

The Effect of Price, Promotion, and Location Perception on The Purchase Decision of Indonesian Iced Tea Fatmawati Branch, Kedungmundu

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ABSTRACT

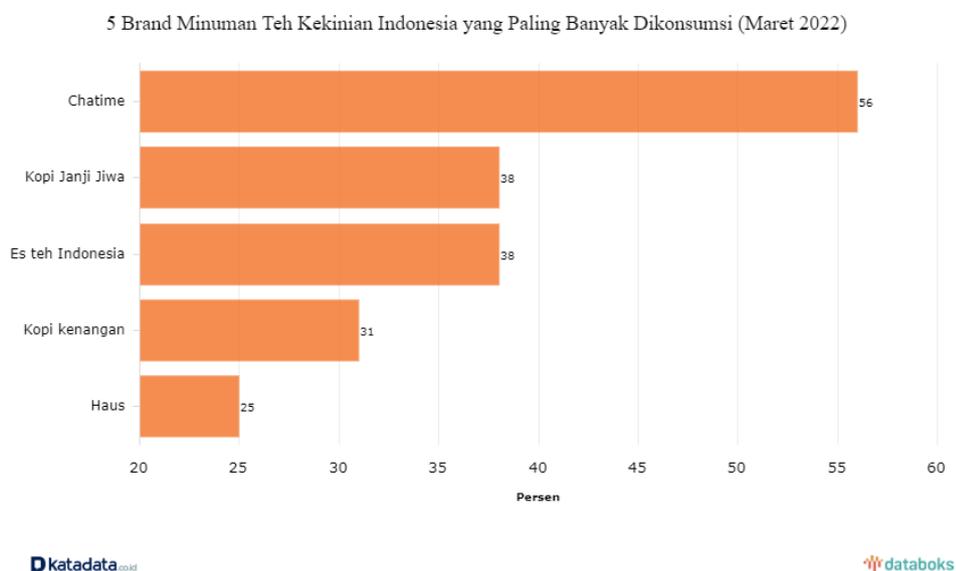
Es Teh Indonesia is one of the well-known franchise beverage businesses in Indonesia, with more than 800 branch outlets spread throughout Indonesia. This study aims to find out how the Influence of Price Perception, Promotion, and Location on the Purchase Decision of Indonesian Ice Tea Fatmawati Branch, Kedungmundu. The research uses quantitative methods. The population in this study is customers of Es Teh Indonesia Fatmawati Branch, Kedungmundu. The sample used was as many as 100 respondents using the purposive sampling technique. The analysis tool used is multiple linear regression analysis. The results of this study show that it is partially known that the variables of Price Perception and Promotion have a positive and significant effect on the Purchase Decision at Es Teh Indonesia Fatmawati Branch, Kedungmundu, while Location does not have a significant effect on the Purchase Decision of Es Teh Indonesia Fatmawati Branch. Furthermore, simultaneously Price Perception, Promotion, and Location have a significant effect on the Purchase Decision of Indonesian Ice Tea Fatmawati Branch, Kedungmundu.

Keywords: Price Perception, Promotion, Location and Buyer Decision.

INTRODUCTION

The current development of the beverage business shows rapid growth in Indonesia. This can be seen from the increase in the number of taverns in large and small cities and the expansion of business to regions. Data from the Ministry of Finance noted that the food and beverage industry increased by 2.54% from 2020 to 2021, reaching Rp775.1 trillion. In the third quarter of 2022, the Ministry of Industry reported a growth of 3.57%, which contributed significantly to the GDP of the non-oil and gas manufacturing industry by 37.82%. BPS noted that in the first quarter of 2023, the industry grew by 5.33%, making it one of the subsectors with the fourth largest growth in the manufacturing industry. Thus, the beverage business continues to show a positive trend and is one of the main contributors to the Indonesian economy.

Figure 1. Indonesia's Most Consumed Contemporary Tea Beverage Brand (March 2022)



Source: databoks.katadata.co.id

The data shows that Chatime dominates the market with a percentage of consumers reaching 56%, followed by Kopi Janji Jiwa and Es Teh Indonesia with 38% each. Then, Kopi Kenangan had 31% of respondents consuming it, while Haus! has 25%. The main focus of this research is Es Teh Indonesia, a beverage brand that has grown rapidly since its founding in 2018 by Haidar Hibatullah Wurjanto, Dihya Nur Riyy, Aussie Andry, and Edwin Widya under PT Teh Indonesia Makmur. Currently, Es Teh Indonesia has more than 800 outlets throughout Indonesia, including in Semarang with branches such as Es Teh Indonesia Fatmawati in Keungmundo, which held a Grand Opening in November 2021. In terms of business, Es Teh Indonesia is engaged in a franchise model, which has supported significant market expansion and penetration in Indonesia.

The results of the study conducted by Chyntia Debby et al. (2022) and Dianawati Alatit et al. (2023) show that there is an inconsistency in the influence of location on purchase decisions at different shops or stores. A study by Chyntia Debby et al. (2022) on BUMDes Amanah Mart found that location did not have a significant influence on purchase decisions. Meanwhile, research conducted by Dianawati Alatit et al. (2023) at the

Eskulkul Bocil shop, Bogor shows that location has a significant influence on the decision to purchase eskulkul.

This difference highlights that the influence of certain factors on purchasing decisions can vary depending on the context of the business, the type of product, and the characteristics of the consumer being faced. This shows the importance of considering local factors and additional variables in designing marketing and business management strategies, to support more effective purchasing decisions according to specific conditions.

The purpose of this study is to determine the influence of price perception, promotion, Location to the purchase decision of Es The Indonesia Fatmawati Branch, Kedungmundu.

LITERATURE REVIEW

Purchase Decision

Purchase decisions are an important process in consumer action, where consumers choose and use products or services to meet their needs or desires. According to Kotler and Armstrong (2014), the purchase decision occurs after the consumer evaluates several available alternatives. This stage is part of a larger process in consumer decision-making before they make a purchase. In this context, it is important for marketers to understand the factors that influence purchasing decisions, such as product quality, price, promotion, and also location, as observed in research by Vian Tri Prasetya & Farida (2023). Variability in these factors can affect how consumers make purchasing decisions, which then impacts the marketing and business management strategies implemented by the company. By understanding the steps and factors that influence purchasing decisions, marketers can optimize their strategies to more effectively meet consumer preferences and needs, as well as increase success in marketing their products or services in the marketplace.

The stages in the purchase decision according to Kotler and Keller (2012) are that the consumer purchase process involves a complex and structured series of steps. First of all, consumers recognize their problems or needs, which can be triggered by internal as well as external factors. After that, they conduct a search for information from various sources to help them gather relevant data about the product or service they are considering. The next stage is an alternative evaluation, where consumers compare different product or brand options based on expected features and benefits. The purchasing decisions taken by consumers are the result of this evaluation process, where they choose the brand, distributor, quantity, time, and payment method that suits their preferences and needs. After making a purchase, the post-purchase behavior stage becomes important. Consumers may experience conflict or post-purchase satisfaction depending on how well the product or service meets their expectations. Effective marketing communication after a purchase can strengthen consumer satisfaction and increase brand loyalty. By understanding each stage in this purchasing decision process, marketers can design more effective marketing strategies to influence consumer purchasing decisions and build stronger relationships with their customers.

Price Perception

Price is the value of goods and services expressed in a certain amount of money. These goods and services have a price, if the goods and services have value and use. In addition to being valuable and useful, goods can also be limited. The more useful and rare the item, the more expensive it will be (Dr. Sigit Sardjono, M Ec, 2015). According

to P. and G. A. Kotler (2010), price can be defined as the amount of money given to a product or service or the amount of value given to consumers as a result of owning or using the product or service.

Promotion

Promotion according to Tjiptono (2008) and Brata et al. (2017) is that promotion is an important element in a marketing strategy that aims to inform, persuade, and remind consumers about the company's brand and products. Promotion not only serves as a means of communication in marketing, but also as an effort to attract consumer interest, build trust, and convert desires into purchase actions. High product quality alone is not enough to attract consumers if it is not supported by effective promotional efforts. Therefore, good promotion can increase product visibility, strengthen brand image, and help companies to achieve their marketing goals. In the context of modern competitive business, a good understanding of how to implement the right promotion strategically can be the key to success in reaching and influencing the market.

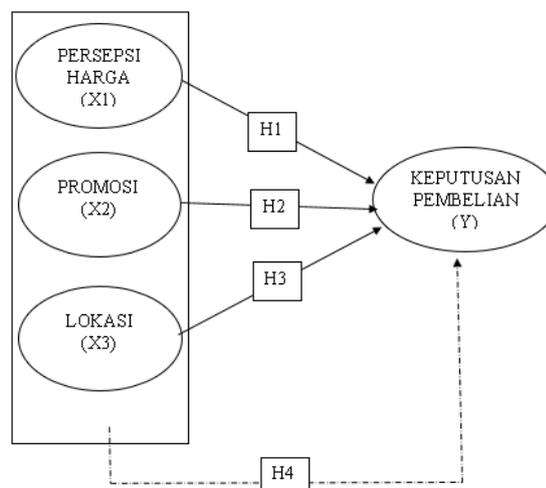
Location

Buchari Alma (Alma, 2011) stated, location is the place where a company operates or where a company carries out activities to produce goods and services that are important to its economic side. In establishing a company, one of the important strategies so that the company can run well is the determination of the location, with the determination of the right location the company can easily get profits or profits according to the company's goals.

Tjiptono (2015) stated that there are several factors in choosing a place or location as follows: 1) Access, namely the ease of reaching the location or place which includes: An easy-to-reach location, Road conditions to the location, Time taken to the location. 2) Visibility which means a location or place that can be seen clearly from normal visibility. 3) Traffic, which means that a large number of people can lead to impulse buying. Traffic congestion and congestion can also be a problem. 4) Spacious parking lot and guaranteed safety.

Framework of Thought

Figure 2 Thought Framework



Hipotesis

a) The Influence of Price Perception on Purchase Decisions

According to Sugiyono (2015), a good frame of mind will theoretically explain the linkages between the variables to be studied. Price perception in research conducted by shows

that price perception has a significant and positive impact on purchase decisions. Prices that are economical and in accordance with the quality of the products offered can influence consumer purchasing decisions. (Clarita & Khalid, n.d.)

H1: Price perception has a positive and significant effect on purchase decisions.

b) The Effect of Promotions on Purchase Decisions

Promotions carried out to market products can have an influence on consumers in purchasing decisions. The research conducted by shows that promotions have a positive and significant effect on purchase decisions. (Indah Ramahdani & Management Studies, n.d.)

H2: promotion has a positive and significant effect on purchase decisions.

c) The Influence of Location on Purchase Decisions

Buchari Alma (Alma, 2011) stated, location is the place where a company operates or where a company carries out activities to produce goods and services that are important to its economic side. Based on previous research conducted by shows that location has an influence and is significant on purchase decisions. (Dianawati & Inriyani, 2023)

H3: Location has a positive and significant effect on purchase decisions

d) The Influence of Price Perception, Promotion, Location on Purchase Decisions

According to Buchari Alma (2011) The term Purchase decision refers to decisions that are influenced by economic, financial, technological, political, cultural, product, price, location, promotion, physical evidence, people, and processes. Based on research conducted by the research title "The Influence of Location, Promotion, and Price Perception on Clothing Purchase Decisions (Case Study of My Subscription Shop Bengkulu City" which states that the variables of location, promotion, and price perception simultaneously have a significant effect on purchase decisions. (Andika Selvi et al., 2021)

H4: Perception of price, promotion, and location simultaneously affects purchasing decisions

RESEARCH METHODS

The sampling technique in this study was carried out by the Purposive Sampling Technique. The sample used in this study was 100 respondents taken from the consumer population or customers of Es Teh Indonesia Fatmawati Branch, Kedungmundu. Data were obtained using a questionnaire with an ordinal scale. The data analysis method in this study uses multiple linear regression analysis.

RESULTS AND DISCUSSION

Metode Successive Interval (MSI)

This research is that to use Multiple Linear Regression Analysis, interval data is required. If the available data is initially ordinal, such as the variables of price perception, promotion, location, and purchase decision in this study, then a transformation process is needed to transform into interval data using the Sequential Interval Method, also known as the Successive Interval Method. The process of transforming ordinal data into intervals is carried out using Microsoft Office Excel 2010.

Validity Test Results

Table 1. Validity Test Results

Variabel	Item Pertanyaan	R Hitung	R Tabel	Keterangan
Persepsi Harga	X1.1	0,773	0,1966	Valid
	X1.2	0,766	0,1966	Valid
	X1.3	0,782	0,1966	Valid
	X1.4	0,794	0,1966	Valid
Promosi	X2.1	0,689	0,1966	Valid
	X2.2	0,749	0,1966	Valid
	X2.3	0,734	0,1966	Valid
	X2.4	0,739	0,1966	Valid
	X2.5	0,773	0,1966	Valid
Lokasi	X3.1	0,683	0,1966	Valid
	X3.2	0,85	0,1966	Valid
	X3.3	0,747	0,1966	Valid
	X3.4	0,776	0,1966	Valid
Keputusan Pembelian	Y1	0,862	0,1966	Valid
	Y2	0,869	0,1966	Valid
	Y3	0,883	0,1966	Valid
	Y4	0,867	0,1966	Valid

Source: SPSS 29 Data Processing Results

The validity test is carried out to determine whether a questionnaire is valid or not. To find out whether a questionnaire is valid or not, it can be measured by comparing the value of r calculation with r table with the provision of *degree of freedom* (df) = n-2. So to determine the r table to compare it can be calculated using the following formula: $df = N - 2$ then $df = 100 - 2 = 98$ So that the r table in this study to find out whether the questionnaire is valid or not is 0.1966. So it is known from the data that the data processing is valid because the r value is calculated $>$ r table.

Reliability Test

Table 2. Reliability Test Results

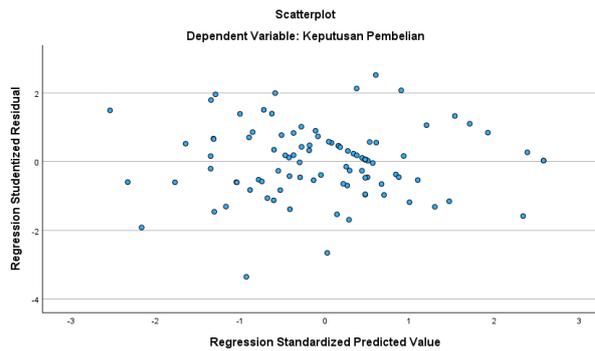
Variabel	Jumlah Item	Cronbach's Alpha	Nilai Batas	Keterangan
Persepsi Harga (X1)	4	0,769	0,6	Reliabel
Promosi (X2)	5	0,785	0,6	Reliabel
Lokasi (X3)	4	0,756	0,6	Reliabel
Keputusan Pembelian (Y)	4	0,892	0,6	Reliabel

Source: SPSS 29 Data Processing

From the results of the reliability test, it is known that all variables are said to be reliable because of Croncanch's Alpha value of >0.6 .

Heteroscedasticity Test

Based on the results of the heteroscedasticity test in the table above, it is known that the distribution is random and spreads both above and below the number 0 on the Y axis.



Multicollinearity Test

Table 3. Multicollinearity Test Results

Variabel	Tolerance	VIF	Syarat Lulus	Keterangan
Persepsi Harga (X1)	0,553	1,808	Tolerance >0,1 VIF <10	Bebas Multikolinearitas
Promosi (X2)	0,639	1,565	Tolerance >0,1 VIF <10	Bebas Multikolinearitas
Lokasi (X3)	0,671	1,491	Tolerance >0,1 VIF <10	Bebas Multikolinearitas

Source: SPSS 29 Data Processing

Based on the results of the multicollinearity test in the table above, it is known that the VIF value for the Price Perception variable (X1) is 1.808, the Promotion variable (X2) is 1.565 and the Location variable (X3) is 1.491, so it can be said that the VIF value for all independent variables is <10. It is also known that the tolerance value for the Price Perception variable (X1) is 0.553, the Promotion variable (X3) is 0.639 and the Location variable (X3) is 0.671, therefore it can be known that all variables have a tolerance value of >0.1. So based on the test, it can be concluded that all 456 dependent variables do not occur multicollinearity.

Normality Test

Based on the normality test conducted using SPSS, a significant value of 0.200 was obtained, where the value was more than the critical value of 0.05. So it can be concluded based on the normality test that the residual regression model is normally distributed.

One-Sample Kolmogorov-Smirnov Test			
		U nstandardized Residual	
N	100		
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2059.90351329	
Most Extreme Differences	Absolute	.072	
	Positive	.048	
	Negative	-.072	
Test Statistic		.072	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.232	
	99% Confidence Interval	Lower Bound	.221
		Upper Bound	.243
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: SPSS 29 Data Processing

Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-23.807	1209.922		-.020	.984
	Persepsi Harga	.609	.098	.541	6.200	<.001
	Promosi	.244	.076	.260	3.195	.002
	Lokasi	.089	.090	.078	.984	.328

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 29 Data Processing

The value of a constant coefficient of -23.807 with this negative value can be interpreted if the independent variables of price perception (X1), promotion (X2), and location (X3) are not included, the purchase decision variable (Y) will decrease by 23.807. The value of the price perception regression coefficient (X1) is 0.609 which means that if the price perception variable increases by one unit, the purchase decision will increase by 0.609. The value of the regression coefficient of the promotion variable (X2) is 0.244 which means that if the promotion variable increases by 1 unit, the purchase decision will increase by 0.244. The value of the regression coefficient of the location variable (X3) is 0.089 which means that if the location variable experiences an increase of one unit, the purchase decision will increase by 0.089.

Hypothesis Testing

a. Test t (partial)

1. The results of the t-test of the price perception variable were obtained from the t-value calculated > the table with a value of 6,200 > 1.660 and a significant value of < 0.05 with a value of 0.001 < 0.05 which means that price perception has a positive and significant effect on the purchase decision, then H1 is accepted.
2. The results of the t test of the promotion variable were obtained a t-value calculated > t table of 3,195 > 1,660 and a significant value of < 0.05 of 0.002 < 0.05, indicating that the promotion variable had a positive and significant effect on the purchase decision, then H2 was accepted.

3. The results of the location variable t test showed that t calculated the $< t$ table of $0.984 < 1.660$ and a significant value > 0.05 of $0.328 > 0.05$, this shows that the location has no effect and is not significant on the purchase decision, so H3 is rejected.

b. Test f (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	617274898.078	3	205758299.359	47.022	<.001 ^b
	Residual	420077045.922	96	4375802.562		
	Total	1037351944.000	99			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Lokasi, Promosi, Persepsi Harga						

Based on the f test in the table above, the calculated f value is 47,022 where the value is more than the f table or $47,022 > 2.70$ and a significant value of 0.001 where the value is $0.001 < 0.05$, which shows that the variables of price perception, promotion, and location have an effect and significance on the purchase decision simultaneously.

c. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.595	.582	2091.84191
a. Predictors: (Constant), Lokasi, Promosi, Persepsi Harga				

Based on the output results of the SPSS Model Summary which uses the Adjusted R Square value above, it can be seen that it is influenced by the Adjusted R Square value of 0.582 or 58.2%, so it can be concluded that simultaneously the variables Price Perception (X1), Promotion (X2), and Location (X3) affect purchase decisions by 58.2% and by 41.8% are influenced by other variables that are not examined in this study.

DISCUSSION

Based on the results of tests that have been carried out to determine the influence of independent variables of price perception, promotion and location on dependent variables of purchase decisions, it is known that:

1. The Influence of Price Perception on Purchase Decisions

Based on the results of the test that has been carried out, it is known that the results of the test obtained a significant value of the price perception variable (X1) of $0.001 < 0.05$ and a calculated t-value of $6,200 > 1,660$, so it can be interpreted that price perception has a positive and significant effect on partial purchase decisions. This can be interpreted as H1 being accepted.

This is in line with the research conducted by the author entitled The Influence of Product Quality, Price, Promotion, and Location on the Purchase Decision of Eskulkul at the Eskulkul Bocil Shop, Bogor which states that the price variable has a positive and significant effect on the purchase decision partially. This means that the price

offered by Es Teh Indonesia affects consumers' purchasing decisions. (Dianawati & Inriyani, 2023)

2. The Influence of Promotions on Purchase Decisions

Based on the results of the output of the t-test that has been carried out, a significant value of $0.002 < 0.05$ and a calculated t-value of $3.195 > 1.660$ from these results can be interpreted that the promotion variable has a positive and significant effect on the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu partially. So from the results, it is interpreted that H2 is accepted.

This is supported by the results of a study conducted entitled The Influence of Price Perception, Promotion, and Location on Purchase Decisions at Starbuck Coffee Summarecon Mall Bekasi which states that promotions have a positive and significant effect on partial purchase decisions. This shows that better purchasing decisions are associated with better promotions. One of the keys to the success of a marketing program is promotion. (Dani & Tuti, 2023) (Dharma, n.d.)

3. The Influence of Location on Purchase Decisions

Based on the results of the t-test that has been carried out, it is known that the significant value is $0.328 > 0.05$ and the calculated t-value is $0.984 < 1.660$, this shows that the location variable does not have a positive and significant effect on the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu. This can be interpreted as H3 being rejected.

This is supported by the results of a study conducted by (Chynthia et al., 2022) the author entitled The Influence of Location and Service Quality on Purchase Decisions which states that location does not have a significant effect on partial purchase decisions. Es Teh Indonesia is known to have inadequate parking lots, even so consumers still make purchases on Es Teh Indonesia products. This is known because Es Teh Indonesia has a strategic location such as the location of the outlet on the side of the highway, easy for consumers to access and close to the school environment.

4. The Influence of Price, Promotion and Location Perception on Purchase Decisions

From the results of the f-test that has been carried out in the program, a significant value of $0.001 < 0.05$ and a calculated f-value of $47.022 > 2.70$ where from these results it is interpreted that simultaneously the variables of price perception, promotion, and location affect the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu. Based on the determination coefficient test, the Adjusted R Square value was 0.582 which can be interpreted that simultaneously the three variables of price perception, promotion, and location affect the purchase decision of Es Teh Indonesia by 58.2%.

This is supported by research conducted by the author entitled The Influence of Location, Price, and Location on Kanzenna Food Product Purchase Decisions which states that simultaneously these three variables have a significant effect on purchase decisions. This is in line with the opinion expressed by Buchari Alma (2011) which states that the term purchase decision refers to decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. (Dharma, n.d.)

CONCLUSION

Based on the results of research that has been conducted regarding the influence of price perception, promotion, and location on the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu, it can be concluded as follows:

- a. Price perception partially had a positive and significant effect on the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu, with a significance value of $0.001 < 0.05$. This shows that the more positive the consumer's perception of the price of Es Tea products, the more likely they are to make a purchase.
- b. The partial promotion also had a positive and significant effect on the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu, with a significance value of $0.002 < 0.05$. This means that effective promotions can increase consumer purchase decisions for Es Tea products.
- c. The location did not have a significant effect on the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu, partially with a significance value of $0.328 > 0.05$. This shows that the location factor is not the main consideration for consumers in deciding to buy Iced Tea at the branch.
- d. Simultaneously, the results of the F test show that the perception of price, promotion, and location together affects the purchase decision of Es Teh Indonesia Fatmawati Branch, Kedungmundu. The determination coefficient (R^2) of 0.582 or 58.2% indicates that the variation in the decision to purchase Iced Tea can be explained by these three factors.

Thus, it can be concluded that price perception and individual promotions play an important role in influencing the purchase decision of Es Tea, while location does not have a significant influence on the purchase decision in the branch studied. Overall, a combination of price perception, promotion, and other factors that were not explicitly examined provide a strong picture of the factors influencing consumer purchasing behavior towards Iced Tea products in those locations.

Based on the results of this study, some suggestions that can be given for future benefits, the Company is advised to consider the importance of strategic location in determining consumer purchasing decisions. In the future, companies should look for more strategic locations, for example by paying attention to the availability of spacious and safe parking lots. An accessible and convenient location for consumers can increase their likelihood of choosing a company's products. Companies may also consider other factors found in the study, such as price perception and promotional effectiveness, to strengthen their marketing strategies.

By implementing these suggestions, it is hoped that this research can make a greater contribution in understanding the factors that influence consumer purchasing decisions as well as assist companies in improving their marketing strategies in the future.

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