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Analysis of Price and Product Perceived Bolster Purchase Decision: Study Case in Fast Food Restaurant in East Bekasi Area

Abstract

The large selection of fast food restaurants available, there are several factors that influence buyers' decisions to choose fast food restaurants other than The Fast Food Restaurant. some of these factors include price and product quality. Price is a consumer consideration in determining purchasing decisions for the products offered. This is why it is necessary to conduct research on things that can influence purchasing decisions at The Fast Food Restaurant restaurants. This study uses quantitative methods and was conducted at the Fast Food Restaurant in East Bekasi City. The study population consisted of consumers of the The Fast Food Restaurant Restaurant, with a total of 50 respondents. Samples were taken using Non-Probability Sampling, and data were collected through questionnaires. The results of this study indicate that: (1) Price has a positive and significant effect on purchasing decisions at The Fast Food Restaurant Restaurants in East Bekasi (2) Product Quality has a positive and significant effect on purchasing decisions at The Fast Food Restaurant Restaurants in East Bekasi (3) Price and Product Quality together have a positive and significant influence on purchasing decisions at The Fast Food Restaurant Restaurants in East Bekasi.

Keywords: Price, Product Quality, Purchase Decision.

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I. INTRODUCTION

The large selection of fast food restaurants available, there are several factors that influence buyers' decisions to choose fast food restaurants other than The Fast Food Restaurant. some of these factors include price and product quality. Price is a consumer consideration in determining purchasing decisions for the products offered. This is why it is necessary to conduct research on things that can influence purchasing decisions at The Fast Food Restaurant restaurants.

Purchasing decisions are influenced by a variety of external factors, including the company's ability to attract customers. However, while the general process is similar for everyone, personal needs and wants play a large role in the process. Therefore, the best purchasing decisions are based on a person's personality, age, income, and lifestyle. In order to survive and compete with other businesses, businesses must be able to market their goods or services to customers. Only businesses that produce high-quality products will grow rapidly and make more money in the long run. High-quality products can help businesses beat their competitors. Conversely, businesses have the ability to customize their products to provide what consumers need and want, which will allow consumers to understand the benefits of the goods, which will allow them to earn more money. Consumers will be interested in the company's products that are packaged with attractive promotions and competitive prices with similar products. Price is a consideration for consumers when they make decisions to buy the product. The marketing party must implement

the right strategy in running the The Fast Food Restaurant restaurant business in East Bekasi to ensure that this market remains stable and continues to grow.

II. LITERATURE REVIEW

A. Conceptual Description

1. Purchase Decision

According to Tjiptono (Sungkawati, 2022), the decision to purchase is part of the buyer's attitude. The buyer's attitude includes direct activities related to obtaining, choosing goods and services, reaching a higher stage of decision-making and following the predetermined stages. According to Kotler (in Damiani et al., 2021) the purchasing decision to buy a product is called a purchasing decision. Among the many causes that influence consumer purchasing decisions vary, with price, quality, and public awareness being the main considerations.

One of the elements that influences purchasing decisions is the level of satisfaction. Hoffman & Bateson (in Nurhayati, 2023), consumer satisfaction or dissatisfaction depends on the comparison between their expectations and the reality they experience. According to (Andrian, 2022) there are 5 (five) stages, one of which is:

- a. **Need Recognition:** When customers know there is a problem or need, decision making begins. The desire to buy something can arise from internal drives (such as hunger or thirst) or from external influences (such as seeing an advertisement or a new product).
- b. **Information Search:** After knowing what the customer needs. Consumers will look for information about products or services that suit their needs. This can be done through internal sources, such as personal experience, or through external sources, such as friends, family, advertisements, and the internet.
- c. **Alternative Evaluation:** In this step, customers evaluate the various alternative products or brands that have been found during the information search. Consumers will compare the features, benefits, and evaluate the price of each option to determine the choice that best suits their needs and preferences.
- d. **Purchase Decision:** After considering the various options, customers want to choose the goods or services that best suit their needs. This decision is influenced by various factors, such as the opinions of others, the situation when buying, and the level of perceived risk.
- e. **Reviews and Testimonials:** Analyze reviews and testimonials given by consumers, both online and offline. Consumer satisfaction will affect the possibility of

repurchasing and recommending to others, while dissatisfaction can lead to complaints or product returns.

2. Perceived Price

Perceived Price is the total amount that consumers must pay for the privilege of owning or using something, it is set by the seller at a single price that is universally accepted or by agreement between the buyer and the seller. When creating a new product, businesses must first decide on good quality, when introducing a regular product into a new distribution channel or territory. Companies need to decide on the positioning of their products based on quality and price (Haque-fawzi et al., 2022).

(Kurniawan, 2020) Consumers' understanding of prices is related to how they process price information and provide significant interpretations for them. Consumers can interpret the price of a product by considering the attributes of the product and comparing it with the prices of similar products on the market. According to Thompson & Peteraf (Winasis et al., 2022) there are 4 (four) benchmarks for purchasing decisions, including:

- a. The goods offered meet customer needs and are easy to find, which encourages them to make a purchase.
- b. The product purchased is very profitable for customers.
- c. The price of the product is in accordance with the quality and meets consumer desires.
- d. If customers are satisfied with the previous transaction and want to make another transaction, they make a repeat purchase.

In other words, the price of an item not only shows its price, but also its value to the buyer and the internal and external factors that influence it.

3. Perceived Quality

According to Kotler (in Buccieri & Park, 2022) said that "product" is anything that can be given to a buyer to be bought, owned, used, or consumed with the aim of fulfilling the buyer's desires or needs. Therefore, it is very important for businesses to understand what buyers want. According to Tjiptono (Tua et al., 2022) there are 8 indicators of product quality, including:

- a. Performance is the main characteristic of the operation of the main goods purchased.
- b. Features, are secondary or complementary characteristics that improve the function of product use.
- c. Reliability, is the possibility that the product will fail within a certain period of time with a low probability of damage or failure.

- d. Conformance, is the degree to which established standards must be met by goods or services, which includes the extent to which product design and operational characteristics are in accordance with established provisions.
- e. Resistance, is the length of time it takes for an item to be renewed, including its technical and economic age.
- f. Serviceability, is the speed and ease of repair, as well as the reliability and service ability of the individual providing the service.
- g. Aesthetics, is its appearance, taste, sound, smell, or appeal to the five senses

14 Perceived Quality, is the quality that is judged based on the seller's reputation. They, or trademarks, are the characteristics that distinguish a vendor's products and services from those of their competitors. They are usually judged based on price, brand name, advertising, company reputation, and country.

B. Framework of Thinking and Hypothesis

The research framework is based on the problem formulation, conceptual description, and discussion that have been explained previously state on Figure 1.

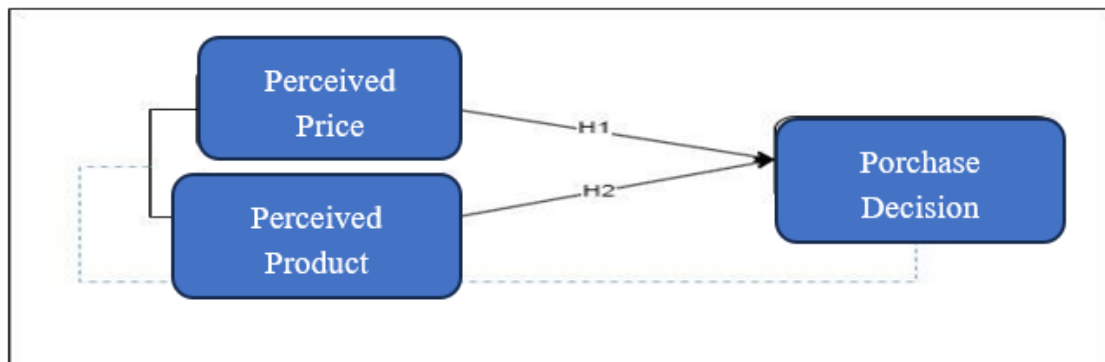


Figure 1. Framework of Thinking

2 A hypothesis is a non-permanent explanation of the relationship between complex phenomena, it identifies the relationship we want to find or study. And it is a temporary answer to a research problem that must be tested empirically. Therefore, formulating a hypothesis is very important in research. According to the procedure for making, there are 2 (two) types of hypotheses, according to Suharsini (in Setyawan, 2021):

- a. *Null Hypothesis or Null Hypothesis (Ho)*: In research, the null hypothesis plays an important role as a starting point for testing relationships or differences between variables. This hypothesis is assumed to be true until the data shows sufficient evidence to reject it and support the alternative hypothesis.

- $H_{o1}: \beta_1 = 0$: Changes in the price of The Fast Food Restaurant products in East Bekasi do not affect consumers' tendency to buy them.
 - $H_{o2}: \beta_2 = 0$: Changes in the quality of The Fast Food Restaurant products in East Bekasi do not affect consumers' tendency to buy them.
 - $H_{o3}: \beta_3 = 0$: Changes in the price and quality of The Fast Food Restaurant products in East Bekasi do not affect consumers' tendency to buy them.
- b. *Alternative Hypothesis or Working Hypothesis (H_a)*: Translation of the research hypothesis into operational form. Statistics are used not to test alternative hypotheses directly, but to reject or accept the null (null) hypothesis. Acceptance or rejection of the alternative hypothesis occurs as a result of rejection or acceptance of the null hypothesis. An alternative hypothesis is defined as a hypothesis that states that there is a relationship between variables.
- $H_{a1}: \beta_1 \neq 0$: An increase in the price of The Fast Food Restaurant products in East Bekasi will increase the chances of consumers buying them.
 - $H_{a2}: \beta_2 \neq 0$: Increasing the quality of The Fast Food Restaurant products in East Bekasi will increase consumers' chances of buying them.
 - $H_{a3}: \beta_3 \neq 0$: An increase in the price and quality of The Fast Food Restaurant products in East Bekasi will increase consumers' chances of buying them.

III. RESEARCH METHOD

A. Research Design

Quantitative research is a method based on positivism and is used to investigate a particular population or sample. In most cases, sampling is done by chance and data is collected using research instruments. Testing a hypothesis is the goal of quantitative or statistical research. Based on the explanation above, it can be concluded that the quantitative approach is a research method that utilizes accurate statistical data to test a hypothesis. This study uses a quantitative approach based on the background and problem formulation that have been explained previously. The purpose of this study is to investigate how price and product quality affect consumer decisions to go to The Fast Food Restaurant in East Bekasi City.

B. Population and Research Sample

The population in this research refers to a group that possesses similar characteristics and is relevant to the object of study. In this case, the population consists of individuals who are customers of The Fast-Food Restaurant located in Bekasi. Based on this definition, the researcher has identified 50 (fifty) customers as the population of interest for this study.

To select participants, the researcher employed a saturated sampling technique, which is a form of non-probability sampling. This method was chosen because every individual in the population is considered relevant and thus included in the sample. As a result, the study involves 50 respondents who are customers of The Fast-Food Restaurants situated specifically in East Bekasi.

In terms of the products offered, consumers often experience confusion when selecting food items due to the wide range of appetizing menu options. To provide an overview of the available choices, a list of recommended menus is presented. Table 1 illustrates the prices and products available at The Fast-Food Restaurants in East Bekasi, helping to contextualize the preferences and purchasing decisions of the respondents.

Table 1. The Fast Food Prices and Products

No	Product Name	Price Range
1	Sandwich	Rp. 25,000.00 – Rp. 57,000.00
2	Breakfast Subway	Rp. 24,000.00 – Rp. 35,000.00
3	Wrap	Rp. 35,000.00 – Rp. 60,000.00
4	Salad	Rp. 49,000.00 – Rp. 74,000.00
5	Pringles	Rp. 17,500.00
6	Chicken Slice & Cheese	Rp. 17,500.00
7	Egg Mayo Toasty	Rp. 17,500.00
8	Oatmeal Raisin Cookies	Rp. 19,500.00
9	All Drinks	Rp. 19,500.00
10	Mushroom Soup	Rp. 29,500.00
11	Carbonated Drinks 16OZ	Rp. 25,000.00

C. Data Collection Techniques

The essential stage in research, the data accumulation process, requires special attention. If the data collection process is not carried out properly, the results can be unreliable and waste time and energy.

- a. Observation: Observation is a method of data collection carried out through observation and recording the conditions or behavior of the target object.
 - Non-participatory observation, the author is not involved or seen directly in the activities of the person being observed.
 - Structured observation, the author conducts observations according to previously applied guidelines. In this study, the following data were obtained:
 - Situation and environmental conditions at the Subway fast food restaurant in East Bekasi City.
 - Condition of facilities and infrastructure at the Subway fast food restaurant in East Bekasi City.

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- o Number of customers and aspects that influence their decision to order food at the Subway fast food restaurant in East Bekasi City.
- o Condition of the community around the location of the Subway fast food restaurant in East Bekasi City.

b. Questionnaire: A questionnaire is a collection of questions arranged based on the intended variables that need to be studied. The principles used in making a questionnaire include this and the purpose of the questions, the measurement scale, the language understood by the respondents, the combination of closed and open questions, the type of positive or negative questions, ambiguity, neutrality, and cohesiveness. The use of this questionnaire is effective because the informant only chooses the answers that have been submitted. The researcher uses a special Likert scale called a research variable. To describe the variables being measured, a Likert scale is used. This special indicator is then used as a basis for forming instrument components or positive and negative aspects. The following is the Likert scale used in this study show in Table 2.

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Table 2. Likert Scalae Score

No.	Answer	Code	Score
1.	Strongly agree	SA	5
2.	Agree	A	4
3.	Neutral	N	3
4.	Disagree	DA	2
5.	Strongly Disagree	SDA	1

D. Operational Definition of Variables

To align understanding between the research and the parties involved in the research, researchers create operational definitions for the terms in their research. Although we can quote the opinions of experts, we must choose the opinion that best suits our own perspective. Operational variables are added to help solve problems based on the research topic. There are 3 (three) variables in the study called " Analysis of Price and Product Perceived Bolster Purchase Decision at The Fast Food Restaurant in East Bekasi." These variables are Perceived Price (X1), Perceived Product (X2) and Purchase Decisions (Y). for more clarity, below is an explanation of how these research variables work at Table 3.

Table 3. Operational Definition Table

No	Variable	Operational of Definition	Indicators	Scale of Measurement
1	Perceived Price	Perceived Price the total that a consumer must pay for the privilege of owning or using something, this is set by the seller at a single, universally accepted price or by agreement between the buyer and seller.	a. Food Price b. Price competitiveness c. Price stability d. There are price cuts or discounts e. Price suitability with customer economic level	Likert Scale 1 - 5

			f. Price suitability with benefits received by customers	
2	Perceived Product	Perceived Product is anything that can be given to a buyer to be purchased, owned, used, or consumed with the aim of fulfilling the buyer's desires or needs. Therefore, it is very important for businesses to understand what buyers want.	a. quality products b. food ingredients c. food pores d. food appearance e. food taste quality f. food freshness g. hygienic conditions h. food packaging i. food presentation j. serving area k. food storage l. food menu variations	Likert Scale 1 - 5
3	Purchase Decision	the decision to buy is part of the buyer's attitude. The buyer's attitude includes direct activities related to obtaining, selecting goods and services, reaching higher levels of decision making and following predetermined stages.	a. Purchase steadiness b. Repeat order habits c. Recommendation d. Brand awareness e. Post-purchase behavior	Likert Scale 1 - 5

IV. RESULT AND DISCUSSION

A. Results of Descriptive Research Data

The data in this study came from a questionnaire distributed online to respondents of Subway fast food restaurants in East Bekasi City, especially among employees, students, and the public. The sample taken to conduct this study amounted to 50 respondents. The description includes age, gender, and type of work. The following explanation describes how the characteristics of respondents in this study are presented:

1. Respondent Characteristics Based on Age

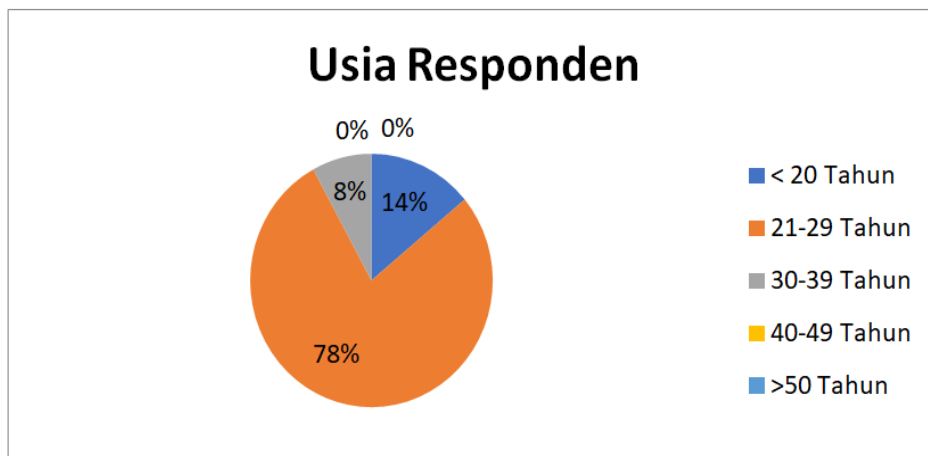


Figure 2. Respondent Characteristics Based on Age

Figure 2 shows the characteristics of the respondents' ages divided into 3 groups. The largest age group is 21-29 years with 39 respondents (78%), followed by the age group of 20 years and above

with 7 respondents (14%), and the age group of 30-39 years with 4 respondents (8%). It can be seen from the data above, that respondents aged 21-29 years have the highest value of visiting fast food restaurants. Because on average, those aged 21-25 years still use their time for activities outside the home and enjoy gathering with family, friends, and coworkers. Fast food restaurants are chosen as one of the places to gather.

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2. Respondent Characteristics Based on Gender

Based on Table 4, the characteristics of respondents based on gender consist of 50 people. The largest number of respondents are female, 35 people or 70%, and the number of male respondents is 15 people or 30%.

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Table 4. Respondent Characteristics Based on Gender

No	Gender	Numbe Respondent	Prosentase (%)
1	Woman	31 Employee	70%
2	Man	19 Employee	30%
Number of Respondent		50 Employee	100%

3. Characteristics Based on Type of Work

Table 5 shows that the largest occupational group is students or pupils, with 32 people (60%), education (teachers, lecturers, instructors) as many as 2 people (4%), office workers (administrators, managers, assistants) as many as 13 people (25%), business and management (entrepreneurs, project managers, financial analysts) as many as 3 people (6%).

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Table 5. Respondent Characteristics Based on Job classifications

No	Job Classification	Number Respondent	Percentage
1	Student	33 Respondents	64%
2	Employee (Adminitration, Manager, Asistance	2 Respondents	4%
3	Businessman (Business Owner, CEO)	3 respondents	6%
Total of Number Respondents		50 Respondents	100%

4. Validity and Reability Data

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19
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The Price variable questionnaire is declared valid if the calculated correlation coefficient value (r count) is greater than the table correlation coefficient value (r table). In this study, with a sample of 50 respondents, the degree of freedom (df) is 48 and the level of significance (α) is 0.05. The r table value at df 48 and α 0.05 is 0.2787. To find out whether the price variable questionnaire data is valid or not, it can be seen in the table 6.

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Table 6. Price Variable Validity Test Results

Item No	Calculated R Value (r _{xy})	rtable	Description
H1	0.683	0.2787	Valid
H2	0.848	0.2787	Valid

Item No	Calculated R Value (r _{xy})	r _{table}	Description
H3	0.759	0.2787	Valid
H4	0.885	0.2787	Valid
H5	0.793	0.2787	Valid
H6	0.747	0.2787	Valid
H7	0.844	0.2787	Valid

Validity analysis shows that the price variable (X1) has a correlation coefficient value (r) of 0.2787, which is higher than the table r value at a significance level of 5%. This shows that all questions related to the price variable (X1) are valid for use as a variable measurement tool.

Validity analysis shows that the product quality variable (X2) has a high level of validity. The calculated correlation coefficient (r) value is greater than the table r value at a significance level of 5% (as shown in Table 7). This indicates that all questions used in measuring the product quality variable (X2) are valid and can be trusted to measure the intended concept

Table 7. Results of the Validity Test of Product Quality Variables

Item No	Calculated R Value (r _{xy})	r _{table}	Description
KP1	0.813	0.2787	Valid
KP2	0.785	0.2787	Valid
KP3	0.802	0.2787	Valid
KP4	0.877	0.2787	Valid
KP5	0.883	0.2787	Valid
KP6	0.892	0.2787	Valid
KP7	0.859	0.2787	Valid
KP8	0.836	0.2787	Valid
KP9	0.901	0.2787	Valid
KP10	0.893	0.2787	Valid
KP11	0.856	0.2787	Valid
KP12	0.805	0.2787	Valid
KP13	0.798	0.2787	Valid
KP14	0.852	0.2787	Valid
KP15	0.853	0.2787	Valid

As shown in table 8. Because the calculated r value is higher than the r table of 0.2787, it can be concluded that the purchasing decision variable (Y) has a very high validity test value

Table 8. Results of Purchase Decision Validity Test

Item No	Calculated R Value (r _{xy})	r _{table}	Description
KP1	0.883	0.2787	Valid
KP2	0.874	0.2787	Valid
KP3	0.774	0.2787	Valid
KP4	0.873	0.2787	Valid
KP5	0.787	0.2787	Valid
KP6	0.715	0.2787	Valid
KP7	0.753	0.2787	Valid
KP8	0.800	0.2787	Valid

Item No	Calculated R Value (rxy)	rtable	Description
KP9	0.799	0.2787	Valid
KP10	0.850	0.2787	Valid
KP11	0.896	0.2787	Valid
KP12	0.882	0.2787	Valid
KP13	0.727	0.2787	Valid
KP14	0.785	0.2787	Valid
KP15	0.800	0.2787	Valid

If the Cornbach's alpha value is greater than 0.6, then the questionnaire is valid, but if the Cornbach's alpha value is less than 0.6, then the instrument for the variable questions used is considered unreliable. All the question instruments used for the price variables (X1), product quality (X2), and purchasing decisions (Y) are valid and can be used for future research, as shown by previous data. Thus, all the question instruments used for the price variables (X1), product quality (X2), and purchasing decisions (Y) have values greater than 0.6.

5. *Classical Assumption Test (Normality Test)*

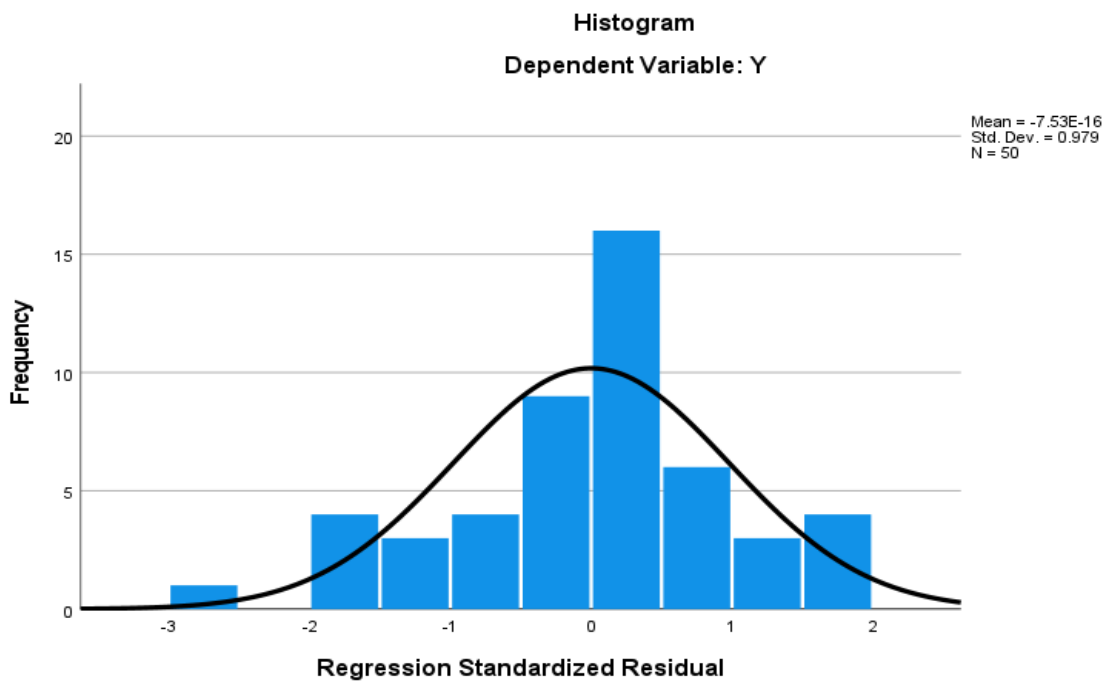


Figure 3. Normality Test Results

To assess the normality of the dataset, both histogram visualization and normal probability plot (P-Plot) analysis were employed. These methods provide a straightforward visual interpretation to determine whether the distribution of the residuals meets the assumption of normality. The histogram serves as an initial indicator. When the shape of the histogram closely resembles a bell-shaped curve, it suggests that the data follows a normal distribution. Conversely, a deviation from this bell curve shape may indicate non-normal distribution. As shown in Figure 3, the histogram

displays a distribution pattern that aligns with the characteristics of a normal curve, supporting the assumption of normality.

Furthermore, the P-Plot depicted in Figure 4 reinforces this conclusion. The points appear to align closely with the diagonal line, showing no substantial deviation. This alignment suggests that the residuals are symmetrically and linearly distributed, which confirms the presence of a strong and consistent relationship between the independent variables—price (X1) and product quality (X2)—and the dependent variable, purchasing decision (Y). Therefore, based on the visual evaluation of both the histogram and P-Plot, it can be concluded that the data used in this study satisfies the assumption of normality.

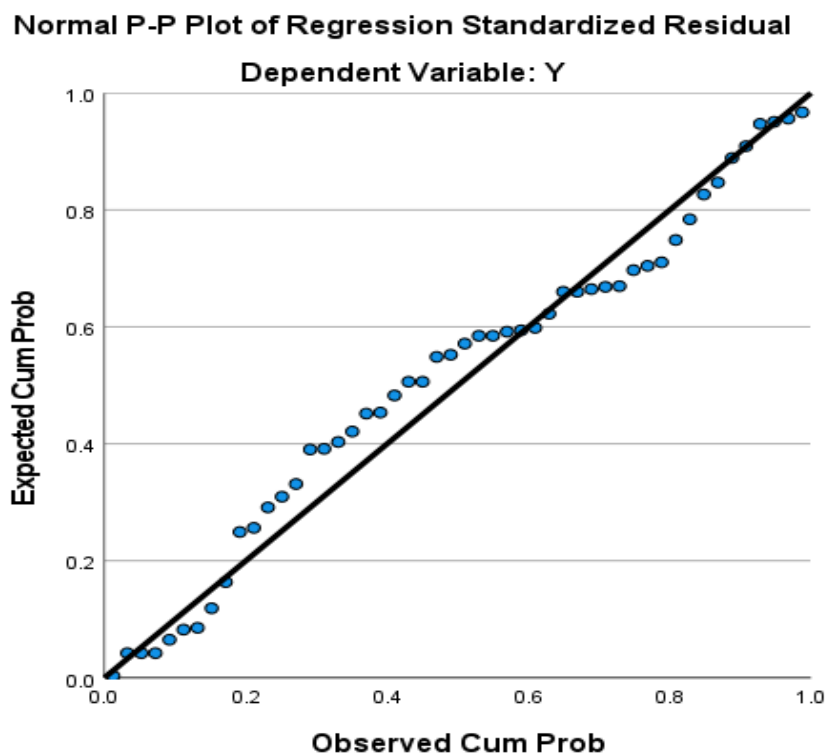


Figure 4. Results of the P-Plot Normality Test

B. Discussion and Limitations

The findings of this study reinforce the notion that price significantly influences consumer purchasing decisions in the fast food sector. A regression coefficient of 1.191 and a strong t-value indicate that even when prices increase, consumers are still inclined to make purchases if the perceived value is justified. This supports the view of Haque-Fawzi et al. (2022), who explain that price perception extends beyond monetary cost and includes perceived benefits. Similarly, Winasis et al. (2022) emphasize that consumers evaluate prices in relation to the quality and utility of a product, especially in contexts with high product parity such as fast food.

21 Regarding product quality, the results show a similarly strong and positive effect. This is in line with Tjiptono (in Tua et al., 2022), who identifies product performance, reliability, and aesthetics as major components of perceived quality. The present study confirms that attributes like freshness, taste, hygiene, and packaging play an essential role in forming customer judgments. Nurhayati (2023) further highlights that customer satisfaction—rooted in the comparison between expectation and experience—is a key mediator in the relationship between product quality and repeat purchase behavior. 26 The positive impact of quality on Subway's purchasing decisions also mirrors the findings of Pahmi (2024), who argues that consumers are increasingly quality-conscious, especially in food services where sensory experience is central.

Moreover, these results complement earlier work by Damiasi et al. (2021), who found that consumers often make integrated judgments based on both price and quality when choosing food products. This suggests that customers at Subway are not solely price-sensitive; they also demand consistent product standards to justify the cost. As Buccieri and Park (2022) argue, businesses that adapt their value propositions by balancing price and quality are better positioned to sustain competitive advantage.

Practical Implications

This study provides actionable insights for marketing and operational strategies in the fast food industry. The positive and significant impact of price implies that while affordability remains important, consumers in urban areas like East Bekasi are willing to pay a premium for perceived value. Therefore, Subway and similar fast food brands should consider pricing models that communicate fairness and added value—such as promotional bundles, discounts, or loyalty rewards—that align with customer expectations (Haque-Fawzi et al., 2022).

In addition, the influence of product quality underscores the need for rigorous quality assurance practices. The dimensions of product freshness, bread texture, food hygiene, and visual appeal must be monitored consistently, as these are major decision drivers. As highlighted by Chandra et al. (2020), service and product consistency are vital in retaining customer trust in high-competition food markets. Ensuring standardized food preparation and presentation can directly influence repeat purchases and brand recommendations.

The combination of price and quality, as validated by the simultaneous regression test ($F = 91.673$), also suggests that businesses should not isolate these variables in their strategy. Instead, they must be integrated within the broader brand positioning to convey a message of value-driven quality. Promotional messaging and customer engagement efforts should reflect this dual focus to maximize impact.

32 *Limitations and Directions for Future Research*

Although this study confirms the significant role of price and product quality in consumer behavior, it does not capture the full spectrum of factors influencing purchasing decisions. With an R^2 value of 0.724, approximately 27.6% of the variance remains unexplained. Other variables such as brand trust, store atmosphere, customer service, digital engagement, and peer influence were not explored and may provide additional insights.

The study is also limited by its sample size and location, as it only involved 50 respondents from East Bekasi. Future research should aim to include a broader and more diverse demographic across multiple urban and rural settings. Moreover, incorporating moderating variables such as consumer lifestyle, cultural background, or digital ordering behavior could deepen the analysis. A longitudinal approach or experimental design might also reveal causal relationships and behavioral changes over time.

6 **V. CONCLUSION AND RECOMMENDATION**

The results of this study demonstrate that price has a positive and significant influence on purchasing decisions at Subway fast food restaurants in East Bekasi. This indicates that consumers are willing to make purchasing decisions even when prices are relatively higher, as they perceive the price to reflect the value and benefits received. In other words, a higher price does not deter customers but instead reinforces their perception of quality and desirability. Similarly, product quality is also found to significantly and positively affect purchasing behavior. Customers in East Bekasi consider quality to be a key factor in deciding where to dine, and consistently good product quality strengthens consumer trust and encourages repeat purchases. Overall, it can be concluded that purchasing decisions at Subway in East Bekasi are influenced by a combination of both price and product quality. When these two factors are aligned—namely, when the price is perceived as fair and the quality meets customer expectations—consumers are more inclined to choose Subway as their preferred fast-food option.

Based on these conclusions, several recommendations can be made. First, although price has a generally positive impact, certain price-related indicators received lower evaluations from respondents, particularly those related to economic accessibility. Subway should consider aligning its pricing strategy more closely with perceived consumer value, such as through targeted promotions or discounts, to enhance affordability without compromising perceived quality. Second, attention should be paid to aspects of product quality that were rated below expectation, such as the condition of the bread served. To address this, Subway is advised to implement stricter quality control measures during food preparation and storage, ensuring that bread is consistently fresh, not overly hard, and served in optimal condition. These improvements are expected to

further enhance customer satisfaction and strengthen purchasing decisions in the competitive fast food market.

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