

LETTER OF ACCEPTANCE

Subject: **Letter of Admission to the International Seminar**

With respect, we inform you that your article has been received at the International Conference on Progress and Sustainability in Economics and Business. We attach a list of the authors' names and titles of articles that have been received: We ask you to complete the registration process and submit the necessary material upon obtaining the revisions in accordance with the deadline specified in the conference guidelines. If there is any additional information or documents that need to be submitted, we will contact you by email.

We very much appreciate your participation and are confident that your contributions will add value to this conference. If you have any questions or need more information, please feel free to contact us.

Thank you for your participation, and we look forward to seeing you at the conference later.

Best wishes,



Attachment:

NO	AUTHOR	INSTITUTIONS	TITLE
1.	Unnati Gaonkar, Pradeepa Subramanian, Bina Sarkar	Ajeenkya D Y Patil University, Pune	STUDY ON THE IMPACT OF SMART HANDHELD DEVICES TOWARDS THE PHYSICAL FITNESS AND HEALTH MONITORING AMONG THE YOUTH POPULATION.
2.	Zakiya Gour, S.V. Pradeepa	Ajeenkya D.Y. Patil University, Pune	"A COMPARATIVE ANALYSIS OF RISK- RETURN TRADEOFFS OF MUTUAL FUND SCHEME"
3.	Aiysha Sayyad, Pradeepa Subramanian	Ajeenkya D.Y.Patil University, Pune	STUDY ON CUSTOMER SATISFACTION TOWARDS THE DIGITAL BANKING SERVICES PROVIDED BY THE PRIVATE SECTOR BANKS.
4.	Khushi Kalkumbe	Ajeenkya DY Patil University, Pune	HARMONIOUS RHYTHMS: EXPLORING THE IMPACT OF MUSIC ON PRODUCTIVITY IN EDUCATIONAL AND WORKPLACE SETTINGS
5.	Dmitriy Ulybyshev, Yerlan Zhailauov	Esil University	REVIVAL OF THE CREATIVE ECONOMY AND INDUSTRY: KAZAKHSTANI CASE
6.	Nisa Pratiwi	Muhammadiyah Bandung University	ANALYSIS OF GREEN SUKUK IN INDONESIA : A SYSTEMATIC LITERATURE REVIEW
7.	Arga Mustopa, Sri Hartono, Naning Kristiyana	Muhammadiyah University of ponorogo	INFLUENCE SUPPORT COLLEAGUE WORK , LEADERSHIP STYLE AND COMMUNICATION TO MPM MOTOR PONOROGO DEALER PRODUCTIVITY
8.	Muhammad Abdurrauf Albisri, Wahna Widhianingrum, Titis Purwaningrum	Muhammadiyah University of ponorogo	THE INFLUENCE OF COMMUNICATION, TEAMWORK, AND LEADERSHIP ON EMPLOYEE PERFORMANCE AT PT SYNCORE INDONESIA
9.	Putro Husodo, Wahna Widhianingrum, Diana Wardhani	Muhammadiyah University of ponorogo	THE INFLUENCE OF QUALITY OF WORK LIFE, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND COMMUNICATION ON EMPLOYEE PERFORMANCE ON CV. MADIUN CREATIVE INDUSTRY
10.	Eka Fatmasari, Naning Kristiyana, Wahana Widhianingrum	Muhammadiyah University of ponorogo	THE INFLUENCE OF LEADERSHIP, COMMUNICATION AND ORGANIZATIONAL CULTURE ON THE PERFORMANCE OF EMPLOYEES OF THE SECRETARIAT OF THE DPRD OF PONOROGO REGENCY
11.	Ristian Nur Haslinda, Naning	Muhammadiyah University of ponorogo	THE INFLUENCE OF LEADERSHIP, WORK EXPERIENCE AND WORK ENVIRONMENT ON EMPLOYEE WORK CULTURE AT PT.

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	Kristiyana, Fery Setiawan		INDOMARCO PRISMATAMA IN WEST MADIUN AREA
12.	Varisa Kurniawati, Fery Setyawan, Diana Pramudya Wardani	Muhammadiyah University of ponorogo	THE INFLUENCE OF LIFESTYLE, BRAND IMAGE, AND BRAND EQUITY ON EIGER PURCHASING DECISIONS (CASE STUDY ON EIGER CONSUMERS IN MADIUN)
13.	Nofita Krisna Ndini, Fery Setyawan, Wahna Widhianingrum	Muhammadiyah University of ponorogo	INFLUENCE OF COUNTRY OF ORIGIN, BRAND IMAGE, AND PERCEIVED QUALITY ON INTEREST IN BUYING NMAX BRAND MOTORS IN PONOROGO (CASE STUDY OF PONOROGO DISTRICT COMMUNITY)
14.	Shintia Putri, Wahna Widhianingrum, Wijianto	Muhammadiyah University of ponorogo	INFLUENCE EMPLOYEE ENGAGEMENT, CULTURE ORGANIZATION AND MOTIVATION WORK TO SATISFACTION WORK EMPLOYEES AT PT. PAWNSHOP PONOROGO
15.	Annisa' Rizki Wardhani, Herlinda Maya Kumala Sari	Muhammadiyah University of Sidoarjo	THE INFLUENCE OF STOCK DIVIDENDS, RIGHTS ISSUES, AND MERGERS ON PT FREEPORT SHARE PRICES
16.	Dafa Akbar Anugrah Firdaus, Rizky Eka Febriansah	Muhammadiyah University of Sidoarjo	THE INFLUENCE OF GREEN PROMOTION, PRODUCT INNOVATION AND BRAND IMAGE ON LE MINERALE PRODUCT PURCHASE DECISIONS
17.	Dafa Akbar Anugrah Firdaus, Rizky Eka Febriansah, Alshaf Pebrianggara	Muhammadiyah University of Sidoarjo	MASTERING THE MINERAL WATER MARKET: LE MINERALE SUCCESSFUL STRATEGY IN WINNING CONSUMERS HEARTS
18.	Della Al Fauziah, Wiwit Hariyanto	Muhammadiyah University of Sidoarjo	THE IMPACT OF GOOD CORPORATE GOVERNANCE, PROFITABILITY, AND OPERATING EFFICIENCY ON FINANCIAL PERFORMANCE (CASE STUDY ON BANKS LISTED ON THE INDONESIA STOCK EXCHANGE FOR THE PERIOD 2022-2023)
19.	Dwi Apriliani, Sarwenda Biduri	Muhammadiyah University of Sidoarjo	GENDER DIVERSITY ON BOARDS, WOMEN'S LEADERSHIP AND COMPANY PERFORMANCE (EMPIRICAL STUDY OF FOOD AND BEVERAGE SUB-SECTOR MANUFACTURING COMPANIES LISTED ON THE INDONESIAN STOCK EXCHANGE IN 2018-2022)
20.	Ferdina Irawati, Vera Firdaus, Detak Prapanca	Muhammadiyah University of Sidoarjo	THE EFFECT OF ORGANIZATIONAL CULTURE, EMPLOYEE ENGAGEMENT, AND JOB SATISFACTION ON EMPLOYEE

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			ORGANIZATIONAL COMMITMENT AT PT AEROFOOD ACS SURABAYA
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22.	Levina Zahirah Hidayati, Vera Firdaus, Sumartik	Muhammadiyah University of Sidoarjo	INTEGRAL ROLE OF MOTIVATION, DISCIPLINE, AND WORK ENVIRONMENT IN IMPROVING EMPLOYEE PERFORMANCE IN SURABAYA PLANTATIONS
23.	Levina Zahirah Hidayati, Vera Firdaus, Sumartik Firdaus	Muhammadiyah University of Sidoarjo	THE INFLUENCE OF MOTIVATION, DISCIPLINE AND WORK ENVIRONMENT ON THE PERFORMANCE OF SURABAYA PLANTATION EMPLOYEES
24.	Rafi, Ruci Arizanda Rahayu	Muhammadiyah University of Sidoarjo	EFFECT OF AUDIT COMMITTEE AND AUDIT INDEPENDENCE ON THE QUALITY OF FINANCIAL STATEMENTS WITH AUDIT QUALITY AS A MODERATING VARIABLE
25.	Yolanda Aprilia Safitri, Ruci Arizanda Rahayu	Muhammadiyah University of Sidoarjo	DETERMINANTS OF CHOOSING A CAREER AS A PUBLIC ACCOUNTANT
26.	Rofiq, Supardi, Sriyono, Wisnu Panggih Setiyono	Muhammadiyah University of Sidoarjo	BUSINESS PLAN CAR RENT "GOLDEN TRANSPORT : EXPLORE MORE, RENT WITH EASE"
27.	Sibelawanti, Rita Ambarwati	Muhammadiyah University of Sidoarjo	SALES PREDICTION ANALYSIS AND STRATEGY FOR INCREASING THE VALUE OF BASIC NEEDS PRODUCTS AT PT. BELLA SANTIKA GROUP
28.	Rizqi Qurrota A'yun Burhanuddin, Muhammad Yani, Tofan Tri Nugroho	Muhammadiyah University of Sidoarjo	ANALYSIS OF E-PROMOTION, PRODUCT QUALITY, AND PRODUCT INNOVATION ON SOMETHINC PRODUCT PURCHASE DECISIONS (CASE STUDY OF SOMETHINCOFFICIAL CONSUMERS OR INSTAGRAM FOLLOWERS)
29.	Sindy Diva Maretha, Muhammad Yani, Tofan Tri Nugroho	Muhammadiyah University of Sidoarjo	ANALYSIS OF THE CONTENT MARKETING, INFLUENCER MARKETING, BRAND IMAGE AND PRICE PERCEPTION ON PURCHASE DECISIONS FOR WARDAH SKINCARE PRODUCT ON THE TIKTOK
30.	Amanda Nuzula, Eny Maryanti	Muhammadiyah University of Sidoarjo	GENDER DIVERSITY, AUDIT COMMITTEE, OWNERSHIP STRUCTURE ON FINANCIAL PERFORMANCE AND FIRM VALUE

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32.	Roudlotul Auwalina, Rizky Eka Febriansah, Dewi Komala Sari	Muhammadiyah University of Sidoarjo	CELEBRITY INFLUENCE AND ADVERTISEMENT EFFECTIVENESS: HOW CHA EUN WOO AFFECTS PURCHASE DECISIONS FOR WALL'S CORNETTO WHITE ROSE
33.	Cicik Suciati, Sigit Hermawan	Muhammadiyah University of Sidoarjo	RESEARCH TRENDS IN INTELLECTUAL CAPITAL AND UNIVERSITY PERFORMANCE: A BIBLIOMETRIC ANALYSIS USING SCOPUS DATABASE
34.	Fadilla Rahmawati, Wiwit Hariyanto	Muhammadiyah University of Sidoarjo	THE INFLUENCE OF GOOD CORPORATE GOVERNANCE, FINANSIAL PERFORMANCE AND PROFITABILITY ON FIRM VALUE OF FOOD AND BEVERAGE SECTOR COMPANIES LISTED ON THE BEI 2020-2023
35.	SyahrulAfandi Sujoki, Muhammad Yani , Misti Hariasih	Muhammadiyah University of Sidoarjo	EFFECTIVE STRATEGIES FOR BEBEK CAROK SIDOARJO RESTAURANT: ANALYZING BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTIONS INFLUENCING CONSUMER PURCHASING DECISIONS
36.	Nur Hidayatul Faiza, Sigit Hermawan	Muhammadiyah University of Sidoarjo	INTELLECTUAL CAPITAL RESEARCH TRENDS IN NON-PROFIT ORGANISATIONS: BIBLIOMETRIC ANALYSIS BASED ON SCOPUS DATA
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38.	Angraini Putri Imawati, Mochamad Rizal Yulianto	Muhammadiyah University of Sidoarjo	INFLUENCE OF PRICE PERCEPTION, BRAND IMAGE, AND PRODUCT QUALITY ON BUYING INTEREST IN IPHONE SMARTPHONE PRODUCTS (A STUDY ON CONSUMERS IN SIDOARJO)
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EFFECTIVE STRATEGIES FOR BEBEK CAROK SIDOARJO RESTAURANT: ANALYZING BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTIONS INFLUENCING CONSUMER PURCHASING DECISIONS

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Keywords: image, quality, perception, desicion

ABSTRACT

General Background: Traditional Indonesian culinary culture faces challenges as modern food products increasingly dominate consumer preferences. To preserve and promote traditional cuisine, some entrepreneurs and influencers have introduced strategies to enhance brand image, maintain product quality, and offer competitive prices. **Specific Background:** One such example is Bebek Carok Restaurant, owned by influencer Tretan Muslim in Sidoarjo, which aims to attract more consumers by highlighting traditional Indonesian dishes. **Knowledge Gap:** However, limited research exists on the impact of brand image, product quality, and price perception on consumer purchasing decisions in traditional food restaurants. **Aims:** This study aims to analyze the influence of brand image, product quality, and price perception on purchasing decisions at Bebek Carok Restaurant in Sidoarjo. **Results:** Using a quantitative approach and a sample of 96 respondents, the findings reveal that brand image, product quality, and price perception each have a positive and significant effect on purchasing decisions at the restaurant. **Novelty:** This research provides insights into the role of brand image and quality perceptions in driving consumer behavior in traditional culinary markets, a relatively underexplored area in Indonesia. **Implications:** The results offer valuable guidance for traditional food entrepreneurs, demonstrating the importance of maintaining strong brand image and product quality, alongside competitive pricing, to enhance consumer engagement and boost sales.

REFERENCES

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**EFFECTIVE STRATEGIES FOR BEBEK CAROK SIDOARJO RESTAURANT:
ANALYZING BRAND IMAGE, PRODUCT QUALITY AND PRICE
PERCEPTIONS INFLUENCING CONSUMER PURCHASING DECISIONS**

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Article Info	ABSTRACT
<p>Article history: Received Sep 13 2024 Revised Sep 22 2024 Accepted Oct 02 2024</p> <p>Keywords: Image, Quality, Perception, Decision</p>	<p>General Background: Traditional Indonesian culinary culture faces challenges as modern food products increasingly dominate consumer preferences. To preserve and promote traditional cuisine, some entrepreneurs and influencers have introduced strategies to enhance brand image, maintain product quality, and offer competitive prices. Specific Background: One such example is Bebek Carok Restaurant, owned by influencer Tretan Muslim in Sidoarjo, which aims to attract more consumers by highlighting traditional Indonesian dishes. Knowledge Gap: However, limited research exists on the impact of brand image, product quality, and price perception on consumer purchasing decisions in traditional food restaurants. Aims: This study aims to analyze the influence of brand image, product quality, and price perception on purchasing decisions at Bebek Carok Restaurant in Sidoarjo. Results: Using a quantitative approach and a sample of 96 respondents, the findings reveal that brand image, product quality, and price perception each have a positive and significant effect on purchasing decisions at the restaurant. Novelty: This research provides insights into the role of brand image and quality perceptions in driving consumer behavior in traditional culinary markets, a relatively underexplored area in Indonesia. Implications: The results offer valuable guidance for traditional food entrepreneurs, demonstrating the importance of maintaining strong brand image and product quality, alongside competitive pricing, to enhance consumer engagement and boost sales.</p> <p style="text-align: right;">This is an open-access article under the CC-BY 4.0 license.</p> 

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INTRODUCTION

In this modern era, culinary development in Indonesia is increasingly accelerating, many new culinary delights are starting to emerge and reach all regions of Indonesia and even abroad. However, currently, traditional Indonesian culinary delights are rarely known by the current generation because of the increasing number of food products.

