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**THE EFFECT OF PRICE AND LOCATION ON CONSUMER PURCHASING  
DECISIONS AT TOKO ANGGUN BANGUNAN KULIM IN PEKANBARU  
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**Abstract**

This study aims to determine and analyze the effect of price and location on consumer purchasing decisions at Toko Anggun Bangunan Kulim, Pekanbaru City. The research method used is a quantitative method with descriptive and associative approaches. The population in this study were all consumers who had made purchases at Toko Anggun Bangunan, and the sampling technique used was accidental sampling, resulting in a sample of 100 respondents. Data collection was carried out through questionnaires, while data analysis used validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination ( $R^2$ ) with the help of SPSS program. The results of the study indicate that partially the price variable has a significant effect on purchasing decisions, and the location variable also has a significant effect on purchasing decisions. Simultaneously, price and location have a significant effect on consumer purchasing decisions. The coefficient of determination shows that price and location variables are able to explain consumer purchasing decisions, while the rest is influenced by other variables not examined in this study.

**Keywords:** Price, Location, Purchasing Decision



## INTRODUCTION

In the modern era, the development of the business world, particularly in the retail trade sector, has become increasingly competitive. One of the continuously growing business sectors is building material stores. Building materials are essential needs that cannot be separated from people's lives, whether for housing construction, offices, or other infrastructure. This condition makes the demand for building materials relatively stable and even tends to increase along with population growth and the expansion of development in both urban and rural areas.

In facing business competition, an appropriate marketing strategy is required. Marketing, according to (Kotler dan Keller (2016), is a social and managerial process by which individuals and groups obtain what they need and want through the creation, offering, and exchange of valuable products with others.

according to Solomon (2023:149), "The consumer's decision journey is increasingly nonlinear and influenced by digital touchpoints, peer reviews, and instant access to alternative offerings." In the context of building material stores, this suggests that consumers can easily change their decisions simply by accessing information on prices and product availability from other stores, whether offline or online.

One of the main factors influencing purchasing decisions is price and location. In today's dynamic economic conditions, people tend to be more selective in managing their expenses. Product prices that are perceived as too high can reduce consumer interest, while prices that are too low may raise doubts about the quality of the products offered. Therefore, building material stores must establish competitive pricing strategies without compromising product quality and business profitability.

According to Tjiptono (2016:61), "price is the only element of the marketing mix that generates revenue or income for the company." Therefore, business owners need to understand how pricing decisions can influence consumers' perceived value and purchasing decisions. Furthermore, Ferdinand (2021) states that price is one of the most flexible elements in the marketing mix and the easiest to adjust, while also having a direct impact on consumer demand and the company's image.

Based on the explanation above, it can be concluded that price is a value determined by the company and agreed upon by consumers as a form of exchange for the benefits of a product or service. Its value is not only expressed



in monetary terms but also includes perceptions, time, effort, and emotional value.

According to Tjiptono (2019:87), location is one of the main components in the retail marketing mix that can determine the success of a business. Stores situated in strategic locations with good road access and easy visibility tend to have higher attractiveness compared to those located in remote or hard-to-reach areas. In the context of building material stores, a strategic location includes proximity to residential areas, construction project sites, and main roads with high traffic.

Anggun Bangunan Kulim Store is one of the building material stores located in the Kulim area that provides various materials for construction and renovation needs. The products offered by this store are quite comprehensive, including main building materials such as cement of various brands, sand, gravel, steel, pipes, plywood, wood, as well as supporting materials such as light steel, gypsum boards, and other construction supplies. This wide range of products allows customers to obtain various material needs in one place, thereby simplifying the purchasing process and improving time efficiency for customers.

The following is a list of prices for goods/products sold at Anggun Bangunan Store:

**Table 1 Price List of Products at Anggun Bangunan Kulim Store**

No	Product Type	Variation / Description	Unit	Price Range (IDR)
1	PVC Pipe (Ethalvin)	Size ½ – 4 inch	Piece	17,900 – 235,100
2	Plywood	Thickness 3 – 18 mm	Sheet	55,000 – 250,000
3	Steel	Size 6 – 12	Piece	30,000 – 100,000
4	Sinso Wood	Beams & boards (various sizes)	Piece / Cubic	35,000 – 2,300,000
5	Somel Wood	Beams & boards (various sizes)	Piece / Cubic	8,000 – 1,300,000
6	Cement	Various brands	Sack	65,000 – 145,000
7	Sand	Sand, gravel	Pickup / Truck	160,000 – 1,000,000
8	Light Steel	Channel & truss	Piece	38,000 – 120,000
9	Gypsum Board & GRC	Gypsum & GRC 4 mm	Sheet	55,000 – 80,000



10	Supporting Materials	Furring, anchors, cornices	Piece / Unit	9,000 – 70,000
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Source: *Anggun Bangunan Kulim Store, 2025*

Anggun Bangunan Kulim Store is located in the Kulim area, a region that is experiencing rapid growth with increasing residential and infrastructure development. This position actually represents a significant opportunity, as the store is close to its main target market—people who require building materials in both large and small quantities. However, based on preliminary observations, some customers have complained about the access to the store, which is considered less than adequate, especially during peak hours when traffic becomes congested. In addition, limited parking space is also one of the constraints that makes customers feel less comfortable when shopping.

In addition, the store’s location also plays an important role in attracting consumer interest. A strategic location that is easily accessible, close to the target market, and supported by good transportation access will make it easier for consumers to make purchases.

### LITERATURE REVIEW

#### Price

##### Definition of Price

Price is one of the essential elements in marketing that plays a strategic role in determining the success of a product in the market. According to Armstrong (2021), price is the amount of money charged for a product or service, or the sum of values that customers exchange to obtain the benefits of owning or using the product. In line with this, Delbert I. Hawkins (2020) states that price represents an economic sacrifice that consumers must make to obtain a product or service, which also influences perceived value and purchasing decisions.

Meanwhile, Cravens and Piercy (2021) explain that price is a strategic tool in marketing that not only functions to generate revenue but also to create value for customers. Based on these expert opinions, it can be concluded that price is the value that consumers must sacrifice to obtain a product or service, reflecting its benefits while influencing perceptions and purchasing decisions.

##### Price Dimension

According to Fandy Tjiptono (2015:152), price has several main dimensions that are considered by consumers in making purchasing decisions, namely:



1. Price Affordability, The price set by the company must be affordable for the target consumers' purchasing power. Consumers will assess whether the price of a product is in line with their economic ability.
2. Price Suitability with Product Quality, Consumers often use price as an indicator of quality. The higher the price, the better the perceived quality. Therefore, the price offered should be balanced with the quality of the product provided.
3. Price Suitability with Benefits, Consumers perceive a price as reasonable when the benefits obtained from the product are equal to or even greater than the costs incurred.
4. Price Competitiveness, The price of a product needs to be compared with similar products offered by competitors. If the price is considered too high compared to competitors, consumers tend to choose alternative products.

### **Location**

#### **Definition of Location**

Location is one of the important factors in the retail marketing mix that greatly influences consumers' decisions in choosing where to shop. According to Fandy Tjiptono (2015:152), location refers to the place where a company operates or business activities take place, which becomes a key consideration for consumers in making purchases. A strategic location makes it easier for consumers to reach the store, thereby increasing the number of visitors and enhancing sales opportunities.

Kotler and Keller (2016) also state that a strategic business location is one that is easily accessible, has adequate transportation access, is situated in a supportive environment, and provides convenience for consumers to make purchases. Thus, location can be considered one of the main attractions in drawing consumer interest.

Based on the opinions of these experts, it can be concluded that location is a crucial factor in the retail marketing mix that significantly influences consumer purchasing decisions. A strategic location that is easy to access, supported by adequate transportation, good visibility, and a safe and comfortable environment will increase consumer interest in visiting. Therefore, location is not merely a place of business, but also one of the key determinants of sales success and business competitiveness.

#### **Location Dimension**

According to Philip Kotler and Kevin Lane Keller in the concept of the promotion mix, promotion consists of several main dimensions, namely:



According to Kotler and Keller (2016:210), location (place) is an important component of the retail marketing mix that influences consumers' decisions to shop. Selecting the right location provides a competitive advantage by increasing the number of customers, enhancing shopping convenience, and expanding sales opportunities.

The dimensions of location according to Kotler can be explained as follows:

1. **Accessibility**, The location must be easily reached by consumers, either by private vehicles or public transportation. This includes road conditions, availability of transportation routes, and distance from residential areas or consumer activity centers. The easier the access, the higher the likelihood of consumer visits.
2. **Visibility**, A good location should be easily seen by the public or potential customers. Stores located along main roads with heavy traffic, near crowded areas, or at strategic points are easier to recognize. Good visibility also strengthens brand image and helps consumers find the store more easily.
3. **Traffic**, The flow of people and vehicles around the location greatly affects the potential for customer visits. Locations in busy areas, near shopping centers, markets, or public facilities, tend to attract more buyers. However, it is important to ensure that the traffic aligns with the intended target market.
4. **Environment Condition**, The surrounding environment should support consumer comfort and safety. A clean, safe, and positive environment makes consumers more comfortable visiting the store. Conversely, locations in unsafe or poorly maintained areas may reduce consumer interest.
5. **Facilities Availability**, An ideal location should provide supporting facilities such as adequate parking space, lighting, security, and cleanliness. Complete facilities enhance consumer comfort and encourage longer visits.
6. **Proximity to Market and Competitors**, A location close to the target market offers greater opportunities to attract customers. In addition, the presence of competitors should also be considered. In some cases, being located near competitors can be advantageous as it creates a shopping area or business cluster. However, the level of competition must remain balanced to avoid reducing profitability.

## **Purchase Decision**

### **Definition of Purchase Decision**

A purchase decision is a process in which consumers select one option from several available alternatives after evaluating information and considering



their needs and preferences. According to Schiffman and Wisenblit (2020), a purchase decision is the stage in consumer decision-making where individuals choose a product or service after evaluating various alternatives based on perceived value and expected satisfaction.

Furthermore, according to Solomon (2023), a purchase decision is part of the consumer decision journey in which consumers make final choices influenced by internal factors, external stimuli, digital information, and social influences. This decision reflects how consumers process information and ultimately determine whether or not to purchase a product or service.

### **Stages of Purchase Decision**

According to Indrasari (2016), the purchase decision process consists of five stages:

- a. Need Recognition, Consumers realize a need or problem, triggered by internal factors (such as hunger or thirst) or external factors (such as advertising).
- b. Information Search, Consumers seek information about products from various sources, including personal, commercial (advertising, salespeople), and public sources (media).
- c. Evaluation of Alternatives, Consumers compare different products or brands to find the one that best meets their needs.
- d. Purchase Decision, Consumers decide to buy the most preferred product, but the decision can be influenced by others and situational factors (price, income, etc.).
- e. Post-Purchase Behavior, Consumers evaluate their satisfaction after purchase, which depends on the match between expectations and product performance.

### **Purchase Decision Indicators**

According to Sudjatmika (2017), the indicators of purchase decisions can be described as follows:

1. Price, Consumers decide to purchase a product because the offered price is considered appropriate to their financial capability and provides value that is proportional to the benefits obtained from the product.
2. Product Reviews, Consumers make purchasing decisions based on considerations of reviews or experiences from others, either through direct recommendations or online reviews.
3. Convenience, Consumers choose to purchase a product due to the ease of the purchasing process, such as easy access to the location, product availability, and convenience in transactions.



4. Security, Consumers purchase a product because of the assurance of security, both in terms of product quality and transaction processes. This factor can also increase consumer trust and encourage repeat purchases.

## RESEARCH METHOD

This research uses a quantitative research design, in which the approach applied is descriptive statistics, which is used to analyze data by describing or illustrating the collected data as it is without intending to make general conclusions or generalizations. In addition, this research also uses inferential statistics, which is a statistical technique used to analyze sample data and apply the results to the population. Inferential statistics include parametric statistics, which are used to test population parameters through statistical analysis and to analyze sample data.

The location of this research is Toko Anggun Bangunan Kulim, located at Jalan Kapau Sari, Kulim, Pekanbaru, Riau, Indonesia. This research focuses on examining several variables consisting of independent variables and dependent variables. The independent variables in this study are Price (X1) and Location (X2), while the dependent variable is Purchase Decision (Y).

The population in this study consists of consumers who have purchased or are currently purchasing products at Toko Anggun Bangunan Kulim. Since the total population is not known with certainty, the determination of the sample size uses the Lemeshow formula. Based on the calculation results, the number of samples obtained in this study is 100 respondents.

The sampling technique used in this research is non-probability sampling with the purposive sampling method, which is a sampling technique based on specific criteria relevant to the research objectives. The data collection techniques used in this research are questionnaires, documentation, and literature study.

The data analysis technique in this research uses SPSS (Statistical Product and Service Solutions). The analysis includes descriptive analysis, validity test, reliability test, classical assumption test (normality, multicollinearity, heteroscedasticity, and autocorrelation), multiple linear regression analysis, and hypothesis testing (t-test, F-test, and coefficient of determination) to analyze the effect of price and location on purchase decisions.

## RESULTS AND DISCUSSION

### Data Analysis

#### 1. Validity Test



The validity test aims to determine whether the research instrument used is valid and capable of accurately measuring the variables under study. A valid instrument reflects the extent to which the questionnaire items are able to represent the concept or construct being measured, so that the data obtained can truly describe the actual conditions in the field.

In this research, the validity test was conducted using SPSS software through the Pearson Product Moment correlation method. This method measures the correlation between each item score and the total score of the variable. An instrument item is considered valid if the value of r-count is greater than the r-table value at a certain significance level. Conversely, if the r-count value is smaller than the r-table value, the item is considered invalid and should be revised or removed.

**Table 2. Validity Test Results**

Variable	Instrument No	r-count	r-table	Description
<b>Price (X1)</b>	X1.1	0.512	0.196	Valid
	X1.2	0.437	0.196	Valid
	X1.3	0.689	0.196	Valid
	X1.4	0.458	0.196	Valid
	X1.5	0.576	0.196	Valid
	X1.6	0.631	0.196	Valid
	X1.7	0.594	0.196	Valid
	X1.8	0.468	0.196	Valid
<b>Location (X2)</b>	X2.1	0.541	0.196	Valid
	X2.2	0.459	0.196	Valid
	X2.3	0.672	0.196	Valid
	X2.4	0.583	0.196	Valid
	X2.5	0.526	0.196	Valid
	X2.6	0.608	0.196	Valid
	X2.7	0.557	0.196	Valid
	X2.8	0.642	0.196	Valid
<b>Purchase Decision (Y)</b>	Y1	0.568	0.196	Valid
	Y2	0.446	0.196	Valid
	Y3	0.701	0.196	Valid
	Y5	0.552	0.196	Valid
	Y5	0.618	0.196	Valid
	Y6	0.503	0.196	Valid



Source: Data Processed (2026)

Based on the results of the validity test presented in Table 2, it can be seen that all statement items for each variable, namely Price (X1), Location (X2), and Purchase Decision (Y), have r-count values greater than the r-table value of 0.196. This indicates that each item has a strong correlation with the total score of its respective variable. Therefore, it can be concluded that all statement items used in this research are valid and appropriate to be used as research instruments, and they can be further analyzed in the next stage of data analysis.

## 2. Reliability Test

The reliability test is conducted to measure the consistency and dependability of the research instrument. An instrument is considered reliable if it produces consistent results when used multiple times to measure the same variable under similar conditions. Reliability testing in this study was carried out using SPSS software by examining the value of Cronbach’s Alpha.

If the Cronbach’s Alpha value is greater than 0.6, the instrument is considered reliable. Conversely, if the Cronbach’s Alpha value is less than 0.6, the instrument is considered not reliable.

**Table 3. Reliability Test Results**

Variable	N	Cronbach’s Alpha	Description
Price (X1)	8	0.882	Reliable
Location (X2)	8	0.915	Reliable
Purchase Decision (Y)	6	0.864	Reliable

Source: Data Processed (2026)

Based on Table 4.6, it can be seen that all variables used in this study have Cronbach’s Alpha values greater than 0.6. The Price variable has a Cronbach’s Alpha value of 0.882, the Location variable has a value of 0.915, and the Purchase Satisfaction variable has a value of 0.864. These results indicate that all variables in this study are declared reliable. Therefore, all questionnaire items can be used as data collection instruments because they meet the reliability requirements and are capable of providing consistent results.

## Multiple Linear Regression Analysis

Multiple linear regression analysis in this study is used to test the hypotheses that have been formulated previously, namely to determine whether there is an effect between the variables under study. The results of the multiple linear regression obtained in this research can be seen in the following table.

**Tabel 4 Multiple Linear Regression Results**

**The Effect of Price and Location on Consumer Purchasing...**



**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.598	.829		1.753	0.064		
1 Price	.561	.076	.511	4.697	0.001	.542	1.376
Location	.470	.069	.438	4.150	0.002	.613	1.321

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processed (2026)

Based on the multiple linear regression table above, the multiple linear regression model can be formulated as follows:

$$Y=1.598+0.561 X_1+0.470 X_2+e$$

The multiple linear regression equation above can be interpreted as follows:

1. Based on the Coefficients table above, the results of the multiple linear regression analysis in this study can be identified. The constant value is 1.598, which indicates that if the variables Price and Location are assumed to be zero, then the value of Purchase Decision is 1.598.
2. The regression coefficient of the Price variable (X1) is 0.561 with a significance value of 0.001, indicating that Price has a positive and significant effect on Purchase Decision. This means that the more the product price aligns with consumer expectations, the higher the likelihood of consumers making a purchase decision.
3. The regression coefficient of the Location variable (X2) is 0.470 with a significance value of 0.002, indicating that Location has a positive and significant effect on Purchase Decision. This means that the more strategic the store or purchase location is, the higher the likelihood of consumers making a purchase decision.
4. Based on the Tolerance and VIF values, it can be seen that the Tolerance value for the Price variable is 0.542 with a VIF of 1.376, while the Location variable has a Tolerance value of 0.613 and a VIF of 1.321. According to the multicollinearity criteria, if the Tolerance value is greater than 0.10 and the VIF is less than 10, then there is no indication of multicollinearity. Therefore,



all independent variables in this regression model do not experience multicollinearity, and the model is suitable for further analysis.

**Coefficient of Determination Analysis**

The coefficient of determination ( $R^2$ ) is used to measure how much the independent variables are able to explain the dependent variable in a regression model. The value of the coefficient of determination ranges from 0 to 1. The higher the value of  $R^2$ , the greater the ability of the independent variables to explain the variation in the dependent variable. Conversely, the lower the value of  $R^2$ , the more limited the ability of the independent variables to explain the dependent variable.

In this study, the coefficient of determination is used to determine how much influence the variables Price (X1) and Location (X2) have on Purchase Decision (Y) at Anggun Bangunan in Pekanbaru. The value of the coefficient of determination can be seen from the R Square value obtained through data processing using the SPSS program.

**Tabel 4 Coefficient of Determination Results Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 <sup>a</sup>	.645	.633	1.05231

a. Predictors: (Constant), Price (X1), Location (X2)

b. Dependent Variable: Purchase Satisfaction (Y)

Sumber: Data Olahan SPSS, 2026

Based on the table above, which presents the coefficient of determination ( $R^2$ ) in this study, it can be seen that the correlation between the independent variables and the dependent variable is  $R = 0.754$ . This indicates that Price and Location have a strong relationship with Purchase Decision. The relationship is positive, meaning that the more appropriate the price and the more strategic the location, the higher the likelihood of consumers making a purchase decision.

Furthermore, based on the data analysis, it is also known that the Adjusted R Square value is 0.556. This means that 55.6% of the variation in Purchase Decision can be explained by the variables Price and Location. Meanwhile, the remaining 44.4% (100% – 55.6%) is influenced by other factors not included in this study, such as service quality, promotion, product quality,



product variety, brand image, and other factors that may influence consumer purchase decisions.

### **The Effect of Price on Purchase Decision**

Based on the results of the partial test (t-test), the calculated t-value for the Price variable is 4.723 with a significance value of 0.001. This indicates that the t-value is greater than the t-table ( $4.723 > 1.987$ ) and the significance value is less than 0.05. Therefore, it can be concluded that the Price variable has a positive and significant effect on Purchase Decision at Toko Anggun Bangunan.

The results of this study indicate that price is one of the most important factors influencing consumer purchase decisions. Consumers always consider price before making a purchase, especially in building material stores where purchases are usually made in relatively large quantities. Prices that are in accordance with product quality and match consumers' financial capabilities will encourage consumers to make purchasing decisions.

In addition, relatively lower or more competitive prices compared to other building material stores can attract consumers to make purchases at Toko Anggun Bangunan. Consumers tend to choose products that offer more economical prices with good quality. Conversely, if the price is too high and not in line with the quality received, it will reduce the likelihood of consumers making a purchase decision.

### **Effect of Location on Purchase Decision**

Based on the results of the partial test (t-test), the calculated t-value for the Location variable is 4.391 with a significance value of 0.002. This shows that the t-value is greater than the t-table ( $4.391 > 1.987$ ) and the significance value is less than 0.05. Thus, it can be concluded that the Location variable has a positive and significant effect on Purchase Decision at Toko Anggun Bangunan.

Business location is one of the important factors in running a business, especially a building materials store. A strategic location that is easily accessible by vehicles, located on the roadside, and supported by adequate parking facilities will make it easier for consumers to make purchases. Ease of access to the store location provides convenience, which encourages consumers to decide to purchase.

In addition, locations that are close to residential areas or construction projects can increase the number of consumers visiting the store. Consumers tend to prefer stores that are easy to reach rather than those located far away or difficult



to access. This shows that location has a significant influence on consumer purchase decisions.

### **The Effect of Price and Location on Purchase Decision Simultaneously**

Based on the results of the F-test (simultaneous test), the calculated F-value is 47.518 with a significance value of 0.000. This indicates that the F-value is greater than the F-table ( $47.518 > 2.73$ ) and the significance value is less than 0.05. Therefore, it can be concluded that the variables Price and Location simultaneously have a significant effect on Purchase Decision at Toko Anggun Bangunan.

The results of this study indicate that consumer purchase decisions are not influenced by a single factor, but by multiple factors simultaneously, namely price and location. In making purchasing decisions, consumers generally consider both appropriate pricing and ease of access to the store. When both factors are fulfilled, consumers are more likely to make a purchase.

Affordable prices reduce the financial burden on consumers, while a strategic location makes it easier for them to access the store. The combination of appropriate pricing and a strategic location provides convenience and encourages consumers to make purchase decisions at Toko Anggun Bangunan.

## **CONCLUSION**

Based on the results of the research conducted regarding the effect of Price and Location on Purchase Decision at Toko Anggun Bangunan, as well as based on the results of data analysis and discussion in the previous chapter, several conclusions can be drawn as follows:

1. Price has a positive and significant effect on Purchase Decision at Toko Anggun Bangunan. This indicates that the prices set by Toko Anggun Bangunan are in accordance with product quality and consumers' financial capabilities, thereby encouraging consumers to make purchase decisions. The more appropriate the price is in relation to the product quality received by consumers, the higher the level of purchase decision.
2. Location has a positive and significant effect on Purchase Decision at Toko Anggun Bangunan. A strategic location, easy accessibility, and good access are important factors influencing consumer purchase decisions. Consumers will find it easier and more convenient to make purchases when the store location is easily accessible, which in turn increases purchase decisions.



3. Price and Location simultaneously have a significant effect on Purchase Decision at Toko Anggun Bangunan. This indicates that consumer purchase decisions are not influenced by a single variable, but by multiple variables simultaneously. Affordable prices and a strategic location are a combination that can enhance consumer purchase decisions at Toko Anggun Bangunan.

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