

THE ROLE OF PRODUCT DIVERSITY, PRODUCT QUALITY, PRICE AND SERVICE QUALITY ON SWALLOW'S NEST PURCHASING DECISIONS: A STUDY OF SWALLOW COMPANIES IN WEST SULAWESI

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Abstract— This study discusses the effect of product diversity, product quality, price and service quality on swallow's nest purchasing decisions at the WWALET company study in West Sulawesi, this research uses quantitative methods with multiple regression designs. The population used in this study were consumers of WWALET companies with purposive sampling technique. The participants who participated in this study were 61 participants with the characteristics of consumers who had or knew swallow nest products in Surabaya. The research was conducted by distributing questionnaires in the form of Google Forms online in communities that know swallow nest products. In this study, hypothesis testing used multiple regression analysis with the help of SPSS. The results found that price is a variable that has a significant effect on purchasing decisions. Where the price affordability factor that is in line with the quality and usefulness of the product is an attraction for consumers to buy swallow's nest products. The implications of the results of this study can be useful in determining prices by WWALET, such as paying attention to the factors of affordability, price suitability, usability, competitiveness in the swallow nest market in the Surabaya area.

Keywords — Product Diversity, Product Quality, Purchasing Decisions, Service Quality, Swallow's Nest

1. Introduction

Swallow's nest is a commodity that has a high selling value. Swallow's nest is the saliva of swallows to make nests (Septiani, 2017). Indonesia is the largest exporter of swallow's nest commodities in the world, reaching 55% (Rahmawati et al., 2022). The large market potential has led many people to establish swallow nest farms. The market potential of swallow nests can be a new business opportunity. This is because a swallow's nest is a commodity for food and beverage raw materials. Therefore, it is necessary to conduct research as a business development effort to win the competition in the market.

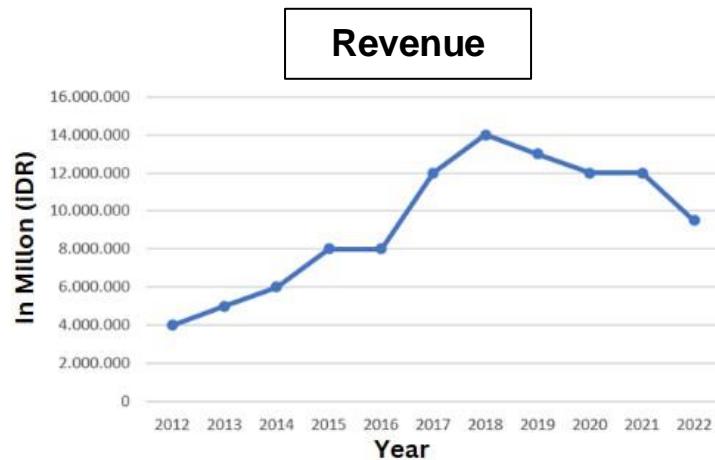
One of the companies engaged in the swallow nest farming sector is WWALET, which focuses on making raw nests from swiftlets. The advantages of WWALET's swallow nest products are the farming process and product hygiene. The maintenance and cleanliness of the swallow house greatly affects the quality of the saliva produced by the swallow. To produce a quality swallow nest, the breeding process requires adjusting the humidity and lighting of the bird house. However, WWALET faces a problem where swallow nest products in Indonesia are not growing. There are several factors that are thought to influence such as product diversity, price, and service.

This leads to WWALET's lack of product purchases so that the company's development will be difficult to do in the future.

Product diversity is a set of products or goods that exist in a place to be sold to buyers of these products (Uthomo et al., 2015). Product diversity can be an advantage for companies in competing in the market. Companies that have a wide range of products can provide consumer needs. The WWALET company has several kinds of swallow nest products based on shape, color, texture. The products owned by the WWALET company include bowl shaped nests, corners, orange nests, fallen nests, nests with fine feather textures and thick feathers. The variety of products owned by WWALET is the company's advantage to increase sales in the future. Thus, product diversity can be a sales innovation for companies in meeting consumer needs.

Product quality is a combination of function, condition, accuracy of the product according to consumer needs in buying products or services (Ibrahim & Thawil, 2019). Product quality is one of the factors that influence consumers in choosing products. This is due to the match between product performance and consumer needs so that it can attract consumers to buy these products. The results of previous research state that the quality of products sold by companies affects purchasing decisions and consumer loyalty (Baihaky et al., 2022; Dewi & Budiarti, 2021). The WWALET company maintains product quality by controlling the breeding process and the cleanliness of swallow nest cages so that the products produced are maintained in quality and cleanliness. In addition, WWALET also classifies product quality based on the shape and texture of the bird's nest.

Apart from product diversity and quality, price is also an important factor influencing consumer purchasing decisions. According to Arief (2022) price is a unit of value that must be paid by consumers to obtain goods or services. Price can be an important factor for consumer purchasing decisions. The results of research by Rozi et al. (2021) state that the high and low price of a product in the marketplace greatly influences consumer purchasing decisions. Unstable prices and not accompanied by product diversity and quality will make consumers move to other companies. In addition, price competition in the market can also be an evaluation of sales and marketing by companies to adjust the variety of products to be marketed. The phenomenon that occurs in the WWALET company is that the price is stable with high sales but the revenue earned fluctuates and tends to decrease. This can be seen in the income graph in Figure 1.



Picture 1. Revenue WWALET 2012-2022

Based on the graph of swallow's nest sales revenue obtained by WWALET, there is a need for evaluation not only in terms of price but also service quality. WWALET evaluates that the quality of service that needs to be improved is the delivery of goods and the provision of discounts. This is done so that the goods are quickly received by consumers and with discounts consumers will buy more products from WWALET. In addition, improving service quality will make consumers recommend WWALET products to other consumers so that it can support increased sales. According to Faroh (2017) service quality is a benchmark for consumers to purchase a product. Product quality is a tangible and intangible factor for company development (Livano & Harianto, 2021). This is supported by Malik et al. (2019) which states that service quality can be a strategy for a company to excel

in competing in the market. Improving service quality can start from human resources, employee friendliness, responsiveness, and speed (Babuta & Harianti, 2021). Improving service quality can also be improved through product availability, product location, store service, price, promotion (Kristianto & Harianti, 2021).

Therefore, service quality is important in influencing consumer purchasing decisions. Purchasing decisions are consumer behavior in buying products in the form of services or goods from a company. Nurhayati et al. (2018) state that purchasing decisions are the final process of offering entry and exit of goods in a company where consumers will buy a product to fulfill their needs. The results of Sulistyawati's research (2020) state that purchasing decisions are influenced by the diversity of products owned by a company. This is supported by Suhardi et al. (2020) that the type of product supported by service quality and price in accordance with market needs can encourage higher purchasing decisions in consumers. According to Duening et al. (2020) there are several ways to improve purchasing decisions such as pricing to introduce products, the level of product quality sold, the availability of products and services, and the quality of services provided.

Based on the above phenomenon, WWALET wants to develop its company by increasing purchases and expanding the market in the Surabaya area. This is due to the high demand for WWALET bird's nest in the Surabaya area, especially in the online market and the number of restaurants that provide drinks made from swallow's nest. This can be an opportunity for WWALET to market products in the Surabaya area. WWALET needs to pay attention to what factors influence the purchase of a product in Surabaya. The results of previous research show that the level of purchasing decisions in Surabaya is high due to factors of product diversity, price and promotional strategies (Clarizza et al., 2021). Furthermore, researchers want to conduct research related to the influence of diversity, quality, product prices, and service quality on purchasing decisions at the WWALET company. This aims to develop the WWALET company and see the market potential in the Surabaya area through product diversity, product quality, price, and service quality.

2. Literature Review

2.1 Product Diversity

Product diversity is a characteristic or type of product that is different and becomes a set of products to be sold to consumers (Suhardi et al., 2020). Product diversity can mean many types and has several indicators including (1) the diversity of shapes and sizes of a different product. (2) product consistency such as product thickness and thinness.

2.2 Product Quality

Product quality is a benchmark for consumers in choosing products and services needed to fulfill their daily needs. Product quality is a combination of function, reliability, and product accuracy with consumer needs (Ibrahim, Thawil, 2019). Product quality is also related to dynamic conditions so that there are three indicators related to product quality, namely product specifications (characteristics of a product according to consumer needs), product performance (benefits and usefulness of the product), product appearance (product shape).

2.3 Price

Price is the value of an item based on perceptions in sorting and compiling information based on the function or value offered by the item (Suhardi et al., 2020). According to Suhardi (2020), pricing can be made based on demand, production and marketing adjustments, profits, and competition. In addition, price indicators include affordability, product quality, product benefits, and competitiveness (Suhardi et al., 2020).

2.4 Service Quality

Service quality is a facility provided by the company to consumers as a form of reciprocity between companies and consumers (Handoko, 2018). According to Handoko (2018) service quality has five indicators, namely tangible (physical form), reliability (service form), responsiveness (responsiveness and speed), assurance (politeness), empathy (attention).

2.5 Purchase Decision

Purchasing decisions are the concluding behavior carried out by consumers in choosing products in making purchases (Kuspriyono, 2018). According to Kuspriyono (2018) indicators of purchasing decisions include product information search, consumer interest in products, evaluation, and decisions in product purchases.

2.6 Hypothesis Development

The relationship between product diversity (X1) on purchase decision (Y)

Product diversity can be a company advantage in winning competition in the market. The diversity of a product can also affect consumer purchasing decisions. This is because companies with diverse products can make it easier for consumers to buy products according to their needs. This is also supported by Tobing et al. (2016) which states that the variety of products makes the product more complete and makes it easier for consumers to adjust to consumer needs.

The relationship between product quality (X2) and purchase decision (Y)

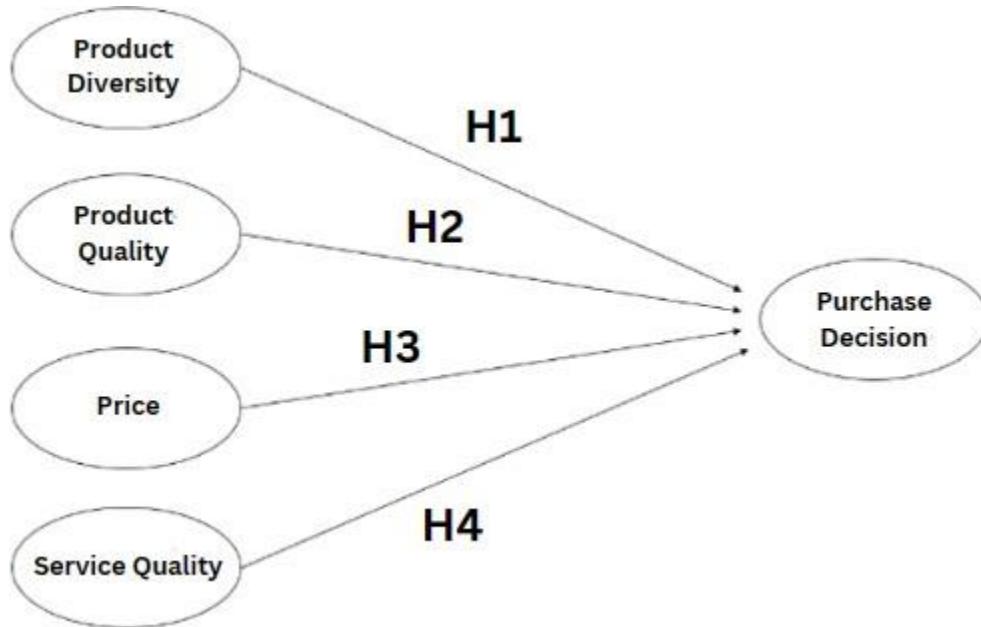
Product quality is one of the factors that influence consumer purchasing decisions. This is because consumers will choose to buy products from companies with good quality such as the suitability of product performance and usability. This is in line with the research of Ibrahim & Thawil (2019) which states that product quality is a major factor in buying products which adjusts to the needs and functions of the product.

The relationship between product price (X3) and purchase decision (Y)

Price is one of the factors that can influence purchasing decisions. Prices that are in accordance with quality, usefulness, and affordability can increase consumer purchasing decisions. This happens because the price offered is affordable with product quality so that it can attract consumers to buy. According to Sari et al. (2021) Price is an important thing where in increasing sales, price promotions are needed to attract customers to compete or influence service purchases.

The relationship between service quality (X4) and purchase decision (Y)

Consumer purchasing decisions are also influenced by the readiness and availability of services provided by the company. Consumers become more interested and will be loyal if the company can provide quality service in meeting consumer needs. According to Patmalia et al. (2021) The quality of service provides more interest for consumers such as the readiness of the company's waiters for consumers.



Picture 2. Research Framework

3. Research Methods

This study uses quantitative methods with multiple regression design. This study aims to prove the effect of product diversity (X1), product quality (X2), price (X3), and service quality (X4) on swallow nest purchasing decisions (Y). The population used in this study were the consumers of the WWALET company. The sampling technique used was purposive sampling with the following participant criteria: come from Surabaya and have or have seen a variety of swallow nest products.

In this study, data collection was conducted online by distributing survey questionnaires using the Google Form link. The participants who filled out this research questionnaire were 61 participants from the Surabaya area and had or had seen a variety of swallow's nest products. Participants can fill out the questionnaire by providing responses using a Likert scale of 1-5 (1 = Strongly Disagree, 5 = Strongly Agree). The scales used in this study include:

1) Product Diversity

The product diversity variable is measured using a product diversity scale developed by the researcher. Scale development based on product diversity indicators, namely diversity and consistency (Sarie, 2018). The product diversity scale consists of 4 items.

2) Product Quality

The product quality variable is measured using the product quality scale developed by the researcher. Scale development based on product quality indicators, namely product specifications, product performance, product display (Malik et al., 2019). The product quality scale consists of 6 items.

3) Price

The price variable is measured using the price scale developed by the researcher. Scale development based on price indicators, namely affordability, price suitability, usability, competitiveness (Suhardi et al., 2020). The price scale consists of 8 items.

4) Service Quality

The service quality variable is measured using a service quality scale developed by the researcher. Scale development based on service quality indicators, namely tangible, reliability, responsiveness, assurance, empathy (Handoko, 2018). The service quality scale consists of 10 items.

5) Purchase Decision

The purchase decision variable is measured using a purchase decision scale developed by the researcher. Scale development based on purchase decision indicators, namely exploration, interest, evaluation, decision (Kuspriyono, 2018). The purchase decision scale consists of 8 items.

In addition, the research data analysis consists of reliability, validity, and hypothesis testing using multiple regression analysis using SPSS software.

4. Result and Discussion

The data normality test is carried out to see whether the data distribution is normal or not before hypothesis testing is carried out. The data normality test using the Kolmogorov Smirnov test shows that the 2 tailed Asym sig of the respondent's data is 0.200. This shows that the data is spread normally because it is above 0.050. Furthermore, researchers conducted a validity test to test the validity of each variable. Based on the data in table 1, it is known that the variable indicators of product diversity, product quality, price, service quality, and purchase decision have a significant value of more than 0.5, it can be concluded that the indicators used meet the valid criteria.

Table 1. Validity Test Result

Variable	Indicator	Instrumen	Conclusion	Sources
Product Diversity (X1)	Diversity	X1_1	Valid	Sarie (2018)
		X1_2	Valid	
	Consistency	X1_3	Valid	
		X1_4	Valid	
Product	Product	X2_1	Valid	Malik et al.

Quality (X2)	Specifications	X2_2	Valid	(2019)
Product Performance	Product Performance	X2_3	Valid	
		X2_4	Valid	
	Product Display	X2_5	Valid	
		X2_6	Valid	
Price (X3)	Affordability	X3_1	Valid	Suhardi et al., (2020)
		X3_2	Valid	
	Price Suitability	X3_3	Valid	
		X3_4	Valid	
Usability	Usability	X3_5	Valid	
		X3_6	Valid	
	Competitiveness	X3_7	Valid	
		X3_8	Valid	
Service Quality (X4)	Tangible	X4_1	Valid	Handoko (2018)
		X4_2	Valid	
	Reability	X4_3	Valid	
		X4_4	Valid	
Responsiveness	Responsiveness	X4_5	Valid	
		X4_6	Valid	
	Assurance	X4_7	Valid	
		X4_8	Valid	
Empathy	Empathy	X4_9	Valid	
		X4_10	Valid	
	Exploration	Y_1	Valid	Kuspriyono (2018)
		Y_2	Valid	
Purchase Decission (Y)	Interest	Y_3	Valid	
		Y_4	Valid	
	Evaluation	Y_5	Valid	
		Y_6	Valid	

Decision	Y_7	Valid
	Y_8	Valid

Furthermore, researchers also conducted reliability testing to check the consistency of each variable. Based on Table 2, it is known that the reliability test results show the Product Diversity Variable (X1) has a Cronbach's Alpha value of 0.628. The Product Quality variable (X2) has a Cronbach's Alpha value of 0.613. The Price variable (X3) has a Cronbach's Alpha value of 0.743. The Service Quality variable (X4) has a Cronbach's Alpha value of 0.876. Purchase Decision (Y) variable is 0.784. This shows that each variable has a high level of consistency and is considered reliable.

Table 2. Reliability Test

Variable	Cronbach Alpha	Conclusion
Product Diversity (X1)	0,628	Reliable
Product Quality (X2)	0,613	Reliable
Price (X3)	0,743	Reliable
Service Quality (X4)	0,876	Reliable
Purchase Decission (Y)	0,784	Reliable

Furthermore, researchers conducted hypothesis testing using multiple regression analysis. Hypothesis testing results can be seen in Table 3.

Table 3. Hypothesis Test Result

Variable	B	t	Sig
Product Diversity (X1)	.272	1.361	.179
Product Quality (X2)	.162	1.058	.294
Price (X3)	.596	4.765	.000
Service Quality (X4)	.104	1.070	.289
Purchase Decission (Y)	.132	.043	.966

Based on Table 3, it is known that the product quality coefficient (X1) is 0.272, which means that every increase in product quality will increase purchase satisfaction by 0.272. The product quality coefficient (X2) of 0.162 means that every increase in product quality will increase purchase satisfaction by 0.162. The price coefficient (X3) of 0.596 increases purchase satisfaction by 0.596. The product quality coefficient (X4) of 0.104 means that every increase in product quality will increase purchase satisfaction by 0.104. from these results a linear equation is obtained as follows $Y = 0.132 + 0.272X1 + 0.162X2 + 0.596X3 + 0.104X4 + 3.100$. Then the researcher also conducted a correlation coefficient analysis to see the strength of the relationship between the independent variable and the dependent variable. From the results of this analysis, the R value is 0.845, which means that the independent variable has a strong relationship with the dependent variable with a contribution value or R Square of 0.714 (71.4%).

This research tries to determine the extent to which product diversity factors, product quality, price, service quality affect purchasing decisions. In addition, this study also aims to test whether product diversity,

product quality, price, service quality affect purchasing decision for customers in the Surabaya Area. This research can provide understanding and guidance regarding how to increase sales through increasing swallow nest purchasing decisions in the Surabaya area.

The first hypothesis, namely the effect of product diversity on purchasing decisions, is rejected. This shows that the product diversity at WWALET is not too diverse and inconsistent so that it has a low significance value. According to Sulistyawati (2020), product diversity that is not significant to purchasing decisions is influenced by consistency in product availability and innovation in the types of products to be sold. When these two things have not been fulfilled, it greatly affects purchasing decisions which are not very significant.

The second hypothesis, namely the effect of product quality on purchasing decisions, is rejected. This shows that product quality does not have a significant effect on purchasing decisions. According to (Dewi & Budiarti, 2021) states that product quality is not significant because the product does not yet have specifications that are superior in the market or cannot meet customer expectations. This causes customers to tend not to buy the product because it does not match their expectations or needs.

The third hypothesis, namely the effect of product price (X3) on purchasing decisions, is accepted. This shows that product prices have a significant effect on swallow's nest purchasing decisions. According to Kristianto & Harianto (2021) product prices have a significant effect on consumer purchasing decisions where consumers will look at product prices and promotions before making a purchase. In addition, the evaluation of the price of swallow nests sold by WWALET is considered affordable and has a match between price and product quality.

The fourth hypothesis, namely the effect of service quality on purchasing decisions, is rejected. This shows that service quality does not have a significant effect on purchasing decisions. According to Baihaky et al. (2022) in the quality of service of a company that is not significant to purchasing decisions can occur because the service is not in accordance with consumer needs. In addition, companies also need to pay attention to the availability, speed, and responsiveness factors in service so that they can improve purchasing decisions.

Based on the results above, the development that can be done by WWALET companies to market products to the Surabaya area needs to pay attention to the price factor. This is because the price factor has a high significance on consumer purchasing decisions in buying swallow nests. Besides that, to enter the swallow nest product market in Surabaya, WWALET needs to adjust to the demand from the market for benefits and prices must compete with the market. WWALET can apply the results of this research by making a comparison of swallow nest prices in the market or making promotions with discounts. Furthermore, the result of the study can be useful in determining prices by WWALET, such as paying attention to the factors of affordability, price suitability, usability, competitiveness in the swallow nest market in the Surabaya area.

5. Conclusions and Practical Implication

This research tries to determine the extent to which product diversity factors, product quality, price, service quality affect purchasing decisions in swallow companies. Based on the research results, it can be concluded that product diversity has no significant effect on purchasing decisions. Then product quality has no significant effect on purchasing decisions. Researchers found that price has a significant effect on purchasing decisions for swallow nest products in Surabaya. However, service quality does not have a significant effect on purchasing decisions for swallow's nest products in Surabaya. The study also has several limitations such as (1) the small number of respondents so that it does not represent the market in the Surabaya area. (2) not all respondents have seen or bought swallow nests. From the limitations of the study, suggestions for further research need to consider the characteristics of respondents who have purchased swallow nests. Then the suggestion for the WWALET company is to consider the price factor in accordance with market needs and product quality before expanding products to other cities.

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