Influence of Product Quality & Promotion on Purchase Decision with Buying Interest as a Moderating Variable

Ari Soeti Yani[1], Kristina Ngora[2]

[1,2]Faculty of Economics and Busness, Universitas 17 Agustus 1945 Jakarta, Indonesia
arisoetiyani@gmail.com, kristinangora@gmail.com

Abstract

This study aims to determine the effect of product quality and promotion on purchasing decisions with purchase intention as a moderating variable on the customers of UD Santan Kelapa Pasar Serdang Kemayoran. The total population in this study were all consumers of UD Santan Kelapa. The sample in this study was 100 respondents who were obtained through a questionnaire and analyzed using the partial least squares (PLS) data analysis method.sampling technique used was a purposive sampling technique. The results showed that product quality had an insignificant positive effect on purchasing decisions, promotions had no significant positive effect on purchasing decisions, buying interest had a significant effect on purchasing decisions, moderating buying interest on product quality had a positive but not significant effect on purchasing decisions, moderating buying interest on promotion has a positive but not significant effect on purchasing decisions.

I. Introduction

Coconut is a plant that has many benefits in every part and has high economic value, one part that can be utilized is coconut meat which can be processed into coconut milk. Coconut milk is generally used in cooking in Indonesia which can be used as a flavoring to make the taste of the dish more savory.

Along with the development of the times the need for coconut milk is also increasing. According to data from the Central Statistics Agency in 2018, coconut production in Indonesia was recorded at 3,176.2 thousand tons and was the third largest after oil palm production and the average use of coconut for coconut milk was 40% of the total coconut production per year. With the increasing demand for coconut milk, it also affects the intense competition between sellers.

To maintain consumers in the midst of intense competition, sellers must pay attention to the quality of their products, product quality is an important thing in attracting buying interest and determining purchasing decisions for a product by consumers. According to (Kotler 2019) product quality is the overall characteristics of a product that affect the ability to satisfy stated or implied needs. With good quality, the product can be easily remembered by consumers, because many consumers are willing to pay a certain amount of money for a quality product.

In addition to product quality, promotion is also a factor that influences buying interest and purchasing decisions. According to Kotler and Keller in (Gracia, 2020), promotion is all forms of communication used to inform, persuade, and remind the target market about products produced by organizations, individuals or households. Promotion is a step that needs to be taken to inform consumers about the product, its uses, and features so that it can attract buying interest to buy a product.

According to Roby and Andjarwati in (HAFIDZAH, 2022) Purchase interest is the consumer's desire to make purchases both now and in the future based on liking and a sense of interest in something.

Buying interest is one of the factors in determining purchasing decisions, Kotler and Armstrong (2018) suggest, Consumers make many purchasing decisions every day, and purchasing decisions are the focus of marketers' efforts.

Purchasing decisions are the reasons for how consumers make choices about purchasing a product in accordance with their needs, desires and expectations, so that it can lead to satisfaction or dissatisfaction with the product which is influenced by several factors including family, price, experience, quality and product. (Mustafid et al., 2017)

Based on the background described above, the objectives of this study are (1) to find out whether product quality affects purchasing decisions (2) to determine whether promotions affect purchasing decisions (3) to determine whether buying interest has an effect on purchasing decisions (4) to find out whether product quality has an effect on purchasing decisions with buying interest as a moderating variable (5) to find out whether promotions have an effect on purchasing decisions with buying interest as a moderating variable.

II. Review of Literature

2.1 Product Quality

According to Armstrong et al. in (Dwijantoro et al., 2022), product quality is a main positioning tool for direct marketers., Product Quality Indicators According to Gito Sudarma in (Fahmi, 2021) reveal indicators that can be used to measure product quality, namely:

1. A wide variety of product variations
2. Product durability Product
3. quality in accordance with consumer specifications
4. Appearance of product packaging (aesthetics)
5. The best product quality compared to other brands

2.2 Promotion

According to Firmansyah in (Zakariansyah, 2021) Promotions are various company activities to communicate and introduce products to the target market. Promotion is a method used by companies which refers to the techniques of communicating information about a product. According to Kotler and Keller in (Syahputra & Herman, 2020) promotional indicators include:

1. Promotional Messages Is a measure of how well promotional messages are carried out and delivered to consumers or the market.
2. Promotional Media Is the media chosen and used by the company to do promotions.
3. Promotion Time Is how long the company takes to carry out a promotional program.
4. Promotion Frequency Is the number of sales promotions carried out at a time by the company through sales promotion media.

Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

2.3 Purchasing Decisions

According to Kotler in (Sandra & Anjaningrum, 2021), purchasing decisions are a person's final decision in the process of purchasing activities carried out by individuals. This study uses four indicators to determine purchasing decisions taken from Kotler in (Brama Kumbara, 2021), namely:

1. Stability in a product
   In making a purchase, consumers choose one of several available alternatives. The choice is based on quality, quality, affordable prices, and other factors that can strengthen the consumer's desire to buy the product whether the product is really wanted to be used or needed.
2. Habits in buying products
   Consumer habits in buying products also affect purchasing decisions. Consumers feel the product is too attached to their minds because they have felt the benefits of the product. Therefore, consumers feel uncomfortable when trying new products and have to adjust again. They tend to choose products that are already used.
3. Provide recommendations to others
   In making a purchase, if consumers get the benefits in accordance with a product, they will definitely recommend the product to others. They want other people to feel that the product is very good and better than other products.
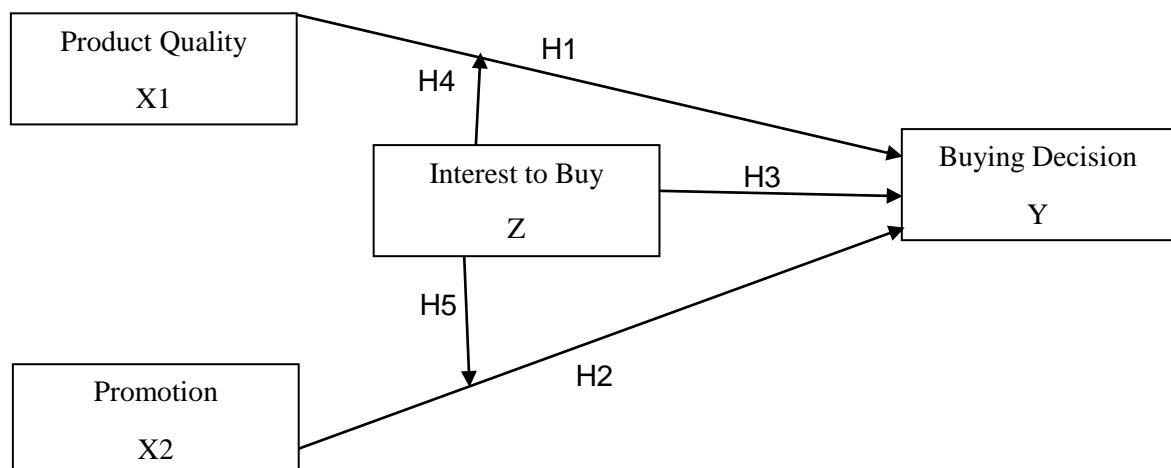
2.4 Buying Interest

According to Ferdinand in (Setiawan, 2020), "buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented". According to Muhammad in (UMMAH, 2020) indicators of a prospective consumer's buying interest are as follows:

1. Attention, namely the attention of potential consumers to the products offered by manufacturers.
2. Interest, namely the interest of potential consumers to the products offered by producers.
3. Desire, namely the desire of potential consumers to have products offered by producers.
4. Action, namely prospective consumers make purchases of the products offered.

2.5 Empirical Research Model

Based on the explanation above, the independent variables in this research are product quality (X1) and promotion (X2), while the dependent variable is purchasing decisions (Y), and buying interest (Z) as moderating variables.

2.6 Hypothesis

1. It is suspected that product quality affects purchasing decisions
2. It is suspected that promotion affects purchasing decisions
3. It is suspected that buying interest has an effect on purchasing decisions
4. It is suspected that buying interest moderates the effect of product quality on purchasing decisions
5. Buying interest moderates the influence of promotions on purchasing decisions

The research entitled "The Influence of Service and Prices on Go-Jek on Consumer Satisfaction with Interests as Moderating Variables" with the results of the analysis that there are 4 accepted hypotheses, namely the service variable on customer satisfaction, buying interest as a moderating variable on customer satisfaction, service variable on customer satisfaction with buying interest as the moderating variable, and the price variable on customer satisfaction with interest as the moderating variable. While other hypotheses are rejected because the results of the study prove that there is no significant relationship to the customer satisfaction variable, namely the influence of the price variable with customer satisfaction.

Research conducted by Dede Solihin with the title "The Influence of Customer Trust and Promotion on Consumer Purchase Decisions at the Mikaylaku Online Shop with Purchase Intention as an Intervening Variable" from the analysis results it is known that all hypotheses are accepted, namely the variable customer confidence in buying interest, promotion on buying interest, buying interest variable on purchasing decisions, customer trust variables on purchasing decisions, promotion variables on purchasing decisions, customer trust variables on buyer decisions with buying interest as an intervening variable, promotion variables on purchasing decisions with buying interest as an intervening variable.

Research conducted by Retry Nanda Tiara Dewi with the title "The Effect of Product Quality, Brand Image and Celebrity Endorser on Smartphone Purchase Decisions Through Purchase Intention as an Intervening Variable". Based on the results of research and discussion conducted by researchers, it can be concluded that all hypotheses in this study are accepted, which means that all variables in the study have a positive effect on other variables.

III. Research Method

3.1 Types & Data Sources

The type of research used in this research is quantitative research, while the data sources used are primary data. The primary data source in this research is the customers of UD Santan Kelapa at Pasar Serdang Kemayoran, Central Jakarta.

3.2 Population and Sample

According to Sugiyono (2019:126) population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are UD Santan Kelapa customers who are in Serdang Market, Kemayoran, Central Jakarta. The technique used in sampling is a purposive sampling technique. The samples taken in this study were 100 respondents from UD Santan Kelapa customers.

3.3 Data Collection Techniques Data

Collection techniques by distributing questionnaires or questionnaires by making a list of questions to respondents to be answered. In this questionnaire, various questions have been arranged regarding the variables studied, namely regarding *product quality (X1), Promotion (X2), Purchase Decision (Y), Purchase Interest (Z)*.

3.4 Research Instruments

The research instrument used in this study used a questionnaire or questionnaire. The scale used in this study is the *Likert*. By scoring as follows:
   a. Strongly Agree   = 5
   b. Agree   = 4
   c. Neutral   = 3
   d. Disagree   = 2
   e. Strongly Disagree   = 1

3.5 Data Analysis

Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS version 3 software to process and analyze the data. Partial Least Square (PLS is a fairly strong analytical method because it is not based on many assumptions. The data also does not have to be multivariate normally distributed, the sample does not have to be large. In the PLS *(Partial Least Square)* The analysis technique carried out is as follows:
1. Analysis *Outer Model*

   Outer Model is also known as the measurement model. The outer model test aims to specify the relationship between latent variables and their indicators.analysis *of the outer model* can be seen from several indicators:
   a. *Convergent Validity*

      Value *Convergent validity* is the value of loading factors on latent variables with their indicators. The expected value exceeds the number > 0.7 or is often used as the minimum limit of the loading factor.
   b. *Discriminant Validity*

      This value is a *cross loading* that is useful to determine whether a construct has an adequate discriminant, namely by comparing the loading value on the intended construct which must be greater than the *loading* with other constructs.
   c. Composite Reliability

      A variable can be said to be reliable when it has a *composite reliability* > 0.7
   d. *Average Variance Extracted (AVE)*

      For good requirements, if *AVE* of each question item is > 0.5
2. Analysis *Inner Model*

   The Inner Model or Measurement of the Inside is also known as a structural model. Structural model is a model that relates latent variables.analysis *inner model* can be evaluated by using R-square.

3.6 Hypothesis

Testing Hypothesis testing is a test of a statement using statistical methods so that the test results can be declared statistically significant. Hypothesis testing is done by using *full model structural equation modeling* (SEM) analysis in *Smart*PLS. The hypothesis is declared accepted if the *T-statistic* is greater than T-table 1.96 which means that the *T-statistic* in the hypothesis is greater than T-table, then the hypothesis is declared accepted.

IV. Results and Discussion

4.1 Characteristics of Respondents

Characteristics of respondents from this study are UD Santan Kelapa customers at Serdang Kemayoran Market. The characteristics of the respondents in this study also included the identity of the respondents which included gender, age, and occupation. The results of the analysis of these matters are presented in the form of a diagram below.
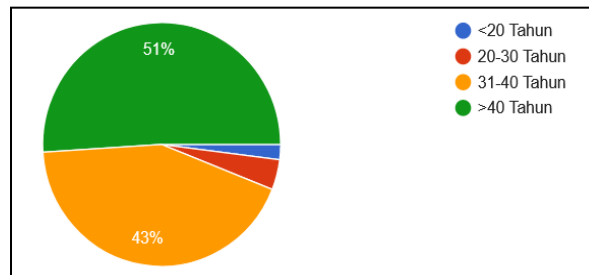
1. Gender of Respondents
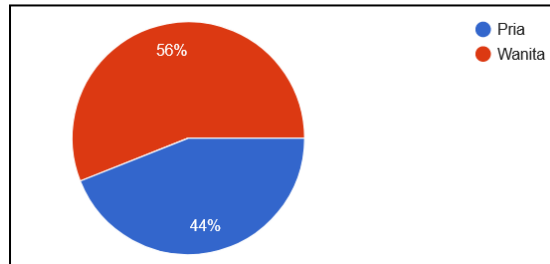
Source: Primary data processed, 2022

Based on the data obtained, from a total of 100 respondents there are 44 men with a percentage of 44%, and 56 women with a percentage of 56%. It can be concluded that respondents who are customers or consumers at UD Santan Kelapa are dominated by the female gender.

2. Respondent Age

Source: Primary data processed, 2022

Based on data obtained from a total of 100 respondents there are 51 people aged >40 years with a percentage of 51%, and there are 43 people aged between 31-40 years with a percentage of 43%, and there are 4 people aged between 20-30 years with a percentage of 4%, and there are 2 people aged <20 years with a percentage of 2%. So it can be concluded that the respondents in this study were dominated by parents aged >40 years.
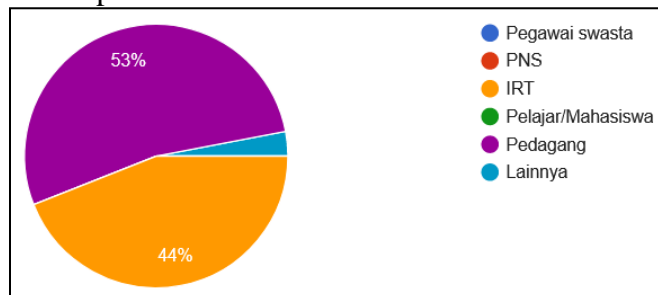
3. Respondents' Occupations

Source: Primary data processed, 2022

Based on data obtained from a total of 100 respondents, there are 53 people who work as traders with a percentage of 53%, and there are 44 people with the type of work as IRT with a percentage of 44%, and 3 people who work other than the job with a percentage of 3%. It can be concluded that the respondents in this study were dominated by people who worked as traders.

4.2 Testing Validity (Convergent Validity)

Testing the validity or *convergent validity* using the outer loading value. The following are the results of testing the validity of each variable.

Table 1. Testing the validity of the

Variables	Indicator	Loading Factor	Description
Product Quality (X1)	X1.1 0.885	Valid	X1.2
	0.920	Valid	X1.3
	0.938	Valid	X1.4
	0.880	Valid	Promotion
(X2)	X2.1	0.916	Valid
	X2.3	0.914	Valid
	X2. 4	X2.5	Valid
	0.886	Purchase	Valid
Decision (Y)	Y1.1	0.910	Valid
	Y1.2	0.933	Valid
	Y1.3	0.893	Valid
	Y1.4	0.922	Valid
Purchase Interest (Z)	Z1.1	0.890	Valid
	Z1.2	0.901	Valid
	Z1. 4	0.900	Valid
	Z1.5	0.905	Valid

Source: Primary data processed, 2022

The results of processing using SmartPLS can be seen in the table above. The value of the outer model or the correlation between the construct and the variable shows that the overall value of the loading factor is greater than 0.7 so that the construct for all variables are valid from the model. The following is the result of the initial outer structural model.
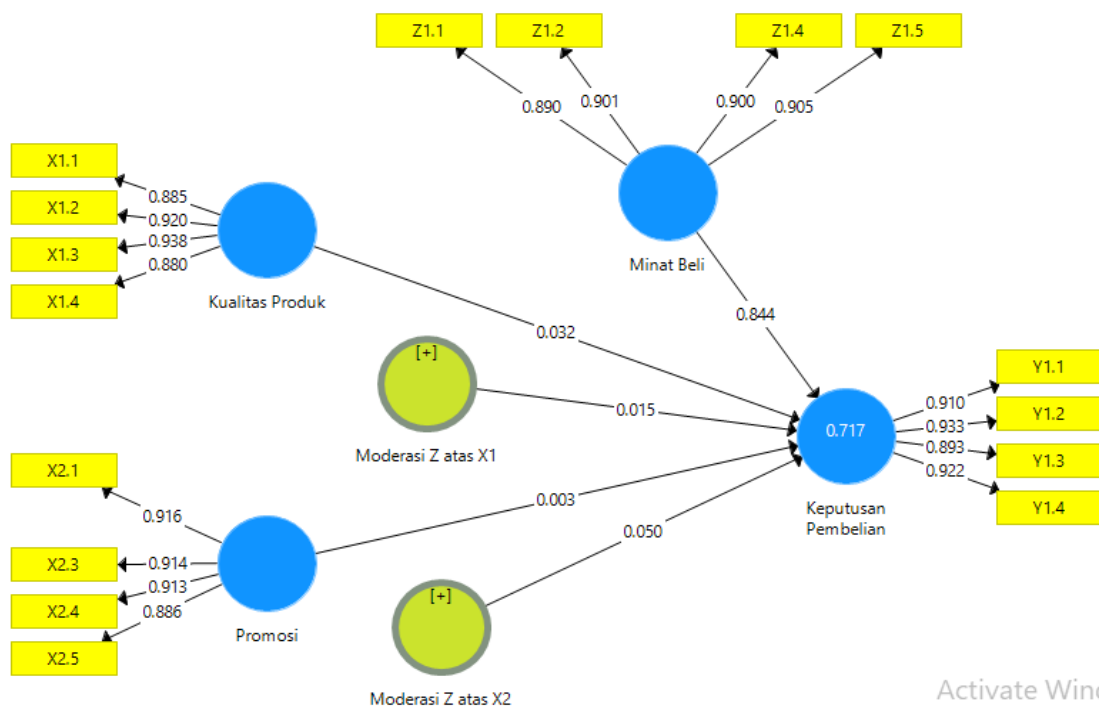
Figure 1. *Structural Model Outer*

4.3 Discriminant Validity Testing

After testing the validity using the outer loading value, then testing the discriminant validity using the *average variance extracted* (AVE) value. The following are the results of the discriminant test.

Table 2. Discriminant Validity Testing

Variable	Average Variance Extracted (AVE)
Purchase Decision (Y)	0.837
Product Quality (X1)	0.821
Purchase Interest (Z)	0.809
Promotion (X2)	0.823

Source: Primary data processed, 2022

This test is conducted to see how big the difference between variables is. The value seen in this test is the *average variance extracted* (AVE) value overall, all variables have an AVE value > 0.6 so they are declared valid. The measurement results of *Cross Loading* and *Fornell-Larcker Criterion* can be presented in the table below.

Table 3. *Fornell-Larcker Criterion* between Variables

	Y	X1	Z	X2
Y	**0.915**			
X1	0.445	**0.906**		
Z	0.844	0.503	**0.899**	
X2	0.287	0.343	0.33	**0.907**

Source: Primary data processed, 2022

Table 4. *Cross Loading* between Indicators

	Y	X1	Z	X2
X1.1	0.350	**0.404**	X1.2	0.343
0.885	0.343	**0.920**	0.437	0.300
X1.3	0.505	**0.938**	0.520	0.318
X1.4	0.375	**0.880**	0.438	0.284
X2.1	0.248	0.334	0.301	**0.916**
X2.3	0.240	0.366	0.292	**0.914**
X2.4	0.278	0.358	0.312	**X2.5**
0.913	0.271	0.193	0.289	**0.886**
Y1.1	**0.910**	0.380	0.765	0.276
Y1.2	**0.933**	0.490	0.820	0.261
Y1.3	**0.893**	0.376	0.736	0.256
Y1.4	**0.922**	0.376	0.765	0.257
Z1.1	0.758	0.474	**0.890**	0.361
Z1.2	0.777	0.402	**0.901**	0.272
Z1.4	0.769	0.450	**0.900**	0.274
Z1.5	0.731	0.485	**0.905**	0.279

Source: Primary data processed, 2022

The results of *Cross Loading* and *Fornell-Larcker Criterion* between all latent variables are shown in the table above that the value of an indicator is greater in calculating variables from another construct. Based on these results, it can be stated that each indicator used has good *discriminant validity* to form their respective variables.

4.4 Reliability Testing Reliability

Testing was conducted to determine whether the variables used in this study were reliable or not.testing uses *Cronbach's Alpha* and *composite reliability.* The following are the results of reliability testing.

Table 5. Testing the reliability

Variable	Cronbach's Alpha	Composite Reliability	*Rule of Thumb*	Model
(Y)	>	0.935 0.953		Reliable
Product Quality (X1)	Reliable	0.928 0.948	0.70	Purchase
Interest (Z)	0.921	0.944		Reliable
(X2)	0.929	0.949		Reliable

Source: Data primary processed, 2022

Based on the table above, it can be concluded that the constructs for all variables meet the reliable criteria. This is indicated by Cronbach's *Alpha* and *composite reliability* obtained from the SmartPLS estimation results. The resulting value is > 0.70 as recommended criteria.

4.5 Structural Model (Inner Model)

Testing *of the inner model* or structural model is carried out to see the relationship between the construct, significance value and *R-square* of the research model. The structural model was evaluated using *R-square* for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters.
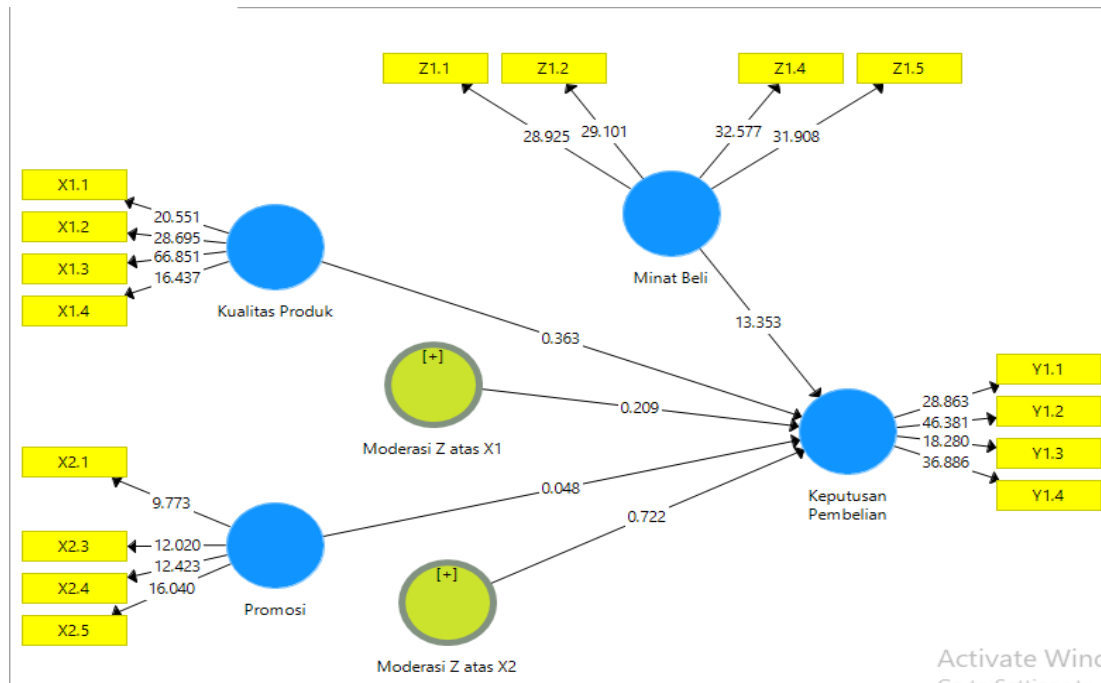

Figure 2. *Structural Model Inner Model*

In assessing the model with PLS, it begins by looking at *the R-square* for each dependent latent variable. Table 6 is the result of *R-square* using SmartPLS.

Table 6. Value of *R Square*

Variable	R Square
Purchase Decision	0.717

Source: Primary data processed, 2022

In principle, this study uses 1 variable that is influenced by other variables. The results of the R Square value of the Purchase Decision variable are 0.717 or 71.7%, meaning that the variables of Purchase Interest, Promotion and Product Quality can substantially explain the Purchasing Decision with a level of 71.7% while the rest is influenced by other factors that are not included in this research variable.

Furthermore, to see the quality *index* using *Goodness of Fit* (GoF) obtained as follows.

$$GoF = \sqrt{Com \; x \; R^2}$$
$$GoF = \sqrt{0{,}823 \; x \; 0{,}717^2}$$
$$GoF = 0{,}650$$

Based on the results of the calculation of the *quality index* using *Goodness of Fit* (GoF), the GoF value is 0.650, meaning that the model used in this study has a good model prediction.

4.6 Hypothesis Testing

The significance of the estimated parameters provides very useful information about the relationship between research variables. The basis used in testing the hypothesis is the value contained in the output *path coefficient*.

a. Analysis of Direct Effects

Table 7. Analysis of Direct Effects

	Original Sample	Average Sample	Standard Deviation	T Statistics	P Values
X1 -> Y	0.032	0.041	0.081	0.387	0.699
X2 -> Y	0.003	-0.005	0.070	0.047	0.963
Z -> Y	0.844	0.837	0.064	13.215	0.000

Source: Primary data processed, 2022

Based on hypothesis testing The direct effect above can be explained as follows.
1. Testing hypothesis 1 (There is an influence between product quality (X1) on purchasing decisions (Y))
   The results of testing hypothesis 1 show that the relationship between X1 variable and Y shows an estimated value of 0.032 (positive) meaning that X1 variable has a positive effect of 0.032 on Y. Then the p-values are $0.699 > 0.05$ so it can be concluded that X1 has a positive but not significant effect on Y.
2. Testing hypothesis 2 (There is an influence between promotions (X2) on purchasing decisions (Y))
   The results of testing hypothesis 2 show that the relationship between X2 and Y shows an estimated value of 0.003 (positive) meaning that X2 has a positive effect of 0.003 on Y. Then the p-values are $0.963 > 0.05$ so it can be concluded that X2 has a positive but not significant effect on Y.
3. Testing hypothesis 3 (There is an influence between buying interest (Z) on purchasing decisions (Y))
   The results of hypothesis testing 3 show that the relationship between buying interest variables and purchasing decisions shows an estimated value of 0.844 (positive) meaning that Z variable has a positive influence of 0.844 on Y Then the p-values are $0.000 < 0.05$ so it can be concluded that Z has a significant positive effect on Y.

b. Analysis of the Effect of Moderation

Table 8. Analysis of the Effect of Moderation

	Original Sample	Average Sample	Standard Deviation	T Statistics	P Values
Moderation Z over X1 -> Y	0.015	0.019	0.075	0.202	0.840
Moderation Z over X2 -> Y	0.050	0.065	0.072	0.696	0.487

Source: Primary data processed, 2022

Based on hypothesis testing the above moderating effect can be described as follows.

a. Testing hypothesis 4 (There is an influence between moderating Z on X1 on Y)
   The results of testing for hypothesis 4 show that the relationship between moderating variable Z on X1 and variable Y shows an estimated value of 0.015 (positive) meaning that the moderating variable Z on X1 has a positive effect of 0.015 on Y Then the p-values are $0.840 > 0.05$, so it can be concluded that Z moderation over X1 has a positive but not significant effect on Y.

b. Hypothesis testing 5 (There is an influence between Z moderation on X2 on Y)
   The results of hypothesis testing 5 show that the relationship between Z on X2 and Y shows an estimated value of 0.050 (positive) meaning that the moderating variable Z on X2 has a positive effect of 0.050 on Y. Then the p-values are $0.487 > 0.05$ so it can be concluded that Z moderation over X2 has a positive but not significant effect on Y.

V. Conclusion

Based on the results of the analysis and discussion in this study about the effect of product quality and promotion on purchasing decisions with purchase intention as a moderating variable, it can be concluded that:

1 Product quality has an insignificant positive effect on purchasing decisions
2 Promotion has an insignificant positive effect on purchasing decisions
3 Interests buying has a significant effect on purchasing decisions
4 Moderation of buying interest on product quality has a positive but not significant effect on purchasing decisions
5 Moderation of buying interest on promotions has a positive but not significant effect on purchasing decisions

From the conclusions above, the suggestions in this article are that there are many other factors that influence purchasing decisions in addition to product quality and promotion, and it is hoped that further research can use a larger population and sample so that the results can be more accurate.

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