



The influence of service quality and promotion on consumers' purchase decisions: a quantitative study of mcdonald's drive-thru service in palembang, Indonesia

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ABSTRACT

This study examines the influence of service quality and promotion on consumer purchase decisions at McDonald's Drive-Thru PTC Palembang, Indonesia. The increasing demand for fast-food drive-thru services has intensified competition among quick-service restaurants, making service quality and promotional strategies essential determinants of consumer purchasing behavior. A quantitative research approach was employed using primary data collected from 100 consumers through purposive sampling. The data were analyzed using multiple linear regression, supported by validity, reliability, and classical assumption tests. The results indicate that service quality has a positive and significant effect on consumer purchase decisions ($B = 0.112$; $t = 3.582$; $p = 0.001$), while promotion exerts a stronger positive influence ($B = 0.219$; $t = 5.567$; $p < 0.001$). Simultaneously, both variables significantly affect purchase decisions ($F = 354.011$; $p < 0.001$), explaining 88.0% of the variance ($R^2 = 0.880$). These findings suggest that improving service performance while implementing effective promotional activities can strengthen consumers' purchasing intentions and enhance business competitiveness in the fast-food industry. The study provides practical insights for restaurant managers in developing customer-oriented marketing strategies and enriches the literature on consumer behavior within the context of drive-thru services.

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1. INTRODUCTION

The global quick-service restaurant (QSR) industry has experienced substantial growth over the past decade, driven by urbanization, digital transformation, and increasing consumer demand for convenience-oriented food services. Drive-thru services have become one of the fastest-growing service innovations worldwide because they enable consumers to purchase products quickly while minimizing waiting time and physical interaction.

The rapid growth of the fast-food industry has significantly transformed consumer purchasing behavior, particularly in urban areas where convenience, efficiency, and time-

saving services have become essential considerations. Rapid urbanization, changes in consumer lifestyles, and technological advancements have accelerated the expansion of quick-service restaurants (QSRs), encouraging businesses to develop innovative service channels that improve accessibility and customer satisfaction (Agustiningsih, L., & Hartati, 2023; Kotler, P., & Keller, 2024; Magazine, 2024; Zeithaml, V. A., Bitner, M. J., & Gremler, 2020). Among these innovations, drive-thru services have become one of the most preferred alternatives because they enable consumers to purchase products without leaving their vehicles while minimizing waiting time.

The Indonesian fast-food industry has experienced continuous growth over the past decade. Increasing purchasing power, changing consumption patterns, and the widespread adoption of digital technology have intensified competition among restaurant chains. As competition becomes increasingly dynamic, businesses are required not only to offer quality products but also to provide superior services and attractive promotional programs that differentiate them from competitors (Kotler, P., & Armstrong, 2022; Tjiptono, 2019). Consequently, understanding the factors influencing consumer purchase decisions has become increasingly important for companies operating in the fast-food industry.

McDonald's is one of the world's leading quick-service restaurant chains and has consistently expanded its service innovations in Indonesia, including drive-thru facilities that emphasize speed, convenience, and operational efficiency. Besides improving service performance, McDonald's frequently introduces promotional programs through discounts, bundled meal packages, cashback offers, and digital campaigns to encourage consumer purchases and strengthen customer loyalty. These strategies indicate that service quality and promotion are essential marketing instruments for maintaining competitiveness in an increasingly saturated market (Belch, G. E., & Belch, 2021; Group, 2025).

Service quality has long been recognized as one of the primary determinants of consumer behavior in service industries. Parasuraman et al. (2020) proposed the SERVQUAL model, which evaluates service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions reflect consumers' perceptions of service performance and determine whether their expectations are fulfilled. Similarly, Zeithaml et al. (2020) emphasized that consistently delivering superior service quality strengthens customer satisfaction, trust, and behavioral intentions, including consumers' willingness to purchase and repurchase products. Therefore, improving service quality is considered an important strategy for enhancing consumer purchase decisions.

Promotion also plays a crucial role in influencing purchasing behavior because it serves as a communication tool that informs, persuades, and reminds consumers about products and services (Kotler, P., & Keller, 2024). Effective promotional activities increase consumers' awareness of product offerings, create perceived value, and encourage purchasing decisions (Belch, G. E., & Belch, 2021). In the highly competitive fast-food industry, promotional programs such as discounts, limited-time offers, and loyalty rewards are frequently implemented to stimulate consumer demand and strengthen market competitiveness (Tjiptono, 2019).

Consumer purchase decision refers to the process through which individuals evaluate available alternatives before selecting products or services that best satisfy their needs and preferences ((Schiffman, L. G., & Wisenblit, 2019). Purchasing decisions are influenced by various internal and external factors, including product quality, price, promotion, service quality, and previous consumption experiences. In service-based businesses, consumers tend to evaluate not only the product itself but also the overall service experience throughout the purchasing process.

Several previous studies have demonstrated that service quality and promotion significantly influence consumer purchase decisions. Fikadillah and Fachri (2024)

reported that improvements in service quality and promotional effectiveness positively affect consumers' purchasing decisions. Similarly, Wahyudi et al. (2024) concluded that promotional activities significantly increase purchase decisions by strengthening consumers' perceived value and purchase intentions. Tarigan et al. (2025) also found that service quality positively influences purchasing decisions in the restaurant industry through improved customer experiences. However, other studies have reported inconsistent findings. Haris (2023) found that service quality did not significantly affect purchasing decisions in a different business context, while Aminah and Widowati (2023) reported that promotion alone was insufficient to significantly influence consumers' purchasing decisions. These inconsistent findings indicate that the effects of service quality and promotion may vary across industries and consumer characteristics, thereby providing opportunities for further investigation.

Although previous studies generally reported positive relationships between service quality, promotion, and purchase decisions, their findings remain inconsistent across different industries and service settings. These inconsistencies suggest that contextual characteristics may influence consumer purchasing behavior, indicating the need for further investigation.

Another important research gap concerns the limited empirical evidence on drive-thru services. Most previous studies investigated conventional restaurants, retail stores, or e-commerce platforms, whose service characteristics differ substantially from drive-thru operations. Drive-thru services emphasize operational speed, order accuracy, convenience, and minimal customer interaction. Therefore, findings from previous studies cannot be directly generalized to the drive-thru context.

Based on the SERVQUAL framework and marketing communication theory, service quality enhances consumers' evaluations of the purchasing experience, while promotion increases perceived value and purchasing motivation. Accordingly, both variables are theoretically expected to influence consumer purchase decisions both individually and simultaneously.

Based on these considerations, this study investigates the influence of service quality and promotion on consumer purchase decisions at McDonald's Drive-Thru PTC Palembang. Unlike previous studies that mainly focused on conventional restaurants and online retail, this study specifically examines purchase decisions in the drive-thru service context, where speed, convenience, and operational efficiency play a central role. Furthermore, this study simultaneously evaluates the relative influence of service quality and promotion within a single empirical model, thereby extending the existing literature on consumer behavior in Indonesia. The findings are expected to contribute theoretically by extending the literature on consumer behavior and service marketing, particularly in the context of drive-thru services. Practically, the results are expected to provide useful insights for restaurant managers in developing customer-oriented service improvement initiatives and effective promotional strategies to strengthen competitiveness and encourage sustainable consumer purchasing behavior.

2. RESEARCH METHOD

This study employed a quantitative approach with a causal research design to examine the influence of service quality and promotion on consumer purchase decisions at McDonald's Drive-Thru PTC Palembang. A quantitative approach was considered appropriate because the study aimed to measure the relationships among variables using statistical analysis (Sekaran, U., & Bougie, 2019; Sugiyono, 2020).

The conceptual framework of this study proposes that service quality and promotion serve as independent variables influencing consumer purchase decisions as the dependent variable. Service quality is expected to improve consumers' evaluations of the purchasing experience through reliable, responsive, and efficient service delivery,

while promotion is expected to encourage purchase decisions by increasing perceived value and purchase intention. Furthermore, both variables are hypothesized to simultaneously influence consumer purchase decisions.

The population consisted of consumers who had purchased products through the McDonald's Drive-Thru service at the PTC branch in Palembang. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in a minimum requirement of 96 respondents. To enhance data reliability, questionnaires were distributed to 100 respondents selected through purposive sampling. The sampling criteria required respondents to be between 20 and 40 years old and to have purchased products through the McDonald's Drive-Thru service at least once during the previous month (Sugiyono, 2022).

To minimize potential sampling bias, purposive sampling criteria were established before data collection to ensure that only respondents with relevant purchasing experience were included in the study. In addition, questionnaires were distributed during different days and operating hours to reduce the possibility of overrepresenting a particular group of consumers.

Primary data were collected using a structured questionnaire based on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of three constructs. Service quality was measured using the five SERVQUAL dimensions proposed by Parasuraman et al. (1988), namely tangibles, reliability, responsiveness, assurance, and empathy. Promotion was measured using indicators adapted from Tjiptono (2019), including promotional attractiveness, information clarity, promotional frequency, and promotional effectiveness. Consumer purchase decision was measured using indicators adapted from Kotler and Armstrong (2022), including product selection, purchase timing, purchase frequency, and payment method.

The questionnaire was adapted from previously validated instruments reported in the literature. The measurement model employed a reflective approach, in which each indicator was assumed to reflect its respective latent construct. Construct validity was assessed using corrected item-total correlation, while instrument reliability was evaluated using Cronbach's Alpha to ensure that each construct consistently measured the intended concept.

Participation in this study was voluntary. Before completing the questionnaire, respondents were informed about the purpose of the research, and their participation implied informed consent. All responses were collected anonymously and treated confidentially for academic purposes only.

The collected data were analyzed using IBM SPSS Statistics version 26. Prior to hypothesis testing, the measurement instrument was evaluated through validity and reliability tests to ensure its accuracy and consistency. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also conducted to verify the suitability of the regression model. Subsequently, multiple linear regression analysis was employed to examine the effects of service quality and promotion on consumer purchase decisions. The hypotheses were tested using the t-test to evaluate the partial effects of each independent variable and the F-test to assess their simultaneous effect. In addition, the coefficient of determination (R^2) was calculated to determine the proportion of variance in consumer purchase decisions explained by the independent variables (Ghozali, 2018).

3. RESULTS AND DISCUSSIONS

3.1 Respondent Characteristics

A total of 100 respondents participated in this study. The respondents met the predetermined sampling criteria, namely consumers aged between 20 and 40 years who had used the McDonald's Drive-Thru service at the PTC branch in Palembang at least once during the previous month. The demographic profile indicates that the collected data adequately represent active drive-thru consumers and provide an appropriate basis for examining the proposed research model.

Prior to hypothesis testing, the measurement instrument satisfied the required validity and reliability criteria. In addition, the classical assumption tests confirmed that the regression model fulfilled the assumptions of normality, multicollinearity, and heteroscedasticity. Therefore, the data were considered appropriate for multiple linear regression analysis.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	30	30.0
	Female	70	70.0
Age	20–25 years	8	8.0
	26–30 years	55	55.0
	31–35 years	22	22.0
	36–40 years	15	15.0
Drive-Thru Purchase Frequency (Past Month)	1 time	10	10.0
	2–3 times	73	73.0
	4–5 times	17	17.0

Source: Processed research data (2026).

Table 1 presents the demographic characteristics of the respondents. The distribution indicates that the collected sample adequately represents consumers who have experience purchasing products through the McDonald's Drive-Thru service at PTC Palembang. These respondent characteristics provide an appropriate basis for subsequent statistical analysis. Female respondents represented the majority of the sample (70%), while male respondents accounted for 30%. Most respondents were between 26 and 30 years old (55%), followed by those aged 31–35 years (22%), 36–40 years (15%), and 20–25 years (8%). Regarding purchasing behavior, most respondents used the McDonald's Drive-Thru service two to three times during the previous month (73%), indicating that the respondents had sufficient experience to evaluate the service quality and promotional activities offered by the company.

Before testing the proposed hypotheses, the research instrument fulfilled the required validity and reliability criteria. Furthermore, the regression model satisfied the assumptions of normality, multicollinearity, and heteroscedasticity, indicating that the data were appropriate for multiple linear regression analysis.

3.2 Regression Analysis and Hypothesis Testing

Multiple linear regression analysis was conducted to examine the effects of service quality and promotion on consumer purchase decisions. The analysis indicates that both independent variables positively influence the dependent variable.

Table 2. Multiple Linear Regression Results

Variables	B	Standardized Beta	t-value	Sig.
Constant	-1.421	-	-	-
Service Quality	0.112	0.374	3.582	0.001
Promotion	0.219	0.579	5.567	0.000

Dependent Variable: Consumer Purchase Decision

Source: Processed research data (2026).

The regression model is expressed as follows:

$$Y = -1.421 + 0.112X_1 + 0.219X_2 + \varepsilon$$

The regression analysis demonstrates that service quality has a positive and statistically significant effect on consumer purchase decisions ($B = 0.112$; $\beta = 0.374$; $t = 3.582$; $p = 0.001$). Promotion also has a positive and significant effect and exhibits a stronger standardized coefficient ($B = 0.219$; $\beta = 0.579$; $t = 5.567$; $p < 0.001$), indicating that promotion contributes more strongly to purchase decisions than service quality.

The coefficient of determination (R^2) is 0.880, indicating that 88.0% of the variation in consumer purchase decisions can be explained by service quality and promotion. The remaining 12.0% is influenced by other variables beyond the scope of the present study, including price, product quality, brand image, and other marketing-related factors.

The results of hypothesis testing are presented in Table 3.

Table 3. Hypothesis Testing Results

Hypothesis	Relationship	Test Value	Sig.	Decision
H1	Service Quality → Consumer Purchase Decision	$t = 3.582$	0.001	Accepted
H2	Promotion → Consumer Purchase Decision	$t = 5.567$	0.000	Accepted
H3	Service Quality and Promotion → Consumer Purchase Decision	$F = 354.011$	0.000	Accepted

Source: Processed research data (2026).

The ANOVA results indicate that service quality and promotion jointly have a significant effect on consumer purchase decisions ($F = 354.011$; $p < 0.001$). Therefore, the proposed regression model is statistically significant.

3.3 Discussion

The findings demonstrate that service quality positively influences consumer purchase decisions, indicating that customers place considerable importance on efficient and reliable service during the drive-thru purchasing process. In the context of McDonald's Drive-Thru, consumers expect not only product quality but also speed, order accuracy, employee responsiveness, and convenience. These service characteristics reduce waiting time and perceived transaction costs, thereby increasing customers' confidence in making purchase decisions. This result supports the SERVQUAL framework, which suggests that higher service quality enhances customer evaluations and purchasing behavior (Parasuraman, A., Zeithaml, V. A., & Berry, 2020; Rachmadi, H., Afif, F., & Dheanova, 2024; Riszaini, V. A., & Indayani, 2023).

From a managerial perspective, the findings suggest that McDonald's should continue improving service efficiency by reducing waiting time, maintaining order accuracy, and strengthening employee responsiveness. However, given that promotion exhibits the strongest influence on purchase decisions, managers should prioritize personalized promotional strategies through mobile applications, loyalty programs, digital coupons, and limited-time promotional campaigns. Integrating promotional activities with digital payment platforms may further enhance purchase intentions among Indonesian consumers.

The positive relationship between service quality and consumer purchase decisions supports the SERVQUAL model proposed by Parasuraman et al. (2020), which emphasizes that service quality is evaluated through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Consumers who receive prompt service, accurate order fulfillment, and courteous interactions are more likely to develop favorable perceptions of the company and subsequently make purchasing decisions.

According to Tjiptono (2019), consistently delivering superior service quality strengthens customer satisfaction and creates long-term competitive advantages for service-oriented businesses.

The present findings are consistent with previous empirical studies. Fikadillah and Fachri (2024) found that service quality significantly influences purchase decisions by enhancing consumers' confidence in service providers. Similarly, Tarigan et al. (2025) reported that service quality positively affects purchasing decisions in the restaurant industry because consumers tend to evaluate restaurants based on the quality of the overall service experience rather than solely on product attributes. These consistent findings indicate that maintaining high service standards remains essential for improving consumer purchasing behavior across various service industries (Sekaran, U., & Bougie, 2019).

Promotion emerged as the strongest determinant of consumer purchase decisions, as indicated by the highest standardized regression coefficient. This finding reflects the characteristics of Indonesian consumers, who are generally highly responsive to promotional incentives such as price discounts, bundled meal offers, cashback programs, and digital vouchers. In the highly competitive quick-service restaurant market, promotional activities not only reduce perceived financial sacrifice but also create a sense of urgency and encourage impulse purchases. Furthermore, the increasing use of digital payment platforms and food delivery applications in Indonesia has intensified consumers' exposure to promotional campaigns, making promotion a particularly influential marketing strategy in the drive-thru service context (Zafar, A. U., Shen, J., Ashfaq, M., & Shahzad, 2022; Zihan, A., & Nasution, 2023).

According to Kotler and Keller (2024), promotion functions as a persuasive communication tool that informs consumers, communicates product value, and encourages purchasing behavior. Likewise, Belch and Belch (2021) explained that integrated marketing communication strengthens brand awareness and increases consumers' perceived value, thereby encouraging purchase decisions. Attractive promotional strategies, such as discounts, bundled meal packages, cashback offers, and limited-time campaigns, reduce consumers' perceived financial sacrifice while simultaneously creating a sense of urgency that motivates immediate purchases.

The findings also provide practical implications for the fast-food industry. Restaurant operators should encourage digital transformation by integrating promotional programs with digital ordering systems and cashless payment platforms. Such strategies may improve consumer convenience while strengthening competitiveness within Indonesia's rapidly growing quick-service restaurant industry. Wahyudi et al. (2024) reported that promotional activities significantly improve purchase decisions by increasing consumers' perceived benefits and purchase intentions. Likewise, Sari and Hidayat (2022) demonstrated that promotional effectiveness positively influences consumers' purchasing decisions in the food and beverage industry. These findings reinforce the argument that effective promotional communication remains one of the most influential marketing instruments for stimulating consumer demand.

This study contributes to the consumer behavior literature by extending previous research on service quality and promotion to the drive-thru service context. While earlier studies primarily examined conventional restaurants, retail businesses, and e-commerce, this research demonstrates that service quality and promotion remain significant predictors of purchase decisions in a service environment characterized by speed, convenience, and minimal customer interaction.

The simultaneous analysis indicates that service quality and promotion jointly have a significant effect on consumer purchase decisions. This finding suggests that purchasing decisions are shaped by the combined influence of operational performance and marketing communication. High-quality service creates satisfying customer experiences through reliable and efficient service delivery, while promotion provides

additional incentives that encourage consumers to initiate or repeat purchases. Consequently, these two variables complement one another in influencing consumer behavior.

The coefficient of determination ($R^2 = 0.880$) indicates that service quality and promotion explain 88% of the variation in consumer purchase decisions, while the remaining 12% may be explained by other variables not included in the present study, such as price, brand image, product quality, customer satisfaction, perceived value, and lifestyle (Altauriq, D., & Hadisuwarno, 2024; Schiffman, L. G., & Wisenblit, 2019). These factors may also influence purchasing behavior and should therefore be considered in future studies to obtain a more comprehensive understanding of consumer decision-making in the fast-food industry.

From a managerial perspective, the findings imply that McDonald's should continuously improve operational service quality by reducing waiting times, maintaining order accuracy, and enhancing employee responsiveness. Simultaneously, promotional strategies should remain innovative, relevant, and consistent with consumer preferences through digital coupons, loyalty programs, bundled menu packages, and seasonal promotional campaigns. Integrating excellent service performance with attractive promotional activities is expected to strengthen customer satisfaction, encourage repeat purchases, and improve long-term competitiveness in Indonesia's fast-food industry (Ajzen, 2020; Haris, 2023; Kotler, P., & Keller, 2024).

This study is limited to consumers of a single McDonald's Drive-Thru outlet in Palembang. Future research may expand the geographical scope by comparing consumers across different regions in Indonesia or examining multiple fast-food brands to improve the generalizability of the findings. Longitudinal studies are also recommended to investigate changes in consumer purchasing behavior over time, particularly in response to evolving promotional strategies and digital service innovations.

The novelty of this study lies in its focus on McDonald's Drive-Thru services in Palembang, Indonesia, a context that has received limited empirical attention. Unlike previous studies that mainly examined conventional restaurant services or online shopping environments, this research investigates purchase decisions within a drive-thru setting where speed, convenience, and operational efficiency become essential service attributes. In addition, this study simultaneously compares the relative influence of service quality and promotion, demonstrating that promotion exerts a stronger effect on purchase decisions.

4. CONCLUSION

This study examined the influence of service quality and promotion on consumer purchase decisions at McDonald's Drive-Thru PTC Palembang using a quantitative approach and multiple linear regression analysis. The findings indicate that both service quality and promotion have positive and significant effects on consumer purchase decisions, both individually and simultaneously. Among the two independent variables, promotion demonstrated the strongest influence, indicating that promotional strategies play a more decisive role than service quality in encouraging consumers to make purchasing decisions in the drive-thru service context.

From a scientific perspective, this study contributes to the consumer behavior and marketing literature by extending empirical evidence on the relationship between service quality, promotion, and purchase decisions to the drive-thru service setting. While previous studies have predominantly focused on conventional restaurants, retail businesses, or e-commerce platforms, this research provides evidence from a fast-food drive-thru environment, where service speed, convenience, and operational efficiency are essential characteristics influencing consumer behavior.

The findings also provide theoretical implications by reinforcing the applicability of the SERVQUAL framework and marketing communication theory in explaining consumer purchase decisions. The stronger influence of promotion suggests that, in the context of Indonesia's highly competitive quick-service restaurant industry, perceived value generated through promotional activities may have a greater impact on purchasing decisions than service quality alone.

From a managerial perspective, the results suggest that McDonald's management should continue improving service quality by maintaining order accuracy, responsiveness, and operational efficiency while simultaneously strengthening promotional strategies through digital platforms, loyalty programs, mobile applications, and limited-time promotional campaigns. Integrating promotional activities with digital payment systems may further enhance customer purchase intentions and strengthen competitive advantage.

The study also provides practical implications for the fast-food industry by highlighting the importance of combining service excellence with effective promotional strategies to improve customer acquisition and retention. The findings may serve as a useful reference for restaurant managers and marketing practitioners in designing customer-oriented strategies that support business competitiveness in Indonesia's growing quick-service restaurant sector.

The novelty of this study lies in its focus on the McDonald's Drive-Thru service in Palembang, Indonesia, a context that has received limited empirical attention. Unlike previous studies conducted in conventional restaurant or retail settings, this research specifically investigates consumer purchase decisions in a drive-thru environment and compares the relative influence of service quality and promotion within a single analytical model. The finding that promotion exerts a stronger influence than service quality offers additional insight into consumer purchasing behavior in this specific service context.

This study is subject to several limitations. The research was conducted at a single McDonald's Drive-Thru outlet in Palembang using a cross-sectional design and focused only on service quality and promotion as predictors of purchase decisions. Therefore, future research is encouraged to involve respondents from different regions, compare multiple fast-food brands, or employ longitudinal research designs to examine changes in consumer behavior over time. Future studies may also incorporate additional variables, such as brand image, customer satisfaction, perceived value, or digital marketing, to provide a more comprehensive understanding of consumer purchase decisions.

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