

The Factors Influence on the Buying Interest among Muslim Consumers of Micro, Small and Medium Enterprises' Snacks in Pasar Lama Tangerang, Indonesia

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ABSTRACT

Pasar Lama Tangerang is a famous culinary destination in Tangerang that has been attracting tourists for decades. MSMEs (Micro, Small and Medium Enterprises) in the existing food and beverage sector dominate the market and attract interest from various groups. This study aims to examine the influence of Attitudes, Social Factors, Behavioral Control, Religiosity, and Location on Interest in Buying Snacks for Muslim Consumers in Pasar Lama Tangerang. The research involved distributing questionnaires to 100 Muslim consumers, using a non-probability sampling method known as Purposive Sampling. The collected data were analyzed using multiple linear regression analysis in the SPSS program. The results of the study show that social factors and behavioral control have a significant effect on the buying interest of Muslim consumers. Meanwhile, Attitude, Religiosity and Location do not show a significant influence on the buying interest of Muslim consumers at Pasar Lama Tangerang.

Keywords: Attitude; Social; Behavioral Control; Religiosity; Location and Buying Interest

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INTRODUCTION

In economics, there are many factors that determine interest, one of which is consumer behavior. Consumer behavior is actions that are directly related to the production, consumption and distribution of products and services, including decisions before and after these actions. So in measuring interest in consumer behavior, researchers take the Theory of Planned Behavior as a yardstick. It was explained in Ajzen's research that the Theory of Planned Behavior explains the perception of cognitive components, attitudes, subjective norms, and behavioral control (Engel et al., 1994).

They can influence a person's interest in performing actions as well as help researchers understand how individuals' perceptions of benefits, values, risks, and social impacts affect their interest and excel at action prediction. Therefore, researchers take theories from Ajzen's Theory of Planned Behavior to measure the extent to which consumer behavior is related to determining consumer preferences and purchase intentions (Ajzen, 2002). One of the factors in the Theory of Planned Behavior is personal factors that determine the purchase decision process of a product such as consumer attitudes. Fishbein and Ajzen define attitude as the sum of the effects a person feels to accept or reject an object or behavior and are measured by a procedure that places individuals on a two-pole evaluative scale, such as good or bad, agree or reject (Fishbein & Ajzen, 1975).

Based on explanation above, attitudes are formed after consumers feel the existing results. As researched by Muhammad Mufti Mubarak, that consumer attitudes have a positive and significant influence on the interest in buying Sidoarjo batik. This means that the better the attitude of consumers of a batik product, the higher the consumer buying interest in batik in Sidoarjo. Vice versa, if consumer attitudes are negative, buying interest will also decrease (Mubarak, 2018). The above statement is in line with the research of Mikdam Luthfi Aziz and Sulistiono which shows that consumer attitudes have a positive and significant effect on consumer purchasing preferences (Aziz & Sulistiono, 2020). The study proves that consumer attitudes are an important factor influencing purchasing preferences and interests.

Furthermore, Ajzen also mentioned that behavior is influenced by social factors, which are the determining factor in the purchase decision process for a product. Social factors, or subjective norms, are the recognition of social urges in showing a specific behavior, such as behavior in choosing and determining interests. The social influence of the reference group that consumers have can also be a determining factor in the purchase decision-making process for a product (Imari et al., 2021). Therefore, it is very important for producers to always pay attention to individual social preferences, as it is one of the significant factors influencing consumer purchasing decisions and referrals to food vendors from friends and family. As reviewed by Halid et al. (2022) in their research stated that "social factors have a positive and significant effect on the interest in buying online with a contribution of influence of 23.50% with a value". Therefore, the influence of social factors is one of the factors in buying interest and consumer buying decisions.

In the Theory of Planned Behavior, there are not only internal and external factors but also another important factor, namely behavioral control. Behavioral control is individual's perception related to his ability to perform an activity or action. For example, in controlling the action to buy an item, it must be seen whether the item is primary or secondary, in need or not; therefore, it needs the ability to control existing desires. Therefore, an individual who has subjective attitudes and norms that support certain actions, such as determining interests, will depend heavily on the support of behavioral control that he has. The results of the study are the same as those conducted by F. Purwantini and L. E. Tripalupi, who stated that behavioral control variables affect interest in buying cosmetics (Purwantini & Tripalupi, 2021).

In addition, interest or purchase intention in Islam is also seen from whether the food is halal or not because it is clear that haram goods are allowed in Islamic teachings. Devout Muslims will make decisions in buying halal goods. Hi, this is what makes religiosity an important factor in determining consumer buying interest, especially Muslims. Kurniawan et al. (2022) state that religiosity has a positive and significant effect on the interest in buying halal fashion in Kendari City. This shows that religiosity is an important factor in consumer buying interest. This demonstrates that religiosity is an important factor in consumer buying interest.

The dominance of buying interest among Muslim consumers, in general, is determined by the value of their religiosity, as confirmed by Hamza Khraim, who stated, This research may be considered as a first step in scale development to understand more deeply one of the factors that influence consumer behavior (Suminto & Maharani, 2020).

Another important factor is the location factor, as selecting the right location is crucial to prevent business failure before it even begins. Choosing a business location is a significant decision because entrepreneurs need to attract consumers to their location in order to fulfill their needs. Therefore, the location factor holds great importance and must be taken into account. Research by Tania et al. (2022) demonstrates that location and price have an influence on buying interest, accounting for 34.2% of the influence. Hence, similar to the research conducted by Muhammad Danu Widodo's research which shows that location variables have a positive and significant effect on the buying interest of restaurant consumers in Padang Panjang. Location selection serves a strategic function as it contributes to achieving the goals of a business entity (Widodo, 2019).

In conclusion, based on the results of several studies on consumer behavior, attitude, social factors, behavioral control, religiosity, and location factors all have an impact on consumer purchase interest. Market objects act as a means of trade transactions between producers and consumers, establishing a close relationship between the market and purchase interest. This influences consumer attitudes towards making purchases in the market. From the phenomenon and description of the market above, this research was conducted in the Pasar Lama Tangerang because its name has been legendary since decades ago and because it is one of the culinary attractions in Tangerang that attracts many tourists (Putra, 2022). Therefore, the Culinary Area of Pasar Lama Tangerang is a favorite destination for culinary enthusiasts and is particularly crowded with visitors, especially on weekends, especially during the "Pasar Lama Culinary Night" event.

LITERATURE RESEARCH

Market

In a narrower sense, a market is a gathering place for buyers and sellers to purchase and sell products. Markets moreover comprise of institutions, processes, social relations, and framework through which dealers sell commodities such as goods, services, and labor to get a cash (Gischa, 2020). The market needs at slightest three individuals, so at slightest two of them compete for buyers and benefits. Markets can shift in estimate, scope, geographic scope, area, sort and differences of human communities, as well as the goods and services traded.

The types of markets are:

1. The market based on transaction methods are Traditional Market and Modern Market.
2. Markets based on geographical reach are Regional Market, Local Market, National Market and International Market.
3. Markets based on their Form are the Concrete Market and the Abstract Market.
4. Markets based on the traded goods are the consumer goods market and the production goods market.
5. Markets based on the timing of operations are Daily Market, Weekly Market, Monthly Market, Yearly Market and Temporary Market.
6. Markets based on their Structure are Perfect competition Market, Monopoly Market, Oligopoly Market, Monopolistic Market and Duopoly Market

The concept of the market in Islam includes the principles of ethics, justice and respect for Islamic law. The market in the Islamic economy adheres to a controlled free market system. This means that the government can intervene if circumstances require it for the benefit of society and keep the market functioning in real economic terms. This is in accordance with the principles of Islamic economics that do not place individual interests above common interests. Meanwhile, according to Ibn Taymiyyah about the market mechanism, discussed about the free market, where prices will be influenced by the forces of supply and demand. Therefore, price movements occur influenced by changes in supply and demand caused by the supply of these goods (Agustin et al., 2022).

Muslim Consumer Behavior

In Muslim consumer behavior, there is a concept of *maslahah*, where consumer behavior is based on needs and preferences. According to Hoetoro, in the new modern theory, the concept of utility is at the level of *al-nafs al-amarah* (material preferences), while Islamic utility is perfected at the highest level of *al-nafs al-muthmainah* (balance between worldly and hereafter matters). Thus, Islamic utility directs consumers to obtain use value that provides satisfaction in both worldly life and the *falah* (Hoetoro, 2018). Furthermore, the concept of *maslahah* describes the simplicity of individuals in consumption. *Maslahah* aims to provide benefits beyond the understanding of demand-based consumption.

Muslim consumer behavior should reflect a relationship with Allah Almighty. Daily consumption is a form of remembrance of Allah SWT, and therefore, consumers should comply with all Islamic sharia principles. This includes avoiding the consumption of haram (forbidden) goods, not being stingy or greedy, and aiming to save both in this world and the Hereafter. "Consumption behavior" does not mean that a person should completely abandon worldly possessions, but rather, one should not be materialistic or greedy. Additionally, Muslim consumers should adopt a *zuhud* attitude, being content with what Allah SWT has provided, even in times of need. When one has an ascetic attitude, they will possess a *qana'ah* attitude. According to Hoetoro, Muslim consumer behavior can be summarized as follows (Hoetoro, 2018):

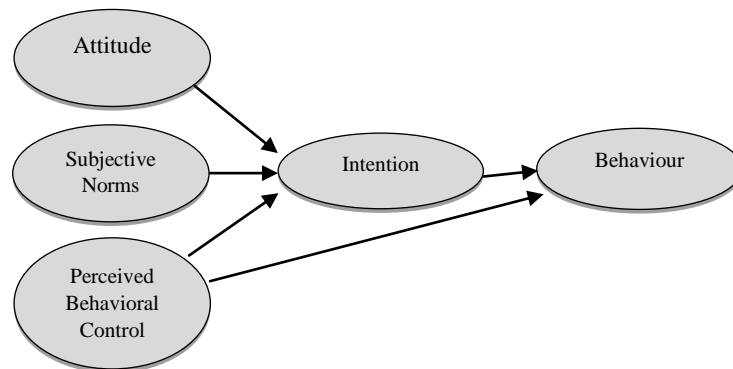
1. Consuming only *halal* (permissible) and *thoyyiban* (wholesome) goods and services.
2. Earning income within the boundaries of Islamic law.
3. Prioritizing the fulfillment of basic needs (*dharuriyat*) over secondary (*Hajiyat*) and tertiary (*tahsiniat*) needs.
4. Consuming with the purpose of gaining benefits that align with personal desires and social interests, while ensuring the responsible allocation of income to avoid wastage of resources.

Theory of Planned Behaviour (TPB)

Human beings typically behave in a reasonable way, considering the impact of their actions before deciding to engage in such behavior. This theory provides a framework for studying a person's attitude towards their behavior. Intention is the conscious or unconscious decision to behave in a desired way or in response to a stimulus. This intention serves as the starting point for the formation of one's behavior (Rofiqo et al., 2022).

The Theory of Planned Behavior is particularly applicable in describing behaviors that require planning. The Theory of Planned Behavior represents an advancement over the

Theory of Reasoned Action. The Theory of Reasoned Action posits that the intention to engage in specific actions is influenced by subjective norms and attitudes toward behavior, based on scientific evidence. The inclusion of this factor transformed the Theory of Reasoned Action into the Theory of Planned Behavior (Ajzen, 1991).



Ajzen has asserted that the Theory of Planned Behavior demonstrates that behavioral control is directly and significantly linked to an individual's interest in using products. Consumer behavior is closely associated with TRA/TPB (Ajzen, 2002). Consumer behavior is a characteristic trait unique to each individual. Utama and Rochman suggest that consumer behavior is influenced by both internal and external factors.

These factors can be categorized into personal factors and social factors, originating from the consumer's environment. They collectively influence consumer attitudes and their desire to make a purchase. This aligns with Ajzen's research, which emphasizes that the Theory of Planned Behavior is a reliable and effective framework for predicting and describing purchase intent (Ajzen, 2002).

Attitudes

Kotler and Armstrong describe attitudes as a person's relatively consistent evaluation, feelings, and tendencies towards an object or idea (Kotler & Armstrong, 2008). Attitudes put individuals in a frame of mind to either like or dislike something, to approach or avoid it. Attitudes are of great importance to marketers as they influence the process of selective learning and ultimately consumer decisions. Engel defines attitude as a mental and nervous state associated with readiness to respond, shaped by experience, and exerts a directing or dynamic influence on behavior (Engel et al., 1994). Ajzen further defines attitude as an internal state that influences individual choices and actions towards certain objects, people or events (Ajzen, 2002). When an individual has a positive attitude toward a particular action, they are more likely to have the intention of engaging in that behavior.

Views about an attitude are influenced by behavioral beliefs resulting from previous experience. Individual beliefs include beliefs about attributes, strengths, and evaluation of the results of behavior. This view of behavior is believed to have a direct impact on behavioral intentions, which are then influenced by behavioral control, perceptions, and subjective norms. In Attitude there are three components, namely the Cognitive Component, the Affective Component and the Conative Component (Kotler & Armstrong, 2015). Of the three components of attitude, it can be defined that indicators of consumer attitudes according to Kothler and Armstrong are evaluations, feelings and tendencies of a person who are relatively consistent with an object or idea. Attitudes also put a person into one mind like or dislike something, move toward or away from something.

Social

Social factors or subjective norms are recognition of social pressure in displaying a specific behavior. Subjective norms are based on beliefs (normative beliefs) that have a normative foundation (Ajzen, 2005). Normative beliefs refer to the beliefs of agreement or disagreement of an individual or group that influence individuals' behavior. The important social influences on behavior stem from family, life partner, relatives, work colleagues, and other references related to a behavior (Ajzen, 2006).

Fishbein and Ajzen state that social power is part of subjective norms (Fishbein & Ajzen, 1975). The mentioned social power consists of rewards or punishments conveyed by individuals to others, individuals' liking towards those individuals, the perceived level of expertise of those individuals, and the desire of those individuals. Normally, according to Ajzen, if an individual understands that someone suggests performing a behavior, the perceived social pressure will increase, while suggesting not to perform a behavior will reduce the perceived social pressure (Ajzen, 2005).

Mondal states that marketers need to consider adjusting the needs and desires of a consumer that are suitable and appropriate for each unit within a social group to create an effective product marketing strategy (Mondal, 2015). Therefore, when introducing a new product, it is necessary to tailor the target audience they want to reach. If the target is the lower social class, the price may need to be minimized to reach that target.

Indicators of Social Factors are:

1. Reference Groups is an individual's reference group consists of all groups that directly or indirectly influence their attitudes or behaviors. These can include primary groups such as friends, neighbors, and colleagues.
2. Family is the procreative family refers to one's spouse and children, and the family is the most important consumer purchasing organization in society and has been extensively studied.
3. Roles and Status is a Individuals typically participate in various groups throughout their lives, whether it be family, clubs, or organizations. A person's position in each group can be identified by their roles and status.

Behavior Control

An individual who has supportive attitudes and subjective norms in performing a specific behavior will heavily rely on the support of behavioral control perception they possess. The presence of supportive factors plays a crucial role in controlling behavioral control. Hasan & Suciarto define perception of behavioral control as an individual's perception of the difficulty and ease of performing an action (Hasan & Suciarto, 2020). Meanwhile, according to Siaputra & Isaac, perception of behavioral control is an individual's ability to overcome obstacles in performing a behavior (Siaputra & Isaac, 2020). Based on these definitions, it can be concluded that perception of behavioral control is an individual's perception related to their ability to engage in an activity or action.

As described above, the indicators in Behavioral Control are Ability, Self-control, Resources, Time and Capability, and Opportunity, in line with Nur Ashlih Irvani's study state that the behavioral control variable falls into the high category in influencing Muslim purchasing interest, supported by Resources, Time and Capability as the lowest factors, while Self-control is the highest factor (Nur Ashlih Irvani, 2020).

Religiosity

In terms of language, there are three terms that each have different meanings: "religi," "religiusitas," and "religious." The word "religi" originates from the Latin word "religio," which means to bind, similar to "religious" in English and "religie" in Dutch. Scholars associate the term "religi" with religion or religiousness (Muslimah, 2016). According to the Kamus Besar Bahasa Indonesia (KBBI) dictionary, "religi" refers to belief in God and the belief in the existence of a higher power beyond animism and dynamism (Departemen Pendidikan Nasional, 2012).

Islam enjoins its followers to practice Islam comprehensively. Therefore, for every Muslim, whether in their thoughts, attitudes, or actions, there is a demand to apply Islamic principles in all aspects of life, including economic, social, political, or any situation. As Muslims, we are commanded to practice Islam as a form of worship to Allah, regardless of the place or circumstances (Djamaludin Ancok & Suroso, 2011).

There are five dimensions of religiosity Indicators according to Djamaludin & Suroso (Djamaludin Ancok & Suroso, 2011): a). Ideological dimension, b). Ritualistic dimension, c). Experiential dimension, d). Intellectual dimension and e). Consequential dimension.

Location

The choice of location is a competitive factor in attracting customers. Companies employ various methods, including transportation calculations, research based on customer shopping habits, and location analysis methods, to determine their location. Location refers to the decision made by a company regarding where its operations and staff will be situated. Choosing the wrong location can lead to losses for the company. It is argued that location is a limited resource, and no two places in the world are identical (Wibowo & Honggowibowo, 2014).

Location serves as a distribution channel, facilitating the transfer of products from producers to consumers. It also pertains to where a company should establish its headquarters and carry out its operations. Another perspective defines location as the degree of separation between human activities or distances based on transportation geography and transportation economics theories, as well as the journey to attractive destinations (Muliana & Kustiwan, 2014).

The indicators of location are strategic, offering ease of access, proximity to main roads, availability of facilities, and guaranteed security. The above indicators are in line with Muhammad Danu Widodo's research which shows that location variables have a positive and significant effect on the buying interest of restaurant consumers in Padang Panjang. The most important and highest-rated indicator is the employed strategy, with respondents affirming or providing positive responses up to 70%. The smallest index is the proximity to the main road indicator, with respondents expressing agreement or providing positive responses up to 52.2% (Widodo, 2019).

Consumer Buying Interest

Consumer buying interest is essentially a motivating factor in the decision-making process of purchasing a product. According to Yamit, consumer buying interest represents a post-purchase evaluation or the result of comparing perceived satisfaction with expectations.

Buying interest is associated with a consumer's intention to purchase a particular product and the quantity of products required within a specific timeframe.

Knowledge of consumers' buying intentions towards a product is essential for marketers to describe consumer behavior in the future. Buying interest is formed by consumers' attitudes towards a product, which stems from their beliefs about the product's quality. The lower the consumer's belief in a product, the lower their buying interest will be. Interest or intention in Islam is also considered as half of the action already done, for example, the intention in prayer, which is a pillar of prayer (Meichio Lesmana, Ahmad Suminto, 2021).

Interest is depicted as a situation where consumers have not yet taken action, which can be used as a basis for predicting their behavior or actions. Interest is a behavior that emerges as a response to an object, indicating the customer's desire to make a purchase. Therefore, this study focuses on consumer interest or buying intention because in Islam, intention is already part of the work or deed .

The final stage is when consumers decide whether to purchase the product or not. Consumers turn to advertisements to obtain information and entertainment value. Advertisements have the ability to attract consumers' attention, especially for popular or well-known products. The purpose of using advertisements is to approach the target audience and persuade them to purchase/use the products or services being offered.

Buying Interest Indicators according Ferdinand are (Ferdinand, 2002):

1. Transactional interest, which is an individual's tendency to purchase a product.
2. Referential interest, which is an individual's inclination to recommend a product to others.
3. Preferential interest, which describes the behavior of someone who has a primary preference for a specific product. This preference can only be replaced if something happens to their preferred product.
4. Exploratory interest, which depicts the behavior of someone who constantly seeks information about a product of interest and looks for information to support the positive attributes of that product.

METHODOLOGY

The type of research used is a quantitative approach method research, namely the experimental method, which is a method to determine the influence between independent variables and dependent variables under controlled conditions and how to collect data and information to obtain facts and information about the influence of attitudes, social, behavioral control, religiosity and location on the buying interest of Muslim consumers MSME snacks in Pasar Lama Tangerang from respondents using questionnaires. The population in this study is Muslim consumers for MSME snacks in Pasar Lama Tangerang. Sampling is carried out by non-probability sampling with the type of Purposive Sampling technique and the number of samples that meet the criteria is rounded to 100 respondents (Afif et al., 2020).

This study used primary data sources and secondary data. Primary data in this study were obtained from respondents' answers. Secondary data sources in this study are data from written data, such as institutional documents, for example: data related to the general description of the research location such as the number of types of food and MSMEs. Data collection in this study was carried out by distributing questionnaires online through google form and in person. Several tests are conducted to analyze the data obtained and collected. First, data editing, handling blank responses, data coding, data categorization, compiling data

archives, then statistical tests will be carried out using SPSS. This statistical test is carried out with several data quality tests, classical assumption tests, multiple regression analysis and hypothesis tests. Quantitative data obtained using interval scales or Likert scales obtained from lists of statements classified into five points (Suminto & Maharani, 2020).

FINDINGS AND DISCUSSIONS

History of MSME in Pasar Lama Tangerang

One significant aspect of Tangerang's history is the presence of the Chinese Benteng community, whose roots can be traced back to the voyages of Admiral Cheng Ho, a Chinese explorer who traversed the lands of Java. During his voyages, Admiral Cheng Ho dispatched his subordinate, Tjen Tjie Lung, to land in Teluk Naga, which is now part of Tangerang. They integrated with the local population, intermarried with local residents, and over time developed distinctive physical features, such as tanned skin and slanted eyes, which are now characteristic of the Chinese Benteng community.

The Chinese Benteng community flourished and established settlements in various areas around Tangerang, including Teluk Naga, the New Market and the Pasar Lama. The presence of the Chinese Benteng community in the Pasar Lama Tangerang is evidenced by the Boen Tek Bio Temple, which has been in existence since 1684. Given the association of Chinese culture with trade, members of the Chinese Benteng community opened small grocery stores or food stalls from their homes, rather than the stalls seen in markets today. To protect the fortress, the Dutch enlisted a group of people from Makassar, who were referred to as Benteng Makassar. Over time, the Chinese Benteng community residing in the Pasar Lama Tangerang area assimilated with the local Muslim community, resulting in a harmonious relationship between the two groups. This architectural feature exemplifies the positive relationship between the Chinese Benteng residents and the Muslims in the Pasar Lama.

Moving to the culinary aspect, micro, small, and medium-sized enterprises (MSMEs) play a significant role in the Culinary Tourism of Pasar Lama Tangerang. These MSMEs operate in the culinary tourism sector, offering various types of food and beverages. The range of food and beverages provided by these MSMEs encompasses local dishes, traditional cuisine, regional specialties, snacks, and creatively unique creations. The presence of MSMEs participating in the Culinary Tourism of Pasar Lama Tangerang attracts both local residents and visiting tourists. Moreover, culinary tourism MSMEs have the potential to create economic opportunities and strengthen the tourism sector in the Pasar Lama Tangerang.

In summary, MSMEs participating in the Culinary Tourism of Pasar Lama Tangerang are micro, small, and medium-sized enterprises engaged in the culinary tourism sector. They offer a diverse range of food and beverages, contribute to an authentic culinary experience, and play a role in the local economy and the growth of the tourism sector in the Pasar Lama Tangerang.

Data Analysis

Research Instrument Test

Validity Test

The validity test is used to measure whether or not the question items on the questionnaire are valid. In this study, the validity of the indicator was analyzed using df (degree of freedom) with the formula $df = n - 2$, where n = number of samples. So df used is $360 - 2 = 358$ with an

alpha of 5% then the result of the r table value is 0.103. If r_{count} is greater than r table and the value r is positive, then the question item is said to be valid. Therefore, it is concluded that all indicators of the sales turnover of traders used in this study are valid.

Reliability Test

Reliability test is a measurement index number that shows the results of the consistency of a tool in measuring the same symptoms with the same tool. To calculate reliability is carried out using the Cronbach Alpha coefficient.

If the scale is grouped into five classes with the same batten, then the measure of alpha steadiness can be interpreted as follows:

Table 1. Reliability Test Results

Reliability Statistics	
Alpha Cronbach	N Number of Items
0.939	30

Based on the tests in the reliability test table above, it can be seen that, the value of Cronbach Alpha variables attitude, social, behavioral control, religiosity, location and buying interest is greater than 0.6, which is $0.939 > 0.6$, meaning that the variables attitude, social, behavioral control, religiosity, location and buying interest have reliability. So, it can be concluded that the above variables all have reliable values (Sujarweni, 2014).

Classical Assumption Test

Normality Test

The normality test is used to find out whether the dependent variable, independent or both are normally distributed, close to normal or not. To find out whether the data is normally distributed or not can be known through a graph. If the data spreads around the diagonal line and follows the direction of the diagonal line. So, the regression model satisfies the assumption of normality.

Table 2: Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0.0000
	Std. Deviation		1.33957
Most Extreme Differences	Absolute		0.129
	Positive		0.129
	Negative		-0.069
Test Statistic			0.129
Asymp. Sig. (2-tailed)			0.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.		0.050 ^d
	95% Confidence Interval	Lower Bound	0.007
		Upper Bound	0.093

Based on the above normality test results, it can be concluded that the Monte Carlo Sig value of $0.050 = 0.05$, indicating that there are no normality issues in this study. This is further

supported by the Central Limit Theorem (CLT), which states that if a study has a large number of random samples taken from a population with a limited mean and variance, especially when the sample size exceeds 30, the distribution of sample means will tend to approach a normal distribution as the sample size increases, regardless of the original shape of the population (Casella & Berger, 2002).

Multicollinearity Test

Table 3: Multicollinearity Test Results

Pattern	Non-standardized coefficients		Standard Coefficient	T	Sig.	Collinearity Statistics	
	B	Error Std.	Beta			Tolerance	VIF
	1 (Constant)	8.985	2.358		3.810	0.000	
x1	0.127	0.139	0.101	0.912	0.364	0.408	2.450
x2	0.154	0.079	0.211	1.997	0.024	0.372	2.691
x3	0.158	0.074	0.274	2.131	0.036	0.303	3.300
x4	0.122	0.082	0.138	1.494	0.139	0.582	1.719
x5	0.072	0.068	0.133	1.056	0.294	0.316	3.160

a. Dependent Variable: y

Based on the results of the multicollinearity test, it can be seen that in the table above, in the column Centered VIF. The VIF value of all variables is not more than 5 or 10 (there is literature that says no more than 10) so it can be said that in this study there is no multicollinearity in the five independent variables. Based on the conditions of the classical assumption of linear regression with OLS, a good linear regression model is one that is free from multicollinearity. Thus, the above model has been freed from the existence of multicollinearity.

Heterokedasticity Test

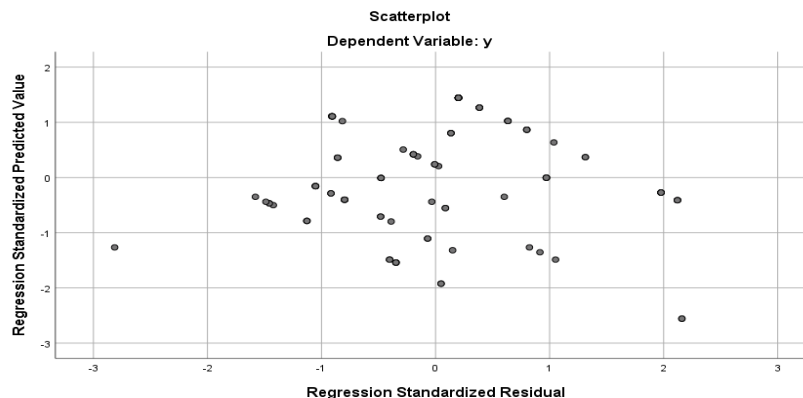


Figure 3: Scatter Plot Heterokedasticity Test

Figure 3 shows that the points spread randomly, and do not have a clear pattern and spread above and below 0 on the Y-axis. This shows that the variables in this study do not occur heteroscedasticity and have met the requirements as multiple linear regression models.

Hypothesis Test

a. Significance Test (Test –t)

Table 4: Significance Test

Coefficient ^a					
Pattern	Non-standardized coefficients		Standard	t	Sig.
	B	Error Std.	Coefficient		
	Beta				
1 (Constant)	8.985	2.358		3.810	0.000
x1	0.127	0.139	0.101	0.912	0.364
x2	0.154	0.079	0.211	1.997	0.024
x3	0.158	0.074	0.274	2.131	0.036
x4	0.122	0.082	0.138	1.494	0.139
x5	0.072	0.068	0.133	1.056	0.294

Based on the results of the table above, decision making on rejection or acceptance of the hypothesis with a total of 100 data and with a significance rate of 5% with the formula $t_{tabel} = t(\alpha/2; n-k-1) = t(0.05 /2; 100 -5 -1) = (0.025; 94)$ so that the selected t_{tabel} value in data 94 is 1.9855 based on the following criteria.

Based on the comparison of $t_{calculate}$ and t_{tabel} values, the basis for decision making is:

- 1) If $t_{count} <$, then H_0 is accepted and H_a is rejected (no effect).
- 2) If $t_{count} >$, then H_0 is rejected and H_a is accepted (there is an effect).

Simulation Test (F-test)

Table 5: Simultaneous Tests

ANOVA ^a					
Pattern	Sum of Squares	Df	Square means	F	Sig.
Regression	200.459	5	40.092	21.214	0.000 ^b
Remnant	177.651	94	1.890		
Entire	378.110	99			

a. Dependent Variable: y

b. Predictor: (Constant), x5, x4, x1, x2, x3

The results of data processing in table 5 above, show significant values at 0.000 (sig 0.000 < 0.05). This means showing that the regression equation obtained is reliable or that the model used is fixed. So that there is a joint or simultaneous influence between variables X1, X2, X3, X4 and X5 on variable Y.

Multiple Linear Regression Results

Multiple linear regression analysis is used to analyze the value of the independent variable (religiosity, and work ethic), against the dependent variable (sales turnover). With SPSS version 26 processing, regression results are obtained as below:

Table 6: Multiple Regression Tests

Coefficient ^a					
Pattern	Non-standardized coefficients		Standard	T	Sig.
	B	Error Std.	Coefficient		
	Beta				
1 (Constant)	8.985	2.358		3.810	0.000
x1	0.127	0.139	0.101	0.912	0.364
x2	0.154	0.079	0.211	1.997	0.024
x3	0.158	0.074	0.274	2.131	0.036
x4	0.122	0.082	0.138	1.494	0.139
x5	0.072	0.068	0.133	1.056	0.294

Equation results from Table 6

$$Y = \alpha + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e$$

$$Y = 8.985 + 0.127 X1 + 0.154 X2 + 0.158 X3 + 0.122 X4 + 0.072 X5 + e$$

Information:

- Y = Consumer buying interest
- a = Constant
- X1 = Attitude
- X2 = Social
- X3 = Behavior Control
- X4 = Religiosity
- X5 = Location
- e = Error term

Analysis of the Coefficient of Determination R2

Table 1 Test Coefficient of Determination

Model Overview				
Pattern	R	R square	Customized R Square	Std. Estimation Error
1	0.728 ^a	0.530	0.505	1.37474

a. Predictor: (Constant), x5, x4, x1, x2, x3

The Coefficient of Determination aims to see or measure how far the model is able to explain the dependent variable. From the SPSS output display in table 20 above, the magnitude of R Square is 0.530, this indicates that the contribution of variables X1, X2, X3, X4 and X5 is 53%, while the remaining 47% (100-53%) is determined by other factors outside the model that were not detected in this study.

Analysis and Discussion Results

Attitude (X1) significantly influences the buying interest (Y) of MSME snack consumers in Pasar Lama Tangerang.

The results of simultaneous testing yield significant values at 0.000 (sig 0.000 < 0.05). This implies that the obtained regression equation is reliable and the utilized model is fixed. Consequently, there exists a joint or simultaneous influence among variables X1, X2, X3, X4, and X5 on variable Y.

Based on the t-test results between the variables Attitude (X1) towards consumer buying interest (Y), a t-count value of $< t\text{-table}$ ($0.912 < 1.9855$) was obtained, with a significance value of $0.364 > 0.05$. Thus, it can be concluded that the first hypothesis, H0, is accepted while H1 is rejected. Therefore, there is no significant influence of attitude variables on the buying interest of MSME snack consumers in the Pasar Lama Tangerang.

Meanwhile, the results of regression analysis indicate that the coefficient value for the Attitude variable is 0.127. This suggests that a one-unit increase in Attitude leads to a 0.127% increase in consumer buying interest, assuming other variables remain constant. It is important to note that this assumes other external factors not accounted for in the model are held constant or equal to zero.

This explanation demonstrates that attitude towards the Pasar Lama Tangerang does not exert a significant influence because the wide selection of available products makes purchase intention more dependent on other factors such as price, quality, and convenience. These findings align with the research conducted by Yuwinda Witriyana, H. Ikhwan Faisal, and Ahmad Rifani, who stated that attitude does not have a significant effect on the interest in buying products at Shopee (Witriyana et al., 2019). However, this contrasts with the research conducted by Muhammad Mufti Mubarak, which confirmed that consumer attitudes have a positive and significant effect on the interest in buying Sidoarjo batik (Mubarak, 2018). Thus, a higher level of attitude value does not necessarily affect the buying interest of Muslim consumers of MSME snacks in the Pasar Lama Tangerang, as the hypothetical results do not demonstrate a significant effect.

Social (X2) significantly influences the buying interest (Y) of MSME snack consumers in Pasar Lama Tangerang. The results of simultaneous testing yield significant values at 0.000 (sig $0.000 < 0.05$). This indicates that the obtained regression equation is reliable, or in other words, the model used is fixed. Consequently, there is a joint or simultaneous influence among variables X1, X2, X3, X4, and X5 on variable Y.

Based on the results of the t-test between social variables (X2) and consumer buying interest (Y), a t-count value of $< t\text{-table}$ ($1.997 < 1.9855$) was obtained, with a significance value of $0.024 < 0.05$. Therefore, it can be concluded that the first hypothesis, H0, is rejected, and H1 is accepted. This means that there is a significant influence of social variables on the buying interest of MSME snack consumers in the Pasar Lama Tangerang.

Meanwhile, the results of regression analysis indicate that the coefficient value for the social variable is 0.154. This suggests that a one-unit increase in social leads to a 0.154% increase in consumer buying interest, assuming other variables remain constant. It is important to note that this assumption holds when other factors outside the discussed model are held constant or equal to zero.

This explains that the social aspect of the Pasar Lama Tangerang has a significant effect. These findings align with the research conducted by Halid et al. (2022), who stated that "social factors have a positive and significant effect on the interest in buying online, with a contribution of influence of 23.50%." Social factors play a role in influencing consumer buying interest and decisions. Similarly, Andi Faisal Bahari and Muhammad Ashoer explained that social influence serves as an independent variable on dependent variables, namely consumer interests and purchasing decisions (Bahari & Ashoer, 2018). Therefore,

the higher the level of social value, the better the buying interest of MSME snack consumers in the Pasar Lama Tangerang.

Behavioral Control (X3) significantly influences the buying interest (Y) of MSME snack consumers in Pasar Lama Tangerang.

The results of simultaneous testing yield significant values at 0.000 (sig 0.000 < 0.05). This indicates that the obtained regression equation is reliable or that the model used is fixed. Thus, there is a joint or simultaneous influence among variables X1, X2, X3, X4, and X5 on variable Y.

Based on the results of the t-test between the variables of Behavioral Control (X3) and consumer buying interest (Y), a t-count value of > t-table (2.131 > 1.9855) was obtained, with a significance value of 0.036 < 0.05. Therefore, it can be concluded that the first hypothesis, H0, is rejected, and H1 is accepted. This means that there is a significant influence of Behavioral Control variables on the buying interest of MSME snack consumers in the Pasar Lama Tangerang.

Meanwhile, the results of the regression analysis indicate that the coefficient value for the Behavioral Control variable is 0.158. This suggests that a one-unit increase in Behavioral Control results in a 0.158% increase in consumer buying interest, assuming other variables remain constant. It is important to note that this assumption holds when other factors outside the discussed model are held constant or equal to zero.

This explanation reveals that the control of behavior in the Pasar Lama Tangerang has a significant effect. These findings align with the research conducted by Witriyana et al., (2019), who stated that behavioral control has a significant effect on buying interest. This indicates that the easier consumers perceive control over their behavior, the more likely they are to make shopping decisions. Similarly, Purwantini & Tripalupi (2021) stated that behavioral control variables influence buying interest. Therefore, the higher the value of behavioral control, the better the buying interest of MSME snack consumers in the Pasar Lama Tangerang.

Religiosity (X4) significantly influences the buying interest (Y) of MSME snack consumers in Pasar Lama Tangerang.

The results of simultaneous testing yield significant values at 0.000 (sig 0.000 < 0.05). This indicates that the obtained regression equation is reliable, or in other words, the model used is fixed. Thus, there is a joint or simultaneous influence among variables X1, X2, X3, X4, and X5 on variable Y.

Based on the results of the t-test between the variables Religiosity (X4) and consumer buying interest (Y), a t-count value of < t-table (1.494 < 1.9855) was obtained, with a significance value of 0.139 > 0.05. Therefore, it can be concluded that the first hypothesis, H0, is accepted, and H1 is rejected. This means that there is no significant influence of the Religiosity variable on the buying interest of MSME snack consumers in the Pasar Lama Tangerang.

Meanwhile, the results of the regression analysis indicate that the coefficient value for the Religiosity variable is 0.122. This suggests that a one-unit increase in Religiosity results in a 0.122% increase in consumer buying interest, assuming other variables remain constant. It is important to note that this assumption holds when other factors outside the discussed model are held constant or equal to zero.

This explanation reveals that the religiosity of the Pasar Lama Tangerang is not very influential because the market orientation of the Pasar Lama Tangerang tends to be secular and focuses more on worldly affairs. People choose products based on economic considerations, product quality, personal taste, and other factors. As a result, religious influences are often overlooked during the buying process. These findings align with the research conducted by Partini (2022), which shows that the religiosity variable does not have a significant effect on the interest in buying halal processed food. However, this contrasts with the research conducted by Rudi Kurniawan et al. (2022), who stated that religiosity has a positive and significant effect on the interest in buying halal fashion in Kendari City. Thus, the higher level of religiosity value does not necessarily affect the buying interest of Muslim consumers of MSME snacks in the Pasar Lama Tangerang because the hypothetical results do not demonstrate a significant effect.

Location (X5) significantly influences the buying interest (Y) of MSME snack consumers in Pasar Lama Tangerang. The results of simultaneous testing yield significant values at 0.000 ($\text{sig } 0.000 < 0.05$). This indicates that the obtained regression equation is reliable or that the model used is fixed. Thus, there is a joint or simultaneous influence among variables X1, X2, X3, X4, and X5 on variable Y.

Based on the results of the t-test between the Location variable (X5) and consumer buying interest (Y), a t-count value of $< t\text{-table}$ ($1.056 < 1.9855$) was obtained, with a significance value of $0.294 > 0.05$. Therefore, it can be concluded that the first hypothesis, H0, is accepted, and H1 is rejected. This means that there is no significant influence of the Location variable on the buying interest of MSME snack consumers in the Pasar Lama Tangerang.

Meanwhile, the results of the regression analysis indicate that the coefficient value for the Location variable is 0.072. This suggests that a one-unit increase in Location results in a 0.072% increase in consumer buying interest, assuming other variables remain constant. It is important to note that this assumption holds when other factors outside the discussed model are held constant or equal to zero.

This explanation reveals that the location of the Pasar Lama Tangerang is not too influential because consumers value product quality, competitive prices, wide choices, and a pleasant shopping experience more than just the location of the place. These factors have a greater influence in shaping consumer interests and preferences in the market. These findings align with the research conducted by Vicky Valdian Coanto et al. (2018), who stated that there is no influence of location on consumer buying interest at The Cowboy Burger shop in Surabaya. However, this contrasts with the research conducted by Arrahma Elian Tania et al. (2022), which found that location and price have an influence on buying interest with a value influenced by location and price of 34.2%. Therefore, the influence of location is also one of the important factors in increasing buying interest. Thus, the higher the level of location value does not necessarily affect the buying interest of Muslim consumers of MSME snacks in the Pasar Lama Tangerang because the hypothetical results do not show a significant effect.

CONCLUSION

The conclusion this research is: Attitude does not have a significant effect on the buying interest of Muslim consumers of MSME snacks in the Pasar Lama of Tangerang. This is due to the large selection of products available making purchase intent more based on other factors such as price, quality, and price, quality and convenience. Social has a significant

influence on the buying interest of Muslim consumers of MSME snacks in the Pasar Lama of Tangerang. This is due to the results of the hypothesis test which shows a significant value, the higher the social value, the better the buying interest of MSME snack consumers in the Tangerang Pasar Lama. Behavioral Control has a significant effect on the buying interest of Muslim consumers of MSME snacks in the Pasar Lama of Tangerang. This is due to the results of the hypothesis test which shows a significant value, the higher the value of behavioral control, the better the buying interest of MSME snack consumers in the Pasar Lama of Tangerang. Religiosity does not have a significant effect on the buying interest of Muslim consumers of MSME snacks in the Pasar Lama of Tangerang. This is because Pasar Lama Tangerang has a market orientation that tends to be secular and more focused on world affairs when people choose products based on economic considerations, product quality, personal tastes, and other factors. As a result, religious influences are often forgotten during the buying process. Location does not have a significant effect on the buying interest of Muslim consumers of MSME snacks in the Pasar Lama of Tangerang. This is due to consumers who value product quality, competitive prices, wide choices, and a pleasant shopping experience more than just the location of the place.

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