



Influence of Perceived Quality, Reference Groups and Price Fairness on Purchase Decision of Smooly Juice

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Abstract

The increasing consumption of healthy beverages has intensified competition among local beverage SMEs, requiring business owners to better understand the factors influencing consumer purchase decisions. However, studies examining the integrated effects of perceived quality, reference groups, and price fairness on purchase decisions in local healthy beverage SMEs, particularly among digitally active young consumers, remain limited. This study adopts a hybrid theoretical framework integrating the Perceived Value Framework, Social Influence Theory, and Equity Theory to explain consumer purchase decisions. The objective of this study is to analyze the effects of perceived quality, reference groups, and price fairness on the purchase decisions of consumers at Smooly Juice Banjarsari Selatan Branch. A quantitative approach was employed using purposive sampling, involving 112 respondents who had previously purchased Smooly Juice products. Data were analyzed using multiple linear regression with IBM SPSS 27. The results indicate that perceived quality, reference groups, and price fairness have positive and significant effects on purchase decisions. Reference groups emerged as the most influential variable, highlighting the importance of social influence, digital recommendations, social media, and electronic word-of-mouth (e-WOM) in shaping consumer behavior. The model explained 28.7% of the variance in purchase decisions (Adjusted $R^2 = 0.287$). Theoretically, this study reinforces the Perceived Value Framework, Social Influence Theory, and Equity Theory within the context of local healthy beverage SMEs. Practically, the findings suggest that business owners should improve product quality, maintain price fairness, and optimize digital creative marketing through Instagram, TikTok, online reviews, influencer content, and e-WOM to enhance consumer purchase decisions.

Keywords: *Perceived Quality, Reference Groups, Price Fairness, Purchase Decision, Social Media Marketing, Electronic Word of Mouth, Online Review*

INTRODUCTION

The food and beverage industry is one of the most important sectors in the global and national economy and continues to experience rapid growth. Demand for food and beverage products is increasing in line with population growth, urbanization, and changes in people's lifestyles. Globally, the world's population is estimated to grow from 8.2 billion in 2024 to 9.7 billion in 2050 (Tempo, 2024). This condition has driven an increase in demand for food and beverage products, including in Indonesia, which has the advantages of cultural diversity and abundant natural resources. Changes in people's lifestyles, especially in urban areas, have encouraged a shift in consumption patterns toward products that are more practical, healthy, and environmentally friendly (Daenova et al., 2024). The healthy beverage industry is experiencing rapid growth as public awareness of healthy lifestyles increases and consumers increasingly prefer beverages that are convenient, refreshing, and low in sugar. According to Data Bridge Market Research (2023), the global fruit juice market reached USD 124.89 billion in 2022 and is projected to increase to USD 169.51 billion by 2030, with an annual growth rate of 4%. According to Statista (2025), the juice



industry in Indonesia is projected to grow by 1.1% in 2026, indicating promising market opportunities. This situation has led to increased competition among businesses in the juice, smoothie, and functional beverage sectors.

Smooly Juice is a local beverage business established in 2019 that has expanded to several branches. The company differentiates its products by offering customizable sugar levels based on consumer preferences. The primary consumers of Smooly Juice consist of university students, office workers, and young families seeking practical and healthy beverages. Products are sold through direct purchases at outlets as well as through online ordering platforms. However, the Banjarsari Selatan Branch has experienced significant sales fluctuations over the past year, with sales reaching 9,006 cups in October 2024 before declining to 2,754 cups in January 2025. This condition indicates volatility in consumer purchase decisions amid competition with similar juice and smoothie brands. In the field of marketing, perceived quality is an important factor influencing purchase decisions because consumers tend to choose products that are perceived to have good quality, satisfying taste, fresh ingredients, and benefits that meet their expectations. The higher the quality perceived by consumers, the greater the likelihood that consumers will repurchase and recommend the product to others. In the context of healthy beverages, product quality becomes a major determinant because it is directly related to taste, cleanliness, and consumer trust in the product's benefits.

In addition, reference groups also play an important role in influencing purchase decisions. Consumers often obtain information and recommendations from friends, family, and communities, as well as from digital social environments such as Instagram, TikTok, WhatsApp groups, online reviews, and content creators. These social influences can shape positive perceptions of a brand and increase purchase intention. In today's digital era, purchase decisions are influenced not only by company communications but also by opinions from fellow consumers and online communities. Positive reviews provided by reference groups increase consumer trust in the product and make consumers more likely to make purchase decisions ([Rakhmawati & Sudarwanto, 2021](#)).

Another important factor is price fairness. Consumers tend to evaluate whether the price paid is proportional to the quality, portion size, benefits received, and competitors' prices. Prices perceived as fair can increase trust and satisfaction and encourage purchase decisions. Conversely, prices considered unreasonable may reduce purchase intention even when the product quality is good. In general, consumers are highly sensitive to price, so their purchase decisions are influenced by the appropriateness of pricing strategies ([Simbolon et al., 2020](#)).

Although previous studies have demonstrated that perceived quality, reference groups, and price fairness influence purchase decisions, most prior research has been conducted in large companies, e-commerce settings, or general food industries. As a result, these studies have not fully explained consumer behavior in local healthy beverage SMEs operating in highly competitive markets. Therefore, this applied research is important to identify the factors contributing to unstable sales at the Smooly Juice Banjarsari Selatan Branch.

Accordingly, this study aims to (a) examine the effect of perceived quality on purchase decisions, (b) examine the effect of reference groups on purchase decisions, (c) examine the effect of price fairness on purchase decisions, and (d) examine the simultaneous effect of all three variables on purchase decisions.

This study contributes theoretically by extending empirical evidence on consumer behavior in the context of local healthy beverage SMEs in Indonesia and by comparing the relative influence of perceived quality, reference groups, and price fairness on purchase decisions. Practically, the findings are expected to assist Smooly Juice management in determining marketing strategy priorities through product quality improvement, community-based and digital influencer

promotions, and fair and competitive price communication.

LITERATURE REVIEW

This study proposes a conceptual model to explain the factors influencing consumer purchase decisions at Smooly Juice Banjarsari Selatan Branch. The research model examines the roles of perceived quality, reference groups, and price fairness in shaping consumer purchase decisions. The relationships among these variables are empirically tested to provide a more comprehensive understanding of consumer behavior in the context of local healthy beverage SMEs, particularly among young consumers who are socially and digitally active.

Consumer Behavior Theory

Consumer behavior is a series of purchasing actions carried out by end consumers, either individually or as households, with the aim of obtaining products or services to meet personal needs (Kotler et al., 2020). According to Kotler et al. (2020), consumer behavior is influenced by several factors or characteristics, namely cultural, social, personal, and psychological factors. In the context of this study, consumer purchase decision behavior is further explained through a hybrid theoretical framework integrating the Perceived Value Framework, Social Influence Theory, and Equity Theory. Perceived quality is considered capable of increasing consumers' perceived value and trust toward a product, thereby encouraging purchase decisions (Konuk, 2019). Reference groups play a role through social influence and social proof derived from social media, customer reviews, and digital recommendations, which influence consumer purchase decisions (Luthfia et al., 2025). Meanwhile, price fairness is associated with perceived justice, where prices perceived as fair can increase consumer satisfaction and trust, thereby encouraging purchase decisions (Konuk, 2019).

Perceived Quality

Perceived quality is defined as consumers' perceptions of the overall quality of a product with respect to its intended purpose (Sisnuhadi & Sirait, 2021). Meanwhile, according to Konuk (2021), perceived quality is consumers' assessment of the overall advantages or strengths of a product. In the food and beverage industry, perceived quality is generally shaped by indicators such as taste, freshness of ingredients, cleanliness, product consistency, and health benefits. Consumers are not always able to evaluate product quality objectively; therefore, they rely on perceived quality as a basis for making purchase decisions.

Mechanistically, high perceived quality can reduce consumers' perceived risk and increase their trust in a product. For healthy beverage products such as juices and smoothies, consumers tend to pay attention to ingredient safety, nutritional content, and taste before making a purchase. When a product is perceived as high quality, consumers become more confident that the product is worth purchasing and capable of meeting their expectations.

Previous studies conducted by Mokoagouw et al. (2023) and Sisnuhadi and Sirait (2021) found that perceived quality significantly influences purchase decisions. Consumers tend to choose products that are perceived to have better quality than competing products (Sisnuhadi & Sirait, 2021). However, most previous studies have focused on large brands, manufactured products, or e-commerce settings, while studies examining local healthy beverage SMEs remain relatively limited. According to Tsiotsou (as cited in Sopiyan, 2020), there are three indicators of perceived quality, namely good quality, security, and a sense of accomplishment.

Reference Groups

According to [Hartiani et al. \(2024\)](#), reference groups are defined as individuals who are used as a reference or benchmark in terms of their attitudes, responses, and behaviors regarding a particular matter. Meanwhile, Suryani (as cited in [Paat et al., 2022](#)) defines reference groups as individuals or groups who are used as references and have a real influence on a person. In the context of modern marketing, reference groups are no longer limited to friends, family, or coworkers but have also expanded through digital communities, including Instagram users, TikTok users, WhatsApp groups, online review communities, and content creators.

Mechanistically, reference groups influence purchase decisions through two main pathways, namely normative influence and informational influence ([Bearden & Etzel, 1982](#)). Normative influence occurs when consumers purchase products in order to gain social acceptance, whereas informational influence arises when consumers use recommendations from others as a trusted source of information ([Bearden & Etzel, 1982](#)). In the beverage industry, social media posts, customer testimonials, and digital reviews can increase consumer interest in a particular brand.

Studies conducted by [Janah and Sudrajat \(2023\)](#) and [Azira and Fadli \(2024\)](#) indicate that reference groups positively influence purchase decisions. Recommendations from close acquaintances, as well as information obtained through digital reviews, have been shown to influence consumers' purchase decisions ([Janah & Sudrajat, 2023](#)). However, studies specifically examining the influence of reference groups on local healthy beverage SMEs remain limited. Rizal et al. (as cited in [Dody et al., 2024](#)) identify five indicators for measuring reference groups: the reference group's knowledge of the product, credibility, experience, activity, and attractiveness.

Price Fairness

Price fairness is defined as consumers' evaluation of whether the price of a product or service, and the process used to set it, are fair and acceptable ([Parry et al., 2020](#)). According to [Leindarita and Andriansa \(2022\)](#), price fairness is consumers' assessment of the price set by a company for a product, where the price is considered reasonable and logically acceptable to consumers. According to [Bolton et al. \(2003\)](#), price fairness arises when consumers perceive that a price is aligned with standards of fairness and does not disadvantage them. In marketing, price fairness is important because consumers not only evaluate the nominal price but also compare it with product quality, portion size, competitors' prices, and previous purchase experiences.

Mechanistically, prices perceived as fair can increase consumer trust and satisfaction, thereby increasing the likelihood of purchase ([Konuk, 2019](#)). Conversely, when prices are perceived as too high or inconsistent with the benefits received, consumers tend to delay or cancel purchases. In healthy beverage businesses, price perceptions are often associated with the quality of raw materials, packaging size, and the health benefits offered.

Studies conducted by [Sudiastari and Hartati \(2022\)](#) and [Jamil et al. \(2024\)](#) indicate that price fairness significantly influences purchase decisions. Consumers are more willing to purchase when they perceive prices as reasonable and competitive. According to [Konuk \(2019\)](#), the indicators used to measure price fairness are "the price is acceptable," "the price is fair," and "the price is reasonable."

Purchase Decision

A purchase decision is an action taken by consumers when they have to make a choice based on available alternatives. According to Schiffman and Kanuk (as cited in [Aqila et al., 2023](#)), a purchase decision means choosing from two or more purchase options, meaning that a person can decide if they have several alternative choices.

According to [Kotler and Keller \(2016\)](#), the purchase decision is the stage at which consumers actually choose and purchase a product after going through the processes of need recognition, information search, alternative evaluation, and purchase intention. Therefore, the purchase decision reflects the outcome of consumers' consideration of various product alternatives available in the market. From a marketing perspective, purchase decisions are influenced by both internal and external factors. Internal factors include consumer needs, perceptions, motivations, and experiences, while external factors include price, product quality, promotion, and social influence from the surrounding environment ([Kotler et al., 2020](#)).

In the food and beverage industry, purchase decisions are generally influenced by product taste, cleanliness, appropriate pricing, ease of access, and recommendations from others. Mechanistically, consumers tend to make purchases when the perceived benefits outweigh the costs or risks involved. For healthy beverage products such as juices and smoothies, consumers tend to consider health benefits, ingredient freshness, taste, and price fairness before making a purchase. When consumers' evaluations are positive, the likelihood of purchase decisions increases.

Various studies indicate that purchase decisions are influenced by perceived quality ([Sisnuhadi & Sirait, 2021](#)), reference groups ([Janah & Sudrajat, 2023](#)), and price fairness ([Jamil et al., 2024](#)). Consumers tend to purchase products that are perceived as high quality, recommended by their social environment, and offered at prices considered fair. However, most previous studies have focused on large companies or e-commerce settings, while studies examining local healthy beverage SMEs remain limited. According to [Kotler and Keller \(2016\)](#), the indicators used to measure purchase decisions include product selection, brand selection, time of purchase, purchase quantity, and payment method.

Hypotheses Development

The Relationship between Perceived Quality and Purchase Decision

Research conducted by [Mokoagouw et al. \(2023\)](#) shows that perceived quality has a positive and significant influence on purchase decisions. In addition, research conducted by [Sisnuhadi & Sirait \(2021\)](#) and [Nerson et al. \(2022\)](#) also confirmed that perceived quality has a significant effect on purchase decisions. Consumers use quality cues such as taste, cleanliness, freshness of ingredients, and product consistency to reduce purchase risk. This mechanism is highly relevant for healthy beverage SMEs, where consumers tend to evaluate product benefits before making a purchase. However, studies examining this relationship in local juice brands such as Smooly Juice remain limited. Therefore, the hypothesis in this study is:

H1: There is a significant positive effect of perceived quality on purchase decision.

The Relationship between Reference Groups and Purchase Decision

According to [Janah & Ajat Sudrajat \(2023\)](#), their research concluded that reference groups have a positive influence on purchase decisions because consumers often rely on recommendations from friends, family, and communities, as well as online reviews, when making purchasing decisions. In the current context, that influence is growing stronger through social media, e-WOM, and content creators. This finding is in line with the results of other studies which also show that reference groups have a significant effect on purchase decisions ([Azira & Fadli, 2024](#)). However, research on local healthy beverage SMEs remains limited. Therefore, the hypothesis in this study is:

H2: There is a significant positive effect of reference groups on purchase decisions.

The Relationship between Price Fairness and Purchase Decision

According to [Sudiastari and Hartati \(2022\)](#), price fairness has a significant influence on purchase decisions because prices that are perceived as fair boost consumer confidence and satisfaction. In the context of Smooly Juice, fair pricing is important because consumers compare prices with the quality of competing products and brands. This finding is in line with the results of other studies that also show that price fairness has a significant influence on purchase decisions ([Jamil et al., 2024](#)). However, little research has examined price fairness among local healthy beverage SMEs. Therefore, the following hypothesis is proposed:

H3: There is a significant positive effect of price fairness on purchase decisions

RESEARCH METHOD

This study employed an explanatory research design with a quantitative approach. Explanatory research aims to examine the causal relationships among variables, namely the effects of perceived quality, reference groups, and price fairness on the purchase decisions of consumers at the Smooly Juice Banjarsari Selatan Branch. A quantitative approach was selected because it enables the objective measurement of consumer perceptions through numerical data and facilitates statistical hypothesis testing. Multiple linear regression was employed as the analytical method because the study sought to examine the direct effects of three independent variables on a single dependent variable, both simultaneously and partially, making it suitable for consumer behavior research based on survey data.

The population of this study consisted of all consumers of the Smooly Juice Banjarsari Selatan Branch. Since the exact population size was unknown, a non-probability sampling technique with a purposive sampling method was applied. This technique was chosen because only consumers who had previously purchased Smooly Juice products were considered capable of providing relevant evaluations regarding product quality, social influence, price fairness, and purchase decisions. The respondent criterion was having purchased Smooly Juice products at least once. Data were collected through an online questionnaire distributed via Google Forms to consumers who had previously purchased Smooly Juice products.

The sample size was determined based on the recommendation of [Hair et al. \(2019\)](#), who suggest a minimum sample size of five to ten times the number of research indicators. As this study employed 16 indicators, the recommended sample size ranged from 80 to 160 respondents. Furthermore, the study adopted the approach of multiplying the number of indicators by seven (7×16), resulting in a minimum sample requirement of 112 respondents. A total of 112 valid responses were collected, meeting the adequacy requirement for multiple linear regression analysis.

The research instrument consisted of a structured questionnaire using a five-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Survey questionnaires were considered appropriate because they efficiently capture consumer perceptions, attitudes, and evaluations while allowing statistical hypothesis testing. The five-point Likert scale was selected because it provides sufficient variation in responses, is easy for respondents to understand, and has been widely used in similar studies, thereby facilitating comparison with previous research findings. Perceived quality was measured using three indicators adapted from Tsiotsou (as cited in [Sopiyan, 2020](#)), namely good quality, security, and sense of accomplishment. Reference groups were measured using five indicators adapted from Rizal et al. (as cited in [Dody et al., 2024](#)), namely knowledge, credibility, experience, activeness, and attractiveness. Price fairness was measured using three indicators proposed by [Konuk \(2019\)](#), namely acceptable price, fair price, and reasonable price. Purchase decisions were measured using

five indicators adapted from [Kotler and Keller \(2016\)](#), namely product choice, brand choice, purchase timing, purchase quantity, and payment method.

Before the main survey, the instrument underwent content validity assessment through expert review to ensure the appropriateness of measurement items. The research procedure consisted of several stages: instrument development and review, respondent screening based on predetermined criteria, questionnaire distribution during the data collection period, data cleaning by excluding incomplete and ineligible responses, and statistical analysis. The collected data were analyzed using IBM SPSS 27 through descriptive statistics, validity and reliability testing, classical assumption tests (normality of residuals, multicollinearity, heteroscedasticity, and linearity), multiple linear regression, hypothesis testing (t-test and F-test), and coefficient of determination (Adjusted R^2). The results were reported using beta coefficients, t-values, significance values (p-value), and R^2 .

Validity testing was conducted using Corrected Item–Total Correlation (Pearson item validity) by comparing the calculated correlation coefficient (r-count) with the critical r-table value. The r-table value was determined based on the formula $df = n - 2$, resulting in $df = 112 - 2 = 110$. At a significance level of $\alpha = 0.05$, the corresponding r-table value was 0.185. An item was considered valid if its r-count value exceeded the r-table value of 0.185. The results indicated that all questionnaire items had r-count values greater than 0.185 and were therefore considered valid. Before the main survey, content validity was also assessed through expert review by academic supervisors to ensure the appropriateness of the questionnaire items in representing the research constructs. Reliability testing was performed using Cronbach's Alpha coefficient. A construct was considered reliable if the Cronbach's Alpha value exceeded 0.60 ([Sugiyono, 2022](#)). The results indicated that all variables achieved reliability values above the minimum threshold and were therefore considered reliable.

Data analysis was conducted in several stages, including descriptive statistics to describe respondent characteristics, validity and reliability testing, and classical assumption tests comprising residual normality, multicollinearity (using Tolerance and Variance Inflation Factor [VIF]), heteroscedasticity, and linearity tests. Subsequently, multiple linear regression analysis was performed using the following model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

where Y represents purchase decision, X_1 represents perceived quality, X_2 represents reference group, and X_3 represents price fairness. Hypothesis testing was conducted using t-tests for partial effects and F-tests for simultaneous effects at a significance level of $\alpha = 0.05$. The results were reported using beta coefficients (β), t-values, p-values, and the coefficient of determination (R^2). Multiple linear regression was considered appropriate because the study focused on examining the direct effects of three independent variables on consumer purchase decisions.

Table 1. Respondent characteristics

	Total	Percentage
<i>Respondent identity</i>		
Gender		
Male	20	17,9%
Female	92	82,1%
Years		

	Total	Percentage
< 17 years	2	1,8%
17 – 20 years	11	9,8%
21 – 25 years	88	78,6%
26 – 30 years	7	6,3%
> 30 years	4	3,6%
Jobs		
Housewife	3	2,7%
Private Sector Employee	33	29,5%
Civil Servant	6	5,4%
Student	63	56,3%
Entrepreneur	6	5,4%
Other	1	0,9%

Data from 112 respondents were analyzed in this study. As shown in Table 1, the majority of respondents were female, aged between 21 and 25 years, and predominantly students. This finding indicates that consumers of Smooly Juice Banjarsari Selatan Branch are largely composed of young individuals who tend to be socially and digitally active.

Table 2. Descriptive Statistics

Variable	Minimum	Maximum	Mean	Std. Deviation
Perceived Quality	2	5	4.31	.878
Reference Groups	1	5	3.70	.903
Price Fairness	2	5	4.72	.899
Purchase Decision	2	5	3.65	.921

Based on the descriptive statistical results, all research variables exhibited relatively high mean scores, indicating that respondents generally provided positive evaluations of the variables under study. The price fairness variable (X3) recorded the highest mean score of 4.72, suggesting that consumers perceived the prices of Smooly Juice products as fair and consistent with the benefits received.

Furthermore, the perceived quality variable (X1) had a mean score of 4.31, indicating that consumers held favorable perceptions regarding product quality, including taste, freshness, and product benefits. The purchase decision variable (Y) showed a mean score of 3.65, suggesting a relatively high level of purchase intention among consumers. Meanwhile, the reference group variable (X2) had a mean score of 3.70, indicating that friends, family members, and social media played a considerable role in influencing consumers' purchase decisions.

The standard deviation values for all variables were below 1, indicating that respondents' answers were relatively homogeneous and showed limited variation. Therefore, the research data can be considered sufficiently stable and representative for further statistical analysis.

Table 3. Validity and Reliability Test

Variable	Statement	R count	R table	Criteria	Cronbach's Alpha	Description
Perceived Quality	X1.1	0.819	0.185	Valid	0.700	Reliable
	X1.2	0.591	0.185	Valid		

Variable	Statement	R count	R table	Criteria	Cronbach's Alpha	Description
	X1.3	0.76	0.185	Valid		
Kelompok Referensi	X2.1	0.734	0.185	Valid	0.790	Reliable
	X2.2	0.574	0.185	Valid		
	X2.3	0.667	0.185	Valid		
	X2.4	0.719	0.185	Valid		
	X2.5	0.704	0.185	Valid		
Price Fairness	X3.1	0.673	0.185	Valid	0.648	Reliable
	X3.2	0.711	0.185	Valid		
	X3.3	0.662	0.185	Valid		
Purchase Decision	Y1.1	0.724	0.185	Valid	0.778	Reliable
	Y1.2	0.687	0.185	Valid		
	Y1.3	0.677	0.185	Valid		
	Y1.4	0.744	0.185	Valid		
	Y1.5	0.567	0.185	Valid		

Source: Primary data processed (2025)

Based on the table above, it is known that all indicators were declared valid because their r-count values exceeded the r-table value of 0.185. In the Cronbach's Alpha column, it can be seen that each indicator has a value above $> 0,6$, indicating that all indicators are declared reliable.

FINDINGS AND DISCUSSION

Classical Assumption Test

Normality test

Table 4. Results of the Normality Test

Test	Sig.	Alpha	Details
Kolmogorov-Smirnov	0,063	0,05	Normal Distribution

Source: Primary data processed (2025)

Table 4 shows that the residuals are normally distributed ($0.063 > 0.05$).

Heteroscedasticity Test

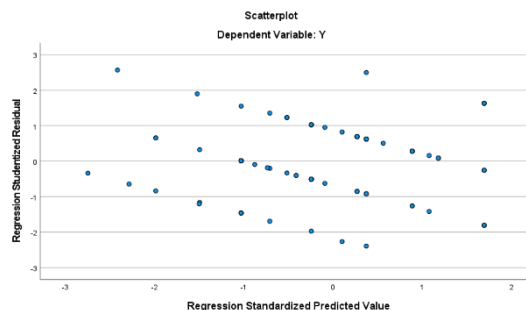


Figure 1. Results of the heteroscedasticity test

Source: Primary data processed (2025)

Figure 1 shows that the data points are scattered and there is no specific pattern in the scatterplot, indicating that there is no heteroscedasticity.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variabel Bebas	<i>Collinearity Tolerance</i>	Statistics VIF
Perceived Quality (X1)	0,702	1,425
Kelompok Referensi (X2)	0,718	1,393
Price Fairness (X3)	0,784	1,276

Source: Primary data processed, 2025

Based on the data from the table above show that all independent variables have VIF values < 10 and tolerance values > 0.1, indicating that there is no multicollinearity.

Linearity Test

Table 6. Linearity Test Results

Variabel Bebas	Deviation from Linearity
Perceived Quality (X1)	0,207
Kelompok Referensi (X2)	0,757
Price Fairness (X3)	0,094

Source: Primary data processed 2025

Based on Table 6, the independent variable has a significance value of deviation from linearity > 0.05. Therefore, it can be concluded that the relationship between independent variable is linear.

Multiple Linear Regression Analysis and t-test

Table 7. Multiple Linear Regression Analysis and t-test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constanta)	.659	.460		1.431	.155
Perceived Quality	.223	.100	.213	2.226	.028
Reference Groups	.302	.096	.296	3.130	.002
Price Fairness	.192	.093	.188	2.074	.040

Dependent Variable= Purchase Decision

Source: Primary data processed (2025)

Based on Table 7, the multiple regression equation can be described as follows:

$$Y = 0,659 + 0,223X_1 + 0,302X_2 + 0,192X_3$$

The constant value of 0,659 indicates that the baseline purchase decision score is 0,659 when perceived quality, reference groups, and price fairness are assumed to remain constant. The coefficient of perceived quality (0.223) indicates that a one-unit increase in perceived quality will increase the purchase decision score by 0.223 units, assuming other variables remain constant. Similarly, a one-unit increase in reference groups will increase the purchase decision score by 0.302 units, while a one-unit increase in price fairness will increase the purchase decision score by 0.192 units, assuming other variables remain constant.

Table 7 shows that the perceived quality variable has a t-value of 2.226 with a significance value of $0.028 < 0.05$. The reference groups variable has a t-value of 3.130 with a significance value of $0.002 < 0.05$. Meanwhile, the price fairness variable has a t-value of 2.074 with a significance value of $0.040 < 0.05$. These results indicate that perceived quality, reference groups, and price fairness have a significant effect on purchase decisions.

Hypothesis Test

Coefficient of Determination (R^2) Test

Table 8. Coefficient of Determination Analysis Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 ^a	.306	.287	.777761

Source: Primary data processed (2025)

Based on Table 8, it can be seen that the Adjusted R Square value is 0.287. This shows that the variables of perceived quality, reference group, and price fairness collectively influence the purchase decision by 28.7%, while the remaining 71.3% is determined by other variables not examined in this study.

F Test

Table 9. F Test Results

ANOVA^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.850	3	9.617	15.898	.001 ^b
	Residual	65.330	108	.605		
	Total	94.181	111			

Source: Primary data processed (2025)

Based on Table 9, the F-test results indicate that the regression model was statistically significant, $F(3, 108) = 15.898$, $p = 0.001$. This shows that the independent variable has a significant influence on the dependent variable.

The results indicate that Hypothesis 1 is supported, meaning that perceived quality has a positive and significant effect on the purchase decisions of consumers at Smooly Juice Banjarsari

Selatan Branch. This finding is consistent with previous studies conducted by [Sisnuhadi & Sirait \(2021\)](#), [Nerson et al. \(2022\)](#), and [Mokoagouw et al. \(2023\)](#), which reported that perceived quality significantly influences purchase decisions. The results suggest that the better the quality perceived by consumers, the greater their likelihood of making a purchase. As a healthy beverage brand, Smooly Juice relies on consumers' evaluations of ingredient freshness, taste consistency, product safety, and perceived health benefits. Positive perceptions of these quality attributes can enhance consumer confidence and increase the likelihood of purchase decisions. This finding supports the Perceived Value Framework, which explains that perceived quality increases product value and consumer trust, thereby encouraging purchase decisions.

The results also show that Hypothesis 2 is supported, indicating that reference groups have a positive and significant effect on purchase decisions. This finding is consistent with the studies of [Janah & Ajat Sudrajat \(2023\)](#) and [Azira & Fadli \(2024\)](#), which found that reference groups significantly influence purchase decisions. The results suggest that recommendations from friends, family members, communities, and digital environments can affect consumers' decisions to purchase Smooly Juice products. The strong influence of reference groups may be explained by the demographic profile of respondents, who were predominantly students and young adults aged 21–25 years. This consumer segment is highly active on social media and tends to rely on peer recommendations, online reviews, and digital content before making purchasing decisions. In the digital era, the influence of reference groups is not limited to direct interactions but also extends to social media, online reviews, and user-generated content. This finding supports Social Influence Theory, which suggests that individuals tend to consider information and opinions from their social environment before making purchase decisions. Such social influence helps reduce consumer uncertainty and strengthens confidence in the products they choose to purchase.

Furthermore, Hypothesis 3 is supported, indicating that price fairness has a positive and significant effect on purchase decisions. This result is consistent with the findings of [Sudiastari & Hartati \(2022\)](#) and [Jamil et al. \(2024\)](#), which reported that perceived price fairness significantly affects purchase decisions. The findings suggest that Smooly Juice consumers consider the alignment between the price paid and the benefits received. Since most respondents were students, fair pricing is likely to be an important consideration. Consumers tend to compare the benefits received with the price paid before deciding to purchase healthy beverage products. Prices perceived as fair and consistent with product quality can increase consumer trust and encourage purchase decisions. Conversely, prices perceived as disproportionate to the benefits offered may reduce consumers' willingness to buy. This finding supports Equity Theory, which explains that consumers evaluate price fairness by comparing the sacrifices they make with the benefits they receive.

Based on the standardized beta coefficients, the reference groups variable has the strongest influence on purchase decisions ($\beta = 0.296$), followed by perceived quality ($\beta = 0.213$) and price fairness ($\beta = 0.188$). This finding indicates that social influence plays a more important role than product quality and price considerations in shaping consumers' purchase decisions at Smooly Juice Banjarsari Selatan Branch. The demographic profile of the respondents, who were predominantly aged 21–25 years and mostly students, may explain this result. As a digitally active consumer segment, they tend to rely on recommendations from friends, online reviews, social media content, and digital communities when evaluating products. Consequently, positive information and recommendations received through social networks are more likely to influence their purchase decisions than product quality perceptions or price considerations alone.

Although the regression model was statistically significant, the Adjusted R^2 value of 0.287 indicates that perceived quality, reference groups, and price fairness explain only 28.7% of the

variance in purchase decisions. This suggests that consumer purchase decisions are influenced by a broader set of factors beyond the variables examined in this study. The remaining 71.3% of the variance may be explained by other factors such as brand image, social media marketing, electronic word-of-mouth (e-WOM), customer satisfaction, customer trust, service quality, and store location. These findings indicate that purchase decisions in the healthy beverage industry are complex and cannot be explained solely by product quality, social influence, and price considerations.

Overall, the findings demonstrate that consumers' purchase decisions at Smooly Juice are influenced not only by product quality and price fairness but also by social influence derived from reference groups. These findings indicate that effective marketing strategies for Smooly Juice should combine product quality enhancement, fair pricing strategies, and promotional activities through communities and social media platforms. By doing so, the company can strengthen consumer trust, amplify positive reference group influence, and ultimately increase purchase decisions.

CONCLUSIONS

The results indicate that all hypotheses (H1–H3) were supported. Perceived quality, reference groups, and price fairness were found to have positive and significant effects on the purchase decisions of consumers at Smooly Juice Banjarsari Selatan Branch. Among the three variables, reference groups exerted the strongest influence, while the Adjusted R^2 value of 28.7% indicates that these variables collectively explain 28.7% of the variance in consumers' purchase decisions.

From a theoretical perspective, this study reinforces Social Influence Theory, the Perceived Value Framework, and Equity Theory within the context of local beverage SMEs. The finding that reference groups have a stronger influence than price fairness suggests that social and normative influences play a crucial role in consumer purchase decisions, particularly among younger consumers. This study also extends previous research by empirically examining the integrated effects of perceived quality, reference groups, and price fairness in the context of local beverage SMEs in Indonesia, where empirical evidence remains limited.

From a practical perspective, Smooly Juice is advised to leverage Instagram and TikTok influencers, encourage user-generated content and electronic word-of-mouth (e-WOM), emphasize product quality in digital promotions, enhance price transparency across promotional media and ordering platforms, and implement referral and loyalty programs to encourage repeat purchases. These findings suggest that integrating product quality, digital social influence, and creative marketing strategies can serve as an effective approach to increasing purchase decisions and addressing sales fluctuations at Smooly Juice.

LIMITATION & FURTHER RESEARCH

This study has several limitations that should be acknowledged. The contribution of perceived quality, reference groups, and price fairness to purchase decisions was relatively modest, as indicated by an Adjusted R^2 value of 28.7%. This finding suggests that 71.3% of the variation in purchase decisions is explained by other factors outside the scope of this study. In addition, the research was conducted only among consumers of Smooly Juice Banjarsari Selatan Branch, which may limit the generalizability of the findings to other healthy beverage SMEs. Furthermore, this study employed a cross-sectional design that captured consumer perceptions at a single point in time and therefore could not examine changes in consumer behavior over the long term. Future research is encouraged to expand the study setting to other Smooly Juice branches or similar beverage brands to improve the generalizability of the findings. Further studies may also

incorporate additional variables, such as brand image, promotion, electronic word-of-mouth (e-WOM), social media marketing, customer satisfaction, and customer trust, to provide a more comprehensive understanding of the factors influencing consumer purchase decisions.

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