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The Effects of the Physical Environment, Promotion, and Educational Costs on Parents' Choices Regarding Education at Al-Hikmah Vocational High School, Jakarta, Indonesia

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Abstract:

It has an effect on the number of new students entering Al-Hikmah Vocational School for the last 3 (three) years starting the 2018 school year fluctuating decreased. The physical environment, promotion, and educational costs are one of the main factors influencing parents in choosing a school for their children. This study aims to:

- *Identify and analyze the impact of the physical environment on parents' trust in Al-Hikmah Vocational High School's decision-making regarding education,*
- *Identify and evaluate the impact of sales promotion on parents' trust in Al-Hikmah Vocational High School's decision-making regarding education.*
- *To determine and assess the impact of education prices on parents' trust in Al-Hikmah Vocational High School's decision-making,*
- *To determine and examine the impact of the physical environment on parents' choices of schooling at Al-Hikmah Vocational School,*
- *To determine and examine the influence of promotion on parents' choices of education at Al-Hikmah Vocational School,*
- *To determine and examine the influence of education costs on parents' choices of education at Al-Hikmah Vocational School,*
- *To learn about and analyze the role that trust plays in parents' decisions regarding their children's education at Al-Hikmah Vocational School;*
- *To learn about and evaluate the role that the physical environment plays in decisions made through trust;*
- *To learn about and evaluate the role that promotion plays in decisions made through trust; and*
- *To learn about and evaluate the role that education costs play in decisions made through trust.*

Descriptive quantitative, associative, and quantitative research methods are used along with SmartPLS software for data analysis. The study's results indicate that the Al-Hikmah Vocational School's physical environment, promotional strategies, and educational prices impact parents' decisions on which school to send their children to.

Keywords: *Descriptive, education costs, parents' decisions, physical environment, quantitative, smartPLS*

1. Introduction

It is believed that education is a tactical weapon for enhancing human life. Humans can become intelligent and develop appropriate life skills and attitudes through education, enabling them to function well in society. Education is an investment that offers societal and personal benefits that elevate the country and transform people into human beings after receiving a degree (Engkoswara and Komariah, 2010:1). In the midst of a protracted and multifaceted crisis, education has drawn the attention of numerous parties and grown to be one of the more expensive expenses that the majority of people in society must deal with. A phenomenon in the field of education is brought about by the opening of new schools. Educational methods and formats are evolving and becoming more sophisticated. Older participants don't just build schools; non-educational corporate actors and even education providers from abroad (Sumurung, 2005: 109). According to Wijaya (2008: 42), today, competition between schools is increasingly attractive. Marketing for educational institutions is absolutely necessary. Schools as educational service providers need to learn and have initiatives to increase customer (Student) satisfaction because education is a circular process that influences each other and is sustainable. Therefore, an education services marketing strategy is needed to win the competition between schools and to accelerate the improvement of the quality and professionalism of school management.

The address of SMK Al-Hikmah Curug is Jalan Raya PLP Curug No. 108, Kadujaya Village, Km. 2, Curug, Tangerang. According to the data, Al-Hikmah Vocational School enrolls a growing number of new pupils each year. However, starting with the 2018-19 academic year, the number of new students has fluctuated and declined during the past 3 (three) years.

Years	Number of Beginning Students	Number of Entered/New Students	Number of End of Year Students	Percentage (%)
2018/2019	160	55	205	34.3%
2019/2020	205	60	265	29.2%
2020/2021	265	50	315	18.8%

Table 1: The Number of Students in SMK Al-Hikmah Curug in Tangerang
Source: Data from SMK Al-Hikmah Curug (2022)

To find out the main problem with the decrease in the number of new students at Al-Hikmah Vocational High School, the authors conducted preliminary research (Pre-Survey) before the research took place on the variables that would be carried out in this study, including Physical Environment, Sales Promotion and Education Costs for 40 Respondents at SMK Al-Hikmah Curug Tangerang as follows:

Questions	Yes	No
Price Perception		
Do you know the cost of the school fees?	32	8
Do you understand how school payments are allocated?	30	10
Product Attributes		
Do you have knowledge about the competency of the teaching staff?	28	12
Do you know how well SMK Al-Hikmah graduates perform?	25	15
Physical Environment		
Do you have some knowledge of the school's infrastructural facilities?	22	18
Do you understand how to use the infrastructure and facilities at schools?	20	20
Location Perception		
The student's parents are familiar with the locations of the surrounding school?	18	22
Do students have an understanding of where the school is located?	35	5
Sales & Promotion		
Do you know the discount on the school registration fee?	33	7
Do you comprehend the available scholarships?	20	20
Information Perception		
Do parents have access to detailed school information?	25	15
Are parents' students aware of the institution's tuition prices?	54	6
Value Orientation		
Do students' parents know the benefits of the school they attend?	38	2
Do students know about the facilities and infrastructure at the school?	20	20
Building Orientation		
Do the parents of the students have access to the extracurricular facilities?	37	3
Do parents and Students understand the function of the buildings in the school?	36	4

Table 2: Data Pre-Survey
Source: Author Pre-Survey Data (2022)

The Physical Environment factor as (X1), which is caused by the exterior and interior facilities of the school, such as school buildings that are not equipped with bp/bk rooms and the absence of scout, cooperative, and scout rooms, gives the researcher an overview of the issues that arise in schools. Other than that, 22 respondents agreed with the amenities and infrastructure in schools, and 18 respondents disagreed. Due to the school's lack of sales promotion, which was a response to reduced school registration fees, sales promotion was given the grade of (X2); approximately 33 respondents agreed, and 7 disagreed. Additionally, there is an education charge of (X3) because the school's tuition fees are still out of reach for most people. 32 respondents and 8 respondents both indicated yes when asked about the cost of school.

According to I Made Adi Juniantara, Tjokorda Gde Raka Sukawati (2018), price perception has a positive and significant effect on satisfaction, promotion has a positive and significant effect on satisfaction, service quality has a positive and significant effect on satisfaction, and consumer satisfaction has a positive and significant effect on loyalty consumer. Yugi Setyarko (2016) stated that consumer price perceptions have no effect on purchasing decisions, while promotions, service quality, and ease of use have a significant effect on online product purchasing decisions. According to Mandang Cristo, David P. E. Saerang, and Frederik G. Worang's 2017 research, the simultaneous impact of price, service quality, and

physical environment on customer satisfaction is substantial. Customer satisfaction is significantly influenced by several aspects of service quality and the physical surroundings, but not by the price variable. Managers must take these two aspects into account since they have a significant impact on client satisfaction. Eko Andriyanto and Mudji Sabar (2017) claim that among the research factors, the variable cost of schooling has the most bearing. The variable regression equation reveals that all of the regression coefficients have a positive sign, indicating a need to raise the values of the independent variables, namely the cost of education, the mix of job opportunities, and the physical environment. This will encourage an increase in the dependent variable, namely Trust, and will have a significant impact on Trust with improved exterior design. Based on the description of the background of the problem, the author wants to conduct research entitled Effects of the Physical Environment, Sales Promotion, and Educational Costs on the Decisions of Parents of Students in Determining Education at Al-Hikmah Vocational School.

The formulations of the problems in this study include:

- Does the physical environment affect the trust of students' parents in determining education at Al-Hikmah Vocational School?
- Does the sales promotion affect the trust of students' parents in determining education at Al-Hikmah Vocational School?
- Does the cost of education affect the trust of students' parents in determining education at Al-Hikmah Vocational School?
- Does the physical environment affect the decisions of students' parents in determining education at Al-Hikmah Vocational School?
- Does promotion affect the decisions of parents of students in determining education at Al-Hikmah Vocational School?
- Does the cost of education affect the decisions of students' parents in determining education at Al-Hikmah Vocational School?
- Does Trust affect the decisions of students' parents in determining Education at Al-Hikmah Vocational School?
- Does the physical environment affect decisions through Trust?
- Does Promotion affect decisions through Trust? And
- Does the cost of education affect decisions through Trust?

The research objectives to be carried out are:

- To find out and analyze the influence of the physical environment on the trust of students' parents in determining education at Al-Hikmah Vocational School,
- To find out and analyze the effect of sales promotions on the trust of students' parents in determining education at Al-Hikmah Vocational School,
- To find out and analyze the physical environment influences the decisions of students' parents in determining education at Al-Hikmah Vocational School,
- To find out and analyze the effect of promotions on the decisions of parents of students in determining education at Al-Hikmah Vocational School,
- To find out and analyze the influence of education costs on the decisions of students' parents in determining education at Al-Hikmah Vocational School,
- To find out and analyze the influence of Trust on the decisions of students' parents in determining Education at Al-Hikmah Vocational School,
- To find out and analyze the influence of the physical environment on decisions through Trust,
- To find out and analyze the influence of Promotion on decisions through Trust, and
- To find out and analyze the influence of Education Costs on decisions through Trust.

2. Literature Review

2.1. Physical Environment (Evidence)

Zeithaml defines the environment where the service is supplied, the business and the customer interact, and any tangible component makes the execution or communication of the service easier (Bitner and Gremler 2013: 26). According to Kotler and Armstrong (2014: 78), physical proof is information that service providers own and offer to customers as a bonus. According to Setyaningrum (2015: 304), physical proof is a crucial component of services because some consumer service items must be physically present in the service environment. Consumer satisfaction with the services they receive is directly impacted by the quality of a good service environment. Customers will be more willing to spend more money if the service atmosphere is comfortable and tailored to the intended target market.

2.2. Promotion of Sales

Kotler and Keller (2013) claim that marketing communication, often known as promotion, is a strategy used by businesses to either directly or indirectly educate, persuade, and remind customers about their brands. According to Laksana (2013), a method of communication between sellers and customers that results from accurate information attempts to alter the mindset and behavior of buyers who were previously unfamiliar with them so that they become purchasers and continue to remember these goods and services. Saladin (2012) claims that promotion is the dissemination of information between a seller and a buyer with the goal of altering the mindset and conduct of consumers or buyers who had not previously been aware in order for them to become customers and continue to remember these products.

2.3. School Fees

According to Matin (2014: 8), all costs associated with education, whether monetary or non-monetary, are an expression of the responsibility that society, parents, and the government have for the advancement of education and the achievement of the aspiring irrational educational goals. These costs must continue to be investigated from various sources, maintained, consolidated, and administered administratively to be used effectively and efficiently. Tilaar in Mulyono (2010: 82) claims that all contributions of money and time are made by the community to support education and the idea that educational endeavors constitute a type of civic duty. According to Tilaar in Mulyono (2010: 82), costs are all contributions made by the community in the form of money and labor.

2.4. Factors Influencing Parents' Decision to Choose a School

According to Trimantara (2007), there are five aspects that determine which schools parents choose for their son or daughter, namely:

- Teachers' ability to transfer knowledge,
- Students' social environment,
- The Facilities or infrastructure,
- School's image, and
- Planting religious values.

The sacrifices of parents to get excellent schools include:

- Entrance fee,
- Tuition fee,
- School location, and
- Parental involvement

There are three things that parents and students need to pay attention to before determining or choosing a superior school, namely:

- Student input,
- Teaching-learning process, and
- Output

Excellent schools must be able to produce graduates who are superior both in terms of academics and personality. The advantages of these graduates can only be known after they enter the world of work or are actively involved in social life. According to Kresnaningtyas (2010), there are six core factors that are considered by parents in making decisions about choosing educational services at elementary schools for poor, pious children, including:

- Physical evidence factors,
- Promotion factors,
- People factors,
- Product factors,
- Place factors, and
- Process factors

The physical evidence factor is the factor most parents consider in choosing educational services. According to Komalawati (2004, student considerations for choosing to continue education are:

- Promotion, personal and system,
- Physical and regulatory environment,
- Administration and competitive advantage,
- Price and warranty,
- Location,
- Product, and
- Curriculum

There are important factors that most determine and must be maintained by the institution, namely promotional activities and the physical environment of the institution. Umi (2008) concluded that school selection was influenced by the marketing mix strategy, which consisted of product, price, promotion, place, people, process, and service. According to Sulistiowati (2008), the factors that influence decision-making for education are:

Individual internal variables, which include motivation and needs, perceptions, and attitudes, have a positive influence on students' decisions to choose a special area of expertise in office administration education.

The research hypotheses development is as follows:

- H1: The Physical Environment (X1) has a significant and positive effect on Trust in determining education at SMK (Y) Al-Hikmah.
- H2: Sales promotion (X2) has a significant and positive effect on parents' trust in determining education at SMK (Y) Al-Hikmah.
- H3: The cost of education (X3) has a significant and positive effect on the trust of students' parents in determining education at SMK (Y) Al-Hikmah.
- H4: The Physical Environment (X1) has a significant and positive effect on the decisions of students' parents in determining education at SMK (Y) Al-Hikmah.
- H5: Promotion (X2) has a significant and positive effect on parents' decisions in determining education at SMK (Y)

Al-Hikmah.

- H6: Education costs (X3) have a significant and positive effect on the decisions of parents of students in determining education at Al-Hikmah Vocational School.
- H7: The trust of students' parents in choosing SMK (Y) Al-Hikmah has a significant and positive effect on the decisions of parents of students in choosing education at SMK Al-Hikmah.
- H8: The physical environment (X1) has a significant and positive effect on decisions through Trust
- H9: Promotion has a significant and positive effect on decisions through Trust.
- H10: Education costs have a significant and positive effect on decisions through Trust.

3. Methodology

3.1. Research Design

This study uses a quantitative descriptive approach, and the associative method aims to determine the influence or relationship between two or more variables and data analysis techniques using SmartPLS software. The independent variables in this study are the Physical Environment (X1), Sales Promotions (X2), Education Costs (X3), Trust (Z), and the dependent variable in this study is the Student's Parents' Decision (Y). The population and sample of the study were parents of students who attended Al-Hikmah Vocational High School, with a total of 178 (one hundred and seventy-eight) respondents. The data collection method used in this study was to distribute questionnaires containing a set of questions or written statements for the respondents to answer.

3.2. Data Analysis Method

Data analysis methods utilize the computer-based SmartPLS software version 3.2.8. A structural equation analysis (SEM) variant called PLS (Partial Least Squares) can evaluate measurement models and structural models at the same time. The structural model is used to assess causality, whereas the measurement model is used to test validity and reliability (testing hypotheses with predictive models).

The physical environment variable in this study has three dimensions and five indicators, the sales promotion variable has five dimensions and eleven indicators, the cost of education variable has four dimensions and eight indicators, the trust variable has five dimensions and ten indicators, and the parental decision variable has five dimensions and ten indicators.

4. Result and Discussion

The sample of respondents in this study was parents of students at SMK Al-Hikmah Curug, Tangerang. The reasons for selecting respondents were parents as decision-makers and also as providers of educational funds for students of SMK Al-Hikmah Curug, Tangerang. In this study, hypothesis testing used the Partial Least Square (PLS) analysis technique with the Smart PLS 3.0 program. The research model framework for the Smart PLS program tested in this study is shown in figure 1.

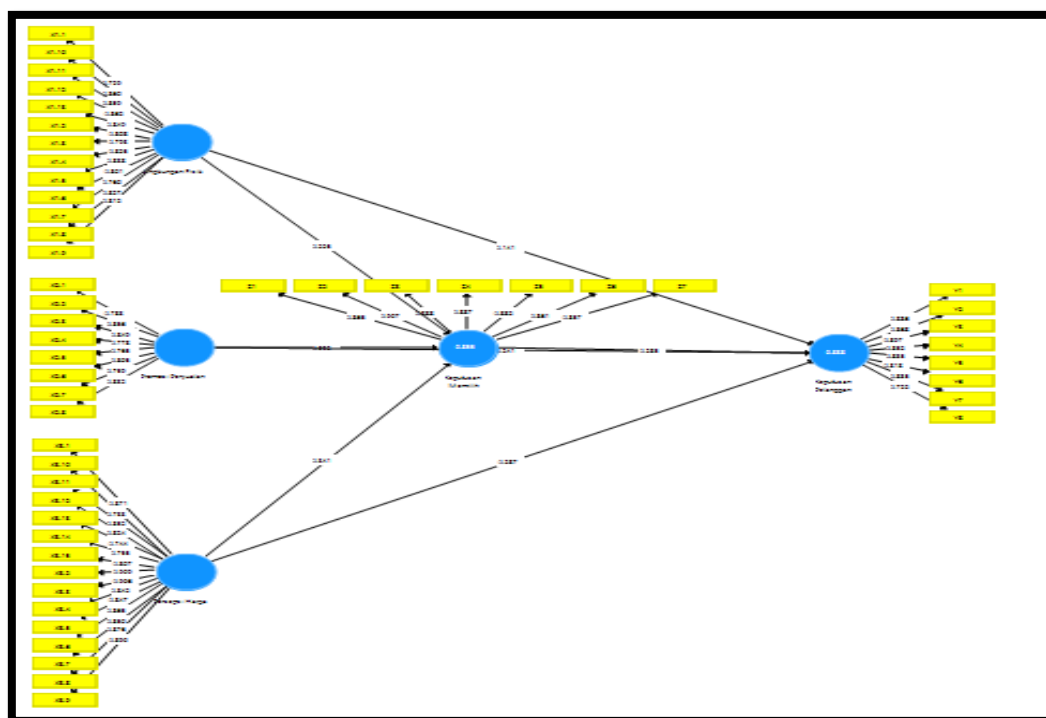


Figure 1: SmartPLS Model Framework.
Source: Data Processing Results (2022)

4.1. Convergent Reliability

Based on the convergent validity test result, as shown in table 3, having a loading factor value above 0.7 demonstrates that all indicators have met the conditions for convergent validity and that all research indicators are reliable.

Variable	Indicator	Outer Loading	Information
Physical Environment	X1.1	0.7288	Valid
	X1.2	0.8053	Valid
	X1.3	0.7933	Valid
	X1.4	0.8249	Valid
	X1.5	0.8376	Valid
	X1.6	0.8005	Valid
	X1.7	0.7602	Valid
	X1.8	0.8272	Valid
	X1.9	0.8118	Valid
	X1.10	0.8596	Valid
	X1.11	0.8595	Valid
	X1.12	0.8623	Valid
	X1.13	0.8487	Valid
Promotion of sales	X2.1	0.7826	Valid
	X2.2	0.856	Valid
	X2.3	0.8486	Valid
	X2.4	0.7778	Valid
	X2.5	0.7647	Valid
	X2.6	0.8052	Valid
	X2.7	0.7594	Valid
	X2.8	0.8317	Valid
Cost of education	X3.1	0.8708	Valid
	X3.2	0.9089	Valid
	X3.3	0.9056	Valid
	X3.4	0.8415	Valid
	X3.5	0.8465	Valid
	X3.6	0.8651	Valid
	X3.7	0.85	Valid
	X3.8	0.8755	Valid
	X3.9	0.8902	Valid
	X3.10	0.7331	Valid
	X3.11	0.852	Valid
	X3.12	0.8238	Valid
	X3.13	0.7441	Valid
	X3.14	0.755	Valid
X3.15	0.8073	Valid	
Customer Decision	Y1	0.8864	Valid
	Y2	0.8676	Valid
	Y3	0.8973	Valid
	Y4	0.852	Valid
	Y5	0.8353	Valid
	Y6	0.8177	Valid
	Y7	0.835	Valid
	Y8	0.7223	Valid
Choice Decision	Z1	0.8648	Valid
	Z2	0.9066	Valid
	Z3	0.885	Valid
	Z4	0.8871	Valid
	Z5	0.8818	Valid
	Z6	0.8609	Valid
	Z7	0.8567	Valid

Table 3: Convergent Validity Test Result
Source: Data Processing Results (2023)

4.2. Fornell Larcker Criterion

Fornell-Larcker value, as shown in table 4, indicates that each item's loading value on the construct is greater than its cross-loading value. These findings demonstrate the lack of discriminant validity.

	Trust	Student Parents Decision	Physical Environment	Cost of Education	Promotion of Sales
Trust	0.878				
Student Parents Decision	0.841	0.882			
Physical Environment	0.818	0.858	0.898		
Cost of education	0.840	0.882	0.875	0.892	
Promotion of sales	0.802	0.884	0.875	0.804	0.903

Table 4: Fornell Larcker Criterion
Source: Data Processing Results (2023)

4.3. Average Variant Extracted (AVE) Value

The latent variable's AVE value is > 0.5 according to the Average Variant Extracted (AVE) value in table 5. As a result, it may be argued that the measurement model passes the validity test's conditions and is valid.

	Average Variance Extracted (AVE)
Trust	0.771
Student Parents Decision	0.706
Physical Environment	0.692
Cost of education	0.705
Promotion of sales	0.646

Table 5: Average Variant Extracted (AVE) Value
Source: Data Processing Results (2023)

4.4. Construct Reliability

Based on the data in table 6, Composite Reliability and Cronbach's Alpha indicate that the concept has good

reliability and the research tool, the questionnaire, is consistent when such composite reliability value is over 0.7.

Questions	Cronbach Alpha	Composite Reliability
Choice Decision	0.95	0.959
Customer Decision	0.94	0.95
Physical Environment	0.958	0.963
Cost of education	0.969	0.972
Promotion of sales	0.921	0.926

Table 6: Composite Reliability and Cronbach's Alpha Value

Source: Data Processing Results (2023)

4.5. Structural Model (Inner Model) Evaluation

Based on table 7, it can be concluded that 85.5% of the respondents believe that the physical environment variables, sales promotions, and Education Costs have an influence on the decision to choose a variable, while the rest are influenced by other factors outside the model. The R Square value on the decision to choose a variable is found to be 0.855, or 85.5%.

	R-Square	R-Square Adjusted
Choice Decision	0.855	0.852
Customer Decision	0.838	0.834

Table 7: R-Square Value

Source: Data Processing Results (2023)

4.6. Predictive Relevance Test

Table 8 provides that the Q2 value for the Endogenous Latent Variable for choosing decisions is 0.649, and the Q2 value for customer decisions is 0.581. The model already possesses predictive relevance, as shown by the two endogenous latent variables' Q2 Predictive Relevance values, which are > 0.

Questions	SSO	SSE	Q ²
Trust	1246	437.010	0.649
Student Parents Decision	1424	596.596	0.581
Physical Environment	2314	2314	
Cost of education	2670	2670	
Promotion of sales	1424	1424	

Table 8: Predictive Relevance Value

Source: Data Processing Results (2023)

4.7. Hypothesis Test

There is a significant value between variables when the hypothesis is tested, and the bootstrapping process was used to determine this significant value to examine the significance of the hypothesis as determined by the Bootstrapping Report Algorithm's parameter coefficient values and the t-significance statistic's value. The t-table at alpha 0.05 (5%) = 1.96 can be used to determine whether or not there is a significant link, after which the t-table and t-count are put side by side.

As indicated in table 9, ten hypotheses were utilized in this investigation, and the outcomes for p-value and t-value were both below 0.05 and over 1.66. The following:

	Koefisien	T-Statistics	P-Values
Physical Environment -> Trust	0.225	2.485	0.013
Promotion of sales -> Trust	0.392	4.477	0.000
Cost of education -> Trust	0.341	4.068	0.000
Physical Environment -> Student Parents Decision	0.141	2.082	0.037
Promotion of sales -> Student Parents Decision	0.240	2.531	0.011
Cost of education -> Student Parents Decision	0.286	2.861	0.004
Trust -> Student Parents Decision	0.285	3.043	0.002

Table 9: Hypothesis Test

Source: Data Processing Results (2023)

The test results for the indirect effect (mediation effect) with the Bootstrapping test are shown in table 10 as follows:

	Koefisien	T-Statistics	P-Values
Physical Environment -> Trust -> Student Parents Decision	0.064	1.966	0.049
Promotion of sales -> Trust -> Student Parents Decision	0.111	2.339	0.019
Cost of education ->Trust -> Student Parents Decision	0.097	2.440	0.015

Table 10: Bootstrapping Test Results
Source: Data Processing Results (2023)

5. Conclusion and Suggestion

5.1. Conclusion

- According to the findings of the study, the processing and analysis of the data led to the following conclusions:
- H1 is accepted since it may be inferred from hypothesis 1 that the physical environment has a substantial impact on decision-making. In order for parents to be more satisfied that their children feel at home in the school setting, a physical environment that is good or even special will be encouraged.
- Based on hypothesis 2, it can be concluded that sales promotion has a significant effect on the decision to choose, so H2 is accepted. Promotion is, of course, very important for schools because it is a medium for the community as information material. The promotion certainly has a direct effect on the decision to choose, so that it has an impact on the success of targets achieved by schools and also the promotion of attractive schools is important for parents to be sure to choose the best school for their children.
- From hypothesis 3, it may be deduced that educational costs have a major impact on decision-making, leading to the acceptance of hypothesis 3. Parents will be more inclined to choose a school if the cost is reasonable and commensurate with the benefits received. Parents will pay the greatest attention to determining the proper cost.
- Inferring from hypothesis 4, that the physical environment significantly influences consumer decisions, H4 is accepted. Customer loyalty is significantly impacted by the physical environment, such as in schools that have complete facilities with a comfortable, clean outdoor design look and plenty of comfortable spaces in addition to utilities like wifi and other sizable green spaces to facilitate learning.
- H5 is accepted because it can be inferred from hypothesis 5 that sales promotions have a major impact on consumer decisions. Sales promotion tries to attract clients who might otherwise turn away, increase the frequency of product subscriptions, and offer enticing product demos for non-customers.
- Information proving that education prices have a major impact on consumers' decisions is gathered in support of hypothesis 6, leading to the acceptance of hypothesis 6. The primary factor influencing demand for a product is its price. As a result, the level of client decisions is significantly influenced by pricing. Since they will receive a high value for their money, low prices are typically a major source of happiness for picky customers.
- Information is gathered that indicates the choice has a considerable impact on customer decisions, supporting hypothesis 7, and H7 is therefore accepted. The ability to select is a fundamental characteristic of customers; therefore, a good or service must appeal to consumers in a distinctive or particularly memorable way in order for them to consciously choose to purchase it. The likelihood that consumers will decide to subscribe may improve with the choice of a product that feels good because it will increase their level of happiness.

5.2. Suggestion

The author's suggestions to parties who will conduct similar research or continue this research are:

- This research can be used as a thoughtful contribution to increasing the loyalty of parents of students at SMK-AL Hikmah.
- The administrators of AL-Hikmah Vocational School are expected to be able to further develop the physical environment, sales promotions, and education costs so that other parents are interested in sending their children to SMAK AL-Hikmah.
- It is hoped that further researchers will add to the sample that will be used so that it will approach a more representative picture of the results and use other variables which are estimated to also influence the decisions of parents.
- Future research is expected to conduct interviews to obtain richer and more comprehensive results.

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