

## **Analysis of the Influence of Price, Service Quality and Location on Purchasing Decisions of Honda Brand Motorcycles at PT Daya Motor Selaparang Mataram**

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### **Abstract**

*This research was conducted to find out how much influence price, service quality and location have on purchasing decisions for Honda brand motorbikes within PT Daya Motor Selaparang Mataram. The population used in this research were consumers who had purchased a Honda brand motorbike at PT Daya motor Selaparang, Mataram. The sample in this study consisted of 100 respondents and the technique used was a nonprobability sampling technique with an accidental sampling approach (sampling based on chance). From the results of the analysis, the indicators in this research are valid and valid variables. And the most dominant factor influencing purchasing decisions is the service quality variable with a regression coefficient of xx, then the price variable with a regression coefficient of xx and finally location with a regression coefficient of xx. The dependent variable in this research is quite good at explaining the independent variable (purchasing decisions). The author's suggestions are for motorbike things that have been assessed by consumers and correct things that are not good in the opinion of consumers.*

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## **1. INTRODUCTION**

Nowadays, following the development of roads, humans' need for mobility from one place to another is increasing. So this will automatically increase the need for transportation equipment, especially transportation equipment that has effectiveness and efficiency. This is an opportunity for business people in the field of two-wheeled motor vehicle or motorbike transportation which has effectiveness and efficiency. Motorbike manufacturers try to offer the best products and according to consumer tastes so that they hope to create demand. It is hoped that implementing the right marketing strategy will increase sales volume so that you can win the competition.

Every company generally wants to be successful in running its businesses. Efforts to achieve the goals set by the company include marketing activities, which is a social process in which individuals and groups get what they need and want by creating offers and freely exchanging valuable products with other parties. (Kotler 2000:9).

The need for transportation equipment, especially motorbikes, also occurs in Indonesia and is an opportunity for Indonesian motorbike business players to increase company profits through various strategic methods to achieve maximum sales, this is due to the increasing consumer demand for existing motorbikes. , this is shown in the description of motorbike production in Indonesia in the last 10 years, presented in the following table.

Table 1.1. Motorcycle Production Levels in Indonesia range from 2011-2020

Year	Domestic Needs	Export Needs
2011	8,012,540	30,995
2012	7,064,457	77,129
2013	7,743,879	27,135
2014	7,867,195	41,746
2015	6,480,155	228,229
2016	5,931,285	284,065
2017	5,886,103	434,691
2018	6,383,108	627,421
2019	6,487,460	810,433
2020	3,660,616	700,392

Source : [www.aisi.com](http://www.aisi.com)

Table 1.1 shows that the need for motorbike transportation in Indonesia from year to year in the last 10 years has experienced an increase in production, this shows that consumers' need for . And this is an opportunity for companies that offer motorbike products for use as this means of transportation.

Various companies are involved in the competition in this motorbike business, which markets various motorbike brands such as Honda, Yamaha, Suzuki, Kawasaki and other companies. In terms of product marketing strategies, generally each company has its own strategy in running its business, including Honda which uses its own strategy in running its business. The strategy implemented by Honda motorbikes is based on price, service and location strategies. Each variable will be interrelated and the company must be able to choose the best variable from several existing variables. And the implementation of sales development can be adjusted to consumer tastes, with the hope that consumers will feel satisfied with the products and services that have been provided or bought and sold.

In essence, the price is determined by the cost of the product. If the price set by the company is correct and in accordance with consumer purchasing power, then the choice of a particular product will be placed on that product (Private and Irawan 2001). If consumers are willing to accept this price, then the product will be accepted by the public. Companies set prices because of various considerations, but it is better if the price setting is also adjusted to the value, benefits, quality of the product and also a competitive price that is able to compete. Apart from that, low prices or affordable prices are a trigger for improving marketing performance (Ferdinand, 2002:11).

Product quality is one of the factors that consumers consider before buying a product. In terms of product quality, Honda is known for its economical motorbikes, reliable engines and durable spare parts. With good and trustworthy product quality, the product will always remain in the minds of consumers, because consumers are willing to pay a certain amount of money to buy a quality product. After seeing the quality of the products offered, consumers will naturally try to compare the quality of the services provided, and in this case the company is required to provide service

quality that is able to influence more value, so that it is different from the service quality of competitors so that service quality becomes one of the factors. consumer considerations before purchasing a product. With satisfactory service quality, it encourages consumers to purchase the product in question. If a company is able to provide good service, directly or indirectly, its service image will spread widely because the satisfaction felt by its customers will be conveyed from one customer to another in a chain, so as to attract more customers.

In carrying out its marketing strategy, Honda uses several strategies, including price, service and location. Each variable will be interrelated and the company must be able to choose the best variable from several existing variables. And the implementation of sales development can be adjusted to consumer tastes, with the hope that consumers will feel satisfied with the products and services that have been provided or bought and sold.

In an effort to run its business, PT Daya Motor is the largest and best motorbike distributor company in Indonesia in sales, maintenance and spare parts for Honda motorbikes. The existing facilities are quite adequate, such as a workshop, showroom, free washing and polishing for customers, waiting room, service counter, sales counter. One way to improve consumer purchasing decisions is the pricing policy implemented by Daya Motor Honda. In an effort to improve consumer purchasing decisions, try to implement the right pricing strategy according to consumer desires. The pricing strategy implemented by Daya Motor is currently based on an expected price strategy, namely the price that consumers hope to receive. In essence, the price is determined by the cost of the product. If the price set by the company is correct and in accordance with consumer purchasing power, then the choice of a particular product will be made to that product.

In improving consumer purchasing decision strategies, Daya Motor apart from applying prices that consumers expect, also provides good quality service. The key is to be able to meet or exceed consumer expectations regarding service quality. Consumer expectations are formed based on their experiences, suggestions from other people, advertisements delivered by service companies. Satisfactory service quality will have a good impact on the company because consumers will be loyal to the services provided and decide to make continuous purchases. On the other hand, to carry out these sales, a strategic place is needed that is easily accessible to consumers.

Based on the background of this problem, a title can be drawn for this research

"Analysis of the Influence of Price, Service Quality and Location on the Decision to Purchase a Honda Brand Motorcycle" (Case study of PT. Daya Motor Selaparang Mataram).

## 2. THEORETICAL BASIS

Purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not to buy and this decision is obtained from previous activities (Sofjan Assauri, 2004: 141). Purchasing decisions are a problem solving approach to human activities to purchase goods or services to fulfill their desires and needs which consists of recognizing needs and desires, searching for information, evaluating purchasing alternatives, purchasing decisions, and behavior after purchase (Private and Handoko, 2000).

Meanwhile, according to Kotler (2000), what is meant by a purchasing decision is a problem solving process which consists of analyzing or recognizing needs and desires, searching for information, assessing selection sources for purchasing alternatives, purchasing decisions, and behavior after purchase.

### Stages of Purchase Decision

#### 1. Problem recognition

The purchasing process begins when the buyer recognizes a problem or need. This needs recognition is aimed at finding out whether there are needs and desires that have not been met or satisfied. If these needs are known, then consumers will immediately understand that there are

needs that have not been immediately fulfilled or can still be postponed, as well as needs that must be met immediately. Problem recognition is a complex process which can be described as follows:

- a. This process involves together many variables including observation, learning processes, attitudes, personality characteristics and various social groups and references that influence it;
- b. The problem recognition process is a more complex process than motivation analysis. Although this process involves purchasing motives, apart from that it also involves attitudes, self-concept and other influences;
- c. This process also involves a complex process of comparing and weighing various relatively important needs, attitudes about how to use limited financial resources for various purchasing alternatives, and attitudes about the qualitative needs that must be satisfied (Private and Handoko, 2000).

## 2. Information search

Someone who is moved by a stimulus will try to find more information involved in the search for needs. Search is an activity motivated by knowledge stored in memory and the acquisition of information from the environment. Sources of consumer information consist of four groups, namely:

- a. Personal sources include family, friends, neighbors, acquaintances;
- b. Commercial sources include advertising, salespeople, middlemen, packaging;
- c. Common sources include mass media, consumer organizations;
- d. Sources of experience include handling, inspection, use of products.

## 3. Evaluation of alternatives

Alternative evaluation is a process in which an alternative option is adjusted and selected to meet consumer needs. The basic concepts in the consumer evaluation process consist of four types:

- a. Consumers try to fulfill needs;
- b. Consumers seek specific benefits from product solutions;
- c. Consumers view each product as a collection of attributes with varying abilities to provide the benefits sought in satisfying needs;
- d. Consumers have different characteristics in viewing attributes that are considered relevant and important. Consumers will pay great attention to attributes that provide the benefits they are looking for. (Kotler, 2000).

## 4. Buying decision

The decision to buy here is a process in real purchasing. So, after the previous stages have been carried out, consumers must make a decision whether to buy or not. Consumers may also form a purchase intention and tend to buy brands they like. However, there are other factors that determine purchasing decisions, namely the attitudes of other people and unexpected situational factors. When consumers make a decision to buy, consumers will encounter decisions that must be made regarding the type of product, brand, seller, quantity, time of purchase, and method of payment.

## 5. Post-purchase behavior

The marketer's job does not end when the product is purchased, but continues into the post-purchase period. After a product purchase occurs, consumers will experience a level of satisfaction or dissatisfaction. The buyer's satisfaction or dissatisfaction with the product will influence subsequent behavior.

### 3. RESEARCH METHOD

#### Time and place

This research was carried out at PT. Daya Motor Selaparang Mataram, West Nusa Tenggara, which will be held in September-December 2022.

**Data types and sources**

The types of data used in this research are primary data and secondary data. Primary data is data obtained directly from research sources in the form of questionnaire results from PT consumers. Motor Power Selaparang Mataram West Nusa Tenggara. Meanwhile, secondary data is indirect data obtained from documents. In this case, it comes from research which includes journals, reading books related to the research title and the data collected

**Method of collecting data**

The data collection method used in this research is: Questionnaire. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2008). The questionnaire was created using open questions, which consist of questions to explain the respondent's identity, and closed questions, namely questions that ask the respondent to choose one of the available answers for each question.

By distributing questionnaires to measure respondents' perceptions, a Likert scale was used (Freddy Rangkyu, 1997). The questions in the questionnaire were created using a scale of 1-5 to represent the respondents' opinions. The values for the scale are:

- a. Strongly agree ;5
- b. Agree ; 4
- c. Neutral ; 3
- d. Don't agree ; 2
- e. Strongly disagree ; 1

**Analysis Method**

To achieve the objectives of this research, the method used is a Multiple Linear Regression analysis model depending on the distribution of the data. The analysis was carried out using SPSS 16.0 software. Previously, the collected data would be analyzed in stages by first carrying out statistical testing using the normal distribution test using the regression coefficient test. Then, partial hypothesis testing is carried out using the t analysis multicollinearity test if the data is normally distributed and the F analysis test model and t test if the data is not normally distributed. For the significance level or alpha value ( $\alpha$ ), according to Ghozali (2002) the commonly used alpha values are 0.05 and 0.01, in this study the significance level for all tests was determined to be 0.05 or (5%).

**4. RESULTS AND ANALYSIS**

This research selects consumers who have used/purchased "Honda" motorbike products at PT Daya motor Selaparang, Mataram, the number of which is not known for certain. Therefore, sampling was carried out for this research. This sample was taken because in this research it was not possible to study all members of the population of consumers of "Honda" motorbike products at PT Daya Motor Selaparang, Mataram.

Table 4.1 Reliability Test Results

Variable	Cronbach's value <i>Alpha</i>	Cut of Value	Information
Service quality	763	0.60	Reliable
Price	894	0.60	Reliable
Location	,709	0.60	Reliable
Buying decision	,686	<b>0.60</b>	

Source: SPSS data processing results

From table 4.6 above, it can be seen that all variables have a Cronbach Alpha value greater than 0.6. So it can be concluded that all the variables in this study are reliable.

**Validity test**

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if it is able to reveal something that is measured by the questionnaire (Ghozali, 2005). In this research, validity testing was carried out by calculating the correlation between the score of each question item and the total score. The calculation results can be seen from table 4.3, table 4.4, table 4.5, and table 4.6 below:

Table 4.2 Service Quality Validity Test

	KP1	KP2	KP3	KP4	KP5	KP
Pearson Correlation	1	,466** ,000	,524** ,000	,696** ,000	,174 ,083	,806** ,000
Sig. (2-tailed)						
N	100	100	100	100	100	100
Pearson Correlation	,466** ,000	1	,433** ,000	,472** ,000		,732** ,000
Sig. (2-tailed)					.213* .033	
N	100	100	100	100	100	100
Pearson Correlation	,524** ,000	,433** ,000	1	,490** ,000		,739** ,000
Sig. (2-tailed)					.205* .041	
N	100	100	100	100	100	100
Pearson Correlation	,696** ,000	,472** ,000	,100 ,490**	1	,194 ,053	,806** ,000
Sig. (2-tailed)			,000			
N	100	100	100	100	100	100

Pearson Correlation	,174 ,083	.213* .033	.205* .041	,1941 ,053		,485** ,000
Sig. (2-tailed)						
N	100	100	100	100		100
Pearson Correlation	.806** ,000	.732** ,000	100 ,739** ,000	.806** ,000	100 ,485** ,000	1 ,000
Sig. (2-tailed)						
N	100	100	100	100	100	100

Table 4.3 Price validity test

		Price1	Price2	Price3	Price4	Price5	Price
Price 1	Pearson Correlation	1	,683** ,000	,627** ,000	,554** ,000	,660** ,000	,550** ,000
	Sig. (2-tailed)	100	100	100	100	100	100
	N				,563** ,000		
Price 2	Pearson Correlation	,683** ,000	1	,616** ,000	100 ,817** ,000	,636** ,000	,511** ,000
	Sig. (2-tailed)	100	100	100	100	100	100
	N				100		
Price 3	Pearson Correlation	,627** ,000	,616** ,000	1		,614** ,000	,503** ,000
	Sig. (2-tailed)	100	100	100		100	100
	N						
Price 4	Pearson Correlation	,554** ,000	,563** ,000	,817** ,000	1	,514** ,000	,366** ,000
	Sig. (2-tailed)	100	100	100	100	100	100
	N				,514** ,000		
Price 5	Pearson Correlation	,660** ,000	,636** ,000	,614** ,000	100 ,366** ,000	1	,498** ,000
	Sig. (2-tailed)	100	100	100	100	100	100
	N				,000		

Price	Pearson Correlation	,550**	,511**	,503**		,498**	1
	Sig. (2-tailed)	,000	,000	,000		,000	
	N	100	100	100	100	100	100

Table 4.4 Location validity test

		Price1	Price2	Price3	Price4	Price5	Price
Price 1	Pearson Correlation	1	,683**	,627**	,554**	,660**	,550**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Price 2	Pearson Correlation	,683**	1	,616**	100	,636**	,511**
	Sig. (2-tailed)	,000	,000	,000	,817**	,000	,000
	N	100	100	100	100	100	100
Price 3	Pearson Correlation	,627**	,616**	1		,614**	,503**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100		100	100
Price 4	Pearson Correlation	,554**	,563**	,817**	1	,514**	,366**
	Sig. (2-tailed)	,000	,000	,000	,514**	,000	,000
	N	100	100	100	100	100	100
Price 5	Pearson Correlation	,660**	,636**	,614**	100	1	,498**
	Sig. (2-tailed)	,000	,000	,000	,366**	,000	,000
	N	100	100	100	100	100	100
Price	Pearson Correlation	,550**	,511**	,503**		,498**	1
	Sig. (2-tailed)	,000	,000	,000		,000	
	N	100	100	100	100	100	100

Table 4.5 Test the validity of purchasing decisions

	Price1	Price2	Price3	Price4	Price5	Price
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Price 1	Pearson Correlation Sig. (2-tailed) N	1 100	,683** ,000 100	,627** ,000 100	,554** ,000 100	,660** ,000 100	,550** ,000 100
Price 2	Pearson Correlation Sig. (2-tailed) N	,683** ,000 100	1 100	,616** ,000 100	,817** ,000 100	,636** ,000 100	,511** ,000 100
Price 3	Pearson Correlation Sig. (2-tailed) N	,627** ,000 100	,616** ,000 100	1 100	,614** ,000 100	,614** ,000 100	,503** ,000 100
Price 4	Pearson Correlation Sig. (2-tailed) N	,554** ,000 100	,563** ,000 100	,817** ,000 100	1 100	,514** ,000 100	,366** ,000 100
Price 5	Pearson Correlation Sig. (2-tailed) N	,660** ,000 100	,636** ,000 100	,614** ,000 100	,366** ,000 100	1 100	,498** ,000 100
Price	Pearson Correlation Sig. (2-tailed) N	,550** ,000 100	,511** ,000 100	,503** ,000 100	,498** ,000 100	1 100	1 100

From the appearance of table 4.2, table 4.3, table 4.4 and table 4.5 of the SPSS output above, it can be seen that the positive correlation between each question item and the total score of the question items on each variable shows a significant result as seen from the sign (\*\*) and a significance value of <0.01 on the total score of the question items so that it can be concluded that each variable has valid question indicators.

Table 4.6 Service Quality Index Numbers

No	Statement	Score					Amount	Index	Criteria
		1	2	3	4	5			
1	KP1		19	40	33	8	330	66	Currently
2	KP2	1	16	42	31	10	333	66.6	Currently
3	KP3	1	8	41	39	11	351	70.2	Currently
4	KP4	1	16	39	35	9	335	67	Currently

5	KP5		17	46	31	6	326	65.2	Currently
	Amount						1675	335	

Source: SPSS processing results

Table 4.7. Price index figure

No	Statement	Score					Amount	Index	Criteria
		1	2	3	4	5			
1	Price1	10	15	43	32		297	59.4	Currently
2	Price2	10	13	50	27		294	58.8	Currently
3	Price3	10	11	51	28		297	59.4	Currently
4	Price4	6	17	52	25		296	59.2	Currently
5	Price5	7	18	47	28		296	59.2	Currently
	Amount						1480	296	

Source: SPSS processing results

Table 4.8 Location index numbers

No	Statement	Score					Amount	Index	Criteria
		1	2	3	4	5			
1	Location1	3	22	44	31		303	60.6	Currently
2	Location2	11	29	38	22		271	54.2	Currently
3	location3	14	30	33	23		265	53	Currently
4	Location4	7	39	31	22	1	271	54.2	Currently
5	Location5	11	30	37	22		270	54	Currently
	Amount						1380	276	

Source: SPSS processing results

Table 4.9 Purchasing decision index figures

No	Statement	Score					Amount	Index	Criteria
		1	2	3	4	5			
1	Purchase Decision1	2	22	47	28	1	304	60.8	Currently
2	Purchase Decision2	1	18	47	34		314	62.8	Currently

3	Purchase Decision3	7	15	54	24		295	59	Currently
4	Purchase Decision4	2	18	42	38		316	63.2	Currently
5	Purchase Decision5	6	20	49	25		293	58.6	Currently
	Amount						1522	304.4	

Source: SPSS processing results

**Classic Assumption Test Multicollinearity Test**

The Multicollinearity Test aims to test that in the regression model there is a correlation between the independent variables (Ghozali, 2005). In this research, the technique for detecting the presence or absence of multicollinearity in the regression model is

1. If the tolerance value is  $> 0.1$  and the VIF value is  $< 10$ , it can be concluded that there is no multicollinearity between the independent variables in the regression model.
2. If the tolerance value is  $< 0.1$  and the VIF value is  $> 10$ , it can be concluded that there is multicollinearity between the independent variables in the regression model.

Table 4.10 Multicollinearity Testing

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)	,983	1,017
	totalquality		
	total price	,884	1,131
	totallocation	,897	1,115

Normal P-P Plot of Regression Standardized Residual

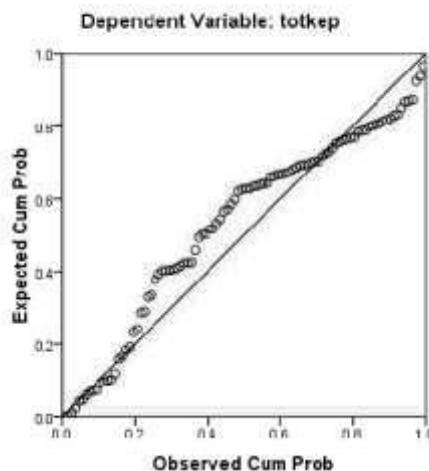


Figure 4.1 Normality Test Results

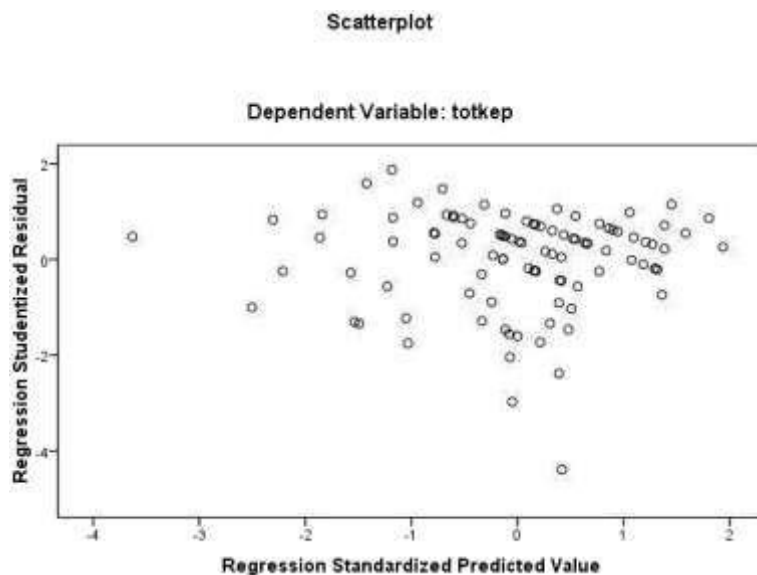


Figure 4.2. Heterescedasticity Test Results

Table 4.11 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,711	1,673		1,620	.108
total quality	,297	,068	,346	4,359	,000
total price	,336	,060	,469	5,596	,000
totallocation	,185	,070	,219	2,627	,010

Source: SPSS processing results

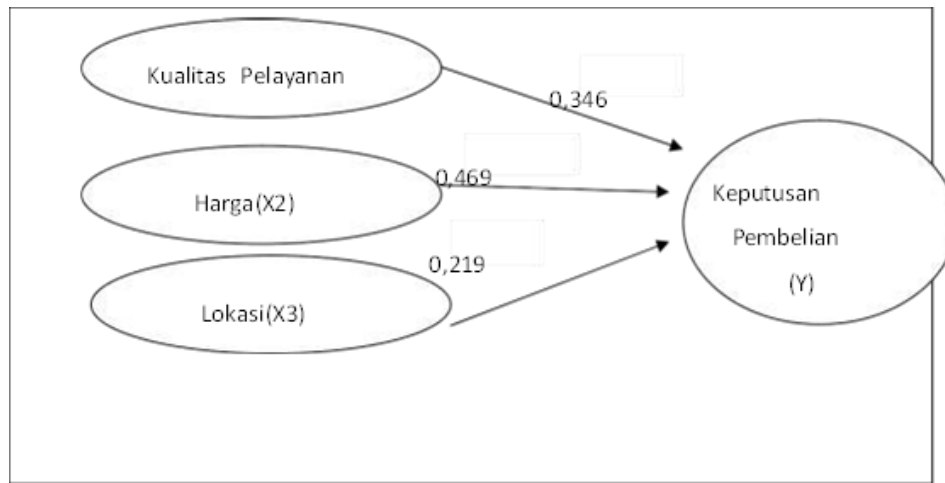


Figure 4.3 Regression Equation

The standard form regression equation is as follows:

$$Y = 0.346 X_1 + 0.469 X_2 + 0.219 X_3$$

Where:

Y = Purchase Decision

X1 = Service Quality

X2 = Price

X3 = Location

Table 4.12 F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	280,753	3	93,584	21.679	,000a
	Residual	414,407	96	4,317		
	Total	695.160	99			

Table 4.13 Coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636a	.404	.385	2,078

**Interpretation of Results**

The results of this research are that purchasing decisions can be explained by the variables price, product quality and location. And it was also found that 38.5% of purchasing decisions could be explained by these three variables.

The product service quality variable has a positive and significant influence on purchasing decisions for Honda Brand motorbikes at PT Daya Motor Selaparang Mataram. This is proven by the calculated t value (4.359) with a significance value of 0.000 using a significance limit of 0.05.

The price variable has a positive and significant effect on purchasing decisions for Honda Brand motorbikes at PT Daya Motor Selaparang Mataram. This is proven by the calculated t value (5.596), with a significance value of 0.000 using a significance limit of 0.05.

The location variable has a positive and significant effect on purchasing decisions for Honda Brand motorbikes at PT Daya Motor Selaparang Mataram. This is proven by the calculated t value (5.627) with a significance value of 0.010 using a significance limit of 0.05.

## 5. CONCLUSION

Based on the results of testing and analysis carried out in the previous chapter, the results of this research can be concluded as follows:

1. Good service quality and in accordance with consumer needs and desires will influence purchasing decisions. Based on the results of the analysis, it shows that the service quality variable has a positive and significant effect on purchasing decisions. . This is proven by the calculated t value (4.359) being greater than the t table value (1.660) with a significance value of 0.000 with a significance limit of 0.05. The regression value of the F test value is 21.679 with a significance of 0.000 and a coefficient of determination of 0.385.
2. The price that matches the product received by consumers will influence purchasing decisions. Based on the results of the analysis, it shows that the price variable has a positive and significant effect on purchasing decisions. This is proven by the calculated t value (5.596) being greater than the t table value (1.660) with a significance value of 0.000 with a significance limit of 0.05. The regression value of the F test value is 21.679 with a significance of 0.000 and a coefficient of determination of 0.385.
3. The strategic location of Honda motorbike dealers and easy to reach consumers will influence purchasing decisions. Based on the analysis results, it shows that location variables have a positive and significant effect on purchasing decisions. This is proven by the calculated t value (2.627) which is greater than the t table value (1.660) with a significance value of 0.010 with a significance limit of 0.05. The regression value of the F test value is 21.679 with a significance of 0.000 and a coefficient of determination of 0.385.

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