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The Effect of Price Balance And Location On Consumer Purchase Interest In The Bode Lor Caplek Market

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KEYWORDS
Consumer Purchase Interest, Price Balance, Location

ABSTRACT
Bode Lor Caplek Market is a long-established village market on Kisabalanang Street. Bode Lor Village is famous for the woven fabric trade, the traders utilize the shoulder of the road to be used as a place for them to make a living. Then, because it causes congestion, the Bode Lor Village government provides facilities in the form of kiosks so that traders can sell in an orderly manner. In 2023 the Bode Lor Caplek Market was developed into a semi-modern market, formerly known as the source of congestion in Bode Lor Village. The revitalization of the modern art market resulted in 320 stalls and stalls with 282 traders. Caplek Bode Lor Market has a Vision and Mission, namely "Improving and Prospering the Community Economy through the Market Self-Management Program". The market as a means of support for the community to fulfill their needs in their survival. The market is a place where buying and selling transactions for goods or services occur. The development of modern markets has made the economic sector experience significant changes. However, until now traditional markets are still in great demand by the community. in compensating for the quality of modern markets, the government is self-managing the market through a traditional market revitalization program to make it more attractive to visitors.

INTRODUCTION

Humans have several needs in fulfilling their survival, including the need for a market as a supporting facility to meet their daily needs. The market is an area that is the center of the gathering of sellers and buyers where buying and selling transactions occur, the market is also used as a place for social interaction (Syukria, 2023). Adam Smith stated that every household and firm that interacts with the wider community is influenced by the invisible hand, so that interactions with society can affect the desired outcome of a company. This theory is used when in a market there is no market power, namely the ability of either one or more economic actors to influence market prices (Mukaromah & Wijaya, 2020).

A strategy that can be carried out by traders to increase sales is to offer lower prices compared to other competitors. This can attract consumers to buy the products or services offered. In addition, price is also a consideration for most consumers in choosing a product or service. If the price offered is too high, then consumer buying interest tends to decrease (Tania et al., 2022). Therefore, it is important for traders to consider the right pricing strategy to increase consumer buying interest. Pricing needs to be adjusted to quality, quantity and consider existing targets. With the price adjustments given, it can attract consumer buying interest to come and shop at the Market.

Apart from price, there are other factors that can influence consumer purchasing interest, one of which is location. Every market must have a strategic location so that it is easily accessible to consumers, so in choosing a location, you must consider factors such as the community environment, proximity to consumers, proximity to suppliers and accessibility of public transportation facilities. An easily accessible location is a major consideration for consumers. A strategic, convenient, and efficient location aims to maximize profits for entrepreneurs (Widayat & Purwanto, 2020).

Bode Lor Village Market or commonly called Caplek Market is one of the traditional markets in Bode Sari Sub-district. Bode Lor Caplek Market has a land area of 2580 m^2 which is divided into 60% for buildings and 40% for green open space. This long-established market has renovated into a market with a unique, modern design with a clean market theme and prioritizes comfort for consumers which aims to improve the community's economy. Caplek Market has 320 stalls and los which are divided into stalls, food courts and other products and services.

The revitalization of Caplek Market is one of the ongoing self-management programs. This revitalization is carried out to manage the market to make it more organized and curb the market where previously the traders could freely sell on the side of the road and cause congestion.

Initially, the traders of Caplek Market rejected the revitalization of the market because according to them, with this revitalization, the stalls rental fee offered by the market was considered quite high and expensive. However, over time the traders finally could not do more and complied, but there were also some traders who moved to the market which was located close to Caplek Market, namely Karangsari Market, because they could not afford to pay the rent for stalls at Caplek Market. This caused market competition with Karangsari Market.

The existence of the Caplek Market not only provides benefits for the local and central governments, but also for people who make a living through trading activities. Traditional markets become a place where the economic life of the community takes place, with the presence of various traders ranging from small to large capital and people whose economy depends on activities in the market, such as parking guards, porters, and cleaners who make the market a place for their survival.

According to Nady Rizky Ardiansyah, Budi Wahyu Fitriadi, and Rita Tri Yusnita (2023), in their research that there are other factors that can influence consumer buying interest besides price and location, namely product quality and promotion. The results of his research show that the variables of production quality and promotion simultaneously affect consumer buying interest. Product quality is closely related to consumer satisfaction and trust in a product, while promotion as a means of communication by introducing a certain product which aims to change the attitudes and behavior of buyers, so that they become buyers of the product (Ardiansyah et al., 2023).

Based on the description of the phenomena previously described, research on the effect of price balance and location in increasing consumer buying interest. From this background, the researcher conducted an assessment of **"The Effect of Price Balance and Location on Consumer Purchase Interest in the Caplek Bode Lor Market"**.

LITERATURE REVIEW

Consumer Behaviour

According to Mangkunegara, consumer behavior is every action taken by individuals, groups, and organizations related to the decision-making process to obtain, use economic goods or services that can be influenced by the environment (Fure et al., 2013). Every consumer has behavior that can change and the decisions made by consumers must be based on certain reasons, either directly or indirectly. By understanding consumer behavior, traders will find it easy to identify how the purchasing decision process occurs. If the seller has good communication skills with consumers, consumers can be attracted to buy the product or goods being sold (Tika Pertiwi, 2023). Factors that can influence consumer behavior, as follows:

1. Personal factors, as the most basic determinant of desires and behavior.
2. Social factors, purchasing decisions are influenced by the surrounding environment.
3. Personal factors, including age, life cycle, economic conditions, lifestyle, and personality.
4. Psychological factors, including motivation, perception, learning, beliefs, and attitudes.

Consumer Buying Interest

Purchase intention (willingness to buy) is part of consumer behavior. Consumer buying interest is a stage where consumers form their choices among several available brands, then ultimately make a purchase on the most preferred alternative or go through a diverse consideration process to buy goods or services (Annafik & Rahardjo, 2012). According to Durianto and Liana (2004), purchase intention is behavior related to consumer purchasing plans for certain products and how many units of products are needed within a certain period. A product is considered to have been consumed by consumers when the product has been purchased (Sari, 2020). There are several indicators that can measure consumer buying interest, as follows:

1. Interest in the products offered.
2. Product availability and ease of purchase.
3. Pleasant buying situation.
4. Fulfillment of needs.

Price Balance

According to Kotler and Keller, price is the amount of money paid for goods or services, or the amount of consumer value exchanged to benefit from owning or using goods or services (Sari, 2020). Market prices are formed due to demand and supply

where consumers are willing to buy a number of products produced at a price level that has been agreed by both parties. Prices can change rapidly at the same time, price competition and pricing are the main problems faced by many marketing actors (Kamiruddin & Parakkasi, 2018). The purpose of pricing is to survive, to maximize profits, expand market share, assess the quality of a product, and determine the price of competitors so that the price offered can be more attractive and competitive than competitors' prices (Putra, 2022). Price indicators include price affordability, price compatibility with product quality, and price competition (Pradana et al., 2018).

Location

August Losch (2014) argues that business location greatly affects the number of consumers it will get. The farther the seller's place is from consumers, the more likely consumers are reluctant to buy due to higher transportation costs (Tariigan, 2014). According to Cashmere, location is a place used to serve consumers or as a place to promote the goods being sold. a place to serve consumers or can be interpreted as a place to promote the goods being traded. There are several indicators that should be considered in choosing a business location including accessibility, visibility, community traffic, traffic congestion, parking facilities, potential for expansion, neighborhood, competitors' locations, and government regulations (Tika Pertiwi, 2023). Location appearance is an important factor in determining consumer purchasing decisions. An eye-catching location can influence consumer perceptions of the goods and services offered. Therefore, the appearance of the location must be well considered in order to positively position retail goods and services in the minds of consumers (Ali, 2022).

RESEARCH METHODS

This research uses quantitative methods. The data source consists of primary data and secondary data collected through distributing questionnaires, direct interviews with respondents, using Likert scale instruments and documentation. The population in this study consisted of 96 respondents who were consumers of the Bode Lor Caplek Market, which were selected using purposive sampling technique. Data analysis methods include validity test, reliability test, classical assumption test, correlation analysis, multiple linear regression analysis, hypothesis testing which includes t test, F test, and determination coefficient test (R^2), which are processed using the IBM SPSS v.23 application.

RESULTS AND DISCUSSION

Respondent Characteristics

Respondents used in this study were consumers of Caplek Bode Lor Market. The results of distributing questionnaires obtained 96 respondents who met the requirements, namely consumers of Caplek Bode Lor Market and who have made buying and selling transactions at Caplek Bode Lor Market at least 2 times. That way the characteristics of respondents are obtained based on age, type of work, domicile, and monthly income. In this subsection, these variables are divided into four sections, namely:

Respondent Characteristics Based on Age

Table 1
Respondent Characteristics Based on Age

Age	Respondent	
	Frequency	Presentase
< 18 years old	-	-
18 – 25 years old	20	20,83%
25 – 35 years old	34	35,42%
> 35 years old	42	43,75%
Total	**96**	**100%**

Source: Primary data processed, 2024

Based on the data obtained from the research results, it can be seen that most of the consumers of Caplek Bode Lor Market are aged> 35 years, namely 42 respondents or 43.75%. While the rest are aged 18-25 years as many as 20 respondents or 20.83%, aged 25-35 years as many as 34 respondents or 35.42%.

Respondent Characteristics Based on Type of Work

Table 2
Respondent Characteristics Based on Type of Work

Type of Work	Respondent	
	Frequency	Presentase
Student	10	10,42%
Entrepeneur	10	10,42%
Housewife	33	34,38%
Others	43	44,78%
Total	**96**	**100%**

Source: Primary data processed, 2024

Based on the data obtained from the research results, it can be seen that most of the types of jobs of consumers of the Bode Lor Caplek Market are others, namely as many as 43 respondents or 44.78%. While the rest are students as many as 10 respondents or 10.42%, entrepreneurs as many as 10 respondents or 10.42%, and housewives as many as 33 respondents or 34.38%.

Respondent Characteristics Based on Domicile Area

Table 3
Respondent Characteristics Based on Domicile Area

Domicile Area	Respondent	
	Frequency	Presentase
Bode Lor	30	31,25%
Bodesari	13	13,54%
Tegalwangi	21	21,88%
Karangsari	5	5,21%
Megu	9	9,38%
Lain-lain	18	18,75%
Total	**96**	**100%**

Source: Primary data processed, 2024

Based on the data obtained from the research results, it can be seen that most of the consumers of the Bode Lor Caplek Market live in Bode Lor, namely 30 respondents or 31.25%. While the rest, namely domiciled in Bodesari as many as 13 respondents or 13.54%, domiciled in Tegalwangi as many as 21 respondents or 21.88%, domiciled in Karangsari as many as 5 respondents or 5.21%, domiciled in Megu as many as 9 respondents or 9.38% and domiciled in other areas as many as 18 respondents or 18.75%.

Respondent Characteristics Based Based on Monthly Income

Table 4
Respondent Characteristics Based Based on Monthly Income

Monthly Income	Respondent	
	Frequency	Presentase
< Rp 500.000	39	40.63%
Rp 500.000 – Rp 1.500.000	30	31,25%
Rp 1.500.000 – Rp 3.000.000	21	21,88%
> Rp 3.000.000	6	6,25%
Total	**96**	**100%**

Source: Primary data processed, 2024

Based on the data obtained from the research results, it can be seen that most of the income of consumers of the Bode Lor Caplek Market is income <Rp 500,000 as many as 39 respondents or 40.63%. While the rest have an income of Rp 500,000 - Rp 1,500,000 as many as 30 respondents or 31.25%, income of Rp 1,500,000 - Rp 3,000,000 as many as 21 respondents or 21.88% and income> Rp 3,000,000 as many as 6 respondents or 6.25%.

Validity Test Results

Table 5
Validity Test Results

No	Variable	Item	r_{tabel}	r_{hitung}	Description
1	Prive Balance (X1)	X1.1	0,801	0,2006	Valid
		X1.2	0,818	0,2006	Valid
		X1.3	0.787	0,2006	Valid
		X1.4	0,856	0,2006	Valid
		X1.5	0,628	0,2006	Valid
2	Location (X2)	X2.1	0,466	0,2006	Valid
		X2.2	0,604	0,2006	Valid
		X2.3	0.496	0,2006	Valid
		X2.4	0,502	0,2006	Valid
		X2.5	0,599	0,2006	Valid
		X2.6	0,648	0,2006	Valid
		X2.7	0,680	0,2006	Valid
		X2.8	0,644	0,2006	Valid
		X2.9	0,342	0,2006	Valid
3	Consumer Buying Interest (Y)	Y.1	0,806	0,2006	Valid
		Y.2	0,767	0,2006	Valid
		Y.3	0.846	0,2006	Valid
		Y.4	0,795	0,2006	Valid

Source: Primary data processed, 2024

The results of data processing using the IBM SPSS version 23 application, it can be found that the results of the validity test with n = 96 at a significance level of 0.05 are 0.2006, it can be concluded that the 18 statements submitted in the questionnaire can be said to be valid. This is because each rcount value is greater than the r_{table} value.

Reliability Test Results

Table 6
Reliability Test Results

Variable	Cronbach's Alpha	Determination	Description
Price Balance (X1)	0,838	0,60-0,799	Reliability Accepted
Lokasi (X2)	0,714	0,60-0,799	Reliability Accepted
Minat Beli Konsumen (Y)	0,817	0,60-0,799	Reliability Accepted

Source: Primary data processed, 2024

Based on the results above, it can be concluded that the three variables of this study can be said to be reliable and have a good and acceptable level of reliability. This is because each variable has a Cronbach's alpha value greater than the specified value.

Test Results of Correlation Analysis

Table 7
Test Results of Correlation Analysis

Correlations

		Keseimbangan Harga	Lokasi	Minat Beli Konsumen
Keseimbangan Harga	Pearson Correlation	1	.546**	.689**
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Lokasi	Pearson Correlation	.546**	1	.680**
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Minat Beli Konsumen	Pearson Correlation	.689**	.680**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed, 2024

Based on the output table above, it is known that the Sig. (2-tailed) for the price balance variable (X1) and the location variable (X2) is 0.000. Because the value of Sig. (2-tailed) both variables are smaller than 0.05, it can be concluded that there is a correlation between the price balance variable (X1) and the location variable (X2) with the consumer buying interest variable (Y).

Test Results of Multiple Linear Regression Analysis

Table 8
Test Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.944	1.234		-2.386	.019
	Keseimbangan Harga	.387	.066	.453	5.835	.000
	Lokasi	.291	.052	.432	5.557	.000

a. Dependent Variable: Minat Beli Konsumen

Source: Primary data processed, 2024

Based on the multiple linear regression test results in the table above, the multiple linear regression equation of this study can be formulated as follows:

$$Y = -2.944 + 0.367X1 + 0.291X2 + e$$

1. The constant (α) of -2.944 means that if the balance of price and location is equal to zero (0) then consumer buying interest is -2.944.
2. The regression coefficient of price balance (X1) of 0.367 means that every one unit increase in price balance will increase consumer buying interest by 0.367. Likewise, on the contrary, every decrease of one unit of price balance will reduce consumer buying interest by 0.367, assuming that the location variable (X2) remains (constant).

3. The location regression coefficient (X2) of 0.291 means that each increase of one unit of location will increase consumer buying interest by 0.291. Likewise, on the contrary, every decrease in one unit of location will reduce consumer buying interest by 0.291, assuming that the price balance variable (X1) remains (constant).

The results showed that the regression coefficient value of the price balance was 0.367 and the location was 0.291. because 0.367> 0.291, the price balance is the dominant variable in its influence on consumer buying interest.

Results of Research Hypothesis Test

Partial t Test Results

Table 9
Partial t Test Results

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Keseimbangan Harga	44.809	95	.000	15.347013	14.66707	16.02695
Lokasi	62.951	95	.000	27.319623	26.45806	28.18119

Source: Primary data processed, 2024

1. The Effect of Price Balance (X1) on Consumer Buying Interest (Y)

Based on the table above, it is known that the tcount value is 44.809 and the ttable is 1.98525, so the tcount > ttable with a significance level of 0.000 or Sig. < 0.05 so it can be concluded that H_0 is rejected and H_1 is accepted. From this submission it can be said that there is a significant influence between price balance on consumer purchase interest in the Bode Lor Caplek Market.

2. The Effect of Location (X2) on Consumer Buying Interest (Y)

Based on the table above, it is known that the tcount value is 62.951 > ttable 1.98525 then tcount > ttable with a significance level of 0.000 or Sig. < 0.05 it can be concluded that H_0 is rejected and H_2 is accepted. From these tests it can be said that there is a significant influence between location on consumer buying interest in the Bode Lor Caplek market.

Simultaneous F Test Results

Table 10
Simultaneous F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	471.314	2	235.657	71.519	.000[b]
	Residual	306.438	93	3.295		
	Total	777.752	95			

a. Dependent Variable: Minat Beli Konsumen

b. Predictors: (Constant), Lokasi, Keseimbangan Harga

Source: Primary data processed, 2024

Based on the table above, it is known that the Fcount value is 71.519 and Ftable is 3.09, so the Fcount > Ftable value with a significance level of 0.000 or Sig. < 0.05 so that H_0 is rejected and H_3 is accepted. From this test it can be said that there is a significant influence between price balance and location on consumer purchase interest in the Bode Lor Caplek Market.

Determination Coefficient Test Results (R^2)

Table 11
Determination Coefficient Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778[a]	.606	.598	1.815222

a. Predictors: (Constant), Lokasi, Keseimbangan Harga

Source: Primary data processed, 2024

In the table above, it is obtained that the magnitude of the coefficient of determination based on the Adjusted R Square value is 0.598, meaning that the price balance and location variables affect consumer buying interest by 59.8% (0.598 x 100%). While the remaining 40.2% (100% - 59.8%) is influenced by other variables or variables not explained in this study.

Discussion

The Effect of Price Balance on Consumer Buying Interest

Based on the results of the analysis, it is known that the regression coefficient of the price variable is 0.367, meaning that each increase of one unit of price balance will increase consumer buying interest by 0.367. Likewise, on the contrary, each decrease of one unit of equilibrium price will reduce consumer buying interest by 0.367 assuming that the location variable (X2) remains (constant). Meanwhile, the results of the t test (partial) on the price balance variable show a tcount value of 44.809 and a t table of 1.98525, so tcount > t table with a significance level of 0.000 or Sig.< 0.05 so that H_0 is rejected and H_1 is accepted. So it can be concluded that there is a significant influence between the price balance variable and the consumer buying interest variable.

According to Kotler and Keller in Sari (2020), price is the amount of money paid for goods or services, or the amount of consumer value exchanged to benefit from owning or using goods or services. Price is a measure for consumers when experiencing difficulties in assessing a product offered to meet consumer needs and desires. In the law of demand, it is said that the higher the price of an item, the amount of demand for an item will decrease. Likewise, on the contrary, the lower the price of an item, the amount of demand for an item will increase.

This is in line with Milansari's research (2021), which is the result of research on price variables having a positive and significant effect on consumer buying interest. This is because when the price offered is affordable and in accordance with the benefits provided, the price can increase consumer buying interest in the product. Likewise, the results of Juwita & Hermawan's research (2020) state that price has a positive effect on

consumer buying interest. This shows that the more there is a price match, the more it will increase consumer buying interest.

Price is an important thing in determining consumer buying interest in the Bode Lor Caplek Market. This is reinforced by the results of research which prove that the affordability and suitability of prices with the benefits provided are able to increase consumer buying interest in the Bode Lor Caplek Market.

The Effect of Location on Consumer Buying Interest

Based on the results of the analysis, it is known that the regression coefficient value of the location variable is 0.291, meaning that each increase of one unit of location will increase consumer buying interest by 0.291. Likewise, on the contrary, each decrease in one unit of location will reduce consumer buying interest by 0.291 assuming that the price balance variable (X1) remains (constant). While the results of the t test (partial) on the location variable show a tcount value of 62.951 and a t table of 1.98525, then tcount > t table with a significance level of 0.000 or Sig.< 0.05 so that H_0 is rejected and H_2 is accepted. So it can be concluded that there is a significant influence between the location variable and the consumer buying interest variable.

The results of this hypothesis test are in line with the theory of August Losch (2014) in Tariigan (2014), which states that the location of the seller greatly affects the number of consumers. The further away from the market, the more reluctant consumers are to buy because of the high cost of transportation to a distant sales place. So marketers must choose a business location that is close to consumers or residential areas in order to get maximum profit.

This is in line with the results of Latief's research (2018) which states that the Location variable has a positive effect on the Consumer Purchase Interest variable. In this case, a strategic, convenient, and efficient location aims to attract consumer buying interest.

The location referred to in this study is where the demand and supply of an item occurs. In this case, the location of the Bode Lor Caplek Market is in a better condition because it has revitalized the semi-modern market. So that traders can offer their products comfortably, easily and safely. Then, Pasar Caplek Bode Lor is located in the center of the crowd and utilizes new facilities in the form of a food court on the 2nd floor to attract consumer buying interest. So that in this study, location has a significant effect on consumer buying interest.

The Effect of Equlibrium Price and Location on Consumer Buying Interest

Based on the results of the F test calculation with SPSS version 23, it can be seen that the balance of price and location simultaneously affects consumer buying interest. This is evidenced by the Fcount value of 71.519 and Ftable of 3.09, then Fhiutng> Ftabel with a significance level of 0.000 or Sig.<0.05, then H0 is rejected and H3 is accepted. So it can be concluded that there is a significant influence between the balance of price and location on consumer buying interest in the Bode Lor Caplek Market.

The results of this hypothesis test are in line with the Theory of Planned Behaviour according to Ajzen (2013) that behavior is determined by an individual's desire to control an action. The stronger someone's intention to do something, the more likely someone will do it. Consumers determine the intention to make a purchase based on the information obtained. Purchasing plans are made in various ways, namely looking at product choices, product quality, brand, location, and other choices. Consumers will make purchases and consume a product based on its social and

emotional value. Purchase interest can be a motivation when a consumer will fulfill their needs based on thinking.

The results of the analysis of this study indicate conformity with the research hypothesis, that consumer buying interest is influenced by the two variables studied, namely the balance of price and location. This is in line with research conducted by Tania (2022) which shows that there is a significant positive effect on the price and location variables on consumer buying interest.

The results of the calculation of the coefficient of determination (R^2) obtained an Adjusted R Square value of 0.598. This means that the independent variables, namely the balance of price and location, are able to explain the dependent variable in the form of consumer buying interest by 59.8%, while the remaining 40.2% is influenced by other variables not examined.

CLOSURE

Conclusion

1. Based on the research results on the table above, it is known that the tcount value is 44.809 and the ttable is 1.98525, so tcount > ttable with a significance level of 0.000 or Sig. < 0.05 so that H_0 is rejected and H_1 is accepted. From this submission, it can be said that partially there is a significant effect between equilibrium price on consumer buying interest in the Bode Lor Caplek Market.
2. Based on the research results on the table above, it is known that the tcount value is 62.951 and the ttable is 1.98525, so tcount> ttable with a significance level of 0.000 or Sig. < 0.05 so that H_0 is rejected and H_2 is accepted. From these tests it can be said that partially there is a significant effect between location on consumer buying interest in the Bode Lor Caplek Market.
3. Based on the results on the table above, it is known that the Fcount value is 71.519 and Ftable is 3.09, then Fcount > Ftable with a significance level of 0.000 or Sig. < 0.05 so that H_0 is rejected and H_3 is accepted. From this test it can be said that there is a significant influence between the equilibrium of price and location on consumer buying interest in the Bode Lor Caplek Market.

Recommendations

1. For Caplek Bode Lor Market Managers. Based on the research results, it is known that the price balance variable is the most dominant variable that influences consumer buying interest, therefore the manager of the Caplek Bode Lor Market is expected to maintain price balance as well as order and cleanliness of market locations so that consumers feel happy to make repeat purchases at the Caplek Bode Lor Market.
2. For further researchers, this research only focuses on Price Balance and Location on Consumer Purchase Interest. So it is hoped that future researchers can develop research by adding other variables that can produce a much broader picture of the problem being studied.

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