

THE EFFECT OF TASTE, LAYOUT AND WORD OF MOUTH ON PURCHASE DECISIONS IN BEEJE COFFEE LHKSEUMAWE

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Abstract

This thesis examines the influence of taste, layout, and word of mouth on purchasing decisions at Beeje Coffee in Lhokseumawe. This is a quantitative study using a survey method and printed questionnaires distributed to 96 customers of Beeje Coffee in Lhokseumawe. The data analysis methods include instrument tests, classical assumption tests, and multiple linear regression analysis using SPSS version 25. The results indicate that taste (X1) has a positive and significant effect on purchasing decisions, with $t = 2.218$ and $p = 0.029$. Layout (X2) has a positive and significant effect, with $t = 6.525$ and $p < 0.001$. Word of mouth (X3) also has a positive and significant effect, with $t = 3.870$ and $p < 0.001$. Simultaneously, taste, layout, and word of mouth affect purchasing decisions, with $F = 23.880$ and $p < 0.001$. These findings show that product taste, spatial arrangement, and consumer recommendations contribute to purchasing decisions at Beeje Coffee.

Keywords: Layout; Purchase Decision; Taste; Word of Mouth

INTRODUCTION

The business world continues to evolve in line with changing consumer needs and increasing competition in product and service marketing. In this environment, companies need to understand consumer desires and maintain the superiority of their products. The same competition exists in the culinary industry, including coffee shops, which are no longer simply places to buy drinks but have become spaces for interaction and a part of consumers' lifestyles. Beeje Coffee was founded in 2016 and serves Gayo Arabica coffee from the Central Aceh highlands. Located in the heart of Lhokseumawe City, the business aims to serve Gayo Arabica coffee and promote Indonesian coffee. Beeje Coffee also promotes social interaction among customers as part of its business atmosphere. This coffee shop is a popular destination for customers in Lhokseumawe (Lestari, 2024).

Based on initial observations, Beeje Coffee remains busy, despite the seating not yet having backrests and the main view overlooking the kitchen and street. The layout utilizes a spacious, open, semi-outdoor concept. Seating is neatly arranged and allows for movement for both customers and staff, but the relatively close spacing between chairs can potentially compromise comfort and privacy as the number of customers increases. Purchasing decisions describe consumer behavior when selecting, purchasing, and using goods or services to satisfy their needs and desires. According to Kotler and Armstrong in Yuntari (2023), purchasing decisions relate to how individuals, groups, or organizations determine which products and experiences to use. These decisions can be seen through product choices, purchase frequency, and purchase quantity.

The first factor examined is taste. Flavor is one of the fundamentals of food or beverage selection and can be distinguished through appearance, smell, taste, texture, and temperature (Melda et al., 2020). Drummond and Brefere, in Resky (2021), explain that taste is related to the function of the taste buds, which produce the taste experience. In the context of a coffee shop, the consistency of aroma, taste, texture, and temperature can shape consumers' assessment of product quality. The second factor is layout. Layout is the arrangement of facilities and spatial elements designed to ensure smooth and efficient activity. Utama and Gani, in Dewanto (2021), view layout as an arrangement of various elements placed deliberately on a surface. Kasmir, in Mengko et al. (2023), emphasizes

that facility placement is related to operational efficiency. In coffee shops, layout encompasses equipment arrangement, air circulation, lighting, noise, aesthetics, comfort, and work area arrangement. The third factor is word of mouth. Word of mouth communication occurs when consumers share experiences, information, and recommendations about products with other consumers. Listania (2022) explains that word of mouth relates to messages about products, services, or companies. In this study, word of mouth is understood through the speaker, the topic discussed, and the medium used to disseminate the information. A pre-survey of 32 consumers showed that all respondents had purchased from Beeje Coffee. Twenty-nine respondents cited taste as a reason for their purchase, 25 respondents considered the layout comfortable and led to their decision to purchase, and 30 respondents cited word of mouth as a reason for their purchase. These preliminary data indicate that all three variables are worthy of empirical testing in relation to purchasing decisions.

Table 1. Results of Beeje Coffee Consumer Pre-Survey

No.	Question	Yes	No
1	Ever decided to buy at Beeje Coffee Lhokseumawe	32	0
2	Decided to buy because of the taste offered	29	3
3	Layout creates comfort and encourages purchasing decisions	25	7
4	Word of mouth is the reason for purchasing decisions	30	2

Source: Processed data (2025)

Based on these issues, this study aims to determine the partial and simultaneous influence of taste, layout, and word of mouth on purchasing decisions at Beeje Coffee in Lhokseumawe City. This study is expected to provide insight into the importance of taste quality, layout, and communication between consumers in supporting purchasing decisions.

LITERATURE REVIEW

Buying decision

A purchasing decision is a choice between two or more alternatives. Consumers can determine which product to purchase, when to purchase it, and how much to purchase. Kotler and Armstrong, in Yuntari (2023), proposed three purchasing decision indicators: product choice, purchase frequency, and purchase amount. These three indicators are used to describe Beeje Coffee consumers' decisions after evaluating the product and their experience.

Taste

Taste relates to consumers' sensory experiences when consuming food or beverages. Melda et al. (2020) explain that flavor can be distinguished through appearance, odor, taste, texture, and temperature. In this study, the taste indicators refer to Drummond and Brefere in Resky (2021), namely odor, taste, texture, and temperature. Aroma provides an initial impression of a product; flavor indicates suitability to taste; texture relates to viscosity and mouthfeel; and temperature determines the comfort of the beverage when consumed. Research by Amanda (2024) and Sigit and Firmansyah (2021) shows that taste is positively and significantly related to purchasing decisions.

Layout

Layout is the arrangement of space, facilities, equipment, and work areas that support smooth service delivery. Dewanto (2021) defines layout as the arrangement of elements deliberately placed within a given area. Mengko et al. (2023) view layout as the process of determining the shape and placement of facilities to achieve operational efficiency, while Mendrofa et al. (2023) emphasize the arrangement of facilities, equipment, personnel, and supplies to ensure smooth processes. Layout indicators in this study include the arrangement of space and equipment, air circulation, lighting, noise levels, aesthetics and comfort, and workplace layout. Junaidi and Merisa (2021) and Yholanda et al. (2024) found that layout influences purchasing decisions.

Word of Mouth

Word of mouth is the transmission of information about a product or service from one consumer to another. This information can include experiences, product advantages, recommendations, and reasons for purchase. Listania (2022) explains that word of mouth messages are related to products, services, or companies. The indicators used in this study are talkers, topics, and tools. Talkers indicate the party delivering the recommendation, topics indicate the

substance discussed, and tools indicate the means used to disseminate the message. Fadil (2022) and Junaidi and Merisa (2021) found that word of mouth has a positive and significant influence on purchasing decisions.

Previous Research and Hypothesis

Previous research provides evidence that product, layout, and consumer communication variables can influence purchasing decisions. Amanda (2024) found a positive influence of taste on purchasing decisions. Fadil (2022) demonstrated that layout and word of mouth both partially and simultaneously influence purchasing decisions. Junaidi and Merisa (2021) also demonstrated a positive influence of layout and word of mouth.

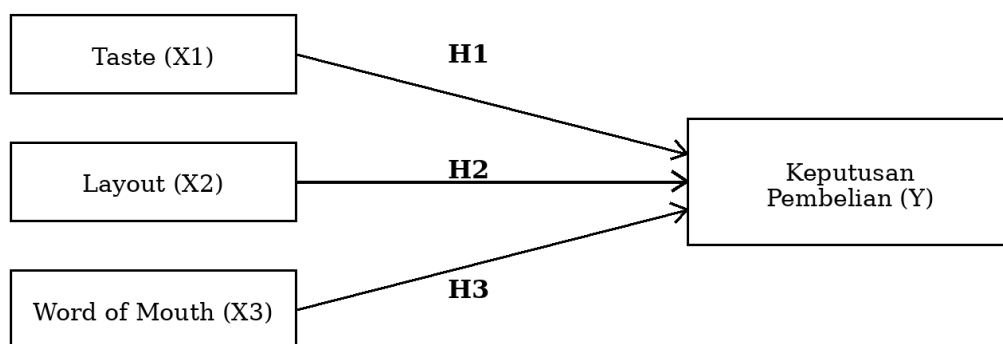
Table 2. Summary of Previous Research

Researchers	Variables/Methods	Key Results	Relatedness
Junaidi & Merisa (2021)	Promotion, price, word of mouth, layout; quantitative	All variables have a positive and significant influence partially and simultaneously on purchasing decisions.	Strengthening the relationship between layout and word of mouth with purchasing decisions.
Amanda (2024)	Taste, product variation; quantitative	Taste and product variation have a positive and significant influence on purchasing decisions.	Strengthening the influence of taste on purchasing decisions.
Fadil (2022)	Layout, word of mouth, price; quantitative	Layout, word of mouth, and price have a significant influence both partially and simultaneously.	Be the main reference for layout variables and word of mouth.
Sigit & Firmansyah (2021)	Taste, product quality; quantitative	Taste has a significant influence, while product quality does not have a significant influence.	Reinforcing the importance of taste.
Yholanda et al. (2024)	Consumer behavior, layout, promotion; quantitative	Layout and marketing factors are related to purchasing decisions.	Supports the use of layouts in research models.

Source: Previous research in thesis

Based on the theory and results of previous research, the research hypothesis is formulated as follows:

1. Taste has a positive and significant influence on purchasing decisions at Beeje Coffee.
2. Layout has a positive and significant influence on purchasing decisions at Beeje Coffee.
3. Word of mouth has a positive and significant influence on purchasing decisions at Beeje Coffee.
4. Taste, layout, and word of mouth together have a positive and significant influence on purchasing decisions at Beeje Coffee.



H4: pengaruh simultan X1, X2, dan X3 terhadap Y

Figure 1. Conceptual Framework of the Research

METHOD

This study employed a quantitative approach with a survey method. A quantitative approach is used to examine a specific population or sample, collect data through research instruments, and analyze the data statistically to test hypotheses (Sugiyono, 2020). The study was conducted at Beeje Coffee, Jalan Malikussaleh, Kampung Jawa Lama, Banda Sakti District, Lhokseumawe City. The research population was consumers who had visited and purchased at Beeje Coffee. The exact population size was unknown, making it an infinite population. The sample was

determined using non-probability sampling with a purposive sampling technique. Respondent criteria included male and female consumers aged 17 to over 50 who had purchased at Beeje Coffee. Calculations using the Lemeshow formula resulted in a sample of 96 respondents. To anticipate incomplete questionnaires, the researchers distributed 150 questionnaires and used 96 questionnaires that met the analysis requirements. Primary data was obtained through a printed questionnaire given directly to Beeje Coffee consumers. Secondary data was obtained from relevant books, journals, theses, and internet sources. Each statement was measured using a five-level Likert scale, ranging from strongly disagree (1) to strongly agree (5) (Sugiyono, 2020).

The analysis was conducted using SPSS version 25. The analysis stage included descriptive statistics, validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression, t-test, and F-test. The validity test used the calculated *r* criterion greater than the table *r* of 0.2017. The instrument was declared reliable if the Cronbach's alpha value was greater than 0.60. The normality test used graphs and One-Sample Kolmogorov-Smirnov, while multicollinearity was evaluated through tolerance and VIF. Hypothesis testing used a significance level of 0.05 (Ghozali, 2021).

Table 3. Operational Definition of Variables

Variables	Definition and Indicators	Scale
Taste (X1)	Taste as a product's sensory experience. Indicators: smell, taste, texture, and temperature (Resky, 2021).	Likert
Layout (X2)	Arrangement of facilities and spaces. Indicators: location/equipment, air circulation, lighting, noise, aesthetics/comfort, and workplace (Mengko et al., 2023).	Likert
Word of Mouth (X3)	Information delivery between consumers. Indicators: talkers, topics, and tools.	Likert
Purchase Decision (Y)	Product selection and purchasing behavior. Indicators: product choice, purchase frequency, and purchase amount (Yuntari, 2023).	Likert

Source: Compiled from operational definitions in the thesis (2025)

Table 4. Likert Scale and Interpretation of Answers

Answer	Score	Interpretation Interval
Strongly agree	5	4.3–5.0: very good
Agree	4	3.5–4.2: good
Doubtful	3	2.7–3.4: neutral
Don't agree	2	1.9–2.6: poor
Strongly Disagree	1	1.0–1.8: very poor

Source: Sugiyono (2020) and measurement scale in the thesis

A multiple linear regression analysis model was used to test the influence of taste (X1), layout (X2), and word of mouth (X3) on purchasing decisions (Y). The general form of the research model is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, with Y as the purchasing decision, a as a constant, b as the regression coefficient, and e as the error.

RESULTS AND DISCUSSION

Object Description and Respondent Characteristics

Beeje Coffee is a coffee shop in Lhokseumawe City that serves Gayo Arabica coffee and uses a semi-outdoor space concept. Respondent characteristics were analyzed based on gender, age, income, occupation, and frequency of visits. Male respondents numbered 53 people or 55.2%, while female respondents numbered 43 people or 44.8%. The largest age group was 35–43 years old with 29 people or 30.2%. The largest income was in the category of IDR 5,000,000–IDR 10,000,000 with 44 people or 45.8%. Based on occupation, the largest group was Civil Servants/Police/TNI with 33 people or 34.4 %. The largest frequency of visits was in the category of 20–30 times in six months with 42 people or 43.8%.

Table 5. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Woman	43	44.8%
Gender	Man	53	55.2%
Age	17–25 years	19	19.8%
Age	26–34 years	26	27.1%
Age	35–43 years	29	30.2%
Age	44–50 years	20	20.8%
Age	> 50 years	2	2.1%
Income	Rp0–Rp500,000	19	19.8%
Income	Rp500,000–Rp3,000,000	6	6.3%
Income	Rp3,000,000–Rp5,000,000	16	16.7%
Income	Rp5,000,000–Rp10,000,000	44	45.8%
Income	> Rp. 10,000,000	11	11.5%
Work	Students	15	15.6%
Work	Civil Servants/Police/TNI	33	34.4%
Work	Private employees	11	11.5%
Work	Self-employed/Entrepreneur	13	13.5%
Work	Farmer	6	6.3%
Work	Laborer	12	12.5%
Work	Retired	2	2.1%
Work	Housewife	4	4.2%
Visits/6 months	1–10 times	3	3.1%
Visits/6 months	10–20 times	5	5.2%
Visits/6 months	20–30 times	42	43.8%
Visits/6 months	30–40 times	20	20.8%
Visits/6 months	> 40 times	26	27.1%

Source: Processed data (2026)

Descriptive Statistics and Instrument Tests

Respondents' responses to all items ranged from a minimum of 2 or 3 to a maximum of 5. The highest average score of 4.10 was found in the layout item, which stated that visiting Beeje Coffee makes consumers feel comfortable. The lowest average score of 3.70 was found in two purchase decision items: intention to revisit and purchasing according to needs. Overall, the average response fell into the agree or good category.

Table 6. Items with the Highest and Lowest Average Values

Variables	Top Item	Mean	Lowest Item	Mean
Taste	Light texture in the mouth; just the right hot/cold temperature	4.05	Drinks are superior to other places	3.78
Layout	Visiting makes consumers feel comfortable	4.10	The employee's workplace is good	3.77
Word of Mouth	Recommendations via smartphone	4.03	Dissemination of information on social media	3.78
Buying decision	Buy according to your needs; buy >1 product	4.06	Interest in returning; purchasing according to needs	3.70

Source: Processed data (2026)

The validity test showed that all items for taste, layout, word of mouth, and purchasing decisions had a calculated r value greater than the table r value of 0.2017 and a significance value below 0.05. Thus, all items were declared valid. The reliability test produced a Cronbach's alpha of 0.699 for taste, 0.805 for layout, 0.759 for word of mouth, and 0.738 for purchasing decisions. All values were greater than 0.60, thus the instrument was declared reliable.

Table 7. Summary of Reliability Tests and Classical Assumptions

Testing	Variables/Statistics	Mark	Conclusion
Reliability	Taste	0.699	Reliable
Reliability	Layout	0.805	Reliable
Reliability	Word of Mouth	0.759	Reliable
Reliability	Buying decision	0.738	Reliable
Normality	Asymp. Sig. K-S	0.200	Normal
Multicollinearity	Taste: Tolerance/VIF	0.836 / 1.196	Free from multicollinearity
Multicollinearity	Layout: Tolerance/VIF	0.848 / 1.179	Free from multicollinearity
Multicollinearity	WOM: Tolerance/VIF	0.812 / 1.232	Free from multicollinearity
Heteroscedasticity	Taste; Layout; WOM	0.347; 0.589; 0.339	Free of heteroscedasticity

Source: Processed data (2026)

The One-Sample Kolmogorov-Smirnov normality test yielded an Asymp. Sig. of 0.200, greater than 0.05, indicating a normal distribution of residuals. The tolerance values for all variables were greater than 0.10, and the VIF was less than 10, indicating no multicollinearity. The scatterplot showed points spread above and below zero without forming a specific pattern. The Spearman Rank test also yielded significance above 0.05 for taste, layout, and word of mouth. Thus, the model met the assumptions used in the study.

Hypothesis Testing

Table 8. Results of Multiple Linear Regression and Partial Test

Variables	B	Std. Error	Beta	t	Sig.
Constant	18,465	7,722	—	2,391	0.019
Taste	0.471	0.213	0.211	2,218	0.029
Layout	0.356	0.055	0.554	6,525	0,000
Word of Mouth	0.669	0.173	0.368	3,870	0,000

Source: Processed data (2026)

$$Y = 18.465 + 0.471X_1 + 0.356X_2 + 0.669X_3 + e$$

The taste coefficient of 0.471 indicates that an increase in taste is followed by an increase in purchasing decisions, assuming other variables remain constant. The layout coefficient of 0.356 indicates a positive relationship between layout and purchasing decisions. The word of mouth coefficient of 0.669 also indicates a positive relationship. The significance value of taste is 0.029, layout is 0.000, and word of mouth is 0.000; all are smaller

than 0.05. The calculated t value of each variable is also greater than the t table of 1.98498. Therefore, H1, H2, and H3 are accepted.

Table 9. Simultaneous Test Results and Partial Determination Coefficient

Testing	Statistics	Mark	Decision
F test	F count; Sig.	23,880; 0,000	H4 accepted
R Square Taste	R ²	0.093	Contribution 9.3%
R Square Layout	R ²	0.145	Contribution 14.5%
R Square Word of Mouth	R ²	0.402	Contribution 40.2%

Source: Processed data (2026)

The simultaneous test yielded a calculated F of 23.880, greater than the F table of 2.70, with a significance of 0.000. These results indicate that taste, layout, and word of mouth jointly influence purchasing decisions at Beeje Coffee, so H4 is accepted. Partial analysis of the coefficient of determination shows a contribution of taste of 9.3%, layout of 14.5%, and word of mouth of 40.2%.

The Influence of Taste on Purchasing Decisions

The partial test results show that taste has a positive and significant effect on purchasing decisions at Beeje Coffee Lhokseumawe. The calculated t-value of 2.218 is greater than the t-table of 1.98498, and the significance value of 0.029 is smaller than 0.05. These results indicate that the better the taste perceived by consumers, the stronger their tendency to make a purchase.

Regarding the smell indicator, respondents generally agreed that the aroma of Beeje Coffee drinks was appetizing and distinctive. The aroma emanating from the product and the cleanliness of the environment formed the initial impression of the consumption experience. Regarding the taste indicator, respondents rated the drinks as being suitable for their tastes and offering a variety of flavors. A pleasant and consistent taste was the primary attraction because it directly correlated with satisfaction upon consumption.

For the texture indicator, respondents rated the drink's texture as pleasing, light in the mouth, and appropriate thickness. For the temperature indicator, respondents rated both hot and cold drinks as being served at the appropriate temperature. The correct temperature helps maintain the enjoyment of the taste and demonstrates attention to presentation quality. These results support research by Amanda (2024), Sigit and Firmansyah (2021), and Septiana et al. (2024), which showed that taste influences purchasing decisions.

The Influence of Layout on Purchasing Decisions

Layout has a positive and significant effect on purchasing decisions. The calculated t-value of 6.525 is greater than the t-table, and the significance value of 0.000 is less than 0.05. These results indicate that the layout of space and facilities not only supports operations but also shapes the customer experience while in a coffee shop.

Respondents assessed that the layout and equipment at Beeje Coffee were quite good and did not disrupt customer activities. Air circulation was also considered to maintain a comfortable atmosphere despite its proximity to the main road. Lighting arrangements facilitated both daytime and nighttime activities, while noise levels were tolerable. Aesthetics and comfort received positive ratings, particularly for the item stating that visiting Beeje Coffee made customers feel comfortable, with an average score of 4.10.

The layout of employee workstations is considered to be unobtrusive to customers and supports service delivery. The organized placement of tables, chairs, and service areas facilitates ease of movement and provides space for customers to relax, work, study, or hold meetings. These results support research by Junaidi and Merisa (2021) and Yholanda et al. (2024), which showed that layout influences purchasing decisions.

The Influence of Word of Mouth on Purchasing Decisions

Word of mouth has a positive and significant effect on purchasing decisions, with a t-value of 3.870 and a significance level of 0.000. The regression coefficient of 0.669 is the largest unstandardized coefficient in the model. These results indicate that recommendations, experiences, and information shared by consumers with others play a role in driving purchasing decisions.

In the talkers indicator, respondents stated they had recommended Beeje Coffee and shared its advantages with others. In the topics indicator, consumers shared experiences regarding product taste, menu variety, the atmosphere of the place, and their experiences during their visit. Clear and relevant topics make it easier for other consumers to

form expectations before making a purchase. In the tools indicator, consumers not only use direct communication but also utilize smartphones and social media to disseminate information. These tools expand the reach of recommendations and accelerate the delivery of consumer experiences. This finding supports Fadil (2022), Junaidi and Merisa (2021), and Listania (2022), which show that word of mouth influences purchasing decisions.

The Simultaneous Influence of Taste, Layout, and Word of Mouth

The F-test results demonstrate that taste, layout, and word of mouth collectively have a positive and significant influence on purchasing decisions at Beeje Coffee Lhokseumawe. These three variables explain a series of interrelated consumer experiences. Taste shapes product evaluations, layout influences comfort during a visit, and word of mouth expands information about those experiences to other consumers. These simultaneous results align with Fadil (2022), who found that layout and word of mouth, along with other variables, influence purchasing decisions, and Junaidi and Merisa (2021), who demonstrated the simultaneous influence of marketing and layout factors. Therefore, improving purchasing decisions doesn't rely solely on a single element but requires consistent product quality, comfortable layout, and a positive experience worthy of recommendation.

Practical Implications

The research results provide practical implications for the management of Beeje Coffee. In terms of taste, the company needs to maintain consistency in aroma, flavor, texture, and temperature through clear brewing standards. These standards can include coffee measurements, water quantity, serving temperature, and brewing steps. Consistency is necessary because consumers judge beverage quality through direct experience. When the taste matches expectations, consumers have a stronger reason to repurchase and share their positive experience with others. In terms of layout, customer comfort needs to be maintained through spacing between tables, customer and employee movement paths, lighting, air circulation, and noise control. Descriptive results indicate that comfort received the highest rating in the layout variable, so this condition needs to be maintained. The layout of the area can also be tailored to the needs of visitors who come to relax, chat, work, or hold meetings. An orderly spatial arrangement helps customers feel comfortable without hindering the service process.

In terms of word of mouth, positive experiences need to be supported so that consumers are willing to provide recommendations, both in person and through digital media. Information about the taste, menu variety, and atmosphere are topics frequently discussed by consumers. Beeje Coffee can maintain the quality of these experiences and provide an engaging area to encourage consumers to share their visits via smartphones and social media. This implication maintains that consumer recommendations are the result of satisfaction with the product and the location, not merely a stand-alone promotional activity.

CONCLUSION

Based on the results of research on 96 Beeje Coffee Lhokseumawe consumers, the research conclusions are as follows:

1. Taste has a positive and significant effect on purchasing decisions with $t = 2.218$ and a significance of 0.029. The partial contribution of taste to purchasing decisions is 9.3%.
2. Layout has a positive and significant effect on purchasing decisions with $t = 6.525$ and a significance of 0.000. The partial contribution of layout is 14.5%.
3. Word of mouth has a positive and significant effect on purchasing decisions with $t = 3.870$ and a significance of 0.000. The partial contribution of word of mouth is 40.2%.
4. Taste, layout, and word of mouth simultaneously have a positive and significant influence on purchasing decisions with $F = 23.880$ and a significance of 0.000.

Beeje Coffee is advised to maintain consistent flavor through brewing standards, including coffee measurements, water temperature, and brewing methods. The layout should be comfortable, not too cramped, and tailored to customer needs. Providing an attractive area can also encourage consumers to share their experiences on social media. Future researchers can add other variables not examined in this study.

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