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## THE EFFECT OF LOCATION AND PRICE ON CONSUMER DECISION IN MOTORCYCLE SERVICE BUSINESSES AT CV JAYA AGUNG MANDIRI, NGABANG DISTRICT

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### Abstract

This study examines the effect of location and price on consumer decisions in selecting motorcycle service services at CV Jaya Agung Mandiri, Ngabang District. An associative research design was applied. The population comprised consumers domiciled in Ngabang who had used the workshop's services, with 100 respondents selected through purposive sampling. Data were collected using a structured questionnaire and tested for validity and reliability. Classical assumption tests (normality, linearity, and multicollinearity) were conducted prior to hypothesis testing. The analysis employed multiple linear regression, correlation and determination coefficients, and simultaneous (F-test) and partial (t-test) significance tests using SPSS 25. The regression model indicates positive coefficients for both predictors ( $Y = 2.133 + 0.110X_1 + 0.396X_2$ ). The correlation coefficient ( $R = 0.528$ ) suggests a moderate relationship between the independent variables and consumer decision, while the coefficient of determination ( $R^2 = 0.279$ ) shows that location and price explain 27.9% of the variance in consumer decisions, leaving 72.1% attributable to other factors not included in the model. The F-test result ( $F = 18.745$ ;  $p < 0.05$ ) indicates that location and price jointly have a statistically significant effect on consumer decisions. The t-test results confirm that each variable has a significant positive effect when assessed separately (location:  $p = 0.002$ ; price:  $p < 0.001$ ). These findings imply that, within the observed setting, consumers' service choices are associated with accessibility-related considerations and perceived price appropriateness, although substantial variance remains unexplained and may involve service quality, trust, or other contextual determinants.

**Keywords:** Location, Price, Consumer Decision

## INTRODUCTION

Competition in the automotive industry, particularly in motor vehicle service services, has become increasingly intense along with the growing number of motorcycle users in Indonesia. Data from the Ministry of Industry of the Republic of Indonesia (Kementerian Perindustrian, 2024) show that the domestic automotive industry recorded investments amounting to Indonesian Rupiah 174.31 trillion. This figure reflects the high market demand for vehicle maintenance and repair services, including motor vehicle service services. Based on data from the Directorate General of Fiscal Balance of the Ministry of Finance of West Kalimantan (2023, Quarter Two), the wholesale and retail trade sector, including the repair of cars and motorcycles, plays a significant role in the formation of the Gross Regional Domestic Product of West Kalimantan Province in 2023, contributing 14.87 percent. This sector shows a fluctuating yet increasing contribution. In this context, Ngabang District, as one of the economic centers for the community of Landak Regency, has become an area experiencing the growth of the automotive industry, particularly motorcycle service services.

CV Jaya Agung Mandiri is a limited partnership that was established in 2005. At the beginning of its establishment, CV Jaya Agung Mandiri only provided two-wheeled vehicle service services and operated under the name Jaya Agung Motor. In 2012, based on a Decree from the Ministry of Law and Human Rights, Jaya Agung Motor officially changed its name to CV Jaya Agung Mandiri. In the same year, the company began expanding its services by providing motorcycle service services for various types and brands of two-wheeled vehicles. Continuous customer service since its establishment has enabled CV Jaya Agung Mandiri to build a large base of loyal customers. Ngabang District, which is located in Landak Regency, has a considerable number of business actors focusing on the sales and service of two-wheeled vehicles, including the provision of spare parts from various brands. This intense competition encourages consumers to be more selective in choosing service providers that offer the best service quality, appropriate prices, and complete spare part availability.

CV Jaya Agung Mandiri is one of the automotive industry businesses located in Pulau Bendu Hamlet, Hilir Tengah Village, Ngabang District, Landak Regency. Founded by Mr. Liu Edi Gusno in 2005, CV Jaya Agung Mandiri is an automotive service business that provides motorcycle service services, particularly for the people of Ngabang and its surrounding areas. CV Jaya Agung Mandiri holds a Business Identification Number 1236002432663, effective as of January 13, 2022. After approximately twenty years of operation, CV Jaya Agung Mandiri has experienced significant development, both in terms of increasing customer numbers, improving service quality, and adding supporting facilities that make service activities more effective and comfortable. With extensive experience, the business continues to strive to provide fast, friendly, and reliable services, enabling it to maintain public trust over the years.

The service prices offered by CV Jaya Agung Mandiri vary, ranging from the lowest to the highest service fees depending on the type of service. In addition to providing motorcycle service services, CV Jaya Agung Mandiri also offers a relatively complete range of spare parts for sale. To date, the business has sold nearly ten thousand types of spare parts required for various motor vehicles. The availability of appropriate products eliminates the need for consumers to search elsewhere. With a large and well-managed inventory, CV Jaya Agung Mandiri is able to provide faster, more practical, and more reliable services to the people of Ngabang and its surrounding areas.

Wardhana (2024) states that purchase decisions are based on how consumers perceive prices and what they consider to be the actual current price, rather than the price stated by marketers. There are various factors that influence consumer decisions in making purchases, including location and price. Tjiptono (2020) explains that location refers to various marketing activities that aim to facilitate and ease the distribution or delivery of goods and services from producers to consumers. Factors such as price, location, promotion, and service greatly influence purchasing decisions (Noviantoby et al., 2023). Easy access and strategic location become important considerations for consumers (Mataji et al., 2024). A location situated at an intersection leading to other districts makes CV Jaya Agung Mandiri one of the preferred destinations for vehicle service, as the location is highly strategic and easily accessible from various directions. A strategic location aims to maximize company profits; therefore, a good business location increases public awareness of its existence (Faturachman et al., 2025). Furthermore, CV Jaya Agung Mandiri provides a sufficiently large parking area that can accommodate many consumer vehicles, thereby offering comfort, safety, and orderliness for visiting consumers.

In addition to location, price is also a determining factor in consumer decision-making prior to purchase. Kotler and Armstrong (2017) define price as the amount of money exchanged to obtain a product, where a good price is associated with good quality. Price plays a strategic role in marketing (Eza et al., 2022). Consumers naturally expect affordable prices while maintaining quality (Asan et al., 2023). The prices offered by CV Jaya Agung Mandiri vary from minor services to major services, providing flexibility for consumers to choose services according to vehicle conditions and individual financial capabilities, so that consumers do not feel burdened when maintaining their vehicles. Moreover, the pricing strategy is relatively affordable and competitive. In business practice, price is one of the main objectives set by business actors, as it directly influences profit generation and significantly affects business development (Angka and Sulawati, 2025).

With a strategic location and prices aligned with consumer expectations, it is expected that consumer purchase interest will increase. Therefore, it is essential for every company to pay attention to these two aspects. Although many studies have examined the influence of location and price on purchasing decisions, most of these studies focus on large cities in Indonesia and emphasize product purchases and services offered by large-scale businesses. This study is expected to provide theoretical contributions related to the influence of location and price on consumer decisions in Landak Regency when deciding to purchase products and use services in micro, small, and medium-sized enterprises.

## **REVIEW OF LITERATURE**

### **Location**

According to Novitasari and Hastuti (2023), location or place is one element of the marketing mix that functions to position products or services so that they are easily accessible and purchased by consumers. Location also refers to the place of business where company operational activities take place and where consumers conduct purchase transactions. Suwarman, as cited in Riadi (2020), explains that business location greatly influences consumers' willingness to visit and make purchases. Selecting a strategic location is one of the keys to business success because it facilitates consumer access, increases business visibility, and expands market reach. According to Homburg et al. (2002), as cited in Said

(2022), the indicators of location include visitor traffic, ease of reaching the location, and speed of access to the location.

### **Price**

According to Sakinah and Firmansyah (2021), price is a monetary unit or other measure exchanged to obtain a product or service. This definition aligns with the exchange concept in marketing, where price serves as the primary tool in transactions between sellers and buyers. Meanwhile, Alma (2018) states that price is the value of a good or service expressed in monetary terms, or the amount of money that consumers must pay to obtain a product, functioning as an indicator of value and the only element of the marketing mix that generates revenue for the company. According to Kotler and Armstrong, as cited in Indrawati et al. (2024), the indicators of price include price affordability, price suitability with quality, price suitability with benefits, price competitiveness, and consumer trust.

### **Consumer Decision**

Firmansyah (2018) states that consumer decision-making is a problem-solving process in which individuals choose from several behavioral alternatives considered most appropriate for purchasing, after going through decision-making stages that include determining what to buy, how much to buy, where to buy, when to buy, and how to buy. Kotler and Keller (2016) explain that consumer decision-making is a complex process involving a series of stages, starting from need recognition, information search, alternative evaluation, and culminating in decisions to purchase, use, and even dispose of products or services to satisfy needs and desires, considering both internal (psychological) and external (social, cultural, and marketing) factors.

## **RESEARCH METHOD**

The type of research used in this study is associative or relational research. According to Siregar (2020), associative or relational research aims to determine the relationship between two or more variables. In this study, associative causal research is used to examine the extent to which location and price influence consumer decisions in choosing motorcycle service services at CV Jaya Agung Mandiri in Ngabang District, Landak Regency. The data used in this study consist of primary and secondary data. Primary data were obtained through interviews with the head of the CV Jaya Agung Mandiri workshop and through the distribution of questionnaires to all consumers who use the services of CV Jaya Agung Mandiri via Google Forms. Secondary data were obtained from CV Jaya Agung Mandiri and include information on available services and prices, as well as revenue data from 2022 to 2024. The population in this study comprises all consumers who have used motorcycle service services at CV Jaya Agung Mandiri.

This study applies the Purba formula as cited in Sujarweni (2019), which resulted in a minimum sample size of 96 respondents; however, the researcher determined a sample of 100 respondents. The sampling technique used in this study is purposive sampling. According to Sugiyono (2017), purposive sampling is a sampling technique based on specific considerations. The sample criteria include respondents who are at least seventeen years old, domiciled in Ngabang District, and consumers who have used the services of CV Jaya Agung Mandiri more than once. This study uses two types of variables, namely independent variables and a dependent variable. The independent variables are Location (X1) and Price (X2), while the dependent variable is Consumer Decision (Y). The measurement scale used

in this study is the Likert scale. Sugiyono (2017) states that the Likert scale is a tool used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena.

The data analysis technique in this study involves several stages, beginning with validity and reliability tests. Siregar (2020) explains that validity testing is used to measure whether a questionnaire is valid, where a questionnaire is considered valid if the questions are able to reveal what is intended to be measured. Validity testing in this study uses the Pearson Product Moment method. Reliability testing uses the Cronbach’s Alpha technique, where an instrument is considered reliable if it obtains a Cronbach’s Alpha value of at least 0.60 (Siregar, 2020). Classical assumption tests in this study include the normality test, which examines whether data are normally distributed using the Kolmogorov–Smirnov method, with data considered normal if the Asymp. Sig. (two-tailed) value exceeds 0.05. The linearity test examines whether a linear relationship exists between independent and dependent variables, where linearity is confirmed if the significance value of Linearity is below 0.05. The multicollinearity test examines whether multicollinearity exists among independent variables using Variance Inflation Factor and Tolerance values, where the model is free from multicollinearity if the Variance Inflation Factor value is below 10.00 and the Tolerance value exceeds 0.10 (Ghozali, 2018). The relationships in this study are analyzed using multiple linear regression analysis, and hypothesis testing includes the simultaneous test (F test) and partial test (T test). Data analysis in this study was conducted using the Statistical Package for the Social Sciences version 25.

## RESULTS AND DISCUSSION

### Test Research Instruments

#### a. Validity Test

The validity test was conducted to ensure that each statement item in the questionnaire accurately measured the intended construct. The testing procedure involved correlating the score of each item with the total score of its respective variable. The resulting correlation values (r-count) were then compared with the r-table value. The r-table value was determined based on the degree of freedom ( $df = n - 2$ ), where  $n = 100$ , resulting in  $df = 98$ . At a significance level of 0.05, the r-table value obtained was 0.196. The summary of the validity test results for all statement items is presented in Table 1.

**Table 1. Validity Test Results**

Variable	Indicator	r-count	r-table	Description
Location (X1)	X1.1	0.789	0.196	Valid
	X1.2	0.801		
	X1.3	0.819		
	X1.4	0.602		
	X1.5	0.850		
	X1.6	0.763		
Price (X2)	X2.1	0.715	0.196	Valid
	X2.2	0.547		
	X2.3	0.442		
	X2.4	0.480		

	X2.5	0.486		
	X2.6	0.670		
	X2.7	0.554		
	X2.8	0.606		
	X2.9	0.624		
	X2.10	0.674		
	Y.1	0.548		
	Y.2	0.605		
	Y.3	0.578		
	Y.4	0.563		
	Y.5	0.653		
Consumer Decision (Y)	Y.6	0.534	0.196	Valid
	Y.7	0.509		
	Y.8	0.508		
	Y.9	0.631		
	Y.10	0.458		
	Y.11	0.789		

Source: Processed Data, 2026

Based on Table 1, all statement items for the Location (X1), Price (X2), and Consumer Decision (Y) variables show r-count values greater than the r-table value of 0.196. This indicates that all items meet the validity criteria and are appropriate for use as research instruments.

#### b. Reliability Test

The reliability test aimed to assess the consistency of the questionnaire items in measuring the studied variables. In this study, reliability was evaluated using the Cronbach's Alpha method. An instrument is considered reliable if it yields a Cronbach's Alpha value of at least 0.60. The results of the reliability test for each variable are shown in Table 2.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Description
Location (X1)	0.865	
Price (X2)	0.780	Reliable
Consumer Decision (Y)	0.793	

Source: Processed Data, 2026

As shown in Table 2, the Cronbach's Alpha values for the Location (X1), Price (X2), and Consumer Decision (Y) variables all exceed the minimum threshold of 0.60. This finding indicates that the questionnaire items demonstrate satisfactory internal consistency, and therefore, the research instrument is considered reliable for further analysis.

#### Classical Assumption Test

##### a. Normality Test

Uji The normality test was conducted to determine whether the research data were normally distributed. The Kolmogorov-Smirnov method was applied in this study. The results of the normality test are presented in Table 3.

**Table 3. Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic	.038
Asymp.Sig.(2-tailed)	.200 <sup>c</sup>

Source: Processed Data, 2026

Based on Table 3, the Asymp. Sig. (2-tailed) value obtained is 0.200, which is higher than the significance level of 0.05. This result indicates that the data are normally distributed and fulfill the normality assumption.

### b. Linearity Test

The linearity test was performed to examine whether a linear relationship exists between the independent variables and the dependent variable. The Test for Linearity method was applied using SPSS, and the results are reported in Table 4.

**Table 4. Linearity Test Results**

Variable	Linearity
Consumer Decision * Location	0.001
Consumer Decision * Price	0.000

Source: Processed Data, 2026

As shown in Table 4, the significance values for the linearity relationship between Consumer Decision and Location, as well as between Consumer Decision and Price, are both below 0.05. These results indicate that the relationships between the independent variables and the dependent variable are linear, thereby satisfying the linearity assumption.

### c. Multicollinearity Test

The multicollinearity test was conducted to identify the presence of high correlations among the independent variables, which could potentially distort the regression estimates. A regression model is considered free from multicollinearity if the tolerance value exceeds 0.10 and the Variance Inflation Factor (VIF) value is below 10. The results of the multicollinearity test are presented in Table 5.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Location (X1)	.999	1.001
Price (X2)	.999	1.001

Source: Processed Data, 2026

Based on Table 5, all independent variables show tolerance values greater than 0.10 and VIF values below 10. These findings indicate that multicollinearity is not present in the regression model, and thus all independent variables can be included simultaneously in the multiple regression analysis.

### Hypothesis Test

#### a. Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of Location and Price on Consumer Decision, both simultaneously and partially. In addition, this analysis was used to construct a regression equation for predicting the relationship among the variables. The results of the multiple linear regression analysis are presented in Table 6.

**Table 6. Multiple Linear Regression Analysis Results**

Variable	Coefficients	T Statistic	Significance Value
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(Constant)	2.133	5.804	.000
Location (X1)	.110	3.264	.002
Price (X2)	.396	5.065	.000

Dependent Variable: Consumer Decision

Source: Processed Data, 2026

Based on Table 6, the multiple linear regression equation obtained is as follows:

$$Y = 2.133 + 0.110 X_1 + 0.396 X_2$$

The regression equation can be interpreted as follows:

1. The constant value of 2.133 indicates that when Location and Price are assumed to be zero, the Consumer Decision variable remains at a value of 2.133.
2. The regression coefficient for Location (X1) is 0.110, indicating that an increase in Location is associated with an increase of 0.110 units in Consumer Decision, assuming other variables remain constant.
3. The regression coefficient for Price (X2) is 0.396, indicating that an increase in Price leads to an increase of 0.396 units in Consumer Decision, assuming other variables remain unchanged.

#### b. Correlation Coefficient and Determination Coefficient (R<sup>2</sup>)

The correlation coefficient was used to measure the strength and direction of the relationship between the independent variables and the dependent variable. In this study, correlation analysis was conducted using the Product Moment method. The results of the correlation and determination coefficient analysis are shown in Table 7.

**Table 7. Correlation Coefficient and Determination Coefficient (R<sup>2</sup>) Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 <sup>a</sup>	.279	.264	.22688

Predictors: (Constant), Price, Location

Dependent Variable: Consumer Decision

Source: Processed Data, 2026

Based on Table 7, the correlation coefficient (R) value of 0.528 indicates a moderate relationship between Location and Price and Consumer Decision.

Furthermore, the coefficient of determination (R<sup>2</sup>) value of 0.279 suggests that Location and Price collectively explain 27.9% of the variation in Consumer Decision, while the remaining 72.1% is influenced by other factors not included in the model.

#### c. Simultaneous Test (F test)

The simultaneous test (F-test) was conducted to determine whether the independent variables jointly have a significant effect on the dependent variable. The results of the F-test are presented in Table 8.

**Table 8. Simultaneous Test Results (F test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.930	2	.965	18.745	.000 <sup>b</sup>
	Residual	4.993	97	.051		
	Total	6.923	99			

a. Dependent Variable: Consumer Decision

**b. Predictors: (Constant), Price, Location**

Source: Processed Data, 2026

Based on Table 8, the calculated F value is 18.745, which exceeds the F-table value of 3.09, with a significance value of 0.000 that is lower than 0.05. These results indicate that Location and Price simultaneously have a positive and significant effect on Consumer Decision.

**d. Partial Test (t test)**

The partial test (t Test) is used to analyze the effect of each independent variable individually on the dependent variable based on the hypotheses formulated in the study. The partial hypothesis testing was conducted using the Statistical Package for the Social Sciences. The results of the partial test are presented in Table 9.

**Table 9. Partial Test Results (t test)**

Variable	Coefficients	T Statistic	Significance Value
(Constant)	2.133	5.804	.000
Location (X1)	.110	3.264	.002
Price (X2)	.396	5.065	.000

Dependent Variable: Consumer Decision

Source: Processed Data, 2026

Based on Table 9, the results of the partial effect test (T Test) produce significance values that can be interpreted as follows:

1. The calculated T value for the Location variable is 3.264, which is greater than the T table value of 1.660, with a significance value of 0.002, which is lower than 0.05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This result indicates that Location has a positive and statistically significant effect on Consumer Decision when analyzed partially.
2. The calculated T value for the Price variable is 5.065, which is greater than the T table value of 1.660, with a significance value of 0.000, which is lower than 0.05. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This result indicates that Price has a positive and statistically significant effect on Consumer Decision when analyzed partially.

Based on the results of the partial T test, it can be concluded that both Location and Price have a significant influence on consumer decisions in using motorcycle service services at the CV Jaya Agung Mandiri workshop. These findings indicate that consumers tend to choose workshops that are strategically located, easily accessible, and provide convenience in the service process. A comfortable and accessible location creates perceptions of time efficiency and ease, which in turn increases consumers' interest in using the service. In addition, service prices that are perceived as reasonable and proportional to the quality of service received play an important role in shaping consumer decisions. Consumers do not only consider the nominal price, but also evaluate the suitability between the costs incurred and the benefits obtained. Therefore, the combination of an appropriate location and competitive price determination plays an important role in encouraging consumers to choose service services at the workshop.

**CONCLUSION**

This study concludes that location and price have a significant effect on consumer decisions in choosing motorcycle service services at the CV Jaya Agung Mandiri workshop

in Ngabang District. The results of the analysis indicate that both variables influence consumer decisions both simultaneously and partially, with a relationship strength categorized as moderate. These findings indicate that consumers tend to consider ease of location access and the suitability of prices relative to the benefits received when determining their choice of motorcycle service services. From a theoretical perspective, this study enriches the consumer behavior literature in the service sector by providing empirical evidence from the context of small and medium-sized enterprises in non-urban areas. The findings confirm that location and price variables remain relevant determinants of consumer decisions, not only in large-scale businesses or urban areas, but also in local markets with different consumer characteristics. This demonstrates that consumer decision theory has broader applicability when tested within a local context. From a practical standpoint, the results of this study provide implications for motorcycle service business operators to manage business location and pricing policies strategically. Providing easily accessible locations supported by adequate facilities, along with setting reasonable prices that are proportional to service quality, can enhance consumer attractiveness and trust. From a policy perspective, these findings can serve as a basis for consideration by stakeholders in supporting the development of local service businesses through improved accessibility and the creation of a conducive business environment. Future research is recommended to examine variables beyond location and price and to apply different methodological approaches in order to obtain a more comprehensive understanding of the factors influencing consumer decisions.

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