

The Decision to Choose a Boarding House: Location Attractiveness, Service Quality, and Brand Trust

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Abstract

The rapid development of Indonesia's education sector has led to an increase in the number of universities and students. Pontianak is home to high-quality universities that attract students from within and outside the city. This has led to increased demand for student housing, especially boarding houses. This study aims to determine the influence of location attractiveness, service quality, and brand trust on students' decisions when choosing boarding houses in Pontianak. This study used quantitative methods. The study population consisted of students who rented boarding houses in Pontianak. The sampling method used was accidental sampling, and the sample size was 130 respondents. The data for this study were collected through questionnaires, and the analysis technique used a rating scale processed using SPSS version 24. The results of this study indicate that location attractiveness and service quality have a positive and significant effect on students' decisions to choose boarding houses in Pontianak City. However, brand trust was found to have no positive and significant effect on students' decisions to choose boarding houses in Pontianak City. The novelty of this research lies in the finding that the brand trust variable does not dominate and influence the decision to choose a boarding house, unlike in several previous studies. The implications of this research emphasize the importance of boarding house managers focusing on strategic location and service quality for tenants as factors that influence the decision to rent.

Keywords: Brand Trust; Decision to Choose; Location Attractiveness; Service Quality.

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I. Introduction

One factor in choosing a boarding house is its location. The location of a boarding house that is strategically located near various places or institutions and has easy access is an attraction for students to choose that boarding house as their residence (Sinaga & Lubis, 2022). Location is the place or site where a business operates, which influences consumers to buy products at that outlet or at other outlets. A strategic location and accessibility can drive the success of the business by increasing consumers' purchasing decisions (Hastoko & Stevany, 2022). Location attractiveness indicators according to Prasetyo and Santoso (2023): First, Accessibility, namely the ease with which boarding house residents can reach the campus and the city center. Second, the surrounding environment, which is the condition of the boarding house surroundings that can provide a sense of security and comfort for boarding house tenants. Third, Proximity to commercial centers, which is the distance between the boarding house and commercial centers, making it easier for students renting boarding houses to meet their daily needs. Fourth, availability of supporting facilities, which is the availability of supporting facilities such as food stalls, laundromats, photocopy centers, and so on, which can provide added value for students renting boarding houses.

In addition to location, the quality of boarding house services for residents is a consideration and attraction for prospective tenants so that they feel comfortable and at ease when staying at the boarding house (Ramli et al., 2022). Service quality is a component that significantly influences a business's sustainability. If the services provided to consumers can meet their expectations, then the quality of service can be considered good, and it can be assumed that the business has services that can satisfy its consumers and have a positive impact on their decision to use the services of that business (Ramli et al., 2022). Service quality is the service provided by a business as perceived by consumers based on how it meets their needs. Service quality indicators include: First, Physical Appearance, which refers to the appearance and physical facilities of the boarding house, such as the building, rooms, and environment, which can attract potential residents. Second, Service, which refers to the boarding house manager's ability to deliver the services promised, including cleanliness, security, and the availability of facilities. Third, Responsiveness, which refers to the boarding house manager's prompt, appropriate response to residents' needs or complaints. Fourth, Security, which refers to the boarding house manager's ability to provide a sense of security and trust to potential residents through reliable service. Fifth, Attention, which refers to the boarding house manager's attention and concern in understanding and meeting the needs of potential residents (Mirnawati et al., 2024).

Another factor that is no less important is brand trust, which means the trust and confidence a person has in the product's reliability and good reputation. A boarding house with a well-known brand that is widely recognized by the public can increase the confidence of prospective tenants in choosing that boarding house as their residence (D. Kurniawan & Ferdian, 2025). Brand trust is confidence in a brand, which is formed through the experience of using the brand and is based on the brand's ability to fulfill the promises it has offered (Andriani & Heriyanto, 2023). Brand trust itself is formed based on the quality and benefits that can be offered, creating a positive brand image, which encourages them to repeatedly purchase the product or service based on their confidence and trust in the brand (Andari & Sumiyarsih, 2021). The indicators of brand trust are as follows: First, Brand credibility, meaning prospective residents' belief that the boarding house is reliable and as promised. Second, Brand value, meaning prospective residents' assessment of the boarding house's value in terms of facilities, price, and services. Third, Brand reputation, meaning prospective residents' views of the boarding house based on other people's experiences or reviews (Fitriani et al., 2023).

In addition, a purchasing decision is a decision made by consumers, in which individuals are directly or indirectly involved in the process of selecting and obtaining products or services that suit their needs (R. Kurniawan & Lim, 2022). The decision to choose a boarding house is a very important process for students because it affects their comfort while studying in Pontianak as the next generation. Several factors, such as strategic location, quality of service, brand trust, and others, influence the choice of a boarding house (Baharsyah & Nurhasan, 2023). The decision-making process is the act of selecting an option after evaluating various alternatives. The indicators that shape the decision to choose include: First, Price suitability, meaning the ability of prospective residents to choose boarding houses that suit their financial conditions. Second, Accessible location, meaning ease of access to the boarding house from places of daily activity, such as campuses, food stalls, or public facilities. Third, Suitability to needs, meaning the boarding house has facilities and conditions that suit the desires and expectations

of prospective residents. Fourth, a comfortable environment, meaning the boarding house environment feels safe, quiet, and supports the comfort of its residents (Sukirno et al., 2025).

II. Method

This study was conducted quantitatively and aimed to examine the influence between variables (Ghozali, 2016; Sugiyono, 2019). The population in this study consisted of students who rented boarding houses in Pontianak, and the exact number is unknown. The sample size was determined using quota sampling, with 130 respondents selected using accidental sampling. The research data was collected through questionnaires, and the analysis technique used a rating scale processed using SPSS version 24. The following is the conceptual framework shown in Figure 1.

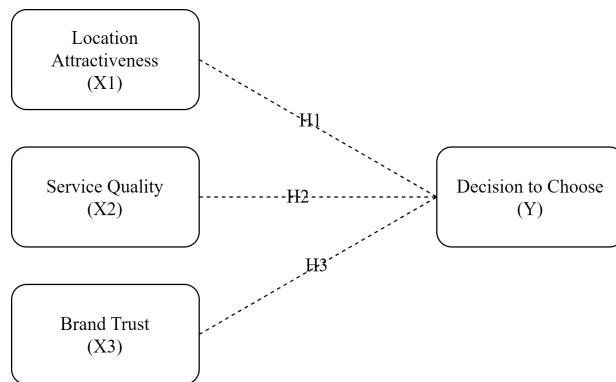


Figure 1. Conceptual Framework

- H1 : There is a positive and significant influence between the Location Attractiveness variable and the Decision to Choose.
- H2 : There is a positive and significant influence between the Service Quality variable and the Decision to Choose.
- H3 : There is a positive and significant influence between the Brand Trust variable and the Decision to Choose.

III. Results and Discussion

1. Respondents' Answers

Data from respondents' answers were processed in tabular form using a rating scale, with the following summary:

Table 1. Respondents' Answers

| No | Indicator | Answer Weight | Answer Index | Average |
|--------------------------------|---------------------------------------|---------------|--------------|---------|
| Location Attractiveness | | | | |
| 1. | Accessibility | 1024 | 78.77 | |
| 2. | Surrounding environment | 1023 | 78.69 | 78.15 |
| 3. | Proximity to commercial centers | 977 | 77.85 | |
| 4. | Availability of supporting facilities | 1016 | 77.31 | |
| Service Quality | | | | |
| 1. | Physical appearance | 1029 | 79.15 | |
| 2. | Service | 1020 | 78.46 | |
| 3. | Responsiveness | 1013 | 77.92 | 79.28 |
| 4. | Safety | 1022 | 78.85 | |

| No | Indicator | Answer Weight | Answer Index | Average |
|---------------------------|-------------------------|---------------|--------------|---------|
| 5. | Attention | 1066 | 82.00 | |
| Brand Trust | | | | |
| 1. | Brand credibility | 1052 | 80.69 | |
| 2. | Brand value | 1033 | 79.46 | 79.98 |
| 3. | Brand reputation | 1037 | 79.77 | |
| Decision to Choose | | | | |
| 1. | Affordability | 1103 | 79.69 | |
| 2. | Accessible location | 1056 | 81.23 | 79.73 |
| 3. | Suitable for your needs | 1030 | 79.31 | |
| 4. | Comfortable environment | 1023 | 78.69 | |

Based on [Table 1](#), the average value of the response index given by respondents on the location attractiveness variable was 78.15%, which was categorized as respondents having a high perception of the location attractiveness variable, meaning that the location of the boarding houses occupied by students was strategically and appropriately located, facilitating access for students to carry out their activities. For the service quality variable, the average index score was 79.28%, indicating that respondents have a high perception of service quality. This means the boarding house where the students live has provided good, fast service to its residents. In addition, the brand trust variable obtained an average index of 79.98%, which was categorized as respondents having a high perception of the brand trust variable, meaning that the boarding houses occupied and inhabited by students have gained trust and are well-known among the surrounding community and the broader community for their ability to provide comfort and the best service for residents. Meanwhile, the decision-making variable, as categorized by respondents, shows a high level of perception, indicating that the boarding house they currently occupy meets their desired criteria for comfort, security, location, and rental cost.

2. Validity Test

The testing results show that the validity test meets existing standards. The validity testing is presented in the following table.

Table 2. Validity Test

| Variable | Item No | Calculated r | Description |
|------------------------------|---------|--------------|-------------|
| Location Attractiveness (X1) | DTL1.1 | 0.778 | Valid |
| | DTL1.2 | 0.739 | Valid |
| | DTL1.3 | 0.736 | Valid |
| | DTL1.4 | 0.799 | Valid |
| Service Quality (X2) | KL2.1 | 0.775 | Valid |
| | KL2.2 | 0.719 | Valid |
| | KL2.3 | 0.718 | Valid |
| | KL2.4 | 0.731 | Valid |
| | KL2.5 | 0.751 | Valid |
| Brand Trust (X3) | BT3.1 | 0.815 | Valid |
| | BT3.2 | 0.786 | Valid |
| | BT3.3 | 0.820 | Valid |
| Decision to Choose (Y) | KM1.1 | 0.768 | Valid |
| | KM1.2 | 0.771 | Valid |
| | KM1.3 | 0.841 | Valid |
| | KM1.4 | 0.818 | Valid |

Based on [Table 2](#), all indicators of the variables of location attractiveness (X1), service quality (X2), brand trust (X3), and decision to choose (Y) have a calculated r greater than the table r with a value of 0.172 at a significance level of 5% (0.05) and degrees of freedom ($df = 128$). This indicates that each indicator in the four variables meets the established validity criteria. Thus, the research instrument used is declared valid.

3. Reliability Test

Then, reliability testing was conducted to determine whether all variables were reliable, as shown in the following table.

Table 3. Reliability Test

| Variabel | Cronbach' Alpha | Description |
|-----------------------------|-----------------|-------------|
| Location Attraktivness (X1) | 0.761 | Reliable |
| Service Quality (X2) | 0.791 | Reliable |
| Brand Trust (X3) | 0.731 | Reliable |
| Decision to Choose (Y) | 0.797 | Reliable |

Based on [Table 3](#), all variables of location attractiveness (X1), service quality (X2), brand trust (X3), and decision to choose (Y) show Cronbach's Alpha values above the minimum threshold of 0.60. The measuring instruments for these variables have met the reliability standards. Therefore, all items in the instrument are considered to have a good level of consistency and reliability, making them suitable for use in the next stage of analysis.

4. Multicollinearity Test

The next step in this analysis is to conduct a multicollinearity test to assess the extent of correlation among the independent variables. The results of this multicollinearity test are presented in more detail in [Table 4](#), making it easier for readers to understand the relationship between the analyzed variables.

Table 4. Multicollinearity Test

| Model | Model | Collinearity Statistics | |
|-------|------------------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Location Attraktivness | .140 | 7.137 |
| | Service Quality | .142 | 7.024 |
| | Brand Trust | .210 | 4.770 |

Referring to the results listed in [Table 4](#), it is known that:

1. The tolerance value for the location attractiveness variable is $0.140 > 0.1$, and the VIF value is $7.137 < 10$, which means there are no symptoms of multicollinearity.
2. The tolerance value for the service quality variable is $0.142 > 0.1$, and the VIF value is $7.024 < 10$, which means there are no signs of multicollinearity.
3. The tolerance value for the brand trust variable is $0.210 > 0.1$, and the VIF value is $4.770 < 10$, which means there are no signs of multicollinearity.

It can be concluded that the variables of location attractiveness, service quality, and brand trust are free from multicollinearity issues.

5. Heteroscedasticity Test

After conducting the multicollinearity test, the analysis continued with a heteroscedasticity test. This test was conducted to ensure that the residual variance in the regression model was constant across all observations, thus meeting the classical assumptions of regression. The results of the heteroscedasticity test are shown in more detail in [Figure 2](#).

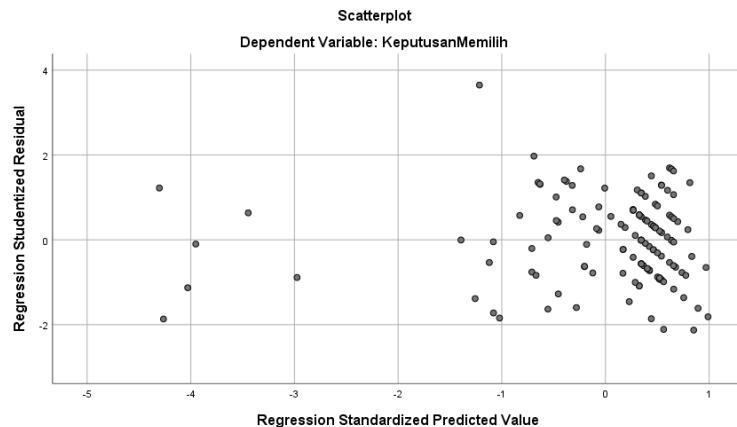


Figure 2. Heteroscedasticity Test

Based on the heteroscedasticity test visualization, the points appear to be randomly distributed, with equal numbers above and below the zero line on the Y axis. This pattern indicates no heteroscedasticity in the regression model, so the model meets the assumption of homoscedasticity.

6. Multiple Linear Regression Analysis Test

Multiple linear regression was then used to test the relationships among the variables in this study.

Table 5. Multicollinearity Test

| Model | Unstandardized Coefficients | |
|-------|-----------------------------|-------|
| | B | |
| 1 | (Constant) | 0.781 |
| | Location Attrativeness | 0.268 |
| | Service Quality | 0.591 |
| | Brand Trust | 0.052 |

The results listed in Table 5 produce the following multiple linear regression equation. The multiple linear regression test formula is described in more detail in [Equation 1](#).

$$Y = 0.781 + 0.268 X_1 + 0.591 X_2 + 0.052 X_3 \quad (1)$$

The explanation of the multiple regression equation above is as follows:

1. The constant value of 0.781 indicates that when the variables of location attractiveness, service quality, and brand trust are at zero or have no influence, the base value of the decision to choose remains at that number.
2. The regression coefficient value for X_1 , or the location attractiveness variable, is 0.268. This means that if the location attractiveness variable increases by 1 point, the decision variable will increase by 0.408. This value is a positive coefficient, indicating that the strategic location of a boarding house, with easy access and supporting facilities, influences students' decision to choose it.

3. The regression coefficient value of X2 or service quality variable is 0.591. This means that a 1-point increase in the service quality variable will result in a 0.591 increase in the decision variable. This value can be interpreted as a positive coefficient, indicating that the boarding house provides friendly, fast service.
4. The regression coefficient value for X3 or the brand trust variable is 0.052. This means that for every 1-point increase in the brand trust variable, there is also a 0.052 increase in the decision-making variable. This value can be interpreted as a positive coefficient, indicating that the trust instilled and recognized by consumers in a boarding house, derived from the services, facilities, and quality it offers, influences students' decision to choose that boarding house.

7. Test the Coefficient of Determination (R^2)

Table 6. Coefficient of Determination Test (R^2)

| Model | R | R Square |
|-------|-------------------|----------|
| 1 | .887 ^a | .787 |

Based on the results in [Table 6](#), the coefficient of determination (R^2) was 0.787, or 78.70%. This figure shows that the variables of location attractiveness, service quality, and brand trust simultaneously explain 78.70% of the decision to choose. In other words, the regression model used successfully describes more than half of the variation in the decision to choose. Meanwhile, the remaining 0.213, or 21.30%, is influenced by factors outside this research model that are not explained in this analysis.

8. Simultaneous Test (F Test)

Table 7. Simultaneous Test (F Test)

| Model | F | Sig. |
|--------------|---------|--------------------|
| 1 Regression | 155.549 | 0.000 ^b |

Referring to the F test results in [Table 7](#), the calculated F value of 155.549 is higher than the table F value of 2.67 at a significance level of 0.000 (below 0.05). This finding indicates that the three independent variables, namely location attractiveness, service quality, and brand trust, simultaneously have a significant effect on the decision to choose. In making purchasing decisions, consumers consider location attractiveness because a strategic location makes it easier and more attractive for them to buy. In addition, businesses' services will encourage consumers to make purchasing decisions by providing friendly, high-quality services that make consumers feel comfortable and secure. Brand trust also influences purchasing decisions, as consumers prefer brands that provide quality products and services.

9. Partial Test (T-test)

Table 8. Partial Test (T-test)

| Model | t | Sig. |
|-------------------------|-------|------|
| 1 (Constant) | 2.329 | .021 |
| Location Attractiveness | 2.494 | .014 |
| Service Quality | 5.327 | .000 |
| Brand Trust | .621 | .535 |

Based on [Table 8](#), it is known that the t-test results show that the three independent variables, namely location attractiveness (X1), service quality (X2), and brand trust (X3), significantly affect the dependent variable, namely the decision to choose (Y). More specifically:

1. The location attractiveness variable (X1) has a t-value of 2.494 and a significance level of 0.014, which is less than the significance threshold of 0.05. This indicates that the location attractiveness variable (X1) has a significant effect on the decision to choose variable (Y). This means that the more attractive a location is, the greater the likelihood that consumers will choose that brand or business.
2. The service quality variable (X2) has a t-value of 5.237 and a significance level of 0.000, which is less than the significance threshold of 0.05. This indicates that the service quality variable (X2) has a significant effect on the decision variable (Y). In other words, the better and friendlier the service provided by a brand or business, the greater the likelihood that consumers will choose it.
3. The brand trust variable (X3) has a t-value of 0.621 and a significance level of 0.535, which is greater than the significance threshold of 0.05. This indicates that brand trust (X3) does not significantly influence purchasing decisions (Y). In other words, trust in a brand is not yet a determining factor in consumer choice, as other considerations still influence these decisions.

The Effect of Location Attractiveness on the Decision to Choose a Boarding House

Location attractiveness has a positive, significant effect on the decision to choose a boarding house in Pontianak. This result is evidenced by a t-value coefficient of 2.494 with a significance level of 0.014, which is less than the significance threshold of 0.05, thus accepting the first hypothesis. This means that the higher the attractiveness of a boarding house's location ([Barkah & Amron, 2025](#)), the greater the decision to choose that boarding house among students in the city of Pontianak.

The Effect of Service Quality on the Decision to Choose a Boarding House

Service quality has a positive, significant effect on the decision to choose a boarding house in Pontianak. This result is evidenced by a t-value of 5.237 with a significance level of 0.000, which is less than the 0.05 significance threshold, thus accepting the second hypothesis. This means that the better and friendlier the service provided by a boarding house to its residents ([Y. D. Kurniawan & Prijati, 2022](#)), the greater the level of choice and interest in a boarding house by students in the city of Pontianak.

The Effect of Brand Trust on the Decision to Choose a Boarding House

Brand trust does not have a positive, significant effect on the decision to choose a boarding house in Pontianak. This result is supported by a t-value of 0.621 and a significance level of 0.535, which exceed the 0.05 significance threshold, thus rejecting the third hypothesis. The results of this research are in contrast to research conducted by ([Wangsdipa et al., 2025](#)), which stated that brand trust influences decisions. This means that trust in a boarding house is not yet a factor influencing students' decision to choose a boarding house in Pontianak, as other factors are still considered.

IV. Conclusion

The analysis reveals that location attractiveness and service quality significantly influence the decision to choose. This indicates that improvements in attractive locations and good service quality can encourage consumers to choose boarding houses. Therefore, marketing strategies that focus on selecting strategic locations and providing comfortable, safe services can be determining factors in attracting potential tenants. Conversely, the analysis shows that the brand trust variable does not significantly influence the decision to choose a boarding house. This means that the level of brand trust is still too low to have a real influence on the decision to choose, because prospective residents still consider other more influential factors.

For future researchers, it should be noted that this study does not fully cover all factors that influence the decision to choose, as other variables are outside its scope. Therefore, it is recommended

that future research expand by adding or combining other variables that may influence the decision-making process.

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Declaration

I declare that this article is original, covering data, analysis, and interpretation generated by myself, and that material taken from other works and sources has been properly cited.

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