

Determinants of Consumer Buying Interest in Traditional Retail Stores in Medan

*Determinant of
Retail Consumer
Buying Interest*

Afrida Yanti Surbakti¹, Bertha Nerpy Siahaan², Sarman Sinaga³,
Monang Tarigan⁴, Ika Julianti Silveria Br Pandiangan⁵

833

Department of Entrepreneurship, Universitas Mandiri Bina Prestasi, Medan, Indonesia
¹afridays2904@gmail.com, ²berthasiahaan9@gmail.com, ³sarmansinaga17@gmail.com, ⁴
monangtarigan1@gmail.com, ⁵ikaj26193@gmail.com

Submitted:
MARCH 2024

Accepted:
MAY 2024

ABSTRACT

This study aims to analyze the effect of price, location, product quality, and service quality on consumer purchasing interest in purchasing basic necessities. Data were collected through a questionnaire method distributed to 120 respondents who shopped at a Medan grocery store. Sample selection was carried out using a *simple random sampling technique* to obtain respondents' responses related to the research variables. Furthermore, the data were analyzed quantitatively using validity tests, reliability, multiple linear regression analysis, F test, t test, and determination coefficient analysis (R^2). The results of hypothesis testing using the t test showed that the three independent variables (price, location, product quality, and service quality) had a significance value of less than 0.05, namely price of 0.001, location of 0.001, product quality of 0.581, and service quality of 0.001. Meanwhile, the results of the F test indicated that simultaneously, the variables price, location, product quality, and service quality had a significant effect on consumer purchasing interest with a significance level of 0.001. Based on the results of the determination coefficient analysis, it was found that 65.1% of the variation in consumer purchasing interest can be explained by the variables of price, location, product quality, and service quality, while the remaining 34.9% is influenced by other factors not included in this study.

Keywords : Price, Location, Product, Service, Purchase Interest

INTRODUCTION

The need for consumer goods is a fundamental aspect of human life as a social being. (Purba, 2005) emphasizes that humans have a dependence on external entities, both individuals and goods, to fulfill their social functions optimally in society. The need for access to basic goods is a driving force for the formation of a distribution system, one of which is through the existence of grocery stores that act as providers of daily needs.

Medan grocery stores, as a form of traditional retail business, have an important role in providing for the needs of the community. (Wafiruddaroin & Rezeky, 2022) identified the characteristics of Medan grocery stores, such as 24-hour operating hours, a variety of products offered, and easy access that makes them easily accessible to the community. The existence of these stores provides a practical solution for households in meeting their daily basic needs. Despite facing competition from modern retail, Medan grocery stores continue to survive by maintaining their traditional model through various relevant adaptation strategies.

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No.3, 2024
pp. 833 - 844
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i3.2845

In the Padang Bulan Medan area, stalls or shops can be easily found by the general public. The stalls use a friendly service strategy, 12-hour operations, availability of basic necessities, and provision of products that are often needed routinely, thus creating a unique attraction as the main choice in meeting daily needs (Kasmir, 2005). Thus, Medan grocery stores remain the main preference for the community even though they compete with the proliferation of modern retail in the surrounding environment (F. Tjiptono, 2015).

Four variables are the main factors that explain why Medan stalls play an important role in people's lives. Medan grocery stores have become an integral part of meeting the daily needs of the Indonesian people. Several previous studies have explored the factors that influence consumer purchasing interest in various types of retail businesses. Eko Purnomo et al. (2016) found that price, location, and product quality have a significant influence on people's purchasing interest in buying rice as one of their basic needs. Furthermore, Arrahma Elian Tania et al. (2022) showed that price and location also influence consumer purchasing interest at Bumdes Ajong Rejo. Meanwhile, Abdul Latief (2018) confirmed that there was a significant influence of product, price, location, and promotion on consumer purchasing interest at ginger drink stalls.

Based on these findings, this study aims to examine more deeply the phenomenon of Medan grocery stores, especially related to the factors that influence consumer purchasing interest. The focus of the study will be directed at four main variables: price, location, product quality, and service. Analysis of these variables is expected to provide in-depth insight into consumer preferences and development strategies for Medan grocery stores amidst increasingly tight retail market competition. Price is a crucial factor, especially for consumers with low to middle income levels who often make Medan grocery stores their main choice. However, grocery store owners need to consider pricing carefully to ensure the profitability and sustainability of their business.

The strategic location of Medan's grocery stores, such as in alleys, housing complexes, and on the side of highways, is one of the main attractions for consumers. This ease of accessibility plays an important role in influencing purchasing decisions, considering that consumers tend to consider distance and convenience factors when shopping. In addition, product quality is also a determining factor in attracting consumer interest. Quality products can provide added value and unique characteristics for Medan's grocery stores. Aspects such as quality, features, and product design need to be considered to increase competitiveness. In addition, service plays a central role in the success of Medan's grocery store business. In a competitive retail industry, service quality can be a major differentiator. Good service is not only able to attract new customers, but also maintain the loyalty of existing customers.

This study aims to explore and comprehensively analyze how price, location, product quality, and service factors influence consumer purchasing interest in Medan grocery stores. The results of this study are expected to provide significant contributions to a deeper understanding of consumer behavior in the context of traditional retail. In addition, the results of this study are also expected to provide practical implications for the development of Medan grocery store business strategies in the future, so that they can compete more effectively amidst the increasingly tight retail market dynamics.

METHODS

This study uses a field research method with a quantitative descriptive approach. In data collection, this study utilized an online method through the *Google Form instrument* to distribute questionnaires to various groups of respondents, most of whom had experience shopping at Medan grocery stores. The selection of the online method was based on considerations of efficiency, considering various limitations, such as transportation, finances, and other factors. This method is considered very relevant to the objectives and targets of the study. Data collection was carried out in the period from January 10, 2023 to February 11, 2023.

The population in this study includes all objects or subjects that have certain characteristics according to the criteria set by the researcher. From this population, the researcher will conduct analysis and draw conclusions. The target population in this study is consumers spread across various *WhatsApp groups* and friendship contacts, with the distribution carried out randomly. This study focused on respondents who live in the Padang Bulan Medan area. The number of targeted respondents was 120 people who had shopped at Medan grocery stores. To ensure the validity of the data, the researcher contacted potential respondents directly or via *WhatsApp* to verify their participation in the study.

A sample is a part of a population that reflects the number and certain characteristics possessed by the entire population (Sugiyono, 2014: 81). In this study, samples were taken from a group of consumers who bought rice, selected based on predetermined criteria from the target population.

Sampling was done using a formula developed by Taro Yamane and Slovin (Ridwan, 2012:71). This formula is used to determine the number of representative samples according to research needs. Based on the formula, the sample size considered representative to represent the population with a confidence level of 0.5 (50%) is 0.195. Based on the results of the calculation, the number of samples to be used in this study is 120 people. Data collection was carried out online using *Google Form*. The sampling technique used was simple random sampling, which is the selection of samples randomly without considering the level in the population, such as age or gender.

This study uses two types of data, namely primary data and secondary data. Primary data was obtained through questionnaires distributed online via *WhatsApp* or through direct interaction with individuals. Meanwhile, secondary data was collected from processed documents, literature, and relevant online sources. The data collection process was carried out through online observation and distribution of questionnaires via *Google Form*. The research instrument used a 5-point Likert scale (1-5) to measure variables related to consumer purchasing interest in Medan grocery stores.

This methodology is designed to ensure that the data obtained is accurate and can be used to answer research questions and test the proposed hypotheses. With this approach, the study seeks to provide a comprehensive picture of the factors that influence consumer purchasing interest in Medan grocery stores. Data accuracy is a top priority to support the validity of the research results.

This study uses Multiple Linear Regression analysis, T-test, F-test, and Coefficient of Determination Test. After the data is collected, the analysis process is carried out with the help of SPSS version 27. The analysis steps include editing to ensure data accuracy, coding to group responses, scoring using a Likert scale, and tabulation to present data in tabular form. Through these stages, raw data is

processed into meaningful information, making it easier to interpret the results and support valid conclusions regarding the factors that influence consumer purchasing interest in Medan grocery stores.

RESULTS AND DISCUSSION

An empirical study conducted on consumers of Medan grocery stores, involving 120 respondents as a sample, produced quite significant demographic findings. The results of the analysis showed that 52.9% of respondents were female, while the remaining proportion of 47.1% were male. This gender distribution shows that women, especially those who act as housewives, have a more dominant role in the activity of purchasing primary household needs at Medan grocery stores. This finding provides important implications regarding the central role of women in making consumption decisions at the household level.

Based on demographic data analysis, the 23-24 age group showed the highest frequency in purchasing rice. In terms of education level, most respondents were identified as students. Meanwhile, in terms of type of work, purchasing interest at Warung Kelontong Medan (WKM) was dominated by students with an average percentage of 64.5%. This finding indicates a strong social relationship between students and WKM owners, which may affect their consumption patterns.

Employees rank second in terms of purchasing interest in WKM, with an average percentage of 24%. Although this figure is lower compared to students, employees still have an important role in supporting the economic stability of MSMEs through their interactions with sellers at WKM. On the other hand, entrepreneurs showed a purchasing interest of 9.9% towards WKM. Although this percentage is smaller compared to employees, it still shows that entrepreneurs still have an interest in making transactions at WKM, albeit on a smaller scale.

Based on the analysis of the distribution of respondents' income, most of the research subjects have an income range between Rp1,000,000 to Rp4,000,000. In detail, 61.2% of respondents are in the Rp1,000,000 income category, which is mostly dominated by students. On the other hand, the Rp4,000,000 income category is generally represented by employees and entrepreneurs, although there is also representation from the farmer group.

The results of this study indicate income heterogeneity among consumers of Warung Kelontong Medan (WKM). Although there is a tendency for the lower-middle income group to dominate, it is important to note that income variation across occupational groups is not absolute. There is a possibility of income overlap between students, farmers, employees, and entrepreneurs, reflecting the complexity of socio-economic factors in consumption patterns at WKM. These findings provide important insights into WKM market segmentation.

This information can be the basis for developing more targeted marketing strategies and product innovations that are in accordance with the economic characteristics of consumers. However, a more in-depth analysis is needed to understand other factors that may influence consumption behavior outside of the income variable. This will help improve the overall understanding of consumption dynamics in Medan grocery stores.

Validity Test and Reliability Test

Based on the results of the validity test that has been conducted, the construct validity analysis uses the corrected item-total correlation method. The validity criteria used are the calculated r value is greater than the r table (0.25) with a significance level of $p < 0.05$. The results of the analysis show that most items in

each variable meet the established validity criteria. For the Price variable (X1), four out of five items show adequate validity with corrected item-total correlation values ranging from 0.539 to 0.638. Meanwhile, one item (X1.5) does not meet the validity criteria and is recommended to be eliminated from further analysis.

The Location variable (X2) showed good internal consistency, with all five items having corrected item-total correlation values above the threshold, ranging from 0.424 to 0.673. In the Product Quality variable (X3), three of the five items showed acceptable validity, with corrected item-total correlation values ranging from 0.599 to 0.608. The other two items (X3.1 and X3.2) did not meet the validity criteria and should be considered for removal from further analysis.

The Service Quality variable (X4) shows strong validity for all five items, with corrected item-total correlation values ranging from 0.634 to 0.686. Finally, the Purchase Intention variable (Y) shows very good validity for all ten items, with corrected item-total correlation values ranging from 0.390 to 0.750. These results indicate that the measurement instrument for these variables has high validity.

Overall, the results of the validity test indicate that the research instrument has adequate construct validity, with the majority of items in each variable showing a significant correlation with the total score of its construct. However, several items that do not meet the validity criteria need to be reviewed or eliminated to improve the reliability and validity of the research instrument as a whole. This step is important to ensure that the data collected truly reflects the phenomenon being studied.

Based on the results of the reliability test that has been carried out, the reliability analysis of the research instrument shows satisfactory results. All variables tested have Cronbach's Alpha coefficient values that exceed the threshold of 0.60, which indicates a good level of internal consistency in the measurement instrument. Specifically, the Price variable (X1) shows a reliability coefficient of 0.757, the Location variable (X2) of 0.755, the Product Quality variable (X3) of 0.808, the Service Quality variable (X4) of 0.723, and the Purchase Interest variable (Y) of 0.745.

These values confirm that the indicators used to measure each construct have adequate reliability. The Cronbach's Alpha coefficient above 0.70 for all variables indicates a good level of reliability. The Product Quality variable (X3) even shows a very good level of reliability with a value of 0.808. This shows that the research instrument has high internal consistency and can be relied on to measure the constructs studied.

Thus, the results of the validity and reliability tests indicate that this research instrument is reliable enough to be used in measuring research variables. Adequate construct validity and high reliability provide assurance that the data collected can be used to answer research questions accurately. However, evaluation of items that do not meet the criteria is still needed to improve the overall quality of the instrument.

This research instrument is expected to be an effective tool to explore information about factors that influence consumer purchasing interest in Medan grocery stores. The reliability and validity of this instrument can also support strategic decision making in the development of traditional retail businesses such as Medan grocery stores.

Multiple Linear Regression Analysis

Based on Table 1, it can be explained that the constant value (a) is 0.65, while the regression coefficient value shows a total of X 1 of 0.603, a total of X 2 of

0.699, a total of X 3 of 0.96, and a total of X 4 of 0.727, with an overall regression coefficient value of 23.369.

$$Y = -3,814 X1 + 5,516 X2 + - 649 X3 + 5,648$$

Table 1. Multiple Linear Regression Analysis Result

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.065	23.369		.027	.978
	Total X1	.603	.158	.265	3.814	<,001
	Total X2	.699	.127	.354	5.516	<,001
	Total X3	.096	.149	-.040	-.649	.518
	Total X4	.727	.129	.399	5.648	<,001
a. Dependent Variable: Total. Y						

Source: Processed Data, 2023

Based on these data, the following multiple linear regression equation is obtained:

1. The constant value (a) of 0.65 indicates that if the Total variables X1, X2, X3, and X4 do not exist or have a value of zero, then the consumer purchasing interest value will remain at the level of 0.65.
2. The regression coefficient for variable X1 (Price) is 0.603 with a positive sign. This shows that the higher the influence of price on customer satisfaction, the stronger the impact. Conversely, if the influence of price is weaker, the level of customer satisfaction also tends to decrease.
3. The regression coefficient for variable X2 (Location) of 0.699 also shows a positive sign. This indicates that the more strategic the location of the Medan grocery store, the higher the level of customer satisfaction. Conversely, if the influence of location is weaker, then customer satisfaction tends to decrease.
4. The regression coefficient for variable X3 (Product Quality) of 0.96 shows a negative sign. This means that the lower the influence of product quality, the greater the decline in customer satisfaction.
5. The regression coefficient for variable X4 (Service Quality) of 0.727 shows a positive sign. This indicates that the better the quality of service provided, the higher the level of customer satisfaction. Conversely, if the quality of service weakens, customer satisfaction also tends to decrease.

Partial Test

The t-test aims to assess the extent to which each independent variable (price, location, product quality, and service quality) individually influences the dependent variable (purchase interest). The results of the t-test in this study can be found in Table 2:

Table 2. t-Test Results

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.065	23.369		.027	.978
	Total X1	.603	.158	.265	3.814	<,001
	Total X2	.699	.127	.354	5.516	<,001
	Total X3	.096	.149	-.040	-.649	.518
	Total X4	.727	.129	.399	5.648	<,001
a. Dependent Variable: Total. Y						

Source: Processed data, 2023

Based on the results of the statistical regression analysis listed in Table 1.2 t-test, the price variable (X1) shows a significant influence on consumer purchasing

interest in Medan grocery stores. This is evidenced by the calculated t value of 3.814 and a significance level of 0.001, which is below the threshold of 0.05. This finding is consistent with various theoretical and empirical perspectives in the marketing literature that emphasize the importance of price as a determining factor in purchasing decisions.

Ferdinand (2014) defines price as a value set by a company with the aim of meeting customer expectations and satisfaction. This concept emphasizes the importance of setting the right price in a marketing strategy. In addition, Kotler and Armstrong (2018) highlight two main aspects of price, namely affordability and suitability to product quality. These two factors play an important role in shaping consumers' perceptions of value towards a product or service, thus impacting their purchasing decisions.

The results of this study are also supported by previous empirical studies. Akbar (2011) in his study found that price has a substantial influence on consumer purchasing decisions. Similar findings were also put forward by Hasan (2008: 298), who defined price as the monetary sacrifice made by consumers to obtain, own, and utilize a combination of goods and services from a product. This definition confirms the direct relationship between price and consumer purchasing interest.

The results of the statistical analysis show that the location variable (X2) has a significant influence on purchase interest, with a t-value of 5.516 and a significance level of 0.001. This finding confirms the theoretical postulates put forward by Kotler and Keller (2016) and Tjiptono (2015), which emphasize the role of location as one of the key factors in facilitating product distribution from producers to consumers. Strategic location can increase accessibility and convenience for consumers.

This finding is also in line with an empirical study conducted by Larosa (2013), which found a significant influence of location on purchasing decisions at food stalls in the Simpang Lima area, Semarang. In addition, this finding supports the theoretical proposition put forward by Hamdani and Lupiyoadi (2009:92), which defines location as a strategic decision related to the placement of operations and human resources of a business entity. A good location can be a major attraction for consumers.

The results of the statistical analysis show that the product quality variable (X3) does not have a significant effect on purchase intention, with a t-value of 0.649 and a significance level of 0.518 ($p > 0.05$). This finding does not fully support the postulate put forward by Prawirosentono (2016) regarding the significance of product quality in meeting consumer needs. Furthermore, this result contradicts a study conducted by Faradiba and Sri Rahayu Tri Astuti (2013), which concluded that there was a positive correlation between increasing product quality and consumer repurchase intention.

Based on the analysis results, the service quality variable (X4) shows a significant influence on purchase intention, with a t-value of 5.648 and a significance level of 0.001. This finding correlates with several previous theories and studies in the field of marketing and consumer behavior. Good service quality can increase consumer satisfaction and strengthen their loyalty to Medan grocery stores.

First, these results support the proposition put forward by Kotler in Daryanto (2014), who conceptualizes service as an effort to offer satisfaction to consumers. This concept emphasizes the importance of service quality in influencing

consumer perceptions and behavior. Second, the findings of this study are in line with the SERVQUAL model developed by Zeithaml et al. (2018). This model highlights key dimensions of service quality that contribute to consumer evaluations and, in turn, influence their purchasing decisions.

Furthermore, these results are in line with an empirical study conducted by Ghazali (2010), which showed a causal relationship between service quality and purchasing decisions. This coherence strengthens the external validity of the findings of this study and reflects consistency in the marketing literature. Tjiptono (2008:59) provides an additional theoretical perspective by defining service quality as the level of expected excellence, as well as control over that level of excellence to meet customer needs and desires. This definition emphasizes the importance of consumer expectations and the role of quality management in the context of service at Medan grocery stores.

Test of Simultaneous

Based on the results of the F test, the calculated F value was obtained at 74.830 with a significance level of 0.001, which is smaller than the alpha value of 0.05 ($p < 0.05$). This finding indicates that simultaneously, the independent variables including price, location, and service quality have a significant influence on the dependent variable, namely consumer purchasing interest in Medan grocery stores.

**Table 3. F Test Results
ANOVA^a**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1752.437	3	584.146	74.830	<.001 ^b
	Residual	905.530	116	7.806		
	Total	2657.967	.119			
a. Dependent Variable: Total. Y						
b. Predictors: (Constant), Total.X4 Total.X2, Total.X1						

Source: Processed Data, 2023

The results of this analysis are consistent with previous research findings, especially studies conducted by Tri Setia Ningtyas (2019) and Faradiba and Sri Rahayu Tri Astuti (2013). Both studies also showed a significant influence of similar factors on consumer repurchase intentions, especially in the context of Medan grocery stores. The alignment of these results strengthens the validity of the research findings and shows a general pattern in consumer behavior in traditional retail environments.

The implications of these findings confirm that the combination of price, location, and service quality play an important role in shaping and influencing consumer purchasing interest. This indicates the need for a holistic approach in marketing strategy, where optimizing these three aspects simultaneously can have a greater impact on consumer purchasing behavior. Thus, Medan grocery store owners need to consider the integration of these factors to increase the competitiveness and sustainability of their businesses amidst the retail market competition.

Determination Coefficient Test (R^2)

In the context of the analysis of the Coefficient of Determination (R^2), the calculation results using SPSS software version 27 show a coefficient of determination value of 0.651. This value indicates that 65.1% of the variation in the dependent variable (purchase interest) can be explained by the independent variables studied, namely Price, Location, Product Quality, and Service Quality.

Meanwhile, the remaining 34.9% is influenced by other variables outside the scope of this study.

Table 1 1 Test of Determination Coefficient

Model	R	R. Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.651	2.794

a. Predictors: (Constant), Total.X4 Total.X2, Total.X1

Source: Processed Data, 2023

The coefficient of determination (R^2) is in principle a measure that shows the extent to which a regression model can explain variations in the dependent variable. According to Ghozali (2009), the value of the coefficient of determination is in the range between zero and one. A low R^2 value reflects that the ability of the independent variables to explain variations in the dependent variable is very limited. Conversely, an R^2 value approaching one indicates that the independent variables provide almost all the information needed to adequately predict variations in the dependent variable.

In the context of this study, the R^2 value of 0.651 indicates that the model has a fairly good predictive ability. The independent variables studied, such as Price, Location, Product Quality, and Service Quality, are able to explain most of the variation in consumer purchasing interest in Medan grocery stores. This shows that these variables have a significant influence on consumer purchasing behavior.

CONCLUSION

Based on research on the influence of price, product quality and location on consumer purchasing interest in buying basic ingredients at Medan stalls, the following conclusions were obtained: The independent variable Price (X1) has a positive and significant influence on the dependent variable Purchase Interest (Y) of staple foods in Medan stalls. This shows that respondents' purchase interest in purchasing staple foods in Medan stalls is influenced by the price variable. Factors such as the influence of price on consumer purchasing power, price suitability with product quality, price affordability, and price competitiveness are important elements that influence purchasing decisions.

The independent variable Location (X2) also has a positive and significant influence on the dependent variable Purchase Interest (Y) of staple foods at Medan stalls. This finding indicates that respondents' purchase interest in purchasing staple foods at Medan stalls is influenced by the location variable. Aspects such as convenience of location to residence, environmental security, and the availability of large parking spaces are determining factors in increasing consumer purchase interest.

The independent variable Product Quality (X3) has a negative and significant influence on the dependent variable Purchase Interest (Y) of staple foods in Medan stalls. This shows that respondents' purchase interest in purchasing staple foods in Medan stalls is less influenced by the product quality variable. Factors such as product reliability, product features, conformity to consumer expectations, and perceived quality tend not to have a significant impact on purchasing decisions.

The independent variable of Service Quality (X4) has a negative and significant influence on the dependent variable of Purchase Interest (Y) of staple foods in Medan stalls. This finding indicates that respondents' purchase interest in purchasing staple foods in Medan stalls is less influenced by the service quality variable. Aspects such as friendly service, openness of stall owners, and

convenience of service to consumers do not significantly influence consumer purchasing behavior.

Overall, the factors (X1, X2, X3, and X4) have a positive and significant influence on the dependent variable Purchase Interest (Y) of staple foods at Medan stalls. This shows that respondents' purchase interest in purchasing staple foods at Medan stalls is influenced by the variables of price, location, and service quality. Thus, the combination of these three factors can be used as a basis for designing a more effective marketing strategy to increase the attractiveness of Medan grocery stalls in the eyes of consumers.

Based on the research conclusions, the following are suggestions for further research development: Expanding the scope of the study by including additional independent variables that have the potential to influence purchase intention, such as promotion, brand image, or socio-cultural factors. The addition of these variables is expected to provide more comprehensive insights into the dynamics of consumer purchasing decisions at Medan grocery stores.

Conducting a comparative study between Medan warung and other types of grocery stores to identify their competitive advantages. This study can help understand the differentiating factors that make Medan warung remain the main choice for consumers compared to other traditional or modern retailers.

methods research by integrating quantitative and qualitative approaches to gain a deeper understanding of the factors that influence consumer purchasing interest. This method allows for more holistic data collection and more comprehensive interpretation of the results.

Conducting a longitudinal study to observe changes in consumer buying interest in Medan's warungs over time. This approach can help identify long-term trends and the impact of external changes, such as technological developments or shifts in consumer preferences, on the sustainability of Medan's warung grocery businesses.

Further examining the reasons behind the negative influence of product quality on purchase intention, and exploring strategies to improve product quality perception in Medan stalls. This investigation is important to identify weaknesses in product management and design improvement measures that can improve the competitiveness of Medan stalls in the retail market.

REFERENCE

- [1] Abdul, Latief. (2018). "Analisis Pengaruh Produk, Harga, Lokasi dan Promosi terhadap Minat Beli Konsumen pada Warung Wedang Jahe (Studi Kasus Warung Sido Mampir di Kota Langsa)" *Jurnal Manajemen Dan Keuangan*, Vol.7, No.1, Mei.
- [2] Arrahma, Elian, Tania., Haris, Hemawan., Ahmad, Izzuddin. (2022). Pengaruh Lokasi Dan Harga Terhadap Minat Beli Konsumen. "PUBLIK: *Jurnal Manajemen Sumber Daya Manusia, Administrasi dan Pelayanan Publik*" Volume IX Nomor1.
- [3] Daryanto. (2014). *Konsumen dan Pelayanan Prima*. Yogyakarta: Gava Media.
- [4] Dedy, Ansari, Harahap. (2015). Analisis Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen di Pajak USU (Pajus) Medan, *Jurnal Keuangan Dan Bisnis*, Vol. 2, No. 3, 2015, h. 229.
- [5] Duriyanto, D., Sugiarto., & Sitinjak, T. (2013). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.

- [6] Eko, Purnomo., Yulfita., Aini., Makmur. (2016). Pengaruh Harga, Kualitas Produk Dan Lokasi Terhadap Minat Beli Konsumen Dalam Membeli Beras Lokal (Studi Kasus Desa Rambah Utama), Universitas Pasir Pengaraian, Artikel ilmiah, 12 Desember.
- [7] Faradiba., Sri, Rahayu., Tri, Astuti. (2013). Analisis Pengaruh Kualitas Produk, Harga, Lokasi Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen (Studi pada Warung Makan “Bebek Gendut” Semarang *DIPONEGORO JOURNAL OF MANAGEMENT Volume 2, Nomor 3, Tahun 2013, Halaman 1-11* <http://ejournal-s1.undip.ac.id/index.php/djom>
- [8] Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- [9] Ghozali, Imam. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: BP UNDIP.
- [10] Kasmir. (2005). *Etika Customer Service*. Jakarta: Raja Grafindo Persada.
- [11] Kotler, P., & Armstrong, G. (2008). *Principles of Marketing*, Pearson Education Limited. Kotler, P., & Keller, K.L. (2016). *Marketing Management*. Pearson Education Limited.
- [12] Larora, Rebecca. (2010). *Analisis Pengaruh Harga, Kualitas Produk, Dan Lokasi Terhadap Keputusan Pembelian (Studi Kasus Pada Warung-Warung Makan Di Sekitar Simpang Lima Semarang)*. Fakultas Ekonomi. Universitas. Diponegoro. Semarang
- [13] Lupiyoadi, Rambat., dan A. Hamdani. (2009). *Manajemen Pemasaran Jasa*. Edisi Kedua. Jakarta: Salemba Empat.
- [14] Prawirosentono, S. (2016). *Manajemen Operasi: Analisis dan Studi Kasus*. Jakarta: Bumi Aksara.
- [15] Priansa, D.J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.
- [16] Purba, J. (2005). *Pengelolaan lingkungan sosial*. Jakarta: Yayasan Obor Indonesia. Edisi 2.
- [17] Purwadarminta. (1996). *Kamus Umum Bahasa Indonesia*. Jakarta: Balai Pustaka.
- [18] Schiffman, L.G., & Kanuk, L.L. (2015). *Consumer Behavior*. Pearson Education Limited.
- [19] Sugiyono. (2014). *Metode Penelitian Kombinasi Mixed methods*. Bandung: Alfabeta.
- [20] Sutrisni. (2010). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, Desain Produk, Harga dan Kepercayaan Terhadap Loyalitas Pelanggan Indosat IM3 Pada Mahasiswa Fakultas Ekonomi Universitas Diponegoro Semarang. Universitas Diponegoro. A Aptaguna dan Pitaloka, Pengaruh Kualitas Pelayanan Dan Harga Terhadap Minat Beli Jasa Go-jek, *Jurnal Widyakala*, Vol. 3, 2016, h. 52.
- [21] Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: Andi.
- [22] Wafiruddaroin, M., & Rezeky, S. M. (2022). Dinamika Sosial Budaya Komunitas Pedagang Kelontong Madura di Kecamatan Pamulang Kota Tangerang Selatan. *Muqoddima Jurnal Pemikiran dan Riset Sosiologi*, Vol. 3, No. 2.
- [23] Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.
- [24] Zuhdi, S., Sukartaatmadja, I., & Argoputro, S. B. (2023). Pendampingan Usaha Mikro Kecil dan Menengah Dalam Meningkatkan Kualitas Produk

Pada UMKM Kelurahan Gudang Kota Bogor. *Jurnal Abdimas Dedikasi Kesatuan*, 4(2), 115-122.

- [25] Zuhdi, S., Syarif, R., & SEC, G. S. (2015). Pengaruh Customer Relationship Marketing dan Customer Value Terhadap Customer Loyalty: Studi Kasus Pada PT Bank Central Asia, Tbk Kantor Cabang Pembantu Graha Cibinong. *Jurnal Ilmiah Manajemen Kesatuan*, 3(1), 047-054.
- [26] Zuhdi, S. (2001). Metodologi Penelitian: Pendekatan Teoritis-Aplikatif.