

The Impact of Product Variation, Pricing, and Store Location on Customer Satisfaction in Baby Shop Retail: A Case Study of Dinda Baby Shop in Surabaya

Ayu Lizzya Nurul Izzah¹, Asydaturo Rosmaniar², Ali Imaduddin Futuwah^{3*},

izzah@gmail.com , asydaturo-rosmaniar@fe.um-surabaya.ac.id , ali.imaduddin.f@um-surabaya.ac.id

Universitas Muhammadiyah Surabaya, Indonesia^{1,2,3}

Abstract. This research focuses on the retail marketing of baby products, specifically examining the effects of product variation, price, and location on consumer satisfaction at Dinda Baby Shop in Surabaya. The study aims to determine the individual and combined impact of these factors on consumer satisfaction. The sample for this study consists of 115 customers of Dinda Baby Shop. Data was collected using a questionnaire distributed through Google Forms and an offline manual, utilizing a Likert scale ranging from 1 to 5. The statistical analysis employed for this study is multiple linear regression, conducted using SPSS. The results indicate that product variation, price, and location all have a positive and significant influence on consumer satisfaction. Notably, the location variable demonstrates the strongest influence. This study provides valuable insights for retail entrepreneurs in effectively managing their marketing strategies by considering aspects such as product variety, price, and location.

Keywords: Retail Marketing, Product, Price, Location

1 Introduction

The increasing number of new entrepreneurs entering the market necessitates continuous development of creativity, innovation, and various strategies in order to compete with similar businesses and attract a substantial consumer base. One enduring business is the retail sector offering a variety of baby products, commonly known as a Baby Shop, as the number of babies born in Indonesia continues to increase every year. According to data from the Central Bureau of Statistics, the city of Surabaya has witnessed a consistent rise in the number of newborns, as presented in Table 1:

Table 1. Birth Rate in Surabaya

Years	2018	2019	2020
Male	12.247	16.728	28.136
Female	12.635	15.857	28.283
Total	24.913	32.585	56.419

Source: Data from Surabaya Central Bureau of Statistics 2021.

Based on Table 1, it is evident that the birth rate in the city of Surabaya has been increasing consistently. This indicates a strong market for baby and toddler products.

Dinda Baby Shop, located in the central part of Surabaya, is one such baby equipment store. It offers a wide range of primary and secondary needs for babies, as well as some essential products for mothers after giving birth. According to Djaslim, creating satisfied customers requires a well-organized marketing strategy. Therefore, companies must plan their businesses, determine product variations, set prices, select suitable locations, execute promotional activities, and deliver goods that satisfy consumer desires, all aimed at reaching their target markets and goals [6].

Various marketing challenges are closely associated with product variety. A product needs to be perceived as having high-quality to ensure customers understand and appreciate its existence, function, image, and quality [5]. While Dinda Baby Shop offers a comprehensive range of products, certain variations of baby body care products provided by the store may be similar to those found in other baby shops.

Product variety is also influenced by pricing. Price represents the agreed value for the sale and purchase of goods or services, as mutually determined by the parties involved. This agreement must be established in the contractual agreement [4]. At Dinda Baby Shop, there is price competition with similar products sold in other baby shops and supermarkets. Located in a residential area of Central Surabaya, where the majority of residents belong to the middle class, Dinda Baby Shop sets its product prices and quality in accordance with the purchasing power of the local community.

Apart from product variety and pricing, another crucial factor in running a successful business is selecting an optimal location. According to [7], "place or location is the physical space where a company operates or carries out activities related to the production of goods and services, with economic aspects in mind" [5]

The choice of location for Dinda Baby Shop is strategically positioned in the center of Surabaya city, along a road accessible to car users, motorcyclists, and pedestrians, making it easily reachable for the local population. The shop provides adequate facilities, including hand sanitizers, air-conditioned rooms, a clean floor (where customers are requested to remove their footwear), a spacious area, and a designated motorbike parking area. However, there is a lack of parking attendants, resulting in customers parking their motorcycles in disorderly fashion. As a consequence, customers driving cars have limited space to park, often resulting in their vehicles being directly adjacent to the main road, which can cause congestion. Dinda Baby Shop employees typically direct customers driving cars to park at the nearby Indomaret Pandegiling or Istiqlal Pandegiling Mosque parking areas, both of which offer ample space.

Dinda Baby Shop strives to achieve customer satisfaction by offering an extensive range of products, maintaining competitive pricing aligned with product quality, strategically selecting store locations, and providing adequate facilities [8]

Customer satisfaction reflects the assessment and emotional response of customers towards the performance of a product, considering their expectations. When product performance fails to meet expectations, customers may experience disappointment. When it aligns with expectations, customers feel satisfied. And when it exceeds expectations, customers are delighted.

This research focuses on examining the impact of product variations, pricing strategies, and store locations on customer satisfaction at Dinda Baby Shop. It aims to investigate both the individual and combined effects of these factors on customer satisfaction in the mentioned retail setting.

2 Literature Review And Hypothesis Development

2.1 Retail Marketing Mix

The retail marketing mix is a marketing strategy that focuses on the retail business and refers to several variables which can be combined by retailers in an effort to attract consumers. The elements of the retail mix consist of: products, prices, promotions, services, and physical facilities[2]

Product Variety

A product is anything that is offered to the public for attention or consumption that can satisfy consumer needs and desires. Varied product development with the best quality, will create expectations for consumer buying interest to consume in meeting consumer needs and desires.

According to [8], the concept of product variation encompasses the entirety of products and goods offered to consumers, including the range of available brands, the assortment of sizes, and the overall completeness of the product offerings [4].

Indicators of product variation, as explained by [8] include:

- a. Variation in product brands, which refers to the diversity of brands available.
- b. Variation in product completeness, which represents the number of different categories of goods within a store or department store. Stores with a wide range of products across various categories can be considered as having a high level of product diversity.
- c. Variation in product sizes or assortments, which indicates the presence of a broad range of sizes or options within a product category. Stores with extensive diversity in this aspect can be considered to have good depth.
- d. Variation in product quality, which pertains to the general quality standards related to packaging, labeling, product durability, guarantees, and the overall ability of the product to deliver benefits..

Price

The price of a product is a major factor in market demand, prices affect the position of competitors and the share or market share of the company. Philip Kotler says that price is the amount of money value charged for a product in exchange for consumer benefits.

The benefits of price have become an important factor influencing buyer choice. In the narrowest sense, price is the amount of money charged for a product or service [4]. Price is the only marketing element that generates revenue, while other elements generate costs[8].

[8] suggest that there are 4 kinds of price indicators, namely [5]:

1. Product price suitability. Consumers will first look at the price listed on a product, because before buying consumers have thought about the right saving system. Consumers can think about the price offered has a fit with the product that has been purchased.

2. Price list. The price list is information about the price of the product offered so that consumers consider buying.
3. Special discount (allowance). Special discounts by discounts given by producers or sellers to consumers during certain events.
4. Perceived price. Namely the consumer's perception of the price received, whether it is high, low or fair.

Location

The selection of a suitable location holds significant importance in the success of a business venture. According to (4,7) , "Location refers to various marketing activities aimed at facilitating the distribution of goods and services from producers to consumers" [9]. Two key factors in attracting consumer interest in a marketed product are the strategic selection of the location and the provision of adequate facilities.

Tjiptono and Chandra (2010) propose several indicators for assessing location suitability [7]

1. Access: Refers to a location that is easily accessible to the public and is well-connected with transportation facilities.
2. Visibility: Describes a location that is clearly visible from a normal viewing distance.
3. Traffic: Involves two main considerations: a. The number of people passing by, which presents a greater opportunity for purchases. b. Traffic density and congestion, which can also create opportunities. Parking: Encompasses the availability of a large, convenient, and safe parking area.
4. Expansion: Reflects the availability of sufficient space for potential business expansion in the future.
5. Environment: Represents the surrounding environment that supports the services offered.

2.2 Consumer Satisfaction

According to [8], satisfaction refers to the feeling of pleasure or disappointment that arises when comparing the performance or results of a product with the expected performance [4]. When service companies fulfill consumer desires, it leads to satisfaction, whereas if consumer expectations are not met, dissatisfaction occurs.

Tjiptono (2012: 301) defines customer satisfaction as the state when consumers realize that their needs and desires are met as expected [4]. Tjiptono (2009) presents indicators of customer satisfaction, including[4]:

1. Expectation conformity: The degree of alignment between the expected performance of a product by consumers and their perceived performance.
2. Interest in revisiting: The willingness of consumers to visit or repurchase related products.
3. Willingness to recommend: The inclination of consumers to recommend products they have experienced to friends or family.

Hypothesis

H1 : It is suspected that the variety of products positively and significantly affects customer

satisfaction.

H2 : It is suspected that price has a positive and significant effect on customer satisfaction

H3 : It is suspected that location has a positive and significant effect on customer satisfaction

H4 : It is suspected that product variety, price, and location have a positive and significant effect simultaneously on customer satisfaction.

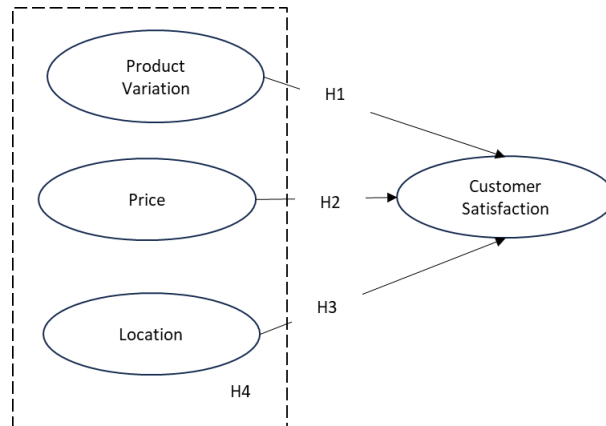


Figure 2. Research Model

3 Research Methods

This research employs a quantitative methodology to investigate the effect of product variation, price, and location in baby shop retail, specifically focusing on Dinda Baby Shop in Surabaya. The study utilizes an explanatory research design to establish causal relationships between the variables of interest. Questionnaires are distributed to collect data from a random sample of Dinda Baby Shop customers.

To measure the variables, a Likert scale ranging from 1 to 5 is used. The data for analysis is primarily derived from the questionnaire responses, which serve as the primary data source. Several statistical tests are conducted to analyze the data, including validity and reliability tests for instrument validation, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and determination of the coefficient of determination (R Square).

4 Results And Discussion

Results

4.1 Respondent Profile

The data obtained amounted to 115 respondents. The questionnaire distribution was carried out using Google Form and manually which ran for one week. The descriptive results of the respondents are as follows

Table 2. Gender of the Respondents

Gender	Frequency	Percentage
Male	31	27,0 %
Female	84	73,0 %
Total	115	100%

Source : Data analyst from researcher.

Based on Table 2, the number of respondents with male was 31 (27.0%) respondents, while female was 84 (73.0%) respondents. The majority of consumers are women

Table 3. Age of the Respondents

Age	Frequency	Percentage
< 20 years old	9	7,8 %
20 - 30 years old	52	45,2 %
31 - 40 years old	31	27,0 %
41 - 50 years old	15	13,0 %
> 50 years old	8	7,0 %
Total	115	100%

Source : Data analyst from researcher

Based on the data in Table 3. shows that respondents who visit Dinda Baby Shop have various ages. The most respondents were aged 20-30 years, totaling 52 (45.2%) respondents.

Table 4. Occupation

Occupation	Frequency	Percentage
Student college	11	9,6 %
Private employee	52	45,2 %
Housewife	39	33,9 %
Civil servant	3	2,6 %
Others	10	8,7 %
Total	115	100%

Source : Data analyst from researcher

Based on Table 4. it is obtained that the employment status of the majority of respondents is private employees as many as 52 (45.2%) respondents, followed by housewives as many as 39 (33.9%) respondents.

Table 5. Income per month

Income per month	Frequency	Percentage
< Rp. 1.000.000	26	22,6 %

Rp. 1.000.000 - Rp. 2.000.000	Rp.	30	26,1 %
Rp. 2.000.001 - Rp. 3.000.000	Rp.	20	17,4 %
Rp. 3.000.001 - Rp. 4.000.000	Rp.	19	16,5 %
> Rp. 4.000.000		20	17,4 %
Total		115	100%

Source : Data analyst from researcher

Based on Table 5, it was found that the highest monthly income was Rp. 1,000,000 - Rp. 2,000,000 as many as 30 (26.1%) respondents.

Table 6. Domicile

Domicile	Frequency	Percentage
Central Surabaya	90	78,3 %
West Surabaya	4	3,5 %
South Surabaya	9	7,8 %
East Surabaya	6	5,2 %
North Surabaya	2	1,7 %
Outside Surabaya	4	3,5 %
Total	115	100%

Source : Data analyst from researcher

Based on Table 6. shows that the majority of Dinda Baby Shop respondents' domicile is the Central Surabaya area as many as 90 (78.3%) respondents.

Table 7. Frequency of shopping

How many times have you shopped at Dinda Baby Shop?	Frequency	Percentage
1 time	10	8,7 %
2-3 times	29	25,2 %
4 – 5 times	13	11,3 %
> 5 times	63	54,8 %
Total	115	100%

Source : Data analyst from researcher

Based on Table 7. shows that the majority of Dinda Baby Shop customers shop more than 5 times with 63 (54.8%) respondents.

4.2 Data Instrument Validity and Reliability

Table 8. Instrument Validity and Realibility

Variable	Indicator	Cronbach's Alpha	Pearson Correlation	Sig.	Validity
Product Variation (X1)	X1.1	0,824	0,827	0,000	Valid
	X1.2		0,842	0,000	Valid
	X1.3		0,813	0,000	Valid
	X1.4		0,844	0,000	Valid

Price (X2)	X2.1	0,794	0,695	0,000	Valid
	X2.2		0,753	0,000	Valid
	X2.3		0,735	0,000	Valid
	X2.4		0,814	0,000	Valid
Location (X3)	X3.1	0,794	0,867	0,000	Valid
	X3.2		0,903	0,000	Valid
	X3.3		0,782	0,000	Valid
	X3.4		0,804	0,000	Valid
	X3.5		0,696	0,000	Valid
Customer satisfactio n (Y)	X3.6	0,862	0,715	0,000	Valid
	Y1		0,911	0,000	Valid
	Y2		0,935	0,000	Valid
	Y3		0,845	0,000	Valid

Source : Data analyst from researcher

The data presentation in Table 8. shows that all statements on the variables of product variety (X1), price (X2), location (X3) and customer satisfaction (Y) obtained the value of R count > R table, as well as a significant value of Pearson correlation which is less than 0.05. Thus it can be concluded that all variable items are valid.

The reliability test results in Table 8. show that all variables used in the study obtained a Cronbach's Alpha value greater than 0.7. This means that all variables are declared reliable.

4.3 Data Analysis

4.3.1 Classical Assumption Test

Normality Test

Table 9. Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	115
Asymp. Sig. (2-tailed)	.429
a. Test distribution is Normal.	

Source : Data analyst from researcher

Normal P-P Plot of Regression Standardized Residual

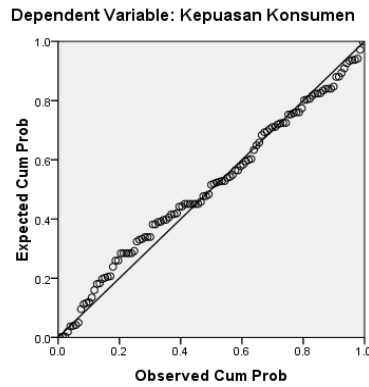


Figure 1. P-P Plot Graphic Normality

Source : Data analyst from researcher

Data presentation Table 9. shows that the value of Asymp. Sig. (2-tailed) value of 0.429 or > 0.05. As well as the results of the p-plot graph in Figure 1. shows that the data in this study has a normal distribution, which means that the data comes from a normally distributed population or is in a normal distribution.

Heteroscedasticity test

Tabel 10. Heteroscedasticity test

Variabel	Sig.
Product Variation	.324
Price	.063
Location	.640

Source : Data analyst from researcher

Based on the results of the data processing carried out, the value of the heteroscedasticity test results using the Glejser technique is obtained. Table 11 data presentation. It can be noted that the significance value (Sig.) between the independent variable and the absolute residual product variation is $0.324 > 0.05$, price is $0.063 > 0.05$ and location is $0.640 > 0.05$. This indicates that there are no symptoms of heteroscedasticity.

Multicollinearity test

Tabel 11. Multicollinearity test

Variable	Collinearity Statistics	
	Tolerance	VIF
Product Variation	.495	2.021
Price	.746	1.341
Location	.449	2.226

Source : Data analyst from researcher

Table 11. shows that the tolerance value of the product variation (X1) is $0.495 > 0.10$, the price (X2) is $0.746 > 0.10$, and the location (X3) is $0.449 > 0.10$. As well as the VIF value of the product variety variable is (X1) $2.021 < 10.00$, the price variable (X2) is $1.341 < 10.00$, and the location variable (X3) is $2.226 < 10.00$ so it can be said that there is no multicollinearity.

4.3.2 Multiple Linear Regression Analysis

Tabel 12. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	-1.466	(Constant)
Product Variation	.238	Product Variation
Price	.137	Price
Location	.316	Location

Source : Data analyst from researcher

The constant value of the customer satisfaction variable (Y) is 1.466, which states that if the variable product variety, price, and location are equal to zero, the customer satisfaction variable is 1.466.

The X1 coefficient of 0.238 means that every time there is an increase in the product variety variable (X1) by 1%, there is an increase in the customer satisfaction variable (Y) by 0.238 (23.8%), and vice versa, if there is a decrease in the product variety variable (X1) by 1%, the customer satisfaction variable (Y) decreases by 0.238 (23.8%).

The X2 coefficient of 0.137 means that every time there is an increase in the price variable (X2) by 1%, there is an increase in the customer satisfaction variable (Y) by 0.137 (13.7%), and vice versa if there is a decrease in the price variable (X2) by 1%, the customer satisfaction variable (Y) decreases by 0.137 (13.7%).

The X3 coefficient of 0.316 means that every time there is an increase in the location variable (X3) by 1%, there is an increase in the customer satisfaction variable (Y) by 0.316 (31.6%), and vice versa if there is a decrease in the location variable (X3) by 1%, the customer satisfaction variable (Y) decreases by 0.316 (31.6%).

From the description above, it can be concluded that the product variety variable (X1), price variable (X2), and location variable (X3) affect the customer satisfaction variable (Y).

T-test

Table 13 . T-Test

Variable	t	Sig.
----------	---	------

Product Variation	4.495	.000
Price	3.401	.001
Location	8.129	.000

Source : Data analyst from researcher

The hypothesis testing results using the t-test, as presented in Table 13, indicate significant findings. The variable of product variation (X1) demonstrated a t-value of 4.495, surpassing the critical t-value of 1.981 at a significance level of 0.000, which is less than 0.05. Therefore, H1 is accepted, confirming a positive and significant impact of the product variation variable (X1) on customer satisfaction (Y).

Similarly, the price variable (X2) yielded a t-value of 3.401, exceeding the critical t-value. With a significance level of 0.001, which is less than 0.05, H2 is accepted. This signifies a positive and significant effect of the price variable (X2) on customer satisfaction (Y).

Furthermore, the location variable (X3) demonstrated a t-value of 8.129, surpassing the critical t-value of 1.981 at a significance level of 0.000, which is less than 0.05. Consequently, H3 is accepted, indicating a positive and significant influence of the location variable (X3) on customer satisfaction (Y).

F-test

Table 14. F Test

Model	Df	F	Sig.
Regression	3	127.041	.000 ^a
Residual	111		
Total	114		
a. Predictors: (Constant), Location, Price, Product Variation			
b. Dependent Variable: Customer Satisfaction			

Source : Data analyst from researcher

The results of the hypothesis testing using the F-test, as shown in Table 14, reveal significant findings. The variables of product variation (X1), price (X2), and location (X3) collectively obtained a calculated F-value of 127.041, surpassing the critical F-value of 2.69 at a significance level of 0.000, which is less than 0.05. Thus, H4 is accepted, indicating a positive and significant simultaneous impact of the product variation (X1), price (X2), and location (X3) variables on customer satisfaction (Y).

R Square test

Tabel 15. R Square test

Model	R	R Square
1	.880 ^a	.774

a. Predictors: (Constant), Lokasi, Harga, Variasi Produk

Model	R	R Square
1	.880 ^a	.774

b. Dependent Variable: Kepuasan Konsumen

Source : Data analyst from researcher.

Based on the results in Table 15. it can be explained that the correlation coefficient (R) value is 0.880 which is close to 1, which means that the independent variable is able to explain the dependent variable. While the coefficient of determination (RSquare) is 0.774 with a percentage value of 77.4%, meaning that the contribution of the influence of product variety, price, and location to Dinda Baby Shop's customer satisfaction is 77.4%, while the remaining 22.6% is explained by other variables outside this study.

Discussion

The Effect of Product Variety on Consumer Satisfaction of Dinda Baby Shop

Based on the results of hypothesis testing, the product variety variable (X1) that the H1 hypothesis is accepted, so it can be stated that there is a positive and significant effect of the product variety variable (X1) on customer satisfaction (Y). The statistical results on the Beta (β) value on the product variety variable show that this value has a large influence in second place after the Beta (β) value on the location variable. This shows that the more complete the product variety, the more happy and satisfied the customer will feel when making a purchase.

The results of this study are supported by the results of research by [6] and [10] which state that the product variety variable has a positive effect on customer satisfaction. In the context of product variations in Efnita's [6], it is engaged in Wedding Organizer, namely providing a variety of services offered by providing more diverse facilities. Meanwhile, research by [10], the context of product variation at Ayam Resto in Klodran, Colomadu, Karanganyar, Central Java is the satisfaction that customers get with the various menu variations offered. Meanwhile, in the context of this research, which is engaged in retailing baby equipment, it is also offered very diverse. So that the aspect of product variation in the service and retail sectors has a big influence on customer satisfaction.

The Effect of Price on Consumer Satisfaction Dinda Baby Shop

the results of hypothesis testing show that hypothesis H2 is accepted, so that there is a positive and significant effect of the price variable (X2) on customer satisfaction (Y). The statistical results on the Beta (β) value, the price variable has a large influence in third place after the Beta (β) value on the location variable and the product variety variable. This shows that the existence of the price offered by Dinda Baby Shop is fairly affordable, so that customers feel satisfied with the suitability of the product price.

The results of this study are supported by the results of research by [1], and research by [5] which state that the price variable has a positive effect on customer satisfaction. The price referred to in [1] research is that there is an affordable price according to what is obtained. This means that in this study, the role of price is very influential on customer satisfaction in kebab food products. Low pricing will have an impact on consumer satisfaction, and vice versa, expensive prices will have an impact on reducing consumer satisfaction. In the context of

research by [5], the results show that if consumers perceive prices at Swalayan Sinar Harapan to increase, then consumer satisfaction will also increase, and vice versa if consumers perceive prices to decrease, then consumer satisfaction will also decrease. Meanwhile, in this study, price is something that is highly considered because it is seen based on the income and employment status aspects of Dinda Baby Shop customer respondents, who are mostly women and lower middle economy. Therefore, the price aspect of products in the retail field of baby equipment has a big influence on satisfaction.

The Effect of Location on Consumer Satisfaction Dinda Baby Shop

The results of hypothesis testing show that the H3 hypothesis is accepted, so it can be stated that there is a positive and significant effect of the location variable (X3) on customer satisfaction (Y). The statistical results on the Beta (β) value, the location variable has the greatest value of influence from the Beta (β) value on the product variety variable and the price variable. This shows that Dinda Baby Shop's business location is very strategic and easy to reach, so that customers who come are easy to find the location of Dinda Baby Shop. This means that customers see the location aspect as a variable that is considered in customer satisfaction.

The results of this study are in line with research by [10] and [6] which state that location variables positively affect customer satisfaction. The location referred to in Suhardi's research (2020) is the business location of the Klodran Chicken Resto Restaurant in Colomadu Karanganyar, Central Java, which is fairly strategic and easily accessible to customers, which will have an impact on customer satisfaction because customers have no difficulty finding the location of the restaurant. In the context of [6] the location used is the CV. Modelman business which is promoted more through the media so that clients easily know and find the business location of CV. Modelman Padang. Meanwhile, in the context of this study, the results of the respondents' descriptive statistics show that the average customer residence is close to the location of Dinda Baby Shop. So that the location aspect in the baby food and equipment retail sector has a big influence on customer satisfaction.

Simultaneous Effect of Product Variety, Price, and Location on Consumer Satisfaction Dinda Baby Shop

The results of the hypothesis testing using the F-test indicate that the H4 hypothesis is accepted, demonstrating a positive and significant simultaneous effect of product variation, price, and location variables on customer satisfaction. This implies that these three independent variables collectively contribute to customer satisfaction in the baby shop retail setting.

The correlation coefficient test reveals an R-value of 0.880, which is close to 1. This indicates a strong relationship between the independent variables and the dependent variable. The coefficient of determination (R Square) is 0.774, representing a percentage of 77.4%. This means that the combined effect of the product variation (X1), price (X2), and location (X3) variables accounts for 77.4% of the variation in customer satisfaction (Y). This is considered a strong effect according to the coefficient interval (60.0% - 79.99%). The remaining 22.6% of the variation is attributed to other factors outside the scope of this study..

5. Conclusion

Based on the results of the research analysis previously described, it can be concluded that the results of this study are Product Variety, Price, and Location have a positive and significant effect on customer satisfaction at Dinda Baby Shop. Simultaneously, product variety, price, and location have a positive and significant effect on customer satisfaction at Dinda Baby Shop

References

- [1] Agestina K, Susilowati I. Analisis Pengaruh Lokasi, Harga Dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Konsumen Hanna Kebab Di Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*. 2019 Dec 4;1(1):110–21.
- [2] Ariefah Sundari, Ahmad Yani Syaikhudin. *Manajemen Ritel (Teori dan Strategi dalam Bisnis Ritel)*. 1st ed. Academia Publication; 2021.
- [3] Brocato ED, Baker J, Voorhees CM. Creating consumer attachment to retail service firms through sense of place. *J Acad Mark Sci*. 2014;43(2):200–20.
- [4] Dr. Meithiana Indrasari. *Pemasaran & Kepuasan Pelanggan*. Surabaya: Unitomo Press; 2019. 1–116 p.
- [5] Dwi Perwitasari Wiryaningtiyas, Karnadi Karnadi, Azimatul Umami. Pengaruh Keragaman Produk, Harga, Dan Lokasi Terhadap Kepuasan Konsumen Pada Swalayan Sinar Harapan Di Kabupaten Situbondo. *Jurnal Ekonomi dan Bisnis Growth* . 2020;18(1).
- [6] Efnita T. Pengaruh Variasi Produk, Kualitas Pelayanan, Harga Dan Lokasi Terhadap Kepuasan Konsumen Pada Wedding Organizer. *AdBispreneur*. 2017 Aug 4;2(2).
- [7] Euis Soliha, Ajeng Aquinia, Kristina Anindita Hayuningtias, Kartiko Rizkika Ramadhan. The Influence of Experiential Marketing and Location on Customer Loyalty. *The Journal of Asian Finance, Economics and Business (JAFEB)*. 2021;8(3).
- [8] Kotler P, Keller KL. *Marketing Management [Internet]*. 15th ed. Vol. 15E, Global Edition. London: Pearson Education; 2016. 329–331 p. Available from: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=44033223&site=ehost-live>
- [9] Noviyanti I, Sunarsi D, Wijoyo H. Pengaruh Harga dan Lokasi Terhadap Keputusan Pembelian Pada Alfamart Cabang Cipondoh. *Journal of Economic, Management, Accounting and Technology*. 2021 Feb 3;4(1):43–54.
- [10] Suhardi. Analisa Pengaruh Lokasi, Variasi Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Restoran Ayam Ayam Resto Di Klodran Colomadu Karanganyar Jawa Tengah. *Jurnal Syntax Admiration*. 2020;1(3).