



The Influence Of Location, Product Variety, And Service Quality On Consumer Purchasing Decisions At Em Store Purbalingga

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ABSTRACT

This study examines the influence of location, product variety, and service quality on consumer purchasing decisions at eM Store Purbalingga. Employing a quantitative research methodology, data were obtained through the distribution of questionnaires to 120 purposively selected respondents, based on the criteria of being at least 17 years old, residing in Purbalingga, and having previously made a purchase at eM Store. The sample size was determined using the Slovin formula from a population of 3,600 consumers (as of December 2024), with a margin of error of 10%. Multiple linear regression analysis revealed that all three variables have a positive and significant effect on purchasing decisions.

INTRODUCTION

The Indonesian beauty industry is growing rapidly each year (Anistasya et al., 2024). Indonesia, with a population of approximately 280 million (Central Statistics Agency, 2024), is an attractive market for cosmetics manufacturers (Putri, 2017). The fact that many women now consider cosmetics essential is one factor driving this industry's rapid growth (Amala et al., 2021). In addition to enhancing their appearance on various occasions, beauty products also serve as a means for women to express their identity in public. Therefore, beauty products now play a significant role in the Indonesian market (Hasrin et al., 2023).

Data from the Statista portal indicates that by 2025, the Indonesian cosmetics market revenue will reach US\$2.09 billion (Rp33.4 trillion). This is projected to grow at a cumulative average annual growth rate (CAGR) of 4.73% annually from 2025 to 2030. This development demonstrates the importance of cosmetics in the lifestyles of Indonesians, for both men and women.

Purbalingga, as a region undergoing socio-economic transformation, demonstrates increasing public awareness of the importance of self-care and appearance, as reflected in the

proliferation of cosmetic stores offering a variety of body and beauty care products (Syifana, 2025). The significant growth trend in the cosmetics industry in Purbalingga reflects the growing public awareness of the importance of self-care in daily life. In response to this situation, businesses strive to meet consumer needs by creating a balance between price, quality, quantity, location, and service, all of which have the potential to influence consumer purchasing decisions.

This study was conducted at eM Store, a cosmetics store located at Jalan Jendral Sudirman No. 76, Purbalingga District, Purbalingga Regency, Central Java Province. This store is one of the largest cosmetic providers in the Purbalingga area, offering a diverse range of products, from makeup and skincare to salon equipment such as hair dryers and irons. Furthermore, the variety of foreign products sold is an added value and distinguishes eM Store from other cosmetic stores in Purbalingga. However, the presence of a large number of similar cosmetic stores in Purbalingga has led to increasingly intense competition, which in turn presents a challenge for eM Store in maintaining its competitiveness and maximizing market share.

The increasing number of stores offering cosmetic products in the Purbalingga area reflects the increasing intensity of competition, which eM Store Purbalingga also faces. In this competitive market environment, eM Store is required to formulate effective strategies to meet consumer expectations and needs. These strategies are aimed at building consumer trust in the quality of the products and services provided, while simultaneously encouraging sustainable purchasing decisions. To compete optimally, it is crucial for eM Store Purbalingga to identify and understand the key determinants of the consumer decision-making process. Understanding factors such as product variety, ease of access, and service quality will enable eM Store to tailor offerings more precisely to consumer preferences and needs.

The wide variety of cosmetic products created to satisfy consumer needs has intensified competition in the cosmetics industry. Therefore, businesses compete to meet consumers' needs (Amelia et al., 2024). As the number of producers or companies offering diverse products and services increases, consumers are faced with more alternatives in the purchasing decision-making process (Ekasari et al., 2021). This decision-making process plays a significant role in marketing research, particularly in the realm of consumer decision patterns, which examines how individuals, communities, and institutions select, transact, utilize, and evaluate consumed objects, services, ideas, and direct interactions to meet consumer needs and desires (Harahap et al., 2022).

This study expands on previous literature presented by Cynthia et al. (2022), which explored how location and service quality influence consumer purchasing decisions. The key factor distinguishing this study is the addition of product variety as an additional variable suspected of influencing purchasing decisions.

LITERATURE REVIEW

Affective Theory

According to Damiati et al. (2017) in (Poernomo et al., 2020), consumer attitudes can be constructed through three main dimensions: cognitive, affective, and conative, which interact in the decision-making process. The affective component reflects an individual's emotional response to a product or brand, which is evaluative because it is based on subjective assessments of experience and facts. (Poernomo et al., 2020) state that aspects such as ease of location access, product diversity, and service quality can create positive experiences that elicit emotions such as satisfaction and happiness, thereby strengthening the affective aspect of consumer attitudes and increasing purchase intentions.

Purchase Decisions

In (Tirtayasa et al., 2021), Kotler and Armstrong (2012) state that purchasing decisions are a component of consumer behavior. This is a study that examines how individuals, communities,

and institutions select, transact, utilize, and evaluate consumed objects, services, ideas, and direct interactions to meet consumer needs and desires. Furthermore, Schiffman and Kanuk (2007) in (Apriani, 2023) state that the purchase decision is a decision-making stage in which individuals select from a number of alternatives available in the market. In this stage, consumers carefully select the option that best meets their expectations and needs.

Indicators in the decision-making process reflect the steps customers take to meet their needs. According to P. Kotler in (Septyadi et al., 2022), this process is divided into several steps, including determining the product to be purchased, choosing a brand, purchasing channel, transaction timing, and deciding on the quantity of product to be consumed.

Location

Location can be defined as the area where a company establishes its operational base and conducts its business activities (Aditya et al., 2019). Meanwhile, Tjiptono (2015) in (Sinaga et al., 2024) states that location encompasses various marketing activities designed to facilitate and expedite the distribution of products from producers to customers. In the context of entrepreneurship, choosing a strategic business location is crucial because it can increase ease of access for consumers. The right location plays a strategic role in influencing target market determination and consumer purchasing decisions (Imanulah et al., 2022). Furthermore, according to Tjiptono (2014) in Damanuri et al., 2022, there are many variables to consider when selecting a business location, such as accessibility, visibility, traffic volume, parking availability, and potential for future expansion. Aryandi et al. (2020); Galuh et al. (2019); Okta et al. (2022); Kelvinia et al. (2021); Firdiansyah et al. (2021) have found that location plays a significant and positive role in influencing purchasing decisions. H1: Location has a positive and significant effect on purchasing decisions.

Product Variety

Product variety refers to the comprehensive range of choices a company offers its consumers. Product variety is defined as the diversity of a product, distinguished by easily visible visual differences (Kojongian et al., 2022). In marketing practice, product variety is not a new approach; it has become a common marketing strategy used by various companies to expand market reach by increasing the diversity of their product offerings. Engel et al. (in Finthariasari et al., 2020) identified several key indicators of product variety. These indicators include product completeness, brand, type or form of product variety, and product quality. Putra et al. (2021); Setyani et al. (2021); Rozi et al. (2021); Kridaningsih (2020); Salman et al. (2024) emphasize that product variety plays a significant role in influencing purchasing decisions.

H2: Product variety has a positive and significant effect on purchasing decisions.

Service Quality

According to J. Supranto in (Suryana et al., 2020), service quality can be defined as something that must be implemented by service providers as effectively as possible to meet customer expectations. Gronroos, in the same source, adds that service is a series of non-physical activities that occur in interactions between consumers and service providers. This interaction can occur through employees and facilities provided by the company. The primary purpose of this service is to address problems or meet customer needs. Both views emphasize that service is not merely a functional activity, but a strategic process that must be carried out at a high level of quality to create customer satisfaction and foster good, sustainable relationships between the company and its customers. Furthermore, Tjiptono (2017) in (Sabila et al., 2022) identifies five main dimensions that shape service quality: Tangible, Reliability, Responsiveness, Assurance, and Empathy. Sopiyan (2022); Firdiansyah et al., (2021); Angelyn (2022); Tanady et al., (2020); Jihan et al., (2024) emphasize that service quality plays a significant role in influencing

purchasing decisions. H3: Service quality has a positive and significant effect on purchasing decisions.

METHODS

This study utilizes a quantitative methodology to explore and analyze the relationship between independent variables, including location, product variety, and service level, on consumer shopping choices. The study subjects included all individuals who had experience making purchases at eM Store Purbalingga, which totaled 3,600 in December 2024. The Slovin method was used to calculate the sample size at a 10% significance level, resulting in 97 respondents. To increase data reliability, a total sample of 120 respondents was analyzed. The sampling technique used was purposive sampling, a method of selecting respondents in a targeted manner based on predetermined characteristics, such as being at least 17 years old, residing in the Purbalingga area, and having experience making purchases at eM Store. Primary data was collected by distributing Likert-based questions through the online Google Form platform, while secondary data was collected through a review of relevant literature and interviews with store management. Data analysis procedures included instrument validity and reliability tests, as well as classical assumptions including normality analysis, multicollinearity analysis, and heteroscedasticity analysis. The data was tested through the application of multiple linear regression analysis in SPSS version 20, including hypothesis testing through simultaneous analysis, partial analysis, and coefficient of determination (R^2) analysis.

RESULT

Validity and Reliability Testing

Table 1. Validity Test Results

Variables	Indicator	R-Count	R-Table	Information
Location	X1.1	0,834	0,179	Valid
	X1.2	0,829		Valid
	X1.3	0,829		Valid
	X1.4	0,848		Valid
	X1.5	0,783		Valid
Product Variations	X1.1	0,915	0,179	Valid
	X2.2	0,867		Valid
	X2.3	0,933		Valid
	X2.4	0,864		Valid
Quality Of Service	X3.1	0,841	0,179	Valid
	X3.2	0,837		Valid
	X3.3	0,911		Valid
	X3.4	0,879		Valid
	X3.5	0,889		Valid
Buying Decision	Y1.1	0,839	0,179	Valid
	Y1.2	0,838		Valid
	Y1.3	0,861		Valid
	Y1.4	0,827		Valid
	Y1.5	0,819		Valid

Sumber: Data diolah menggunakan SPSS (2025)

According to Iman Ghozali (2018) in (B. Putra et al., 2023), validity testing can be implemented through a bivariate correlation analysis between the score of each indicator and the total score of the construct it represents using Pearson Correlation output. Validity is determined based on a comparative evaluation of the empirical correlation coefficient (calculated r) and the critical value in the table (table r). Based on Table 1, all indicators evaluating the variables Location, Product Variety, Service Quality, and Purchase Decision are proven to have validity, as indicated by the calculated r results being greater than the specified table r , which is 0.179.

Table 2: Reliability Test Results

Variables	Cronbach's Alpha Value	Standard	Information
Location	,881	0,60	Reliable
Product Variations	,917	0,60	Reliable
Quality Of Service	,921	0,60	Reliable
Buying Decision	,893	0,60	Reliable

Source: Data processed using SPSS (2025).

According to Iman Ghozali (2018) in (B. Putra et al., 2023), an item in a research instrument is considered to have sufficient reliability if the Cronbach's Alpha coefficient is ≥ 0.6 , while a value below this value indicates the instrument is unreliable. Based on the reliability analysis shown in Table 2, all tested variables—Location, Product Variety, Service Quality, and Purchase Decision—achieved a high level of instrument reliability, as all values were above the minimum criterion of 0.60. This finding provides evidence that the instrument used can be considered reliable.

Normality Test

Table 3 One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,59114825
Most Extreme Differences	Absolute	,091
	Positive	,065
	Negative	-,091
Kolmogorov-Smirnov Z		1,000
Asymp. Sig. (2-tailed)		,270

a. Test distribution is Normal.

b. Calculated from data.

Source: Data processed using SPSS (2025)

According to Suliyanto (2011:69) in (Aditiya et al., 2023), the normality test can be applied using the Kolmogorov-Smirnov non-parametric statistical method, which is based on the cumulative distribution function. A residual is considered to follow a normal distribution if the calculated K statistic value is $< K$ table or if the significance level (Sig.) is > 0.05 . Conversely, a condition where the significance value is < 0.05 indicates that the residual data are not normally distributed. Based on the analysis in Table 3, the Asymp. Sig. (2-tailed) result reached 0.270 in the normality test. Considering that the probability level exceeds the 5% significance level, it can be concluded that the residual data used in this study meet the assumptions of a normal distribution.

Multicollinearity Test

Table 4: Multicollinearity Test Results

Model	collinearity statistich	
	tolerance	VIF
location	0,356	2,806
product variations	0,342	2,92
quality of service	.258	3,88

Source: Data processed using SPSS (2025)

According to Suliyanto (2011:81) in (Aditiya et al., 2023), indications of multicollinearity in a regression model can be identified through the Tolerance (TOL) and Variance Inflation Factor (VIF) statistical parameters. A regression model is considered free of multicollinearity if the VIF is <10 and the TOL is >0.10 . The analysis in Table 4 indicates that the Location variable exhibits a tolerance of 0.356 with a VIF of 2.806. Meanwhile, the Product Variation variable has a tolerance of 0.342 and a VIF of 2.920. For the Service Quality variable, the tolerance value is 0.258 and the VIF is 3.883. This analysis indicates that the regression model does not exhibit any indication of multicollinearity, as all tolerance values exceed 0.10 and all VIF values are below the established limits. Therefore, there is no strong collinear relationship between the independent variables.

Heteroscedasticity Test

Table 5: Glejser Test Results

Model	unstandardized coefficients		standardized coefficients	T	sig
	B	std error	Beta		
constant	0,372	0,717		0,519	0,605
location	0,035	0,055	0,097	0,631	0,529
product variations	0,032	0,056	0,091	0,577	0,565
quality of service	0,029	0,6	0,087	0,477	0,634

Source: Data processed using SPSS (2025)

Suliyanto (2011:95) in (Aditiya et al., 2023) states that heteroscedasticity testing can be implemented using the Glejser method, which involves conducting a regression between the independent variables and the absolute values of the model residuals to detect inhomogeneity of variance in the data. If the regression coefficient (β) shows a significance value below 0.05, this indicates a statistically significant relationship between the independent variables and the residual values, indicating the presence of heteroscedasticity in the regression model. Based on the Glejser analysis shown in the table, it is clear that all tested instruments—Location, Product Variety, and Service Quality—have significance values exceeding the 0.05 level, indicating the absence of heteroscedasticity. The significance value of the constant is recorded at $0.605 > 0.05$, supporting the suitability of the regression model for the assumption of homoscedasticity.

Coefficient of Determination (R²) Test

Table 6 Results of the Coefficient of Determination (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,861 ^a	,742	,735	,322

a. Predictors: (Constant), KUALITAS PELAYANAN, LOKASI, VARIASI PRODUK

Source: Data processed using SPSS (2025).

According to Ghazali (2011:97) in Saputra et al., 2017, the coefficient of determination (R^2) is used to assess the collective impact of independent variables on the dependent variable in a regression model. A low R^2 value reflects the limited ability of the independent variable to explain the variability of the dependent variable, while an R^2 value approaching one indicates that the independent variable has a high capability to explain most of the fluctuations that occur in the dependent variable. Based on the analysis of the coefficient of determination shown in the table, the R^2 value obtained was 0.742, capable of describing 74.2% of the variability in purchasing decisions. The remaining 25.8% is due to other variables not examined.

Model Feasibility Test (F Test)

Table 7: Model Feasibility Test Results (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	34,669	3	11,556	111,237	,000 ^b
Residual	12,051	116	,104		
Total	46,720	119			

Source: Data processed using SPSS (2025).

According to Ghazali (2011:97) in (Saputra et al., 2017), a regression model fit test is conducted to assess the extent to which the estimated model is able to represent the actual relationship between the independent and dependent variables. This test can be performed through analysis of the F-value and coefficient of determination. Based on the ANOVA table shown, the calculated F-value reached 111.237 with a significance level (Sig. = 0.000), indicating that the regression model is statistically significant. This means that the independent variables simultaneously have a significant influence on Purchasing Decisions. Since the significance value is <0.05 , the regression model meets the requirements for use in further inferential analysis. Thus, it is concluded that the model used has good fit in explaining the dependent variable.

Multiple Linear Regression Test and Partial Test (t-Test)

Table 8: Results of Multiple Linear Regression Test and Partial Test (t-Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,477	,216		2,207	,029
location	,215	,082	,206	2,609	,010
Product Variations	,321	,068	,381	4,728	,000
Quality of Service	,337	,091	,345	3,716	,000

Source: Data processed using SPSS (2025)

Multiple Linear Regression Test

According to Syofian Siregar (2014:301) in (Zaenudin, 2024), the multiple linear regression model was developed as an extension of simple linear regression and is applied as an analytical tool to estimate the value of a dependent variable based on historical data. This method serves to identify the extent of the causal relationship between one or more independent variables and

the dependent variable and is used to project the value of the dependent variable based on the simultaneous contribution of all independent variables. The multiple linear regression analysis, displayed in the Coefficients table, produces the following regression equation:

1. The constant coefficient of 0.477 indicates that when all three independent variables are held constant (zero), the baseline for the Purchase Decision is 0.477.
2. The regression coefficient for the Location variable (X1) is 0.215. This shows that every one-unit increase in the Location evaluation will lead to a 0.215-unit increase in the Purchase Decision, assuming other variables remain constant.
3. The regression coefficient for Product Variety (X2) reached 0.321. This indicates that each one-unit increase in the Product Variety evaluation will lead to a 0.321-unit increase in Purchase Decisions, assuming other variables remain constant.
4. The regression coefficient for Service Quality (X3) reached 0.337. This indicates that each one-unit increase in the Service Quality evaluation will lead to a 0.337-unit increase, assuming other variables remain constant.

Partial Test (t-Test)

Ghozali (2018:98) in (B. Putra et al., 2023) states that the t-test is an analytical method used to evaluate the significance of the impact of each independent variable partially on its ability to explain the variance or response of the dependent variable in a regression model. Based on the partial analysis, the regression coefficients in the table can be explained as follows:

1. H1: Location has a positive and significant effect on purchase decisions.
The calculated t-value was 2.609, higher than the t-value of 1.980, and the probability of 0.010, also less than 0.05. Therefore, H1 was accepted, indicating that location significantly contributes positively to customer purchasing decisions at eM Store Purbalingga.
2. H2: Product variety has a positive and significant effect on purchasing decisions.
The calculated t-value was 4.728, higher than the t-value of 1.980, and the probability of 0.000, also less than 0.05. Therefore, H2 was accepted, indicating that product variety significantly contributes positively to customer purchasing decisions at eM Store Purbalingga.
3. H3: Service quality has a positive and significant effect on purchasing decisions.
The t-count result obtained reached 3.716, this figure is higher than the t-table recorded at 1.980, and the probability obtained is 0.000, which is also less than 0.05. Thus, H3 is accepted, indicating that service quality contributes significantly with a positive relationship direction to customer purchasing decisions at eM Store Purbalingga.

DISCUSSION

The Influence of Location (X1) on Purchasing Decisions (Y)

These findings indicate that location clearly plays a significant and positive role in influencing consumer purchasing decisions at eM Store Purbalingga. This reaffirms the previous hypothesis that a strategic, accessible, convenient business location, and adequate facilities can significantly boost consumer purchasing decisions.

From an affective theory perspective, as explained by (Poernomo et al., 2020), elements such as easy access to a location can create positive emotional experiences for consumers, such as comfort and satisfaction while shopping. These emotional experiences play a role in shaping strong consumer affective attitudes toward the store, ultimately increasing the likelihood of a purchase. Meanwhile, according to the purchasing decision theory explained by Kotler and Armstrong in (Tirtayasa et al., 2021), purchasing decisions are a process in which individuals evaluate various alternatives based on their expectations and needs. In this context, a strategic location that is easily accessible, located in the center of economic activity, and provides adequate facilities will be evaluated more positively by consumers in the evaluation process. This strengthens decision-making that leads to purchases. A strategic business location not only

provides easy physical access but also triggers positive emotional (affective) responses and supports rational evaluation in the purchasing decision process. These findings illustrate how location significantly contributes to consumer behavior, both emotionally and cognitively.

This study confirms the findings of previous research conducted by Sera & Ekowati (2023); Aryandi & Onsardi (2020); Hidayat (2020); Kelvinia et al., (2021); and Okta Viana & Hartati (2022), which emphasized that location plays a significant role in influencing purchasing decisions. However, conflicting findings were found in studies conducted by Cynthia et al., (2022); Tina Wijayanti & Sujianto (2022), which emphasized that location does not influence purchasing decisions.

The Effect of Product Variety (X2) on Purchasing Decisions (Y)

These findings indicate that at eM Store Purbalingga, product variety clearly plays a significant and positive role in influencing consumer purchasing decisions. This reaffirms the previous hypothesis that product variety plays a significant role in influencing purchasing decisions.

From the perspective of affective theory (Poernomo et al., 2020), product variety contributes to the formation of favorable affective perceptions because consumers perceive a variety of alternatives to accommodate their tastes and needs. A wide product variety evokes positive emotions such as enthusiasm and satisfaction, which play a role in strengthening affective attitudes toward the brand or store. These emotions then drive increased purchase intentions because consumers feel more valued and understood by the product provider. Furthermore, in purchasing decision theory, as outlined by Kotler and Armstrong in (Tirtayasa et al., 2021), the purchase decision-making process involves evaluating available alternatives before making a final decision. In this context, product variety provides a variety of alternatives that allow consumers to compare and select the most appropriate product to meet their needs. This enhances the store's perceived value and increases the likelihood of purchase. Product variety not only enhances the store's attractiveness through consumers' cognitive perception of the available options but also builds positive emotional bonds through a satisfying shopping experience, consistent with the frameworks of affective theory and decision-making theory. These two approaches synergistically explain how product diversity significantly contributes to improving consumer purchasing decisions.

This study is supported by studies by Salman & Sukarni (2024); Kojongian et al., (2022); Firdiansyah & Prawoto, (2021); Fadhila et al., (2022); Evasari & Yani, (2021), which confirm that product variety plays a significant role in influencing purchasing decisions. However, conflicting findings were found in studies by Regindratama (2023); Badarudin et al., (2021), which confirmed that the product variety dimension does not influence purchasing decisions.

The Influence of Service Quality (X3) on Purchasing Decisions (Y)

These findings indicate that at eM Store Purbalingga, optimal service quality plays a significant and positive role in influencing consumer purchasing decisions. This reaffirms the previous hypothesis that service quality plays a significant role in influencing consumer purchasing decisions.

Within the affective theory framework, as explained by (Poernomo et al., 2020), service quality can evoke an evaluative emotional response in consumers regarding their interactions with service providers. Responsive, friendly, and professional service creates a positive experience that fosters emotions such as satisfaction, trust, and comfort. These emotions strengthen the affective component of consumer attitudes, ultimately fostering purchase intentions and choices. Meanwhile, based on the purchasing decision-making theory proposed by Kotler and Armstrong in (Tirtayasa et al., 2021), service quality influences various stages of the decision-making process, from evaluating alternatives to making a final decision. High-quality

service can shorten the decision-making process because consumers feel confident in the store's reliability and credibility.

Furthermore, according to Schiffman and Kanuk (in Apriani, 2023), good service strengthens the perception that the store can meet consumer expectations, thus becoming the primary choice in decision-making. Service quality plays a strategic role in influencing consumer purchasing decisions, both through the emotional (affective) dimension that shapes a positive attitude toward the store and through rational evaluation in the decision-making process. Superior service not only increases immediate satisfaction but also strengthens consumer loyalty and preference for the store, thus significantly contributing to improved purchasing decisions.

This study is supported by studies by Susanti et al. (2021); Sopiyan (2022); Arianto & Octavia (2021); Aryandi & Onsardi (2020); Tanady & Fuad (2020), which emphasize that service quality plays a significant role in influencing purchasing decisions. However, conflicting findings were found in studies by Cynthia et al. (2022); Baihaky et al. (2022), which emphasized that the service quality dimension does not influence purchasing decisions.

CONCLUSION

The following conclusions can be drawn from the analysis and discussion regarding the influence of location, product variety, and service quality on consumer purchasing decisions at eM Store Purbalingga:

1. Location has a positive and significant influence on consumer purchasing decisions at eM Store Purbalingga.
2. Product variety has a positive and significant influence on consumer purchasing decisions at eM Store Purbalingga.
3. Service quality has a positive and significant influence on consumer purchasing decisions at eM Store Purbalingga.

SUGGESTIONS

Based on the study findings, discussion, and conclusions presented, several alternatives can be proposed for further consideration. eM Store is recommended to optimize the use of strategic locations by improving accessibility and convenience for consumers. Expanding the product range presented in line with consumer trends and preferences is also a crucial step in attracting purchase interest. Furthermore, improving service quality through staff training and implementing a service performance evaluation system is also necessary to create a satisfying shopping experience. These strategies are expected to increase customer satisfaction, loyalty, and purchase intentions on an ongoing basis. Future research is recommended to expand the regional scope to ensure more generalizable results and reflect differences in consumer characteristics across locations. Longer-term research will help identify changes in consumer trends and preferences over time.

LIMITATION

This study focused exclusively on three main variables: location, product variety, and service quality. Therefore, it did not account for other factors such as price, promotion, brand image, and consumer psychology, which could also potentially influence purchasing decisions. Furthermore, this study was conducted over a short period of time, thus failing to consider long-term changes in market trends.

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