

The Influence of Location on the Decision to Buy Mixue Products in Greater Jakarta

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ABSTRACT

This study aims to determine the influence of location on the purchase decision of Mixue products in the Greater Jakarta area, with a specific focus on the Tangerang region. A quantitative research approach was employed using primary data collected from 40 Mixue consumers through accidental sampling techniques. Data were analyzed using simple linear regression analysis, supported by classical assumption tests including normality, heteroscedasticity, autocorrelation, and multicollinearity tests, all processed using SPSS software. The findings reveal that location has a positive and significant effect on purchase decisions, with a regression coefficient of 0.671 and a significance level of 0.000 ($p < 0.05$). The coefficient of determination (R-Square) of 0.725 indicates that location alone explains 72.5% of the variance in purchase decisions, while the remaining 27.5% is influenced by other factors not examined in this study. Respondent profiles show that the majority of Mixue consumers in Tangerang are young females aged 21–30 years, with housewives constituting the largest occupational group. These findings underscore the critical importance of strategic location selection in driving consumer purchasing behavior, particularly in the competitive contemporary beverage industry. The study provides valuable practical implications for business practitioners and franchise partners in selecting optimal locations to maximize sales and market penetration. However, future research is encouraged to expand the sample size and incorporate additional variables such as price, product quality, promotion, and brand image to gain a more comprehensive understanding of purchase determinants.

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1. INTRODUCTION

The rapid advancement of globalization has significantly transformed the business landscape, particularly within the culinary sector. In Indonesia, the food and beverage industry has experienced remarkable growth, driven by evolving lifestyle patterns and shifting consumer preferences. This

transformation is evidenced by the proliferation of innovative culinary establishments and contemporary beverage concepts that have become increasingly integrated into daily urban life (Kotler & Keller, 2016). The intensifying competition within this sector necessitates that business entities develop sustainable competitive advantages, foster robust innovation capabilities, and implement effective marketing strategies to maintain market relevance and achieve organizational objectives.

Technological developments and changing consumer behavior have catalyzed significant innovation within the beverage industry, giving rise to various contemporary beverage enterprises. Among these emerging brands, Mixue Ice Cream and Tea has established a notable presence in the Indonesian market since its introduction in 2020, operating under PT. Zhisheng Pacific Trading. Within a relatively short period, Mixue has expanded its operations to over three hundred outlets across Indonesia, demonstrating substantial market penetration and consumer acceptance. The brand's initial franchise establishment in Bandung, West Java, has since evolved into an extensive network spanning multiple regions beyond Java Island.

Mixue's product portfolio encompasses four primary categories: fresh ice cream, real fruit tea, milk tea, and fresh tea. Each category offers diverse variants, including vanilla and strawberry ice cream, sundae variations, peach earl grey tea, lemon jasmine tea, various milk tea combinations, and traditional tea options with customizable toppings. This diverse product range caters to varying consumer preferences and contributes to the brand's competitive positioning in the contemporary beverage market.

Location constitutes a fundamental strategic consideration for retail and service enterprises, directly influencing consumer accessibility and purchasing decisions. According to Juhanis (2014), location encompasses all physical aspects of business operations, including storefronts, offices, production facilities, and distribution channels. The strategic selection of business locations is critical for maximizing market reach and facilitating consumer purchasing activities. Oetomo (2012) emphasizes that location strategy aims to optimize benefits for companies, with industrial sectors typically focusing on cost minimization while service sectors prioritize revenue maximization.

The significance of location in business operations extends beyond mere physical placement, as strategic locations can generate consumer interest and facilitate purchasing decisions (Kotler & Armstrong, 2012). The consumer purchase decision process comprises five distinct stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2009). Understanding these stages enables businesses to develop targeted strategies that address consumer needs at each decision-making phase.

The Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) represents a significant market with substantial consumer potential for food and beverage products. The rapid urbanization and increasing disposable income in this region have created favorable conditions for contemporary beverage businesses (Ferdinand, 2014). Consequently, understanding the relationship between location and consumer purchasing decisions in this context is essential for business sustainability and growth.

Despite Mixue's rapid expansion and market presence, limited empirical research has examined the specific influence of location on consumer purchase decisions within the Greater Jakarta context. This research gap necessitates investigation to provide actionable insights for business practitioners and contribute to the existing body of knowledge on consumer behavior in the contemporary beverage industry. Therefore, this study aims to examine the influence of location on purchase decisions of Mixue products in Greater Jakarta, with the objective of understanding whether location variables significantly affect consumer purchasing behavior.

This research employs quantitative methodology with primary data collected from Mixue consumers through accidental sampling techniques. Simple regression analysis is utilized to examine the hypothesized relationship between location (independent variable) and purchase decisions

(dependent variable). The findings of this study are expected to contribute to marketing strategy development and provide valuable insights for business practitioners operating in the competitive contemporary beverage market.

2. METHOD

This research was conducted to test the proposed hypothesis using a quantitative approach with the survey method, which involves searching for data or information from the reality of existing problems by referring to the proof of concepts or theories employed (Sugiyono, 2017). The population in this study comprised all customers of Mixue products in the Tangerang area, defined as a generalized area consisting of objects or subjects that possess certain qualities and characteristics determined by the researcher for study and subsequent conclusion drawing (Sugiyono, 2017; Arikunto, 2010). From this population, a sample was drawn using the purposive sampling method, which involves the conscious selection of data collection in accordance with specific considerations and objectives (Sugiyono, 2017). The determination of the minimum sample size adhered to the central limit theorem, which has been set at 30, with the understanding that a sample size suitable for most studies is larger than 30 and smaller than 500 (Idrus Alwi, 2015); accordingly, the number of samples taken in this study was 40 respondents.

The sampling technique employed in this study utilized a questionnaire, which serves as a data collection technique that provides responses by asking a series of statements or questions to respondents in writing (Sugiyono, 2017). The questions in the questionnaire were designed to reflect the predetermined indicators, thereby producing a logical correlation with the problem and having meaningful implications for testing the research hypothesis. The sample extraction method applied was the Simple Random Sampling method, meaning that sampling of members from the population was conducted randomly without regard to strata within the population (Sugiyono, 2017). The type of interval scale used was the Likert scale, employed to measure opinions, perceptions, and attitudes of individuals or groups regarding the social phenomena of the variables under investigation. Through this scale, the variables to be measured were operationalized into indicators, which then served as the foundation for compiling instrument items in the form of questions and statements, with scores ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The data analysis technique applied was statistical analysis through various tests using the SPSS software application, including multiple regression analysis, heteroscedasticity test, multicollinearity test, normality test, validity test, F test, T test, and coefficient of determination.

Regarding the testing of research instruments, the validity test was conducted to measure whether the questionnaire accurately assessed what it was intended to measure (Juliansyah, 2012). A questionnaire is considered valid if the questions are able to reveal what the questionnaire is designed to measure, with the assessment criteria being that the questionnaire is declared invalid if the significance value exceeds 0.05, and valid if the significance value is less than 0.05. Additionally, the reliability test was performed to assess the stability and consistency of respondents' answers to the questionnaire (Arikunto, 2010). The reliability testing criteria specify that the questionnaire is reliable if the Alpha coefficient result exceeds the significance level of 60% or 0.6, and unreliable if the Alpha coefficient is less than this threshold. For hypothesis testing, simple linear regression analysis was utilized, as this technique is appropriate when the researcher intends to predict the state of the dependent variable based on a single independent variable as a predictor factor (Akdon & Riduwan, 2009). The formula applied was $\hat{Y} = a + bX$, where $\hat{Y}$ represents the purchase decision, a is the constant number, b is the regression coefficient, and X is the location variable score. Finally, the influence coefficient test (t-test) was conducted using SPSS software, with the significance testing rules stipulating that if the significance value of t is less than 0.05, H_0 is rejected and H_1 is accepted (significant), whereas if the significance value of t is greater than 0.05, H_0 is accepted and H_1 is rejected (non-significant).

3. FINDINGS AND DISCUSSION

Judging from the profile of the respondents of this study, the female gender respondents were larger than the male respondents, namely 97.5% of female respondents and 2.5% of male respondents, while for the majority age of 21-30 years as much as 60%, for the type of work the majority of housewives as much as 45%.

Classical Assumption Test Test

Classical assumptions are a prerequisite test that must be carried out first before conducting data analysis. The classical assumption test aims to find out how the data will be used in the research. The classical assumption test consists of normality, heteroscedasticity, autocorrelation and multicollinearity tests. The following are the results of each of the classical assumption tests in this study.

Normality Test

The normality test is used to test whether in the regression model of the research the disruptive or residual variables have a normal distribution. The normality test can be performed using the Kolmogorov-Smirnov test. One of the requirements tests that must be met is the normality test of population data. A good normality test result is a normal or near-normal form of distribution. Here are the results of the normality test.

Table 4.1 Kolmogrov Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	-.1358149
	Std. Deviation	2.75281848
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.060
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The results of the Normality test in table 4.1 show that the probability value of each variable is ≥ 0.05 , so it meets the normality requirements.

Heteroskedasticity Test

The heteroskedasticity test aims to find out if there is a residual variance disparity for all observations on the linear regression model. Testing the presence or absence of heteroscedasticity in this study can be done with the Glejser test. The basis for decision-making is to look at the probability numbers from the Glejser test statistics. The following are the results of the heteroskedasticity test:

Table 4.2 Heteroskedasticity Test of the Glejser method
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.438	1.239		2.774	.009
X	-.045	.041	-.173	-1.086	.284

a. Dependent Variable: ABS_RES

Source : SPSS Data Processing, 2026

The results of the heteroscedasticity test in table 4.2 show that the prob value of each variable ≥ 0.05 , then there are no symptoms of heteroscedasticity in the residual.

Autocorrelation Test

The autocorrelation test is used to test the classical assumption of regression related to the existence of autocorrelation. A good regression model is one that does not contain autocorrelations. The autocorrelation test aims to test whether there is a correlation between disruptive errors (residual) in period t and the previous period $t - 1$ (previous). If there is a problem, it can be called an autocorrelation problem, to find out the assumption about independence to residual (non-autocorrelation) it can be tested using the Durbin-Watson test. The statistical value of this test ranges between 0 and 4. If the value of the Durbin Watson test result is less than 1 or greater than 3, autocorrelation is indicated, in addition to the Durbin-Watson reference measurement, i.e. looking at the DW value, autocorrelation does not occur if $du < dw < 4-du$.

Table 4.3 Autocorrelation Test with Durbin Watson
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.851 ^a	.725	.718	2.78872	2.136

a. Predictors: (Constant), X

b. Dependent Variable: Y

Source : SPSS Data Processing, 2026

Based on table 4.3 the value of the Durbin-Watson statistic shows the number 2.136 Because the Durbin-Watson value is greater than one, namely $1 > 2.136 < 3$, the model does not experience autocorrelation symptoms.

Multicollinearity Test

The multicollinearity test is a situation that shows a strong relationship between independent variables in a multiple regression model. The multicollinearity test aims to find out whether the regression model finds a correlation between independent variables. The effect of this multicollinearity is that it causes high variables in the sample. This means that the standard error is large, as a result when the coefficient is tested, the t-calculation will be a small value of the t-table. The results of the multicollinearity test are presented in the following table 4.4:

Table 4.4 Test of Muticollinearity with correlation Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	LIVE
1 (Constant)	1.790	2.012		.890	.379		
X	.671	.067	.851	10.004	.000	1.000	1.000

a. Dependent Variable: Y

Source : SPSS Data Processing, 2026

The study model did not experience symptoms of multicollinearity if the tolerance value was greater than 0.10 and the VIF value was less than 10.00. So it can be seen in Table 4.4 that the tolerance value is 1.0 and VIF is 1.0, therefore, the independent variables in the study meet the absence of multicollinearity symptoms.

Multiple Linear Regression Test

Multiple Linear Regression Analysis serves to measure the influence between more than one independent variable on the bound variable. In this study, it is projected with a regression model based on the following table:

Table 4.5 Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	1.790	2.012		.890	.379
X	.671	.067	.851	10.004	.000

a. Dependent Variable: Y

Source : SPSS Data Processing, 2026

Based on the data processing in Table 4.5, the multiple linear regression equation of the panel data model is produced, as follows: $Y = 1.790 + 0.671 X_1$

Table 4.6 Multiple Linear Test Analysis ANOVA

Model	Sum of Squares	Df	Mean Square	F	Say.
1 Regression	778.251	1	778.251	100.071	.000b
Residual	295.524	38	7.777		
Total	1073.775	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Source : SPSS Data Processing, 2026

Based on the test results in table 4.6, it can be found that the Prob value (F-statistic) is $0.000 < 0.05$, then H_0 is rejected and H_1 is accepted so that it can be concluded that the independent variable X_1 has an effect on the bound variable (Y).

Table 4.7 Multiple Linear Test Analysis**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851a	.725	.718	2.78872

a. Predictors: (Constant), X

Source : SPSS Data Processing, 2026

Based on Table 4.7, it is known that the R-Squared value is 0.725. This value can be interpreted as variable X is able to affect variable Y by 72.5%, and the remaining 27,5% is influenced by other factors that are not explained in this study.

Discussion

This study was conducted to examine the influence of location on the purchase decision of Mixue products in the Tangerang area. Based on the analysis of respondent profiles, the majority of Mixue consumers in this region were female, accounting for 97.5% of the total respondents, while male respondents represented only 2.5%. This predominance suggests that Mixue's ice cream and contemporary beverage offerings are particularly appealing to female consumers. In terms of age distribution, the 21–30 years age group constituted the largest segment at 60%, indicating that Mixue products are predominantly favored by younger generations who are typically more open to contemporary lifestyle trends and new culinary experiences. Furthermore, the occupational profile revealed that housewives made up 45% of the respondents, implying that Mixue products have also become a popular choice for family consumption, particularly as leisure-time treats or snacks at home.

Prior to conducting the regression analysis, a series of classical assumption tests were performed to ensure the validity and reliability of the regression model. The normality test, assessed using the Kolmogorov-Smirnov method, yielded a significance value of 0.200, which exceeds the 0.05 threshold, thereby confirming that the residual data were normally distributed. The heteroscedasticity test, conducted using the Glejser method, produced a probability value of 0.284 for the location variable, well above the 0.05 significance level, indicating that no heteroscedasticity symptoms were present in the regression model. The autocorrelation test, measured through the Durbin-Watson statistic, resulted in a value of 2.136, which falls within the acceptable range of 1 to 3, confirming the absence of autocorrelation among residuals. Additionally, the multicollinearity test showed a tolerance value of 1.000 and a Variance Inflation Factor (VIF) of 1.000, demonstrating that there was no correlation between independent variables. The fulfillment of all these classical assumptions ensured that the regression model was robust and suitable for hypothesis testing.

The simple linear regression analysis revealed that location has a positive and significant effect on the purchase decision of Mixue products. The regression equation obtained was $Y = 1.790 + 0.671 X$, indicating that for every one-unit increase in the location variable, the purchase decision increased by 0.671 units. The positive regression coefficient signifies that the more strategic and accessible a Mixue outlet's location, the greater the likelihood that consumers will decide to purchase its products. This finding is consistent with the theoretical framework proposed by Kotler and Armstrong (2012) and Juhanis (2014), who asserted that location is a critical determinant of consumer purchasing behavior, as it directly affects convenience, accessibility, and overall consumer experience.

The t-test results further reinforced this conclusion, with a calculated t-value of 10.004 and a significance level of 0.000, which is substantially lower than the 0.05 alpha threshold. Consequently, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted, confirming that location significantly influences purchase decisions. This empirical evidence underscores the strategic importance of location in the competitive contemporary beverage industry, where consumers are increasingly selective about where they choose to spend their disposable income on food and beverage products.

The coefficient of determination (R-Square) yielded a value of 0.725, indicating that the location variable alone was capable of explaining 72.5% of the variance in purchase decisions. The remaining 27.5% was attributed to other factors not examined in this study, such as price, product quality, promotional activities, brand image, and service quality. This relatively high R-Square value demonstrates that location exerts a dominant influence on consumer purchasing behavior, reinforcing the notion that strategic placement of retail outlets is a key success factor in the food and beverage sector.

The findings of this research carry significant practical implications for business practitioners and prospective franchise partners. In an increasingly competitive market environment, selecting a strategic location that is easily accessible, situated in high-traffic areas, and proximate to residential or commercial zones is essential for attracting and retaining customers. For Mixue, which has expanded rapidly across Indonesia, maintaining a focus on location strategy will be crucial for sustaining its market growth and competitive advantage. Moreover, the results provide valuable guidance for potential franchisees in evaluating site selection criteria to maximize revenue potential.

However, this study is not without its limitations. The research was confined to a relatively small sample size of 40 respondents and was geographically limited to the Tangerang area, which may not fully represent the broader consumer base across Greater Jakarta or other regions in Indonesia. Additionally, the study focused exclusively on location as the independent variable, leaving other potentially influential factors unexplored. Future research is therefore encouraged to expand the sample size and geographic scope, as well as to incorporate additional variables such as price, product quality, promotional strategies, and brand perception, in order to develop a more comprehensive understanding of the determinants of purchase decisions in the contemporary beverage market. Despite these limitations, the present study contributes meaningful insights into the role of location in shaping consumer behavior, offering both theoretical and practical value for stakeholders in the culinary and retail industries.

4. CONCLUSION

Based on the results of the research conducted on the influence of location on the purchase decision of Mixue products in the Tangerang area, it can be concluded that location has a positive and significant effect on consumer purchase decisions. The regression analysis yielded a coefficient of 0.671, indicating that every improvement in location strategy—such as increased accessibility, strategic placement, and proximity to high-traffic areas—leads to a corresponding increase in the likelihood of consumers deciding to purchase Mixue products. The t-test results confirmed this relationship with a significance value of 0.000, which is far below the 0.05 threshold, thereby rejecting the null hypothesis and accepting the alternative hypothesis. Furthermore, the coefficient of determination (R-Square) of 0.725 demonstrates that location alone accounts for 72.5% of the variance in purchase decisions, highlighting its dominant role in influencing consumer behavior within the contemporary beverage industry.

This study also reveals that Mixue consumers in Tangerang are predominantly young females aged 21–30 years, with a significant proportion being housewives, indicating that the brand has successfully penetrated both the youth and family markets. Despite the strong influence of location, the remaining 27.5% of purchase decisions are shaped by other factors not examined in this research, such as price, product quality, promotion, and brand image. While this study provides valuable insights, it is not without limitations, including a relatively small sample size and a narrow geographic scope. Future research is recommended to expand the sample and incorporate additional variables to gain a more comprehensive understanding of the determinants of purchase decisions. Overall, these findings underscore the critical importance of strategic location selection as a key driver of business success, offering practical

guidance for Mixue and similar businesses in planning their expansion and market penetration strategies.

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