



How to Enhance Product Quality, Ad Credibility, and Location on Purchase Decisions

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Abstract: The lifestyle needs of urban communities have made many business people develop their businesses in the food and beverage (F&B) sector. The proliferation and expansion of coffee shops can engender heightened business competitiveness, necessitating companies to consistently refine their marketing strategies to meet client satisfaction. The objective of this study is to assess the impact of Product Quality, Ad Credibility, and Location on Purchase Decisions about Starbucks Products. This research is causal research using quantitative methods. The study employed an incidental sampling technique, with a sample size of 96 respondents and a population size of up to 150 individuals. The data-gathering methodology employed in this study was the distribution of a questionnaire. The data analysis technique employed in this investigation involved the utilization of Smart-PLS Version 3.0. The variable of product quality demonstrates a statistically significant and favorable impact on consumer purchasing decisions within the context of Starbucks. In addition, the influence of advertising credibility and location on purchasing decisions at Starbucks is found to be beneficial, albeit not statistically significant.

Keywords: Ad Credibility; Location; Product Quality; Purchase Decisions

INTRODUCTION

Technological developments and advances in civilization are evidence of the rapid development of globalization. This causes a change in society from social to individual. (Pelani et al., 2023) Said that people who live in urban areas usually have high mobility and busy activities, so they need a place to unwind after returning from their daily routines. One place to unwind is usually used to chat with friends, eat or drink. With the needs of the community's lifestyle, many business people develop their businesses in the food and beverage (F&B) sector. One example of an industry engaged in food and beverage (F&B) and commonly used as a place to relax is a coffee shop. The proliferation and expansion of coffee shops might engender heightened commercial rivalry, necessitating companies to consistently enhance their marketing strategies to meet client satisfaction (Intania et al., 2021). One example of a fairly large coffee shop both abroad and in Indonesia is the Starbucks coffee shop. Starbucks is an international franchise company known for its unique coffee brewing techniques, various snack menus & Wi-Fi facilities. The following is a table of the number of Starbucks coffee outlets in various countries.

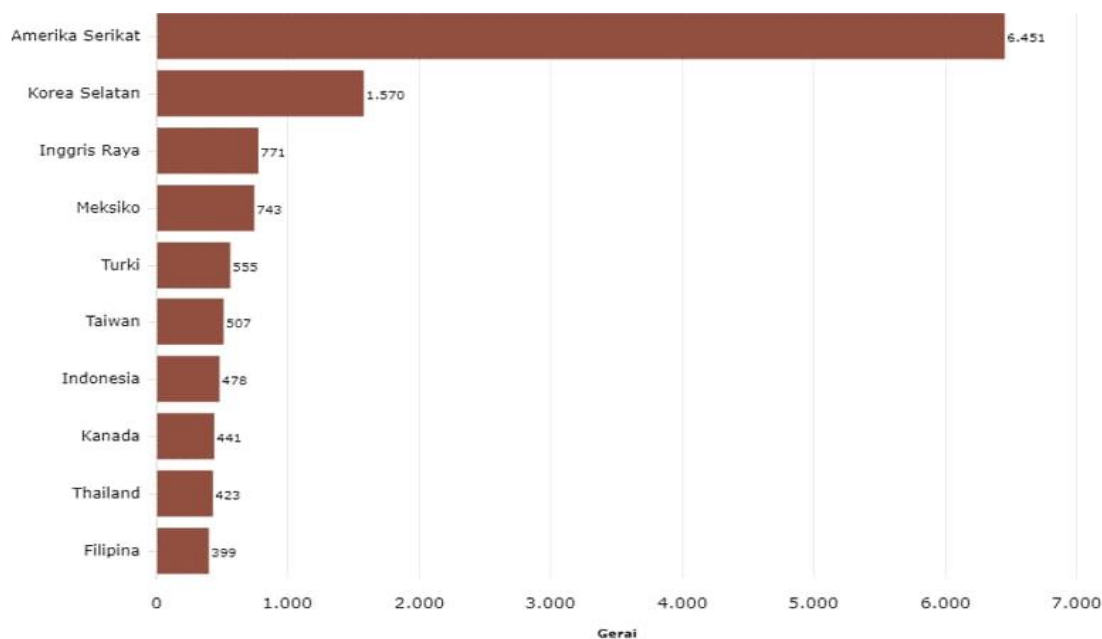


Figure 1. Starbucks Coffee Shops in Various Countries in 2022

Source: Starbucks Corporation (2022)

The data in Figure 1 shows that the country of Indonesia is in 7th place out of the top 10 countries that have the most Starbucks coffee outlets in the world (Habib, 2021). One of the Starbucks coffee outlets in Indonesia is located in Sun City Mall, Sidoarjo Regency. Starbucks consistently sells premium coffee, even though the price is expensive, but Starbucks can consistently maintain its unquestionable quality. Quality can be seen in terms of raw materials, product manufacturing processes, to presentation to consumers. This is done to satisfy customers and create consumer behavior to buy Starbucks products.

Product quality is a vital part that can influence every customer's decision to buy a product (Pelani et al., 2023). Product quality determines consumer purchasing decisions for a product. Manufacturers are obligated to consistently enhance and uphold the quality of their products to remain competitive with other companies. Product quality must be continuously improved and evaluated regularly so as not to lose competitiveness with similar competitors (Nadiya & Wahyuningsih, 2020). Products that have good quality will be easy for consumers to remember and can make consumers satisfied. The theory of the relationship between product quality and purchasing decisions is that companies with good product quality will develop rapidly, and in the long run, these companies will be more successful than other companies (Tjiptono, 2018). The indicators used in this study to measure product quality variables are: Product performance is seen from the main characteristics of its function. For example, a smartphone whose main function is as a communication tool for its owner. Furthermore, features are additional features that support the implementation of the main function. For example, a smartphone equipped with a camera, recorder, internet access, etc. Reliability is the ability of a product to be used many times with a very low probability of failure. Conformity of the product in question, especially between the characteristics of the quality standard and the applied design. These quality standards are often adjusted according to market or customer requirements. Product durability is seen in how long the product can be used by consumers. Availability of repairs when the product is damaged during use, the availability of repair services is an indicator that is considered by customers. Whether it's



in the form of speed, convenience, the competence of people who repair, and convenience during access. Including the ability of consumers to fix it themselves. Aesthetics is assessed based on all questions related to the consumer's five senses. Starting from the model, design, and impressions built to the overall product concept. Quality that consumers feel when using a product and related to relative aspects such as reputation, corporate image, and corporate responsibility. It doesn't matter how big or small the impact is, this indicator still influences consumer choice in buying a product (Tjiptono, 2018).

Credibility in advertising is conveying a message offered by the product to the intended customer. Advertising is any form of non-personal presentation and promotion and promotion of ideas, goods, or services carried out by certain companies (Kertamukti, 2022). Advertising can help companies know how enthusiastic consumers are about these products. This is done to find out market conditions related to product demand (Stephen et al., 2020). The theory of the relationship between advertising credibility and purchasing decisions is that advertisements shown to the public will function as information about the physical object and characteristics of a product so that advertising can change consumer attitudes towards a product they want to buy (Kertamukti, 2022). The indicators used in this study to measure advertising credibility variables are: The mission of an organization, specifically in terms of advertising goals, encompasses the prior determinations made regarding the target market, market positioning, and the marketing mix. The marketing positioning strategy and the marketing mix strategy delineate the responsibilities that advertising must undertake in the execution of the comprehensive marketing program. The conveyance of a message ideally involves capturing attention, generating interest, evoking desire, and prompting action. The selection of media, which refers to the many channels used for communication, involves the identification of the most economically viable means to effectively transmit the appropriate quantity of messages to the intended audience. The efficacy of advertising notices in raising awareness among the intended audience is contingent upon the extent of their reach, frequency, and effect (Kurniawan & Effendi, 2020).

Location or place of business is a situational factor which is a factor influencing purchasing decisions. Location can be defined as a place where the company's distribution is channeled because it is directly related to customers (Walukow, 2023). Location is also considered as a place of service related to where the company carries out its operations or activities (Kelvinia et al., 2021). The concept of location relationship theory in the context of purchasing decisions pertains to the factors that influence consumers' ease of access to a product, company, or strategic selling place. This aspect plays a crucial role in the success of businesses, as it influences consumers' intentions to visit and purchase products from a particular seller (Nurlia, 2021). The indicators used in this study to measure location variables are Visibility, Traffic, Parking lot, Expansion, Environment, Competition, and Government regulations (Tjiptono, 2018).

Purchase decisions are not the same as actual purchases. After the consumer chooses a particular brand to buy, the consumer still has to implement the decision and make an actual purchase. Such as adding when to buy, where to buy, how much money to spend, and the formation of intentions required by consumers (Keller, 2022). The indicators included in this study for assessing purchasing decision variables are The process of brand selection necessitates consumers to decide which brand to purchase, as each brand possesses distinct characteristics. The selection of dealers, namely the decision-making process undertaken by consumers in choosing a dealer, is a crucial consideration. The purchase amount refers to the capacity of customers to make judgments regarding the quantity of a product they intend to purchase. The timing of a transaction, specifically the selection of a suitable day such as Saturday or Sunday, can



significantly influence the decision to make a buy. Payment methods, namely consumers can determine the method of payment made to make purchasing decisions (Keller, 2022).

Based on the results of the research that has been done, it proves that product quality has a positive effect on purchasing decisions (Walukow, 2023). Other studies that were conducted obtained different results, namely that product quality did not affect purchasing decisions (Nadiya & Wahyuningsih, 2020). From the differences in the results of the two studies, it can be seen that there are inconsistent results regarding product quality research on purchasing decisions. The findings of the conducted research provide evidence supporting the notion that advertising credibility exerts a favorable influence on consumer purchasing behavior (Stephen et al., 2020). Other studies that were conducted obtained different results, namely that advertising credibility did not affect purchasing decisions (Pratama, 2022). From the differences in the results of the two studies, it can be seen that there are inconsistent results regarding research on advertising credibility in purchasing decisions. The findings of the conducted research demonstrate a positive correlation between location and purchase decisions (Kelvinia et al., 2021). Other studies that were conducted obtained different results, namely that location did not affect purchasing decisions (Walukow, 2023). From the differences in the results of the two studies, it can be seen that there are inconsistent results regarding research on the right business location for purchasing decisions. From the inconsistency or inconsistency of the results found in the research above, the researchers found gaps in the results of previous studies regarding product quality, advertising credibility, and location on purchasing decisions. From the inconsistency of previous research results, this study has a gap or research gap, namely the evidence gap. The evidence gap is a gap in previous research that is contradictory to other studies (Ditamei, 2022). The primary objective of this study is to provide a more comprehensive and conclusive analysis of the relationship between Strategic Analysis of Product Quality, Ad Credibility, and Location on Purchase Decisions for Starbucks Products, beyond the limitations of prior studies in this area.

METHODS

The method used in this study uses descriptive analysis with a quantitative research model. The population used in this study is consumers who buy Starbucks products at Sun City Mall Sidoarjo. The sampling approach employed in this study was accidental sampling. Accidental sampling is a sampling approach that relies on fortuitous encounters with individuals who satisfy the researchers' criteria for inclusion as data sources (Sugiyono, 2018). The population of Sidoarjo people who have purchased Starbucks products at Sun City Mall Sidoarjo is currently not known with certainty, so the sample determination in this study used the Cochran formula (Sugiyono, 2018).

Based on the results of sample calculations, a total of 96 samples were obtained. The sample size that is appropriate for use in a study is between 30 and 500 samples (Sugiyono, 2018). So for this study, the minimum number of samples required is 96 samples and a maximum of 150 samples. Sources of data in this study were obtained from primary data and secondary data. The data collection technique in this study was carried out by distributing questionnaires to the community in Sidoarjo Regency. The questionnaire was distributed online via the Google form and is aimed at new consumers or consumers who repurchase Starbucks Sidoarjo products. The evaluation of statements is conducted utilizing a Likert scale ranging from 1 to 5, where a rating of 5 corresponds to a strong agreement and a rating of 1 corresponds to a strong disagreement. Data analysis technique using smart PLS Software Version 3.0 using PLS (Partial Least Square) analysis. In the PLS method, the analysis technique used is to analyze the outer model and analyze the inner model.

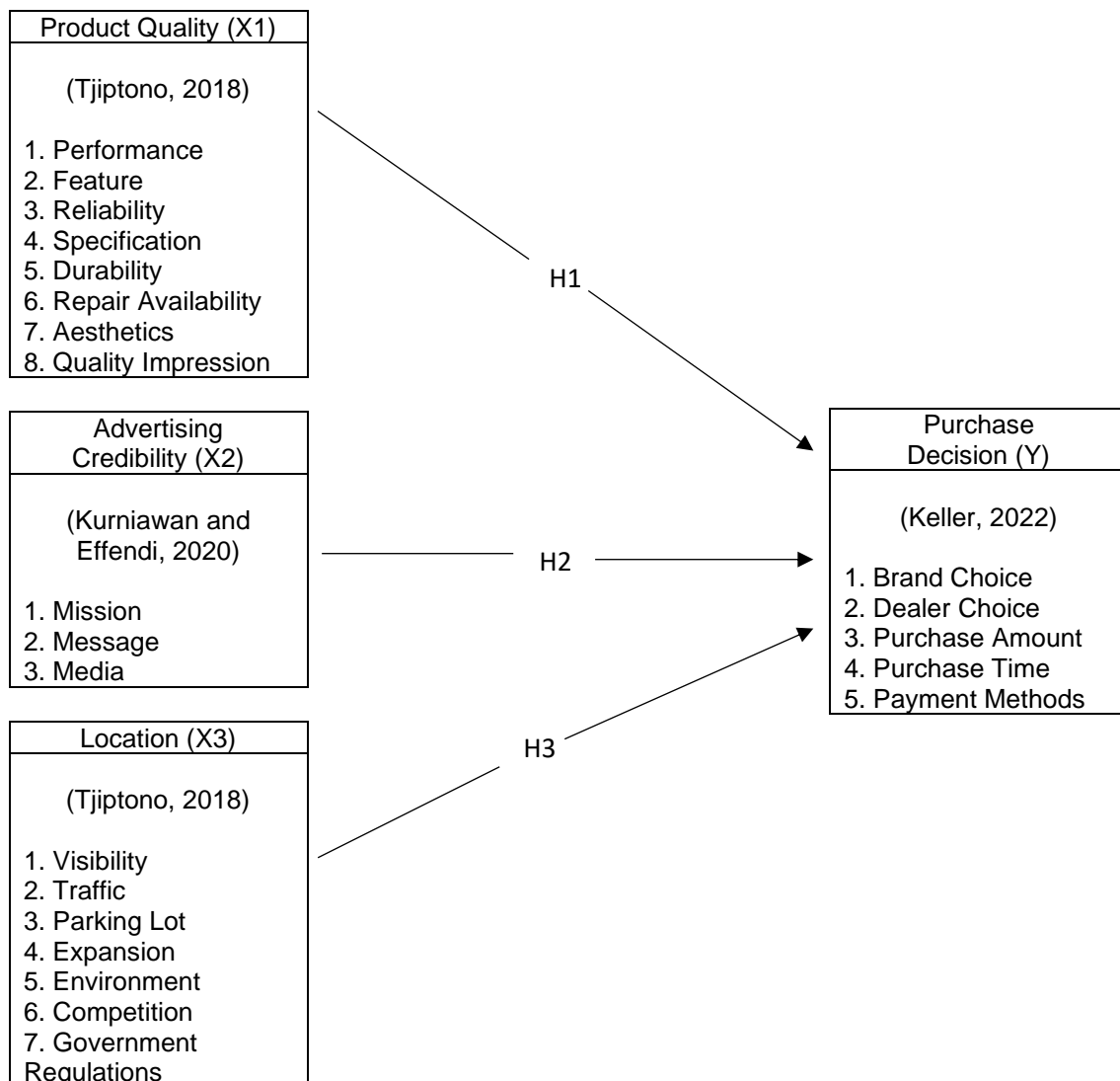


Figure 2. Research Framework

Source: Author (2023)

Based on the analysis of Figure 2 about the study framework, it is possible to formulate a preliminary hypothesis, specifically:

- H1: The quality of products exhibits a favorable and statistically significant impact on the purchasing decisions made by consumers regarding Starbucks items.
- H2: The trustworthiness of advertisements exerts a favorable and statistically significant impact on consumers' purchasing decisions about Starbucks items.
- H3: The geographical location of consumers has a statistically significant and favorable impact on their purchasing decisions regarding Starbucks items.



RESULTS AND DISCUSSION

PLS Model Analysis Measurement (Outer Model)

The process of measurement analysis, specifically focusing on the outer model, is employed to assess the validity and dependability of a model. Additionally, it aids in determining the feasibility of a measuring device. The assessment of outer model measures encompasses various stages, namely convergent validity, discriminant validity, and composite reliability (Santoso, 2021).

Convergent Validity

Table 1. Mark Outer Loading First

	Product Quality	Advertising Credibility	Location	Purchase Decision
X1.1	0.619			
X1.2	0.687			
X1.3	0.621			
X1.4	0.773			
X1.5	0.781			
X1.6	0.787			
X1.7	0.802			
X1.8	0.833			
X2.1		0.578		
X2.2		0.892		
X2.3		0.949		
X3.1			0.495	
X3.2			0.726	
X3.3			0.871	
X3.4			0.637	
X3.5			0.596	
X3.6			0.334	
X3.7			0.516	
Y1				0.793
Y2				0.843
Y3				-0.147
Y4				0.838
Y5				0.133

Source: SmartPLS output data processed (2023)

Convergent validity is employed to evaluate the degree to which indicators are capable of elucidating latent variables. The higher the value produced, it can be said that the higher the indicator's ability to explain latent variables (Santoso, 2021). The outer loading value which is considered significant must be > 0.5 . So if the outer loading value is < 0.5 the indicator must be removed and recalculated (Duryadi, 2021). Based on the findings of the initial computation presented in Table 1, it is evident that several indicators exhibit values below the threshold of 0.5. Consequently, it becomes imperative to undertake a subsequent recalculation.



Convergent Validity

Table 2. Mark Outer Loading Second

	Product Quality	Advertising Credibility	Location	Purchase Decision
X1.1	0.620			
X1.2	0.687			
X1.3	0.622			
X1.4	0.773			
X1.5	0.780			
X1.6	0.788			
X1.7	0.802			
X1.8	0.833			
X2.1		0.576		
X2.2		0.893		
X2.3		0.948		
X3.1			0.510	
X3.2			0.733	
X3.3			0.855	
X3.4			0.630	
X3.5			0.619	
X3.7			0.506	
Y1				0.795
Y2				0.846
Y4				0.836

Source: SmartPLS output data processed (2023)

Table 2 about the results of measuring the value of outer loading or correlation between constructs with variables are more than > 0.50 so that it meets the value of convergent validity.

Average Variance Extracted

Table 3. Mark AVE

	Average Variance Extracted (AVE)
Product Quality	0.551
Advertising Credibility	0.676
Location	0.428
Purchase Decision	0.682

Source: SmartPLS output data processed (2023)

The utilization of the average variance (AVE) is an additional approach to assess the degree of convergent validity. The quality of the model criteria can be considered satisfactory if the Average Variance Extracted (AVE) value for each construct exceeds 0.5 (Duryadi, 2021). Based on Table 3, it can be seen that the AVE value of each variable is above > 0.5 so the construct in this study can be said to have a good discriminant variable, except for the location variable.



Discriminant Validity

Table 4. Mark Discriminant Validity (Cross Loading)

	Product Quality	Advertising Credibility	Location	Purchase Decision
X1.1	0.620	0.038	-0.260	0.485
X1.2	0.687	0.172	-0.260	0.545
X1.3	0.622	0.084	-0.197	0.505
X1.4	0.773	0.063	-0.199	0.750
X1.5	0.780	0.118	-0.290	0.795
X1.6	0.788	0.195	-0.184	0.846
X1.7	0.802	0.187	-0.196	0.836
X1.8	0.833	0.158	-0.192	0.766
X2.1	-0.010	0.576	0.029	-0.013
X2.2	0.151	0.893	-0.089	0.154
X2.3	0.168	0.948	-0.011	0.205
X3.1	-0.037	-0.007	0.510	-0.029
X3.2	-0.156	-0.045	0.733	-0.147
X3.3	-0.327	-0.055	0.855	-0.293
X3.4	-0.089	0.048	0.630	-0.060
X3.5	-0.178	-0.084	0.619	-0.185
X3.7	-0.057	0.139	0.506	-0.054
Y1	0.780	0.118	-0.290	0.795
Y2	0.788	0.195	-0.184	0.846
Y4	0.802	0.187	-0.196	0.836

Source: SmartPLS output data processed (2023)

Discriminant validity refers to the extent to which the indicators of a given measure demonstrate correlation with other variables. The examination of cross-loading outcomes reveals the visibility of this test. To satisfy the test, the cross-loading value of each group must exceed the measured latent variable (Garson, 2018). According to the findings presented in Table 4, the cross-loading values of all indicators demonstrate appropriateness and adherence to the criteria for discriminant validity.

Composite Reliability

Table 5. Mark Composite Reliability

	Composite Reliability
Product Quality	0.907
Advertising Credibility	0.857
Location	0.812
Purchase Decision	0.865

Source: SmartPLS output data processed (2023)

Composite Reliability is a statistical assessment employed to ascertain the precision and consistency of an instrument in measuring constructs. A build can be deemed dependable if the composite reliability value exceeds 0.7 (Garson, 2018). Table 5 illustrates that the composite reliability value exceeds 0.7, indicating that all latent variables can be considered reliable.



Cronbach's Alpa

Table 6. Mark Cronbach's Alpa

	Cronbach's Alpha
Product Quality	0.883
Advertising Credibility	0.828
Location	0.767
Purchase Decision	0.766

Source: SmartPLS output data processed (2023)

Cronbach's Alpha is a statistical test utilized to assess the reliability and internal consistency of a measurement instrument in capturing and quantifying components. If Cronbach's Alpha value is > 0.7 , the construct can be said to be reliable (Garson, 2018). According to the data presented in Table 6, it is evident that the Cronbach's Alpha value exceeds 0.7. This indicates that all latent variables, except for the location variable, can be considered reliable.

Measurement Analysis Model (Inner Model)

The analysis of the measurement of the inner model is a procedure conducted to ascertain the causal or correlational connection between latent variables, drawing upon substantive theory. The assessment of the Inner Model measurement model involves analyzing the R-Square, f-Square values, and path coefficient tests to ascertain the collective impact of exogenous latent factors on endogenous latent variables.

R-Square

Table 7. Test results-Square

	R-Square
Purchase Decision	0.916

Source: SmartPLS output data processed (2023)

The R-Square coefficient is employed to evaluate the magnitude of the exogenous latent variable about the endogenous latent variable. R-square can be said to be strong if it exceeds >0.67 , moderate if >0.33 , and weak if <0.33 (Suhardi, 2019). Table 7 shows the results of the R-Square in this study of 0.916. The varied ability of product quality, service quality, advertising credibility, and location in elucidating purchasing decisions amounts to 91%, thereby classifying the model as satisfactory.

F-Square

Table 8. Test results F-Square

	Purchase Decision
Product Quality	9.669
Advertising Credibility	0.013
Location	0.001

Source: SmartPLS output data processed (2023)

The F-Square test is used to assess the magnitude of the effect between variables with the effect size. The value of f-square is said to be small if $= 0.02$, it is said to be moderate if $f\text{-square} = 0.15$ and it is said to be large if $f\text{-square} = 0.35$. If the f-square value is 0.02 then it is considered to have no effect (Suhardi, 2019). From the results of the f-square test (table 8), it has a small effect value, namely $= 0.013$ and 0.001 , which



is owned by the influence between variables X2 and X3 with Y. Furthermore, variable X1 with Y = 9.669 has a large effect.

Patch Coefficient

Table 9. Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviations (STDEV)	T Statistics (O/STDEV)	P Value
Product Quality	0.954	0.953	0.014	68.016	0,000
Advertising Credibility	0.034	0.032	0.034	0.984	0.326
Location	0.010	0.006	0.028	0.355	0.723

Source: SmartPLS output data processed (2023)

The Patch Coefficient value is employed to elucidate the level of significance during hypothesis testing. The path coefficient test can be seen from the original sample value, the t-statistic value, and the p-value. The observed sample value can be considered to align with the proposed hypothesis and exhibit a positive impact if the value is expressed as a positive number (Suhardi, 2019). The t-statistic's value will serve as an indicator of the model's importance. The t-statistic can be employed to assess the impact of the anticipated association between endogenous latent variables, provided that the calculated t-statistic value exceeds the critical value obtained from the t-table. Based on a significance level of $\alpha = 5\%$ and a two-tailed test, the critical value from the t-table is determined to be 1.96. This implies that the null hypothesis is accepted if the calculated t-statistic is greater than 1.96. Similarly, the null hypothesis can be accepted if the p-value associated with the hypothesis is greater than 0.05 (Suhardi, 2019). Table 9 presents the outcomes of the Original Sample, T-statistics, and values derived from the process of bootstrapping. It can be concluded that the Product Quality variable (X1) shows positive and significant results on Starbucks's Product Purchasing Decisions. Meanwhile, advertising credibility (X2) and location (X3) show positive but not significant results on Starbucks Product Purchase Decisions because they have a p value of more than 0.05, namely 0.326 and 0.723.

The Effect of Product Quality on Purchasing Decisions

The findings from the hypothesis testing indicate that there exists a statistically significant and positive relationship between product quality and purchase decisions. It is proven from the responses of the descriptive analysis that consumers can make purchasing decisions with good product quality from Starbucks products so that they can increase consumer purchases. This statement aligns with the aforementioned explanation regarding the commendable quality of Starbucks products. It has been substantiated through a descriptive analysis of respondent feedback, which indicates that factors such as product performance, features, reliability, specifications, availability of repairs, aesthetics, and perceived quality impression have a significant impact on consumer purchasing decisions. The findings of this study are also pertinent to existing research that posits a favorable correlation between product quality and purchase decisions. (Walukow, 2023). Previous studies have yielded similar findings, indicating that there exists a favorable correlation between product quality and consumer purchase behavior (Aldini Nofta Martini et al., 2021). In this case, product quality is approved by consumers as a reason to buy an item or product, the more appropriate the quality of the product used, the more attractive consumers will be to purchasing goods at Starbucks.

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The Effect of Ad Credibility on Purchasing Decisions

The findings of the hypothesis testing indicate that there is a positive relationship between advertising credibility and purchase decisions, however, this relationship is not statistically significant. It is proven from the responses of the descriptive analysis that consumers can make purchasing decisions with advertising credibility that is still less than they get from Starbucks. The potential impact of advertising that is not yet optimized on consumer purchasing decisions may be noteworthy. This assertion aligns with the aforementioned argument that Starbucks offers a commendable level of service. It is substantiated by the findings of the descriptive analysis conducted on the respondents' feedback, which indicate that the mission, message, and medium employed by Starbucks have a discernible impact on consumer purchasing decisions. The findings of this study are also pertinent to existing research that posits a positive correlation between advertising credibility and consumer purchase decisions (Stephen et al., 2020). Previous research has yielded similar findings, indicating that the perceived trustworthiness of advertising exerts a favorable influence on consumers' purchasing choices (Ilaisyah & Sulistyowati, 2020). In this case, the credibility of advertising is approved by consumers as a reason to buy an item or product, the more appropriate the credibility of the advertisement used, the more attractive consumers will be to purchasing goods at Starbucks.

The Effect of Location on Purchasing Decisions

The findings of the hypothesis testing indicate that the influence of location on purchase decisions is positive but lacks statistical significance. The descriptive analysis findings indicate that the presence and accessibility of Starbucks locations can significantly impact consumer purchase decisions. This statement aligns with the aforementioned claim that Starbucks consistently delivers a high standard of service. The ability to exert an impact on consumer purchase choices. The findings of this study also bear relevance to research that posits a positive influence of location on purchase decisions (Kelvinia et al., 2021). Previous studies have yielded similar findings, indicating that the influence of location on consumer purchase decisions is positive (Annisaa et al., 2022). In this case, the location is approved by the consumer as the reason for buying an item or product, the more precise the location or strategic place used, the more attractive the consumer will be to purchasing goods at Starbucks

CONCLUSION

Based on the results of the research and discussion described in the previous chapter, conclusions can be obtained in this study which can be explained as follows: The variable of Product Quality exhibits a statistically significant beneficial impact on consumer purchasing decisions within the context of Starbucks. To be able to prove that consumers need good product quality from Starbucks products themselves to improve their purchasing decisions. The Advertising Credibility variable shows a positive and insignificant influence on product purchasing decisions at Starbucks. This observation suggests that Starbucks' advertising credibility is insufficient, hence potentially impacting consumer purchase choices. The variable representing the location of Starbucks demonstrates a favorable but statistically insignificant impact on consumer purchasing decisions. So that proves that the location of Starbucks itself is still lacking and can influence purchasing decisions.



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