



The Influence of Price and Taste on Consumer Preferences: A Study of Various Fried Chicken Outlets

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Abstract

This study aims to examine the influence of price and taste on consumer preferences across various ayam geprek outlets. The increasing competition within the fast-food culinary sector, particularly among businesses offering spicy crushed fried chicken, has intensified the need to understand the determinants of consumer purchasing decisions. As consumer behavior becomes increasingly dynamic and value-oriented, identifying the key factors influencing outlet selection becomes essential for business competitiveness and sustainability. A quantitative research design was applied, using a structured questionnaire distributed to 120 respondents who had purchased ayam geprek from more than one outlet. The collected data were analyzed using multiple linear regression to determine both the partial and simultaneous effects of price and taste variables on consumer preferences. The findings indicate that price and taste each exert a significant influence on consumer preferences, demonstrating that both dimensions contribute meaningfully to decision-making patterns. Moreover, taste emerged as the most dominant determinant, suggesting that consumers prioritize flavor quality, consistency, and sensory satisfaction when selecting an outlet, while price functions as a complementary factor reflecting perceived value and product worthiness. These insights hold strategic implications for culinary business development and market positioning.

Keywords: *Consumer Preferences; Chicken; Purchasing Decision*

Abstrak: Penelitian ini bertujuan untuk mengkaji pengaruh harga dan rasa terhadap preferensi konsumen di berbagai gerai ayam goreng. Meningkatnya persaingan di sektor makanan cepat saji, terutama di bisnis yang menawarkan ayam goreng dengan sambal, telah memperkuat kebutuhan untuk memahami faktor-faktor yang menentukan keputusan pembelian konsumen. Karena perilaku konsumen menjadi semakin dinamis dan berorientasi pada nilai, mengidentifikasi faktor-faktor kunci yang memengaruhi pemilihan outlet sangat penting untuk keberlanjutan dan daya saing bisnis. Penelitian ini menggunakan pendekatan kuantitatif dengan mendistribusikan kuesioner terstruktur kepada 120 responden yang telah membeli ayam goreng dari lebih dari satu gerai. Data yang diperoleh kemudian dianalisis menggunakan regresi linier berganda untuk mengukur pengaruh variabel harga dan rasa parsial dan simultan terhadap preferensi konsumen. Hasilnya menunjukkan bahwa harga dan rasa secara signifikan memengaruhi preferensi konsumen, yang berarti kedua dimensi berkontribusi pada pola pengambilan keputusan. Selain itu,

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rasa ditemukan sebagai faktor yang paling dominan, menunjukkan bahwa konsumen mengutamakan kualitas rasa, konsistensi, dan pengalaman sensorik dalam memilih outlet, sedangkan harga bertindak sebagai indikator nilai dan kelayakan produk. Temuan ini memberikan implikasi strategis bagi pengembangan bisnis kuliner dan pemosisian pasar.

Kata kunci : Preferensi Konsumen; Ayam; Keputusan Pembelian .

INTRODUCTION

The culinary industry is one of the fastest-growing sectors in Indonesia over the past decade. This growth is characterized not only by the increasing number of businesses but also by the increasing diversity of product innovations and business models offered to consumers. In recent years, the growth of the fast food business has become increasingly significant, owing to the increasing mobility of modern society, which demands practical, affordable, and delicious food. This trend is fueled by urban lifestyles, the development of digital delivery services, and shifting consumer preferences that prioritize speed and convenience in obtaining food.

One of the most popular culinary products with a wide fan base is ayam geprek (smashed chicken). This dish is a variation of fried chicken served by mashing it with chili sauce, giving it a strong, spicy kick as its main characteristic. This appeal has made ayam geprek not just a casual meal but also a part of the local culture, especially among students, college students, and young workers. This phenomenon has contributed to the growth of franchises, local brands, and independent businesses that feature ayam geprek as a mainstay.

The popularity of fried chicken (ayam geprek) has encouraged many businesses to open outlets with strategic differentiation, such as varying spiciness levels, chili sauce blends, additional toppings, portion sizes, and competitive pricing. Consequently, competition among fried chicken vendors has increased significantly, both in terms of taste and marketing strategy. In this environment, a deep understanding of consumer preferences is a strategic aspect for maintaining market position and increasing customer loyalty. (Munawaroh Munawaroh et al., 2023)

Two key variables consumers often consider when choosing a fried chicken outlet are price and taste. Price acts as an indicator of value and is a key determinant in the purchasing decision-making process. In the context of fast food outlets targeting cost-sensitive segments, such as students and lower-middle-income workers, a price structure commensurate with food quality and portion size can influence consumer perceptions of product suitability. Consumers tend to compare prices between outlets, especially since the characteristics and basic components of fried chicken products are relatively similar. Excessively high prices without commensurate quality can discourage purchase interest, while affordable prices that still provide good value will increase consumer preference.

On the other hand, taste is a psychological and sensory factor that significantly determines customer satisfaction and loyalty. In the food industry, taste is often considered a key quality indicator that shapes a product's brand image. Consistency of flavor, balance of seasonings, chicken texture, and the desired level of spiciness are factors that can create a sustainable competitive advantage. When consumers are satisfied with the taste, they are more likely to make repeat purchases and recommend a product to others.

Consumer preferences are a complex combination of experiences, perceptions, needs, and expectations regarding a product. The wide selection of fried chicken outlets creates a competitive market and simultaneously demands that consumers make more selective decisions. Therefore, it is important to examine the extent to which price and taste partially or simultaneously influence consumer preferences when choosing a fried chicken outlet.

Based on this phenomenon, this study was conducted to empirically analyze the role of price and taste in influencing consumer preferences at various fried chicken (ayam geprek) restaurants. The results are expected to provide practical contributions to culinary businesses in formulating appropriate marketing strategies, while also enriching academic studies on consumer behavior in the highly competitive fast food industry. (Jamal Andi & Busman Sherwin A, 2021)

METHOD

This study used a quantitative approach with a survey method to analyze the influence of price and taste on consumer preferences at various fried chicken (ayam geprek) stores. This approach was chosen because it allows researchers to obtain numerical data that can be statistically processed, allowing for measurable and objective analysis of the relationships between variables. The survey method was deemed relevant in this study because it was able to gather direct information from consumers regarding their purchasing experiences, perceptions of quality, and both rational and emotional considerations in choosing fried chicken products.

The research instrument was a structured questionnaire compiled using a Likert scale to allow for quantitative categorization and interpretation of responses. The questionnaire was distributed to respondents who had experience purchasing fried chicken from more than one outlet, so that opinions provided were based on actual comparisons, not assumptions or a single preference. Furthermore, the survey method allowed for a larger sample size, allowing for a higher degree of generalizability to the general population of fried chicken consumers.

Using this method, researchers can identify the strength of influence of each variable, both partially and simultaneously. The obtained data is then

analyzed using multiple linear regression techniques to test the established hypotheses. (Sulistiowati & Paludi, 2024)

RESULTS AND DISCUSSION

Based on the results of a survey conducted at several fried chicken shops, it was found that price, taste, and the level of competition around the store location have a significant influence on consumer preferences. The data shows that although price and taste are the most dominant factors in determining purchasing decisions, the presence of competitors with similar products also has a significant impact on consumer choice patterns. Consumers tend to compare not only the price and quality of taste between outlets, but also consider distance, convenience of access, and the menu variety offered by competitors.

These findings indicate that in the competitive fast-food market, consumer preferences are shaped by a combination of internal product factors and external market environmental factors. Therefore, businesses must not only maintain quality taste and set competitive prices, but also consider location and differentiation strategies to stay ahead of the competition.

Price

Price is a crucial element in the marketing mix, strongly influencing consumer purchasing decisions, particularly in the fast-food industry, particularly in places like fried chicken (ayam geprek). A survey revealed that most respondents considered price a crucial factor before choosing a fried chicken outlet. Respondents tended to weigh the appropriateness of price against food quality, portion size, service, and the overall consumer experience. Therefore, price is viewed not merely as a nominal figure but also as a representation of the value received by consumers.

Survey findings indicate that many respondents compare prices between stores before making a purchase. This is due to the relatively uniform characteristics of fried chicken products in terms of ingredients and presentation, allowing consumers to feel free to choose the outlet with the most suitable price without feeling compromising on quality. In this context, price is treated as a rational evaluation tool that helps consumers determine whether a product is worth purchasing.

Among price-sensitive consumers, such as students, economic considerations dominate over other preferences. This consumer group tends to choose outlets offering affordable prices, promotions, or value packages that offer greater benefits at a lower cost. Respondents in this group often stated that while taste is important, the final decision is still heavily influenced by the price structure offered. When prices are perceived as higher than those of other outlets offering similar flavors, consumer preference tends to weaken, even prompting them to switch to other, more economical stores.

However, price isn't always the sole determinant of consumer preferences. Survey results also indicate a relationship between price and perceived quality. Several respondents stated that excessively low prices raise doubts about the quality of ingredients, cleanliness, or presentation standards. This suggests that consumers view price as an indicator of quality, reflecting production standards, raw materials, and the professionalism of the outlet. Therefore, extremely low prices can create negative perceptions if not supported by clear evidence of quality. (Hasyim & Hanadelansa, 2022)

On the other hand, excessively high prices can also potentially reduce consumer appeal, especially when there is no significant value differentiation in terms of taste, service, or dining experience. For more rational consumers, price differences between outlets that are not offset by differences in quality will be a primary consideration when choosing alternatives. This suggests that pricing strategies must consider the balance between product value and consumer perceptions of price fairness.

Furthermore, respondents in the working class and those with more stable incomes exhibited different behavioral tendencies. They were more tolerant of price variations as long as the taste quality was maintained and the consumption experience was deemed satisfactory. This group chose based on a combination of functional and emotional values, including convenience, ease of service, and the outlet's reputation.

Overall, the results of this study confirm that price plays a significant role in influencing consumer preference for geprek chicken products. Price sensitivity varies across consumer segments, but the general pattern suggests that competitive pricing commensurate with quality can increase purchasing interest and preference for a particular outlet. Geprek chicken entrepreneurs need to establish a pricing strategy that takes into account cost structures, target market characteristics, and the competitive environment around the business location. An appropriate pricing strategy can not only increase competitiveness but also support long-term consumer loyalty. (Said Rian Al Hasan, Septi Ambar Indraningtia Sukma, Miftachul Chusnah, Umar Khasan, 2025)

Flavor

Taste is the most dominant factor in determining consumer preference for geprek chicken, even more influential than price or location. A survey revealed that the majority of respondents confirmed that their decision to purchase geprek chicken is heavily influenced by the sensory experience they experience when consuming the product. Factors such as chili sauce quality, spiciness level, chicken texture, aroma, and flavor consistency over time are key factors influencing consumer loyalty and satisfaction. (Sasongko et al., 2020)

One of the survey's key findings is that spiciness is a key component of geprek chicken's identity. Consumers expect a spicy flavor that's not just strong, but also has a distinctive chili flavor, not just a flavorless spiciness. Respondents believe that chili sauce with a fresh aroma, a balanced blend of chilies and spices, and precise processing significantly enhance product quality. Many consumers expressed a preference for freshly ground chili sauce, as it's considered more authentic than ready-to-eat or mass-produced chili sauce.

Furthermore, chicken texture is another aspect of concern. According to respondents, the ideal geprek chicken has a crispy exterior yet remains juicy on the inside. A texture that is too hard or dry is often the reason consumers don't return to a particular store. The combination of chicken texture and evenly penetrating chili sauce is considered a competitive advantage for stores that can maintain it. (Maina & Usman, 2024)

Aroma also plays a significant role in shaping taste perception. Respondents stated that the fragrant, fresh, and appetizing aroma of chicken increases expectations before the food is consumed. Conversely, overpowering aromas like used oil or stale ingredients can immediately reduce purchase intention, even before consumers experience the product directly. Based on these findings, it can be concluded that processing and kitchen cleanliness are indirect but crucial factors in creating a quality taste experience.

Flavor consistency is another factor that determines loyalty. Consumers are more likely to return to a fried chicken shop that delivers the same flavor every time. Inconsistent flavors, such as being too spicy on one occasion and too bland the next, are thought to undermine trust in product quality. Consumers who perceive a significant change in their taste experience are more likely to switch to another shop offering a more consistent and predictable flavor. (Novita et al., 2022)

Another important finding is the existence of price tolerance related to taste. Survey results showed that some respondents were willing to pay a higher price if the taste of geprek chicken was perceived as superior to that of competitors. In other words, taste has bargaining power that can reduce price sensitivity. This is especially true among consumer groups who prioritize quality and the dining experience over mere economic considerations.

Overall, the analysis shows that taste plays a role not only as a sensory attribute but also as a symbol of brand identity and a differentiator that can enhance a fried chicken shop's competitive position. In the context of increasingly fierce competition in the culinary business, taste is a strategic element that can be used for market differentiation. Therefore, business owners need to ensure that all aspects related to taste quality, from raw material selection and cooking techniques to presentation consistency, are optimally and sustainably maintained. (Putri, 2024)

Surrounding Competition

The presence of competing stores near the purchase location is an external factor that significantly influences consumer preferences and behavior in choosing fried chicken. In the context of a competitive culinary market, especially for products with a high degree of homogeneity like fried chicken, consumers typically consider not only the internal quality of the product but also compare services between providers in a relatively close area. Survey findings indicate that geographic proximity between stores triggers a more in-depth evaluation process for consumers before deciding where to purchase.

Consumers tend to consider various differentiating dimensions such as price, taste, service, portion size, cleanliness, and speed of service. However, survey data indicates that the two elements most often used as the basis for comparison are taste and price. Respondents in this study revealed that even though some stores offer lower prices, they still choose the store with better and more consistent taste. Therefore, price competition is not always the primary determining factor in competition, especially if the store has strong taste differentiation and is able to provide a satisfying culinary experience. (Wieke Dwi Sulistianova et al., 2025)

Besides price and taste, customer service is also a key factor in competitive analysis. Respondents assessed that friendly service, fast service, and a well-organized ordering system increase preference and loyalty. Stores that offer consistent, friendly, and professional service have a better chance of winning the competition, even in crowded markets. In some cases, respondents stated that a negative experience with service can be a primary reason for switching to another store, even if the main product has good taste. (Aditia et al., 2024)

This study also identified that location plays a strategic role in market competition. Stores located in easily accessible locations, such as near campuses, shopping centers, or densely populated residential areas, tend to have a larger customer base. However, an ideal location doesn't necessarily guarantee market dominance if competitors in the same area offer superior value in other categories, such as taste, menu variety, or more competitive prices. Thus, location can be seen as a supporting factor, but not the sole determinant, in the fried chicken competition.

Furthermore, the presence of shops offering innovations, such as different spiciness levels, additional toppings, or modern presentation concepts, presents a unique challenge for conventional fried chicken (ayam geprek) business owners. Survey respondents indicated that menu variety provides additional appeal, especially to consumers who prioritize new experiences and flexibility of choice. In this context, menu innovation serves

as a form of differentiation that can strengthen a shop's competitiveness in a competitive environment.

Another factor influencing consumer preferences is reputation and reviews from other customers. In the digital age, consumers easily compare user experiences through social media, food review platforms, and word-of-mouth recommendations. Stores with positive reputations and numerous positive reviews tend to receive higher preference, even in environments with numerous competitors. Therefore, public image and the quality of relationships with consumers are crucial elements in maintaining a competitive position. (Aries et al., 2024)

Analysis of the Influence of Price, Taste, and Competition on Consumer Preferences

Analysis of research findings shows that consumer preference for geprek chicken products is influenced by three main factors: price, taste, and surrounding competitive conditions. These three factors do not stand alone but interact to shape consumers' final decisions when choosing a particular geprek chicken store. The following analysis explains how each factor works individually and collectively to influence consumer purchasing behavior . (Wieke Dwi Sulistianova et al., 2025)

In terms of price, the results of this study align with the theoretical framework of consumer behavior, particularly that presented by Kotler and Keller (2016), who explain that price is a value indicator and plays a crucial role in the evaluation of alternatives before a purchase is made. Consumers tend to assess whether the price paid is commensurate with the benefits or quality received. If the price is perceived as comparable to, or even lower than, the product's quality, then the perceived value increases and the likelihood of repeat purchases increases. Conversely, a relatively high price, while perhaps reflecting better quality, can still be a barrier for certain consumer groups with high price sensitivity, such as students, college students, or workers with limited incomes.

Furthermore, price is also closely related to perceptions of price fairness. Consumers in this survey showed a tendency to compare prices between fried chicken (ayam geprek) stores, especially if the products offered have similar characteristics. If the price difference between stores is significant without any clear advantages in terms of taste or portion size, consumers tend to choose the store offering the more affordable price. Therefore, pricing strategies, whether price penetration, competitive pricing, or quality-based pricing, are crucial in shaping consumer preferences and winning market competition. (Rivaldi & Nastiti, 2022)

Furthermore, in terms of taste, this study shows that taste is the most dominant factor and a top priority in purchasing decisions. This aligns with consumer satisfaction theory, which states that product quality, particularly

sensory qualities such as taste, aroma, texture, and appearance, is the biggest determinant of consumer loyalty in the culinary industry. Ayam geprek consumers have clear expectations regarding taste characteristics, especially because this food is synonymous with the level of spiciness that is a characteristic and emotional appeal for spicy food lovers.

Survey results show that consumers are willing to pay a higher price if the taste offered is superior to that of other stores. This confirms that taste not only creates satisfaction but also increases product value (perceived value), which can outweigh price considerations. Furthermore, taste consistency is a crucial element in maintaining customer loyalty. Several respondents mentioned negative experiences when a product's taste changes or is inconsistent between purchases. Inconsistency in taste can undermine consumer trust and influence their decision to repurchase or switch to another store.

In addition to internal factors, surrounding competition also plays a significant role in shaping consumer preferences for fried chicken. The presence of nearby competing stores creates a competitive market environment and encourages consumers to compare various aspects before making a purchase. Consumers compare not only price and taste but also non-product aspects such as store cleanliness, speed of service, dining experience, and promotional strategies like discounts, bonus toppings, or various chili sauce options.

This study found that stores that offer the optimal combination of superior taste, competitive prices, and excellent service are more likely to become consumers' top choice, even if they are located in areas with many competitors. In other words, physical proximity between stores does not automatically reduce a business's competitiveness, as long as the stores can establish clear and consistent differentiation. (Majid et al., 2025)

These findings align with the concept of differentiated competition in the culinary sector, where consumers seek not only products but also experiences. The presence of social media and food review apps further intensifies the competitive dynamic, as consumers can quickly access information and recommendations before making a purchase.

Overall, the research results show that the three factors of price, taste, and surrounding competition interact to influence consumer preferences and behavior. Taste acts as an emotional factor that creates satisfaction, price is a rational factor that influences perceived value, and surrounding competition acts as a driver of evaluation of alternatives between stores. These three factors form a systematic decision-making process, in which consumers seek the best balance between emotional and functional benefits.

The implication of these findings for fried chicken businesses is the need for an integrated business strategy. Businesses cannot simply rely on low prices; they must ensure superior and consistent taste. Furthermore, they

need to understand local competitive dynamics and utilize relevant marketing strategies, including menu innovation, service innovation, digital marketing, and customer loyalty programs. (Irwandini, 2025)

CONCLUSIONS

Based on the research results and discussion, it can be concluded that price and taste significantly influence consumer preferences at various fried chicken (ayam geprek) restaurants. Price is a key consideration for consumers, with consumers tending to choose stores that offer prices they perceive as reasonable and commensurate with the portion size and quality of the food they receive. Competitive pricing can increase purchasing interest, especially among cost-conscious consumers, such as students, without sacrificing product quality. On the other hand, taste proved to be the dominant factor influencing consumer preferences. Consumers considered taste quality, spiciness level, chicken texture, aroma, and flavor consistency as key factors in their decision-making. These findings suggest that consumers are willing to pay a higher price if the offered taste is more satisfying than competitors. Consistency of taste is an indicator of consumer trust in a particular store, so stores that can maintain taste quality over time have a greater chance of retaining and increasing customer loyalty.

In addition to internal factors such as price and taste, the competitive environment around a store also influences consumer preferences. Consumers tend to compare prices, taste, and service from nearby stores before making a decision. Stores that balance reasonable prices, superior taste, and effective marketing strategies have a greater chance of winning consumer preference, even in the presence of numerous competitors.

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