



## The Role of Purchase Intention in Mediating the Influence of Location and Service Quality on Purchase Decisions in Msmes in Probolinggo City

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### ABSTRACT

This study aims to analyze the effects of location and service quality on purchasing decisions, with purchase intention as an intervening variable, at Dekranasda under the Office of Cooperatives, Micro, Small and Medium Enterprises, and Trade of Probolinggo City. This research employed a quantitative approach with an explanatory design. The independent variables consisted of location and service quality, the intervening variable was purchase intention, and the dependent variable was purchasing decision. The population comprised consumers who made purchases at Dekranasda, with a sample of 97 respondents selected using a non-probability sampling technique. Data were collected through questionnaires as primary data and supported by secondary data sources. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results indicate that location and service quality have direct effects on purchase intention and purchasing decisions. Purchase intention also has a direct effect on purchasing decisions. Furthermore, purchase intention mediates the effects of location and service quality on purchasing decisions. The novelty of this study lies in examining the mediating role of purchase intention within the marketing context of MSME products at Dekranasda as a platform for promoting and selling local products. These findings provide managerial implications for Dekranasda management to improve location strategies and service quality in order to enhance consumers' purchase intention and purchasing decisions

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## **INTRODUCTION**

### **Background of the Study**

The purchase decision-making process is generally similar across individuals; however, it is shaped by differences in personality traits, age, income, and lifestyle. In making purchase decisions, consumers typically identify and evaluate various alternatives as potential solutions to their problems. Consequently, understanding consumer behavior during the decision-making process becomes essential for companies, as consumers ultimately decide to purchase products based on perceived needs and expected benefits (Purnomo, 2024).

From a conceptual perspective, decision making can be understood as a process of assessing and selecting among multiple alternatives based on particular interests, by determining the option considered most advantageous. This process commonly begins with identifying the primary problem influencing the intended objective, followed by organizing, analyzing, and evaluating available alternatives, and subsequently choosing the most appropriate decision (Amirullah, 2022). Building on this view, consumer purchase behavior is influenced by numerous factors and is rarely straightforward; nevertheless, understanding it remains a critical responsibility for marketing managers. Consumer buying behavior refers to the final purchasing actions undertaken by individuals or households when acquiring goods and services for personal consumption (Amirullah et al., 2022).

In line with these arguments, the ability to understand and influence consumer purchase decisions is crucial for organizational sustainability, particularly in increasingly competitive markets. Firms are required to continuously innovate and adopt creative strategies to attract new customers while retaining existing ones. Accordingly, efforts to influence purchase decisions should not be limited to functional product promises and service delivery, but must also be aligned with consumers' current needs and preferences (Syah et al., 2024).

Beyond individual and market-related factors, the literature also highlights the importance of situational and environmental elements that may shape consumer decisions. One such factor is business location, which is often considered a key determinant in supporting consumer purchase decisions. A strategic location—such as one surrounded by public facilities (e.g., shopping centers, schools, hospitals), easily accessible by public transportation, and relatively free from traffic congestion and flooding—tends to be more attractive to consumers and becomes an important consideration in purchasing decisions (Sugiyanto & Krisprimandoyo, 2024). Furthermore, selecting a business location situated in a crowded area or one that is easily reached by prospective consumers can serve as an effective strategy. A favorable location ensures faster access, increases the potential to attract a larger number of consumers, and may significantly influence consumer purchasing patterns (Siregar, 2024).

In addition to location, service quality is consistently emphasized as another critical factor that contributes to consumer decision-making. Service quality provided by a company is intended to facilitate convenience for consumers. In both goods and service-based businesses, customers should

receive high-quality service because service quality is closely associated with purchase decisions (Saputra & Ardani, 2020). Moreover, high service quality plays a vital role in attracting and retaining consumers, as prospective customers are more likely to convert into actual buyers when they perceive superior service. As consumer expectations continue to develop and demand faster and more accurate processes, business operators are increasingly expected to deliver service performance that exceeds competitors. Thus, delivering tangible, high-quality service can enhance public attention and strengthen consumer interest (Suriadi et al., 2024).

While location and service quality represent important external considerations, the decision to purchase is also strongly influenced by consumers' internal evaluations of product value. A product can be considered consumed when consumers have decided to purchase it. Purchase intention is influenced by consumers' evaluation of product value, particularly when perceived benefits outweigh the sacrifices required to obtain the product. Under such conditions, consumers' motivation to buy increases. Conversely, if perceived benefits are lower than the sacrifices involved, consumers are more likely to reject the purchase and shift their evaluation toward alternative products within the same category (Kurniawan, 2020). Extending this argument, consumer purchase behavior is frequently initiated and shaped by external stimuli, including marketing-related stimuli and environmental factors. These stimuli are processed internally according to the consumer's personal characteristics before shaping purchase intention. Such personal characteristics are complex, and one of the key determinants in processing these stimuli is consumer motivation to buy (Kurniawan, 2020).

In a broader economic context, these discussions are particularly relevant to Micro, Small, and Medium Enterprises (MSMEs), which represent a crucial sector in the Indonesian economy and play a significant role in supporting economic development. MSMEs contribute substantially by transforming raw materials into products and services while also strengthening production capabilities and entrepreneurial skills. They are considered essential due to their capacity to stimulate economic activity and serve as a major source of income for a large proportion of the population. Additionally, MSMEs provide employment opportunities for workers with lower educational backgrounds and operate across a wide spectrum of business levels, ranging from lower-middle to upper-middle segments, encompassing both traditional and modern business models (Aji & Listyaningrum, 2021).

### **Research Objectives**

1. To explain the direct effect of location and service quality on purchase intention at Dekranasda, Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City.
2. To explain the direct effect of location and service quality on purchasing decisions at Dekranasda, Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City.

3. To explain the direct effect of purchase intention on purchasing decisions at Dekranasda, Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City.
4. To explain the indirect effect of location and service quality on purchasing decisions at Dekranasda, Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City.
5. To explain the indirect effect of location and service quality on purchasing decisions through purchase intention at Dekranasda, Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City.

## **LITERATURE RIVIEW**

Location determination is a critical element that must be carefully considered in establishing a business. Selecting an appropriate location enables a business to be more accessible to its target market. Hutajulu et al. (2024) (define location as “the physical place where a company conducts its operational activities, such as production, sales, distribution, and after-sales services.” In this context, location is closely associated with organizational policies regarding where business operations are carried out and where employees are assigned. Similarly, Putra et al. (2021) argue that location refers to the place where a company operates and undertakes activities related to the provision of goods and services, particularly from an economic perspective. Thus, location reflects where a company establishes its base of operations and conducts its core business activities.

Effective location selection represents an essential strategic step to ensure long-term business sustainability (Solehudin et al., 2024). Business locations can be categorized into several types, including strategic locations (e.g., city centers and commercial areas), industrial locations, residential locations, and online locations (e.g., e-commerce platforms and marketplaces). Furthermore, Tjiptono & Diana (2020) highlights that location can be assessed through several indicators (Prasetyo & Santoso, 2023), namely access, visibility, availability of parking space, potential for expansion, and the surrounding environment.

Service quality can be considered satisfactory when service providers deliver performance that meets consumer expectations. Therefore, achieving customer satisfaction requires a balance between customer needs and desires and the actual service delivered. Indrasari (Indrasari, 2019) defines service quality as an effort to fulfill customer needs and expectations through accurate and timely service delivery. High service quality contributes positively to organizational performance, as it fosters customer loyalty and enhances profitability.

Fundamentally, service quality represents consumers’ perceptions of service providers. Service quality is widely regarded as a key determinant of organizational success because it reflects the ability of producers to consistently meet customer expectations in the delivery of goods and services. Nababan et al. (2023) emphasize that service quality provides several benefits, including increasing customer loyalty, attracting new customers, strengthening a positive corporate image, and improving sales performance. Kotler and Keller propose

that service quality can be measured through five dimensions (Kharisma et al., 2023): tangibles, empathy, reliability, responsiveness, and assurance.

Purchase intention refers to an individual's tendency or willingness to obtain a particular product and constitutes an important construct in the study of consumer behavior. Purchase intention typically emerges when consumers have acquired sufficient information about a product and develop an inclination to act prior to making an actual purchase decision. Wardhana (2024) describes purchase intention as a plan to purchase a specific product after careful consideration, where the intention is influenced by prior experiences in selecting, using, and consuming the product, as well as by personal preferences. Purchase intention serves as an indicator of consumers' likelihood of purchasing a product or service; stronger purchase intention generally corresponds to a higher probability of purchase.

Engel et al. (1992) classify purchase intention into three categories (Wardhana, 2024): unintended purchase, partially intended purchase, and fully intended purchase. In addition, Ferdinand identifies several indicators of purchase intention (Fasha et al., 2022), including transactional intention, referential intention, preferential intention, and exploratory intention.

Purchase decision-making reflects the outcome of consumers' evaluation and consideration processes when selecting products or services. It involves the procedures through which consumers identify problems, search for relevant information, evaluate available alternatives, and ultimately decide on a purchase. Firmansyah (2018) defines a purchase decision as a problem-solving activity in which individuals choose the most appropriate behavioral alternative from two or more options, following a decision-making process. Each decision-making process culminates in a final choice that may take the form of an action or an evaluative judgment toward the selected product.

Firmansyah (2018) further outlines five stages in the purchase decision process: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Moreover, Kotler and Armstrong (2012) suggest that purchase decisions can be assessed through several indicators (Hajjar et al., 2023), including confidence in the product, habitual purchasing behavior, willingness to recommend the product to others, and repeat purchase behavior.

### **Research Gap**

Based on the theoretical discussion above, a research gap emerges because although the purchase decision-making process is influenced by many factors, studies that specifically examine the relationship between location and service quality on purchase decisions still leave room for further investigation, particularly within the context of public service-oriented institutions and MSME development outlets such as Dekranasda. Prior literature suggests that a strategic location and high service quality can encourage consumers to make purchases; however, limited research has explored how these two factors simultaneously shape purchasing behavior among consumers who interact with locally produced MSME products that carry unique characteristics (e.g., local identity, consumer preferences, and cultural value).

In addition, another gap relates to the mechanism of influence among variables, as previous studies generally position purchase intention as an important factor preceding purchase decisions, yet findings remain inconsistent in explaining whether purchase intention truly functions as a mediating variable that strengthens or bridges the effects of location and service quality on purchase decisions. Therefore, this study is important to address this gap by examining the direct effects of location and service quality on purchase intention and purchase decisions, as well as testing the indirect effects through purchase intention at Dekranasda in Probolinggo City, thereby providing a more comprehensive understanding of consumer decision-making patterns in the context of regional MSME marketing.

### Research Conceptual Framework

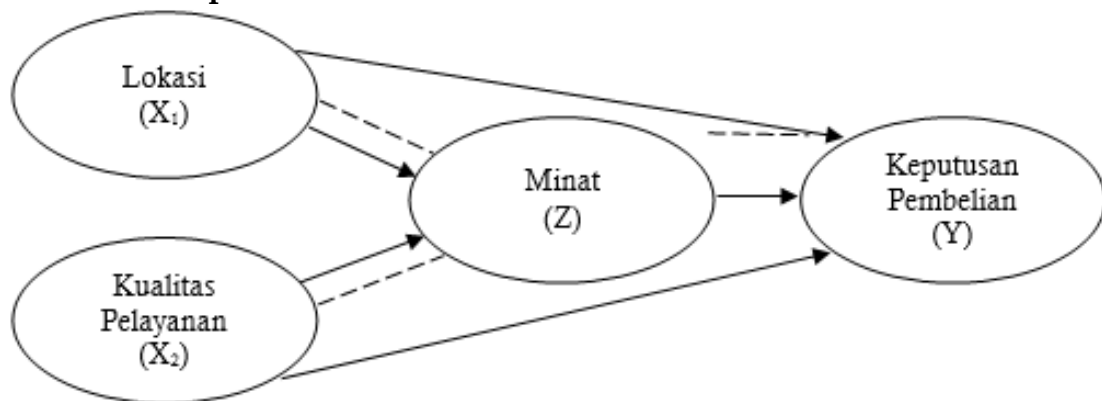


Figure 1. Research Conceptual Framework

### Research Hypothesis

1. Location and service quality have a direct effect on purchase intention.
2. Location and service quality have a direct effect on purchase decision.
3. Purchase intention has an indirect effect on purchase decision.
4. Location and service quality have an indirect effect on purchase decision.
5. Location and service quality affect purchase decision through purchase intention.

## METHODOLOGY

### Type of Research

In this study, the researcher employed a quantitative research design with a causal associative approach. Quantitative research can be defined as a research method based on the philosophy of positivism, used to examine a particular population or sample, where data are collected using research instruments, and data analysis is quantitative in nature to test predetermined hypotheses (Sugiyono, 2019).

### Population and Sample

The population size in this study is not known with certainty; therefore, considering the large population, the target population criteria were consumers who purchased products at Dekranasda under the Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City. The sample used in this study consisted of 97 respondents who made purchases at Dekranasda under the

Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City.

**Data Analysis**

In this study, data processing was carried out using the path analysis method with SmartPLS 4 software to analyze the influence among the research variables. Path analysis is a research model that examines both the direct and indirect effects of independent variables on the dependent variable (Duryadi, 2021). The researcher used path analysis in this study because it allows testing theoretical propositions regarding causal relationships..

**RESULT AND DISCUSSION**

**Convergent Validity Test (Convergent Validity)**

An indicator in this study is considered valid if the outer loading value is > 0.7, as evidenced by the following analysis results:

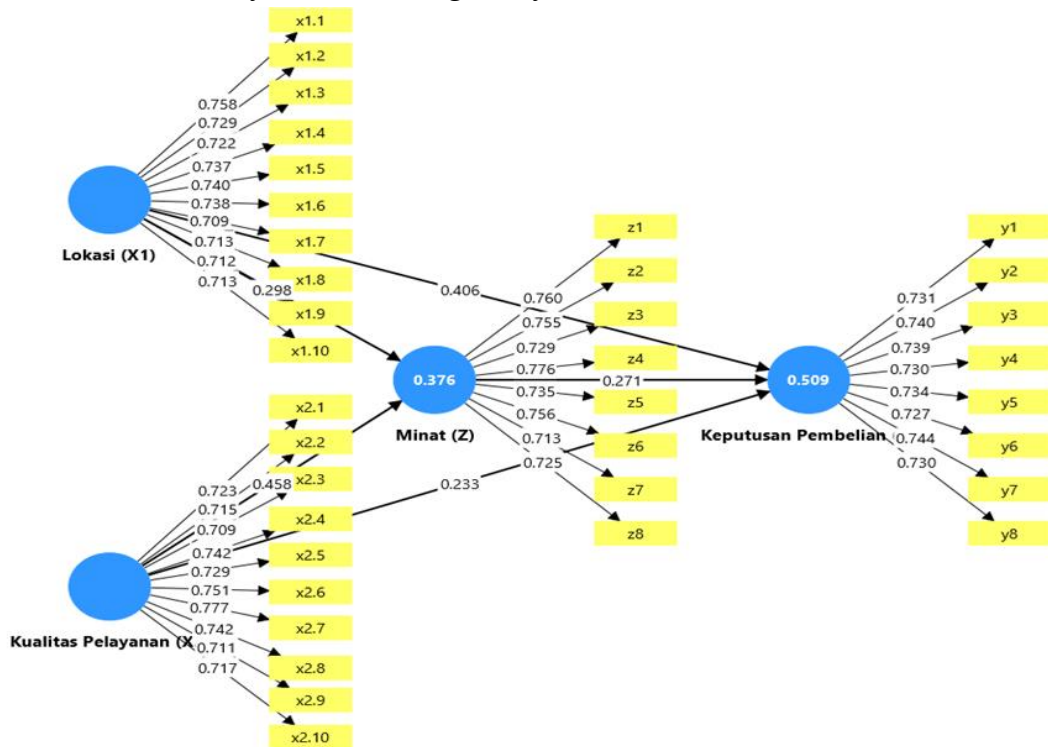


Figure 2. Convergent Validity Test (Convergent Validity)

Based on the output figure above, the outer loadings for each indicator are sufficiently reliable, with all indicator values exceeding 0.70. The outer loading results for all indicators reflecting each construct show values greater than 0.70 and are significant at the 0.05 level. Therefore, it can be concluded that all indicators in this study are considered valid.

**Discriminant Validity Test**

Tabel 1. Fornell Larcker

	purchase decision (Y)	service quality (X <sup>2</sup> )	Location (X <sup>1</sup> )	Purchase intention (Z)
purchase decision (Y)	0,734			
service quality (X <sup>2</sup> )	0,495	0,732		
Location (X <sup>1</sup> )	0,588	0,283	0,727	
Purchase intention (Z)	0,572	0,542	0,428	0,744

Sumber: Data primer diolah, 2025

**Hypothesis Testing Results**

Tabel 2. Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STD EV )	P values	Explanation
Location (X1) -> Purchase intention (Z)	0,298	0,304	0,092	3.236	0,001	Accepted
service quality (X2) -> Purchase intention (Z)	0,458	0,467	0,095	4.808	0,000	Accepted
Location (X1) -> purchase decision (Y)	0,406	0,415	0,096	4.212	0,000	Accepted
service quality (X2) -> purchase decision (Y)	0,233	0,235	0,093	2.509	0,012	Accepted
Purchase intention (Z) -> purchase decision (Y)	0,271	0,269	0,104	2.609	0,009	Accepted

Source: Primary data processed, 2025

Based on the table above, the direct effects of the path analysis are as follows.”

H1 : The results of the first hypothesis test, based on the original sample value, show a positive effect (0.298), a T-statistic value (3.236 > 1.96), and a P-value of (0.001 < 0.05). Therefore, it can be concluded that location (X1) has a direct effect on interest (Z), and thus the first hypothesis is accepted.

H2 : The results of the second hypothesis test, based on the positive original sample value (0.458), the T-statistic value (4.808 > 1.96), and

the P-value ( $0.000 < 0.05$ ), indicate that service quality (X2) has a direct effect on interest (Z). Therefore, hypothesis 2 is accepted.

- H3 : The results of the third hypothesis test, referring to the original sample value which is positive (0.406), the T-statistic value ( $4.212 > 1.96$ ), and the P-value ( $0.000 < 0.05$ ), indicate that location (X1) has a direct effect on purchasing decisions (Y). Therefore, the third hypothesis is accepted.
- H4 : Hasil uji hipotesis keempat, dengan mengacu pada nilai original sample yang positif (0.233), nilai T-statistic ( $2.509 > 1.96$ ), dan nilai P-values sebesar ( $0.012 < 0.05$ ), menunjukkan bahwa service quality (X2) has a direct effect on purchasing decisions (Y). Therefore, the fourth hypothesis is accepted.
- H5 : Hasil uji hipotesis kelima, berdasarkan nilai original sample yang positif (0.271), nilai T-statistic ( $2.609 > 1.96$ ), dan nilai P-values sebesar ( $0.009 < 0.05$ ), menunjukkan bahwa interest (Z) has a direct and significant effect on purchase decision (Y). Therefore, the fifth hypothesis is accepted.

Tabel 3. Indirect Effect

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics ( O/STD EV )</i>	<i>P values</i>	<i>Keterangan</i>
Location (X1) -> Purchase intention (Z) -> purchase decision (Y)	0,081	0,081	0,04	2.010	0,045	Diterima
Service quality (X2) -> Purchase intention (Z) -> purchase decision (Y)	0,124	0,127	0,058	2.139	0,033	Diterima

Source: Primary data processed, 2025

“Based on the table above, the results of the path analysis for the indirect effect are as follows:”

- H6 : Hasil uji hipotesis keenam, dengan mengacu pada nilai original sample yang bernilai positif (0.081), nilai T-statistic ( $2.010 > 1.96$ ), serta nilai P-values sebesar ( $0.045 < 0.05$ ), menunjukkan bahwa location (X1) has an indirect effect on purchase decision (Y) through interest (Z). Therefore, the sixth hypothesis is accepted.
- H7 : The results of testing the seventh hypothesis, based on the original sample value which is positive (0.124), the T-statistic value ( $2.139 > 1.96$ ), and the P-value of ( $0.033 < 0.05$ ), indicate that service quality (X2) has an indirect

effect on purchasing decisions (Y) through interest (Z). Therefore, the seventh hypothesis is accepted.

#### **Effect of Location on Purchase Intention**

The findings indicate that location has a direct and significant effect on purchase intention at Dekranasda under the Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City. A strategic location enhances consumers' purchase intention through improved product availability, accessibility, and supportive socio-economic conditions. Urban consumers, in particular, tend to demonstrate higher interest in branded and innovative products due to greater exposure to promotions, diverse product choices, and lifestyle patterns that encourage rapid consumption. These results support previous studies reporting that location significantly influences purchase intention (Rosa & Antonio, 2020; Tania et al., 2022).

#### **Effect of Service Quality on Purchase Intention**

The results show that service quality directly affects purchase intention at Dekranasda. High service quality strengthens consumer trust and satisfaction, which subsequently increases the likelihood of purchase and recommendation behavior. Consumers who experience responsive, efficient, and courteous service are more inclined to repurchase and develop favorable attitudes toward the offered products or services. This finding is consistent with prior research confirming the positive and significant effect of service quality on purchase intention (Arianto & Difa, 2020; Caniago & Rustanto, 2022).

#### **Effect of Location on Purchase Decision**

The analysis confirms that location has a direct effect on purchase decisions. Consumers are more likely to make purchases from businesses located in accessible areas, either offline or online. Physical locations near residential zones or commercial centers attract greater consumer traffic due to convenience and perceived reliability. Similarly, online visibility—such as higher search rankings or strategic placement on popular platforms—enhances exposure and contributes significantly to purchase decision-making. These findings align with previous studies emphasizing the significant role of location in shaping purchase decisions (Saota et al., 2021; Sari & Hidayat, 2020).

#### **Effect of Service Quality on Purchase Decision**

The findings demonstrate that service quality significantly influences purchase decisions. Positive service encounters, characterized by responsiveness, friendliness, and efficiency, increase customer satisfaction and strengthen loyalty, leading to repeat purchasing behavior. In digital contexts, service quality is also reflected in prompt responses and effective communication through online channels, which can determine consumers' preference for a particular provider. This result is in line with earlier studies highlighting the significant impact of service quality on purchase decisions (Patmala & Fatihah, 2021; Saputra & Ardani, 2020).

#### **Effect of Purchase Intention on Purchase Decision**

The results indicate that purchase intention has a direct effect on purchase decisions. Higher purchase intention encourages consumers to seek additional information, evaluate alternatives, and ultimately proceed with purchasing. Promotional strategies, targeted advertising, and positive word-of-mouth—such

as reviews and recommendations—are key drivers that strengthen purchase intention and accelerate decision-making. This finding supports prior evidence showing that purchase intention significantly affects purchase decisions (Novianti & Saputra, 2023; Paramita et al., 2022).

#### **Indirect Effect of Location on Purchase Decision Through Purchase Intention**

The findings reveal that location indirectly influences purchase decisions through purchase intention. Convenient and strategic locations increase consumer interest by reducing effort and enhancing perceived practicality. Businesses situated in high-traffic areas tend to attract attention and stimulate consumer curiosity, thereby strengthening purchase intention and leading to purchasing decisions. Moreover, strategic digital placement through frequently used platforms improves relevance and visibility, which further enhances purchase intention. These results are consistent with previous studies confirming that purchase intention mediates the effect of location on purchase decisions (Ikrom & Pradiani, 2023; Laimu et al., 2023).

#### **Indirect Effect of Service Quality on Purchase Decision Through Purchase Intention**

The findings also show that service quality indirectly affects purchase decisions through purchase intention. High-quality service fosters positive initial experiences, increases consumer comfort, and strengthens purchase intention, which subsequently leads to purchasing decisions. Service responsiveness, employee professionalism, and transaction convenience—both offline and online—are critical factors in encouraging consumers to proceed with purchases. This finding supports earlier studies indicating that purchase intention mediates the relationship between service quality and purchase decisions (Alfatiha & Budiarmo, 2020; Faradila et al., 2022).

### **CONCLUSIONS**

Based on the results of the study on the influence of location and service quality on purchase intention and purchase decision (a study on MSMEs under Dekranasda at the Office of Cooperatives, Micro, Small and Medium Enterprises, and Trade of Probolinggo City), the following conclusions can be drawn:

- a. The location variable has a direct effect on purchase intention.
- b. The service quality variable has a direct effect on purchase intention.
- c. The location variable has a direct effect on purchase decision.
- d. The service quality variable has a direct effect on purchase decision.
- e. Purchase intention has a direct effect on purchase decision.
- f. The location variable has an indirect effect on purchase decision through purchase intention.
- g. The service quality variable has an indirect effect on purchase decision through purchase intention.

## **RECOMMENDATIONS**

Based on the limitations identified in this study, the researcher proposes several recommendations to enhance and improve future research, as follows:

- 1) With regard to the location variable, it is recommended that Dekranasda under the Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City be provided with broader and more adequate facilities to support the implementation of various programs and activities aimed at developing the local handicraft industry. A spacious and well-equipped area is essential to accommodate a wide range of activities, including training sessions for artisans, production processes, storage of raw materials and finished products, as well as the establishment of a permanent showroom or gallery to exhibit outstanding regional products to the public and potential buyers, both domestically and internationally. Furthermore, adequate facilities may also serve as venues for organizing events such as handicraft exhibitions, MSME bazaars, and creative workshops with educational and promotional objectives. The availability of such facilities would enable Dekranasda to perform its functions more effectively as an institution for guidance, promotion, and development of local crafts, which in turn may contribute positively to community economic improvement and the preservation of local cultural heritage.
- 2) With regard to the service quality variable, it is recommended that employees of Dekranasda under the Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City enhance their attention and responsiveness toward consumers. This may be achieved by implementing the “3S” approach (smile, greet, and offer salutations), responding promptly to consumer inquiries and complaints, and providing product recommendations that are appropriate and aligned with consumers’ needs and preferences.
- 3) With regard to the interest variable, it is recommended that Dekranasda under the Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City place greater emphasis on the management and development of its official website as a primary medium for promotional activities. The website may function as a digital storefront that showcases a variety of local handicraft products, artisan profiles, organizational activities, and narratives that highlight the background and uniqueness of each product. Through an appealing design, comprehensive information, and user-friendly navigation, the website can strengthen Dekranasda’s professional image and broaden accessibility for the general public, business stakeholders, and potential buyers from various regions, including international markets. Additionally, the website may be developed into an interactive platform featuring product catalogs, online ordering or purchasing services, and integration with social media and e-commerce marketplaces. In the current digital era, an active and informative website is essential to expanding promotional outreach, enhancing the competitiveness of local products, and supporting digital transformation within the regional creative industry sector.

- 4) With regard to the purchasing decision variable, it is recommended that Dekranasda under the Office of Cooperatives, Small and Medium Enterprises, and Trade of Probolinggo City pay greater attention to and systematically manage its communication strategies in delivering positive information regarding the handicraft products produced. The information disseminated should contribute to building a favorable image while remaining grounded in factual and accurate representations, thereby avoiding exaggerated claims. Moreover, the information should highlight product uniqueness, including production processes, materials used, and the social and cultural values embedded within the products. By communicating these aspects positively and realistically, Dekranasda not only promotes local handicraft products but also plays a role in educating the public about the importance of supporting high-quality and sustainable local products.

### **FURTHER STUDY**

This research still has limitations so that further research is needed on the topic of The Role of Purchase Intention in Mediating the Influence of Location and Service Quality on Purchase Decisions in MSMEs in order to perfect this research and increase insight for readers and writers.

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