East Asian Journal of Multidisciplinary Research (EAJMR)
Vol. 3, No. 12, 2024 : 5909 – 5924

The Location Determination, Personal Selling and Price Perception on Consumer Purchase Decisions of Housing Development Companies in Eastern Bekasi

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A R T I C L E I N F O

Keywords: Location Determination, Personal Selling, Price Perception, Consumer Purchase

Received : 10, November
Revised : 24, November
Accepted: 25, December

A B S T R A C T

This study aims to investigate how customers' opinions of pricing, personal selling, and location affect their decisions to buy from Eastern Bekasi housing development companies. The nature of this kind of research is quantitative. This study had fifty participants. using the saturation sampling technique. Fifty respondents made up the study's sample size. Using Google Forms to distribute questionnaires is one method of gathering data. In this work, The hypotheses were evaluated using multiple linear regression analysis. Customers who have purchased and occupied housing units from Eastern Bekasi's dwelling development companies make up the research participants. The research's conclusions demonstrate that the elements of pricing perception, personal selling, and location all considerably and favorably affect the purchase decision variable.

DOI prefix: https://doi.org/10.55927/eajmr.v3i12.12681
ISSN-E: 2828 – 1519
https://journal.formosapublisher.org/index.php/eajmr

INTRODUCTION

"Humans have three basic needs: food, shelter, and clothing, and these wants will only grow." "One of them is a board (house), which provides a place to live or an activity and is therefore an essential part of human life." "A house is more than just a place to live; it also represents the social standing of those who own a great home." "The development, which is becoming more unique and modern, reflects this." "As civilization grows, so does the need for property, which is a vital necessity that society constantly demands. People choose to invest in real estate due to its long-term value." "Developers compete to build homes, especially in the provincial capital, along with the growing population and economy and the rising demand for real estate." "Business owners must create a business plan in order to thrive because they will be up against fierce competition." "Competitive companies will face challenges such as constantly looking for the most effective method to capture and preserve market share," Kuspriyono claims (Haryani, 2019).

"To entice customers, All the amenities that were previously available are now included in housing, such as a credit system, low interest rates, minimal booking costs, and so on . "Moreover, government aid facilitates the realization and acquisition of housing, but individuals are also faced with a plethora of residential house goods (property), leading to highly discriminatory housing choices." Housing development companies are committed to assisting Indonesian families in reaching their objectives by supplying affordable, high-quality housing that is necessary for family well-being.

"To ensure that the purchase decision benefits the organization, housing development companies need to be aggressive in their marketing efforts." Given the intense competition in the Bekasi real estate market today, "as business actors, We have to be capable of to persuade customers by taking into geographical considerations, personal selling, and pricing perception, since multiple criteria are picked to support each consumer purchase choice." "The purpose of this research is to evaluate the impact of location, personal selling, and pricing perception on customer purchase decisions at house construction enterprises based on the previously mentioned context and phenomena."

THEORETICAL REVIEW

Definition of Location

Location plays a crucial role in motivating customers to make purchases. An ideal location is one that is centrally situated within community activities and strategically placed. Kotler and Armstrong (Maulidina, 2019) define location as a means of facilitating easy access to products for target consumers. Alma emphasizes that location is where a company operates or produces goods and services with an emphasis on economic efficiency (Wiwi Kurnianingsih, 2020). Swastha (Husen et al., 2018) characterizes location as the area where a business operates. Tjiptono (Latief, 2018) states that location decisions are tied to distribution and marketing channels. Business owners must carefully assess factors related to site selection, as it plays a key role in business strategy. While a company's location significantly impacts its success, it does not solely determine its outcomes.

Definition of Personal Selling

According to Swastha (2014), personal selling involves a face-to-face interaction between individuals aimed at establishing, managing, and enhancing a mutually beneficial relationship. Kotler and Armstrong (as cited by Ervandi, 2021) describe personal selling as a personal presentation by a salesperson designed to increase sales and build relationships with clients. Sangadji and Sopiah define it as an oral presentation in a conversation with one or more potential buyers, aimed at generating sales (Alisan & Sari). Hammann and Peter highlight that one advantage of personal selling is the opportunity for two-way communication, in contrast to traditional sales methods that rely on one-way communication (Fitriana & Ningrum, 2021). Based on these definitions, personal selling is understood as a face-to-face, two-way communication process between a seller and potential buyers, with the goal of introducing a product in a way that benefits both parties.

Definition of Price Perception

The determination of price plays a crucial role in helping service providers gain a competitive advantage when promoting their products. Peter and Olson, as cited by Mendur et al. (2021), emphasize that consumer behavior greatly influences their evaluation and perception of a product's price. Similarly, Priyanto, as referenced by Senggetang et al. (2019), defines price perception as the relative expense consumers are willing to incur to acquire a product or service they desire. Furthermore, Tatik Suryani, as quoted by Adipramita (2019), explains that price perception involves a psychological process where consumers select, organize, and interpret stimuli to ascribe meaning to an object. Cockril and Goode, as cited by Oscardo et al. (2021), highlight that price perception is a psychological factor influenced by various elements, playing a crucial role in shaping consumer responses to pricing. Since a company's profit depends on the volume of units sold, pricing significantly impacts its overall performance. Price can shape consumer perceptions, where lower prices may suggest affordability but also lower quality, while higher prices may imply premium quality and exclusivity. Consequently, price perception greatly affects both purchase interest and customer satisfaction. Unlike product attributes or distribution channel strategies, price is a flexible component of the marketing mix that can be adjusted quickly to respond to market dynamics.

Definition of Purchasing Decision

According to Lamb, buying decisions are an essential aspect of consumer behavior. Andrian (2018) explains that consumer purchasing decisions refer to the steps customers take when buying products or services. This process is often seen as a problem-solving approach aimed at meeting needs and desires, which includes recognizing those requirements, obtaining data, weighing options, choosing a course of action, and participating in post-purchase behavior. Basu Swastha, as cited by Andrian (2018), defines purchasing

decisions as actions individuals take to fulfill their needs and use goods or services, covering the entire process from preparation to implementation.

Consumer behavior is crucial in shaping the method by which purchases are made. This procedure is described as An approach to problem-solving involving multiple stages. Schiffman and Kanuk, as cited by Andrian (2018), note that Purchasing choices involve choosing between two or more alternatives, emphasizing that decision-making requires multiple options. Additionally, the way consumers make decisions can have a significant impact on their final choices. Kotler, as referenced by Andrian (2018), outlines the purchasing process as a series of steps: identifying an issue, gathering data, weighing options, and reaching a decision, and exhibiting post-purchase behavior. In this process, consumers evaluate various product attributes, such as appearance, style, quality, and price, considering them together in the overall decision. Tejdhakusuma et al., also cited by Andrian (2018), highlight that price plays a crucial role in consumer purchasing behavior, with affordable prices increasing the likelihood of purchase, underscoring the connection between pricing strategies and consumer decisions.

Conceptual Framework

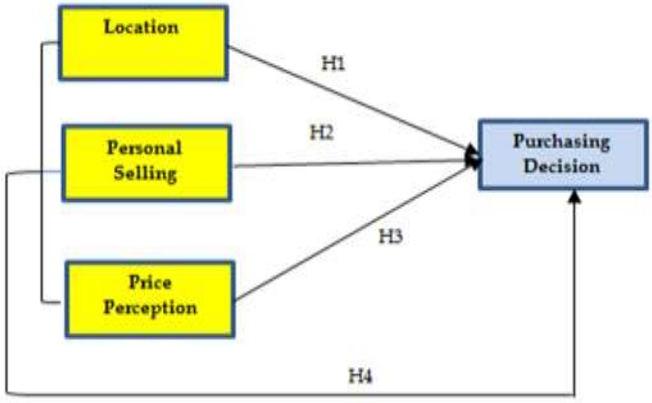

Figure 1. Conceptual Framework

Hypothesis

Maulidina (2019) cites Sugiyono as saying that a hypothesis is a short-term solution that is developed from the research topic, which is usually expressed as a question. These are the findings of the study hypotheses:

1. Hypothesis H1: "Location influences the decisions made about what to buy. at housing development companies."
2. Hypothesis H2: "Personal selling influences the decisions made about what to buy. at housing development companies."
3. Hypothesis H3: "Price perception influences the decisions made about what to buy. at housing development companies."
4. Hypothesis H4: "At housing development companies, purchasing decisions are significantly influenced by location, personal selling, and price perception taken together."

METHODOLOGY

According to Sugiyono (quoted by Maulidina, 2019), associative research is what this study falls under. Its goal is to investigate the connections between two or more factors in order to ascertain their influence. In order to describe a specific event, the research uses a quantitative approach, concentrating on the creation and use of mathematical models, theories, or hypotheses. The study uses primary data, which is gathered directly via questionnaire replies and observations. Information obtained from Housing Development Companies' clients, questionnaires, and observations are the main sources of data. To assure the accuracy and dependability of the data, validity and reliability tests are done. Creating a questionnaire with a list of questions for the responders is how data is gathered. SPSS software is then used to evaluate the collected data.

Population and Sampling Methods

Population

According to Sugiyono, as cited by Maulidina (2019), a population is "a general group made up of subjects or objects with particular qualities and characteristics, selected by researchers for study and analysis." In this research, the population includes customers who have purchased and moved into housing units from Housing Development Companies, with fifty responders in all.

Sample

Sugiyono (Maulidina, 2019) describes a sample as "a subset of the population that reflects its number and characteristics." This study uses a saturated sampling method, meaning every member of the population is included in the sample. Using every member of a population as a respondent is known as saturated sampling.

Data Collection Techniques

Questionnaire

A questionnaire is a tool used to gather data in which participants are provided with a list of written statements or questions to answer. Participants in this study who had viewed and bought housing units at Housing Development Companies were given questionnaires. The opinions, attitudes, and perceptions of people or groups on societal phenomena were assessed through the use of a Likert scale.

Method of Data Analysis

Validity Test

A validity test establishes if the tool, procedure, or approach accurately assesses the desired notion, according to Sekaran (quoted by Maulidina, 2019). If a questionnaire accurately gauges the variables used to collect data, It is regarded as legitimate. The subsequent are the standards for validity testing:

1. " The variable is legitimate if the calculated r is positive and the calculated r > r table."

2. " The variable is invalid if the calculated r is not positive and the calculated r < r table."

Reliability Test

Reliability, according to Situmorang & Luthfi (Maulidina, 2019), is the degree to which a measuring device can reliably produce consistent data. When respondents give consistent responses across time, the data is considered credible. Cronbach's Alpha is used in the dependability test under the following circumstances:

1. "If the Cronboach Alpha value > 0.60 then the data being tested is declared reliable".
2. "If the Cronboach Alpha value < 0.60 then the data being tested is declared unreliable".

Normality Test

Ghozali (2018) explains that a normality test assesses whether the data distribution approximates a normal curve. The Kolmogorov-Smirnov test is used, with the criteria:

a. "Sig. > 0.05 then the data is normally distributed".
b. "Sig. <0.05 then the data is not normally distributed".

Multicollinearity Test

This test finds correlations between independent variables in a regression model, as explained by Ghozali (2018). The independent variables in a well-built regression model shouldn't be multicollinear. This is evaluated using the variance inflation factor (VIF); if the VIF value falls between 1 and 10, multicollinearity is absent.

Test of Heteroscedasticity

Ghozali (2018) states that this test establishes if the regression model's residual variance is constant across observations. Heteroscedasticity can be identified by analyzing scatter plots or using the Glejser test, which regresses the absolute residual values against the independent variables. If the confidence level exceeds 5%, the model does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis Test

The model for a simple The equation for linear regression is expressed as:

Y = a + b1X1 + b2X2 + e

Information:

Y = Customer Satisfaction
a = Constant
b1 = Coefficient of the first regression variable
b2 = Coefficient of the second regression variable
X1 = Service Quality
X2 = Price Quality
e = Error

Hypothesis Test

Simultaneous Test (F Test)

The F-test is used to determine whether all independent factors taken together have an effect on the dependent variable.

The F test's decision-making process is:

a. "Ho: does not meet the criteria."
b. "Ha: meets the criteria."

Criteria:

a. "If the F count is greater than the F table, then Ho is rejected and Ha is accepted."
b. "If the F count is less than the F table, then Ho is accepted and Ha is rejected"

Or:

a. "If p is less than 0.05, then Ho is rejected and Ha is accepted."
b. "If p is greater than 0.05, then Ho is accepted and Ha is rejected."

Partial Regression Coefficient Test (T-Test)

Each independent variable's impact on the dependent variable is assessed separately using the T-test.

This test's underlying hypothesis is:

a. "Ho: variable x and variable y have no influence on each other."
b. "Ha: Indeed, there is a relationship between variables x and y."

Criteria:

a. "Ho is acceptable if t count is less than t table."
b. "Ho is refused if t count is more than t table"

Or

a. "Ho is rejected if p is less than 0.05."
b. "Ho is acceptable if p > 0.05."

Analysis of the Determination Coefficient (R^2)

"The determination coefficient (R2) test functions to measure the extent of the dependent variable variation model's ability," Ghozali (2018) states. "The value of the determination coefficient ranges from zero to one."

RESULTS

Validity Test

"A validity test is performed to ascertain whether the survey or questionnaire is valid." "If an individual's response to a statement in a survey or questionnaire is consistent or stable over time, the survey or questionnaire can be deemed valid." "The estimated r value and the r table can be compared to conduct a validation test." "The derived r > r table indicates whether the questionnaire item or statement is legitimate, which is how the validity criteria are tested." "The statement or item on the questionnaire is deemed invalid if the

calculated r < r table." "The output of SPSS (Statistical Product and Service Solution) version 23 is the basis for the calculated r value.

Table 1: Location Validity Test (X1)

Indicator	r count	r table	Result
Statement 1	0.534	0.2787	Valid
Statement 2	0.808	0.2787	Valid
Statement 3	0.847	0.2787	Valid
Statement 4	0.725	0.2787	Valid
Statement 5	0.520	0.2787	Valid

Source: Primary Data Processed in 2024

Table 1 demonstrates that five items that are deemed legitimate or have values greater than the r table are included in the computed r value of all tested statements. Five statement items from each table in this study have been determined to be valid, it can be deduced.

Table 2: Personal Selling Validity Test (X2)

Indicator	r count	r table	Result
Statement 1	0.714	0.2787	Valid
Statement 2	0.815	0.2787	Valid
Statement 3	0.866	0.2787	Valid
Statement 4	0,848	0.2787	Valid
Statement 5	0.739	0.2787	Valid

Source: Primary Data Processed in 2024

Table 2 demonstrates that the estimated r value of every assertion that was examined either has a value greater than the r table in this study or contains five valid items, indicating that they are legitimate.

Table 3: Price Perception Validity Test (X3)

Indicator	r count	r table	Result
Statement 1	0.237	0.2787	Valid
Statement 2	0.787	0.2787	Valid
Statement 3	0.867	0.2787	Valid
Statement 4	0.825	0.2787	Valid
Statement 5	0.628	0.2787	Valid

Source: Primary Data Processed in 2024

Table 3 indicates that all examined assertions are legitimate because their estimated r values either contain five valid items or have values greater than the r table in this study.

Table 4: Purchasing Decision Validity Test (Y)

Indicator	r count	r table	Result
Statement 1	0.601	0.2787	Valid
Statement 2	0.601	0.2787	Valid
Statement 3	0.885	0.2787	Valid
Statement 4	0.737	0.2787	Valid
Statement 5	0.518	0.2787	Valid

Source: Primary Data Processed in 2024

Table 4 demonstrates that the estimated r value of every assertion that was looked at either has a value greater than the r table in this study or contains five authentic items, indicating that it is legitimate.

Reliability Test

By proving the accuracy and consistency of the measurement results, a reliability test establishes the degree to which a measuring equipment may be relied upon. "All questions can be subjected to the reliability test simultaneously." "It is reliable if the Alpha value is greater than 0.70.

Table 5: Test of Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,809	0,815	4

Source: Primary Data Processed in 2024

The Cronbach Alpha score of 0.809, which is greater than 0.70, is shown in the above table and suggests that the questionnaire used in this study is reliable.

Normality Test

The normality test is used to determine if the independent and dependent variables in a regression model have a normal distribution. For research purposes, data having a normal distribution is desirable. SPSS 23 software was used to acquire the normalcy test findings for this investigation.

Table 6: Test of Normality

		Location	Personal Selling	Price Perception	Purchasing Decision
N		50	50	50	50
Normal Parameters[a,b]	Mean	23.88	23.66	23.70	23.98
	Std. Deviation	1.438	1.780	1.474	1.332
Most Ext. Differences	Absolute	0.322	0.334	0.311	0.318
	Positive	0.218	0.226	0.189	0.222
	Negative	-0.322	-0.334	-0.311	-0.318
Test Statistic		0.322	0.334	0.311	0.318
Asymp. Sig. (2-tailed)		0.000[c]	0.000[c]	0.000[c]	0.000[c]

Source: Primary Data Processed in 2024

The Kolmogorov-Smirnov test is used to discover if a variable has a normal distribution. If the significance value is more than 0.05, the data is considered to have a normal distribution; if it is less than 0.05, the data does not. The table results show that the data is not normally distributed because the Asymp. Sig. (2-tailed) value is 0.000, which is less than the 0.05 limit.

Test of Multicollinearity

The Multicollinearity Test establishes a relationship between the independent variables in the regression model. The tolerance and VIF (Variance

Inflation Factor) values for each independent variable are examined in order to assess this. The data is considered free of multicollinearity if the tolerance value is higher than 0.10 and the VIF value is lower than 10.

Table 7. Multicollinearity Test

Independent Variables	Calculation		Results
	Tolerance	VIF	
Location	0.586	1.707	No Multicollinearity
Personal Selling	0.684	1.462	No Multicollinearity
Price Perception	0.548	1.825	No Multicollinearity

Source: Primary Data Processed in 2024

No independent variable has a tolerance value less than 0.10, according to the tolerance value computation results. Similarly, none of the independent variables have a variance inflation factor (VIF) higher than 10, according to the VIF values. These results imply that multicollinearity does not exist between the regression model's independent variables.

Heteroscedasticity Test

The heteroscedasticity test in a regression model checks whether the residuals from one observation have unequal variance compared to another. To detect heteroscedasticity, a scatter plot can be used, displaying the predicted values of the dependent variable (ZPRED) against its residuals (SRESID). If the points are evenly spread above and below zero without a clear pattern, it indicates that there is no heteroscedasticity."

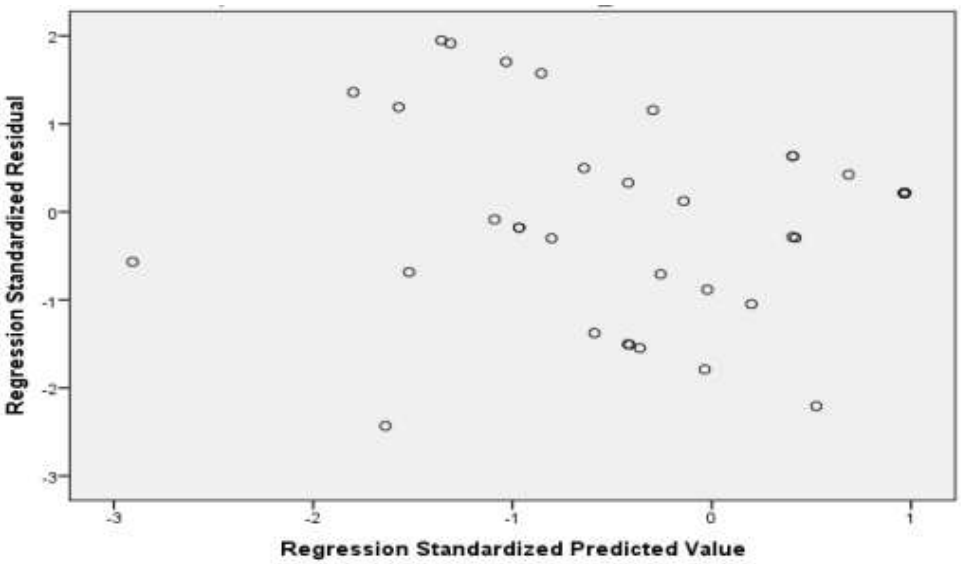

Figure 2. Heteroscedasticity Test

Source: Primary Data Processed in 2024

There is no obvious structure in the image above; the spots are haphazardly distributed above and below zero on the Y-axis. This suggests that the data for this investigation do not exhibit heteroscedasticity**.**

Analysis of Multiple Linear Regression

To find out how much one variable influences another, multiple linear regression analysis is utilized. SPSS software was used for the statistical computations in this study, and the following results were obtained from the data processing:

Table 8: Analysis of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.031	2.896		3.118	0.003		
	Location	0.222	0.141	0.240	1.570	0.123	0.586	1.707
	Personal_ Selling	0.180	0.106	0.240	1.699	0.096	0.684	1.462
	Price_ Perception	0.228	0.143	0.252	1.595	1.117	0.548	1.825

Source: Primary Data Processed in 2024

Based on the aforementioned table, the multiple linear regression equation utilized in this study is as follows:

Y = 9.031 + 0.222 X1 + 0.180 X2 + 0.228 X3 + e

a. A constant of 9.031 indicates that the dependent variable (Y) will rise by 9.031% if the independent variables remain unchanged.
b. An X1 coefficient of 0.222 indicates that a 1% increase in X1 causes Y to increase by 0.222%.
c. X2 coefficient of 0.180: Y increases by 0.180% for every 1% rise in X2.
d. X3 coefficient of 0.228: Y increases by 0.228% for every 1% rise in X3.

Hypothesis Test

Test of Partial T

The T statistical test is used to assess how much an independent variable affects the dependent variable. The T-test is used to analyze the partial effects of each independent variable in this study at a significance level of 0.05. These are the criteria used to make decisions:

1. "Making decisions based on the probability value"
    a. "If significant is less than 0.05, Ha is approved and Ho is denied.".
    b. "If the difference is more than 0.05, Ho is approved and Ha is refused."
2. "Making decisions based on the value of the t-count".
    a. "Ho is denied if t Count > t Table.".
    b. "Ho is allowed if t Count < t Table.".

"Testing is carried out by processing data with the SPSS application". "Table 9 shows the results of the partial t-test data" :

Table 9. Partial T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.031	2.896		3.118	0.003		
	Location	0.222	0.141	0.240	1.570	0.123	0.586	1.707
	Personal_ Selling	0.180	0.106	0.240	1.699	0.096	0.684	1.462
	Price_ Perception	0.228	0.143	0.252	1.595	1.117	0.548	1.825

Source: Primary Data Processed in 2024

The t-table value, with n = 50 and df = 48, is 2.1063. With a t-count of 3.118, higher than the t-table value of 2.1063, and a significance level of 0.003, lower than 0.05 (α), the table displays a significance value below 0.05 based on the data above. As a result, H0 is rejected and Ha is accepted since the variable (X) significantly affects the dependent variable (Y).

Simultaneous F test

To ascertain if the independent variables—Price Perception (X3), Personal Selling (X2), and Location (X1)—have a substantial influence on the Purchase Decision (Y), the F test is employed.

Table 10: Concurrent F test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,354	3	10,785	9,082	0,000
	Residual	54,626	46	1,188		
	Total	86,980	49			

Source: Primary Data Processed in 2024

With a significance value of 0.000, which is less than 0.05 (α), and a F value of 9.082, which is higher than the F table value of 2.80, the above table demonstrates that the significance value is less than 0.05. Therefore, as demonstrated by the acceptance of Ha and the rejection of H0, location (X1), personal selling (X2), and pricing perception (X3) all affect purchase decisions (Y).

Determination Coefficient Test (R^2)

The determination coefficient (R2) quantifies how well the model explains the variation in the dependent variable. R2 has a value between 0 and 1. The independent variable has minimal effect on the dependent variable if the coefficient is around zero. On the other hand, if the coefficient is near to 1, it indicates that the independent variable provides nearly full information and explains the majority of the variation in the dependent variable.

Table 11. Determination Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.610a	0.372	0.331	1.090

Source: Primary Data Processed in 2024

The Adjusted R Square value, as determined by the SPSS 23 software analysis, is 0.331. This indicates that 33.1% of the diversity in purchase Independent variables such as location, personal selling, and price perception are able to explain the decision, while the remaining 66.9% is influenced by other factors.

DISCUSSION

The findings of the impact of price perception, personal selling, and location on consumer purchase decisions at housing development companies are summed up as follows:

Impact of Price Perception, Personal Selling, and Location Variables

The findings indicate a significance value of 0.003, which is less than 0.05 (α), and a t-count value of 3.118, which is higher than the t-table value of 2.1063. This suggests that the purchase choice (Y) is highly influenced by the three independent factors (location, personal selling, and pricing perception).

How price perception, location, and personal selling affect buying decisions

The significance value is 0.000, which is less than 0.05 (α), and the F count value is 9.082, which is greater than the F table value of 2.80. This provides more support for the notion that the three elements—location, personal selling, and pricing perception—have a major impact on consumer purchase decisions in home development businesses.

CONCLUSIONS AND RECOMMENDATIONS

The following findings can be made in light of the study's examination and conversation about how Price, location, and personal selling perception affect customers' choices to buy from housing development companies :

a. The partial test results indicate that the Location variable significantly affects consumer purchase decisions at housing development companies. A strategic location can influence future purchasing choices.
b. The findings from the partial test of the Personal Selling variable show its impact on purchase decisions. Effective personal selling techniques can persuade potential buyers to make a purchase.
c. The partial test results for Price Perception reveal its influence on purchase decisions. Price is a crucial factor for prospective buyers when selecting products.”.
d. The combined test results for the Location, Personal Selling, and Price Perception variables demonstrate that these factors account for 33.1% of the variation in consumer purchasing decisions at housing development companies. The remaining 66.9% is attributed to other factors not covered in this study.

FURTHER STUDY

a. "To maximize buy transactions, Housing Development Companies should prioritize strategic location while building housing units to attract customers". "The results of this study show that location impacts purchase decisions".
b. "Personal Selling has a crucial function in influencing consumer purchasing decisions by providing direct product information". "To boost purchases and develop positive customer connections, Housing Development Companies are encouraged to promote two-way communication between sellers and consumers".
c. "Price perception is a key influence in purchase decisions". "Price has a significant effect on consumer perception". "As a result, it is projected that Housing Development Companies would focus on calculating the appropriate pricing based on the target market, model, raw materials utilized, product quality, and advantages supplied".

ACKNOWLEDGMENT

The researchers/authors would like to extend their profound gratitude to all of their fellow instructors and structural staff in the Management Study Program at the Faculty of Economics, University of Bhayangkara Jakarta Raya, till the completion of this scientific paper.

1. Dr. Yayan Hendayana, in his capacity as Dean of Universitas Bhayangkara Jakarta Raya's Faculty of Economics.
2. Prof. Adi Fachrudin, PhD, in his capacity as Universitas Bhayangkara Jakarta Raya's LPPMP Chairperson.
3. "Dr. Dovina Navanti, who is the head of Universitas Bhayangkara Jakarta Raya's Management Study Program."

"All of the fellow management lecturers who are too numerous to list individually."

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