

Consumer Purchasing Decisions in Review of Price, Service Quality, and Location at Candaria Kediri Souvenir Shop.

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Abstract

Research purposes : This study aims to examine and evaluate consumer purchasing decisions in terms of price, service quality, and location at the Candaria Kediri souvenir shop.

Design/Method/Approach: A quantitative descriptive approach is the basis of this research. The population studied were consumers who had made at least one purchase at Toko Oleh-Oleh Candaria Kediri. The number of samples in this study was 40 people. The data source was obtained through a questionnaire distributed to customers of Toko Oleh-Oleh Candaria Kediri. The sample was selected randomly, using a simple random sampling technique, while data analysis was carried out using the multiple linear regression method. Data processing was carried out using SPSS version 25.

Research Findings: The results of the study show that price, service quality and location together have a large contribution to the purchasing decisions of consumers who shop at the Candaria Kediri Souvenir Shop.

Theoretical contribution/Originality: Simultaneous measurement of price, service quality, and location variables in purchasing decisions.

Practical/Policy Implications: Readers should gain deeper insights into how price, service quality, and location influence purchasing decisions, which in turn may enhance firm competitiveness.

Research limitations: This study is limited to Candaria Souvenir Shop in Kediri and focuses on the variables of price, service quality, and location. Only consumers who have made at least one purchase participated in this study.

Keywords : Price, Service Quality, Location, Purchase Decision

1. Introduction

In this modern era, competition between economic actors is getting tighter, especially in the field of micro, small, and medium enterprises (MSMEs). One of the sectors that is growing rapidly is the souvenir industry which is very much needed, especially by the Indonesian population. Souvenir shops are one of the tourist destinations that are in great demand by tourists who want to bring souvenirs from an area. Every year, the souvenir industry, especially in Kediri and its surroundings, experiences quite significant development. According to a survey conducted by Susanti (2024), the number of MSMEs continue to increase every year. In 2022, the number of MSMEs in Kediri City was 7,077 MSMEs and increased by 2,476 MSMEs so that in 2023 the number of MSMEs became 9,553 MSMEs [1]. This phenomenon shows that competition in Indonesia is getting tighter, forcing business actors to be more active in developing their business strategies in various sectors. In Kediri, one of the growing businesses is a souvenir shop which is increasingly popular with the public. One of the shops is Candaria Gift Shop is located on Jalan PJKA Stasiun No. 29, Kediri, which provides various specialty products including pineapple products such as Pineapple Pie, Pineapple Bolu

, Pineapple Strudel and specialty pineapple juice drinks . Candaria who has unique and delicious taste . these factors so that consumers feel satisfied and can make wise purchasing decisions . With a variety of products, this store needs to pay attention to price, service quality, and location to provide consumers with a satisfying shopping experience. This encourages related parties to pay more attention to these factors so that consumers feel satisfied and can make smart purchasing decisions.

From the observation results it is clear that there are several factors that influence consumers in their purchasing decisions. Purchasing decisions is a the process by which consumers choose between various alternatives is greatly influenced by various factors. This involves problem solving and evaluating the most appropriate action options in purchasing after going through the stages of decision making [2]. One of the most influential factors is price, which is the amount of money that must be paid by consumers to obtain or enjoy a product. Price is one of the factors that determines whether a product or service will sell on the market [3]. Observation results show that Shop Souvenirs Candaria Kediri offers competitive prices, but There is a number of buyers who complain that price in store This relatively expensive, so lost compete with other stores that offer price more cheap. In general, marketing elements that are only in the form of price bring revenue to the company [4]. Research conducted by Hendrawan et al also showed that Price shows a positive and significant correlation to purchasing decisions [5]. This proves that price can influence consumer purchasing decisions.

Another factor that must be considered besides price is the quality of service. Quality of service refers to all activities to prioritize consumer needs and desires with precision in order to create a balance that is in accordance with consumer expectations [6]. The results of observations show that Candaria souvenir shop own quality effective service, but there are consumers who complain about the friendliness of consumers and the speed of service by store employees. Basically, the term service quality refers to the expected level and control over that level to meet consumer expectations. It is a common view that good service quality is positively related to consumer satisfaction [7]. This is reinforced by research conducted by Sholikah et al., as proven that in the service the higher the quality, the more positive the purchasing decision [8]. This show that quality good service can influence decision consumer purchasing.

In addition to price and quality of service, location is also a crucial factor in purchasing decisions. Location is one aspect that greatly determines success in business because the potential and market are closely related and can influence consumer purchasing decisions [9]. Based on results observation, Shop Oleh-Oleh Candaria Kediri has a strategic location, although there are some complaints from consumers about the constraints of location coverage that is difficult to reach due to the minimalist size of the store and is blocked by other business units. Fundamentally, location involves marketing activities designed to facilitate and improve the distribution or sale of products and services to buyers [10]. A study published by Aisy together with other researchers, validates the statement that confirms that location has a positive and significant influence on purchasing decisions [11].

Based on the above background, this study was designed to: a) assess the separate influence of price on purchasing decisions at Candaria Kediri Souvenir Shop; b) Evaluate the isolated influence of service quality on purchasing decisions at Candaria Kediri Souvenir Shop; c) analyze whether location partially has a significant influence on purchasing decisions at Candaria Kediri Souvenir Shop; d) analyze whether price, service quality, and location,

simultaneously significantly influence purchasing decisions made by customers at Candaria Kediri Souvenir Shop.

The relationship between variables forms a hypothesis of price variables, service quality, and location are three main variables that have been theoretically and empirically proven to influence consumer purchasing decisions. Price is the amount of money that consumers must pay to obtain a product or service. In this case, price is one of the most flexible and easily adjusted elements of the marketing mix by the company. The price set will greatly affect consumer perceptions of product value and store competitiveness in the market. Prices that are considered reasonable or competitive by consumers will increase the perceived value of the product, which in turn will increase the likelihood of consumers to buy the product. This underlies the first hypothesis, namely that the price variable has a positive and significant effect on purchasing decisions.

The relationship between variables forms the next hypothesis, namely service quality. Service quality is the level of excellence felt by consumers, friendly, fast, and responsive service will increase consumer comfort and satisfaction, thus encouraging them to make purchases. Therefore, the higher the understanding of service quality, the higher the level of purchasing decisions. This underlies the second hypothesis, namely that the service quality variable has a positive and significant effect on purchasing decisions.

The relationship between variables forms the next hypothesis, namely location. Location is the geographical location of a store that can affect the ease of consumer access to products or services. A strategic location, easy to reach, and close to the center of the crowd will increase the chances of visits and purchases. Although in this study the location variable shows a statistically significant negative effect, theoretically and in previous studies, location is an important component in purchasing decisions. Therefore, the third hypothesis is formulated, namely that the location variable has a negative but significant effect on purchasing decisions.

The three independent variables together are estimated to have a strong influence on purchasing decisions. The combination of competitive prices on purchasing decisions, good service quality, and location has a negative but significant influence that can encourage consumer purchasing decisions. Therefore, the fourth hypothesis is determined, namely that price, service quality simultaneously have a positive and significant effect on purchasing decisions, but location simultaneously has a negative effect on purchasing decisions.

1.1. Problem Statement

Based on the description above, the formulation of the problem in this study is: "Is there a significant influence between price, service quality and location partially and simultaneously on consumer purchasing decisions at the Candaria Kediri Souvenir Shop ?"

1.2 Research Objectives

This study aims to determine and test the influence of price, service quality, and location on consumer purchasing decisions at the Candaria Kediri Souvenir Shop .

2. Method

Approach The quantitative approach of this study is reflected in the presentation of data numerically. This study relies on primary and secondary data as its sources. The focus of this study is the Candaria Kediri souvenir shop. The selection of a sample of 40 respondents was based on considerations of efficiency, time constraints, and research resources. This number has met the minimum criteria for simple linear regression analysis, where the minimum sample size is 30-40 to produce a fairly stable estimate [14]. In addition, this number represents the population of consumers of Candaria Gift Shop who have made purchases by simple random sampling. Data collection was carried out by asking respondents to provide their insights via Google Form to buyers of souvenir shops in Kediri regarding consumer purchasing decisions related to price, service quality, and location. The analysis methods applied in this study include quantitative descriptive analysis and multiple linear regression analysis.

a. Validity Test

Results The results of the questionnaire distribution show that out of 40 expected samples have been filled. Data collection methods in this study include the use of primary data and secondary data. Researchers will use various data collection tools, such as questionnaires, literature studies, observations.

Table 1. Validity Test Results

Variables	Goods Number	R Count	R Table	Information
Price (X1)	1.1	0.822	0.312	Valid
	1.2	0.757	0.312	Valid
	2.1	0.812	0.312	Valid
	2.2	0.873	0.312	Valid
	3.1	0.778	0.312	Valid
	3.2	0.804	0.312	Valid
	4.1	0.885	0.312	Valid
	4.2	0.795	0.312	Valid
Quality of Service (X2)	1.1	0.809	0.312	Valid
	1.2	0.928	0.312	Valid
	2.1	0.852	0.312	Valid
	2.2	0.911	0.312	Valid
	3.1	0.884	0.312	Valid
	3.2	0.864	0.312	Valid
	4.1	0.935	0.312	Valid
	4.2	0.875	0.312	Valid
Location (X3)	1.1	0.744	0.312	Valid
	1.2	0.783	0.312	Valid
	2.1	0.744	0.312	Valid
	2.2	0.829	0.312	Valid
	3.1	0.835	0.312	Valid
	3.2	0.837	0.312	Valid
	4.1	0.867	0.312	Valid
	4.2	0.865	0.312	Valid
Buying decision (Y)	1.1	0.860	0.312	Valid
	1.2	0.800	0.312	Valid
	2.1	0.804	0.312	Valid
	2.2	0.887	0.312	Valid
	3.1	0.817	0.312	Valid

 3.2 0.872 0.312 Valid

 Source: *Processed by SPSS in 2025*.

After examining the table, it is clear that the value of each item exceeds the r-table value. As a result, it can be confirmed that the questionnaire items show a significant correlation with the total results, which proves its validity.

b. Reliability Test

Table 2. Reliability Test Results

NO.	Variables	Cronbach's alpha	Alpha Critical	Information
1.	Price (X1)	0, 927	0.600	Reliable
2.	Quality of Service (X2)	0, 959	0.600	Reliable
3.	Location (X3)	0, 925	0.600	Reliable
4.	Buying decision (Y)	0, 916	0.600	Reliable

 Source: *Processed by SPSS in 2025*.

From the table above, the results of the study show that the variables of price, service quality, location and purchasing decisions have higher Cronbach's Alpha coefficient values. With this statement, the questionnaire on these variables is considered reliable.

3. Results and Discussion

Participants in this study were 40 samples. target consumers who have purchased at the Candaria Kediri souvenir shop and has fulfilled. To collect the necessary data, this study used primary and secondary data collection strategies. The instruments used included questionnaires, relevant literature reviews, and procedures.

Classical Assumption Test

a. Normality Test

Table 3. Normality Trial Results

One Sample Kolmogorov-Smirnov Test

		Unstandardized Residues
N		40
Normal Parameters ^{a,b}	Means	,0000000
	Standard Deviation	2.80763970
The Most Extreme Difference	Absolute	,142
	Positive	,142
	Negative	-,092
Kolmogorov-Smirnov Z		,142
Asymptotic Sig. (2-tailed)		,040 seconds

a. The test distribution is Normal.

b. Calculated from data.

 Source: *Processed by SPSS in 2025*

The normality test was conducted using the One-Sample Kolmogorov-Smirnov Test on the residuals of the regression model. The test results showed the value of Asymp. Sig. (2-tailed) = 0.040 which is greater than 0.05. Thus, the residual data is normally distributed and the normality assumption is met for the Purchase Decision (Y) which is normally distributed. This shows that the data has a normality assumption and regression analysis can be carried out validly. Thus, this model can be used to test how much influence X1, X2, and X3 have on Y.

b. Multicollinearity Test

The following data are the results of the VIF and tolerance tests carried out on the regression model.

Table 4. Multicollinearity Test Results

Variables	VIF	Tolerance	Information
Price	4.838	0.207	There is no multicollinearity
Quality of Service	4.003	0.250	There is no multicollinearity
Location	4.172	0.240	There is no multicollinearity

Source: Processed by SPSS in 2025.

The existence of multicollinearity is tested through the Tolerance and VIF (Variance Inflation Factor) values. All independent variables have a Tolerance value > 0.10 and $VIF < 10$, which means there is no multicollinearity between variables. From the results table, it can be seen that the VIF number associated with the price variable (X1) is $4.838 < 10.00$, for the service quality variable (X2) is $4.003 < 10.00$ and for the location variable (X3) is $4.172 < 10.00$. There is no multicollinearity in variables X1, X2 and X3. The regression model is suitable for use in analyzing the influence of price, service quality, and location on purchasing decisions.

c. Heteroscedasticity Test

The presence of heteroscedasticity can be seen from the graph showing the residual prediction of Y.

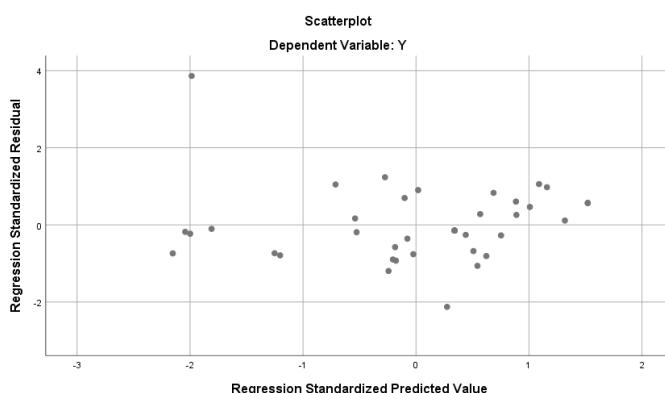


Figure 1. Heteroscedasticity Test Results

Source: Processed by SPSS in 2025

Based on the image above, the shape does not show a particular pattern and the points are spread in all directions, indicating that the data does not show heteroscedasticity. This can

be interpreted that the data from the respondents' answers regarding price, service quality, and location do not have the same standard deviation or data deviation regarding purchasing decisions.

Hypothesis Testing

a. Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficient		Standard Coefficient English
	B	Standard Error	
(Constant)	9,971	1,644	
Price	,503	,109	,764
Quality of Service	,310	,086	,569
Location	-,375	,071	-,675

Source: Processed by SPSS in 2025

The regression equation below is generated from the multiple linear regression analysis data presented in the table above:

$$Y = X_1 + X_2 + X_3 \\ 9,971 = 0,503 + 0,310 + (-0,375)$$

From the calculations above, it can be concluded that purchasing decisions based on price, service quality, and location at the Candaria Kediri souvenir shop have an influence on the Purchasing Decision variable (Y).

The correlation coefficient shows a constant value of 9.971 for X1, X2, and X3, it is clear that every 1 unit increase in X1 (price) results in a 0.503 increase in Y (purchase decision), which indicates a positive effect of price. This means that there is a unidirectional relationship between the two variables, assuming other factors remain constant, will increase the purchase decision (Y) by 0.503. Likewise, a 1 unit increase in X2 (Service Quality) causes a 0.310 increase in service quality (Y), which indicates a positive effect. This means that there is a unidirectional relationship between the two variables, assuming other factors remain constant, will increase the purchase decision (Y) by 0.310. However, the location variable (X3) of -0.375 indicates that the location variable has a negative relationship with the purchase decision. This shows that if the location increases by one unit, the purchase decision at the Candaria Kediri souvenir shop will increase by 0.375. Units assuming other things are constant.

b. Coefficient of Determination (R²)

Table 6. Analysis of Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,873 ^a	,762	,742	2,206	2,040

a. Predictors: (Constant), LOCATION, X2, X1

b. Dependent Variable: Y

Source : SPSS Processed in 2025

As the data above shows, R square is 0.742, which means that the independent variables of price, service quality, and location have a significant influence on purchasing decisions of 74.2% of the fluctuation of the dependent variable. The remaining 25.8% is due to other unobserved variables.

c. T Test (Partial)

Table 7. Hypothesis Test (T-Test)

Coefficient ^a

Model	Unstandardized Coefficients		Standard Coefficient English	T	Signature.
	B	Standard Error			
(Constant)	9,971	1,644		6,064	,000
1 Price	,503	,109	,764	4,623	,000
Quality of Service	,310	,086	,569	3,618	,001
Location	-,375	,071	-,675	-5,268	,000

Dependent Variable: Purchase Decision

Source: Processed by SPSS in 2025

Constanta (Constant) The value of B = 9.971 with t = 6.064 and sig = 0.000 indicates that the constant is systematically significant at a significance level below 0.05. This indicates that the dependent variable (Y) can be significantly predicted from the constant.

The partial T-test on variable X1 produced a T value of 4.623, while the critical T value was 1.68 7. With a T value greater than the critical value, the null hypothesis is rejected and the alternative hypothesis is accepted. A significance level of 0.000, below 0.05, indicates that price (X1) has a significant partial effect on purchasing decisions (Y).

The partial T-test showed a t-statistic of 3.618 for variable X2, while the t-table value was 1.68 7. Since the calculated t value exceeded the critical value of t, Ho was rejected and Ha2 was supported. The significance level of 0.001, which is smaller than 0.05, indicates that service quality (X2) has a significant partial impact on purchasing decisions (Y).

The t-test result for variable X3 (-5.268) causes the rejection of the null hypothesis and acceptance of Ha3. Given that the absolute t value (-5.268) exceeds the t-table value (1.68 7) and the significance level is 0.000 which is less than 0.05, then the location (X3) is proven that the location variable partially has a negative effect on the Purchasing Decision variable (Y).

d. F Test (Simultaneous)

The following calculation shows how the independent and dependent variables influence each other simultaneously, as indicated by the results of the F test:

Table 8. Hypothesis Test (F Test)

Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Signature.
1	Regression	561,151	3	187,050	38,424	,000 ^b
	Remainder	175,249	36	4,868		
	Total	736,400	39			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Location, Service Quality, Price

Source: Processed by SPSS in 2025

- 1) Regression (Sum of Square = 561.151 , df = 3, Mean Square = 187.050) this section shows the total variation in the dependent variable (Y) that can be explained by the independent variables (X1, X2, X3). In this case, the value of 561.151 is the sum of the squares of the variation explained by the model, with degrees of freedom (df) of 3 (the number of independent variables).
- 2) Residual (Sum of Squares = 175,249 , df = 36, Mean Square = 4,868) The variation in the dependent variable (Y) that is not explained by the model, or prediction error. In this case, the value of 175,249 is the residual variation, with degrees of freedom (df) of 36 (number of samples minus number of predictors and 1).
- 3) Total (Sum of Squares = 736,400 , df = 39) Total variation in the dependent variable (Y). This value is the sum of the regression and residual variations .
- 4) F-statistic (F = 38.424 , Sig. = 0.000) The F value is used to test the significance of the overall regression model. In this case, the F value = 38.424 indicates that the model is significant at the 5% significance level (because Sig. = 0.000, which is less than 0.05). This means that the independent variables (X1, X2, X3) together have a significant influence on the dependent variable of purchasing decisions (Y).

4. Discussion

The purpose of this study is to explore the importance of price, service quality, and location in relation to purchasing decisions at the Candaria Kediri souvenir shop. The data shows that price, service quality, and location jointly influence consumer purchasing decisions. This study uses a questionnaire with simple random sampling and quantitative research methodology. The following hypotheses are tested in this study:

Price

Statistical analysis shows a t value of 4.623 which exceeds the critical value of 1.68 7 and a t value of 0.000 which is below the threshold of 0.05. These results provide sufficient evidence to reject the null hypothesis (H0) and support the alternative hypothesis (H1) that significantly affects purchasing decisions (Y). This finding is consistent with research [5] which shows a clear positive effect of price on purchasing decisions, and is further strengthened by research [12] which confirms the relevant influence of price on purchases.

Quality of Service

Since the calculated t value of 3.618 is greater than the critical t value of 1.68 7 , and the t value of 0.001 is less than the significance level of 0.05, then we can reject the null hypothesis (H0) and accept the alternative hypothesis (H2). This shows that service quality (X2) has a significant influence on purchasing decisions (Y). This finding is consistent with research [8], which also found a positive and clear influence between service quality and purchasing decisions.

Location

Statistical analysis, resulting in a t-value of -5.268 greater than 1.68 7 and a t-value of 0.000 less than 0.05, confirms the rejection of the null hypothesis (H0) and the acceptance of the

alternative hypothesis, indicating that location (X3) partially has a significant negative effect on the Purchase Decision variable (Y). This finding is in line with research [15], which highlights a clear significant negative influence on purchasing decisions.

5. Conclusion

The purpose of this study was to determine the extent to which price, service quality, and location influence purchasing choices at the Candaria Kediri souvenir shop. The results showed that price, service quality, and location, when combined, have a significant influence on consumer purchasing decisions. In addition, regression analysis confirmed that these variables are positively correlated with purchasing decisions.

An important contribution of this study is to provide deeper insight into the issues that influence consumer purchasing decisions at Candaria Gift shop. This study provides new insights into purchasing decisions by revealing the role of price, service quality, and location in influencing consumer preferences. These findings provide a strong foundation for entrepreneurs and the government to develop more efficient marketing strategies for MSMEs in Kediri.

Although this study provides significant contributions, there are some limitations that need to be considered. One of the main limitations is the research sample aimed at consumers at Toko Oleh-Oleh Candaria Kediri. In addition, consumer behavior can also affect the results of the study. Therefore, ongoing research and regular data updates can improve the accuracy of the research results. As a next step, further research can include more representative samples from various groups and MSMEs. In addition, a deeper understanding is also needed to provide more comprehensive and relevant insights into the dynamics of consumer purchasing decisions.

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