

THE INFLUENCE OF LOCATION ON PURCHASE DECISIONS THROUGH INCREASING SALES VOLUME



Ahmad Karim
Universitas Pembinaan Masyarakat Indonesia, Indonesia
ahmadkarimk1973ok@gmail.com

Abstract

Intense competition in the business world requires companies to be able to develop their businesses continuously innovate and make new breakthroughs. This research aims to examine variables that influence purchasing decisions and consumer satisfaction, namely location and price variables to increase sales volume. This research uses quantitative methods using primary data. The sampling method used in this research is a non-probability sampling method, with the Accidental Sampling technique which is a technique for determining samples by chance. The sample in this study amounted to 97 respondents. The results of the T model 1 test can be seen in Table 4.22, namely with a beta coefficient value of 0.471 which shows a positive direction with a significance value of 0.000 which is smaller than the significance level of 0.05. This shows that location (X1) has a positive and significant effect on purchasing decisions (Y1). The second hypothesis proposed in this research states that sales volume moderates the relationship between location and purchasing decisions at the Simpang Tiga Tanjung Morawa Restaurant. The test results can be seen in the location variable, the parameter coefficient value is 3.594 with a significance value of 0.002. The interaction variable X1 obtained a parameter coefficient of -0.070 with a significance value of 0.007. Future researchers can retest consistency or add new variables that were not examined in this research.

Keywords: Purchase Decision, Increase in Sales Volume, Consumer Satisfaction

INTRODUCTION

Intense competition in the business world today requires companies to be able to develop their businesses continuously. Companies must make innovations and new breakthroughs to maintain and develop the business. A company is said to have a competitive advantage if it has something different compared to its competitors in terms of attracting consumers in determining their purchasing decisions (Kango et al., 2019; Sukarmen et al., 2013). Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something to make a purchase or use a particular product (Balawera, 2013; Sari, 2020)). The stages in the purchasing decision process are problem recognition such as information search; evaluation of alternatives; buying decision; and post-purchase evaluation. The purchasing decision dimensions consist of product choice; brand choice; choice of purchasing channel; time of purchase; and the number of private purchases (Aisha & Kurnia, 2022)

Location is a reference for various marketing activities which in its existence can facilitate and facilitate the distribution of products and services from producers to consumers. Criteria for a strategic location include good road conditions (Kelvinia et al., 2021), traffic flow is not congested, easy to reach, the business location is close to public facilities and facilities in the company area are adequate such as the availability of a large, clean and beautiful parking location, a safe environment, which is an important value for consumers to consider when they want to buy a product. company at present and in the future (Azkiyah et al., 2020; Murtiyoko, 2021). On the other hand, if the location of a company is less strategic then there will be obstacles in the process of delivering the company's products which will result in consumer effectiveness and efficiency not being met properly (Kurniawan et al., 2012), this is likely to trigger consumer reluctance to buy the products offered by the company (Maulana YS, 2018).

This research aims to look for new gaps that have not been studied by previous researchers. One of the differences between this research and previous research is the location and research object. Based on the description explained above, researchers are interested in researching variables that influence purchasing decisions and consumer satisfaction, namely location and price variables to increase sales volume.

REVIEW OF LITERATURE

Location

Location refers to a place, location or where something is placed. A good location for business activities is a location that has a positive impact or implication related to the marketing activities carried out. Of course, a location is chosen to carry out business activities in order to maintain and even be able to support the development of the business. Choosing a location is part of what determines the success of a business activity because it is one way to maximize opportunities that stem from a particular business idea or idea (Ningrum, 2020). Choosing a company location is also directed at minimizing the risks that can be experienced when running a particular business, one of which is the risk regarding costs that the company will bear and face on many occasions, both short and long term. This will also be influenced by the type or types of work that an entrepreneur will do, whether he should place more emphasis on outreach to consumers, recruitment and acquisition of certain types of workers or require him to pay more attention to the reach of the distribution of raw materials needed in processes. production. Some of these considerations will then be formulated into reasons for an entrepreneur in choosing and determining a particular business location that he will use (Priangani, 2013). These are considerations that every entrepreneur must think about and prepare carefully when running his business, especially in preparing the best location for his business.

Location indicator (Tarreh, 2018), using the following indicators: Access is a location that is frequently traveled and easy to reach. Visibility, is a location or place that can be seen clearly from a normal viewing distance. Traffic, consists of two main considerations, namely: The large number of people passing by can provide a big opportunity for impulse buying to occur. Traffic density and congestion can also be an opportunity, which is one of the points in advertising. Environment, is an environmental situation where the point of advertising includes comfort, cleanliness and environmental safety. The criteria is the location, namely the right location, strategic and has good prospects for installing advertising media (Mardiasih, 2020).

Purchase Decision

The purchasing decision is one of the steps in the purchasing decision process before post-purchase behavior. When entering the purchasing decision stage, consumers are previously faced with several alternative choices, so at this stage consumers will take action to decide to buy the product based on the choices determined. Tjiptono in the research journal (Syahrazad & Hanifa, 2019) states that “purchasing decisions are one part of consumer behavior. Where, consumer behavior is actions that are directly involved in efforts to obtain, determine products and services including the decision-making process that precedes and follows these actions”. Decision making is an activity of individuals who are directly involved in obtaining and using the goods offered. (Kotler, 2010) suggests that purchasing decision actions lead to the final purchasing behavior of consumers, both individuals and households who purchase goods and services for personal consumption. Meanwhile Assael (Milano et al., 2021) stated that purchasing decision making is a process of assessing and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable. Consumer purchasing decisions are an integration process that combines knowledge in evaluating two or more alternative behaviors, and choosing one of them (Sopiah & Herman, 2018). Based on this description (Philip Kotler, Hermawan Kartajaya, 2022) stated several indicators of organizational commitment consisting of product choice, brand choice, distribution choice, purchase time and payment method.

Sales Volume

Sales are a set amount that can be made on credit or cash and generally to several customers. Sales on credit “Accounts Receivable” (Zulkarnain M et al., 2019)). Like when buying, company selling activities are bound by certain buying and selling conditions. When selling, sometimes companies have to accept returns or give discounts. This happens if the goods being sold do not match the buyer's requests. Receipt of goods that have been sold is called sales return, while giving a discount is called a price reduction (sales allowance). In general, sales returns and price reductions are recorded in one account, which is called: sales returns and price reductions (sales returns and allowances). (Dadang Suparman., S.Pd.I., 2018) states that sales can create a process of exchanging goods or

services between the seller and the buyer. With a means of exchange in the form of money, it will be easier for people to fulfill all their desires and sales will be easier to do. (Situmorang, 2022) stated that there are several indicators of sales volume, including the following: Achieving sales volume, earning profits, supporting company growth.

RESEARCH METHOD

This study took the object at the Simpang Tiga Tanjung Morawa Restaurant. This research is a quantitative research with primary data directly from respondents (Osborne, 2011). The sampling method used in this research is a non-probability sampling method, with the Accidental Sampling technique, which is a technique for determining samples by chance, that is, anyone who meets the researcher by chance can be used as a sample if they meet the sample criteria determined by the researchers (Anwar, 2011).

The study in this research was carried out in several waysstages, the first stage is formulating the main study. Compiling indicators and questions related to location, purchasing decisions and sales volume. The second stage is collecting data which is done by distributing questionnaires to respondents and accompanying respondents when filling out the questionnaire. The questionnaire used will then be tested for validity and reliability (Stockemer, 2018). This research instrument was tested using a 1-5 Likert scale (Joshi et al., 2015). The validity test is a test carried out to measure the validity of data by comparing the R_{table} and R_{count} values, while the reliability test is used to test the reliability of the instrument by looking at the Cronbach alpha value. If the Cronbach alpha value is higher than 0.60 then the instrument is said to be reliable.

The population in this research is the number of customers of the Simpang Tiga Tanjung Morawa Restaurant 2437.5. The sample in this study amounted to 97 respondents with a sampling technique using Accidental Sampling. This research uses a quantitative type of research with data collection methods through observation, interviews, questionnaires, literature, books and the internet. Data analysis in this research uses data quality tests, namely validity tests and reliability tests. The data analysis technique in this research uses classical assumption tests, namely normality test, multicollinearity test, heteroscedasticity test, multiple linear analysis test and hypothesis testing using the

coefficient of determination test, simultaneous test (F test) and partial test (T test) (Sugiyono, 2017). Meanwhile, for moderator variables, Moderated Regression Analysis (MRA) is used. The data obtained was processed using the SPSS version 26 system.

RESULTS AND DISCUSSION

Based on research observations, data on respondents' characteristics based on consumer purchasing choices was obtained in table 1.

Table 1
Characteristics of Respondents Based on Purchasing Choices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dine-in	77	79.4	79.4	79.4
	Wrap	20	20.6	20.6	100.0
	Total	97	100.0	100.0	

Source: Processed primary data, 2022

From the table above, it can be concluded that the purchasing choice that many consumers make in this research is eating on site.

The findings from the results of filling out the questionnaire then obtained information on the characteristics of respondents based on the age of the respondents, which can be seen in table 2.

Table 2
Characteristics of Respondents Based on Respondent Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30	37	38.1	38.1	38.1
	31 - 40	29	29.9	29.9	68.0
	41 - 50	31	32.0	32.0	100.0
	Total	97	100.0	100.0	

Source: Processed primary data, 2022

From the table above, it can be seen that the consumers who made the most purchases at the Simpang Tiga Tanjung Morawa Restaurant in this study were in the 20–30-year age range.

The findings from the results of filling out the questionnaire then obtained information on the characteristics of respondents based on the respondent's gender, which can be seen in table 3.

Table 3
Characteristics of Respondents Based on Respondent Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	48	49.5	49.5	49.5
	Woman	49	50.5	50.5	100.0
	Total	97	100.0	100.0	

Source: Processed primary data, 2022

From the table above, it can be seen that the consumers who made the most purchases at the Simpang Tiga Tanjung Morawa Restaurant in this research were female consumers.

The findings from the results of filling out the questionnaire then obtained information on the characteristics of respondents based on the type of work of the respondents, which can be seen in table 4.

Table 4
Characteristics of Respondents Based on Respondent's Type of Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil Servants (PNS)	29	29.9	29.9	29.9
	Private employees	47	48.5	48.5	78.4
	Self-employed	13	13.4	13.4	91.8
	Housewife (IRT)	8	8.2	8.2	100.0
	Total	97	100.0	100.0	

Source: Processed primary data, 2022

From the table above it can be seen that the consumers who make the most purchases at the Simpang Tiga Tanjung Morawa Restaurant in this research are consumers who work as private employees.

The findings from the results of filling out the questionnaire then obtained information on the characteristics of respondents based on the number of respondents' purchasing visits, which can be seen in table 5.

Table 5
Characteristics of Respondents Based on The Number of Respondents' Purchasing Visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 times	22	22.7	22.7	22.7
	4 times	26	26.8	26.8	49.5
	> 4 Times	49	50.5	50.5	100.0
	Total	97	100.0	100.0	

Source: Processed primary data, 2022

From table 4 above, it can be seen that the consumers who made the most purchases at the Simpang Tiga Tanjung Morawa Restaurant in this research were consumers who had made more than 4 (four) purchasing visits to the Simpang Tiga Tanjung Morawa Restaurant.

Apart from the results of the respondent characteristics data, the results of the validity test of the respondents' answers which have been tested using SPSS 26 are presented in table 5.

Table 6
Validity Test Results

Variable	Items	Rcount	Table	Information
Location (X)	X1.1	0.344	0.200	Valid
	X1.2	0.451	0.200	Valid
	X1.3	0.423	0.200	Valid
	X1.4	0.473	0.200	Valid
	X1.5	0.606	0.200	Valid
	X1.6	0.509	0.200	Valid
	X1.7	0.517	0.200	Valid
	X1.8	0.277	0.200	Valid
	X1.9	0.461	0.200	Valid

	X1.10	0.417	0.200	Valid
Purchase Decision (Y)	Y1.1	0.494	0.200	Valid
	Y1.2	0.321	0.200	Valid
	Y1.3	0.439	0.200	Valid
	Y1.4	0.416	0.200	Valid
	Y1.5	0.514	0.200	Valid
	Y1.6	0.397	0.200	Valid
	Y1.7	0.310	0.200	Valid
	Y1.8	0.452	0.200	Valid
	Y1.9	0.494	0.200	Valid
	Y1.10	0.244	0.200	Valid
Sales Volume (Z)	Z.1	0.293	0.200	Valid
	Z.2	0.356	0.200	Valid
	Z.3	0.408	0.200	Valid
	Z.4	0.492	0.200	Valid
	Z.5	0.488	0.200	Valid
	Z.6	0.476	0.200	Valid
	Z.7	0.513	0.200	Valid
	Z.8	0.423	0.200	Valid
	Z.9	0.373	0.200	Valid
	Z.10	0.346	0.200	Valid

Source: Processed primary data, 2022

Based on table 6, the results of the validity test of all question items are declared valid, because the calculated R value is greater than R table. Which means that all the questions that can be used in this research are valid.

The results of the reliability test are presented in table 7 below.

Table 7
Reliability Test Results

Variable Indicator	Cronbach Alpha	Sig	Information
Location (X1)	0.684	0.60	Reliable
Purchase Decision (Y1)	0.659	0.60	Reliable

Sales Volume (Z)	0.667	0.60	Reliable
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Source: Processed primary data, 2022

Based on table 7 above, it shows that all items were declared reliable because they obtained a Cronbach's Alpha value above the standard reliability value of 0.60.

Discussion

In general, choosing a strategic location aims to maximize the production processes of economic activities or activities carried out in order to maximize the opportunity to get the highest profit by paying attention to the type or type of business run by a company. Selecting and determining the right business location applies to both large and small companies because they will always be in contact with various external parties, especially markets and suppliers of product raw materials.

The purchasing decision is one of the steps in the purchasing decision process before post-purchase behavior. When entering the purchasing decision stage, consumers are previously faced with several alternative choices, so at this stage consumers will take action to decide to buy the product based on the choices determined. (Dadang Suparman., S.Pd.I., 2018) states that sales can create a process of exchanging goods or services between the seller and the buyer. With a means of exchange in the form of money, it will be easier for people to fulfill all their desires and sales will be easier to do. Long distances are not a problem for sellers.

The first hypothesis states that location has a positive and significant effect on purchasing decisions. The results of the T model 1 test can be seen in table 4.22, namely with a beta coefficient value of 0.471 which shows a positive direction with a significance value of 0.000 which is smaller than the significance level of 0.05. This shows that location (X1) has a positive and significant effect on purchasing decisions (Y1). This means that the results found did not occur by chance and are statistically reliable, providing confidence that the relationship between location and purchasing decisions is not an occurrence caused by random variability. Improving quality or location strategy can be considered as a factor that can increase customer attractiveness and preference for making purchasing decisions. These results may have significant practical implications for restaurant management. Increased investment or increased focus on optimal locations can be considered an effective

strategy to improve sales performance and customer purchasing decisions. Keep in mind that while location can be an important factor, other factors such as quality of service, price, and promotions can also influence purchasing decisions. Therefore, management needs to consider these aspects in designing their business strategies.

Location is not only a physical element, but also a strategic element that can influence customer preferences and purchasing decisions, and that managing it well can provide a competitive advantage. This is because a good location means the restaurant or business is within reach or close to its main target market. This makes customers more likely to choose that place because of its easy access. Strategic location can increase accessibility and affordability for customers. If a business is easy to reach, whether in terms of transportation or distance, customers will tend to visit more often. A strategic location can improve branding and business image. For example, restaurants in the city center may be considered more exclusive than those in the suburbs, an attractive location can increase attractiveness for investors and opportunities for future business development and through good location management, businesses can create sustainable competitive advantages. This can be a differentiation factor that is difficult for competitors to copy.

The second hypothesis proposed in this research states that sales volume moderates the relationship between location and purchasing decisions at the Simpang Tiga Tanjung Morawa Restaurant. This hypothesis assumes that there is a relationship between location variables and purchasing decision variables at the Simpang Tiga Tanjung Morawa Restaurant. That is, the location of a restaurant is thought to influence the extent to which customers make decisions to purchase products or services. Sales volume has a role as a moderator in the relationship between location and purchasing decisions. As a moderator, sales volume is considered to influence the strength or direction of the relationship between location and purchasing decisions.

In this context, sales volume is identified as a moderating factor that can influence the extent of location's impact on purchasing decisions. This means that location effects may vary depending on the level or conditions of sales volume. Sales volume may indicate a restaurant's level of popularity or success, and through this hypothesis, the study sought to explore how this may moderate the impact of location. If sales volume moderates the

relationship between location and purchasing decisions, restaurant managers can use these findings to design more effective management strategies. There may be a need for adjustments in marketing, promotional, or operational strategies based on different levels of sales volume.

An example of such a strategy is identifying market segments based on different levels of sales volume. It could be that there are customers who are more likely to visit when sales volume is high or vice versa, which will have an impact on managers to adjust marketing and promotional strategies for each market segment. For example, offering special discounts for customers who tend to visit when sales volume is low. Both dynamic price adjustments Optimize revenue and increase customer attraction at certain moments, creating a balance between supply and demand. Menu and inventory alignment, adjust menu, and inventory based on sales volume projections. Ensure that the stock and menu available are adequate to handle spikes or declines in sales volume so that you can optimize operations and efficiency, avoiding excess stock or shortages of inventory that can affect the customer experience.

CONCLUSION

The first hypothesis states that location has a positive and significant effect on purchasing decisions. The results of the T model 1 test can be seen in table 4.22, namely with a beta coefficient value of 0.471 which shows a positive direction with a significance value of 0.000 which is smaller than the significance level of 0.05. This shows that location (X1) has a positive and significant effect on purchasing decisions (Y1). This research is in line with research conducted by Robin Zheng, 2021, taking the title of the influence of location and service quality on fuel purchasing decisions at the Singapore Station Katamso Medan gas station. The results showed that location had a significant effect on purchasing decisions. And this research is inversely proportional to research conducted by (Hidayat, 2020), which shows that the location variable has a negative and insignificant effect on the purchasing decision variable. From this it can be concluded that a strategic location is able to influence consumers in making purchasing decisions at the Simpang Tiga Tanjung Morawa Restaurant.

The second hypothesis proposed in this research states that sales volume moderates the relationship between location and purchasing decisions at the Simpang Tiga Tanjung Morawa Restaurant. The test results can be seen in table 4. The location variable obtained a parameter coefficient value of 3.594 with a significance value of 0.002. The interaction variable X1 obtained a parameter coefficient of -0.070 with a significance value of 0.007. The conclusion is that the interaction variable Sales volume moderates the relationship between price and purchasing decisions at the Simpang Tiga Tanjung Morawa Restaurant.

Based on the results of this research, in order to conduct further research, conduct further research to identify and understand other moderating factors that may influence the relationship between price and purchasing decisions in the restaurant context. This will help in understanding how other factors, besides sales volume, can moderate this relationship, in addition Based on the finding that sales volume moderates the price and purchasing decision relationship, develop a marketing strategy that leverages this knowledge. There may be opportunities to adjust prices or promotional tactics based on sales volume to increase customer appeal.

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