability sampling strategy using a random sampling approach was employed. Descriptive and inferential statistical analysis were used to

analyze the data, and Smart-PLS software version 3.0 was used to process the structural equation modeling (SEM) data.

RESULTS AND DISCUSSION

This study involved 192 Sushi Tei consumers in Karawaci as samples, with questionnaire answers using a Likert scale from 1 to 5 with a total of 30 questions. The table above presents 192 respondents, with no missing data, so that processing and analysis can continue.

1. Measurement Model Evaluation

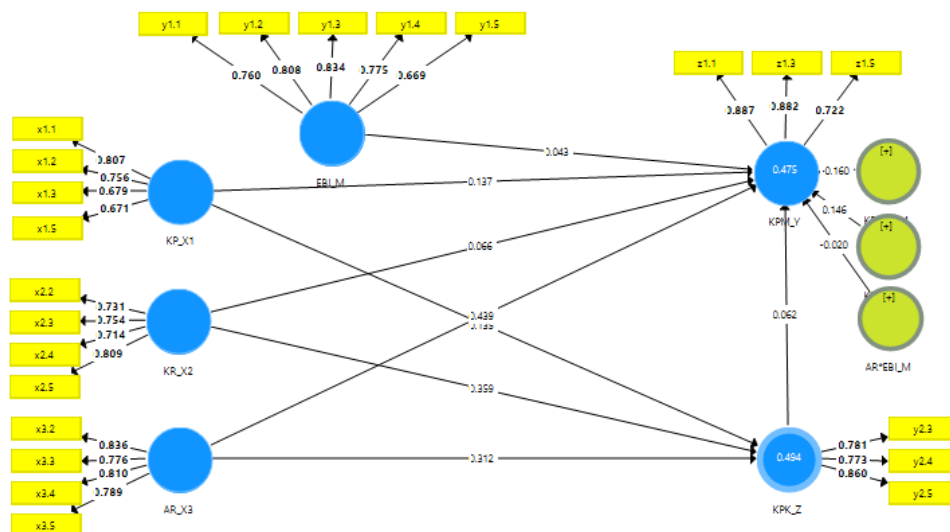


Figure 2. PLS Logarithm Output

2. Validity and Reliability Testing

The validity test can be determined through the Average Variance Extracted (AVE) value. The validity test criteria, seeing the indicator is declared valid, if the AVE value is > 0.5 , which means that 50% or more of the variance of the measurement indicator can be explained (Prastowo, 2024).

Table 2. Validity and Reliability Test

| | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|----------|------------------|-----------------------|----------------------------------|
| KP_X1 | 0,706 | 0,820 | 0,533 |
| KR_X2 | 0,745 | 0,839 | 0,567 |
| AR_X3 | 0,817 | 0,879 | 0,645 |
| EBI_M | 0,829 | 0,880 | 0,595 |
| KPK_Z | 0,730 | 0,847 | 0,649 |
| KPM_Y | 0,780 | 0,872 | 0,696 |
| KP*EBI_M | 1,000 | 1,000 | 1,000 |
| KR*EBI_M | 1,000 | 1,000 | 1,000 |
| AR*EBI_M | 1,000 | 1,000 | 1,000 |

The validity and reliability test results show that all constructs meet the recommended criteria. Cronbach's Alpha and Composite Reliability (CR) values for all constructs are above 0.5, indicating that internal reliability is quite good. Convergent validity is achieved because the Average Variance Extracted (AVE) for all constructs is above 0.5, meaning that more than 50% of the variance of each indicator can be explained by its respective construct.

3. Heterotrait - Monotrait Rasio

Tabel 3. Hetortrait – Monotrait Rasio

| | AR_X3 | EBI_M | KP*EBI_M | KR*EBI_M | AR*EBI_M | KPK_Z | KPM_Y | KP_X1 |
|----------|-------|-------|----------|----------|----------|-------|-------|-------|
| AR_X3 | | | | | | | | |
| EBI_M | 0,894 | | | | | | | |
| KP*EBI_M | 0,422 | 0,502 | | | | | | |
| KR*EBI_M | 0,392 | 0,492 | 0,848 | | | | | |
| AR*EBI_M | 0,506 | 0,557 | 0,745 | 0,73 | | | | |
| KPK_Z | 0,786 | 0,842 | 0,505 | 0,579 | 0,493 | | | |
| KPM_Y | 0,793 | 0,671 | 0,401 | 0,296 | 0,394 | 0,605 | | |
| KP_X1 | 0,782 | 0,794 | 0,533 | 0,438 | 0,413 | 0,732 | 0,696 | |
| KR_X2 | 0,804 | 0,863 | 0,48 | 0,505 | 0,43 | 0,852 | 0,639 | 0,826 |

HTMT values for each research variable were less than 0.9 for all variables tested, including service quality, taste quality, restaurant atmosphere, Islamic business ethics, consumer trust, and purchasing decisions. Therefore, it can be stated that the questions in the questionnaire instrument are valid in terms of discrimination (Hair et al., 2017).

4. Collinearity Statistic

Multicollinearity tests were conducted on the research instruments to confirm or check for high linear correlations between exogenous variables. The recommended VIF value criteria are < 10 or < 5 , which means that the variables do not exhibit multicollinearity (Prastowo, 2024).

Tabel 4. Collinearity Statistic

| | KPK_Z | KPM_Y |
|----------|-------|-------|
| KP_X1 | 1,767 | 2,002 |
| KR_X2 | 1,905 | 2,401 |
| AR_X3 | 1,890 | 2,647 |
| EBI_M | | 3,094 |
| KPK_Z | | 2,251 |
| KPM_Y | | |
| KP*EBI_M | | 4,407 |
| KR*EBI_M | | 4,296 |
| AR*EBI_M | | 2,791 |

Based on these results, the regression model is completely free from multicollinearity issues and can be interpreted validly.

5. Model Fit

Tabel 5. Model Fit

| | Saturated Model | Estimated Model |
|------|-----------------|-----------------|
| SRMR | 0,076 | 0,077 |

The data indicates that the SRMR result is $0.076 < 0.10$, so the model is considered to be a fit or suitable.

6. R Square

This coefficient represents how well a structural model predicts these variables. The higher the R-squared value, the greater the simultaneous influence of exogenous variables on changes in endogenous variables in the research model (Prastowo, 2024).

Tabel 6. R Square

| | R Square | R Square Adjusted |
|-------|----------|-------------------|
| KPK_Z | 0,494 | 0,486 |
| KPM_Y | 0,475 | 0,452 |

The consumer confidence variable (KPK) explains a coefficient of determination value of 0.494, so it can be stated that the consumer confidence variable is influenced

by service quality, taste quality, and restaurant atmosphere simultaneously by 49.4%. The remaining 50.5% is influenced by variables outside the scope of this study. The purchase decision variable (KPM) explains a coefficient of determination of 0.475, indicating that the purchase decision variable is simultaneously influenced by service quality, taste quality, restaurant atmosphere, Islamic business ethics, and consumer confidence to the extent of 47.5%. The remaining 52.5% is influenced by variables outside the scope of this study. The coefficient of determination value generated from the consumer confidence variable is 49.4% or 0.494, which falls into the moderate category. And the coefficient of determination value generated from the purchase decision variable is 47.5% or 0.475, which falls into the moderate category.

7. Path Coefficient

Provided this amount must be greater than the original sample size, the significance value uses a two-sided test, with a significance level of 0.05, so that the significant t value is 1.96.

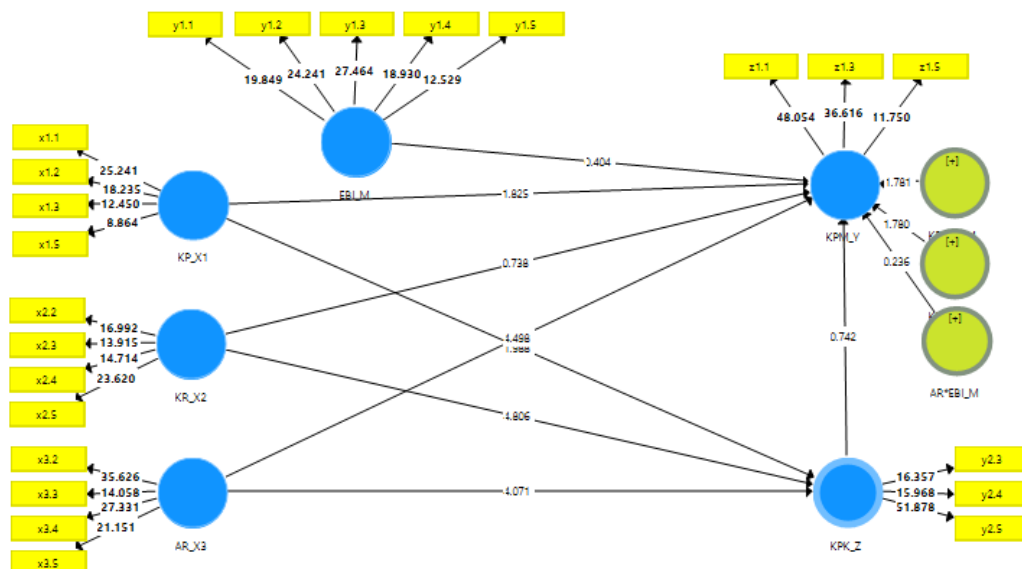


Figure 3. Bootstrapping Output

Tabel 7. Path Coefficient

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|----------------------|------------------------|--------------------|----------------------------------|-----------------------------|-------------|
| AR*EBI_M -> KPM_Y | -0,020 | -0,033 | 0,087 | 0,232 | 0,817 |
| AR_X3 -> KPK_Z | 0,312 | 0,314 | 0,076 | 4,106 | 0,000 |
| AR_X3 -> KPM_Y | 0,439 | 0,442 | 0,099 | 4,449 | 0,000 |
| KP*EBI_M -> KPM_Y | -0,160 | -0,154 | 0,090 | 1,781 | 0,075 |
| KPK_Z -> KPM_Y | 0,062 | 0,052 | 0,085 | 0,732 | 0,464 |
| KP_X1 -> KPK_Z | 0,135 | 0,136 | 0,068 | 1,981 | 0,048 |
| KP_X1 -> KPM_Y | 0,137 | 0,129 | 0,077 | 1,785 | 0,074 |
| KR*EBI_M -> KPM_Y | 0,146 | 0,158 | 0,081 | 1,798 | 0,072 |
| KR_X2 -> KPK_Z | 0,359 | 0,358 | 0,075 | 4,808 | 0,000 |
| KR_X2 -> KPM_Y | 0,066 | 0,059 | 0,087 | 0,754 | 0,451 |

8. Direct Effect

Sub-structure 1

The direct influence of service quality, taste quality, restaurant atmosphere, Islamic business ethics, and consumer trust on purchasing decisions. This can be interpreted as follows:

- 1) The influence of service quality on purchasing decisions:
Service quality (X1) has a positive relationship with purchasing decisions, as indicated by the original sample value as a parameter coefficient of 0.137. Meanwhile, the T-statistic value is 1.785, which is smaller than the Z-score of 1.96 (T-statistic $1.785 < Z\text{-score } 1.96$), and the P-value is 0.074, which is greater than 0.05 (P-value $0.074 > 0.05$). So, from the results of this hypothesis test, it can be concluded that service quality does not have a significant effect on purchasing decisions at Sushi Tei Karawaci. The results of the hypothesis test in this study are in line with research conducted by (Satria Sultan Ikbari et al., 2022), which states that service quality does not have a significant effect on purchasing decisions.
- 2) The effect of taste quality on purchasing decisions:
Taste quality (X2) has a positive relationship with purchasing decisions, as indicated by the original sample value as the parameter coefficient of 0.066. Meanwhile, the T-statistic value is 0.754, which is smaller than the Z-score of 1.96 (T-statistic $0.754 < Z\text{-score } 1.96$), and the P-value is 0.451, which is greater than 0.05 (P-value $0.451 > 0.05$). So, from the results of this hypothesis test, it can be concluded that taste quality has no significant effect on purchasing decisions at Sushi Tei Karawaci. The results of the hypothesis test in this study are in line with research conducted by (Valentine et al., 2023), which states that taste quality does not have a significant effect on purchasing decisions.
- 3) The influence of restaurant atmosphere on purchasing decisions:
Restaurant atmosphere (X3) has a positive relationship with purchasing decisions, as indicated by the original sample value as the parameter coefficient of 0.439. Meanwhile, the T-statistic value of 4.449 is greater than the Z-score of 1.96 (T-statistic $4.449 > Z\text{-score } 1.96$), and the P-value of 0.000 is less than 0.05 (P-value $0.000 < 0.05$). Thus, from the results of this hypothesis test, it can be stated that the restaurant atmosphere has a significant positive effect on purchasing decisions at Sushi Tei Karawaci. The results of the hypothesis test in this study are in line with the research conducted by (Rachmawati et al., 2020), which states that the restaurant atmosphere has a significant effect on purchasing decisions.
- 4) The influence of consumer trust on purchasing decisions:
Consumer trust as a mediator has a positive relationship with purchasing decisions, as indicated by the original sample value as the parameter coefficient of 0.062. Meanwhile, the T-statistic value of 1.785 is smaller than the Z-score of 1.96 (T-statistic $1.785 < 1.96$), and the p-value of 0.464 is greater than 0.05 (p-value $0.464 > 0.05$). Therefore, based on the results of this hypothesis test, it is

concluded that consumer confidence has no significant influence on purchasing decisions at Sushi Tei Karawaci.

Substructure 2

1) The effect of service quality on consumer trust

The service quality variable (X1) has a positive relationship with consumer trust, with an original sample value as a parameter coefficient of 0.135.

Meanwhile, the T-statistic value, which is 1.981, is greater than the Z-score of 1.96, and the P-value of 0.048 is less than 0.05 (P-value $0.048 < 0.05$). Therefore, it can be stated that service quality has a significant positive effect on consumer trust at Sushi Tei Karawaci. The results of the hypothesis test in this study are in line with the research conducted by (Putri et al., 2020), which states that service quality has a significant effect on consumer trust.

2) The effect of taste quality on consumer trust

The taste quality variable (X2) has a positive relationship with consumer trust, with an original sample value as a parameter coefficient of 0.359. Meanwhile, the T-statistic value, which is 4.808, is greater than the Z-score of 1.96, and the p-value of 0.000 is less than 0.05 (P-value $0.000 < 0.05$). Based on these results, it can be concluded that statistically, taste quality has a significant influence on consumer trust at Sushi Tei Karawaci. The results of the hypothesis test in this study are in line with the research conducted by (Ladwein & Sánchez Romero, 2021), which states that taste quality has a significant effect on consumer trust.

3) The effect of restaurant atmosphere on consumer trust

The restaurant atmosphere variable (X3) has a positive relationship with consumer trust, with an original sample value as the parameter coefficient of 0.312.

Meanwhile, the T-statistic value, which is 4.106, is greater than the Z-score of 1.96, and the P-value of 0.000 is less than 0.05 (P-value $0.000 < 0.05$). Based on these results, it can be concluded that statistically, the restaurant atmosphere has a significant influence on consumer trust at Sushi Tei Karawaci.

The results of the hypothesis test in this study are consistent with the research conducted by (Al-Kilani & El Hedhli, 2021), which states that the restaurant atmosphere has a significant effect on consumer trust.

9. Indirect Influence

Table 8. Specific Indirect Effect

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|-------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| KP_X1 -> KPK_Z -> KPM_Y | 0,008 | 0,008 | 0,013 | 0,638 | 0,524 |
| KR_X2 -> KPK_Z -> KPM_Y | 0,022 | 0,018 | 0,030 | 0,747 | 0,455 |
| AR_X3 -> KPK_Z -> KPM_Y | 0,019 | 0,017 | 0,027 | 0,715 | 0,475 |

1) The indirect effect of service quality variables on purchasing decisions through consumer trust as a mediator:

Service quality (X1), through consumer trust as a mediating variable, has a positive relationship with purchasing decisions, as indicated by the original sample parameter coefficient value of 0.008. Meanwhile, the T-statistic value is 0.638, which is smaller than the Z-score of 1.96, and the p-value is 0.524, which is greater than 0.05 (p-value $0.524 > 0.05$). Based on these results, it can be

concluded that, statistically, service quality has no significant influence on purchasing decisions through consumer trust as a mediating variable.

- 2) The indirect effect of taste quality on purchasing decisions through consumer trust as a mediator:

Taste quality (X2), through consumer trust as a mediating variable, has a positive relationship with purchasing decisions, as indicated by the original sample parameter coefficient value of 0.022. Meanwhile, the T-statistic value is 0.747, which is smaller than the Z-score of 1.96, and the P-value is 0.455, which is greater than 0.05 (P-value $0.455 > 0.05$). Based on these results, it can be concluded that, statistically, taste quality has no significant influence on purchasing decisions through consumer trust as a mediating variable.

- 3) The indirect effect of restaurant atmosphere on purchasing decisions through consumer trust as a mediator:

Restaurant atmosphere (X3), through consumer trust as a mediating variable, has a positive relationship with purchasing decisions, as indicated by the original sample parameter coefficient value of 0.018. Meanwhile, the T-statistic value is 0.715, which is smaller than the Z-score of 1.96, and the P-value is 0.475, which is greater than 0.05 (P-value $0.475 > 0.05$). Based on these results, it can be concluded that statistically, restaurant atmosphere has no significant influence on purchasing decisions through consumer trust as a mediating variable.

CONCLUSION

The researchers found that the atmosphere at Sushi Tei Karawaci plays a big role in how customers decide what to buy, because a comfy and supportive atmosphere can make them want to buy stuff. Plus, the quality of service, taste, and atmosphere of the restaurant were shown to have a big impact on customer trust; these findings show that good service, satisfying flavors, and a comfy atmosphere can make customers want to buy stuff.

Sushi Tei Karawaci must continue to improve the quality of its service by hiring friendly, responsive, and professional employees, maintaining the same food taste, regularly introducing new menus, and paying attention to comfort, cleanliness, lighting, and interior design that matches the Japanese restaurant theme. For further research, it is recommended to include external variables such as brand image, customer loyalty, promotions, pricing, or customer experience. Demographic variables should be considered as moderators, and the research should employ a qualitative or mixed-methods approach.

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