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The Effect of Product, Price, Place, and Consumer Attitude on the Purchase Decision of Nasi Boran at Café Jasbex's Lamongan

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Abstract: Nasi Boran is one of the signature culinary specialties of Lamongan Regency that has the potential to be developed as a flagship regional product. Café Jasbex's Lamongan offers Nasi Boran with a more modern concept to attract consumers. This study aims to analyze the effect of product, price, place, and consumer attitudes on the purchase decision of Nasi Boran products at Café Jasbex's Lamongan. This research uses a quantitative approach with an incidental sampling technique applied to 50 respondents. Data analysis was conducted using multiple linear regression aided by IBM SPSS 21. The results show that simultaneously, the variables of product, price, place, and consumer attitude have a significant effect on the purchase decision of Nasi Boran products at Café Jasbex's Lamongan. Partially, only the consumer attitude variable has a significant and dominant effect on purchase decisions, whereas the product, price, and place variables do not have a significant effect on purchase decisions.

Keyword: Product, Price, Place, Consumer Attitude, Nasi Boran

INTRODUCTION

Lamongan Regency has significant potential for the development of the Micro, Small, and Medium Enterprises (MSME) sector, which plays an important role in driving regional economic growth and improving community welfare. According to East Java Communication and Information Office (Diskominfo Jatim, 2024), MSMEs are one of the largest contributors to Lamongan's Gross Regional Domestic Product (GRDP), accounting for 19.71% of the total contribution. This development is also reflected in the number of MSME operators in Lamongan Regency, which reached 130,006 business units in 2022 and continues to increase alongside regional economic growth. One of the growing business sectors is the food and beverage industry, including Nasi Boran as a traditional culinary specialty of Lamongan

Regency. Nasi Boran is characterized by its spicy and savory flavor, as well as the uniqueness of its ingredients and presentation, making it one of the region's culinary identities.

Changes in lifestyle and shifts in consumer preferences have encouraged innovation in the presentation of traditional culinary products. Nasi Boran, which is traditionally sold in a simple manner, can now also be found in modern café settings, one of which is Jasbex's Café Lamongan. Jasbex's Café offers Nasi Boran as one of its main menu items with a more modern presentation, supported by a strategic location, easy accessibility, a relaxation area, parking facilities, and a comfortable and clean atmosphere. These conditions indicate that consumers' purchasing decisions regarding Nasi Boran are not solely related to the taste of the food but may also be influenced by product, price, place, and consumer attitudes. In the marketing mix concept, Kotler, Keller, and Chernev (2022) explain that the marketing mix consists of product, price, place, and promotion. However, based on the empirical conditions of the research object, product, price, and place were considered more relevant variables to examine and were subsequently combined with consumer attitudes as a behavioral factor in explaining purchasing decisions..

Product is one of the important considerations because Nasi Boran possesses unique characteristics that are difficult to find in other regions. Its distinctive taste, the use of traditional spices, a variety of side dishes, and a presentation that combines traditional and modern elements can create positive consumer perceptions of the product. In addition to the product itself, affordable pricing that is adjusted according to the type of side dishes and portion size may also influence consumers in making purchasing decisions. Place is another important factor, as a strategic location, easy accessibility, adequate parking facilities, and a comfortable atmosphere can increase consumers' interest in visiting and making purchases. On the other hand, consumer attitudes are formed through experiences and evaluations of product attributes; therefore, both positive and negative attitudes can affect consumers' tendencies in making purchasing decisions. Consequently, the relationship between product, price, place, and consumer attitudes is important to analyze in order to better understand purchasing decisions for Nasi Boran at Jasbex's Café Lamongan.

A number of previous studies indicate that marketing factors and consumer behavior are related to purchasing decisions, although the results are not always consistent. Hidayat (2020) found that product, price, promotion, and place have a positive effect on purchasing decisions, both partially and simultaneously. Meanwhile, Chaniagara and Agustiono (2021) showed that product quality and price do not have a significant effect, whereas testimonials significantly influence purchasing decisions. Research by Sofiyatuzzahro *et al*. (2021) revealed that price has a significant partial effect and is the dominant factor, while brand image and promotion do not have a partial effect. A study by Fauziyah and Fadhli (2023) also demonstrated that service quality has a positive and significant effect, whereas price is not significant. Furthermore, Andrenata and Qomariah (2022) found that product, place, and promotion significantly affect purchasing decisions. These findings highlight differences in the effects among variables, indicating that further research on different objects and product characteristics is still needed.

Other studies further emphasize the importance of examining marketing factors and consumer attitudes in purchasing decisions. Muhajir *et al*. (2023) found that price, location, and promotion simultaneously have a significant effect on consumer purchasing decisions at MSME Nasi Kebuli, whereas partially only price and promotion exert a significant influence. Eldiansyah *et al*. (2023) demonstrated that taste, cleanliness, and price attributes serve as key considerations for consumers when making purchasing decisions, indicating that evaluations of product attributes shape consumer attitudes and preferences. Based on these premises, this study aims to analyze the effects of product, price, place, and consumer attitudes on purchasing decisions for Nasi Boran at Café Jasbex's Lamongan. The novelty of this research lies in incorporating consumer attitudes as a variable alongside product, price, and place within the context of the traditional culinary dish Nasi Boran served in a modern café setting. This study

is expected to provide empirical contributions to the development of consumer behavior research and marketing strategy formulation, particularly for local culinary enterprises rooted in regional wisdom within Lamongan Regency.

METHODS

This study adopts a quantitative approach with a descriptive design aimed at analyzing the effects of Product, Price, Place, and Consumer Attitude on Purchasing Decisions for Nasi Boran at Café Jasbex's Lamongan. Data were collected through direct questionnaire distribution to consumers. The sampling technique employed was incidental sampling, selecting respondents based on consumers encountered by chance who met the research criteria. Based on the five research variables Product (X1), Price (X2), Place (X3), Consumer Attitude (X4), and Purchasing Decision (Y), a sample size of 50 respondents was established in accordance with the guideline of at least 10 times the number of variables analyzed (Sugiyono, 2021). Respondents consisted of males and females aged 17–60 years who had previously purchased or consumed Nasi Boran at Café Jasbex's Lamongan. The study was conducted in Lamongan Regency, East Java, from January to May.

The data used in this study consisted of primary and secondary data. Primary data were obtained directly from consumers through questionnaires, while secondary data were collected from relevant literature, previous studies, theories, scientific articles, and publications. The research instrument was a closed-ended questionnaire using a five-point Likert scale ranging from 1 to 5. The Product variable was measured based on product quality, product characteristics, and taste suitability; Price was measured based on affordability, price–quality congruence, and price competitiveness; Place was measured based on accessibility, strategic location, and parking availability; Consumer Attitude was measured based on consumers' perceptions and beliefs; and Purchase Decision was measured based on purchasing decisions and post-purchase behavior. The instrument was subsequently tested for validity and reliability. The validity test was conducted by comparing the calculated r-value (r-count) with the critical r-value (r-table) at the 5% significance level, while reliability was assessed using Cronbach's Alpha, with a value greater than 0.60 considered reliable (Ghozali, 2021).

Data analysis was conducted using multiple linear regression with the assistance of SPSS 21.0 to examine the effects of Product, Price, Place, and Consumer Attitude on Purchase Decision. Prior to the regression analysis, classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests. The normality test was conducted using the Normal P-P Plot and One-Sample Kolmogorov-Smirnov test, the multicollinearity test was assessed based on Tolerance and VIF values, while the heteroscedasticity test was conducted using the Glejser test. Subsequently, the coefficient of determination (Adjusted R^2) was used to assess the ability of the independent variables to explain the dependent variable. The F-test was employed to determine the simultaneous effect of the independent variables, while the t-test was used to assess the partial effect of each independent variable at a 5% significance level (Sudariana, 2021).

RESULTS AND DISCUSSION

Results

Respondent Characteristics

Table 1. Respondent Frequency Distribution

Age	Gander		Total
	Male	Female	
17-25	8	11	19
26-30	4	12	16
31-35	2	6	8
>35	2	5	7
Number	16	34	50

Source: Processed Data (2026)

Based on Table 1, the majority of respondents were female, comprising 34 respondents (68%), while male respondents accounted for 16 respondents (32%). In this study sample, female respondents outnumbered male respondents. This may be attributed to women's relatively higher purchasing power for a variety of culinary products compared with men. This finding is consistent with Puspitayanti et al. (2022), who stated that women tend to exhibit higher consumptive behavior than men. In addition, the majority of respondents were aged 17–25 years, comprising 19 respondents (38%). This indicates that Nasi Boran consumers were predominantly young and productive individuals who are generally more active in consumption activities, including trying various culinary products.

Validity and Reliability Tests

Table 2. Validity Test Results

Variable	Validy		Sig	r_{tabel}	Description
	Item	r_{hitung}			
Product (X1)	X1.1	0,879	0,000		Valid
	X1.2	0,702	0,000		Valid
	X1.3	0,703	0,000		Valid
Price (X2)	X2.1	0,786	0,000		Valid
	X2.2	0,674	0,000		Valid
	X2.3	0,584	0,000		Valid
Place (X3)	X3.1	0,849	0,000	0,279	Valid
	X3.2	0,682	0,000		Valid
	X3.3	0,571	0,000		Valid
Consumer Attitude (X4)	X4.1	0,882	0,000		Valid
	X4.2	0,730	0,000		Valid
Purchase Decision (Y)	Y1.1	0,763	0,000		Valid
	Y1.2	0,846	0,000		Valid

Source: Processed Data (2026)

Based on Table 2, the validity test conducted using IBM SPSS 21 showed that all questionnaire items met the validity requirements. This is indicated by the significance values of each item being less than 0.05 and the calculated *r*-values (*r*count) being greater than the critical *r*-value (*r*table). With a total of 50 respondents, the *r*table value used was 0.279. These results indicate that each statement adequately represents and accurately measures the respective research variables. Furthermore, the validity of the instrument indicates that the data obtained appropriately reflect the conditions under investigation, thereby supporting the accuracy of the analytical results. A valid instrument also helps minimize the potential for measurement errors that could affect data interpretation and the drawing of conclusions. Therefore, the questionnaire used in this study met the requirements for an accurate and relevant data collection instrument within the context of the research.

Table 3. Reliability Test Results

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.931	.932	13

Source: Processed Data (2026)

Based on Table 3, the Cronbach's Alpha value was 0.931. This value exceeds the established reliability criterion of 0.60 (0.931 > 0.60); therefore, the research instrument was considered reliable. These results indicate that the instrument used in this study demonstrated consistency in measuring both the independent and dependent variables. This consistency suggests that each questionnaire item was able to produce relatively stable data when used to

measure the research variables in accordance with the intended measurement objectives. Thus, the research instrument met the reliability criteria, and the data obtained from the questionnaire could be used as a basis for subsequent data processing and analysis.

Classical Assumption Tests

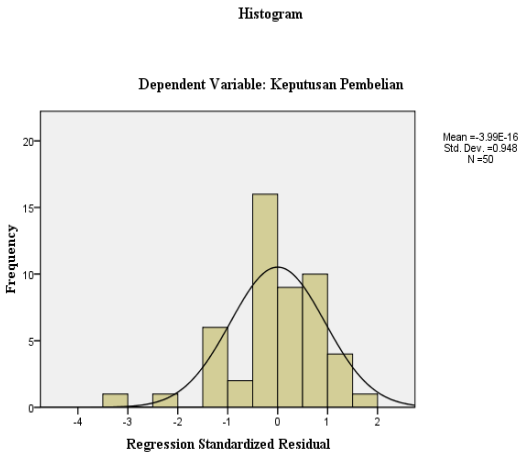


Figure 1. Histogram Results

Based on Figure 1, the histogram indicates that the distribution of the residuals follows a pattern resembling a normal curve. The residuals appear to be concentrated in the central region, while the frequency gradually decreases toward the left and right, resulting in a relatively symmetrical pattern. This distribution pattern indicates that the residuals tend to follow a normal distribution. The histogram therefore suggests that the normality assumption has been satisfied, allowing the regression model to be used for subsequent analysis. According to Mardiatmoko (2020), a histogram that forms a pattern resembling a normal curve indicates that the residuals are normally distributed.

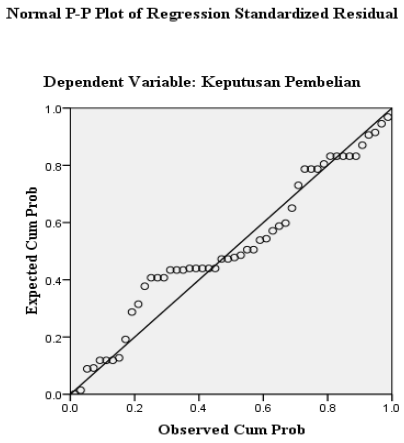


Figure 2. Normal P-P Plot of Regression Standardized Residuals

Based on Figure 2, the residual points are distributed around the diagonal line and follow its direction. This pattern indicates that the residual distribution satisfies the normality assumption. Therefore, the regression model fulfills one of the basic assumptions required before conducting multiple linear regression analysis. This finding is consistent with the P-P Plot testing criterion, which states that data are considered normally distributed when the residual points are scattered around and follow the diagonal line (Widodo *et al*., 2023).

Table 4. Kolmogorov–Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	.70016856
Most Extreme Differences	Absolute	.148
	Positive	.148
	Negative	-.148
Kolmogorov-Smirnov Z		1.048
Asymp. Sig. (2-tailed)		.222

1. Test distribution is Normal.
2. Calculated form data

Based on Table 4, the results of the normality test using the *Kolmogorov–Smirnov* method show a significance value (*Asymp. Sig. 2-tailed*) of 0.222. This value is greater than the 0.05 significance level (0.222 > 0.05), indicating that the residuals are normally distributed. A *Kolmogorov–Smirnov* significance value exceeding 0.05 indicates that the data are normally distributed, allowing the regression analysis to proceed (Apriyanti & Busyra, 2023). Therefore, the normality assumption has been satisfied, indicating that the data are suitable for regression analysis and can support the reliability of the statistical test results in this study.

Table 5. Multicollinearity Test Results

Variable	*Collinearity Statistic*	
	Tolerance	**VIF**
Product (X1)	0,107	9,375
Price (X2)	0,266	3,761
Place (X3)	0,135	7,396
Consumer Attitude (X4)	0,284	3,518

Source: Processed Data (2026)

Based on Table 5, the results of the multicollinearity test show that all independent variables have *Variance Inflation Factor* (VIF) values below 10, within the range of 1 to 10. This indicates that, in general, there is no indication of multicollinearity in the regression model used. However, the Product variable has the highest VIF value of 9.375, which is relatively higher than those of Price (3.761), Place (7.396), and Consumer Attitude (3.518).

The highest *Variance Inflation Factor* (VIF) value was observed for the Product variable at 9.375, followed by the Place variable at 7.396. Although these two variables have relatively higher VIF values than the other independent variables, all VIF values remain below the threshold established in this study, which is less than 10. Therefore, the regression model in this study satisfies the multicollinearity assumption, as all independent variables have VIF values below the threshold used as the basis for decision-making (Teikwa & Magasi, 2022).

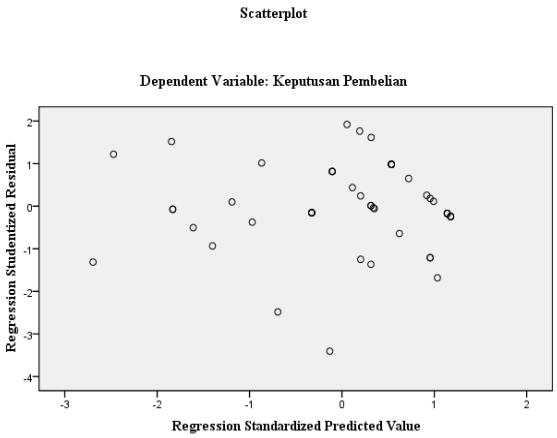


Figure 3. Scatterplot Results

Based on Figure 3, the residual points appear to be distributed both above and below the value of 0 on the Y-axis. This distribution indicates that the residuals are not concentrated on only one side of the axis but are dispersed across various predicted values. These results indicate that the regression model does not exhibit signs of heteroscedasticity; therefore, the homoscedasticity assumption is satisfied. Thus, one of the main characteristics of a regression model without heteroscedasticity is the random distribution of residual points around the value of 0 on the Y-axis (Field, 2024).

The distribution of residuals shown in the *Scatterplot* indicates that the residual variance remains relatively constant across all predicted values in the regression model. This condition suggests that changes in predicted values are not accompanied by significant changes in residual variance. Therefore, the regression model exhibits a residual distribution pattern that is appropriate for use in regression analysis.

Table 6. Glejser Heteroscedasticity Test Results

Variable Independent	Significance	Conslution
Product (X1)	0,211	No Evidence of Heteroscedasticity
Price (X2)	0,760	No Evidence of Heteroscedasticity
Place (X3)	0,170	No Evidence of Heteroscedasticity
Consumer Attitude (X4)	0,376	No Evidence of Heteroscedasticity

Source: Processed Data (2026)

Based on Table 6, all independent variables have significance values greater than 0.05. The Product variable has a significance value of 0.211, Price 0.760, Place 0.170, and Consumer Attitude 0.376. These results indicate that there is no significant effect of the independent variables on the absolute residual values. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity and satisfies the homoscedasticity assumption.

The Place variable had the lowest significance value of 0.170, which is still considerably higher than the 0.05 significance level. Statistically, although it has the lowest value among the other variables, the Place variable does not exhibit heteroscedasticity (0.170 > 0.05). The relatively high significance value further supports that the homoscedasticity assumption of the regression model has been satisfied, indicating that the model is suitable for further analysis.

The consistency of the results obtained from the Scatterplot and Glejser tests indicates that the residual variance in the regression model remains constant and does not exhibit systematic changes. These results indicate that the regression model does not show signs of heteroscedasticity, suggesting that the estimated parameters can be considered efficient and are not affected by variance-related bias. The fulfillment of this assumption provides confidence

that the regression model is appropriate for use as a basis for data analysis, decision-making, and drawing conclusions in this study.

Multiple Linier Regression Analysis

Table 7. Multiple Linier Regression Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.133	.702		-.190	.850		
	Product	.289	.166	.364	1.746	.088	.107	9.375
	Price	.051	.099	.068	.513	.610	.266	3.761
	Place	-.036	.146	-.046	-.246	.807	.135	7.396
	Consumer Attitude	.575	.135	.545	4.264	.000	.284	3.518

a. Dependent Variable : Purchase Decision

Based on the calculation results using *IBM SPSS 21* software, as presented in the table above, the multiple linear regression equation is obtained as follows:

$$Y= -0{,}133 + 0{,}289X_1 + 0{,}051X_2 – 0{,}036X_3 + 0{,}575X_4 + e$$

Based on the multiple linear regression analysis presented in Table 7, the constant value was -0.133. This value indicates that when the Product (X1), Price (X2), Place (X3), and Consumer Attitude (X4) variables are assumed to be constant or equal to zero, the Purchase Decision (Y) value is -0.133. The negative constant does not indicate the direction of the relationship between variables; rather, it represents the initial estimated value of Purchase Decision when all independent variables are at zero. These results indicate that changes in the independent variables in the model will affect the Purchase Decision value according to the magnitude and direction of each variable's coefficient.

The Product variable (X1) has a regression coefficient of 0.289, indicating that every one-unit increase in Product, assuming Price, Place, and Consumer Attitude remain constant, will increase Purchase Decision by 0.289 units. The Price variable (X2) has a positive coefficient of 0.051, indicating that every one-unit increase in Price is expected to increase Purchase Decision by 0.051 units, assuming the other variables remain constant. Meanwhile, the Place variable (X3) has a coefficient of -0.036, indicating that every one-unit increase in Place, with Product, Price, and Consumer Attitude held constant, is expected to decrease Purchase Decision by 0.036 units. Thus, Product and Price have a positive relationship with Purchase Decision, whereas Place has a negative relationship.

The Consumer Attitude variable (X4) has a regression coefficient of 0.575, which is the largest coefficient among the independent variables. This indicates that every one-unit increase in Consumer Attitude, assuming Product, Price, and Place remain constant, will increase Purchase Decision by 0.575 units. Overall, the regression results show that Product, Price, and Consumer Attitude have positive relationships with Purchase Decision, whereas Place has a negative relationship. The magnitude of the coefficients also indicates that Consumer Attitude makes the largest coefficient contribution to the regression model compared with Product, Price, and Place.

Coefficient of Determination Analysis (*Adjusted R^2*)

Table 8. Coefficient of Determination Test Result *(Adjusted R^2)*

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890[a]	.791	.773	.735

a. Predictors: (Constanta), Consumer Attitude, Price, Place, Product
b. Dependent Variabel: Purchase Decision

Based on Table 8, the analysis using *IBM SPSS 21* obtained an *Adjusted R^2* value of 0.773 (77.3%) and a correlation coefficient (*R*) of 0.890. The *Adjusted R^2* value is closely related to the *R* value, where the correlation coefficient of 0.890 falls within the range of 0.80–1.00, which is categorized as very strong. The strong and positive relationship between *R* and *Adjusted R^2* indicates that the high correlation among Product (X1), Price (X2), Place (X3), and Consumer Attitude (X4) collectively corresponds to the model's ability to explain the variation in Purchase Decision (Y) (Ghozali, 2021).

Consistent with the strength of this relationship, the *Adjusted R^2* value of 0.773 indicates that 77.3% of the variance in Purchase Decision can be explained by the four independent variables included in the model. Meanwhile, the remaining 22.7% (100% − 77.3%) is influenced by other variables outside the scope of this study. These results also indicate that the purchase decision for Nasi Boran at Café Jasbex's Lamongan is not solely influenced by the marketing aspects examined in this study, but also by various other factors that may vary according to the characteristics and preferences of individual consumers.

F-test

Table 9. f-Test Results

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.043	4	23.011	42.652	.000[a]
	Residual	24.277	45	.539		
	Total	116.320	49			

a. Predictors: (Constant), Consumer Attitude, Price, Place, Product
b. Dependent Variable: Purchase Decision

Based on Table 9, the results of the ANOVA test show a significance value (Sig.) of 0.000, which is lower than the 0.05 significance level. In addition, the calculated F-value (F-count) is 42.652, while the critical F-value (F-table) is 2.58, resulting in F-count > F-table (42.652 > 2.58). These results indicate that Product (X1), Price (X2), Place (X3), and Consumer Attitude (X4) simultaneously have a significant effect on the Purchase Decision for Nasi Boran at Café Jasbex's Lamongan. Therefore, the regression model used in this study is considered appropriate for explaining the relationship between the independent variables and Purchase Decision.

The contribution of each independent variable in this study can be examined through the indicators used to measure each variable. The Product variable is measured based on the quality of Nasi Boran, distinctive characteristics that differentiate the product from similar culinary products, and the suitability of the taste perceived by consumers. The Price variable includes price affordability, price competitiveness compared with similar products, and the congruence between price and the quality of the product obtained. The Place variable encompasses

adequate facilities, the accessibility of Café Jasbex's Lamongan location, and the comfort of the premises when consumers make purchases or enjoy the product. Meanwhile, the Consumer Attitude variable is measured based on consumers' beliefs about Nasi Boran and their interest in choosing and purchasing the product. Overall, these indicators provide a basis for explaining how Product, Price, Place, and Consumer Attitude collectively influence the Purchase Decision for Nasi Boran at Café Jasbex's Lamongan.

All indicators collectively form a significant synergy that influences Purchase Decision. Consumers generally do not make an immediate decision to purchase a product, but rather consider product quality, the price offered, ease of access to the location, and positive perceptions of Nasi Boran as part of the process preceding the purchase decision. Although only Consumer Attitude was found to have a significant effect in the regression analysis, all four variables still play a role in explaining Purchase Decision simultaneously. This illustrates that every aspect offered by Café Jasbex's Lamongan should be maintained to meet consumers' needs and expectations.

The findings of this study can serve as a consideration for the management of Café Jasbex's Lamongan in developing more appropriate marketing strategies. Product, Price, Place, and Consumer Attitude need to be managed in a balanced manner because these four variables have been shown to collectively influence consumers' Purchase Decisions. Therefore, the management should maintain the quality of Nasi Boran, establish appropriate pricing, preserve the comfort and accessibility of the location, and continuously foster positive consumer attitudes toward the product. These efforts are expected to increase consumer satisfaction and encourage repeat purchases.

The findings of this study are consistent with previous research, which indicates that marketing mix variables and consumer behavioral factors simultaneously influence Purchase Decision. This similarity demonstrates that Purchase Decision results from the interaction of various mutually supportive factors rather than being influenced by a single variable alone. Therefore, a marketing approach that simultaneously considers product quality, price, place, and the development of positive consumer attitudes is likely to produce more optimal results than an approach focused solely on one particular aspect.

T-test

Table 10. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.133	.702		-.190	.850		
	Product	.289	.166	.364	1.746	.088	.107	9.375
	Price	.051	.099	.068	.513	.610	.266	3.761
	Place	-.036	.146	-.046	-.246	.807	.135	7.396
	Consumer Attitude	.575	.135	.545	4.264	.000	.284	3.518

a. Dependent Variable: Consumer Attitude

Based on the results of the *t*-test presented in Table 10, the Product variable (X1) obtained a calculated *t*-value of 1.746, which is lower than the critical *t*-value of 2.014 (1.746 < 2.014), with a *p*-value of 0.088 > 0.05. These results indicate that Product does not have a statistically significant partial effect on the Purchase Decision for Nasi Boran at Café Jasbex's Lamongan;

therefore, the hypothesis stating that Product has a significant effect on Purchase Decision is rejected. Although the indicators of product quality, uniqueness or distinctive characteristics, and taste suitability received favorable assessments from respondents, these conditions have not made Product a primary factor in determining Purchase Decision. This may occur because consumers already perceive the quality and taste of Nasi Boran as basic standards that are expected to be fulfilled. This finding is consistent with Chaniagara and Agustiono (2021), who stated that Product does not have a significant effect on Purchase Decision.

The Price variable (X2) obtained a calculated t-value of 0.513, which is lower than the critical t-value of 2.014 (0.513 < 2.014), with a p-value of 0.610 > 0.05. Thus, Price does not have a statistically significant partial effect on the Purchase Decision for Nasi Boran; therefore, the research hypothesis is rejected. Based on the respondents' responses, the price of Nasi Boran at Café Jasbex's Lamongan was perceived as relatively affordable, appropriate in relation to its quality and portion size, and sufficiently competitive. This condition may cause consumers to pay less attention to relatively small price differences when making purchasing decisions. In other words, Price functions more as a supporting factor than as a primary determinant of Purchase Decision. This finding is consistent with Fauziyah and Fadhli (2023), who stated that Price does not have a significant effect on Purchase Decision despite receiving favorable evaluations from consumers.

The Place variable (X3) obtained a calculated t-value of -0.246, which is lower than the critical t-value of 2.014, with a significance value of 0.807 > 0.05. These results indicate that Place does not have a statistically significant partial effect on the Purchase Decision for Nasi Boran at Café Jasbex's Lamongan; therefore, the research hypothesis is rejected. Based on the questionnaire responses, the accessibility of the location, ease of access, and availability of parking facilities were rated favorably by respondents. This condition indicates that the basic needs related to location and facilities have been adequately fulfilled, making Place no longer a primary consideration for consumers when making a purchase. Nevertheless, the management should continue to maintain the comfort, cleanliness, atmosphere, and spatial arrangement of the café to ensure a positive consumer visiting experience. This finding is consistent with Maulana (2021), who stated that Place does not have a significant effect on Purchase Decision.

The Consumer Attitude variable (X4) obtained a calculated t-value of 4.264, which is greater than the critical t-value of 2.014 (4.264 > 2.014), with a significance value of 0.000 < 0.05. These results indicate that Consumer Attitude has a statistically significant effect on Purchase Decision and is the most dominant variable. The high ratings given by respondents to the indicators related to making Nasi Boran a regular purchase and recommending it to others indicate that consumers' perceptions, beliefs, and positive experiences play an important role in driving Purchase Decision. When consumers have positive beliefs and evaluations of the product's quality and taste, their tendency to make repeat purchases and provide recommendations also increases. Therefore, the management should maintain positive consumer attitudes through consistent product quality, good service, consumer engagement, and the effective use of digital media. This finding is consistent with Sagala et al. (2024) and Solomon (2024), who emphasize that consumer attitudes play an important role in shaping purchase intentions and decisions.

Discussion

Based on the results of the analysis, Product (X1), Price (X2), Place (X3), and Consumer Attitude (X4) simultaneously have a significant effect on Purchase Decision (Y) for Nasi Boran at Café Jasbex's Lamongan. This is evidenced by the results of the F-test, which show a calculated F-value of 42.625, which is greater than the critical F-value of 2.58, with a significance value of 0.000 < 0.05. These results indicate that consumers' Purchase Decisions are not influenced by a single factor alone, but rather result from the combined consideration

of Product, Price, Place, and Consumer Attitude. Thus, the combination of these four variables plays an important role in explaining customers' decisions to purchase Nasi Boran at Café Jasbex's Lamongan.

Partially, the Product variable (X1) does not have a significant effect on Purchase Decision (Y), as indicated by the calculated t-value of 1.746, which is lower than the critical t-value of 2.014. This condition indicates that the characteristics or quality of Nasi Boran have not become factors that strongly determine customers' Purchase Decisions. Although Product is an important component of marketing, consumers may consider other factors more influential when making purchasing decisions. In other words, the presence of Nasi Boran at Café Jasbex's Lamongan has not, on its own, been sufficient to significantly increase Purchase Decision.

The Price variable (X2) also does not have a significant effect on Purchase Decision (Y), with a calculated t-value of 0.513, which is lower than the critical t-value of 2.014. These results indicate that the level of price offered has not become the primary factor determining customers' decisions to purchase Nasi Boran at Café Jasbex's Lamongan. Consumers may not consider price alone, but may also take into account the purchasing experience, the suitability of the product to their needs, service quality, and psychological factors when making purchasing decisions. Meanwhile, the Place variable (X3) obtained a calculated t-value of -0.246, which is also lower than the critical t-value, indicating that Place does not have a significant partial effect on Purchase Decision. This suggests that location or place-related aspects have not become factors that directly determine customers' purchasing decisions.

In contrast to the three variables discussed above, Consumer Attitude (X4) was found to have a positive and significant effect on Purchase Decision (Y). The t-test results show a calculated t-value of 4.264, which is greater than the critical t-value of 2.014. This finding indicates that the more positive consumers' attitudes toward Nasi Boran at Café Jasbex's Lamongan, the greater their tendency to make a purchase. Consumer attitudes can be reflected in consumers' beliefs, evaluations, feelings, and behavioral tendencies toward the products offered. Therefore, building positive perceptions and experiences among consumers is important, as favorable attitudes can encourage consumers to make purchasing decisions.

The findings also indicate that Consumer Attitude (X4) is the most dominant variable influencing Purchase Decision, as it has the highest calculated t-value of 4.264, compared with Product at 1.746, Price at 0.513, and Place at -0.246. This finding demonstrates that internal consumer factors play a stronger role than Product, Price, or Place in determining the Purchase Decision for Nasi Boran at Café Jasbex's Lamongan. Therefore, Café Jasbex's Lamongan should maintain and strengthen positive consumer attitudes through a quality customer experience, good service, and efforts to create a positive impression of Nasi Boran. Overall, although Product, Price, and Place were not found to have significant partial effects, the four variables collectively have a significant effect on Purchase Decision, with Consumer Attitude being the strongest individual factor.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the analysis and discussion of the effects of Product (X1), Price (X2), Place (X3), and Consumer Attitude (X4) on Purchase Decision (Y) for Nasi Boran at Café Jasbex's Lamongan, it can be concluded that the four variables simultaneously have a significant effect on Purchase Decision. This is evidenced by the F-test results, which show a calculated F-value of 42.625, greater than the critical F-value of 2.58, with a significance value of $0.000 < 0.05$. Partially, only Consumer Attitude (X4) has a positive and significant effect on Purchase Decision, with a calculated t-value of 4.264 > the critical t-value of 2.014. Meanwhile, Product (X1), Price (X2), and Place (X3) do not have significant partial effects, as their respective calculated t-values are lower than the critical t-value.

The variable with the most dominant influence on Purchase Decision is Consumer Attitude (X4), as indicated by its calculated t-value of 4.264, which is the highest among all variables. These results indicate that Consumer Attitude plays an important role in encouraging customers to purchase Nasi Boran at Café Jasbex's Lamongan. Therefore, strengthening positive consumer attitudes toward the product is an important aspect that should be considered in efforts to increase Purchase Decision.

Limitations

This study focus is restricted to Nasi Boran consumers at Café Jasbex's Lamongan, utilizing incidental sampling with 50 respondents, which limits the generalizability of the results. The analyzed variables are confined to product, price, place, and consumer attitudes, excluding other potential factors like promotion or service quality. Furthermore, the quantitative design does not fully reflect long-term consumer behavior dynamics.

Recommendations

Based on the research conclusions, Café Jasbex's Lamongan is recommended to optimize its marketing strategy by enhancing the consumer experience through responsive service, maintaining consistent product quality, strengthening communication through digital media, and conducting regular evaluations of product quality, price suitability, and place comfort. These efforts are expected to improve Purchase Decision and foster long-term relationships with consumers. For future researchers, it is recommended to include other variables that may influence Purchase Decision, such as service quality, promotion, consumer satisfaction, or brand image, as well as to expand the research object and geographical scope. Future studies may also employ other analytical methods, such as *Structural Equation Modeling* (SEM) or *Partial Least Squares-Structural Equation Modeling* (PLS-SEM), to enrich the findings regarding Purchase Decision.

Author Contributions

All four authors contributed significantly to this study. Author 1 and Author 2 developed the research concept and design. Author 1 carried out data collection, processing, and analysis. Author 1, Author 2, Author 3, and Author 4 contributed to result interpretation, manuscript drafting, scholarly revisions, and final editorial review. All four authors confirm that they have read and approved the final version of the manuscript for publication.

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