



**THE INFLUENCE OF LOCATION AND SERVICE QUALITY ON
PURCHASE DECISION (CASE STUDY AT RAHMAN COLLECTION
STORE)**

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Abstract

This study aims to analyze the influence of location and service quality on purchase decisions, using a case study at the Rahman Collection Store. A quantitative method was employed, with the research population comprising all railway passengers at Cirebon Station who have interacted with other passengers. The total number of visitors to Rahman Collection Store from July to December was recorded at 21,457. The Slovin formula was used to determine the sample size, resulting in 99.536, which was rounded up to 100 respondents. Data were collected using a Likert scale to measure respondents' perceptions of the studied variables. The research findings indicate that both location and service quality have a significant influence on consumer purchase decisions. Furthermore, when analyzed jointly, location and service quality were found to simultaneously affect purchasing behavior at the Rahman Collection Store. These results highlight the importance of strategic location and high-quality service in attracting and retaining customers.

Keywords: Location, Service Quality, Purchase Decision



INTRODUCTION

Along with the times, Indonesia home to the largest Muslim population in the world has experienced significant growth in the Muslim fashion industry, particularly in the *gamis* segment. *Gamis*, a long dress that covers the body according to Islamic guidelines, has become both a symbol of religious identity and an expression of modern lifestyle for Indonesian Muslim women. The growth of the sharia fashion industry in Indonesia is driven by increasing public awareness of the importance of dressing according to Islamic principles, as well as government support in positioning Indonesia as the global center of Muslim fashion. According to Fijriyanti (2022), Indonesia ranks among the world's top three Muslim fashion exporters, after Turkey and the United Arab Emirates.

Cirebon, a city rich in cultural heritage and Islamic traditions, plays a significant role in the development of Muslim women's fashion in Indonesia. One prominent aspect is the adaptation of traditional clothing, such as *gamis*, into a modern context without abandoning sharia values and local wisdom.

In a business context, understanding the consumer purchase decision process is crucial for companies to design marketing strategies that more accurately respond to customer needs and expectations. Purchase decision is the final stage of the consumer decision-making process, involving the selection of a specific product or service after a series of evaluations and considerations. According to Kotler and Keller (2016), a purchase decision is an act by consumers to buy a product or service as a result of choosing among several available alternatives. This process involves not only rational aspects such as price and quality, but is also influenced by emotional, environmental, and social factors.

At Rahman Collection, in a competitive business environment, understanding the factors that influence consumer purchasing decisions becomes crucial. Poor purchase decisions, an inaccessible business location, and inefficient service quality can negatively impact company revenue.

A study by Febriansyah et al. (2022) at the Swadaya Market Pamulang 2, South Tangerang, revealed that location and service quality simultaneously have a significant effect on consumer purchasing decisions, with a contribution of 49.5%. Unstrategic locations and inadequate service can reduce consumer interest in making purchases, ultimately lowering company income. This is reflected in the declining revenue data of Rahman Collection, which is influenced by weakened purchasing decisions.

Rahman Collection has experienced a significant decline in revenue. This variation is strongly suspected to be related to the level of consumer purchase



decisions at the store. Suboptimal purchase decisions are often triggered by the management's lack of understanding of consumer needs and preferences. For instance, companies that implement pricing or product strategies without considering consumer behavior may find a mismatch between the products offered and market expectations. This supports the findings of Mahendra and Irawati (2023), who observed that a mismatch between consumer expectations and service quality results in a decline in customer visit frequency, negatively impacting the monthly turnover of local culinary businesses they studied. Rahman Collection likely reflects similar purchasing decision dynamics.

In general, location refers to the place where a business activity is conducted. A strategic location not only enhances store visibility but also facilitates consumer access, which can ultimately strengthen the brand's positive perception. Conversely, a poor location may hinder accessibility and decrease consumer interest in visiting, negatively affecting purchasing decisions. A study by Indiani (2021) showed that location, product variety, and purchase decisions significantly influence consumer purchasing behavior. In this context, locations that are easily accessible and comfortable can increase buying interest and consumer loyalty to a particular brand. This is supported by the location pre-survey data.

Based on the location pre-survey data for Rahman Collection, it can be concluded that the store's current location is less strategic and presents several accessibility and visual appeal challenges. The majority of respondents reported the following: Store is not easily accessible (51.4%), No adequate public transportation (62.2%), Insufficient parking area (59.5%), Store identity is unclear (78.4%), Unattractive store exterior (51.4%), New customers have difficulty recognizing the store (56.8%), Difficult vehicle access in/out (73%), Not located near public areas such as markets or schools (86.5%), Poor private road access (89.2%).

Overall, this indicates that Rahman Collection needs to consider relocating or making significant improvements to its location, accessibility, and visual identity in order to increase customer appeal and ease of access.

Additional data shows the current location of Rahman Collection, obtained from images taken via Google Maps.

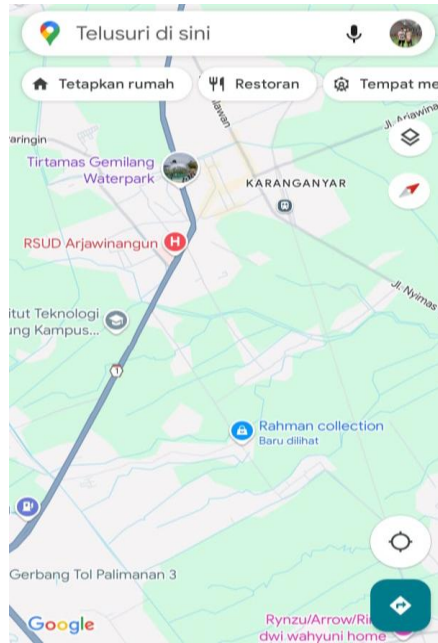


Figure 1.

Google Maps Location of Rahman Collection Store

Figure 1 shows the Google Maps location of the Rahman Collection store. According to Febriansyah et al. (2022), at the Swadaya Pamulang 2 Market, location has a significant influence on consumers' purchasing decisions, and an unstrategic location has been proven to reduce consumer buying interest. This has implications for the decline in daily turnover of traders in the area. In that study, respondents stated that narrow access, limited parking space, and the market's location being far from the main road were the main barriers to attracting buyers.

Research by Kevinli and Gultom (2020) also shows that location has a positive and significant influence on consumers' purchasing decisions, which indirectly affects purchasing behavior. Therefore, an unstrategic location can be a major factor in the decline of purchasing decisions at the Rahman Collection store.

Service quality is one of the key elements in building customer satisfaction and loyalty. When the service provided does not meet consumer expectations in terms of speed, friendliness, accuracy, or convenience, there is a high probability that consumers will switch to competitors who can offer a better service experience. This situation may lead to a continuous decline in customer numbers, ultimately resulting in a direct decrease in business revenue.

Below is data on live viewers and in-store visitors to Rahman Collection, which has declined due to poor service quality.



Table 1.
Data on Live Viewers and In-Store Visits to Rahman Collection

Month	Visitors
July	4,200
August	4,000
September	3,755
October	3,465
November	3,167
December	2,870
Total	21,457

Source: Owner of Rahman Collection

Table 1 above shows the data on the number of viewers and visits to the Rahman Collection store, which has declined. Rahman Collection is experiencing a significant decrease in the number of visitors, both through live streaming on digital platforms and direct (offline) visits to the physical store. This decline not only reflects reduced consumer interest but also indicates issues in the area of service quality.

The most frequent customer complaints include slow responses to inquiries during live sessions, unfriendly behavior from store staff, and discrepancies between product information and the actual condition. Poor service quality has the potential to reduce customer satisfaction and directly impact both loyalty and purchasing decisions.

A study by Mahendra and Irawati (2023) at Warunk Pak Kumis Pare Restaurant showed that service quality has a significant influence on consumer satisfaction and purchase decisions. In that case, slow, unresponsive, and unfriendly service caused customers to feel disappointed and unwilling to make repeat visits. As a result, the restaurant experienced an 18% revenue decline within three months following the drop in service quality.

Therefore, based on this case, the author is interested in conducting research on the influence of Location and Service Quality on Purchase Decisions at Rahman Collection.

LITERATURE REVIEW

Management Theory

According to Nanih Machendrawaty (2019:17) management is the process of organizing a system of individual or group activities consciously by considering elements, objectives, and functions. Management not only involves



activities to achieve and fulfill organizational goals but also focuses on carrying out these activities effectively and efficiently.

Marketing Management Theory

Management is the process of planning, organizing, directing, and controlling human resources to achieve organizational goals effectively and efficiently (Smith & Clark, 1928). In the context of marketing, management is not only concerned with internal organizational management but also includes strategies on how a company can create and maintain value for consumers and remain competitive in the market.

Purchase Decision Theory

Purchase decision is a consumer decision influenced by factors such as economic conditions, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. These factors shape consumer attitudes in processing information and drawing conclusions in the form of responses regarding which product to buy (Muhtarom et al., 2022).

Location Theory

Location refers to the place where a business or business activity is conducted. An important factor in business development is the site's proximity to urban areas, the means of access, and the travel time to reach the destination (Tengku Mahesa Khalid, 2021)

Service Quality Theory

Service quality refers to the extent to which the Rahman Collection store can meet customer expectations in terms of convenience, timeliness, and responsiveness to complaints. According to Parasuraman, Zeithaml, and Berry (1988) in the SERVQUAL model, service quality consists of five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of the Rahman Collection store, service quality includes train quality, customer comfort, punctuality, and responsiveness to customer complaints.

RESEARCH METHOD

This study uses a quantitative method. The population in this research includes all railway passengers at Cirebon Station who interact with other railway passengers at Cirebon Station. According to Flores & Madrid (2025), the population in a study must be clearly defined so that data analysis can be more accurate in context.

There were 21,457 customers who visited **Rahman Collection Store** over the last six months, from July to December. The **Slovin formula** is used to



determine the sample size for this research. One common question in sampling methods is how many samples are needed. If the sample size is too small, the research results may not accurately represent the population. Conversely, if the sample size is too large, it may lead to a waste of resources and cost (Sevilla et al., 1960).

$$n = \frac{N}{1 + N(e)^2}$$

Note:

n: Sample size

N: Population size

e: Margin of error; the error tolerance used in this sampling is 10%

Based on the population of 21,457 visitors to the Rahman Collection mentioned above, and using a 10% margin of error, the sample size used in this study is calculated as follows:

$$n = \frac{21.457}{1+21.457 \times (0,01)} = \frac{21.457}{251,57} = 99,536$$

Based on the calculation above, the sample data used as respondents in this study was adjusted to 99.536 and rounded up to 100 respondents. A Likert scale was used in this study to measure the extent of the respondents' responses to the variables being studied.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

The analysis and testing were conducted to determine the influence of Price and Promotion on Purchase Decision.

Table 3.
Results of Multiple Linear Regression Analysis Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance
1 (Constant)	4.069	2.565		1.586	.116		
LOCATION	.513	.091	.474	5.646	.000	.681	1.469



QUALITY OF SERVICE	.345	.083	.350	4.176	.000	.681	1.469
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a. Dependent Variable: PURCHASING DECISIONS

Source: Data processed using IBM SPSS

Based on Table 3 above, the multiple linear regression equation for this study can be formulated as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$$

$$Y = 1.836 + 0.717 + 0.314 + e$$

The above regression equation can be explained and interpreted as follows:

1. Based on the equation above, the constant value (α) = 4.069. This means that if the variables Location (X1) and Service Quality (X2) have a value of <0, then the result will be 1.836.
2. The regression coefficient for Price (X1) is 0.531, indicating that the Price variable has a positive influence on Purchase Decision. This means that if Price (X1) increases by 1%, the Purchase Decision (Y) at Graha Second will increase by 0.531.
3. The regression coefficient for Promotion (X2) is 0.345, indicating that the Promotion variable has a positive influence on Purchase Decision. This means that if Promotion (X2) increases by 1%, the Purchase Decision (Y) at Graha Second will increase by 0.345.

Analysis of the Coefficient of Determination

The coefficient of determination (R^2) is used to measure how well the constructed model explains the variance of the independent variables. The following is the table of results from the determination test:

Table 4.
Results of the Coefficient of Determination (R^2) Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.535	.525	4.98403

a. Predictors: (Constant), QUALITY OF SERVICE, LOCATION

b. Dependent Variable: PURCHASING DECISIONS

Source: Data Processed Using IBM SPSS 5



The coefficient of determination (R^2) value is indicated by an R Square of 0.824. When calculated using the formula for the coefficient of determination, the result is as follows:

$$KD = R^2 \times 100\%$$

$$KD = 0.535 \times 100\%$$

$$KD = 53.5\%$$

This indicates that the percentage of the influence of the Location (X1) and Service Quality (X2) variables on the Purchase Decision (Y) is 53.5%. The remaining 46.5% (100% - 53.5%) is influenced by other variables that were not examined in this study.

Hypothesis Testing

T-Test (Partial Test)

To determine whether the independent variables have an effect on and are statistically significant to the dependent variable, the following criteria are used:

- a. The significance level used is ($\alpha = 0.05$). If the p-value $< \alpha$ 0.05, then the independent variable has a significant effect on the dependent variable. Conversely, if the p-value $> \alpha$ 0.05, the independent variable does not have a significant effect on the dependent variable.
- b. Comparing the calculated t-value (t-count) with the t-table value. The formula for degrees of freedom is: $df = N$ (sample size) – k (number of variables), or $df = (N - k)$, with a significance level (α) of 5% (0.05). If t-count $>$ t-table, then H_0 is rejected and H_a is accepted, meaning the independent variable has a significant effect on the dependent variable. If t-count $<$ t-table, then H_0 is accepted and H_a is rejected, meaning the independent variable does not have a significant effect on the dependent variable.

The T-test (partial test) is conducted to examine the effect of the Location variable (X1) on Purchase Decision (Y), and the effect of the Service Quality variable (X2) on Purchase Decision (Y).



Hypothesis Testing 1 (H1): The Effect of Location (X1) on Purchase Decision (Y)

Table 5. Results of Hypothesis Testing 1 (H1)

Table with 8 columns: Model, Unstandardized Coefficients (B, Std. Error), Standardized Coefficients (Beta), t, Sig., Collinearity Statistics (Tolerance, VIF). Rows include Constant, LOCATION, and QUALITY OF SERVICE.

a. Dependent Variable: PURCHASING DECISIONS

Source: Data Processed Using IBM SPSS 5

Based on Table 5, the results of testing the effect of Location (X1) and Service Quality (X2) on Purchase Decision (Y) show that:

- 1. The calculated t-value is 5.637, while the t-table value at degrees of freedom (df) = 100 - 3 = 97 and a significance level of 0.05 is 1.98472. Since 5.637 > 1.98472 and the significance value is 0.000 < 0.05, it can be concluded that H0 is rejected and Ha is accepted, meaning the Location (X1) variable has a positive and significant partial effect on Purchase Decision (Y).
2. The calculated t-value is 4.194, while the t-table value at degrees of freedom (df) = 100 - 3 = 97 and a significance level of 0.05 is 1.98472. Since 4.194 > 1.98472 and the significance value is 0.000 < 0.05, it can be concluded that H0 is rejected and Ha is accepted, meaning the Service Quality (X2) variable has a positive and significant partial effect on Purchase Decision (Y).

F-Test (Simultaneous Test)

The F-test (simultaneous test) is used to determine whether all independent variables included in the model have a simultaneous effect on the dependent variable. Below is the testing of Hypothesis 3 (H3): The effect of Price (X1) and Promotion (X2) on Purchase Decision (Y).



Table 6. Results of the F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2772.704	2	1386.352	55.810	.000 ^b
	Residual	2409.536	97	24.841		
	Total	5182.240	99			

a. Dependent Variable: PURCHASING DECISIONS

b. Predictors: (Constant), QUALITY OF SERVICE, LOCATION

Source: Data Processed Using IBM SPSS 5

The research results showed that the calculated F-value was 106.094. The F-table value at a significance level of 0.05 with degrees of freedom (df1) = k-1 and (df2) = n-k was 3.089. The obtained F-value of 55.810 > F-table value of 3.089. Thus, it can be concluded that H₀ is rejected and H_a is accepted, meaning that the variables Location (X1) and Service Quality (X2) together have a positive and significant effect on Purchase Decision (Y).

The Effect of Location on Purchase Decision

Location is a part of the marketing mix strategy (place), which includes ease of access, visibility, and convenience of the business premises. A strategic location increases the opportunity for consumers to interact with a brand. Location, as represented in affective image, perceived quality, and perceived value, has a significant effect on the intention to visit and recommend (Elalfy et al., 2025).

The results of hypothesis testing showed that testing H1 (X1) on Purchase Decision (Y) obtained a t-value of 5.637, while the t-table value with degrees of freedom (df) = 100-3 = 97 and a significance level of 0.05 was 1.98472. Since 5.637 > 1.98472 and the significance value was 0.000 < 0.05, it can be concluded that H₀ is rejected and H_a is accepted, meaning that the Location variable (X1) has a partial, positive, and significant effect on Purchase Decision (Y).

A study conducted by Elalfy et al. (2025) showed that an attractive location aligned with local brand image significantly increases dimensions of purchase decisions such as loyalty and quality perception. Similarly, Kim & Bae (2023) stated that a destination with symbolic value and strong identity reinforces



positive brand attitudes and increases consumer trust, ultimately leading to stronger purchase decisions.

The Effect of Service Quality on Purchase Decision

Service quality refers to the extent to which Rahman Collection can meet customer expectations in terms of comfort, timeliness, and responsiveness to complaints. According to Parasuraman, Zeithaml, and Berry (1988) in the SERVQUAL model, service quality consists of five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of Rahman Collection, service quality includes product quality, customer comfort, punctuality, and responsiveness to customer complaints.

The results of hypothesis testing for H₂ (X₂) on Purchase Decision (Y) showed a t-value of 4.194, while the t-table value with degrees of freedom (df) = 100–3 = 97 and a significance level of 0.05 was 1.98472. Since 4.194 > 1.98472 and the significance value was 0.000 < 0.05, it can be concluded that H₀ is rejected and H_a is accepted, meaning that the Service Quality variable (X₂) has a partial, positive, and significant effect on Purchase Decision (Y).

Service quality significantly affects the purchase decisions at Kopisae Café (Dwi Putra Hendro ariantoro & Budhi, 2020). Service quality is closely related to purchase decision, as it represents the expected level of excellence and the ability to control it to meet customer desires. When the service received and perceived by customers meets their expectations, the service quality is perceived as good and satisfying.

The Effect of Location and Service Quality on Purchase Decision

Purchase decision is the result of a consumer's decision-making process after evaluating various product or service alternatives. In marketing, two key factors that significantly influence purchase decision are location and service quality, as demonstrated in a study at Rumah Makan Padang Salero Enak in Surabaya (Muhtarom et al., 2022).

Service quality refers to the extent to which Rahman Collection can meet customer expectations in terms of comfort, timeliness, and responsiveness to complaints. According to Parasuraman, Zeithaml, and Berry (1988) in the SERVQUAL model, service quality consists of five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of Rahman Collection, this includes product quality, customer comfort, punctuality, and complaint response. Location is part of the marketing mix strategy (place), encompassing ease of access, visibility, and business site convenience.



Based on the research results, the calculated F-value was 106.094. With a significance level of 0.05, and degrees of freedom (df1) = k-1 and (df2) = n-k, the F-table value was 3.089. Since the F-value of 55.810 > F-table 3.089, it is concluded that H_0 is rejected and H_a is accepted, meaning the variables Location (X1) and Service Quality (X2) simultaneously have a positive and significant effect on Purchase Decision (Y).

Location and service quality influence purchase decisions. Research by Rahmah et al., (2025) stated that location and service quality both have significant effects simultaneously and partially on consumer purchase decisions at Azad Store in the Cihideung shopping area, Tasikmalaya. This is supported by (Muhtarom et al., 2022) who concluded that location has a significant effect on customer loyalty, both directly and when mediated by purchase decisions. Therefore, location and service quality significantly influence purchasing decisions.

CONCLUSION

Based on the research results and the discussion presented in the previous chapter, it can be concluded that the effect of Price and Promotion on the Purchase Decision of imported clothing at Graha Second store shows that Location has an influence on Purchase Decision, Service Quality has an influence on Purchase Decision, and both Location and Service Quality have an influence on Purchase Decision.

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