



The Influence of Price Perception, Store Atmosphere, and Location on Purchasing Decisions at Alfar Banyudono Grocery Store

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Abstract. *Technological and industrial developments have significantly impacted people's lives, particularly in the business world. The digitalization of services and the introduction of innovative solutions have facilitated faster and more efficient business growth, particularly in grocery stores. This study aims to explore the influence of price perception, store atmosphere, and location on purchasing decisions at Alfar Grocery Store. The study involved a total of 100 respondents, who are consumers of Alfar Grocery Store, with data collected using a non-probability sampling technique. The research method used is multiple linear regression analysis with quantitative research. The results show that price perception, store atmosphere, and location significantly influence purchasing decisions at Alfar Grocery Store. These three variables play a major role in shaping consumer decisions when shopping at the store. Based on these findings, the study provides recommendations for improving the shopping experience, such as enhancing the store's atmosphere to make it more comfortable for customers, providing updated price catalogs periodically to help buyers plan their purchases, and expanding parking facilities to ensure customer satisfaction with the store's location. Overall, this study emphasizes the importance of these factors in influencing consumer behavior and suggests that grocery stores, particularly Alfar Grocery Store, can improve sales and customer loyalty by addressing these key elements effectively.*

Keywords: Grocery Store; Location; Price Perception; Purchasing Decision; Store Atmosphere.

1. INTRODUCTION

Technological and industrial developments have impacted people's lives, particularly in the business world. Digitalization and innovation pave the way for businesses to grow more quickly and efficiently, one of which is the retail industry (Putra et al., 2020). According to data from the Indonesian Retail Entrepreneurs Association (APRINDO), national retail growth is estimated to reach 4-4.2 percent in 2023, up from 3.8-3.9 percent in 2022. This demonstrates optimism in the retail industry, especially for small businesses such as grocery stores, which remain a primary preference for consumers in their purchasing decisions.

The retail industry requires a flexible and effective marketing strategy given the increasingly competitive business landscape. One of the main challenges is how to make purchasing decisions amidst numerous alternative options. According to Buchari (2016) in (Nurul Khaira et al., 2022), consumer purchasing decisions are a complex process that consumers undertake, considering economic, financial, political, and technological factors. Therefore, it is crucial for store owners to understand what is most important in consumer decision-making to increase competitiveness.

One component that influences consumer purchasing decisions is the perception of the price of the goods to be purchased. Price perception is not only limited to the stated nominal value, but also how customers assess the quality and financial aspects of the product obtained (Rivai & Zulfitri, 2021) in (Clarita & Khalid, 2023). Prices that are perceived as too high can reduce the desire to buy, on the other hand, competitive prices can be the most significant attraction. At Alfar Grocery Store, for example, consumers tend to perceive that product prices are relatively higher compared to other stores in the same area. The results of a study (Clarita & Khalid, 2023), show that price perception consistently has a positive and significant impact on purchasing decisions, this is supported by research results (Rohmatul Ummat & Kristina Anindita Hayuningtias, 2022), (Al Azahari & Lukmanul Hakim, 2021).

In addition to price, store atmosphere significantly influences grocery store customers' purchasing decisions. According to Sugiyono (2017) in (Winarsih & Mandey, 2022), store atmosphere encompasses all physical components that shape the in-store shopping experience, including product layout, lighting, comfort, and air circulation. A clean, tidy, and pleasant store will attract customers to stay longer and ultimately purchase something. Initial observations at Alfar Grocery Store showed that among the customer complaints were disorganized merchandise display, an uncomfortable store atmosphere, and the lack of air conditioning. The results of a study (Winarsih & Mandey, 2022) indicate that store atmosphere significantly influences purchasing decisions. This is supported by research (Imam Nawawi, 2024), which states that store atmosphere significantly influences purchasing decisions.

On the other hand, location is a crucial factor when making purchasing decisions. A convenient and accessible location makes it easy for customers to reach the store, especially in densely populated areas. Locations close to main roads, busy areas, and with ample parking facilities are more likely to be visited by Kasmir (2016) in (Debby Cynthia et al., 2022). Studies by (Nurlia, 2020) and (Arifandi Banurea & Aisyah, 2022) show that location significantly influences the purchasing decision-making process. This is supported by research by (Clarita & Khalid, 2023), which shows that location has a positive and significant influence on purchasing decisions. However, this contradicts research by (Debby Cynthia et al., 2022), which states that location does not significantly influence purchasing decisions. Before purchasing a product, consumers usually ask other consumers who have previously purchased the product. If the buyer perceives other consumers' answers as positive, this can encourage them to purchase as well. In other words, there are factors that can mediate the influence between location and purchasing decisions. Therefore, location does not influence purchasing decisions.

Based on the results of previous research, there are still inconsistencies in research results and several problems have emerged at Alfar Grocery Store in Ketaon Village, Banyudono District, where based on initial observations there are several problems in managing the store atmosphere, disorganized product arrangement, and inadequate location facilities for four-wheeled vehicles. Buyers also feel that the prices of goods in the store are not competitive. In addition, there is still little research conducted on grocery stores in semi-urban areas. Therefore, this study aims to find out a better understanding of the factors that influence purchasing decisions in the small-scale retail industry. It is hoped that the results of this study can contribute to the field of retail marketing and provide practical suggestions for MSMEs to optimize business strategies in increasing customer satisfaction and loyalty.

2. THEORITICAL REVIEW

A. Price

The term "price" is generally used in the buying and selling of products, including both services and goods (Magdalena & Armansyah, 2022). Price is the monetary value charged to buyers for the benefits of a product, service, or good purchased from a producer or seller (Astuti et al., 2021). Price is the only element of the marketing mix that consumers often consider when making purchases. Therefore, pricing helps consumers decide how to allocate purchasing power across various products. According to Kotler and Keller (2016) in their research (Niken Aprilia & Tukidi, 2022), price indicators include: competitive price, price according to quality, and price according to benefits.

B. Store Atmosphere

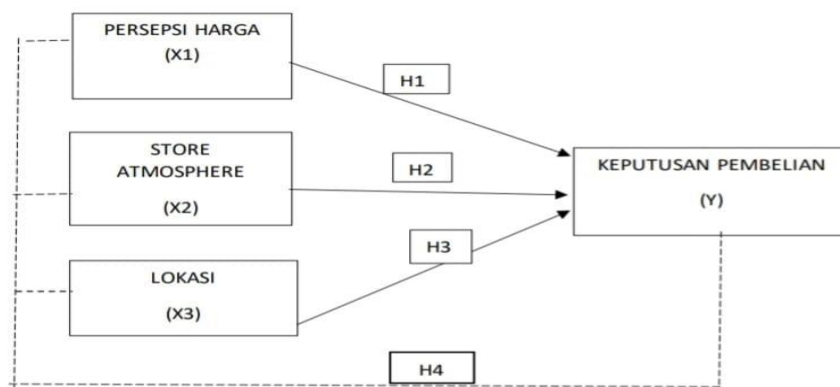
Based on Francioni's (2018) research in the study (Febby Febriani & Dadan Ahmad Fadili, 2021), it states that Store Atmosphere is defined as all physical and non-physical elements of a company that impact customer attitudes towards the company or store. Store Atmosphere is the creation of a comfortable atmosphere or good service to make consumers want to linger or come back to the company or store. Indirectly stimulates consumers to buy or use services at the company or store. The creation of a comfortable atmosphere makes consumers feel at home and want to come back (Susilowati & Widyaningsih, 2022). Store Atmosphere indicators based on Tanjung's (2020) research in (Imam Nawawi, 2024), namely: Exterior (outside of the store), General Interior (inside of the store), Store Layout (layout), Display Indicators (Notice Board).

C. Location

Based on Tjiptono's (2015) research in (Ridho Imanulah et al., 2021), it states that location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods or services from producers to consumers. Regarding the definition of location above, the author concludes that location is a place to determine a business, carry out business activities, and operations to distribute goods or services that are part of business activities to customers. A good location will influence the target market's decision in determining purchasing decisions. Location indicators based on Tjiptono's (2015) research in (Ridho Imanulah et al., 2021) are: access, visibility, traffic, large parking areas, expansion, environment, competition (Competitor Locations), Government regulations.

D. Purchasing Decision

Based on research by Sudaryono (2016) in the study (Syahputra Salim et al., 2022), it states that a purchasing decision is a choice of action from two or more alternatives. In other words, the person making the decision must have one alternative available. If someone is faced with a choice, namely buying, then they are in a position to make a purchasing decision. Purchasing Decision Indicators based on research by Jackson Waenas (2013) in the study (Ristanto et al., 2021), namely: product stability, providing recommendations to others, making repeat purchases.



Picture 1. Framework of thinking

Based on the conceptual framework, the following hypothesis can be drawn: 1) H1: Price perception has a positive and significant effect on purchasing decisions at Alfar Banyudono Grocery Store. 2) H2: Store atmosphere has a positive and significant effect on purchasing decisions at Alfar Banyudono Grocery Store. 3) H3: Location has a positive and significant effect on purchasing decisions at Alfar Banyudono Grocery Store.

3. METHOD

This research was conducted at Alfar Grocery Store in Ketaon Village, Banyudono. This type of research uses quantitative methods from primary and secondary sources. The target population of this research consists of all customers who come to Alfar Grocery Store who are willing to participate in this research, totaling 100 people. They were used as research samples using Non-probability because the population size is unknown. This research collected data with a questionnaire using a Likert scale. The Likert scale was used to answer the questionnaire with a research scale of Strongly Disagree (STS), Disagree (TS), Undecided (R), Agree (S), Strongly Agree (SS).

Validity and reliability testing are required before conducting data analysis. According to Ghazali (2018) in a study (Yurike Natasya Putri & Faradila Meirisa, 2023), validity testing aims to measure the freedom of questionnaires in the form of questions by distributing questionnaires to respondents and can be said to be valid if the significance value is 5% or higher than 0.05. According to Ghazali (2018) in a study (Yurike Natasya Putri & Faradila Meirisa, 2023), reliability testing is described by the Cronbach's Alpha coefficient which is based on the lowest limit of 0.70 if it is met then the questionnaire indicator or variable is considered reliable.

Based on Ghazali (2018) in (Yurike Natasya Putri & Faradila Meirisa, 2023), the Normality Test is used to determine whether the independent and dependent variables are normally distributed or not. Then a Multicollinearity Test is carried out, based on Ghazali's research (2018) in (Yurike Natasya Putri & Faradila Meirisa, 2023), this test has the aim of examining whether the regression model finds a relationship between the independent variables and the dependent variable. The Heteroscedasticity Test is a diagram that shows the pattern of data points spreading above and below or around the number 0, the distribution of data should not form a widening pattern then narrowing and widening again, it is better if the pattern is not patterned.

After that, testing multiple regression analysis, based on Ghazali & Imam (2018) in the study (Syahputra Salim et al., 2022), multiple linear regression has the aim of determining the relationship between several independent variables or variables X1, X2, X3 and the dependent variable, namely variable Y. The f test which provides the objective of whether the model includes all independent variables that have a simultaneous influence on the dependent variable. Then there is the T Test test carried out to partially determine how much influence the independent variable has on the dependent variable. Then finally there is the Determination

Test / R² which has a value between zero and one, a small R² value means that the independent variable has very limited ability when explaining the dependent variable and a value close to one means that the independent variable provides almost all the information that can be used to predict the dependent variable.

4. RESULT AND DISCUSION

A. Respondent Characteristics

Data collection using a structured questionnaire distributed using a questionnaire resulted in 100 respondents. The data received has been verified previously. Based on the characteristics of respondents Table 1. Gender is dominated by women (80%) who make purchases at Alfar grocery stores, because women tend to prefer shopping. From how long to be a customer is dominated by time > 1 year (59%). From based on whether still buying at other stores the dominant answer is Yes (94%). And based on the number of purchases within one month the most dominant is 3-5 times (61%).

Table 1. Respondent Characteristics.

No.	Karakteristik Responden	Jumlah	Persentase (%)
1	Jenis Kelamin		
	Laki-laki	80	80
	Perempuan	20	20
2	Berapa Lama Menjadi Pelanggan		
	<6 bulan	19	19
	>6-12 bulan	22	22
	>1 tahun	59	
3	Berdasar Apakah Masih Membeli Di Toko Lain		
	Tidak	6	6
	Ya	94	94
4	Berdasar Jumlah Pembelian Dalam 1 Bulan		
	3-5 kali	61	61
	5-10 kali	28	28
	>10 kali	11	11

Source: Processed primary data (2025)

B. Validity and Reliability**Table 2. Validity and Reliability Results.**

Variabel dan Item Pertanyaan	R Hitung	Cronbach's Alpha	Keputusan
Persepsi Harga			
Item 1	0,541	0,870	Valid dan Reliabel
Item 2	0,245	0,870	Valid dan Reliabel
Item 3	0,269	0,870	Valid dan Reliabel
Store Atmosphere			
Item 1	0,441	0,798	Valid dan Reliabel
Item 2	0,397	0,798	Valid dan Reliabel
Item 3	0,348	0,798	Valid dan Reliabel
Item 4	0,463	0,798	Valid dan Reliabel
Lokasi			
Item 1	0,795	0,830	Valid dan Reliabel
Item 2	0,558	0,830	Valid dan Reliabel
Item 3	0,809	0,830	Valid dan Reliabel
Item 4	0,227	0,830	Valid dan Reliabel
Item 5	0,811	0,830	Valid dan Reliabel
Item 6	0,297	0,830	Valid dan Reliabel
Item 7	0,566	0,830	Valid dan Reliabel
Item 8	0,594	0,830	Valid dan Reliabel
Keputusan Pembelian			
Item 1	0,264	0,823	Valid dan Reliabel
Item 2	0,309	0,823	Valid dan Reliabel
Item 3	0,584	0,823	Valid dan Reliabel

Source: Processed primary data (2025)

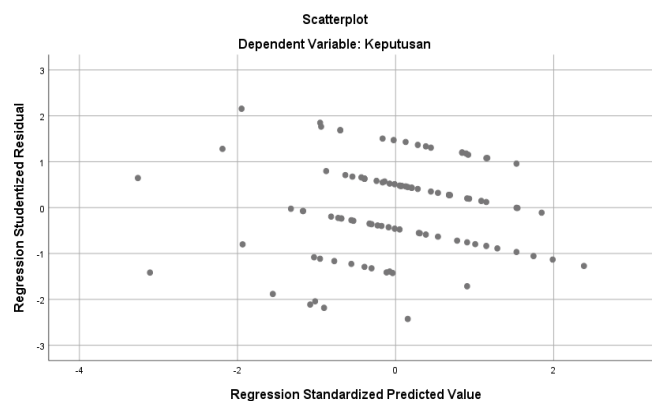
Validity Testing in Table 2 indicates that all indicators used in this study aim to measure variables that have a correlation coefficient greater than $R_{table} = 0.1966$. Here we use the calculation $df = n-2$ ($100-2 = 98$) and R_{table} is 0.1966. If the calculated R is greater than R_{table} then it is called Valid and here it is proven that there is valid data for all independent variables and dependent variables related to this study. The results of the Reliability Test indicate that the data is reliable because all Cronbach's alpha questionnaire items are above (0.70) and all questionnaire items are declared reliable.

C. Classical Assumption Test

Table 3. Normality and Multicollinearity.

Normalitas	Test Statistic	Asymp.Sig.	Keterangan
Normalitas	0.077	0.146	Berdistribusi normal
Multikolinearitas	Tolerance	VIF	
Persepsi Harga	0,811	1,232	Tidak terjadi multikolinearitas
Store Atmosphere	0,825	1,212	
Lokasi	0,870	1,149	

Source: Processed primary data (2025)



Source: Processed primary data, 2025

Picture 2. Heteroscedasticity Test.

From Figure 2 above, it can be concluded that the points are spread quite randomly, do not form a certain pattern that is quite clear and are spread both above and below the number 0, so there is no heteroscedasticity, meaning the regression is fulfilled.

D. Multiple Linear Regression Test

This study examines the influence of price perception, store atmosphere, and location on purchasing decisions at Alfar Grocery Store. The results of the multiple linear regression analysis can be seen in Table 4.

Table 4. Multiple Linear Regression test

Model	Unstandardized Coefficients	t	Probabilitas (Sig)
Konstanta	6,897	3,298	0,001
Persepsi Harga (X1)	0,096	2,100	0,003
Store Atmosphere(X2)	0,129	2,655	0,002
Lokasi (X3)	0,062	2,036	0,004
Adjusted R ² = 0,064			
F=3,261 (Sig=0,025)			
Dependent Variabel : Keputusan Pembelian			

Source: Processed primary data (2025)

Based on Table 4, the relationship between the variables of price perception, store atmosphere, and location on purchasing decisions at Alfar Grocery Store can be explained as follows:

H1: Hypothesis testing of the influence of Price Perception (X1) on purchasing decisions (Y) at Alfar Grocery Store shows that the calculated t-value of the Price Perception variable (X1) is 2.100, which is greater than the t-value (1.985) with a significance of $0.003 < 0.005$. This means that Price Perception has a positive and significant effect on purchasing decisions. Therefore, the first hypothesis is accepted.

H2: Hypothesis test of the influence of Store Atmosphere (X2) on Purchasing Decisions (Y) at Alfar Grocery Store, it is known that the calculated t value of the Store Atmosphere (X2) variable is 2.655, which is greater than the t table (1.985) with a Sig of $0.002 < 0.005$, meaning that Store Atmosphere has a positive and significant effect on purchasing decisions, so the second hypothesis is accepted.

H3: Hypothesis test of the influence of Location (X3) on Purchasing Decisions (Y) at Alfar Grocery Store, it is known that the calculated t value of the Location (X3) variable is 2.036, which is greater than the t table (1.985) with a Sig of $0.004 < 0.005$, meaning that Location has a positive and significant effect on purchasing decisions, so the third hypothesis is accepted.

E. F Test

The results of the simultaneous hypothesis test show that the calculated F value = 10.219 is greater than the F table of 2.699, and significantly lower than 0.050. These results indicate that the Purchase Decision variable (Y) is significantly influenced by the Price Perception variable (X1), Store Atmosphere (X2), Location (X3). Table 4 of multiple linear regression shows the results of the Determination value (Adjusted R Square) is 0.703 which indicates that the price perception factor, store atmosphere, and location are able to explain the impact on the purchase decision variable by 70.3%. The additional variables examined in this study have an impact of 29.7%.

F. Discussion

The influence of price perceptions on purchasing decisions

The partial hypothesis results show that the Price Perception regression coefficient is positive, namely 0.096, so the first hypothesis is that price perception has a positive and significant effect on purchasing decisions. Price perception is not only limited to the stated nominal value, but also how customers assess the quality and benefits of the product

obtained by Rivai & Zulfitri (2021) in the study (Clarita & Khalid, 2023). The results of the study (Clarita & Khalid, 2023), show that price perception consistently has a positive and significant impact on purchasing decisions, this is supported by the results of research (Rohmatul Ummat & Kristina Anindita Hayuningtias, 2022), as well as research (Al Azahari & Lukmanul Hakim, 2021), which shows that price perception has a positive and significant effect on purchasing decisions.

The Influence of Store Atmosphere on Purchasing Decisions

The partial hypothesis results show that the Store Atmosphere coefficient is positive, namely 0.129, so the second hypothesis is that store atmosphere has a positive and significant effect on purchasing decisions. According to Suyoto (2017) in a study (Winarsih & Mandey, 2022), store atmosphere includes all physical components that shape the shopping experience in a store, including product layout, lighting, comfort, and air circulation. The results of the study (Winarsih & Mandey, 2022), show that store atmosphere has a positive and significant effect on purchasing decisions, this is supported by research (Imam Nawawi, 2024), which shows that store atmosphere has a positive and significant effect on purchasing decisions.

The Influence of Location on Purchasing Decisions

The partial hypothesis results show that the location coefficient is positive, at 0.062, so the third hypothesis is that location has a positive and significant effect on purchasing decisions. A suitable and easily accessible location makes it easy for customers to reach the store, especially in densely populated areas. Locations close to main roads, busy areas, and with adequate parking facilities will be visited more often by Kasmir (2016) in a study (Debby Cynthia et al., 2022). The results of the study (Clarita & Khalid, 2023), which showed that location has a positive and significant effect on purchasing decisions. However, this contradicts the results of the study (Debby Cynthia et al., 2022), which stated that location does not have a significant effect on purchasing decisions. Before purchasing, customers usually ask other customers who have purchased the product before. If the buyer perceives other consumers' answers as positive, this can encourage them to buy as well. In other words, there are factors that can mediate the influence between location and purchasing decisions. Therefore, location does not affect purchasing decisions.

5. CONCLUSION

Based on the research results and discussions outlined previously, the following conclusions can be drawn: 1) Price perception has a positive and significant effect on purchasing decisions at Alfar Banyudono Grocery Store. 2) Store atmosphere has a significant and positive effect on purchasing decisions at Alfar Banyudono Grocery Store. 3) Location has a positive and significant effect on purchasing decisions at Alfar Banyudono Grocery Store. 4) Price perception, store atmosphere, and location have a positive and significant effect on purchasing decisions at Alfar Banyudono Grocery Store.

Apart from the practical and theoretical research results that have been discussed, this study has several limitations, so the researcher suggests that Alfar Grocery Store pay more attention to a more comfortable store atmosphere for buyers, provide a price catalog list periodically every month so that buyers know when they are going to shop, and add parking space so that buyers feel satisfied with the location. Suggestions for future researchers who are interested in conducting similar research are to add variables that have not been studied in this study, for example, giving discounts, service quality, payment with e-wallet and others.

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