

THE INFLUENCE OF LOCATION AND SERVICE QUALITY THROUGH GOOGLE REVIEWS ON PURCHASING DECISIONS (OMBAK LAUT ANCOL RESTAURANT)

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Abstract: Analyzing the influence of location and service quality via Google Reviews on purchasing decisions at Ombak Laut Restaurant, Ancol, North Jakarta. In today's digital era, online reviews, especially via Google Reviews, have become an important factor influencing consumer perceptions and purchasing decisions. This research uses a quantitative approach with primary data collected through questionnaires distributed to 247 respondents, who are visitors to the Ombak Laut Restaurant. The independent variables in this research are location and service quality, the intervening variable is Google Reviews, and the dependent variable is purchasing decisions. The research method used is multiple linear regression to analyze direct and indirect relationships between variables. The research results show that location and service quality have a significant influence on Google Reviews. Furthermore, Google Reviews acts as a mediator that strengthens the influence of location and service quality on purchasing decisions. These findings show that strategic location, quality service, and positive reviews from consumers are an effective combination to encourage increased purchasing decisions. This research provides a practical contribution for Ombak Laut Restaurant managers in designing marketing strategies that focus on improving service quality and managing digital reviews to maintain competitiveness. Apart from that, the results of this research can also be a reference for similar research in the field of digital marketing management and the culinary industry. The limitation of this research lies in the sample coverage which only includes visitors to the Ombak Laut Restaurant in Dki Jakarta, so the results may not necessarily apply to other locations or types of businesses. Future research is expected to expand the object of study and consider additional factors, such as digital promotion and competition, to provide a deeper understanding of the influence of digital reviews

Keywords: Location, Service Quality, Google Reviews, Purchase Decisions

INTRODUCTION

In this modern era, competition in the business world is getting tighter and increasing, one of which is business in the culinary sector. The culinary business is one of the many businesses that is growing rapidly even during times of crisis. This is because basically food is one of the basic human needs that must be met. The development of the culinary business is accompanied by more and more restaurants popping up with similar foods and many people competing to open a business to gain as much profit as possible. The super busy lifestyle that is currently developing encourages people to choose food that is fast and easy to obtain according to their tastes. (Wijaya et al., 2023)

In the restaurant industry, digital marketing has become a key factor in achieving business success and growth. One of them is through Google Reviews. According to (Dr. Bhavesh A. Prabhakar & Dr. Gurudutt P. ;chanting , 2023), Online Customer Review is a medium where a product or service receives reviews from other consumers which are collected so that they can be seen by potential consumers. Google Reviews is a platform from Google that is useful for collecting reviews from

customers who have visited or purchased somewhere in order to help potential consumers find out information and lead to purchasing decisions.

Along with the increasing purchasing power of consumers, Ombak Laut Restaurant has been profitable for the last 3 years. Realization of profits from sales of Ombak Laut Restaurant. seen in table 1 as follows:

Realization of Profit from Sales of Ombak Laut Restaurant 2021-2023

No	Year	Profit Per Year	Presentation
1	2021	Rp. 2,810,190,273	23%
2	2022	Rp. 5,536,602,509	46%
3	2023	Rp. 5,866,447,175	48%

Source: Ocean Waves Restaurant (2024)

Apart from that, consumer behavior towards food products is such that they feel satisfied, but many consumers complain about buying products directly because the location of the restaurant is not strategic, the design of the front building such as an office is not attractive, the location of the restaurant is in a corner. Usually consumers come to this restaurant just to see and soothe their eyes at the food in the restaurant. Because of the restaurant's rear position on the beach, the seafood menu, the taste of the food is very delicious and the prices are affordable and the restaurant atmosphere is satisfying and available to potential buyers, this makes potential consumers decide to buy food from Ombak Laut Restaurant. Ombak Laut Restaurant has been able to create a competitive advantage in terms of food quality, price, menu quality, cleanliness, beach atmosphere, friendliness and good service.

In today's digital era, consumers tend to search for information online before visiting a restaurant. They will read other users' reviews on Google Reviews to get an idea of the quality of the food, service, atmosphere, and overall experience at the restaurant. Positive reviews can increase potential consumers' trust and interest in visiting a restaurant, while negative reviews can create doubts or make consumers look for other options.

Apart from that, Google Reviews also have an influence on the ranking and placement of restaurants in Google search results. Restaurants with positive reviews and high ratings tend to rank better and appear higher in local search results. This can increase a restaurant's exposure to potential customers, as well as give it a competitive advantage over other restaurants that have less positive reviews.

Previous research has revealed that user reviews and ratings in Google Reviews have a significant influence on consumers' decisions in choosing a restaurant. Therefore, it is important for restaurants to understand the impact of digital marketing through Google Reviews and manage their reputation online.

Based on research studies conducted by (Hardiansyah et al., 2019), the influence of location, promotion and price on consumer satisfaction in Ancol tourism shows that location, promotion and price each have a significant and positive influence on consumer satisfaction. This can illustrate that there is strong empirical evidence that location and price variables contribute to consumer satisfaction, however, it needs to be tested again with other variables to see the contribution of location and price variables, especially if they relate to purchasing decisions.

According to Sudarso in the journal (Cesariana et al., 2022) Service quality is an action offered by one party to another party which is basically intangible and results in ownership of something. In this case, consumers tend to choose companies that can provide good quality in terms of service. Customer satisfaction is very important for a company for its business continuity.

Purchasing decisions are several stages in the process of making purchasing decisions, where consumers actually buy. Decision making is an individual activity that is directly related to the acquisition and goods offered. Purchasing decisions are basically also influenced by the behavior of consumers themselves. The study of consumer behavior is the study of how an individual makes decisions to allocate the resources they have to want a product.

LITERATURE STUDY

Marketing Management Theory

The theory used to base the variables in this research is marketing management. According to Kotler in Abubakar, marketing is generally seen as the task of creating, introducing and delivering goods and services to consumers and companies. 1 Meanwhile, according to Abdullah and Tantri, marketing is a total system of planned business activities to determine prices, promote and distribute goods that can satisfy the desires and services of both current and potential consumers.

PURCHASE DECISIONS

According to (Saota et al., 2021) a purchasing decision is an action taken by a buyer to obtain a product. Purchasing decisions can be measured in terms of product choice. Buyers make decisions to buy a product using their money based on their desires and needs.

According to (Hardiansyah et al., 2019) in making a consumer purchasing decision cannot be separated from the factors that influence and motivate consumers to make purchases

LOCATION

(Aditama, 2019) "location is the place where a company operates or where it carries out activities to produce goods and services that prioritize the economic aspect.

According to Suryani (2015: 153) markets require strategic land and location, considering the activities that occur in the market and the important role of the market as a component of city, regional and regional services, which results in the connection and influence of each element supporting economic activities. city. With a strategic location, the buying and selling transaction process will be more secure than markets that are less strategically located.

QUALITY OF SERVICE

According to Maryati & Khoiri. can be said to be sufficient for purchasing decisions.

GOOGLE REVIEW

Online Customer Reviews (OCRs) are a form of Word of Mouth Communication in online sales (Agung et al., 2023), where potential buyers get information about products from consumers who have benefited from the service or results from that place.

Reviews are one of several factors that determine a person's purchasing decision, indicating that people can take the number of reviews as an indicator of a product's popularity or value of a product and will be willing to buy a product. However, more reviews and ratings do not necessarily mean that customers will definitely buy the product. Many factors are the reasons for a customer's decision to purchase a product. (Farki & Baihaqi, 2016)

Hypothesis Development and Framework

H₁: Location has a positive effect on Google Reviews

H₂: Service Quality has a positive effect on Google Reviews

H₃: Google Reviews have a positive influence on Purchasing Decisions

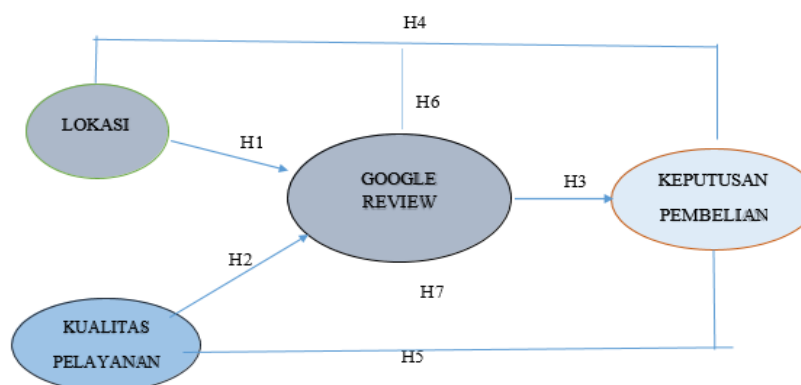
H₄: Location has a positive effect on purchasing decisions .

H₅: Service Quality has a positive effect on Purchasing Decisions

H₆: Location positively mediates Purchase Decisions via Google Reviews

H₇: Service Quality mediates positively on Purchasing Decisions via Google Reviews

Picture of a Thinking Framework



RESEARCH METHODOLOGY

The research method uses quantitative methods with a causality research design and use Structural Equation Modeling (SEM) technique. The population of this study is an unknown number of people who buy or have consumed Starbucks products in the DKI Jakarta area. The sample used in the research used analysis *Structural Equation Model* with a minimum of 240 samples. According to Hair et al in (Wati, 2021), that is, by calculating the number of research indicators multiplied by 10 because the total population is unknown. The number of indicators in this research is 24, so the required sample size is 24 (research indicators) visited the Ancol ocean waves restaurant in the North Jakarta area. The data collection method used was primary data originating from distributing questionnaires online.

RESULTS AND DISCUSSION

In the questionnaire there are characteristics of respondents determined by the author referring to age, marital status, employment, education, last domicile and frequency of purchases during the last year. Apart from that, there are various statements regarding the indicators for each variable, each of which consists of 6 indicators for the Location Variable, 6 indicators for the Service Quality variable, 6 indicators for the Google Review variable and 6 indicators for the Purchase Decision variable. Referring to the characteristics of the respondents, it is known that there were 240 respondents. The dominant age majority of respondents is 21-30 years old with a total of 152 people or 61.54%. The majority of dominant income is less than 3,000,000-5,000,000 with a total of 87 people or 35.2%. The majority status The dominant marriage is unmarried with a total of 139 people or 56.3%. The majority of the dominant employment status is Private Employee with a total of 85 people or 34.3%, the dominant majority of recent education is SMA/SMK with a total of 115 people or 46.6%, the dominant majority of purchase frequency during the last year is 3-5 times 100 people with a total of 100 or 40.5 % who have visited the Ombak Laut restaurant in the last 1 year.

Descriptive Statistics

Descriptive Statistics Table

Variable	N	Min	Max	Mean	Std. Deviation
LOCATION	247	16	36	27.47	3.384
QUALITY OF SERVICE	247	22	36	31.02	3.350
PURCHASE DECISIONS	247	24	36	31.28	3.122
GOOGLE REVIEW	247	24	36	31.51	3.011

The results of descriptive statistical analysis show that the variables studied have a tendency for relatively high scores, reflecting the respondents' strong attitudes and behavior towards certain variables. For the Location variable, with an average of 27.47 and a standard deviation of 3.384, it is close to the maximum value (76.30%). In the Service Quality variable, the average value is 31.02 and the standard deviation is 3.350, with a score close to the maximum (86.16%). For the Purchase Decision variable, with an average of 31.28 and a standard deviation of 3.122, it is close to the maximum value (86.88%). For variables *Google Review*, with a mean of 31.51 and a standard deviation of 3.011, close to the maximum value (87.52%).

Measurement Model (Outer model)

Convergent Validity Test

Test validity using SmartPLS software by calculating *convergent validity (loading factor)*, *discriminant validity* and the level of significance of the latent variables of the research model reflecting the relationship between the indicators and *construct*. The validity test begins by inputting the respondent's answer data from the questionnaire results which have been converted to numeric. The following is an image of the SmartPLS output results for validity testing:

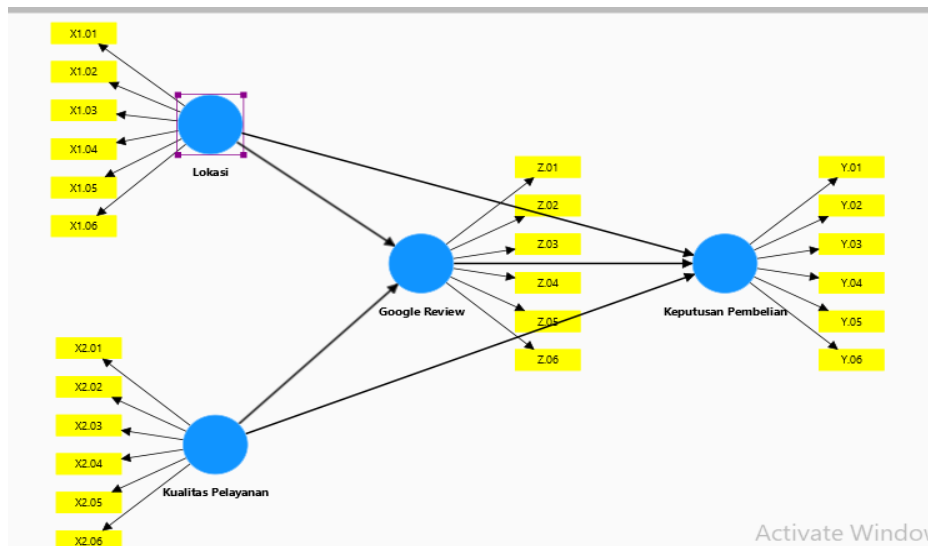


Image of Outer Loadings Validity Test Results Before Drop

Source: Results processed by Smart PLS

Based on the loading value above, if the value is still below 0.5 then it must be dropped. The outer loadings value is below 0.5, namely for the Location variable, namely X1.01 and X1.02. Table 4.5 below describes the loading values for each indicator:

Outer Loadings Table Validity Test Before Drop

Variable	Indicator	Loading	Information
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Location	X1.01	0.282	Invalid
	X1.02	0.218	Invalid
	X1.03	0.52	Valid
	X1.04	0.578	Valid
	X1.05	0.723	Valid
	X1.06	0.718	Valid
Service Quality	X2.01	0.771	Valid
	X2.02	0.743	Valid
	X2.03	0.703	Valid
	X2.04	0.543	Valid
	X2.05	0.647	Valid
	X2.06	0.662	Valid
Google Review	Z.01	0.649	Valid
	Z.02	0.681	Valid
	Z.03	0.659	Valid
	Z.04	0.567	Valid
	Z.05	0.747	Valid
	Z.06	0.728	Valid
Purchase Decision	Y.01	0.615	Valid
	Y.02	0.669	Valid
	Y.03	0.643	Valid
	Y.04	0.566	Valid
	Y.05	0.727	Valid
	Y.06	0.722	Valid

Source: Results processed by Smart PLS

Because there are indicators that are invalid and must be dropped, they must be analyzed again. The following is the corrected output:

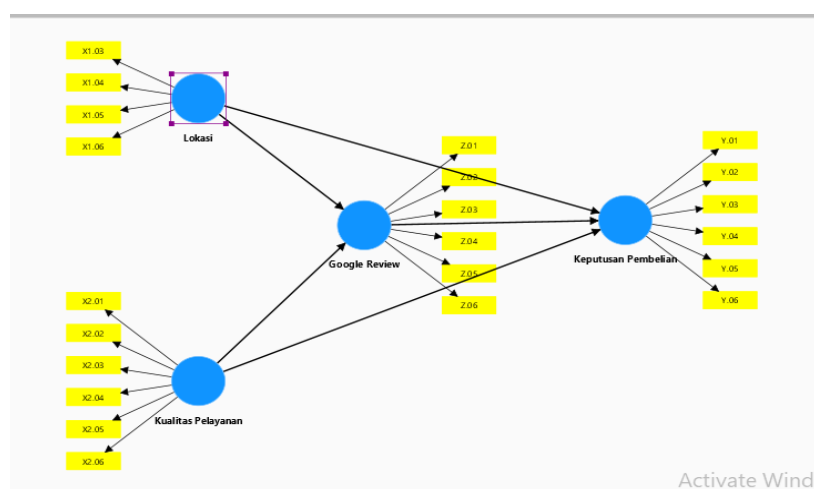


Table Outer Loadings After Drop

Variable	Indicator	Loading	Information
Location	X1.03	0.516	Valid
	X1.04	0.579	Valid
	X1.05	0.729	Valid
	X1.06	0.73	Valid
Service Quality	X2.01	0.771	Valid
	X2.02	0.743	Valid
	X2.03	0.703	Valid
	X2.04	0.543	Valid
	X2.05	0.647	Valid
	X2.06	0.662	Valid
Google Review	Z.01	0.649	Valid
	Z.02	0.68	Valid
	Z.03	0.659	Valid
	Z.04	0.568	Valid
	Z.05	0.747	Valid
	Z.06	0.727	Valid
Purchase Decision	Y.01	0.615	Valid
	Y.02	0.669	Valid
	Y.03	0.643	Valid
	Y.04	0.566	Valid
	Y.05	0.727	Valid
	Y.06	0.722	Valid

Based on the output above, after dropping the loading value which was below 0.5 previously, in the path image above, there are no longer any loading values which are below 0.5. The results of the loadings test show that the average construct is valid. This means showing that the indicator has a high level of validity, so that it meets convergent validity.

Reliability Test

Reliability testing was carried out to take into account the quality and level of consistency of questionnaire statements for the research as a whole. In testing the reliability of a construct using SEM on SmartPLS by looking at the results of Cronbach's alpha and composite reliability in the indicator block. The following is a table of reliability test calculation results:

Reliability Test Table

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Google Review	0.757	0.761	0.832	0.455
Purchase Decision	0.737	0.743	0.821	0.435

Service Quality	0.766	0.774	0.838	0.465
Location	0.542	0.561	0.737	0.417

Source: Data processed by SmartPLS, 2025

Reliability testing by looking at the results *cronbachs alpha* And *composite reliability* the independent and dependent variables in this study were above 0.60. This means that the indicators used in each construct are Location, Service Quality, *Google Review* and Purchase Decisions. is said to be able to measure *constructits* or reliable. After carrying out reliability testing, carry out testing on *discriminant validity* to find out that each concept of each latent variable is different from other variables by comparing the values *loading on construct* with the target must be greater when compared with the loading value towards *construct* other.

Table Output Discriminant Validity

	Google Review	Purchase Decision	Service Quality	Location
Google Review				
Purchase Decision	1.043			
Service Quality	0.914	0.998		
Location	0.875	0.815	0.898	

Source: Data processed by SmartPLS, 2025

The results of the discriminant validity test show that there are several loading factors of the research variables that have loading values for the intended construct that are greater when compared to the loading values for other constructs when connected to other variables. This means that each late variable has good discriminant validity because the relationship between the indicator and the construct is higher than the value of the relationship between the indicator and other constructs. Because the loading factor can be said to be good if the value is above 0.50.

Table of R-Square Values for Endogenous Variables

Variable	R-square	R-square adjusted
Google Review	0.525	0.521
Purchase Decision	0.693	0.689

Based on the research model above, it shows that the R-square value for the Google Review variable is 0.525. It can be said that the variation in changes in the Google Review variable that can be explained by the variables location, service quality and purchasing decisions is 52.5%, while the remaining 47.5% is explained by other variables outside the proposed model. The R-square value for the purchasing decision variable is 0.693. It can be concluded that variations in changes in purchasing decision variables can be explained by location and service quality variables amounting to 69.3%, while the remaining 30.7% is explained by other variables outside the proposed model.

Evaluation *goodness of fit model structural* measured using the predictive relevance value (Q^2) (Wati, 2017:239). Predictive relevance value (Q^2) is calculated using the following formula;

$$Q^2 = 1 - (1 - R^2_t) (1 - R^2_o)$$

$$Q^2 = 1 - (1 - 0,525) (1 - 0,693)$$

$$Q^2 = 1 - (0,475) (0,307)$$

$$Q^2 = 1 - 0,145$$

$$Q^2 = 0,855$$

According to the Q-square test above, it can be shown that it is 0.855 or 85.5%. Meanwhile, the remaining value of 14.5% can be explained by other variables that have not been explained in this research model.

Hypothesis Testing

Hypothesis testing is indicated by the path coefficient value to indicate the level of significance. The path coefficient value is shown by the t-statistic value and p-values. The t-statistic value must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis and the p-value is less than 0.05. The mediation test in this research was seen through the special indirect effect in SmartPLS 4.0 using the bootstrapping method. The results of testing the research structural model can be seen in the image below.

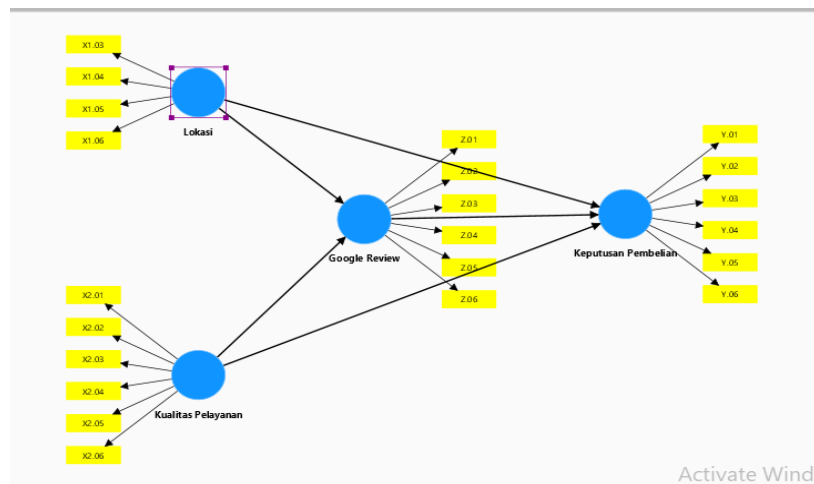


Image of Hypothesis Testing Results

Source: Primary data processed, 2025

Table 4. 15 Direct Effect Test Results

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Google Review -> Purchase Decision	0.492	0.489	0.076	6.492	0.000

Quality of Service -> Google Review	0.545	0.547	0.064	8.500	0.000
Service Quality - > Purchasing Decisions	0.655	0.654	0.046	14.106	0.000
Location -> Google Reviews	0.254	0.256	0.065	3.911	0.000
Location -> Purchase Decision	0.160	0.163	0.050	3.221	0.001

According to the table above, the influence of the relationship between the variables above can be explained as follows:

1. The original sample value is shown by the t-statistics and p-values for the direct relationship between exogenous variables and endogenous variables. for direct relationships between exogenous variables and endogenous variables. For the first hypothesis, the influence of location on purchasing decisions shows a path coefficient value of 0.160 with a t-statistic value of 3.221 and a p-value of 0.001. The t-statistic value has a value of 3.221, greater than the t-table of 1.64 and the p-value of 0.001 is smaller than 0.05. So it can be said that religiosity has a positive and significant influence on Product Boycotts so that the first hypothesis **accepted**
2. The second hypothesis test is the influence of location on Google reviews which shows a path coefficient value of 0.254 with a t-statistic value of 3.911 and a p-value of 0.000. The tstatistic value is 3.911 which is greater than the t-table 1.64 and the p-value is 0.000 which is smaller than 0.05. So it can be said that location has a positive and significant influence on location so that the second hypothesis can be **accepted**
3. The third hypothesis test is the influence of service quality on purchasing decisions which shows a path coefficient value of 0.655 with a t-statistic value of 14.106 and a p-value of 0.000. The tstatistic value has a value of 14.106 which is greater than the t-table 1.64 and the p-value of 0.000 is smaller than 0.05. So it can be said that service quality has a positive and significant influence on purchasing decisions so that the third hypothesis **accepted**
4. The fourth hypothesis test is the influence of service quality on Google reviews which shows a path coefficient value of 0.545 with a t-statistic value of 8.500 and a p-value of 0.000. The tstatistic value is 8.500, which is smaller than the t-table 1.64 and the p-value is 0.000, which is smaller than 0.05. So it can be said that service quality has a positive and significant influence on Google reviews so that the fourth hypothesis **accepted**
5. The fifth hypothesis test is the influence of Google reviews on purchasing decisions which shows a path coefficient value of 0.492 with a t-statistic value of 6.492 and a p-value of 0.000. The tstatistic value has a value of 6.492 which is greater than the t-table 1.64 and the p-value of 0.000 is greater than 0.05. So it can be said that having a positive and significant Google review influence on purchasing decisions is the fifth hypothesis **accepted**

Table of Indirect Effect Test Results

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Service Quality -> Google Reviews ->	0.268	0.267	0.050	5.407	0.000

Purchasing Decisions					
Location -> Google Reviews -> Purchase Decision	0.125	0.124	0.034	3.647	0.000

1. Original sample value shows the path coefficient value indicated by the t-statistics and p-values for the indirect relationship between exogenous variables and endogenous variables. The sixth hypothesis test is the influence of service quality on Google reviews through purchasing decisions which shows a path coefficient value of 0.268 with a t-statistic value of 5.407 and a p-value of 0.000. The tstatistic value has a value of 5.407 which is greater than the t-table 1.64 and the p-value of 0.000 is smaller than 0.05. So it can be said that service quality has a positive influence on Google reviews and is significant if mediated by purchasing decision variables, so it is hypothesized **accepted**.
2. The seventh hypothesis test is the influence of location on Google reviews through purchasing decisions which shows a path coefficient value of 0.125 with a t-statistic value of 3.647 and a p-value of 0.000. The tstatistic value has a value of 0.364 which is greater than the t-table 1.64 and the p-value is 0.125 which is greater than 0.05. So it can be said that location has a positive influence on Google reviews and is significant if mediated by purchasing decision variables so it is hypothesized **accepted**

CONCLUSION

The research results show that the research results show that location and service quality have a significant influence on Google Reviews. Furthermore, Google Reviews acts as a mediator that strengthens the influence of location and service quality on purchasing decisions for Ombak Laut Restaurant in North Jakarta

This study shows that strategic location and good service quality can increase ratings on Google Reviews, which in turn influences consumer purchasing decisions. Positive reviews from customers not only increase the trust and interest of potential customers but also contribute to a restaurant's ranking in online search results. Therefore, it is important for restaurants to focus on improving these aspects to improve their reputation and attract more diners.

The only limitation in this research is that this research only covers the distribution of respondents in the North Jakarta area. For future research, it is recommended to distribute samples with a wider reach, covering other regions in Indonesia. This aims to get results that are more valid and representative of the population in Indonesia as a whole. This collection was only a portion of Ombak Laut Restaurant visitors, totaling 247 respondents from the entire research population. This research only focuses on the variables Location, Service Quality, *Google Review*, and Purchase Decisions. The research was not confirmed through interviews, so the explanation focused only on the results of respondents' perceptions and hypothesis testing.

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