

The Impact of Service Quality and Location on Consumer Purchase Decisions: A Case Study of Pecel Lele Wahyu Kalangsari, Rengasdengklok

¹Aditiya, ²Sihabudin, ³Robby Fauji

^{1,2,3} Management Study Program, Faculty of Economics and Business, Universitas Buana Perjuangan, Karawang

*¹mn19.aditiya@mhs.ubpkarawang.ac.id, ²sihabudin@ubpkarawang.ac.id,

³robby.fauji@ubpkarawang.ac.id

ABSTRACT

Submitted: 05-13-2025
Purpose of the study — The purpose of this study is to examine the impact of service quality and location on consumer purchasing decisions at Pecel Lele Wahyu Kalangsari, a small and medium-sized enterprise (SME) in Rengasdengklok. Given the increasing competition in the culinary industry, understanding the factors that influence customer behavior is essential for enhancing business performance and ensuring customer retention.

Accepted: 09-24, 2025
Research method—A quantitative research approach was employed using a descriptive-verification design. Data were collected through a structured questionnaire distributed to 72 customers selected using simple random sampling. The questionnaire measured perceptions of service quality (using the SERVQUAL model), location accessibility, and consumer purchase decisions. Multiple regression analysis was conducted to analyze the relationships between service quality, location, and consumer purchasing decisions.

Published: 10-30, 2025
Result— The study found that both service quality and location have a significant positive influence on consumer purchasing decisions. The service quality had the highest impact, with a beta coefficient of 0.482, followed by location, with a beta coefficient of 0.358. The combined effect of both variables explained approximately 52.4% of the variance in consumer purchasing decisions. This suggests that improvements in both areas could lead to increased customer satisfaction and repeat business.

Conclusion— This study confirms that both service quality and location are critical factors in influencing consumer purchasing decisions at Pecel Lele Wahyu Kalangsari. Business owners should focus on improving service quality through employee training and customer interaction, while also considering the strategic location of their establishments to enhance accessibility and visibility. These findings provide valuable insights for SMEs in the culinary sector to optimize their strategies for improving

customer engagement and boosting sales. Future research could explore the role of additional factors, such as pricing and marketing strategies, in shaping consumer behavior.

Keywords: *Service Quality, Location, Consumer Purchasing Decisions, MSME Culinary Sector*



This work is licensed under a [Attribution 4.0 International \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/)

INTRODUCTION

Consumer purchasing decisions play a crucial role in business success, especially for Micro, Small, and Medium Enterprises (MSMEs). Pecel Lele Wahyu Kalangsari, operating in Rengasdengklok, is an example of an MSME in the culinary sector that faces challenges in attracting customers. Consumer decisions to purchase a product are influenced by various factors, including service quality and business location (Kotler & Keller, 2012; Schiffman & Kanuk, 2010). In the context of MSME culinary businesses, service quality and location are often critical elements affecting customer experience and, ultimately, purchasing decisions.

Pecel Lele Wahyu Kalangsari is a culinary business that has been operating since 2014. Although offering quality products, this business faces challenges in attracting customers, one of which is its less strategic location and the quality of service that can still be improved. These issues potentially affect customer satisfaction and purchasing decisions, especially in a highly competitive market like MSME culinary businesses. The less strategic location and suboptimal service quality have resulted in lower customer visits and purchasing decisions.

While many studies have examined the influence of service quality and location on purchasing decisions, there is limited research focusing on MSME culinary businesses in areas like Rengasdengklok. Most previous studies have focused on the retail sector or large restaurants in big cities. This study aims to fill this gap by analyzing how service quality and location affect consumer purchasing decisions at Pecel Lele Wahyu Kalangsari, which represents MSME culinary businesses in rural areas.

Several relevant theories underpin this study: Service Quality Theory (SERVQUAL): Parasuraman et al. (1985) developed the SERVQUAL model, which measures service quality across five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. This model has been widely used in research evaluating service quality in various sectors, including restaurants and MSMEs in the culinary industry. Business Location Theory: Kotler and Keller (2012) emphasize that a strategic business location significantly influences consumer purchasing decisions. Locations that are easily accessible and near crowded areas can enhance attractiveness to consumers and impact a business's success. Consumer Purchase Decision Theory: Schiffman and Kanuk (2010) explain that consumer purchasing decisions are influenced by both internal and external factors. External factors, such as location and service quality, play a significant role in shaping consumers' perceptions and purchasing decisions. Several prior studies have explored the relationship between service quality, location, and purchasing

decisions, both in the retail and culinary sectors. Novrianda et al. (2024) found that service quality and location significantly influence consumer purchasing decisions at a restaurant in Bengkulu. A similar finding was made by Mintawati et al. (2024), who studied the effect of service quality and location on purchasing decisions at a Japanese restaurant in Sukabumi. In their study, both factors were found to increase customer visits and purchasing decisions. Additionally, Isma et al. (2024) explored the influence of service quality on purchasing decisions through trust and word of mouth at a Coto Makassar restaurant. These studies demonstrate that service quality and location are crucial factors influencing consumer purchasing decisions, but research specifically focused on MSME culinary businesses in rural areas like Rengasdengklok is still limited.

This study aims to analyze the impact of service quality and location on consumer purchasing decisions at Pecel Lele Wahyu Kalangsari. It is expected to provide deeper insights into the factors that influence purchasing decisions in MSME culinary businesses and offer strategic recommendations for improving service quality and location selection to attract more customers

LITERATURE REVIEW AND HIPOTESYS DEVELOPMENT

A. LITERATURE REVIEW

A. Literature Review

Service Quality and Consumer Purchase Decisions

Service quality is a critical determinant in consumer satisfaction and loyalty, particularly in service-oriented industries like the culinary sector. Parasuraman et al. (1985) introduced the SERVQUAL model, which identifies five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions have been widely applied to assess service quality in various contexts, including restaurants and MSMEs.

Empirical studies have consistently shown that service quality positively influences consumer purchase decisions. For instance, Isma et al. (2024) found that service quality significantly affects purchasing decisions in culinary tourism, with trust and word of mouth acting as mediators. Similarly, Farhani et al. (2025) demonstrated that service quality positively impacts purchasing decisions for MSME products at MM Food Court Tabalong.

Furthermore, Rahman et al. (2023) highlighted that product quality and service are key factors influencing consumer purchasing decisions in the food industry. Their study emphasizes the importance of maintaining high service standards to attract and retain customers.

Business Location and Consumer Purchase Decisions

The location of a business significantly affects its accessibility and visibility, thereby influencing consumer purchasing decisions. Kotler and Keller (2012) argue that a strategic location can enhance a business's competitiveness by attracting more customers.

Empirical research supports this assertion. For example, Kadi (2023) found that location, facilities, prices, and product variations influence purchasing decisions in MSMEs. Similarly, Laurensya et al. (2025) observed that store location, brand image, and service quality collectively impact consumer purchase decisions in MSMEs.

Additionally, Shofwan (2023) examined the effect of location and product quality on consumer buying interest at MSME KAF Fried Chicken in Jombang, highlighting the importance of location in attracting customers.

Integration of Service Quality and Location

While both service quality and location independently influence consumer purchasing decisions, their combined effect can be more pronounced. Farhani et al. (2025) found that service quality and location significantly influence purchasing decisions for MSME products at MM Food Court Tabalong. Their study suggests that MSME managers should focus on improving service quality and selecting strategic locations to enhance customer satisfaction and purchasing decisions.

Moreover, Laurensya et al. (2025) emphasized the need for MSMEs to consider both service quality and location when formulating strategies to increase consumer purchase decisions. Their research indicates that a holistic approach, integrating both factors, can lead to better business outcomes.

Research Gap

Despite the extensive literature on service quality and location, there is a paucity of studies focusing on culinary MSMEs in rural areas, such as Rengasdengklok. Most existing research has concentrated on urban settings, leaving a gap in understanding the unique challenges and opportunities faced by culinary MSMEs in rural locations. This study aims to fill this gap by examining how service quality and location influence consumer purchasing decisions at Pecel Lele Wahyu Kalangsari, an MSME in Rengasdengklok.

Theoretical Framework

This research is grounded in the following theoretical frameworks:

1. SERVQUAL Model (Parasuraman et al., 1985): Utilized to assess service quality across five dimensions.
2. Marketing Management Theory (Kotler & Keller, 2012): Employed to understand the strategic importance of business location in attracting customers.
3. Consumer Behavior Theory (Schiffman & Kanuk, 2010): Applied to analyze how service quality and location influence consumer purchasing decisions.

B. HYPOTESIS DEVELOPMENT

Service Quality (X1) and Consumer Purchase Decision (Y)

Service quality is a crucial determinant in shaping consumer satisfaction, which directly impacts purchasing decisions. According to Parasuraman et al. (1985), service quality encompasses five dimensions: reliability, responsiveness, assurance, empathy, and tangibles, all of which contribute to consumer experience and their likelihood of making a purchase. High service quality fosters customer loyalty and satisfaction, which increases the probability of repeat purchases.

H1: *Service quality (X1) positively influences consumer purchasing decisions (Y) at Pecel Lele Wahyu Kalangsari.*

This hypothesis is based on the premise that consumers are more likely to make a purchase when they perceive high service quality, as suggested by numerous studies in the hospitality and restaurant sectors (Isma et al., 2024; Rahman et al., 2023). High service quality not only meets but exceeds consumer expectations, leading to a higher likelihood of purchasing.

Location (X2) and Consumer Purchase Decision (Y)

Location is a vital factor in determining the success of any business, particularly in the foodservice industry. Kotler and Keller (2012) argue that the strategic placement of a business influences its visibility and accessibility, which are crucial for attracting customers. In rural areas, businesses located in high-traffic or easily accessible areas tend to have more footfall, which can lead to increased purchasing decisions.

H2: *Location (X2) positively influences consumer purchasing decisions (Y) at Pecel Lele Wahyu Kalangsari.*

This hypothesis is supported by the notion that an accessible, visible, and strategically located business attracts more customers, which can directly impact purchasing decisions. Previous research by Laurensya et al. (2025) and Kadi (2023) demonstrated that location significantly influences consumer behavior and purchasing intent, particularly in MSMEs.

The Combined Effect of Service Quality (X1) and Location (X2) on Consumer Purchase Decision (Y)

While Service Quality (X1) and Location (X2) are both significant individually, their combined influence could be stronger than each factor alone. When high service quality is combined with a favorable location, consumers are more likely to perceive the business as more reliable and convenient, leading to increased satisfaction and purchasing intent.

H3: *The combined effect of service quality (X1) and location (X2) has a stronger positive influence on consumer purchasing decisions (Y) at Pecel Lele Wahyu Kalangsari than each factor individually.*

This hypothesis builds on the idea that service quality and location are complementary factors, and when they are aligned, they provide a competitive advantage for the business.

Farhani et al. (2025) and Laurensya et al. (2025) suggest that the combined impact of these two variables leads to a higher likelihood of customer visits and purchasing decisions.

METHOD

1. Research Design

The research design for this study is quantitative in nature, utilizing a descriptive-verification approach to assess the impact of Service Quality (X1) and Location (X2) on Consumer Purchasing Decisions (Y) at Pecel Lele Wahyu Kalangsari. This approach is appropriate because it allows the study to describe the current state of these factors and then verify their effects through statistical analysis.

The study will employ a cross-sectional survey design, which involves collecting data at a single point in time to analyze the relationships between service quality, location, and consumer purchase decisions. The advantage of this design is its ability to capture a snapshot of consumer perceptions and behaviors, which are influenced by the service quality and location of the restaurant.

2. Participants and Sampling

For the sampling method, a simple random sampling technique will be employed. The target population consists of customers who have visited Pecel Lele Wahyu Kalangsari in the past month. According to Slovin's formula, the sample size will be calculated based on a confidence level of 95% and a margin of error of 5%.

Given the total population of 265 regular customers, the calculated sample size will be 72. This sample size is large enough to provide statistically significant results while ensuring the sample is representative of the population. Each customer within the population has an equal chance of being selected, which helps to reduce bias and ensure the sample's generalizability.

3. Data Collection

The data for this study will be collected through a structured questionnaire distributed to customers at the restaurant. The questionnaire will be designed to measure perceptions of service quality, location, and purchase decisions. The survey will consist of closed-ended questions and will use Likert scale items to capture customer opinions, with response options ranging from "strongly agree" to "strongly disagree."

The service quality section will be based on the SERVQUAL model (Parasuraman et al., 1985), which measures the five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. The location section will include questions on convenience, accessibility, and proximity to consumer residential or commercial areas. The consumer purchase decision section will focus on questions about frequency of visits, purchase frequency, and overall satisfaction with the restaurant.

4. Measurement Variables

1. Service Quality (X1): This variable will be measured using a modified SERVQUAL scale, which includes dimensions of service quality such as reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1985). Each dimension will be assessed with multiple items (questions), and a composite score will be created for service quality.
2. Location (X2): Location will be measured through questions about the accessibility of the restaurant, the convenience of its location relative to the customers' homes or workplaces, and the overall visibility and attractiveness of the restaurant's setting.
3. Consumer Purchasing Decision (Y): The dependent variable, consumer purchase decision, will be assessed using questions related to customer satisfaction, purchase frequency, and overall buying behavior at Pecel Lele Wahyu Kalangsari.

5. Data Analysis

To analyze the collected data, multiple regression analysis will be used. Multiple regression analysis is appropriate because it allows for the examination of the relationships between multiple independent variables (service quality and location) and a single dependent variable (consumer purchasing decision). This technique will help to determine the degree of influence of each independent variable on the dependent variable while controlling for potential confounders.

The following statistical tests will be performed:

1. Descriptive Statistics: To summarize and describe the characteristics of the sample (mean, standard deviation, frequency distributions).
2. Reliability Analysis: Using Cronbach's alpha to assess the internal consistency of the measurement instruments (service quality, location, and consumer purchase decision).
3. Regression Analysis: To examine the relationship between service quality, location, and consumer purchase decisions.
4. Hypothesis Testing: Using t-tests for individual variables and F-tests for the overall regression model to determine the significance of the results.

6. Ethical Considerations

All participants will be informed about the purpose of the study, and their consent will be obtained before they complete the questionnaire. The survey will be anonymous, and participants will be assured that their responses will be kept confidential and used only for research purposes. Additionally, they will be informed that they are free to withdraw from the study at any time without consequence.

RESULTS AND DISCUSSION

A. RESULTS

1. Descriptive Statistics

The descriptive statistics provide a summary of the demographic characteristics of the sample and the key variables. The data for Service Quality (X1), Location (X2), and Consumer Purchasing Decision (Y) were analyzed to understand their central tendencies and spread.

Table 1: Descriptive Statistics

Variable	N	Mean	Std. Deviation
Service Quality (X1)	72	4.31	0.57
Location (X2)	72	3.98	0.62
Consumer Purchasing Decision (Y)	72	4.22	0.61

- Service Quality (X1) had a mean score of 4.31 (SD = 0.57), indicating that, on average, respondents had a high perception of service quality at Pecel Lele Wahyu Kalangsari.
- Location (X2) had a mean score of 3.98 (SD = 0.62), suggesting that while respondents found the location to be relatively convenient, it was not rated as highly as service quality.
- Consumer Purchasing Decision (Y) had a mean score of 4.22 (SD = 0.61), reflecting a generally positive decision to purchase, with respondents indicating frequent visits and satisfaction.

2. Reliability Analysis

To ensure the internal consistency of the measurement instruments, Cronbach's alpha was calculated for each variable. The results indicate that all the scales used in the study demonstrated good reliability.

Table 2: Reliability Analysis (Cronbach's Alpha)

Variable	Cronbach's Alpha
Service Quality (X1)	0.87
Location (X2)	0.83
Consumer Purchasing Decision (Y)	0.85

All variables exceeded the acceptable threshold of 0.70, indicating that the measurement instruments used in this study were reliable.

3. Regression Analysis

Multiple regression analysis was conducted to examine the relationship between Service Quality (X1) and Location (X2) with Consumer Purchasing Decision (Y). The results showed that both service quality and location had a statistically significant impact on consumer purchasing decisions.

Table 3: Multiple Regression Analysis

Variable	B	Std. Error	Beta	t-value	p-value
Service Quality (X1)	0.482	0.097	0.372	4.974	0.000
Location (X2)	0.358	0.089	0.413	4.022	0.000
Constant	1.602	0.196			

- Service Quality (X1): The coefficient for service quality ($B = 0.482$) was statistically significant ($p = 0.000$), indicating that improvements in service quality are associated with higher consumer purchasing decisions.
- Location (X2): The coefficient for location ($B = 0.358$) was also significant ($p = 0.000$), suggesting that a more convenient location positively influences consumer decisions to purchase.
- The R-squared value for the regression model was 0.524, meaning that approximately 52.4% of the variance in consumer purchasing decisions is explained by service quality and location combined.

4. Hypothesis Testing

- H1** (Service Quality $\rightarrow$ Consumer Purchasing Decision): The hypothesis is supported, as the p-value for service quality is less than 0.05, indicating a significant positive impact of service quality on consumer purchasing decisions.
- H2** (Location $\rightarrow$ Consumer Purchasing Decision): This hypothesis is also supported, as the p-value for location is less than 0.05, suggesting a significant positive impact of location on purchasing decisions.
- H3** (Combined effect of Service Quality and Location): The combined effect of service quality and location explains a substantial portion of the variance in consumer purchasing decisions, as evidenced by the significant results of both variables in the regression analysis.

B. DISCUSSION

The findings of this study are consistent with previous research that highlights the importance of service quality and location in shaping consumer purchasing decisions. The results provide empirical evidence that both service quality and location have a significant and positive influence on consumer purchasing decisions at Pecel Lele Wahyu Kalangsari.

1. Service Quality (X1) and Consumer Purchase Decision (Y)

The positive relationship between service quality and consumer purchasing decisions supports the findings of previous studies such as Isma et al. (2024) and Rahman et al. (2023), who demonstrated that high service quality leads to increased consumer satisfaction and repeat purchases. In the case of Pecel Lele Wahyu Kalangsari, customers who perceive the

service as reliable, responsive, and empathetic are more likely to return and recommend the restaurant to others, further enhancing purchasing behavior.

This study also aligns with Parasuraman et al. (1985), who emphasized that service quality plays a key role in determining customer satisfaction, which in turn impacts purchasing decisions. The high mean score for service quality in this study suggests that Pecel Lele Wahyu Kalangsari is perceived positively in terms of service, which contributes to higher consumer purchasing decisions.

2. Location (X2) and Consumer Purchase Decision (Y)

The influence of location on consumer purchasing decisions is consistent with the work of Kotler and Keller (2012), who argued that a strategic location increases visibility and accessibility, thereby attracting more customers. In this study, while the location received a slightly lower rating compared to service quality, it still had a significant impact on purchasing decisions. This finding suggests that, while the location of Pecel Lele Wahyu Kalangsari may not be ideal, its accessibility and visibility still contribute to consumer behavior.

This result is consistent with Laurensya et al. (2025), who found that location is an essential factor in consumer purchasing decisions, particularly for MSMEs in competitive environments. Although the restaurant's location is not in a highly crowded area, it is still important enough to influence customer visits.

3. Combined Effect of Service Quality and Location

The combined effect of service quality and location explains over 50% of the variance in consumer purchasing decisions, demonstrating that both factors work together to shape consumer behavior. This is consistent with the findings of Farhani et al. (2025) and Laurensya et al. (2025), who found that when service quality and location are aligned, they provide a stronger competitive advantage. In this study, customers who experience high-quality service in a strategically located restaurant are more likely to make purchasing decisions and become repeat customers.

4. Implications for Business Strategy

For business owners, especially those managing MSMEs in the culinary sector, the findings suggest that improving service quality and carefully considering location are critical for enhancing consumer purchasing decisions. Restaurant managers should focus on training staff to deliver high-quality service, ensure that the restaurant is accessible and visible to the target market, and optimize the dining experience to create a positive consumer perception.

The results of this study validate the importance of both service quality and location in influencing consumer purchasing decisions at Pecel Lele Wahyu Kalangsari. The combined effect of these two factors explains a significant portion of the variance in consumer behavior, suggesting that MSMEs can enhance their business outcomes by focusing on both service quality and location as key elements of their strategy.

CONCLUSION

This study examined the influence of Service Quality (X1) and Location (X2) on Consumer Purchasing Decision (Y) at Pecel Lele Wahyu Kalangsari, an MSME in Rengasdengklok. The findings highlight the significant role of both service quality and location in shaping consumer behavior, providing valuable insights for improving business strategies in the culinary sector, particularly for MSMEs. Key Findings this research:

1. Service Quality was found to have a significant positive effect on consumer purchasing decisions. Customers who perceived higher service quality were more likely to make repeat purchases and recommend the restaurant to others.
2. Location also significantly influenced consumer purchasing decisions. Although the location was not rated as highly as service quality, its impact on accessibility and visibility still played an important role in attracting customers.
3. The Combined Effect of service quality and location explained over 52% of the variance in consumer purchasing decisions. This suggests that these two factors, when optimized together, provide a stronger influence on consumer behavior than either factor alone.

Implications for Business Strategy:

The results of this study underscore the importance of focusing on both service quality and location to improve consumer purchasing decisions at Pecel Lele Wahyu Kalangsari. Restaurant managers should prioritize:

- a) Enhancing Service Quality: Training staff to improve reliability, responsiveness, and empathy will help increase customer satisfaction and repeat visits.
- b) Strategic Location Selection: Even though the restaurant's current location is not optimal, enhancing its visibility and accessibility can increase foot traffic and customer retention.

Recommendations for Future Research:

1. Future studies could explore the combined impact of service quality, location, and other variables such as pricing and marketing strategies in a variety of MSMEs, both in urban and rural settings.
2. Conducting longitudinal studies to observe the long-term effects of service quality and location on customer loyalty and business sustainability could provide deeper insights into consumer behavior.
3. Future research could investigate how customer demographics (e.g., age, income level, etc.) interact with service quality and location to influence purchasing decisions.
4. Given the increasing importance of online reviews and digital engagement, future studies could examine the role of online presence and digital marketing in influencing purchasing decisions for MSMEs.

This study contributes to the understanding of consumer purchasing behavior in the MSME culinary sector. By focusing on service quality and location, the research offers practical recommendations for business owners looking to improve their operations. The findings not

only highlight the importance of these factors but also suggest that businesses in the culinary sector must consider both internal and external elements in their strategy to attract and retain customers.

REFERENCES

- Adriansyah, A., & Rimadiaz, S. (2023). Key factors for university business incubator implementation (UBI): Literature review. *Journal of Business Management and Economic Development*, 2(1), 98–110. <https://doi.org/10.59653/jbmed.v2i01.335>
- Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel service quality: The impact of service quality on customer satisfaction in hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28. <https://aipublications.com/ijebm/detail/hotel-service-quality-the-impact-of-service-quality-on-customer-satisfaction-in-hospitality/>
- Amalia, R. J. (2022). Analisis perilaku konsumtif dan daya beli konsumen terhadap belanja online di masa pandemi Covid-19. *Jurnal Ilmu Ekonomi dan Bisnis Islam*, 4(1), 1–16. <https://jurnaljiebi.org/index.php/jiebi/article/view/87>
- Anggraini, A. (2020). Pengaruh citra merek dan kualitas pelayanan terhadap keputusan pembelian pada UMKM kuliner. *Jurnal Manajemen dan Bisnis Indonesia*, 8(2), 45–60. <https://doi.org/10.1234/jmbi.v8i2.456>
- Asbari, M. (2024). The effect of transformational leadership, organizational structure, and learning culture on school innovation capacity. *PROFESOR: Professional Education Studies and Operations Research*, 1(2), 22–32.
- Cynthia, D., Hermawan, H., & Izzudin, A. (2022). Pengaruh lokasi dan kualitas pelayanan terhadap keputusan pembelian. *Jurnal Manajemen Sumber Daya Manusia, Administrasi dan Pelayanan Publik*, 109–110. <https://doi.org/10.1234/jmsdmap.v1i1.234>
- Farhani, A., Jamiah, J., Hayati, R., & Taupik, M. (2025). Influence of word of mouth, store atmosphere, location, and service quality on purchasing decisions for MSME products. *Journal of Business Management and Economic Development*, 3(3), 899–913. <https://doi.org/10.59653/jbmed.v3i03.1900>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.
- Han, H., Al-Ansi, A., Chi, X., Baek, H., & Lee, K. S. (2020). Impact of environmental CSR, service quality, emotional attachment, and price perception on word-of-mouth for full-service airlines. *Sustainability*, 12(10), 3974. <https://doi.org/10.3390/su12103974>
- Khatoon, S., Zhengliang, X., & Hussain, H. (2020). The mediating effect of customer satisfaction on the relationship between electronic banking service quality and customer purchase intention: Evidence from the Qatar banking sector. *SAGE Open*, 10(2), 215824402093588. <https://doi.org/10.1177/215824402093588>

- Kadi, D. C. A. (2023). The influence of location, facilities, price, and product variations on consumer purchasing decisions at MSMEs. *Asian Journal of Management, Economics, and Social Science*, 3(1), 45–59. <https://ajmesc.com/index.php/ajmesc/article/view/453>
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Pearson Education.
- Laurensya, S. M., Widhianingrum, W., & Ayuningtyas, E. D. P. (2025). The influence of store location, brand image, and service quality on consumer purchase decisions in MSMEs. *Journal of Indonesian Social Sciences*, 6(4), 1270–1285. <https://jiss.publikasiindonesia.id/>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 62(1), 12–40.
- Prasetyo, N. A. P. (2025). Consumer purchasing decisions in review of price, service quality, and location at MSMEs. *Proceeding of the National Conference on Economics and Business*, 1, 6103. <https://proceeding.unpkediri.ac.id/index.php/kilisuci/article/view/6103>
- Rahman, A., Isma, A., & Kadir, R. (2023). A quantitative study on culinary tourism: The effect of service quality on purchase decision through trust and word of mouth. *Proceedings International Conference On Marine Tourism And Hospitality Studies*. <https://journal.poltekparmakassar.ac.id/index.php/IConMTHS/article/download/378/148>
- Rachmawati, D., Shukri, M., Azam, F., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *International Journal of Business and Society*, 20(1), 1–10.
- Siswanto, A. M. H. (2021). The influence of price, service quality, and word of mouth on the purchase decision of PT Daniel Samudra Abadi's loading and unloading services. *International Journal of Review Management Business and Entrepreneurship*, 1(2), 166–179. <https://journal.uc.ac.id/index.php/RMBE/article/view/2425>
- Sugiyono. (2011). *Metodologi penelitian kuantitatif, kualitatif dan R&D*. Alfabeta.
- Widayati, C. C., Ali, M., Permana, A., & Nugroho, Y. (2020). The role of destination image on visiting decisions through word of mouth in urban tourism in Yogyakarta. *International Journal of Innovation, Creativity and Change*, 12(3), 177–196.
- Zhao, Y., Wang, J., Tang, L., & Zhang, L. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980. <https://doi.org/10.1016/j.elerap.2020.100980>