

ANALYSIS OF PURCHASE DECISION AT DEPOT MIE "BAHANA" WONOKROMO SURABAYA

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ABSTRACT

Culinary business in Surabaya is increasing and experiencing rapid growth, causing the increase of choice for consumers. With the existence of business competition, especially competition that comes from a kind to make more and more entrepreneurs are required to move faster in terms of attracting consumers. Depot Mie "Bahana" should be able to take advantage of business opportunities and strive to implement strategic marketing and factors that can influence purchasing decisions.

This study aims to analyze the effect of product quality, price, and location to the purchase decision at the Depot Mie "Bahana". The type of research used is quantitative research. The sampling technique used purposive sampling technique. Data collected by survey method through questionnaire filled by respondent. The samples of the research were 91 respondents. This research uses Partial Least Square (PLS) analysis method.

The result of the research is know that the effect of Product's Quality (X1) and Location (X3) can contribute to Purchase Decision (Y), while Price (X2) can not contribute to Purchase Decision (Y)

Keywords: Product Quality, Price, Location, and Purchase Decision

INTRODUCTION

The development of business in the era of the 21st century has grown very rapidly and experiencing continuous metamorphosis. Every business actor in each business category is required to have sensitivity to any changes that occur and put the orientation to customer satisfaction as the main goal (Kotler, 2005). No exception effort in the presentation of food and beverages (food service) or can also be called the culinary business. In this study, researchers took the object of research in the area Wonokromo which is one of the culinary places in Surabaya is the depot Mie "Bahana". Because it is inspired by Mr. Aziz who can become a culinary entrepreneur in Surabaya.

Table 1. Bahana Mie Sales Data Year 2013-2015 (in rupiah)

No	Mounth	Sales Data (Rp)		
		2015	2016	2017
1	Januari	Rp 45,250,000	Rp 45,000,000	Rp 45,150,000
2	Februari	Rp 42,000,000	Rp 43,250,000	Rp 43,100,000
3	Maret	Rp 44,750,000	Rp 45,750,000	Rp 45,000,000
4	April	Rp 43,500,000	Rp 44,000,000	Rp 44,150,000
5	Mei	Rp 47,500,000	Rp 48,250,000	Rp 48,500,000
6	Juni	Rp 45,000,000	Rp 46,750,000	Rp 46,000,000
7	Juli	Rp 38,000,000	Rp 40,250,000	Rp 40,750,000
8	Agustus	Rp 37,000,000	Rp 39,750,000	Rp 39,250,000
9	September	Rp 35,000,000	Rp 37,100,000	Rp 37,000,000
10	Oktober	Rp 37,250,000	Rp 39,750,000	Rp 39,100,000

11	November	Rp 43,000,000	Rp 44,000,000	Rp 44,150,000
12	Desember	Rp 47,750,000	Rp 48,250,000	Rp 48,000,000

From the data shown in the above table can be seen that the sales in the depot Mie "Bahana" on each month in the year revelan tend to fluctuate due to several factors namely product quality, price, and location. Based on the problems that occurred above, the authors are interested to conduct further research under the title "Analysis of Decision Purchase On Depot Mie" Bahana "Wonokromo, Surabaya".

Formulation of the problem

1. Is there any effect of product quality to purchase decision at Depot Mie" Bahana "Wonokromo?
2. Is there a price effect on the purchase decision at Depot Mie" Bahana "Wonokromo?
3. Is there a location influence on the purchase decision at Depot Mie" Bahana "Wonokromo?

Research purposes

1. Analyze the effect of product quality on purchasing decision at Depot Mie" Bahana "Wonokromo.
2. Analyzing the influence of price on purchase decision at Depot Mie" Bahana "Wonokromo.
3. Analyzing the influence of location on the purchase decision at Depot Mie" Bahana "Wonokromo.

Previous Research and Discussion

1. Aprillia Dewi Ratnasari and Harti, (2016) The Influence of Product Quality, Price, Location, and Quality of Service Against Purchasing Decision at Djawi Lanbistro Coffee and Resto Surabaya. This study aims to determine the effect of product quality, price, location and quality of service to purchase decisions at Djawi Lanbistro Coffee and Resto Surabaya either partially or simultaneously. Population in this study consumers who are making purchases in Djawi Lanbistro Coffee and Restro. Samples taken as much as 224 respondents with nonprobability sampling method with incidental sampling technique. Data were analyzed by using multiple linear regression analysis. Data collection techniques used are observation, interviews, and questionnaires. The results showed that product quality variables influenced 4,497; price variables affecting 5,255; an influential location variable of 2,967; and variable of service quality influence 5,255 to decision of purchase. Based on the value of Adjusted R-Square, we can know the variable of product quality, price, location, and service quality influence to purchasing decision equal to 0.153 or 15% while the remaining 85% is influenced by other factors outside the variable.

2. Febiana Nur Kholidah and Tri Sudarwanto, (2016) The Effect of Product Quality and Price on Purchasing Decision of Krawu Rice in Gresik City. This study aims to determine the effect of product quality and price on the purchase decision of Krawu Rice in Gresik City. The type of research used is quantitative research. Sampling technique using non probability sampling technique with accidental sampling approach. The population in this study used infinite population with the sample number of 96 respondents known by the formula riduwan. Data collection using questionnaire. Data analysis techniques used are classical assumption test, multiple linear regression and hypothesis test. The results of multiple linear regression testing indicate that product quality and price have a positive effect on purchasing decision. The greatest positive influence on purchasing decision is the price variable with coefficient 0.485 while the variable that has the lowest effect is the product quality variable with the coefficient 0.279.

3. Septhani Rebeka Larosa and Dr. Y. Sugiarto PH, SU, (2011) Price Influence Analysis, Product Quality, and Location Against Purchase Decision (Case Study At Food Stalls Around Simpang Lima Semarang). This study aims to determine how much influence the price, product quality, and location to purchase decisions at food stalls around Simpang Lima Semarang and to analyze dominana factors that most influence the purchase decision. Population used in this research is consumer who ever or

often eat at food stalls around Simpang Lima Semarang. The sample in this research is 80 respondents and sampling technique is non-probability method with accidental approach. The results of this study indicate that the most dominant factor affecting purchasing decisions is the price variable.

4. Siti Aulia and Tri Sudarwanto, S.Pd. M.SM, (2016) *The Effect of Product Quality, Price, and Location on Purchasing Decision (Study at Pak Qomar Depot Surabaya)*. This study aims to determine the effect of price, product quality, and location on purchasing decisions (study on Pak Qomar Surabaya Depot). The type of research used is quantitative research. Data were collected using survey method through questionnaire filled by respondents. The research sample used was 264 respondents. This research uses multiple linear regression analysis method. Hypothesis testing is done by using T test and F test. The result of research by using T test, product quality significantly influence to purchase decision of 5,162 supported also with significance level equal to $0,000 < 0,05$ or 5%. The price has a value of 14.307 is also supported with a significance level of $0,000 < 0,005$ or 5%, while the location has a value of 4.421 is also supported with a significance level of $0,002 < 0,05$ or 5%. Adjusted R-Square value of product quality, price and location to purchase decision of 0.878.

LITERATURE REVIEW

Marketing

Marketing is a social process experienced by individuals and groups getting what they need and want by creating, offering, and freely exchanging valuable products with others (Kotler, 2007). Marketing management comes from two words of management and marketing. According to Kotler and Armstrong (2008) marketing is the analysis, planning, implementation, and control of programs designed to create, build, and choose profitable exchanges with target buyers to achieve company goals. Management is the process of planning (planning), organizing (organizing), actuating and monitoring. So it can be interpreted that marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and choose profitable exchanges with target buyers to achieve marketing objectives.

From the description above can be concluded that marketing management is as planned activities, and organized that include the distribution of goods, pricing and supervision of policies that have been made that aim to get a place in the market for the main purpose of marketing can be achieved. Marketing is an important factor in cycles related to the fulfillment of consumer needs. In one company, marketing is one of the principal activities undertaken by a company to maintain its viability, growth and profitability, the company's marketing activities must also be able to make decisions to consumers if they want to keep their business running. Since people know about marketing activities, many experts have proposed a definition of marketing that looks different but has the same meaning. This difference is caused because they review marketing from different aspects, there is a focus on the terms of function, terms of goods and institutional terms. Many consider this field or the same as the sales field. Truly, marketing has a broader meaning than sales.

Field

The sales field is the most important part of the marketing field itself. Marketing means working with markets to realize potential exchanges with the intention of satisfying human needs and wants. If the company is paying more attention to constantly following difficulties to recognize its opportunities. Because consumers are always looking for the best for their lives and of course at an affordable price and with good quality too, that's what triggered an increasingly sharp competition that causes the sellers feel the more difficult it is to sell its products in the market. Instead, the buyers feel very benefited because they are free to choose from any party with good quality and product quality. This is what drives business experts to find the best way out. The phenomenon of the past is studied and compared to what is currently occurring, business tips in producing goods, setting prices, promoting and distributing are well analyzed to fit market guidelines.

Marketing Mix

The definition of Basu Swastha (2002) that Marketing Mix is "a combination of four variables of activity that is the core of the company's marketing system is product, price structure, promotional activities and distribution system". There are four components of the marketing mix of goods that include: product, price, distribution channel, promotion where usage the combination of these four variables depends on the company leader or a manager, how they can use the marketing mix.

1. Products

The definition according to Kotler (2002) that the product is everything that can be offered to a market to meet the needs. The products marketed include physical goods, services, people, places, organizations and ideas.

2. Price

The definition according to Swastha (2002) price is the amount (plus some items if possible) needed to obtain some combination of its service items. Price is the only element of the marketing mix that provides income or income for the company while the other three elements (product, place, promotion) lead to cost.

3. Place

Definition by Kotler (2006) where is the company's activity that makes the product available to the target. Place is a distribution channel that is a series of interdependent organizations that are sailing visible in the process of making the product or service ready for use or consumption. Location means relating to where the company should be headquartered and perform operations.

4. Promotion

Definition according to H. Indriyo Gitosudarmo M.Com (2000) promotion is an activity that ditujuukan to influence consumers so they can become familiar with the products offered by the company to them and then they become happy and then buy the product. It has been explained that promotion is an activity to introduce a product to the public or consumer.

Product quality

According to Kotler and Armstrong (2008) quality is a characteristic of the product in its ability to meet predetermined and latent needs. Meanwhile, according to Garvin and A. Dale Timpe (1990) in Alma (2011) quality is the advantage possessed by the product. Quality in the view of the consumer is a thing that has its own scope is different from the quality in the view of the manufacturer when removing a product commonly known the true quality.

According to Kotler (2009), quality is defined as the overall characteristics and nature of goods and services that affect the ability to meet both the stated and the implied needs. Meanwhile, according to Tjiptono (2008), quality is a blend of properties and characteristics that determine the extent to which output can meet the customer's requirement or prerequisite assessing how far the characteristics and characteristics meet the needs. Based on these definitions, it can be concluded that quality is a product and service through several stages of the process by calculating the value of a product and service without any lack of value of a product and service, and produce products and services according to high expectations from customers.

To achieve the desired product quality then required a standardization of quality. This way is intended to keep the resulting product meets the standards that have been set so that consumers will not lose confidence in the product concerned. Marketers who do not pay attention to the quality of products offered will bear the consumer's loyalty so that sales of its products will tend to decline. If marketers pay attention to quality, even reinforced with reasonable advertising and prices then consumers will not think long enough to make a purchase of the product (Kotler and Armstrong, 2008).

According to Kotler and Armstrong (2008) the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" in demonstrating its function, it includes overall durability, reliability, accuracy, ease of operation and product reparation as well as other product attributes. Based on the explanation, then it can be concluded that the quality of the product is the whole of goods and services related to the consumer's wishes that the superiority of the product is feasible to be sold according to the expectations of the customers.

Product quality is shaped by several indicators such as ease of use, durability, functionality clarity, product size diversity, and others (Zeithalm, 1988) in Kotler (2009). Consumers always make an assessment of the performance of a product, this can be seen from the ability of the product to create quality products with all the specifications that can attract consumers to make purchases of these products. Based on the discussion can be said that the quality of a given product can affect consumer purchasing decisions to the products offered.

Price

Prices according to Kotler and Armstrong (2001) are some money exchanged for a product or service. Furthermore, the price is the sum of all values that consumers redeem for a number of benefits by owning or using a good or service. Most prices are the main factors that affect consumers when buying an item. According to William J. Stanton (1994) in Dinawan (2010) there are three measures that determine the price, namely:

1. Prices that match the quality of a product
2. Prices that match the benefits of a product
3. Price comparison with other products

According to Tjiptono (2001) one of the goals of pricing is an image-oriented goal. The image of a company can be established through a pricing strategy. Companies can set a high price to establish or maintain a prestigious image. In image-oriented purposes, companies seek to avoid competition by way of product differentiation or by serving a specific market segment. And this is most prevalent in companies that sell products that fall into the category of special goods or products that matters high involvement in the buying process.

According to Basu Swastha (2002) as for the purpose set price amount due to:

1. Getting the maximum profit

The occurrence of prices is determined by the seller and the buyer. The greater the purchasing power of consumers, the greater the possibility for sellers to set a higher price level. Thus the seller has a hope of maximizing the maximum profit in accordance with existing conditions.

2. Obtain targeted investment taking or net profit

The price that can be achieved in the sale is also intended to cover the investment gradually. Funds used to return the investment can only be taken from the company's profit and profit can only be obtained when the sale price is greater than the total cost.

3. Prevent or reduce competition

The goal of preventing or reducing competition can be done through a pricing policy. This can be known when the sellers offer goods at the same price.

4. Maintain or improve market share

Improving market share is possible only if the company's production capabilities and capacities are still loose enough, as well as capabilities in other areas such as marketing, finance and so on.

According to research Akshay R. rao and Kent B. Monroe (1989) in Dinawan (2010) states that consumers have a positive relationship between the price and quality of a product, then they will compare the product with each other and then the consumer take decision to buy a product.

Location

Locations affect strategic marketing dimensions, such as flexibility, competitive positioning, demand management, and strategic focus (Fitzsimmons & Fitzsimmons, 1994) in Tjiptono (2006). The flexibility of a location is a measure of the extent to which a service is able to react to a changing economic situation. Location selection decisions relate to long-term commitment to capital intensive aspects. Therefore, service providers must thoroughly consider, select and choose locations that are responsive to possible future economic, geographical, cultural, competition and regulatory changes.

The choice of place or location requires careful consideration of the following factors (Tjiptono, 2006):

1. Access, such as the location of the pass or easy to reach public transportation.
2. Visibility, ie a location or place that can be seen clearly more than the normal viewing distance.
3. Traffic, concerning the following two key considerations:
 - a. The large number of people passing by gives great opportunities for planning, and or without going through special efforts.
 - b. Traffic density and congestion can also be a barrier, for example on police services, firefighting, or ambulance.
4. Spacious, comfortable, and safe parking for both two-wheeled and four-wheeled vehicles.
5. Expansion, which is available a place large enough for business expansion in the future.
6. Environment, ie the surrounding areas that support the services offered. For example, food stalls adjacent to dorms, student dormitories, campuses, or offices.

7. Competition, ie the location of competitors. For example, in determining the location of wartel (telecommunication shop), to consider whether the street or the same area there are many other wartel. Interestingly, in a number of industries there is a tendency of similar companies that occupy adjacent locations. Examples of workshops, car showrooms, shoe retailers and clothing, furniture stores, and so on.
8. Government regulations, such as provisions that prohibit vehicle repair shops are too close to the settlement of the population.

Consumer behavior

Factors that affect the behavior of the consumer:

1. Culture

- a. Culture (culture) is the most fundamental cause of one's desire and behavior. The composition of the basic values, perceptions, desires, and behaviors learned by members of a community from other important family and institutions. Each group or society has a culture, and cultural influences on purchasing behavior vary greatly in each country.
- b. Subculture, every culture contains smaller subcultures, or groups of people who share the same value system based on similar experiences and life situations. Subcultures include citizenship, religion, racial groups, and geographical areas.
- c. Social classes are relatively permanent and well-organized parts of society whose members share common values, interests, and behaviors. Social class is not determined by a single factor, such as income, but is defined as a combination of work, education, welfare, and other variables. In some social systems, members of different classes use certain rules and can not change their social position.

2. Social

- a. Group, a person's behavior is influenced by many small groups. Groups that directly affect and belong to a person are called membership groups. Some of these are primary groups that have regular but informal interactions such as family, friends, neighbors, and co-workers. Some of these are also secondary groups, which are more formal and have fewer regular interactions. These secondary groups include organizations such as denominations, professional associations, and trade unions.
- b. Family, family members can greatly influence buyer behavior. The family is the most important consumer buying organization in the community, and that influence has been extensively researched. Marketing people are interested in the role and influence of a husband, wife and children in purchasing different products and services.
- c. Roles and Status, a person is a member of various groups (family, club, organization). A person's position in each group can be defined either through his or her role or status in the organization. Each role carries a status that reflects the respect given by the community. Someone often selects products that show their status in society.

3. Personal

- a. Life and Life-cycle Stages, a person changes the goods and services they buy during their lifetime. Appetite for food, clothing, furniture, and recreation is often age-related. Purchases are also shaped by the stage of the family life cycle, stages that may pass through the family in accordance with the maturity of its members.
- b. Jobs, one's work affects the goods and services they buy. Crude workers tend to buy rough work clothes, while office workers buy business clothing. Marketing people try to identify groups of workers who have a higher average interest in the products and services they produce. A company can even specialize in producing the products that a particular group of work requires.
- c. The economic situation of a person will affect the choice of the product. An income-sensitive goods marketer looks at income trends, personal savings, and interest rates. If economic indicators indicate the coming recession, marketing people can take steps to redesign, reposition, and re-establish their product prices quickly.
- d. Lifestyle (lifestyle) is the pattern of life seseorang as shown in the activities, interests, and opinions.
- e. Personality and Self-Concept, Personality (personality) is a unique psychological characteristics, resulting in a relatively constant and settled response to one's environment. the basic idea of self-concept is what a person has contributed to and reflects their identity; that, "we are what we have." So, to understand the relationship between consumer self-concept and what it has.

4. Psychological

- a. Motivation, one has many needs at a time. A need will be a motive if it is stimulated to a sufficient degree of intensity. A motive (motive) or drive (drive) is a need that is sufficiently stimulated to direct a person to seek satisfaction.
- b. Perception is the process by which a person chooses, organizes, and interprets information to form a meaningful picture of the world.
- c. Learning (learning) describes changes in individual behavior that arise because of experience.
- d. Beliefs and Attitudes Beliefs are one's descriptive thoughts about something. Attitude describes the relatively consistent nature, feelings, and tendencies of a person over an object or idea.

Buying decision

Understanding of consumer behavior by the company by the company as a producer is very important and needs to be considered further. According to Kotler (2005) consumer behavior refers to the behavior of end-consumer buying individuals and households who buy goods or services for personal consumption. All end consumers combined will form the consumer market.

Marketers should look beyond the various factors that affect consumers and develop an understanding of how consumers make purchasing decisions (Kotler, 2005). We can distinguish five roles that people play in purchasing decisions:

1. Originator: The person who first proposed the idea of buying a product or service.
2. Influences: People whose views or suggestions influence decisions.
3. Decision-making: People who make decisions about each component of the purchase decision-whether to buy, not to buy, how to buy, and where to buy.
4. Buyer: The person making the actual purchase.
5. User: A person who consumes or uses a particular product or service

There are several types of decision-making behavior in buying. The more complex the decision will usually involve more and more related parties and more consideration. Four types of buying behavior by Kotler (2005) include:

1. Purchasing behavior is complicated

Consumers engage in complicated purchasing behavior when they are heavily involved in purchasing and are aware of the big differences between brands.

2. Purchase behavior reduction of discomfort

Sometimes consumers are heavily involved in purchasing but see little difference between different brands. High involvement is recognized by the fact that purchases are expensive, rare, and risky.

3. Behavioral buying behavior

Many products are purchased under conditions of low consumer engagement and no significant interrelationships.

Operational Definition

- a. Product Quality (X1)

Product quality is the ability of a product to perform its functions which include durability, reliability, determination, ease, operation and improvement as well as other attributes. Indicators to be used in this research are:

X1.1: Appearance

X1.2: Servings

X1.3: Tektur

X1.4: Aroma

X1.5: Flavor

X1.6: Food durability for consumption

- b. Price (X2)

Price is one of important variable in marketing diaman, price can influence consumer in taking decision to buy a product, for various reasons. Indicators to be used in this research are:

X2.1: Price range with consumer purchasing power

X2.2: Price compliance with quality

- c. Locations (X3)

Location is where a business or business activity is conducted. Indicators used in this research are:

- X3.1: Access
- X3.2 Visibility
- X3.3 Place of pak

d. Consumer Purchase Decision (Y)

Purchasing decisions are the process by which the consumer passes through five stages: the introduction phase of the problem, the search for information, the alternative evaluation, the purchase decision, which begins long before the actual purchase is made and has an impact long afterwards.

Indicators to be used in this research are:

- Y1.1: Time of purchase
- Y1.2: Amount of purchase

Variable Measurement

The measurement scale used in this study is the interval scale and the scale weighting technique using five-point scales Likert Scale.

Sample Determination Technique

Population

Population is the overall characteristics or unit of measurement results that become the object of research (Riduan, 2002). The population in this research is customer Depot Mie "Bahana".

Sample

The sample is part of the overall population that becomes the real object of a study. In this research the sampling technique using Purposive Sampling is the selected sample based on the criteria that have been set by the researcher. With the criteria of respondents:

1. Age 17 - 50 years
2. Either eat on the premises or take it home

With the amount according to Ferdinand (2006) :

- 1) The sample size that must be met in this model is 100-200 samples for the technique (Maximum Likelihood Estimation).
- 2) Depending on the number of parameters the guide estimates are 5-10 times the estimated number of parameters.
- 3) Because there are 13 indicators then the number of samples in this study is $(13 \times 7 = 91)$ then the sample used is a minimum of 91 respondents.

Data collection technique

Data Type

The type of data in this study using quantitative data is data in the form of numbers or qualitative data that scoring obtained directly from the distribution of questionnaires to respondents.

Data source

The data in this study is using primary data taken by distributing questionnaires given to the respondents who are buyers in the Depot Mie "Bahana".

Analysis Technique

Data analysis was done by using component-based SEM method by using PLS chosen as an analytical tool in this research. The Partial Least Square (PLS) technique is chosen because it is widely used for complicated causal - predictive analysis and is an appropriate technique for use in predictive applications and theory development as in this study.

PLS is a more appropriate approach to prediction, especially in conditions where indicators are formative. With the latent variable in the form of a linear combination of the indicator, the prediction of the value of the latent variable can be easily obtained, so the prediction of the value of the latent variable it influences can also be easily done.

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