

Analysis of the Effects of Location, Promotion, and Service Quality on Buying Decision and the Implication on Customer Satisfaction”

(Taman Walet 1 Indomaret, Pasar Kemis, Tangerang, Banten)

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Abstract:- The purpose of the present study was to determine the effects of location, promotion and service quality on buying decision and the implication on customer satisfaction by measuring the indicators which affected location, promotion and service quality on buying decision and the implication on customer satisfaction. The present study applied descriptive research design using survey. The sampling used convenient sampling technique. The present study was examined using structural equation modeling – Lisrel to examine the effect of significance of overall model and predetermined path. The finding showed that location, promotion and service quality had significant effect on buying decision. It also showed that location, promotion and service quality didn’t have significant direct effect on customer satisfaction. The present study also showed

that buying decision affect customer satisfaction. Companies are suggested to emphasize location, promotional and service quality advantage.

Keywords:- Buying Decision, Customer Satisfaction, Location, Promotion, Service Quality.

I. INTRODUCTION

The competition in the retail business today is very fierce, especially at small scale, such as Indomaret, Alfamart, Circle K, Ceriamart, Alfamidi, Lottemart, Seven Eleven and Benimart. There is competition between Indomart and Alfamart as nearly every Alfamart location has Indomart nearby.

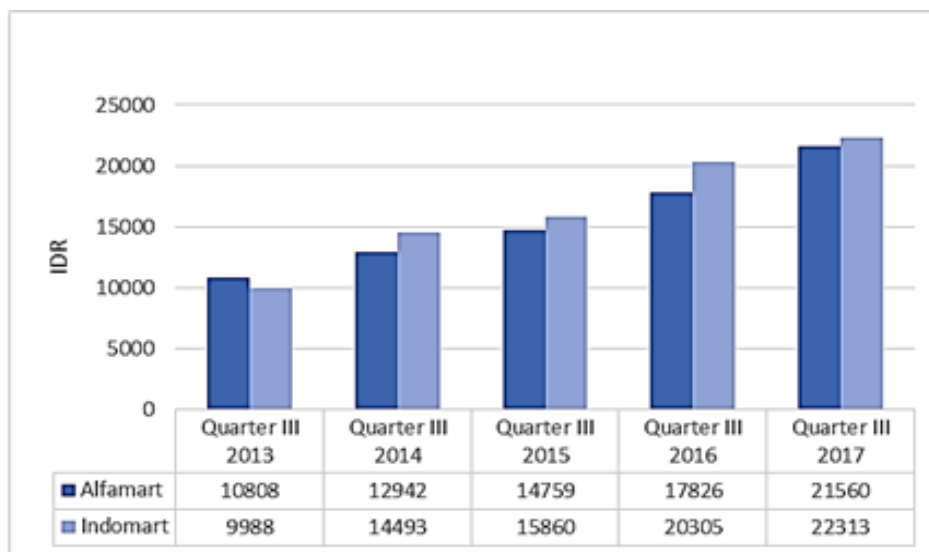


Fig 1:- Total Assets of Alfamart vs Indomart in 2013-2017

In Figure 1. Alfamart is a modern minimarket brand managed by PT. Sumber Alfaria Trijaya Tbk (AMRT). Meanwhile, Indomaret is operated by PT. Indomarco Prismatama, a business unit of PT. Indoritel Makmur Internasional Tbk (DNET). The emergence of minimarkets in recent years grows rapidly in increasingly modern society. Using franchise system, it’s easier for retail companies to open stores without spending high cost, so that Indomaret and Alfamart outlets spread to rural areas across Indonesia. It’s common for people to see Indomaret and Alfamart next to or facing each other. With similar business strategies, they compete more fiercely not only in terms of price but also number of outlets because it’s considered more effective to reach sales target.

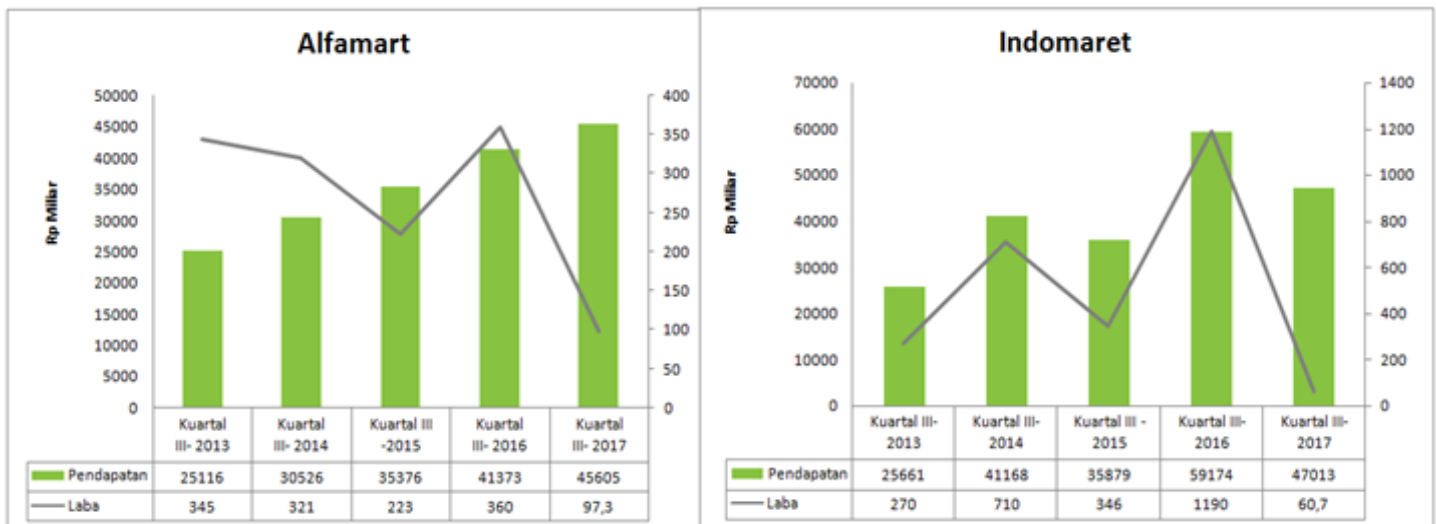


Fig 2:- Sales and Profits of Alfamart vs Indomart in 2013-2017

In Figure 2. Based on the financial report of the 3rd quarter of 2017, Alfamart had a profit of Rp45.6 billion or 10.22 percent increase from the same period of the previous year, which was Rp41.37 trillion. Despite the increased profit, Alfamart had significant decrease of net profit in the 3rd quarter of 2017 (85.84 percent). The decrease of issuer’s profit coded AMRT was due to sales being below expectation and narrow margin due to increasing competition. Furthermore, increasing selling and distribution expenses also reduced the company’s profit. The selling and distribution expenses increased by 17.5 percent to Rp7.7 trillion from Rp6.6 trillion. Similarly, Indomaret also had decreased profit by 95 percent to Rp60 billion from Rp1.1 trillion. Meanwhile, the revenue only decreased by 20 percent to Rp47 trillion from Rp59 trillion.

The competition between Alfamart and Indomaret is also shown by the number of outlets which increases every year. In the company presentation, during the 3rd quarter of 2017, Alfamart had 13,376 outlets or 920 outlets more than in early 2017. Meanwhile PT Indomarco Prismatama, which manages Indomaret, keeps adding new outlets. In the 3rd quarter of 2017, the company has 14,846 Indomaret outlets across Indonesia. The number will keep increasing this year.

As the number of outlets increases, the value of company assets also rises every year. In the 3rd quarter of 2017, the value of Alfamart’s asset increased to Rp21.5 trillion or 20 percent from the same period of the previous year, which was Rp17.8 trillion. Compared with the previous 5 years, the value of Alfamart’s asset almost doubled from Rp10.8 trillion in the 3rd quarter of 2013. Similarly, the total value of Indomaret’s asset in the 3rd

quarter of 2017 also increased by 9 percent to Rp22 trillion from Rp20.3 trillion. Compared with the previous 5 years, the value of Indomaret’s asset increased by 125 percent from Rp9.8 trillion in the 3rd quarter of 2013.

Considering the diversity of products sold in Indomart and Alfamart, these outlets don’t only sell products but also services, such as filling voucher/refilling phone credit, electricity token, paying internet and subscription TV bills, paying AETRA/PAM water bills, paying electricity bills and paying installment of partner leasers such as WOM, FIF, BAF, Home credit and buying train, ship, and plane tickets, paying health insurance premium and refilling toll card.

By knowing consumer behavior and perception, the company could determine the next strategy for internal improvement to create customer satisfaction, so that customers spread positive image via word of mouth (WoM), thus positively impacting the company in the form of repurchase as an indication of customer loyalty.

Real forms of competition happening among minimarkets in getting market segments are service system, price competition, promotion, distribution and product quality. This is achieved through various strategies, including promotion for certain product, discount and bundling package. On certain days, Indomaret has special discount in which one could get one free item for a purchase of certain product. The program aims to draw customers to shop in Indomaret.

The data of the sales of Indomaret in Perumahan Taman Walet 1 in 2017 is presented in Table 1.

Month	Sales Target (IDR)	Sales Achievement (IDR)	Percentage of Achievements (%)
January	450	435	97
February	425	429	101
March	425	442	104
April	425	486	114
May	425	574	135
June	450	372	83
July	450	471	105
August	425	326	77
September	425	345	81
October	425	364	86
November	425	352	83
December	450	441	98
Total	5,200	5,037	99,97

Table 1:- Data of Sales of Taman Walet 1 Indomaret in 2017

Based on Table 1. the monthly sales data of 2017 showed that on January, June and from August to December 2017, the sales didn't reach the target. A glaring phenomenon is a rather significant reduction from August to November 2017 before it increased again in December 2017. According to the management of Indomaret Taman Walet 1, this was due to some factors, such as: Ied holiday, new school year, price increase due to weakening Rupiah against American dollar, and competitors being able to sell their products at cheaper price, i.e. Alfamart and Ceriamart could sell their products are relatively cheaper prices for some main commodities of Indomaret. Moreover, Alfamart

has AKU card which gives 5% discount from the normal price, which Indomart doesn't have.

Based on the hypothesis from Indomaret management, the researcher was interested in determining the cause of reduced sales in August to November 2017 and the factors affecting buying decision and customer satisfaction. The first step of the study was making preliminary survey to determine dominant variables affecting the buying decision in Taman Walet 1 Indomaret. The dominant variables would be found from the responses of customers or respondents who had made purchase in Taman Walet 1 Indomaret.

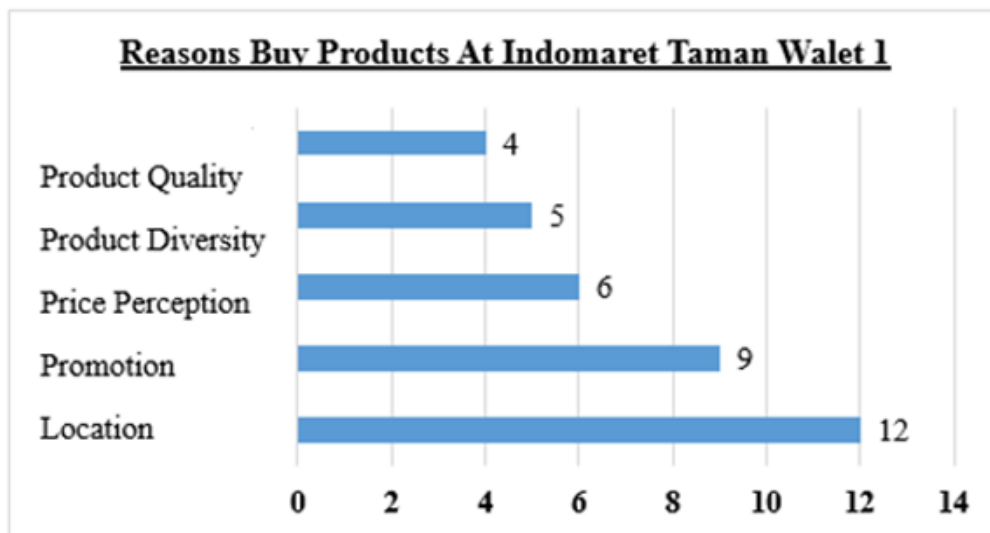


Fig 3:- Graph of Respondents' Responses on Buying Decision in Taman Walet 1 Indomaret

Based on Figure 3. He result of pre-questionnaire distribution to 36 customers showed that customers decided to purchase products in Taman Walet 1 Indomaret due to the nearness of location, promotion, price perception, product diversity and product quality.

The researcher also asked for suggestion and input from the customers to find any complaint to learn more about the factors causing reduced sales in Taman Walet 1 Indomaret. The researcher compiled suggestions and inputs from 36 customers in Table 2.

No.	Consumer advice and input	Respondents
1	The hospitality of the waiters must be improved	11
2	Price match labeled with cashier computer data	5
3	Illegal parking is excluded	5
4	Product diversity is improved	4
5	Product cleanliness is considered	3
6	The promo period is made more often	3
7	Adding CCTV for security	3
8	Products must be new (not expired)	2

Table 2:- Customer Suggestion for Taman Walet 1 Indomaret

Based on recapitulation of suggestions and inputs from the 36 customers, it was found that most complaints were friendliness of service, price conformity between label and computer, illegal parking, poor product diversity, poor product hygiene, few promotional periods, lack of CCTV for security and expired product. Considering the importance of customer in increasing sales, Taman Walet 1 Indomaret should make improvements consistent with customer complaints which affected buying decision.

The product quality in Indomaret is similar with the competitors because suppliers sell the products and put their products to be sold there by consignment. The products come from well-known companies with assured quality. The difference with the competitors, especially Alfamart, is Indomaret doesn't only sell daily needs, but also provide payment services, and the available products are quality products widely known by people. If product quality is ignored by the company, customers will think twice about using product and feel dissatisfied after buying or using goods or service.

Companies which survive in the global competition era today also should note the benefit for customer after buying or using the goods or service because it's a factor to study customer satisfaction.

Product quality has direct impact on product performance, so quality is closely related with value and buying decision of customer. Quality can be narrowly defined as "free from damage." Quality means product's ability to perform its function, including durability, reliability, accuracy, easiness of use and repair.

Indomaret in residential area has negative impact on traditional shops and small stalls around its operation area, i.e. reducing their customers. It's because most customers shift to Indomaret for various reasons.

Satisfaction is one's feelings after comparing performance with expectation. Therefore, satisfaction level is the function of difference between the experienced performance and expectation. Customer generally experiences one of three levels of satisfaction. The level of

customer satisfaction on a product will give feedback in the form of after-purchase behavior. If the customer is satisfied, they may buy the product again in the future. Satisfied customer also tends to say good things about the product to their friends and relatives. Similarly, dissatisfied customer may search for information on purchase or even discredit the product to people around them.

Based on the result of the preliminary survey, customer input and previous studies, the researcher performed further analysis by researching using five dominant related variables titled "Analysis of the Effects of Location, Promotion, and Service Quality on Buying Decision and the Implication on Customer Satisfaction." (A Case of: Taman Walet 1 Indomaret, Pasar Kemis, Tangerang, Banten).

II. LITERATURE REVIEW

Location is a situation factor which also affects buying decision. In marketing, there is a term marketing mix, which consists of product, price, promotion and business location. Ratih Hurriyanti (2015:56) defines location as: "Place is defined as service point where company must package and performs its operation or activities". Meanwhile, according to Swastha (2013:25) location is a place where a business is run or business activity is performed.

Promotion Kotler and Armstrong (2014:76) define promotion as communication activity of free product and persuading target customer to buy. Rambat Lupiyoadi (2013:92) define promotion as an activity performed by company to communicate benefits of product and as a tool to influence customer in buying or using service in accordance with their needs.

Service Quality The definition of quality by Goeth and Davis as quoted by Tjiptono (2012:51) is a dynamic condition related with product, service, human, process and environment which meets or exceed expectation. The definition of quality varies from controversial to strategic. According to Garvin as quoted by Tjiptono (2012:143),

there are five perspective on quality, including that quality depends on the person assessing it, so the product which most satisfies one’s preference is the product with the highest quality.

Buying Decision According to Kotler dan Keller (2013:192), buying decision is customer’s decision to buy after evaluating some factors such as brand, buying location, amount to buy, time of buying, and possible buying method. According to Tjiptono (2008:21), buying decision is a process in which customer recognize heir problem, search for information on certain product or brand, and evaluates how well each alternative could solve their problem, which then leads to buying decision.

Customer Satisfaction Kotler and Keller (2012:76) explain that satisfaction is one’s happiness or disappointment caused by comparing product performance which is experienced (or result) with their hope and expectation. If performance doesn’t meet expectation, customer will be disappointed or dissatisfied; if performance meets expectation, customer will be satisfied; if performance exceeds expectation, customer will be very satisfied or happy.

Framework is narration (description) or statement (proposition) on conceptual frame for solving problem which has been identified or formulated, below is the framework of the present study:

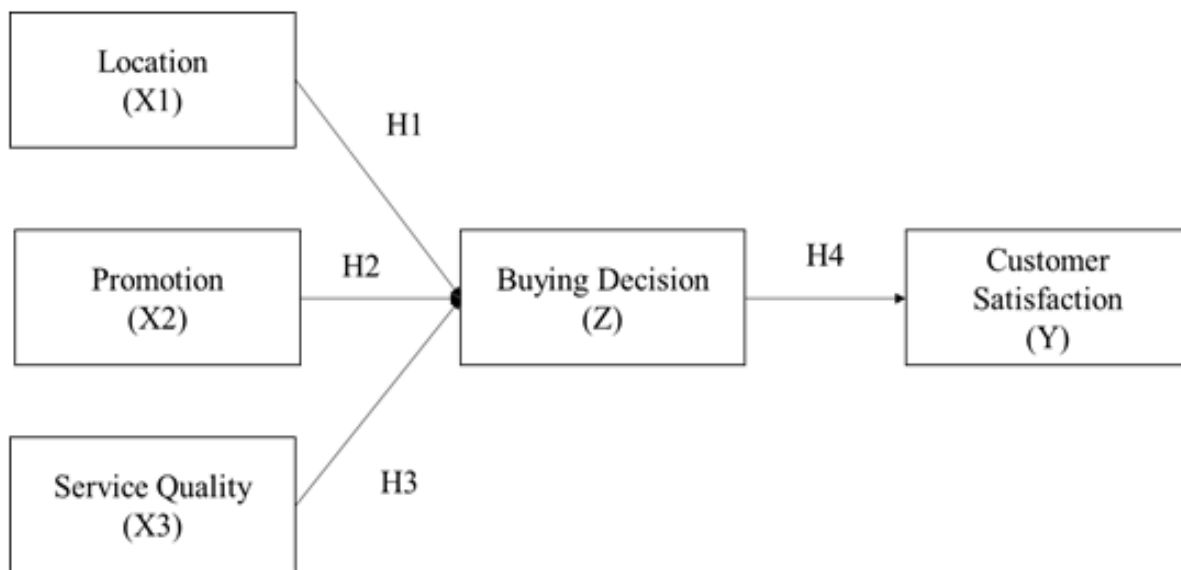


Fig 4:- Framework

III. RESEARCH METHODOLOGY

The present study was a causal relation using descriptive research method with quantitative approach of survey research type. The research population was customers of Taman Walet 1 Indomaret Pasarkemis, Tangerang, Banten. The sampling used non-probability sampling with purposive sampling technique. The number of samples referred to the criteria proposed by Hair et.al, which is Maximum Likelihood Estimation (MLE). A good number of samples according to MLE is 100-200 samples.

The data collection method in the present study used questionnaire with *likert* scale with five research numbers, which was distributed to 246 respondents who met the sample criteria. The questionnaire was distributed online via google form. In the present study, the variables were

categorized into: (1) Independent variable i.e.; (X₁) Location, (X₂) Promotion, (X₃) Service Quality (2) and Dependent variable i.e.; (Y₁) Buying decision and (Y₂) Customer satisfaction.

The research data analysis used LISREL 8.80 to process primary data.

IV. RESEARCH FINDINGS AND DISCUSSION

Validity test shows how far an instrument can measure a variable. The basis for deciding whether a variable is valid or not is: (1) if r is positive, and r ≥ 0.50, then the item is valid, while (2) if r is positive, and r < 0.50, then the item is not valid. Based on Figure 3, all items were valid because the r of each question is ≥ 0.50.

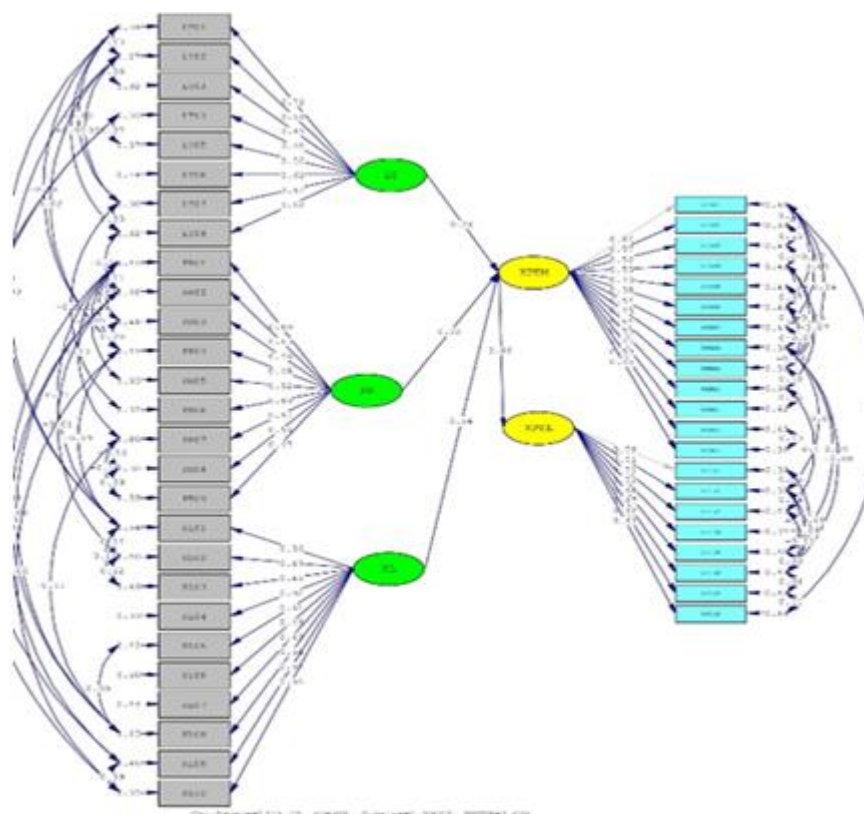


Fig 5:- Standardized Loading Factor

Reliability test aims to determine the consistency of an instrument. The basis for deciding whether a variable is reliable or not is: (1) if Construct Reliability ≥ 0.70 or Variance Extract ≥ 0.50 , then the research variable is reliable, while (2) if Construct Reliability < 0.70 or Variance Extract < 0.50 , then the research variable is not reliable. In the present study, all variables have construct reliability ≥ 0.70 , and Variance Extract ≥ 0.50 , so all research variables were reliable.

Goodnes of Fit size		Match Size		Measurement results
		Good Fit	Marginal Fit	
Normed Chi-Square (χ^2/df)		< 2.0		1.322 Fit
P Value		$0.05 \leq p \leq 1.00$	$0.01 \leq p \leq 0.05$	0.01 Marginal Fit
Root Mean Square Error (RMSEA)		< 0.08		0.036 Fit
Goodness of Fit Index (GFI)		≥ 0.90	$0.80 - < 0.90$	0.82 Marginal Fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0.90	$0.70 < 0.90$	0.78	Marginal Fit
Normal Fit Index (NFI)	≥ 0.90	$0.80 - < 0.90$	0.96	Fit
Non-Normed Fit Index (NNFI)	≥ 0.90	$0.80 - < 0.90$	0.99	Fit
Comparative Fit Index (CFI)	≥ 0.90	$0.80 - < 0.90$	0.99	Fit
Incremental Fit Index (IFI)	≥ 0.90	$0.80 - < 0.90$	0.99	Fit
Relative Fit Index (RFI)	≥ 0.90	$0.80 - < 0.90$	0.96	Fit

Table 3:- Result of Goodness of Fit Test of Model

Table 3 shows that the goodness of fit of the model was good, i.e. good fit and marginal fit, meaning overall the goodness of fit of the research model is good fit.

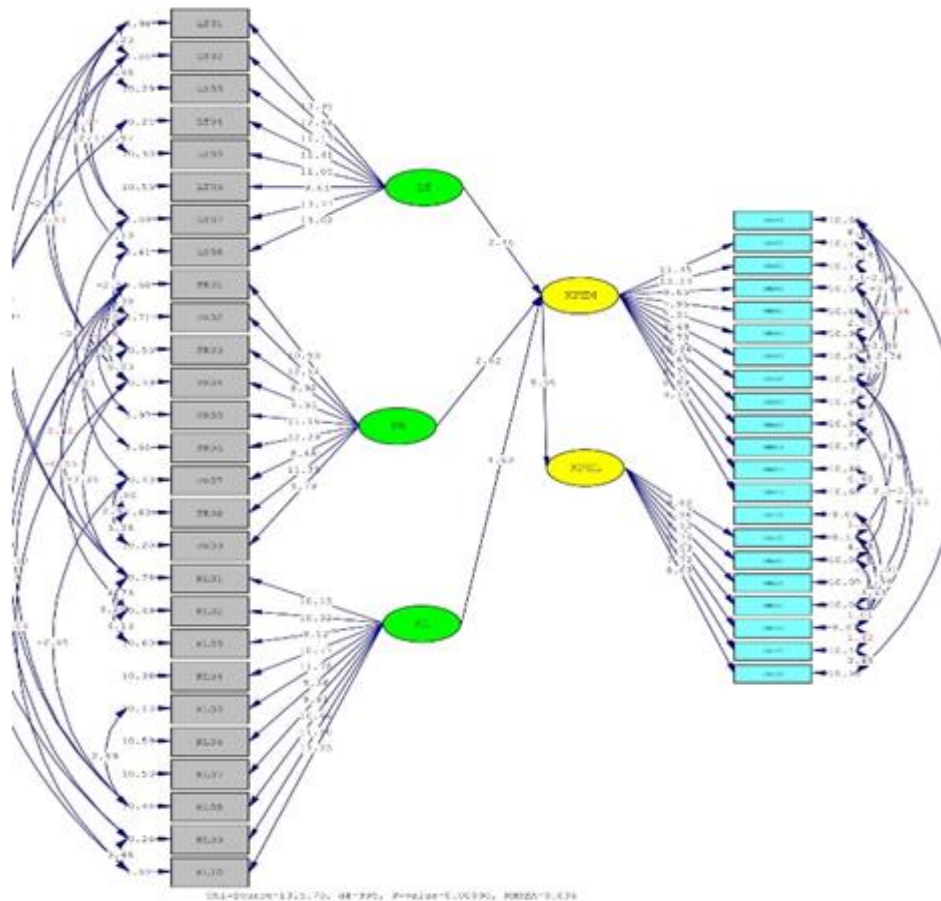


Fig 6:- T-Value

Relationship Between Constructions	T-Values	Information
Location -> Buying Decision	2.46	Location has significant effect on buying decision
Promotion -> Buying Decision	2.92	Promotion has significant effect on buying decision
Service quality -> Buying Decision	4.69	Service quality has significant effect on buying decision
Buying Decision -> customer satisfaction	9.66	Buying decision has significant effect on customer satisfaction

Table 4:- Research Hypthosis Result

The research hypothesis (H_1) states that location has positive and significant direct effect on buying decision. The result of test by SEM shows that location had positive and significant direct effect on buying decision, as t-value is 2.46 bigger than 1.96. In other words, if the location improved, buying decision would be affected. It meant ease of access to Indomaret, ease of transportation to Indomaret, recognizability of Indomaret, traffic around Indomaret, spacious parking lot, parking attendant and CCTV to keep vehicle safe when shopping had strong correlation and significant effect on customer’s decision in buying products the customers needed.

The research result was consistent with the previous study by Uci Novia Simanjuntak (2014) title “The effects of service quality and location on buying decision in STT Telkom Alfamart in Jalan Sukabiru RT.03 RW 015, Citeureup Dayeuh Kolot Village.” The research result shows that location has significant effect on buying decision with level of significance of $0.000 < 0.05$ and $t_{count} > t_{table}$ of $8.653 > 1.65$ and effect of 0.511 or 51.1%. It shows that respondents feel the location has rather major effect on buying decision.

The research hypothesis (H₂) states that promotion has positive and significant direct effect on buying decision. The result of test by SEM shows that promotion had positive and significant direct effect on buying decision, as t-value is 2.96 bigger than 1.96. It meant Indomaret's promotion via web and social media was accepted by the customers, bundling package promotion by Indomaret was considered cheaper by the customers, pamphlet distribution by Indomaret to houses every month was accepted by customers, Indomaret's advertisements in certain locations could influence customers to shop in Indomaret. All indicators above had strong correlation and significant effect on customers' decision to buy their needs.

The research result was consistent with the previous study by Parasian Manurung (2017) titled "The effects of promotion, price, service quality on customer satisfaction and repurchase decision in Alfamart and Indomaret (a study in Alfamart and Indomaret franchises in jalan ratu Dibalau, Tanjung Senang, Bandar Lampung)." The research result shows that promotion has significant effect on repurchase decision in Alfamart and Indomaret in Jalan Ratu Dibalau Tanjung Senang, Bandar Lampung. Another study by M. Amin Ilyas and H. Huftron (2017) titled "The effects of store atmosphere, promotion and service on buying decision in Tlogomas Indomart." The research result shows that promotion affects buying decision.

The research hypothesis (H₃) states that service quality has positive and significant direct effect on buying decision. The result of test by SEM shows that service quality had positive and significant direct effect on buying decision, as t-value is 4.69 bigger than 1.96. It meant that the customers were satisfied because Indomaret was easy to access, they could place order via telephone and SMS, the attendants were quick, cashier service during payment was good, attendants' explanation on products was satisfactory, attendants listened to their complaints, attendants recognized and greeted the customers first, attendants greeted them when they entered Indomaret. The indicators above had positive correlation and significant effect on buying decision.

The research result was consistent with the previous study by Erwin Rediono Tan (2011) titled The effects of price, promotion and service of customer's decision to shop in Surabaya Alfamart based on his research result that service quality has positive and significant effect on buying decision in Surabaya Alfamart.

Another study was performed by Muhammad Tony Nawawi and Muhammad Safiqi Ikhaz (2015) titled *The factor that influence consumer decisions in purchasing products in Alfamart Minimarket in Pinang, a sub district of Tangerang*. It shows that service quality has significant and positive effect on buying decision in Pinang Alfamart, Tangerang.

The research hypothesis (H₄) states that buying has positive and significant direct effect on customer satisfaction. The result of test by SEM shows that

promotion had positive and significant direct effect on buying decision, as t-value is 9.66 bigger than 1.96.

It meant satisfied customers repurchased the same products as needed, tried new products offered by Indomaret, became regular customers of Indomaret, preferred shopping in Taman Walet 1 Indomaret to other shops. All buying decision indicators above had positive correlation and significant effect on customer satisfaction.

The research result was consistent with the previous study by Heryanto (2015) titled Analysis of the effects of product, price, distribution and promotion on buying decision and the implication on customer satisfaction." The research result shows that buying decision has significant effect on customer satisfaction. Another study by Iman Santoso (2016) titled The Role of Product and Service Quality, Price and Atmosphere of Fast Food Restaurant on Buying Decision and Customer Satisfaction shows that buying decision has positive and significant effect on customer satisfaction in fast food restaurant.

Another study by Budi Santoso (2015) titled The Effect of Service Quality, Price and Promotion on the Satisfaction of Customers of Teh Botol Sosro in Semarang shows that buying decision has positive but insignificant effect on the satisfaction of Teh Botol Sosro customers in Semarang. A different study by Koko Arie Bowo, Abdul Hoyyi and Moch. Abdul Mukid (2013) titled Analysis of Factors Affecting Buying Decision and Customer Satisfaction on Acer Notebook (A Case Study of Students of Universitas Diponegoro) shows that buying decision of Acer notebook affects customer satisfaction.

V. CONCLUSION AND RECOMMENDATION

Based on the data analysis and discussion in the previous chapter, the following conclusions are drawn:

- Location has significant effect on buying decision in Taman Walet 1 Indomaret Pasarkemis, Tangerang, Banten. (2) Promotion has significant effect on buying decision in Taman Walet 1 Indomaret Pasarkemis, Tangerang, Banten. (3) Service quality has significant effect on buying decision in Taman Walet 1 Indomaret Pasarkemis, Tangerang, Banten. (4) Buying decision has significant effect on customer satisfaction in Taman Walet 1 Indomaret Pasarkemis, Tangerang, Banten.

By analyzing the research results, some suggestions to be considered by PT Indomarc Prismaatama (Indomaret) and future researchers are as follow:

- For the company, as there is no attendant to help customers to enter Taman Walet 1 Indomaret, Indomaret management should put attendant to help customers escape the traffic around Taman Walet 1 Indomaret. (b) As customers poorly understand the advertisements, attractive advertisements should be made to acquire the customers of competitors or new customers by providing education via the existing

distribution channels. The distribution channels should have video and bulletin which provide information for customers on new and promoted products. (c) As customers poorly understand how to order Indomaret product via SMS or phone call, the procedure of ordering via SMS or telephone through the existing distribution channels should be socialized to them. The procedure of ordering should be made in the forms of video and bulletin which provide information to customers on how to order via telephone and SMS. (d) As customers poorly understand how to show via Go-Jek application, the procedure of ordering via Go-Jek application through the existing distribution channels should be socialized to them. The procedure of ordering via Go-Jek should be made in the form of video which provides information to customers on how to order via Go-Jek. (e) Suggestion for future research, (f) Future researchers should perform studies by adding other variables which affect buying decision such as price, word of mouth, confidence, security and brand.

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