

THE INFLUENCE OF PRICE, LOCATION AND SERVICE QUALITY ON PURCHASING DECISIONS AT WARUNG MIE SURABAYA DEK UYUN IN AMBARAWA

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ABSTRACT

This study aims to determine the influence of price, location, and service quality on product purchasing decisions, especially in the food sales business sector, which is motivated by the times. So people often look for something easy, practical, and instant to meet the needs of food and drinks. The population in this study is all people who have made purchases at Warung Mie Surabaya Dek Uyun Ambarawa. The sampling technique uses Accidental Sampling with a sample of 100 respondents from consumers of Warung Mie Surabaya Dek Uyun Ambarawa. The method used in this study is multiple linear regression with data collection techniques using questionnaires. While instrument testing uses validity and reality test Based on the results of the classical assumption test, it is known that the data used in this study are normally distributed, free from symptoms of multicholinerity, and heteroscedasticity does not occur. The results of the t test study on the price variable showed a calculated t value of $0.568 > t_{table} 1.980$ with a significance value of $0.571 > 0.05$, the location variable showed a t_{count} of $3.881 > t_{table} 1.980$ with a significance value of $0.000 < 0.05$, the service quality variable showed t_{count} of $3.891 > t_{table} 1.980$ with a significance value of $0.000 < 0.05$, it can be concluded that the variables of location, and service quality partially have a positive and significant effect on purchasing decisions. However, the first variable is the price that has no effect with a calculated t value of $0.568 > t_{table} 1.980$ with a significance value of $0.571 > 0.05$. The advice in this study is location, and service quality is very important for consumers when going to buy a product, it is expected that entrepreneurs are required to consider things related to location, and service quality.

Keywords: Price, Location, Quality of Service, Purchasing Decision.

1. INTRODUCTION

The increasing economy and rapid technological development cause changes in behavior and appetite in diet. Because of the development of eating activities become more practical, many people spend time eating by ordering through applications or directly to stores providing ordering facilities.

The many variants of the same food products sold make consumers more careful in making purchases. There are so many things that need to be decided by consumers in order to purchase food products sold. Merchants in this case have done many ways and efforts to make consumers interested in buying the food products offered. But it still cannot attract consumer interest in making purchases.

Therefore, many merchants need to learn things related to consumer purchasing decisions. Purchasing decisions are one of the things that traders must learn, not just make variations

on their products. This needs to be done to find out the desires of consumers in each place. There are many factors that influence purchasing decisions, but among them there are price, location, and quality of service. On the other hand, the price is affordable and has menu variants besides Surabaya noodles, there are also kwetiew, cap jay and fried rice. Mie Surabaya Dek Uyun in Ambarawa has a strategic location, and can be reached in all directions and easy to find. As well as friendly service from Mie Surabaya Dek Uyun in Ambarawa. Purchasing decisions are actions taken by consumers because of a perceived impulse or motive.

Therefore, culinary business owners or MSMEs must follow the times to launch the culinary business they pursue. But there are also other things that need to be considered, namely how business owners attract consumers to buy the goods they sell. Because nowadays many businesses sell the same goods or products. That way business owners must have an innovation to make their culinary business or MSMEs run smoothly, one of which is by providing the best price, finding a strategic location, and providing maximum service. In order to trigger the purchase decisions of old consumers and add new consumers.

Kotler (2019) price is the money charged on a particular product. Business owners set prices in a variety of ways. In small companies, prices are often set by top management, Kotler (2019). Price itself is one of the many things that must be determined precisely by business owners, in order to get consumers. Price is also the sum of values including goods and services offered to replace objects (Habibah and Sumiati, 2020). The definition of price (Mardia, 2021) is a sum of money spent on a product or service, or a number of values exchanged by consumers to obtain benefits or use of a product or service. Price itself can trigger a purchase decision, an MSME must take into account the determination of large or small prices to influence consumers in making purchase decisions (Poin Sri Mardiasih, 2019).

Location is the place where a business or business activity is carried out. A business that is located in a crowd or easily accessible to consumers is one of the strategies that business people do before running their business. According to Kotler and Armstrong (2018), location is one of the things that can improve consumer purchasing decisions or various company activities to make the products produced or sold affordable and available to the target market, in this case related to how to deliver products or services to consumers and where the location is strategic. Location must also be taken into account, because determining the right and convenient location and having easy access and large parking lots can influence consumer purchasing decisions (Poin Seri Mardiasih, 2019). Location is one of the important factors for business actors because it can affect the development and survival of the company, location also affects marketing success. A strategic location will invite more new customers, rather than places that are difficult to reach by customers (Radna, 2019).

Arianto (2018) Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on the timeliness of meeting customer expectations. It is hoped that good service can have a positive effect and make consumers feel appreciated, and make consumers want to buy goods or products again. Kotler (2019) defines service quality as a form of consumer assessment of the level of service received with the expected level of service. Dzikra (2020) also states that service quality is a strategic system involving all work units or organizational units from leaders to employees so as to meet the needs expected by consumers. Good, fast, and precise service quality can also influence consumers in making purchasing decisions (Sinta Yuliana and Ali Maskur, 2022).

Based on previous research that has analyzed the effect of location, price, and service quality on customer satisfaction. Alfredo Anshar's study (2020) entitled "The Effect of Location, Price, and Service Quality on Customer Satisfaction of PT. Nugraha EkaCourier Line (JNE) Gunung Anyar Surabaya" the results of the study found a positive and significant relationship between price and customer satisfaction. Determination of price policies that are in accordance with the quality and benefits of the services offered can provide a good orientation.

A different study conducted by Yuni Maxi Putri, Hardi Utomo, and Fudji Sri Mar'ati (2020) entitled "The Effect of Service Quality, Location, Price, and Digital Marketing on Consumer Loyalty at Grand Wahid Hotel Salatiga" found that location and service quality did not have a significant influence on consumer loyalty.

In this era of globalization, quality is seen as one of the tools to achieve competitive advantage, because quality is one of the main factors determining the selection of products and services for consumers. Surabaya noodle stall Dek Uyun in Ambarawa is a culinary business field, one of which is favored by the community.

So as to generate interest or encouragement to meet needs. According to (Faisal Hardiansyah, 2019) argues that the purchase decision is the stage where the buyer has determined his choice and made a purchase of the product, and consumed it. Decision making by consumers to purchase a product begins with awareness of needs and wants.

Some of the phenomena that occur at Mie Surabaya Dek Uyun in Ambarawa are consumer disappointment with the price offered, which is still relatively expensive from other Surabaya noodle traders, and the noodles obtained are relatively small. Another phenomenon is a parking lot that is less spacious, making it difficult for consumers to make purchases directly or using applications. Another phenomenon is unsatisfactory service when purchasing on the spot, because it is very long because everything is done alone.

Based on the background above, the formulation of the research problem emerged as follows: 1.Does the price variable affect the purchase decision at the Surabaya Dek Uyun noodle stall in Ambarawa?, 2.Does the location variable affect the purchase decision at the Surabaya Dek Uyun noodle stall in Ambarawa?, 3.Does the service quality variable affect the purchase decision at the Surabaya Dek Uyun noodle stall in Ambarawa?.

2. LITERATURE REVIEW

Purchasing Decision

Purchasing decision is a selection of two or more options or alternatives, in other words choices or alternatives must be available to someone When making decisions, Indrasari (2019). Meanwhile, according to Mangkunegara (2019), purchasing decisions are performance frameworks or something that represents what consumers believe in making buying decisions.

The performance framework is shaded by two main factors, namely the attitude of others, and unexpected situations. If performance is below expectations, consumers are not satisfied. Conversely, if the performance meets consumer expectations, it will cause satisfaction and pleasure.

Purchase Decision Indicators

There are 5 indicators in purchasing decisions according to (Kotler Philip, 2021), namely: There is a product stability, a purchase decision can also be made by consumers by looking for this information., There are buying habits, getting recommendations from suppliers with important information, that a purchase decision indicator is very interesting,

Recommendations from others, can convey information from others in order to be interested in making this purchase, There is a repurchase, this is very important in your business, so there is a reason then consumers also make a repurchase on a product.

Based on research conducted by Laili Nur Indahsari and May Roni (2022) entitled "The Influence of Service Quality, Price, and Location on Purchasing Decisions at BE Kalirejo Coffee Shops" that price, location, and service quality have a positive and significant influence on purchasing decisions. As for a similar study conducted by Faisal Hardiansyah, Makmung Nuhung, and Ismail Rasulong (2019) entitled "The Influence of Location and Price on Purchasing Decisions at Singapore Restaurants in Maksassar City" that price and location have a positive and significant effect on purchasing decisions.

Price

Kotler (2019) price is the money charged on a particular product. Business owners set prices in a variety of ways. In small companies, prices are often set by top management, Kotler (2019). Price itself is one of the many things that must be determined precisely by business owners, in order to get consumers.

Price Indicators

There are four indicators in price according to (Kotler and Amstrong, 2019), which are as follows: Price Affordability, Price Suitability with Product Quality, Price Suitability with Benefits, and Price in accordance with Price Ability or Competitiveness.

According to research conducted by Faisal Hardiansyah, Mahmud Nuhung, Ismail Rasulong (2019) entitled "The Influence of Location and Price on Purchasing Decisions at Singapore Restaurants in Makassar City" which shows that price has a positive effect on purchasing decisions. This is similar to research conducted by Poin Sri Mardiasih (2019) entitled "The Influence of Price Perception, Product Quality, and Location on Purchasing Decisions in the Market that price has a positive and significant effect on purchasing decisions.

Location

Location is the place where a business or business activity is carried out. A business that is located in a crowd or easily accessible to consumers is one of the strategies that business people do before running their business. According to Kotler and Armstrong (2018), location is one of the things that can improve consumer purchasing decisions.

Factors that influence location selection according to (Asnaru, 2015) are, as follows: Access, namely the location passed is easily accessible by public transportation facilities, Visibility, which is a location or place that can be seen clearly from normal visibility, Traffic (traffic, A spacious, comfortable, and safe apprkir place, Expansion, ie there is a large enough place for business expansion in the future.

Based on research conducted by Vania Senggetang, Silvya L. Mandey, Silcyljeova Moniharapon (2019) entitled "The Influence of Location, Promotion, and Price Perception on Consumer Purchasing Decisions in Kawanua Emerald City Manado Housing" that location has a positive and significant effect on purchasing decisions. A similar study was conducted by Rany Sugianto Sugianta, Ovinus Ginting (2020) entitled "Analysis of the Effect of Price, Product Quality, Location, Facilities, and Promotion on House Purchase Decisions in Medan Resort City Housing that location has a positive and significant effect on consumer purchasing decisions.

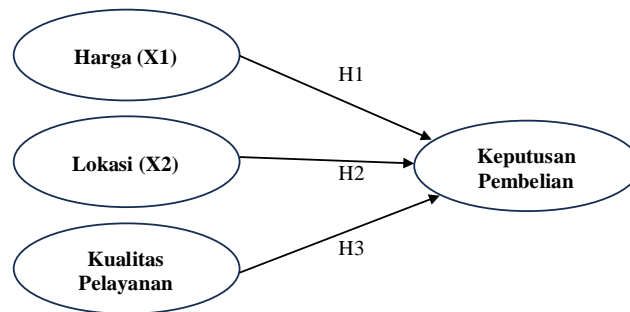
Quality of Service

Arianto (2018) Quality Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on punctuality to meet customer expectations. According to

Tjiptono (2019), service quality is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected service quality. There are five indicators in determining service quality (Jeany and Mauli Siagian, 2020), including: Direct evidence, Reliability, Responsiveness, Assurance, Empathy.

Based on research conducted by Sinta Yuliana and Ali Maskur entitled "The Influence of Product Quality, Price Perception, Service Quality, and Location on Purchasing Decisions (Study on Sinestesa CoffeeShop Pati Customers)" that location has a positive and significant influence on purchasing decisions. A similar study was conducted by Laili Nur Indahsari and May Roni (2022) entitled "The Influence of Service Quality, Price, and Location, on Purchasing Decisions at BE Kalirejo Coffee Shops" that location influences purchasing decisions.

Gambar 2.1 Kerangka Pemikiran



3. DATA AND RESEARCH TECHNIQUE ANALYSIS

a. Population and Sample

Population is the totality of each element to be studied, which has the same characteristics, can be individuals from a group, event, or something to be studied (Handayani, 2020).

The population in this study is all consumers who purchased products at WARUNG MIE SURABAYA DEK UYUN AMBARAWA in the period October 2023 to November 2023. Based on sample calculations using the Lemeshow formula above. So this study was determined as many as 100 respondents, the number of respondents were visitors who became consumers at WARUNG MIE SURABAYA DEK UYUN AMBARAWA. Sampling techniques with *accidental sampling* techniques are sampling techniques based on chance, namely anyone who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to meet is suitable as a data source (Sugiyono, 2019).

b. Research Variables and Indicators

Variable Operational Definition

Variable	Definition of research variables	Indicators
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<p>Purchasing Decision (Y)</p>	<p>Purchasing decision is the stage where the buyer has determined his choice and made a purchase of the product, as well as consumed it. Decision making by consumers to purchase a product begins with awareness of needs and wants. Faisal Hardiansyah (2019)</p>	<ol style="list-style-type: none"> 1. The presence of product stability. 2. There is a buying habit. 3. Recommendations from others. 4. Repurchase.
<p>Price (X1)</p>	<p>Price is the money charged on a particular product. Business owners set prices in a variety of ways. In small companies, prices are often set by top management. Price itself is one of the many things that must be determined precisely by business owners, in order to get consumers. Kotler (2019)</p>	<ol style="list-style-type: none"> 1. Affordability 2. Price Compliance with Product Quality 3. Price Match with Benefits 4. Price according to Ability or Price Competitiveness
<p>Location (X2)</p>	<p>Location is the place where a business or business activity is carried out. A business that</p>	<ol style="list-style-type: none"> 1. Access 2. Visibility 3. Traffic
	<p>is located in a crowd or easily accessible to consumers is one of the strategies that business people do before running their business. Location is one of the things that can improve consumer purchasing decisions. Kotler and Armstrong (2018)</p>	<ol style="list-style-type: none"> 4. Spacious, comfortable and safe parking lot 5. Expansion

Quality of Service (X3)	Quality of Service can be interpreted as focusing on meeting needs and requirements, as well as on the timeliness of meeting customer expectations. It is hoped that good service can have a positive effect and make consumers feel appreciated, and make consumers want to buy goods or products again. Arianto (2018)	<ol style="list-style-type: none"> 1. <i>Tangibles</i> (Direct Evidence) 2. <i>Reliability</i> 3. <i>Responsiveness</i> 4. <i>Assurance</i> 5. <i>Empathy</i>
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c. Data Collection Methods

The methods used in this study are survey methods and data collection techniques using questionnaires that are manifested in the form of statements. Questionnaire is a data collection technique carried out by giving a set of written statements to respondents to answer

d. Research Methods

This study uses classical assumption tests, multiple linear regression, t tests, f tests and coefficients of determination.

4. RESULT AND DISCUSSION

Result

In research, the results of the classical assumption test all the results do not occur. Multiple linear regression results in table 1

Table 1
Multiple Linear Regression Testing
Coefficientsa

Type	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	.660	1.297		.509	.612		
price	.056	.098	.054	.568	.571	.460	2.173
location	.385	.099	.401	3.881	.000	.397	2.519
Service	.322	.081	.388	3.981	.000	.446	2.245

a. Dependent Variable: purchasing decision

Based on table 1 above, a linear regression equation can be made that reflects the relationship between the variables in this study as follows:

$$Y = 0.660 + 0.056 X1 + 0.385 X2 + 0.322 X3 + e$$

Based on the results of the multiple linear regression equation can be translated as follows:

- a. The regression coefficient for the constant of 0.660 is positive, meaning that when Price, Location and Quality of service increase by one unit, purchasing decisions can increase by 0.660
- b. The regression coefficient for the Price variable of 0.056 is positive, meaning that the cheaper the Price, the more the purchase decision increases
- c. The regression coefficient for the Location variable of 0.385 is positive, meaning that the better the location, the more the purchase decision will increase.
- d. The regression coefficient for the service quality variable of 0.322 is positive, meaning that the better the service quality, the more the purchase decision will increase

In the results of the t test, there is one variable that has no relationship, namely the price variable for 2 variables, namely location and quality have a positive relationship. For the results of the f test, it can be explained as follows: the results of regression analysis using a significant level are $0.000 < 0.05$, which shows that together the variables of work price, location and service quality have a significant effect on purchasing decisions, so that it can be interpreted that the variables in this study are worthy of being a research model.

The results in the termination coefficient test essentially measure how far the model is capable of the independent variable (X) in explaining the variation of the dependent variable (Y).

Table 2 Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistic			Sig. F Change
						F Change	df1	df2	
1	.771a	.594	.581	1.620	.594	46.764	3	96	.000

a. Predictors: (Constant), service, price, location

b. Dependent Variable: purchase decision

In table 2 it is shown that the value of Adj R² obtained is 0.581 which means that 58.1% of purchasing decisions can be explained by variables Price, Location and Quality of service, while the rest is influenced by other variables outside this research model.

DISCUSSION

a. The Effect of Price on Purchasing Decisions

The results of this study prove that price variables have no effect on purchasing decisions.

This can be seen from the value of the positive directional regression coefficient with a significance value of $0.571 > 0.05$. Based on the results of responders' responses to the largest indicator on price variables, namely price affordability. This means that affordability does not affect consumers' decisions to buy at Dek Uyun food stalls. Or in other words, the cheaper or more expensive the price does not affect the consumer's decision to buy at the Uyun deck noodle stall. This is because consumers have long subscribed to the stall, so it is no longer a matter of price in influencing consumer decisions, but other factors, such as buying habits. Similarly, for new consumers, it is not price that is seen in purchasing decisions, but other factors such as store mood.

The results of this study are not in accordance with the theory that price is money charged on a particular product. Business owners set prices in a variety of ways. In small companies, prices are often set by top management. Price itself is one of the many things that must be determined precisely by business owners, in order to get consumers. (Kotler 2019)

The results of this study are in accordance with research conducted by Merata, (2018), price has no effect on purchasing decisions. Similarly, Ardianto's research, (2017) price has no effect on purchasing decisions.

b. Location Influences Purchasing Decisions

The results of this study prove that the location variable has a positive and significant effect on purchasing decisions as seen from the significance value of $0.00 < 0.05$. This means that the better the location, the more the purchase decision increases. With a clean location, it makes consumers feel comfortable at the Mie Dek Uyun stall, besides that with a good parking attendant at that location, consumers will feel safe when enjoying food. Based on respondents' responses, the biggest indicator on the location variable is the expansion indicator. This means that consumers strongly support the growth and development of sales of Surabaya Dek Uyun noodle stalls, When there is an expansion of the location, or simply consumers hope that the location of the stall will be wider considering the large number of consumers, that way, the purchase decisions made by consumers will increase.

The results of this study are in accordance with the theory of Kotler and Armstrong (2018) Location is a place where a business or business activity is carried out. A business that is located in a crowd or easily accessible to consumers is one of the strategies that business people do before running their business. Location is one of the things that can improve consumer purchasing decisions.

The results of this study are in accordance with research conducted by Rahma, (2019) proving that location affects purchasing decisions. Ruslinda's research, (2019) which proves in her research that location significantly affects purchasing decisions.

c. The Effect of Service Quality on Purchasing Decisions

The results of this study prove that service quality has a positive and significant effect on purchasing decisions. This can be seen from the significance value of $0.000 < 0.05$. This means that the better the quality of service, the more purchasing decisions can increase. The quality of service can be seen from cleanliness, neatness of clothes, ability to prepare food, and responsiveness to serve consumers. When this can be done well, the purchase decisions made by consumers will naturally increase. Similar results can be seen in respondents' responses to the service quality variable with the largest indicator, namely empathy or concern for the owner of the deck uyun stall towards its consumers. For example, such as giving an offer on spicy taste because consumers like spiciness, or massal giving tissue before consumers ask.

The results of this study are in accordance with Arianto's (2018) theory that Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on punctuality meeting customer expectations. It is hoped that good service can have a positive effect and make consumers feel appreciated, and make consumers want to buy goods or products again.

The results of this study are in accordance with research conducted by Raisa, (2021) found that service quality has a significant positive effect on purchasing decisions. Similarly, Syaharuddin, (2019) found that service quality affects purchasing decisions.

5. CONCLUSION

From the discussion that has been described and based on the data obtained by the author from research as discussed in this thesis, the following conclusions can be drawn: Price does not affect purchasing decisions. Location has a positive and significant influence on purchasing decisions. This means that the better the location, the more the purchase decision increases. The quality of service is positive and significant to the purchase decision. This means that the better the quality of service, the more increased the purchase decision at the Surabaya noodle stall dek uyun, Ambarawa.

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