

## **THE INFLUENCE OF PRICE PERCEPTION, PRODUCT AVAILABILITY, PRODUCT QUALITY, AND FOOD SAFETY ON INTEREST TO BUY MINYAKITA PRODUCT**

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### **ABSTRACT**

This research is a survey research on consumers who know about Minyakita products in Banyumas Regency. This study takes the title: "The Influence of Price Perceptions, Product Availability, Product Quality, and Food Safety on Interests to Buy Minyakita Products". The purpose of this study was to determine the effect of perceived price, product availability, product quality, and food safety on purchase intention. The population in this study are all consumers who know about Minyakita products in Banyumas Regency. The number of respondents taken in this study was 150 respondents. The sampling technique in this study used the convenience sampling method.

Based on the results of research and data analysis using SPSS shows that: (1) Perceived price has a positive effect on purchase intention, (2) Product availability has a positive effect on purchase intention, (3) Product quality has a positive effect on purchase intention, (4) Food safety positive effect on purchase intention. This study provides implications for the importance of the influence of perceived price, product availability, product quality, and food safety to increase purchase intention.

**Keywords:** Price Perception, Product Availability, Product Quality, Food Safety, Purchase Intention

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## **1. Introduction**

### ***1.1. Background***

In Indonesia, the most frequently used cooking oil is palm cooking oil (BPS, 2021). Palm oil contributes to the achievement of several UN Sustainable Development Goals (SDGs), namely ending hunger, achieving food security, and improving the nutritional status of people (Rahmah, et al., 2022). Cooking oil for the people of Indonesia is one of the basic needs or is one of the basic necessities (nine staples) according to the decision of the Minister of Industry and Trade. At the end of 2021 until the beginning of 2022 there will be a shortage and increase in the price of cooking oil, which was originally only IDR 14,000/litre, increasing to IDR 20,000/litre (Widjaja, 2022). To control rising cooking oil prices at the consumer level, the Government through Permendag

No. 6 of 2022 sets the highest retail price (HET) at Rp.11,500/litre for bulk cooking oil and Rp. 14,000/litre for premium packaged cooking oil (Nafisah & Amanta 2022).

This policy resulted in a loss of cooking oil in the market. At first, this policy was expected to reduce the price of cooking oil, but a new problem emerged, namely scarcity. This scarcity causes prices to rise in markets, causing people to find it difficult to get cooking oil. Given this problem of scarcity, the minister of Trade revoked the Minister of Trade Regulation No. 1 to 6, 2022, which stated that the price of packaged cooking oil would follow the price of the market mechanism (Muhsin, et al., 2023). After the revocation of Permendag No. 1 to 6 2022 suddenly the amount of cooking oil is abundant in the market but at high prices (Bukit et al., 2022)

The shift in consumption patterns from bulk cooking oil to branded cooking oil is getting bigger (Kusumawaty et al., 2019). Cooking oil that is packaged in bottles or plastic is considered cleaner and hygienic by the community than bulk cooking oil that is sold retail by mobile traders placed in jerry cans and drums (Bukhori & Ekasari 2018). Therefore, the government created the Minyakita program, which is an effort to provide cooking oil in healthy packaging at affordable prices for the community in realizing an increase in the quality, quality and nutrition of people's food consumption. Minyakita is a simple packaged cooking oil launched by the Ministry of Trade. Minyakita is packaged in simple, environmentally friendly plastic packaging in the shape of a pillow, and is equipped with a distribution permit from BPOM, MUI halal certification, and a brand certificate from the Ministry of Law and Human Rights. Minyakita will be distributed throughout Indonesia with the highest retail price (HET) of IDR 14,000/litre.



Figure 1. Minyakita

The existence of Minyakita is claimed to ensure that people get cooking oil in accordance with the HET that has been set by the government in maintaining people's purchasing power and ability to access food (Arfiansyah, 2022). Minyakita can be a solution to the high price of cooking oil on the market. However, in fact, the oil did not last long on the market, so the price fluctuated to the point where it moved away from the HET set by the government, which was IDR 14,000/litre. The government must understand what consumers need and be able to change the mindset of consumers, where initially consumers do not intend to buy, they become interested in buying oil products. The government is conducting socialization of minyakita product in various cities in Indonesia. With the promotion of minyakita product by the government, it is hoped that the public will know and be interested in buying minyakita products. It can also be influenced by perceptions of price, product availability, product quality, and food safety.

The consumer's perception when they want to buy a product of Minyakita compared to bulk oil and premium packaged oil is because the price set by Minyakita is in accordance with the highest retail price (HET), which is Rp. 14,000/litre. Minyakita is sold in 1 liter packs at a price

slightly higher than the bulk cooking oil sold in the market. However, the market price for oilita is sold at Rp. 17,500/litre. The availability of oil products on the market is scarce, so the government increases the supply of DMO. The goal is for the oil supply to return to normal, according to the HET and to be more affordable to the public. Consumers always pay attention to the availability of the products offered, giving rise to the desire to make purchasing decisions.

The quality of this product is better quality and more hygienic than the bulk cooking oil sold in the market. Minyakita looks clearer than bulk cooking oil because it goes through a double filtering process. Meanwhile, bulk cooking oil is filtered only once. In addition, the quality of this oil is not inferior to other premium packaged cooking oils. With the good quality of the oil, the public will be interested in buying the product of Minyakita. People who are new to minyakita products feel reluctant to use minyakita products because they are afraid of the safety of minyakita products. Therefore, the government provides education to the public about the safety of oil products. Minyakita has a distribution permit from the Food and Drug Monitoring Agency (BPOM), an MUI halal certificate, and a brand certificate from the Ministry of Law and Human Rights so that quality and cleanliness are guaranteed. So people don't need to worry when they want to buy Minyakita products because they are guaranteed to be safe.

Based on the description above, the authors are interested in conducting research to determine the effect of product prices, product availability, product quality, and food safety on buying interest of Minyakita products. For this reason, the authors conducted a study entitled: The Influence of Perceived Product Prices, Product Availability, Product Quality, and Food Safety on Purchase Interests of Minyakita Products.

## ***1.2 Problem Formulation***

Based on the description of the problem formulation in the background above, some of the research questions are as follows:

1. Does price perception have a positive effect on buying interest in minyakita products?
2. Does the availability of products have a positive effect on buying interest in minyakita products?
3. Does the quality of the product have a positive effect on buying interest in minyakita products?
4. Does food safety have a positive effect on buying interest in minyakita products?

## ***1.3. Research Purposes***

This research was conducted to analyze the effect of perceived price, product availability, product quality, and food safety on buying interest of Minyakita products in Banyumas Regency.

## **2. Literature Review**

### ***2.1. Literature Review***

#### **2.1.1. Theory of Consumer Decision Making**

The Theory of Consumer Decision Making was first introduced by Engel, Blackwell and Miniard in their book entitled "Consumer Behavior" in 1968. This theory explains how consumers make decisions in choosing products or services to be consumed (Engel et al., 2014). The purchasing decision-making process refers to consistent and wise actions taken by consumers in

meeting their needs. The purchase decision is a problem-solving activity carried out by consumers in selecting the appropriate alternative behavior from two or more alternative behaviors and is considered the most appropriate action in buying by first going through the stages of the decision-making process.

#### 2.1.2. Price Perception

Perceived price can be defined as how buyers perceive product prices as high, low or reasonable and influences consumers' desire to buy. Perceived price is a consumer's judgment about the comparison of the amount of sacrifice with what consumers will get from a product or service (Rahmaningtyas et al., 2017). Perceived price can influence consumers in making decisions to purchase a product (Suarjana & Suprapti, 2018). Price perception indicators: (1) affordable product prices; (2) the quality of the product or service meets consumer expectations; (3) the benefits provided by the product are in accordance with the price paid to obtain the product.

#### 2.1.3. Product Availability

Product availability is the level of product availability in the market that meets needs and influences consumer purchasing decisions. According to (Kotler, 2016) product availability is a series of control activities to determine the level of product inventory on the market to meet consumer desires. Product Availability is a company's ability to maintain product inventory when there is an increase in product sales (Grubor et al., 2016). Product availability indicators: (1) product supplies are always available in the market; (2) availability of products according to needs; (3) loss of potential purchase due to product unavailability.

#### 2.1.4. Product Quality

Product quality is the ability of a product to meet the requirements or specifications set and meet the needs and desires of customers properly. Product quality is the ability of a product to provide results that are in accordance with what is expected by the customer, and can even exceed customer expectations (Kotler, 2016). If the service product offered is of lower quality than customer expectations, the customer will feel dissatisfied, but if the service product offered has the same quality as expected, the customer will feel satisfied (Tjiptono & Diana, 2018). Product quality indicators: (1) aesthetics; (2) durability; (3) compliance with specifications; (4) perceived quality

#### 2.1.5. Food Safety

Food safety refers to processing conditions that aim to maintain food quality in preventing contamination from bacteria or diseases caused by these foods. Food safety is the freedom of food from chemicals that are not good for the body, whether they are substances that are intentionally used in food production or substances that are accidentally mixed in the processing or in finished food (Adrian & Irawan, 2020). So that the food raw materials used must be safe, not have a negative impact on health and have passed clinical trials from BPOM. Food safety seeks to prevent material contamination from biological or chemical contaminants that can interfere with or cause harm to human health (Nador, 2020). Food safety indicators: (1) clean food products; (2) food products do not contain chemical contamination; (3) nutritious food products; (4) there is a guarantee for food products; (5) quality certification.

#### 2.1.6. Purchase Interest

Purchase intention is a stage that consumers have gone through shortly before purchasing decisions where the interest or desire is awakened from the accumulation of the company's marketing communication activities and consumer experience. According to (Widyastuti & Kartini, 2016) buying interest is the readiness of consumers to plan to buy certain products or services. Purchase intention is one of the stages that must be considered because interest is a condition that precedes individuals considering or making a decision to choose a product or service. (Randi, 2016). Indicators of buying interest: (1) the desire to find information about the product; (2) considering buying the product; (3) interest in trying the product; (4) desire to know the product; (5) the desire to own the product

## 2.2. Hypothesis Development and Research Model Formulation

### 2.2.1. Framework

Researcher created a frame of mind by focusing on the influence of perceived price, product availability, product quality, and food safety variables on buying interest in Minyakita products. This framework can be seen in Figure 2 below:

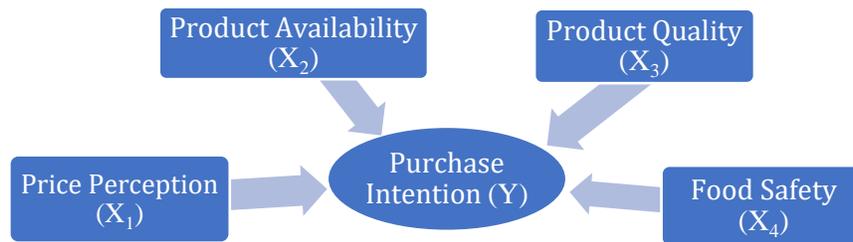


Figure 2. Thinking Framework

### 2.2.2. Hypothesis

Based on the above framework, the research hypothesis can be formulated as follows:

- The effect of price perception on purchase intention  
H1: price perception has a positive effect on purchase intention.
- The effect of product availability on purchase intention  
H2: product availability has a positive effect on purchase intention.
- The effect of product quality on purchase intention  
H3: product quality has a positive effect on purchase intention.
- The effect of food safety on purchase intention  
H4: food safety has a positive effect on purchase intention.

## 3. Research Methodology

This study uses a quantitative research type with a population that is consumers who know about minyakita products in Banyumas Regency. The technique used is the convenience sampling method, which is a non-probability sampling method in which data is collected from a group of people who are easily accessible and available. The number of samples is 150 respondents which are calculated using the slofin formula. Data collection through a questionnaire with questions/statement submitted is a closed added question. This study aims to determine the effect of price perceptions, product availability, product quality, and food safety on buying interest of Minyakita products. Where the independent variables consist of price perception (X1), product availability (X2), product quality (X3), and food safety (X4) with the dependent variable namely buying interest (Y). The analysis technique used in this study to test the validity of the data

uses validity and reliability tests. Then the classic assumption test consists of a normality test, multicollinearity test, heteroscedasticity test and hypothesis test. Furthermore, other tests were also carried out such as multiple regression analysis, analysis of the coefficient of determination, f test and t test.

#### **4. Results**

In relation to answering the hypotheses that have been proposed, to answer the tentative assumptions it is necessary to carry out a test and analysis. The following are the results of tests and analyzes that have been carried out.

##### **4.1. Validity Test**

Validity test is used to measure the validity or validity of a questionnaire. A data is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. An instrument is said to be valid if it is able to measure what it wants. For this reason, item analysis was carried out using the Pearson product moment correlation method ( $r$ ). From the results of the calculation of the correlation coefficient, all of the research variable questions have a significance of Pearson correlation  $<0.05$ , which means that all statement items and questions on the research variables are declared valid so that all statement items and questions contained in the questionnaire can be declared feasible as instruments for measuring research data.

##### **4.2. Reliability Test**

From the results of the reliability test, it was obtained that all the variables in this study could be stated to be very reliable because the alpha coefficient was greater than 0.6. It can be concluded that the statement items and questions can be used as instruments for further research.

##### **4.3. Normality Test**

From the Kolmogorov-Smirnov test results, the Asymp value is obtained. Sig. (2-tailed) of 0.200. These results can be concluded that the residual data in this regression model is normally distributed because the Asymp value. Sig. (2-tailed) above 0.05 and the regression model is suitable for further analysis.

##### **4.4. Multicollinearity Test**

From the calculation results, it is found that in the collinearity statistics section, the VIF value for all independent variables is less than 10 and the tolerance value is above 0.1. These results can be interpreted that all the independent variables in this study have no symptoms of multicollinearity.

##### **4.5. Heteroscedasticity Test**

From the results of the heteroscedasticity test analysis above, the significance value for variable X1 (perceived price) is 0.896, variable X2 (product availability) is 0.252, variable X3 (product quality) is 0.113, and variable X4 (food safety) is 0.995, because the significance value

(Sig) between the independent variables and the absolute residual is greater than 0.05, there is no heteroscedasticity problem.

#### 4.6. Multiple Linear Regression Analysis

Based on Table 1, it can be seen that the multiple linear regression coefficients are as follows:

Table 1. Results of Multiple Linear Regression Analysis

Variabel	Coefficient	t-count	t-table	Probability
C	9,101			
X1	0,232	13,241	1,655	0,000
X2	0,112	5, 236	1,655	0,000
X3	0,173	2, 138	1,655	0,034
X4	0,332	2, 794	1,655	0,000
R-Squared	= 0,788	Adjusted R-squared	= 0,782	F-statistik = 94.483

Source: primary data processed, 2023

Table 1 shows the results of the statistical test from the regression model used to answer the hypothesis of the effect of perceived price, product availability, product quality, and food safety on buying interest (Y) for Minyakita products. Statistical tests in this study included the calculation of the coefficient of determination (R<sup>2</sup>), the F test, and the t test. In addition, from Table 1 it can be seen that the adjusted R<sup>2</sup> value.

##### 4.6.1. Multiple Linear Regression Analysis

Based on Table 1, it can be seen that the multiple linear regression coefficients are as follows:

$$\hat{Y} = \alpha + \beta_1 X_{i1} + \beta_2 X_{i2} + \beta_3 X_{i3} + \beta_4 X_{i4} \tag{1}$$

$$\hat{Y} = 9,101 + 0,232X_1 + 0,112X_2 + 0,173X_3 + 0,332X_4 \tag{2}$$

Based on the multiple linear regression equation above, it can be concluded that the constant is 9.101. This means that when X1 (perceived price), X2 (product availability), X3 (product quality), and X4 (food safety) are zero (0), then the buying interest is 9.101. The regression coefficient of the X1 variable (price perception) is 0.232, the regression coefficient of the X2 variable (product availability) is 0.112, the regression coefficient of the X3 variable (product quality) is 0.173, and the regression coefficient of the X4 variable (food safety) is 0.332.

##### 4.6.2. Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) serves to explain the extent to which the ability of the independent variables (perceived price, product availability, product quality, and food safety) in variation to explain changes in Table 1 shows an adjusted R<sup>2</sup> value of 0.782 or 78.2%. This shows that the independent variables (price perception, product availability, product quality, and food safety) are able to explain variations in changes in the bond variable (purchasing interest) of 78.2%; the remaining 21.8% is explained by other variables that do not exist or are not taken into account in the analysis of processing data.

##### 4.6.3. F-Test

Combined effect test shown by F-test. The F test was conducted to answer the question whether the independent variables (perceived price, product availability, product quality, and food

safety) together have a significant effect on the dependent variable (purchasing interest). Based on the results of data processing in Table 1 it can be seen that the Fcount value of 94.483 can be said to be significant because  $F_{count} (94.483) > F_{table} (2.43)$ . Thus it can be interpreted that there is a significant influence simultaneously on the perception of price, product availability, product quality, and food safety on the intention to buy minyakita products

#### 4.6.4. t-Test

Testing the first hypothesis is carried out by testing the significance of the regression coefficient of the price perception variable. The magnitude of the regression coefficient is 5.236 and a significance value of 0.000. At the significance level  $\alpha = 5\%$ ; then the regression coefficient is significant because the significance of  $0.000 < 0.05$  and the regression coefficient value of 5.236 is greater than the t table value of 1.655 meaning that price perception has a positive effect on purchase intention. Based on the results of testing the hypothesis above, it can be concluded that price perception has a significant positive effect on purchase intention so that the first hypothesis of this study can be supported.

Then for the second hypothesis is done by testing the significance of the regression coefficient of the product availability variable. The magnitude of the regression coefficient is 2.138 and a significance value of 0.034. At the significance level  $\alpha = 5\%$ ; hence the regression coefficient is significant because the significance of  $0.034 > 0.05$  and the regression coefficient value of 2.138 is greater than the t table value of 1.655 meaning that product availability has a positive effect on purchase intention. Based on the results of testing the hypothesis above, it can be concluded that product availability has a positive effect on purchase intention so that the second hypothesis of this study can be supported.

The third hypothesis is carried out through testing the significance of the regression coefficient of the product quality variable. The magnitude of the regression coefficient is 2.794 and a significance value of 0.000. At the significance level  $\alpha = 5\%$ ; then the regression coefficient is significant because the significance of  $0.000 < 0.05$  and the regression coefficient value of 2.794 is greater than the t table value of 1.655 which means product quality has a positive effect on purchase intention. Based on the results of testing the hypothesis above, it can be concluded that product quality has a significant positive effect on purchase intention so that the third hypothesis of this study can be supported.

Furthermore, the fourth hypothesis is carried out by testing the significance of the regression coefficient of the food safety variable. The magnitude of the regression coefficient is 8.397 and a significance value of 0.000. At the significance level  $\alpha = 5\%$ ; then the regression coefficient is significant because the significance of  $0.000 < 0.05$  and the regression coefficient value of 8.397 is greater than the t table value of 1.655 which means food safety has a positive effect on purchase intention. Based on the results of testing the hypothesis above, it can be concluded that food safety has a significant positive effect on purchase intention so that the fourth hypothesis of this study can be supported.

## 5. Discussion

After conducting data analysis, the discussion in this study is as follows:

- Effect of price perception on purchase intention

Based on the results of the study which stated that price perceptions had a positive effect on purchase intention, it can be seen from the results of the tabulation of respondents' answers that

indicated price perceptions were classified as high. It can be concluded that high buying interest is one of the causes of price perceptions by consumers. The results of the research conducted show that price perceptions positively influence the intention to buy minyakita products. This shows that the higher the price perception held by consumers, the higher the purchase intention. The results of this study are in line with the results of research conducted by (Akhmalia and Fadilla 2023; Sari et al., 2023; Sari et al., 2023; Saprida, 2021; Sulistyowati, 2019 ; Irfanudin, 2018) stating that price perceptions have a positive and significant effect on purchase intention. Perceived price in this study is a competitive price on a competitive product. So price selection in purchasing decisions is in accordance with the needs and abilities of consumers in choosing cooking oil products. The size of a price can be said to be expensive, cheap or mediocre for every consumer, it is not the same, this depends on individual perceptions of the consumer's living environment and conditions.

- Effect of product availability on purchase intention.

Based on the results of the study which stated that product availability had a positive effect on purchase intention, it can be seen from the results of the tabulation of respondents' answers that indicated product availability was classified as high. It can be concluded that one of the reasons for high buying interest is product availability. The results of the research conducted show that the availability of products positively influences the intention to buy minyakita products. This shows that the higher the availability of minyakita products, the higher the buying interest of consumers in buying the product. The results of this study are in line with the results of research conducted by (Jandri et al., 2022; Situngkir et al., 2021; Astuti & Hakim, 2021; Apriando et al., 2019; Bulele, 2016) stating that product availability has a positive effect on decision making. purchase.

- Effect of product quality on purchase intention

Based on the results of the study which stated that product quality had a positive effect on purchase intention, it can be seen from the results of the tabulation of respondents' answers that showed product quality was classified as high. It can be concluded that high buying interest is caused by product quality. The results of the research conducted show that the quality of the product positively influences the intention to buy the minyakita product. This shows that the higher the quality of the product, the higher the purchase intention. The results of this study are in line with the results of research conducted by (Saprida, 2021; Irawan, 2020; Liana, 2020; Nurhidayah et al., 2021; Nadilla et al., 2021) stating that product quality has a positive effect on purchase intention. This is also in accordance with the theory of Kotler and Armstrong (2016) which states that product quality that is considered good by consumers will create purchasing decisions. Purchasing decisions will be made when consumers have chosen the right product to meet their needs. Purchasing decision is the stage in the buyer's decision-making process where the consumer actually buys.

- Effect of food safety on purchase intention

Based on the results of the study which stated that food safety had a positive effect on purchase intention, it can be seen from the results of the tabulation of respondents' answers that indicated food safety was classified as very high. It can be concluded that one of the reasons for high buying interest is food safety. The results of the research conducted show that food safety positively influences the intention to buy Minyakita products. This shows that the higher the food

security that is owned by the product, the higher the interest in buying. The results of this study are in line with the results of research conducted by (Iffathurjannah & Harti, 2021; Ramadhan & Utami, 2019); Lismanizar & Utami, 2018; Adrian & Irawan, 2020; Siaputra, 2020) stating that food safety has a positive effect on purchase intention.

## **6. Conclusions and Implications**

### **6.1. Conclusion**

Based on the results and discussion, the conclusions obtained in this study are as follows:

- Price perceptions have a positive and significant effect on purchase intention. This means that the higher the perceived price will increase consumer buying interest.
- Product availability has an effect on purchase intention. This means that the higher the product availability will be able to increase buying interest.
- Product quality has a positive and significant effect on purchase intention. This means that the higher the quality of the product will increase the buying interest.
- Food safety has a positive and significant effect on purchase intention. This means that the higher the food safety will increase the buying interest.

### **6.2 Implications**

Based on the results of the research analysis and conclusions, the implications of this study are as follows:

#### **6.2.1 Managerial Implications**

- This research is expected to provide information and benefits for cooking oil producers in predicting consumer buying interest in the future and to determine the effect of price perceptions, product availability, product quality and food safety which can later be used as evaluation material or input on the problems faced and provide consideration in order to take further policy steps to achieve company goals.
- To increase sales with purchasing decisions, the company should pay more attention to the distribution of products that are evenly distributed so that there is no scarcity of cooking oil products and monitor the selling price of the oil in the market.
- Consumers should need to do more education and increase consumer awareness in order to be able to understand their rights as consumers, namely to get a price that is in accordance with the highest retail price

#### **6.2.2 Theoretical Implication**

Future research is expected to be able to add independent variables besides price perception, product availability, product quality, and food safety to determine the effect on purchase intention. These variables can be in the form of customer loyalty, brand image, product promotion, and others. The results of this study are expected to be utilized by further researchers for theory development using different methods.

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