

## THE INFLUENCE OF SERVICE QUALITY, FACILITIES, LOCATION AND E-WOM ON THE DECISION TO USE SERVICES

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### Abstrak

Penelitian ini bertujuan untuk membuktikan secara empiris mengenai pengaruh kualitas pelayanan, fasilitas, lokasi dan E-WOM terhadap keputusan menggunakan jasa di Hairland Barbershop di Kecamatan Takeran Kabupaten Magetan. Latar belakang penelitian ini dilandasi oleh menjamurnya barbershop yang berada di Takeran dalam beberapa tahun terakhir. Penelitian ini menggunakan data sumber data primer yang merupakan hasil jawaban responden melalui item-item kuesioner. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian jasa pada Hairland Barbershop di Kecamatan Takeran Kabupaten Magetan dengan menggunakan metode *non probability sampling* dengan teknik *purposive sampling* jumlah sampel yang di gunakan sebesar 386. Metode yang digunakan dalam penelitian ini adalah kuantitatif. Analisis data dilakukan dengan menggunakan regresi linier berganda melalui program SPSS versi 25. Hasil penelitian menunjukkan bahwa kualitas pelayanan, fasilitas, lokasi dan E-WOM secara parsial, masing-masing variabel independen menunjukkan pengaruh positif dan signifikan terhadap keputusan pembelian. Hal ini mengindikasikan bahwa semakin baik kualitas pelayanan yang di berikan, fasilitas yang disediakan, lokasi yang strategis dan pemanfaatan E-WOM yang baik. Temuan ini memberikan implikasi penting bagi Hairland Barbershop agar terus menjaga dan meningkatkan kualitas pelayanan, fasilitas, lokasi dan E-WOM yang di dimanfaatkan untuk meningkatkan keputusan menggunakan jasa Hairland Barbershop.

**Kata Kunci:** Kualitas Pelayanan, Fasilitas, Lokasi, E-WOM, Keputusan Pembelian

### Abstract

*This study aims to empirically prove the influence of service quality, facilities, location and E-WOM on the decision to use services at Hairland Barbershop in Takeran District, Magetan Regency. The background of this study is based on the proliferation of barbershops in Takeran in recent years. This study uses primary data sources which are the results of respondents' answers through questionnaire items. The population in this study are consumers who have purchased services at Hairland Barbershop in Takeran District, Magetan Regency using a non-probability sampling method with a purposive sampling technique, the number of samples used is 386. The method used in this study is quantitative. Data analysis was carried out using*

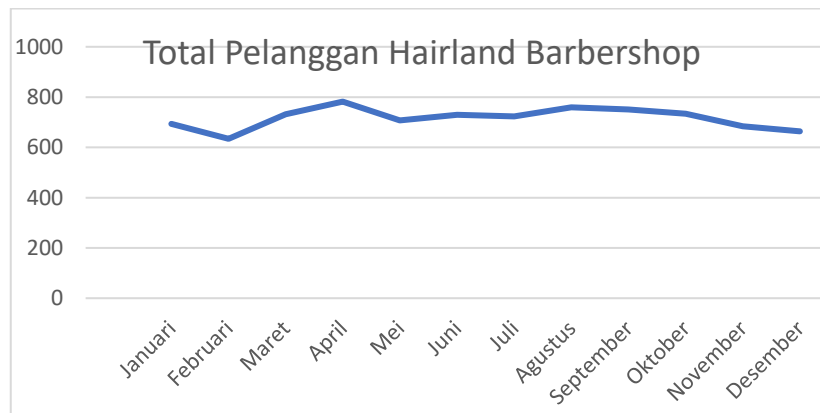
*multiple linear regression through the SPSS version 25 program. The results of the study indicate that service quality, facilities, location and E-WOM partially, each independent variable shows a positive and significant influence on purchasing decisions. This indicates that the better the quality of service provided, the facilities provided, the strategic location and the good use of E-WOM. These findings provide important implications for Hairland Barbershop to continue to maintain and improve the quality of service, facilities, location and E-WOM which are utilized to increase the decision to use Hairland Barbershop services.*

**Keywords:** *Service Quality, Facilities, Location, E-WOM, Buying Decision*

## A. INTRODUCTION

A barbershop is a place that provides haircuts and facial treatments specifically for men. Barbershops not only provide haircuts but also services such as beard trims, hair coloring, scalp massages, perms, and styling with men's grooming products like pomade. The hallmark of a barbershop lies in its masculine feel, personalized service, and barbers who are experts in both classic and modern men's hairstyles. The barbershop industry in Indonesia is currently experiencing very promising growth. Over the past 10 years, searches for the keywords "barbershop" and "nearest barbershop" on Google have seen a significant increase. This indicates that public awareness of the existence and services of barbershops is increasing, which can have an impact on changing consumer behavior in choosing haircut services.

This positive trend in the barbershop sector is also evident in Magetan Regency, specifically in Takeran District. This district, which is not the city center but directly borders Madiun City, has experienced significant growth in the service sector, particularly barbershops. Before 2021, there were only two barbershops in Takeran District: Alif Barbershop and Hairland Barbershop. However, since 2021, other barbershops have sprung up in Takeran District. The development of barbershops in Takeran has also been very rapid in recent years. In 2024, Hairland Barbershop demonstrated quite strong service sales. This positive sales performance reflects a positive market response to the services offered and success in retaining and attracting new customers. Figure 1.3 presents Hairland Barbershop's service sales data throughout 2024.



**Figure 1. Diagram of Service Sales Data at Hairland Barbershop in 2024**

Processed Data Source (2025)

According to Figure 1, customer data for Hairland Barbershop services in 2024 shows that Hairland Barbershop has a very stable monthly customer base, at 600-800 customers per month. This demonstrates Hairland Barbershop's consistent service delivery. After conducting interviews with the owner of Hairland Barbershop, researchers noted a consistent increase in new customers every day. The number of first-time customers ranges from 1 to 3 people per day, which, when accumulated, reaches approximately 40 to 50 new customers per month. This figure indicates that Hairland Barbershop is able to attract new customers on a regular basis, who have the potential to become repeat customers and contribute to overall sales growth.

Purchasing decisions are a crucial aspect of consumer behavior, involving a deliberation process before someone decides to purchase a product or service. According to Okta Viana & Hartati (2022), purchasing decisions are a problem-solving approach to human activity in purchasing goods or services to fulfill their desires and needs. According to Dwi Nurhayati (2024), a decision is a choice of action from two or more alternative options. When someone is faced with two choices, namely to buy and not to buy, and then chooses to buy, they are in a position to make a decision.

Based on the phenomenon of the proliferation of barbershops in the Takeran District area, this phenomenon is interesting because Takeran is not a densely populated urban area like Madiun City, but rather a semi-urban or border area. Logically, barbershop businesses typically thrive in large cities with high mobility and demand. However, in Takeran, a trend is emerging

of new barbershops with modern concepts. Amid this phenomenon, Hairland Barbershop is one of the established players that continues to dominate the market despite the emergence of many new competitors. Data shows that Hairland is able to maintain 600–800 customers per month, a number that is stable and even increasing. The author has limited this research to ensure a more focused and in-depth study. This research focuses on Hairland Barbershop and several variables suspected of having a significant influence on consumer purchasing decisions. The variables used include service quality, facilities, location, and electronic word of mouth (E-WOM). These four variables were analyzed to determine their influence on consumers' decisions to use Hairland Barbershop's services in the Takeran District.

One of the variables used in this study is service quality. According to Puspita Ardhiyanti et al. (2022), service quality is a form of fulfilling expectations in terms of products and services that can meet and satisfy customer expectations. Hairland Barbershop not only focuses on quality haircuts but also strives to create a comprehensive service experience for customers. This is reflected in the cleanliness of the room, the use of modern equipment, and the neat appearance of the barbers. Hairland also maintains consistent cuts because it also limits the number of customers per day.

Furthermore, facilities are also an important variable. According to Hardina & Sudarusman (2021), facilities are one method expected to be effective in making customers feel comfortable. The main services available include haircuts for men and children, mustache and beard trims, hair washing, and hair styling with a variety of quality styling products. Hairland also provides additional amenities such as free Wi-Fi, very comfortable sofa chairs, cold drinks, and an air-conditioned waiting room with a modern interior design. There are books available, and there is an outdoor waiting area for customers, also known as a smoking area, which adds to customer comfort while waiting their turn.

The next variable is location, which relates to ease of access and proximity of the business to consumers, thus influencing purchasing decisions. According to Sugi et al. (2025), location is where a transaction occurs between a business owner and a consumer. Location plays a crucial role in the success of a business. Hairland Barbershop is strategically located on Jl. Raya Takeran, Magetan, which is considered superior in terms of accessibility. This place is

easily accessible by private and public vehicles because it is on the main road and is located between Takeran market and Takeran field. Its proximity to residential areas and community activity centers makes it close to key target markets such as students, workers, and families. The safe and quiet surrounding environment adds to customer comfort, while high visibility from the highway helps attract new customers. In addition, the availability of a large and adequate parking area supports incoming consumers.

Finally, Electronic Word of Mouth (E-WOM) is also a variable studied because the role of consumer information and reviews in digital media greatly influences the perceptions and decisions of potential buyers. According to Hayati & Silitonga (2023), E-WOM is an important marketing tool to achieve positive results related to customers and company performance. Hairland Barbershop utilizes E-WOM through two main platforms, namely Google Reviews and Instagram, to build a reputation and attract new customers. On Google, positive reviews given by customers after receiving services, such as neat haircuts and friendly service, help increase the trust of others who are looking for a quality haircut.

Based on this background, the researcher is interested in conducting research entitled "**The Influence of Service Quality, Facilities, Location and E-WOM on the Decision to Use Services at Hairland Barbershop in Magetan Regency**".

## **Theoretical Study**

### 1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is a social psychology theory often used to explain how people make decisions, including in the context of purchasing behavior. The Theory of Planned Behavior (TPB) states that a person's intention to perform a behavior such as purchasing a product or service is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

### 2. Buying Decision

According to Okta Viana & Hartati (2022), purchasing decisions are a problem-solving approach to human activities to purchase goods or services to fulfill their desires and needs.

### 3. Service Quality

According to Puspita Ardianti et al. (2022), service quality is a form of fulfilling expectations in terms of products and services that can meet and satisfy customer expectations.

### 4. Facility

According to Prasetyo et al. (2021), facilities are anything that makes it easier for consumers to achieve satisfaction. They are also anything intentionally provided by service providers for use and enjoyment by consumers, intended to provide maximum levels of satisfaction.

### 5. Location

According to Sugi et al. (2025), location is where a transaction takes place between a business actor and a consumer. Location plays a crucial role in the success of a business.

### 6. E-WOM

According to Hayati & Silitonga (2023) E-WOM is an important marketing tool to achieve positive results related to customers and company performance.

#### Conceptual Framework:

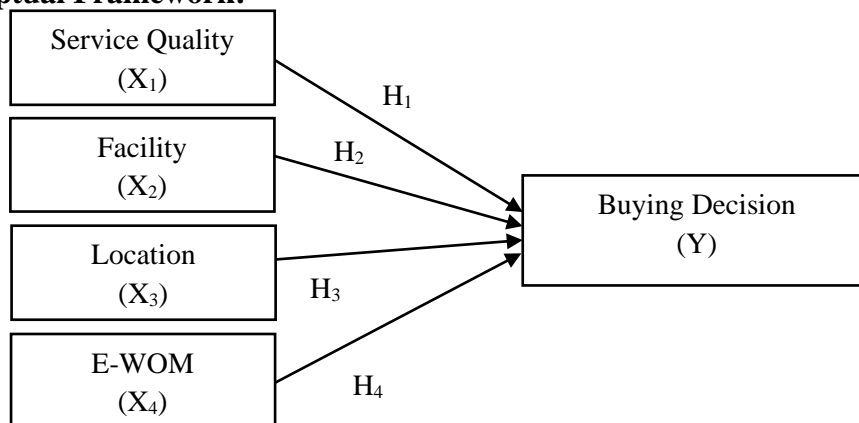


Figure 2. Conceptual Framework

Sumber: Modifikasi dari (Hardina & Sudarusman, 2021) & (Hayati & Silitonga, 2023)

#### Hypothesis:

H1: It is suspected that the quality of service influences the decision to use Hairland Barbershop services.

H2: It is suspected that facilities influence the decision to use Hairland Barbershop services..

H3: It is suspected that facilities influence the decision to use Hairland Barbershop services.

H4: It is suspected that E-WOM influences the decision to use Hairland Barbershop services.

## **B. METHOD**

This research process aims to empirically test the influence of service quality, facilities, location and E-WOM on the decision to use the services of Hairland Barbershop, Takeran District, Magetan Regency. The research was conducted on consumers who had used the services of Hairland Barbershop, Takeran District, Magetan Regency. The research was carried out for 4 months starting from March-June 2025. The type of research used in this study is quantitative research. The population in this study is relatively large so that the number of samples was taken using the lemeshow equation and obtained a sample of 386.

The sampling technique in this study used a purposive sampling method with the criteria of tourists who had used Hairland Barbershop services at least once and were aged 17-50 years. The data collection technique used a questionnaire distribution via Google Form and data processing using SPSS (Statistical Package for Social Sciences) version 25.0. Data analysis included instrument testing, classical assumption testing, multiple linear regression testing, and hypothesis testing.

## **C. RESULTS AND DISCUSSIONS**

### **Profile of Respondents**

Based on the research results, it is known that those who use services at Hairland Barbershop are dominated by consumers aged 21-30 years with a percentage of 62%. Based on the research results, it is known that visitors to the Bening Widas Madiun Reservoir are dominated by tourists and aged 17-27 years. Based on the research results, it is known that those who use services at Hairland Barbershop are dominated by consumers who have used the service 1x - 2x with a percentage of 44%. Based on the research results, it is known that Hairland Barbershop consumers are dominated by consumers who have a high school / vocational high school education with a percentage of 69%. Based on the research results, it is

known that Hairland Barbershop consumers are dominated by consumers who have student jobs with a percentage of 36%. Based on the research results, it is known that there are 386 respondents of Hairland Barbershop consumers in Takeran District, Magetan Regency who can be used as research samples.

### **Validity Test**

Based on the research results, it is known that 10 questionnaire statements are valid for variable X1 or Service Quality. Based on the research results, it is known that 10 questionnaire statements are valid for variable X2 or facilities. Based on the research results, it is known that 8 questionnaire statements are valid for variable X3 or location. Based on the research results, it is known that 6 questionnaire statements are valid for variable X4 or E-WOM. Based on the research results, it is known that 10 questionnaire statements are valid for variable Y or purchasing decisions.

### **Reliability Test**

Based on the research results, it is known that the service quality variable (X1) is proven to be reliable, because the Cronbach Alpha value is  $0.746 > 0.60$ . Based on the research results, it is known that the facility variable (X2) is proven to be reliable, because the Cronbach Alpha value is  $0.729 > 0.60$ . Based on the research results, it is known that the location variable (X3) is proven to be reliable, because the Cronbach Alpha value is  $0.703 > 0.60$ . Based on the research results, it is known that the E-WOM variable (X4) is proven to be reliable, because the Cronbach Alpha value is  $0.602 > 0.60$ . Based on the research results, it is known that the purchasing decision variable (Y) is proven to be reliable, because the Cronbach Alpha value is  $0.730 > 0.60$ .

**Multiple Linear Regression Test****Tabel 1. Hasil Uji Regresi Linear Berganda**

Unstandardized Coefficients Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	8.115	1.425		5.696	.000
X1	.094	.046	.106	2.030	.043
X2	.264	.049	.288	5.369	.000
X3	.258	.054	.227	4.771	.000
X4	.432	.067	.286	6.421	.000

a. Dependent Variable: Y

Sumber: Data diolah dengan SPSS 25.0 (2025)

Based on table 1 above, it shows that the  $\beta$  coefficient is a form of a regression equation that can be produced as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 8,115 + 0,094 X_1 + 0,264 X_2 + 0,258 X_3 + 0,432 X_4 + e$$

The regression equation can be explained as follows:

- 1) The constant value of 8.115 means that if the independent variable remains constant, the purchase decision value (Y) will be 8.115. A positive constant value means that there is a positive influence between the independent variable and the dependent variable.
- 2) The regression coefficient of the service quality variable (X1) is 0.094, meaning that if the value of other independent variables remains constant and service quality increases by 1 unit, then the purchasing decision will increase by 0.094. A positive coefficient means that there is a positive relationship between quality and purchasing decisions.
- 3) The regression coefficient of the facility variable (X2) is 0.264, meaning that if the other independent variables remain constant and the facility increases by 1 unit, then the purchasing decision will increase by 0.264. A positive coefficient means that there is a positive relationship between the facility and the purchasing decision.
- 4) The regression coefficient of the location variable (X3) is 0.258, meaning that if the value of the other independent variables remains constant and the location increases by 1 unit,

then the purchasing decision will increase by 0.258. A positive coefficient means that there is a positive relationship between location and purchasing decisions.

- 5) The regression coefficient of the E-WOM variable (X4) is 0.432, meaning that if the value of the other independent variables remains constant and E-WOM increases by 1 unit, then the purchasing decision will increase by 0.432. A positive coefficient means that there is a positive relationship between E-WOM and purchasing decisions.

### Partial Test (t Test)

The t-statistic test has a significance value of 5% with the testing criteria if t is significant < 0.05, then the hypothesis is accepted.

**Table 2. Partial Test Results (t)**

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients Beta	t	Sig.
	B					
1	(Constant)	8.115	1.425		5.696	.000
	X1	.094	.046	.106	2.030	.043
	X2	.264	.049	.288	5.369	.000
	X3	.258	.054	.227	4.771	.000
	X4	.432	.067	.286	6.421	.000

Source: Data processed with SPSS 25.0 (2025)

Based on the results of the t-test in table 2, the results of the research hypothesis can be concluded as follows:

#### 1) Testing Hypothesis 1

Hypothesis test of service quality (X1) on purchasing decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value is 2.030, which is positive with a significant result of  $0.043 < 0.05$ . This indicates that service quality has a positive and significant effect on purchasing decisions. Thus, the first hypothesis is accepted based on the test results.

#### 2) Testing Hypothesis 2

Hypothesis test of facilities (X2) on purchasing decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value is 5.369, which is positive

with a significant result of  $0.000 < 0.05$ . This indicates that facilities have a positive and significant effect on purchasing decisions. Thus, the second hypothesis is accepted based on the test results.

### 3) Testing Hypothesis 3

Hypothesis test of location (X3) on purchasing decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value is 4.771, which is positive with a significance result of  $0.000 < 0.05$ . This indicates that location has a positive and significant effect on purchasing decisions. Thus, the third hypothesis is accepted based on the test results.

### 4) Testing Hypothesis 4

Hypothesis test of E-WOM (X4) on purchasing decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value of 6.421 is positive with a significant result of  $0.000 < 0.05$ . This indicates that E-WOM has a positive and significant effect on purchasing decisions. Thus, the fourth hypothesis is accepted based on the test results.

## Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) test is carried out to measure the extent to which the model (independent variable) is able to explain the variation in the dependent variable.

**Table 3. Results of the Determination Coefficient (R<sup>2</sup>) Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 <sup>a</sup>	.625	.621	2.23640

Source: Data processed with SPSS 25.0 (2025)

Based on table 4, it shows that the results of the determination coefficient test obtained an Adjusted R Square value of 0.621, which means that 62.1% of the decision to use services at Hairland Barbershop is influenced by the variables of service quality, facilities, location and E-WOM, while the remaining 48.9% is influenced by other variables outside the model studied.

## Discussion

### 1. The Influence of Service Quality on the Decision to Use Hairland Barbershop Services.

Based on the results of the calculations that have been carried out, the calculated t value of  $2.030 > t \text{ table } 0.1645$  is positive with a significant result of  $0.043 < 0.05$ . The test results show that service quality has a positive and significant effect on the decision to use services at Hairland Barbershop. Thus, the first hypothesis is accepted, which means that the better the quality of service provided, the higher the decision to use services at Hairland Barbershop. in line with research from Hayati & Silitonga (2023); Santosa (2019); Desafitri et al. (2024); Fabiany & Melina (2022) Explaining that service quality has a positive and significant effect on purchasing decisions.

### 2. The Influence of Facilities on the Decision to Use Hairland Barbershop Services.

Based on the results of the calculations that have been carried out, the calculated t value of  $5.369 > t \text{ table } 0.1645$  is positive with a significant result of  $0.000 < 0.05$ . The test results show that facilities have a positive and significant effect on the decision to use services at Hairland Barbershop. Thus, the second hypothesis is accepted, which means that the more complete and comfortable the facilities provided, the more consumers will use services at Hairland Barbershop. This is in line with research conducted by Sugi et al. (2025); Hardina & Sudarusman (2021); Florita et al. (2024); Dwi Nurhayati (2024) which states that facilities have a positive and significant effect on purchasing decisions.

### 3. The Influence of Location on the Decision to Use Hairland Barbershop Services.

Based on the calculation results, the calculated t value was  $4.771 > t \text{ table } 0.1645$ , which is positive with a significant result of  $0.000 < 0.05$ . The test results show that location has a positive and significant effect on the decision to use services at Hairland Barbershop. Thus, the third hypothesis is accepted, which means that a strategic location influences the decision to use services at Hairland Barbershop. This is in accordance with research by Hardina & Sudarusman (2021); Dwi Nurhayati (2024); Sari & Hidayat (2020); Susanto (2023) which states that location has a positive effect on purchasing decisions.

#### 4. The Influence of E-WOM on the Decision to Use Hairland Barbershop Services.

Based on the results of the calculations that have been carried out, the calculated t value of  $6.421 > t_{table} 0.1645$  is positive with a significant result of  $0.000 < 0.05$ . The test results show that E-WOM has a positive and significant effect on the decision to use services at Hairland Barbershop. Thus, the fourth hypothesis is accepted, which means that E-WOM utilized by Hairland Barbershop is successful in attracting decisions to use services at Hairland Barbershop. This is in accordance with research by Hayati & Silitonga (2023); Juniarta et al. (2023); Desafitri et al. (2024); Santosa (2019) which states that E-WOM has a positive and significant effect on purchasing decisions.

#### D. CONCLUSIONS

Based on the results of the research conducted, it shows that service quality has a positive and significant effect on purchasing decisions. With the services provided by Hairland Barbershop, it shows that consumers are quite satisfied with the services provided by Hairland Barbershop, especially in the Takeran District area. Facilities have a positive and significant effect on purchasing decisions. With the facilities provided by Hairland Barbershop, it shows that Hairland Barbershop has provided the facilities needed by consumers to use services at Hairland Barbershop. Location has a positive and significant effect on purchasing decisions. It shows that Hairland Barbershop has a very strategic location that makes it easy for consumers to get to Hairland Barbershop and a supportive environment that encourages consumers to make decisions to use services at Hairland Barbershop. E-WOM has a positive and significant effect on purchasing decisions. It shows that Hairland Barbershop has succeeded in utilizing social media, Instagram, and Google reviews in attracting consumers who will make decisions to use services at Hairland Barbershop.

#### E. SUGGESTIONS

This study still has limitations, such as using data from only one barbershop location and employing a quantitative approach. Therefore, further research is recommended to include other variables such as price, promotions, or customer satisfaction. Qualitative or mixed-

methods research can also provide a deeper understanding of consumer behavior when using barbershop services.

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