

The Influence of Promotion, Service Quality, and Trust on Purchasing Decisions at Ayam Geprek Romansa

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Abstract: *The increasingly competitive culinary industry requires businesses to understand the factors influencing purchasing decisions in order to maintain business sustainability. This study aims to analyze the effects of promotion and service quality on purchasing decisions, with trust serving as a mediating variable at Ayam Geprek Romansa, Penfui, Kupang. A quantitative approach with a survey method was employed, involving 100 female university students living in boarding houses as respondents, who were selected using purposive sampling. The selection of respondents was based on the characteristics of female boarding-house students as consumers with limited budgets, making them more likely to adopt rational and selective approaches when making spending decisions. The data were analyzed using path analysis to examine the direct and indirect effects among the variables. The results indicate that promotion has no significant effect on either trust or purchasing decisions. In contrast, service quality has a positive and significant direct effect on purchasing decisions but does not significantly affect trust. Trust also has no significant effect on purchasing decisions and does not mediate the relationship between promotion or service quality and purchasing decisions. These findings indicate that respondents' purchasing decisions are influenced more strongly by their direct service experiences than by promotional activities or trust. This condition is further supported by respondents' financial prudence and limited flexibility in digital payment methods, which may hinder the conversion of trust into actual purchasing decisions.*

Keywords: *Promotion, Service Quality, Trust, Purchasing Decisions*

Abstrak: Persaingan industri kuliner yang semakin ketat menuntut pelaku usaha memahami faktor-faktor yang memengaruhi keputusan pembelian untuk menjaga keberlanjutan bisnis. Penelitian ini bertujuan menganalisis pengaruh promosi dan kualitas layanan terhadap keputusan pembelian dengan kepercayaan sebagai variabel mediasi pada Ayam Geprek Romansa, Penfui, Kupang. Penelitian menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan 100 mahasiswa penghuni rumah kos sebagai responden, yang dipilih melalui teknik purposive sampling. Pemilihan responden didasarkan pada karakteristik mahasiswa indekos sebagai konsumen dengan anggaran terbatas sehingga cenderung rasional dan selektif dalam mengambil keputusan pengeluaran. Data dianalisis menggunakan Path Analysis untuk menguji pengaruh langsung dan tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa promosi tidak berpengaruh signifikan terhadap kepercayaan maupun keputusan pembelian. Sebaliknya, kualitas layanan berpengaruh positif dan signifikan secara langsung terhadap keputusan pembelian, tetapi tidak berpengaruh signifikan terhadap kepercayaan. Kepercayaan juga tidak berpengaruh signifikan terhadap keputusan pembelian dan tidak mampu memediasi hubungan promosi maupun kualitas layanan terhadap keputusan pembelian. Temuan tersebut mengindikasikan bahwa keputusan pembelian responden lebih dipengaruhi oleh pengalaman layanan secara langsung daripada promosi maupun kepercayaan. Kondisi ini didukung oleh karakteristik responden yang memiliki kehati-hatian finansial serta keterbatasan fleksibilitas metode transaksi digital yang dapat menghambat konversi kepercayaan menjadi keputusan pembelian.

Kata Kunci: Promosi, Kualitas Pelayanan, Kepercayaan, Keputusan Pembelian

INTRODUCTION

The culinary industry in Indonesia requires continuous innovation to maintain stable growth, especially as rapid digital developments fundamentally alter how consumers seek information and conduct daily transactions (Hibatullah, Tukino, & Hananto, 2025). In this highly competitive sector, food is no longer viewed merely as a basic necessity but as an integral part of modern lifestyle. Consequently, the overall customer experience, including effective complaint management and responsive interactions with business owners, directly affects satisfaction and shapes future purchasing decisions. (Kotler, Keller, & Chernev, 2021; Nada, Abolladaka, & Saragih, 2026; Yunus & Ariawan, 2022). Despite these conveniences, intense competition and various external factors such as location, retail environment, and brand image often lead to low consumer purchasing decisions (Gozali, 2024; Sinambow & Trang, 2015). This phenomenon is particularly evident at Ayam Geprek Romansa Restaurant, an MSME located in the Penfui area of Kupang.

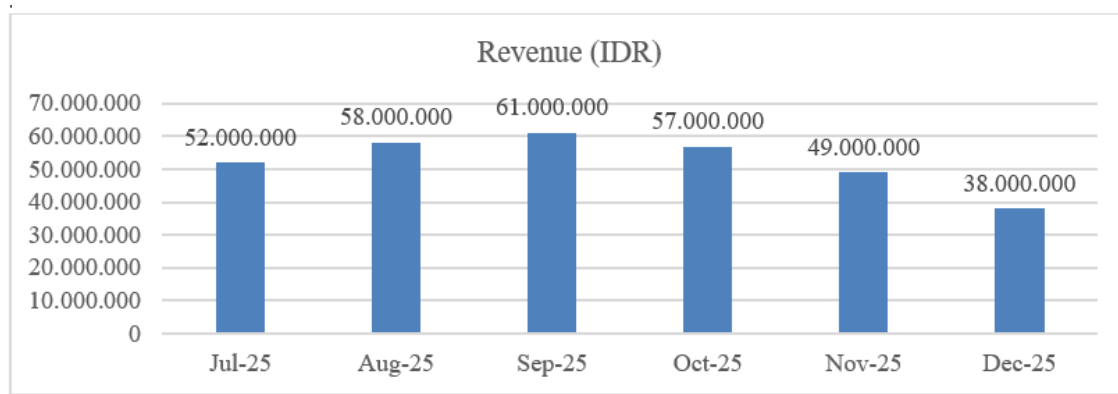


Figure 1. Fluctuation in Ayam Geprek Romansa Sales Over the Last Six Months

As shown in Figure 1, the restaurant experienced significant revenue instability over six months. Revenue demonstrated a drastic downward trend from its peak of IDR 61,000,000 in September to its lowest point of IDR 38,000,000 in December. Initial observations attribute this severe decline to several critical issues, including inconsistent product quality, ineffective promotional activities, and a perceived lack of value among its primary consumer base. To comprehensively understand this behavioral shift, this study employs the Theory of Planned Behavior (TPB) by Ajzen (1991), which provides a robust framework linking consumer intention to actual purchasing behavior. Within socio-economic contexts, purchasing decisions are not spontaneous but reflect a complex evaluation process where consumers assess multiple alternatives (Limpo, Rahim, & Hamzah, 2018; Nilowardono, Baktiono, & Rosyid, 2024).

This behavior is actively shaped by informational, social, and personal factors (Innukertarajasa & Hayuningtias, 2023). Specifically, service quality, defined as the ability to meet and exceed customer expectations (Tjiptono, 2016) serves as a critical social factor that creates positive emotional experiences (Kirom & Handayati, 2022). Meanwhile, promotions act as informational factors that generate initial product awareness (Sakka & Winarso, 2022), and trust functions as a personal variable reflecting consumers' deep confidence in service security and reliability (Maftokah, Lestari, Wulandari, & Zufar, 2023). Previous literature extensively demonstrates that promotion (Azizah, 2025; Izwana, Handayani, & Ulfa, 2024; Silaban & Rochdianingrum, 2024), service quality (Aini & Rahmawati, 2018; Kusumaningra & Putra, 2022) and consumer trust (Agustina, Tholok, & Handry, 2019; Anisa, Widjatkiko, & Pansiang, 2024)

individually have positive and significant impacts on purchasing decisions. However, these studies present a fundamental limitation that establishes the main urgency of this research: they predominantly examine these internal and external factors separately. There is a noticeable lack of comprehensive models integrating all three elements, particularly those explicitly focusing on female consumers in the digital and social media era. Addressing this crucial research gap, this study integrates these variables into a single Path Analysis model targeting a specific and unique demographic: female university students living in boarding houses in the Penfui educational district. This specific demographic offers a highly contextual perspective on purchasing patterns. Because they manage limited monthly incomes, these female students must exhibit highly rational, selective, and cautious decision-making behavior compared to general consumers. The urgency of this research lies in the intense digital business competition, dictating that MSMEs cannot rely solely on massive promotional intensity. Businesses must thoroughly understand how to strengthen direct service quality to reduce psychological doubts and build sustainable trust among budget-conscious consumers. Therefore, this study aims to analyze the effect of promotion and service quality on purchasing decisions, with trust serving as a mediating variable at Ayam Geprek Romansa, Penfui, Kupang.

METHOD

This study employs a quantitative approach using a survey method and applies Path Analysis to examine the direct and indirect effects among variables. The study was conducted at Ayam Geprek Romansa Restaurant, located in Penfui, Kupang, East Nusa Tenggara. The population of this study consisted of all customers of Ayam Geprek Romansa Restaurant who had made purchases. Because the exact population size is unknown and infinite, the sample size of 100 respondents was determined based on the methodological rule of thumb for multivariate analysis, which recommends a minimum sample size of 5 to 10 observations per indicator variable. Given that this study utilizes 16 indicators across all variables, a sample of 100 respondents adequately fulfills this requirement to achieve sufficient statistical power. The sample was selected using purposive sampling, which is a non-probability sampling technique based on specific considerations determined by the researcher. The respondents were required to be female, live in boarding houses, and have previously made purchases at the research location. In this study, there was one intervening variable, namely trust (X3), and two independent variables, namely promotion (X1) and service quality (X2). These variables influence Purchasing Decisions (Y) as the dependent variable. To measure the four research variables, respondents were given a questionnaire using a five-point Likert scale (Strongly Disagree - Strongly Agree). Table 2 presents the operational definitions and indicators for each variable.

Table 1. Operational Definitions of Variables and Indicators

Variable	Definition	Indicators
Promotion (X1)	Promotion is a communication activity carried out by individuals or businesses toward the general public to introducing products, services, brands, or businesses and persuade consumers to become interested in purchasing and using the products offered	According to Mudjiarto & Afrianti (2020), indicators of promotion include: 1. Advertising 2. Sales promotion, such as discounts or price reductions 3. Direct marketing to

	(Syahputra, 2019)	consumers 4. Promotion through digital media or social media
Service Quality (X2)	Service quality is the level of excellence in services offered by a business to customers to meet their needs and expectations (Tjiptono, 2016)	According to Zeithaml, Parasuraman, & Berry (1990), the indicators of service quality include: 1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance
Trust (X3)	Trust refers to consumers' confidence in a company's ability to provide products or services that are reliable, honest, and consistent with consumer expectations (Ardiyanto & Kusumadewi, 2019)	Caniago (2022) stated that the indicators of trust include: 1. Reliability 2. Honesty 3. Caring 4. Credibility
Purchasing Decision (Y)	Consumers identify their problems, search for specific brands or products, and then evaluate how well each alternative can solve their problems before making a purchase (Istianti, 2019)	Indicators of purchasing decisions are: 1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Purchase decision (Chen, Sujanto, Tseng, Chiu, & Lim, 2021)

The primary source and type of data used in this study were obtained directly from respondents through questionnaires distributed by the researcher. The variable indicators were adapted from relevant theories and adjusted to the needs and objectives of the study. Before empirical testing, the instrument development process involved establishing content validity. This was achieved through expert review and language adaptation to ensure that the translated indicators were culturally appropriate and easily understood by the specific demographic of female university students living in boarding houses. A pilot test was conducted to identify and eliminate any ambiguous statements before the final distribution of the questionnaire.

Path Analysis was deliberately chosen as the primary analytical technique over Covariance-Based Structural Equation Modeling (CB-SEM) or Partial Least Squares (PLS-SEM) due to the specific characteristics of the research model. Path Analysis is highly appropriate for this study because the model assesses direct and indirect (mediating) relationships using composite observed variables (mean scores of the indicators) rather than complex latent constructs that require simultaneous measurement model estimation. Furthermore, Path Analysis is robust and efficient for evaluating relatively straightforward recursive models with a sample size of 100, whereas CB-SEM typically demands a significantly larger sample size to satisfy the strict assumptions of multivariate normality and model fit.

RESULTS AND DISCUSSION

Research Results

The research instrument consisted of several statements that had undergone validity and reliability testing. The results of these tests are presented in the following table:

Table 2. Validity and Reliability Test

Variable	r-count	Cronbach's Alpha	Description
Promotion (X1)	0,791 - 0,816	0,910	Valid (r tabel: 0,361) (Standard Cronbach's Alpha: 0.60)
Service Quality (X2)	0,805 - 0,883	0,906	
Trust (X3)	0,690 - 0,738	0,867	
Purchasing Decision (Y)	0,796 - 0,610	0,869	

Source: Processed Data (2026)

Table 3 indicates that all statement items for the variables Promotion (X1) through Purchasing Decision (Y) have Cronbach's Alpha values more than 0.70 and r-count values larger than the r-table value (0.361).

Table 3. Classical Assumption Test Results

Type of Test	Parameter	Variable	Value	Standard	Description
Normality	Asymp. Sig	Residual	0,200	>0,05	Normal
Multicollinearity	Tolerance	Promotion	0,972	>0,10	Free from Multicollinearity
		Service	0,965		
		Quality	0,958		
		Trust			
	VIF	Promotion	1,028	<10,00	
		Service	1,036		
		Quality	1,044		
		Trust			
Heteroscedasticity	Sig. (Glejer)	Promotion	0,535	>0,05	Heteroscedasticity
		Service	0,247		
		Quality	0,72		
		Trust			
Linearity	Deviation from Linearity	Promotion	0,535	>0,05	Linear
		Service	0,247		
		Quality	0,072		
		Trust			

Source: Processed Data (2026)

Descriptive Analysis of Variables

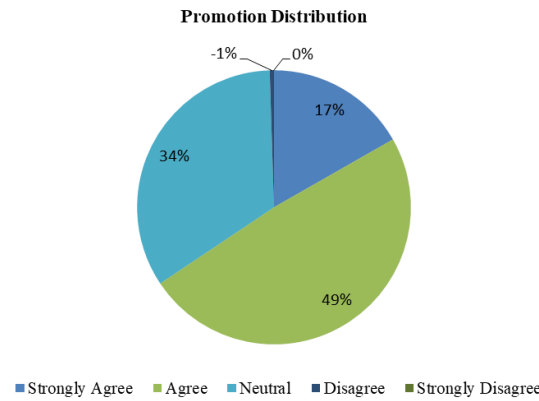


Figure 2. Descriptive Analysis of the Promotion Variable

The results in Figure 2 show that the majority of respondents (66%) gave positive responses (agree and strongly agree categories), indicating that the promotional activities are perceived as effective by consumers.

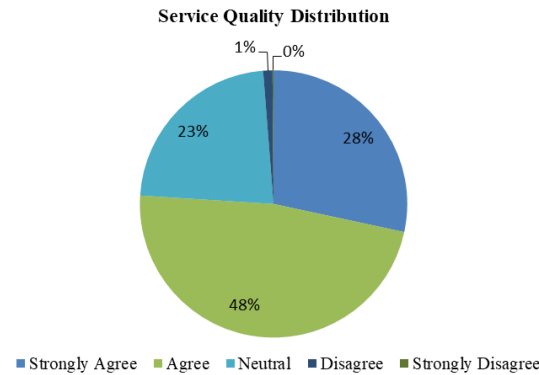


Figure 3. Descriptive Analysis of the Service Quality Variable

The results in Figure 3 show that 76% of respondents fall into the agree and strongly agree categories regarding the perceived dimensions of service quality.

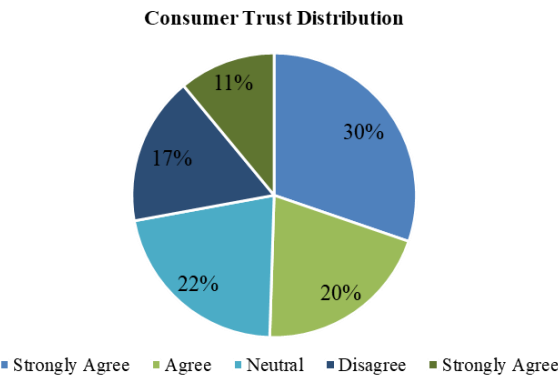


Figure 4. Descriptive Analysis of the Trust Variable

The results in Figure 4 show that 50% of respondents fall into the neutral to agree categories, indicating that consumers' trust perceptions toward Ayam Geprek Romansa have not yet been fully established.

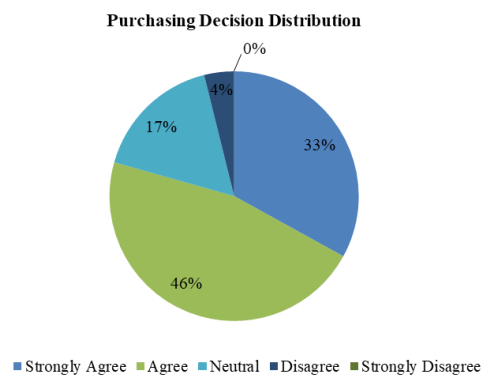


Figure 5. Descriptive Analysis of Consumer Purchasing Decisions

As shown in Figure 5, the majority of respondents (79%) selected the categories agree and strongly agree, indicating that customers frequently make purchasing decisions.

Table 4. Analysis Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	28,158	5,602		5,026	,000
	Promotion	-,029	,142	-,021	-,203	,840
	Service Quality	,002	,100	,002	,023	,981

a. Dependent Variable: Trust

Source: Processed Data (2026)

Based on the findings of the hypothesis test in Path 1 (significance values of 0.840 and 0.981 > 0.05), promotion and service quality do not significantly influence trust. The regression results indicate that these two variables have not been able to significantly affect consumer trust. These findings are further supported by the t-test, F-test, and coefficient of determination test used to evaluate the research model, as presented in the following table:

Table 5. Hypothesis 1

Type of Test	Statistical Test	Value	Standard	Significance	Description
F-test	X1,X2	2,035	< 3,089 (F _{table})	0,114 ^b	No significant effect
t-test	X1	- 0,203	< 1.98472 (t _{table})	0,840	Negative and not significant effect
	X2	0,023		0,981	Positive and not

					significant effect
Coefficient of Determination	X1,X2	64%	-	-	Fairly strong

Source: Processed Data (2026)

According to the coefficient of determination value presented in Table 5, the independent variables are able to explain 64% of trust, while the remaining 36% is influenced by variables not included in the research model.

Table 6. Research Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	21,025	6,581		3,195	,002
Promotion	,086	,149	,057	,577	,566
Service Quality	,252	,104	,240	2,416	,018
Trust	,032	,106	,030	,306	,760

a Dependent Variable: Purchasing Decision

Source: Processed Data (2026)

Service quality has a positive and significant effect on purchasing decisions, as indicated by the significance value of 0.018 (< 0.05). However, the promotion variable (sig. 0.566) and trust variable (sig. 0.760) do not have a significant effect because their significance values are greater than 0.05. The regression results indicate that purchasing decisions are influenced only by service quality.

Table 7. Hypothesis 2

Type of Test	Statistical Test	Value	Standard	Significance	Description
F-test	X1, X2, X3	2,035	$< 2,698$ (F_{table})	0,114	No effect and not significant
t-test	X1	0,577	< 1.98498 (t_{table})	0,566	Positive but not significant effect
	X2	2,416	> 1.98498 (t_{table})	0,018	Positive and significant effect
	X3	0,306	< 1.98498 (t_{table})	0,760	No effect and not significant
Coefficient of Determination	X1, X2, X3	3%	-	-	-

Source: Processed Data (2026)

According to the hypothesis test table, the variables of promotion, service quality, and trust do not simultaneously have a significant effect on purchasing decisions, as indicated by the F-test significance value of 0.144 (> 0.05). Only the service quality variable has a significant effect (sig. 0.018), while trust (0.760) and promotion (0.566) do not show significant effects. The coefficient of

determination value of 3% indicates that only a small proportion of purchasing decisions can be explained by the model, while the majority is influenced by factors outside the scope of this study. The following figure presents the path analysis model:

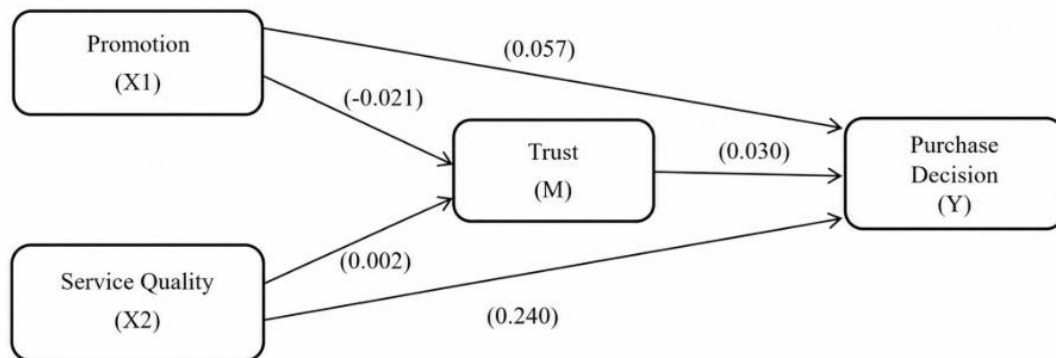


Figure 6. Path Analysis

Based on the results of the path analysis, promotion (X1) hurts a negative effect on trust (M) with a coefficient of -0.021, while service quality (X2) has a positive effect on trust (M) with a coefficient of 0.002, however, the effect is relatively small.

Table 8. Direct Effect Results

Hypothesis	Coefficients	Std. Error	t-Statistic	Significance
Promotion (X1) → Trust (M)	-0,021	0,142	-0,203	0,840
Promotion (X1) → Purchasing Decision (Y)	0,057	0,149	0,577	0,566
Service Quality (X2) → Trust (M)	0,002	0,100	0,023	0,981
Service Quality (X2) → Purchasing Decision (Y)	0,240	0,104	2,416	0,018
Trust (M) → Purchasing Decision (Y)	0,030	0,106	0,306	0,760

Source: Processed Data (2026)

Table 7 shows that promotion (X1) has a positive but insignificant effect on purchasing decisions (Y), while its effect on trust (M) is negative and insignificant. In addition, service quality (X2) has a positive but insignificant effect on trust (M), yet it has a significant positive effect on purchasing decisions (Y). Meanwhile, trust (M) has a positive but insignificant effect on purchasing decisions (Y).

Table 9. Indirect Effect Results

Hypothesis	Coefficients	Std. Error	t-Statistic	Significance
Promotion (X1) → Trust (M) → Purchasing Decision (Y)	-0,056	0,005	-0,169	0,865
Service Quality (X2) → Trust (M) → Purchasing Decision (Y)	0,240	0,003	0,019	0,984

Source: Processed Data (2026)

According to the Sobel test results, promotion (X1) through trust (M) has a negative and insignificant effect on purchasing decisions (Y). Meanwhile, service quality (X2) through trust has a positive but insignificant effect on purchasing decisions (Y).

Discussion

According to the test results, promotion does not have a significant effect on consumer trust. The relationship formed tends to be negative. The findings indicate that promotional activities conducted by Ayam Geprek Romansa failed to significantly build consumer trust. Viewed through the lens of the Theory of Planned Behavior (TPB), promotion acts as an informational factor designed to shape consumer attitudes and beliefs. However, in this specific context, the informational input did not successfully translate into the personal factor of trust. This failure is empirically supported by the demographic profile of the respondents, which consists entirely of female university students living in boarding houses. Observational data indicates that this segment operates under strict monthly financial constraints, creating a strong perceived behavioral control. Consequently, their threshold for developing trust is highly rational and defensive. They do not easily believe marketing claims unless those claims are supported by transparent and concrete evidence of value.

Critically comparing this with previous literature, these findings contradict the consensus that high-intensity promotion automatically fosters trust. For instance, while Alalwan (2018) argued that creative content quality drives consumer engagement, and Hiola (2022) supported that such engagement increases product understanding, this study demonstrates that superficial engagement alone is insufficient to build trust among highly budget-conscious consumers. Furthermore, when promotional messages lack deep relevance or appear overly exaggerated, they trigger skepticism rather than trust (Hasan & Mayr, 2026; Rizky & Majid, 2023). Therefore, unlike Sofian (2023), findings in a broader and more general market, promotion in a highly segmented and price-sensitive market must evolve from mere visual appeal into educational and evidence-based communication to effectively alter consumer beliefs.

Promotion also demonstrated no significant effect on actual purchasing decisions. According to TPB, while informational factors may create an initial positive attitude, such as brand recall, they remain insufficient to trigger behavioral intention when countered by strong perceived behavioral control. The descriptive analysis confirms that the majority of respondents actually recognized and perceived the promotions positively. However, their actual purchasing behavior is heavily restricted by their financial realities. This provides a critical extension to existing literature. While Duffett (2015) emphasized the power of social media advertising in driving millennial purchases, this study aligns more closely with Yahya & Sukandi (2022), proving that advertising intensity loses its persuasive power when consumers prioritize core economic factors such as price proportionality and absolute product necessity. For this specific demographic, promotion stops at the awareness stage because the perceived financial risk overrides the external marketing stimuli.

The study found that service quality positively but insignificantly influenced consumer trust. Within the TPB framework, service quality functions as a social factor derived from direct interactions. The tangible aspects of the restaurant, such as cleanliness and organization, successfully generated temporary positive attitudes (Dyahjatmayanti & Putri, 2020). However, it failed to establish deep and long-term trust. This occurs because trust, functioning as a core personal belief in the TPB model, requires longitudinal consistency rather than isolated positive experiences. This finding directly challenges the conclusions of Sukmawati & Massie (2015), who found a direct and significant link between service quality and trust. The divergence is theoretically explained by the high expectations and rational skepticism of the respondents. An isolated friendly encounter is appreciated but is insufficient to guarantee future consistency (Ayuningtyas & Siregar, 2021). This study supports Adiputra & Sari (2026), confirming that service quality builds

immediate satisfaction but requires sustained corporate reputation and consistent fulfillment of expectations to evolve into actual trust.

Service quality had a positive and statistically significant effect on purchasing decisions and was the only variable with a direct and significant influence, underscoring its dominant role in shaping consumers' purchase decisions. In the context of TPB, this proves that direct experiential attitudes and social interactions are the dominant drivers of behavioral intention for this demographic. Female boarding house students, despite their financial limitations, are highly responsive to empathy, courtesy, and immediate comfort during the transaction process.

These empirical results expand upon the foundational SERVQUAL theory established by Zeithaml et al. (1990). While previous studies like Kurniawan (2022) and Djafar, Yantu, Sudirman, Hinel, & Hasiru (2023) noted the importance of service quality alongside price and product, this study demonstrates that in a highly competitive MSME culinary environment, exceptional direct service can actually compensate for other perceived deficiencies. For students evaluating alternatives, the psychological comfort and respect received during the service encounter become the primary justification for their expenditure.

Contrary to general marketing assumptions, consumer trust did not significantly drive purchasing decisions. Applying the TPB framework, even if a consumer holds a positive personal belief toward a business, the final behavioral intention can be blocked by negative perceived behavioral control. In this study, the empirical barrier was the lack of transactional convenience. Observational data revealed that the restaurant's limited digital payment methods created friction during the final purchasing stage.

This provides a critical comparison to studies like Setiawan & Ali (2025), which found trust to be highly effective in e-commerce settings where payment systems are seamless. In an offline MSME setting, this study proves that trust remains dormant and cannot translate into action if the physical or digital infrastructure frustrates the consumer (Agustiningrum & Andjarwati, 2021; Malinda, Pristiyono, & Siregar, 2023; Rahman & Nurlatifah, 2020). Thus, consistency in service builds trust Anureza (2025), but transactional convenience is required to trigger the actual purchase.

Consequently, trust failed to mediate the relationship between either promotion or service quality and purchasing decisions. The indirect pathways were fundamentally broken by the unique characteristics of the respondents and the operational environment. First, the path from promotion through trust to purchase failed because the promotional information lacked the educational depth required to bypass the rational skepticism of budget-constrained students (Sriningsih & Patrikha, 2020). Second, the path from service quality through trust to purchase failed because, although positive initial perceptions were formed, the actual execution of the purchase was hindered by transactional friction.

This sharply contrasts with Mahendra & Padmanty (2024), who found trust to be an effective mediator. This study contributes a new theoretical nuance, revealing that trust cannot function as an effective mediating variable when external perceived behavioral controls, such as financial vulnerability and inflexible transaction systems, overwhelm the consumer's internal beliefs. To convert service quality and promotion into sustained sales, MSMEs must modernize their transaction systems to match the practical and digital needs of their consumers.

CONCLUSION

This study concludes that service quality is the primary factor influencing purchasing decisions at Ayam Geprek Romansa, while promotion and consumer trust do not play a significant

role in influencing the behavior of female students. Regarding the first research objective, promotion and service quality were found to have no significant effect on consumer trust. This condition is mainly influenced by the characteristics of the respondents, namely female students living in boarding houses with limited income, who tend to be rational and selective and prioritize transparency and consistent long-term experiences over promotional frequency or temporary service experiences. Furthermore, in relation to the direct influence on consumer behavior, service quality is the only variable that demonstrates a positive and significant effect on purchasing decisions. Although promotion shows a positive direction of influence, its strength remains too weak to directly encourage purchases among this consumer group, who place greater value on direct treatment, responsiveness, and empathy during the transaction process. The findings indicate that consumers make decisions based on the value and comfort they experience during service rather than on external promotional stimuli. Furthermore, regarding the mediation objective, trust failed to function as an effective mediating variable in the relationship between promotion and service quality and purchasing decisions. Although service quality is capable of creating positive initial perceptions, these perceptions do not develop into actual purchases through trust due to technical barriers within the transaction system, such as limited digital payment methods. Therefore, to maintain business sustainability, business owners need to focus on maintaining high service responsiveness while modernizing transaction systems to become more flexible and aligned with consumers' practical needs.

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