

## **Analysis of Location Selection Effect on the User Decision that Influence the Success Of the Service Business of Micro, Small and Medium Enterprise (MSME) In Bandung Timur Region**

Ali Maddinsyah<sup>1\*</sup>, Denok Sunarsi<sup>2</sup>, Rahmi Hermawati<sup>3</sup>, Pranoto<sup>4</sup>

<sup>1,4</sup>*Lecturer Of Universitas Pamulang, Banten, Indonesia.*

<sup>2,3</sup>*Department of Management, Faculty of Economic,  
Pamulang University, Indonesia.*

<sup>1\*</sup>*alimaddinsyah@unpam.ac.id*, <sup>2</sup>*denoksunarsi@unpam.ac.id*,

<sup>3</sup>*dosen00817@unpam.ac.id*, <sup>4</sup>*pranoto140688@unpam.ac.id*

### **Abstract**

*This study aims to determine the effect of location on service user decision, how the influence of user decision towards the MSME success, whether service user decision can mediate the effect of location on business success. This study using simple linear regression model and path analysis as method analysis. Total population in the study was unknown; therefore, the iteration formula was used with the result 165 respondents with non-probability sampling technique. The results showed there was influence of location towards service user decision and there was effect of the service user decision to the business success. Although, the user decision might mediate the effect of location selection of the business success.*

**Keywords:** *location selection, service user decisions, business success, MSME*

### **1. Introduction**

In developing countries nowadays, the micro, small and medium-sized enterprises (MSMEs) gives significant contributions which can be seen from the emerging of enterprise, works availability and productions in product and service sectors [1]. Likewise, in the academic study which stated that the role MSMEs play a very important role in the social economic development in one region or country [2]. Developing countries are dominated by MSMEs because they contribute to employment [3]-[4]. Facing very complex problems, such as poverty, unemployment, and low per capita income the emergence of businesses in various product or service sectors has a significant influence [5].

This is as said by [2], the government and academic researchers consider industrialization as a panacea for economic growth in a country. Likewise, research by [6] argues that MSME is the main force for increasing state income. In Indonesia, the importance of this community is helping to create new jobs and generate income to reduce poverty [1]. However, amid rampant emergence of MSMEs, there are obstacles one of which is location influence on consumer decision [7]. It is important to note that many MSME have emerged but in the end it cannot survive. This is because they are selecting the unsuitable location [8]. Site selection is one of the business decisions that must be made carefully [9]. Indarti's research (2004) shows that business location has a relationship with business success [8]. In this case, the success of the MSME business can be measured from various aspects such as performance, sales growth, market share, and profitability [10].

The strategic location of the MSMEs, not only has an impact on business performance, but also can encourage the economic development of cities and regions [11]. Bandung is a city that has strong potential and competitiveness through its creative products and services. The MSMEs existence in the city have significant impact to the society development in particular. Among many factors, location is a very important aspect of business planning [12]. Location theory is the basis for predicting suitable locations for a business [13]. A location decision is often influenced by the behavioral, social, and location characteristics of the place. Moreover, it is often challenged with problems such as funding, ability, and lack of knowledge related to strategic locations [14]. Many research studies discuss location factors in the manufacturing sector, the technology industry, retail and large companies, but very few study about the service industry especially in the city of Bandung [8]. The internet cafe business in Indonesia, especially Bandung, is developing very fast considering the rapid technological development.

Based on initial interviews with internet cafe owners, location is one of the considerations in determining business. This research was proposed to analyze the effect of location decisions in the service industry, especially in the internet cafe business. This research was proposed to fill the gap regarding the strategic location study of the MSMEs especially in the service sector in East Bandung city and to answer the main questions as follows; (1) how to influence of the location on the service user decision? (2) how the influence of user decision to the success of the business? (3) Is the decision of the services user may mediate the effect of selecting the location to the success of the business?

## 2. Theoretical Review

### 2.1 Characteristics of MSME

MSMEs have different characteristics for each country. In Indonesia MSMEs are not a homogenous group (the same in terms of business) but they have different sub-categories. MSMEs have characteristics that are based on the classification, capital, income, number of employees and total assets [9]. MSME is a business that is managed by individuals or organizations [15]. In Indonesia, the MSME characteristics can be seen in table 1.

**Table 1:** Characteristics of MSMEs [1]

<b>Category</b>	<b>Capital</b>	<b>Income</b>
Micro business	50 million max	300 million max
Small business	50 million to 500 million	300 million to 2.5 billion
Medium Business	500 million to 10 billion	2.5 Billion to 50 Billion

MSMEs are able to become a poverty reduction solution for a country, especially Indonesia [16]. The development of MSMEs has considerable potential, because this sector contributes to absorbing the workforce. The implementation of this MSME business has been regulated by law number 20 of 2008 with reference to the criteria; (1) micro businesses, namely productive businesses owned by individuals or business entities owned by individual, (2) small businesses, namely productive economic businesses that are independent and carried out by individuals or business entities and are not composed of subsidiaries, (3) medium businesses, namely a productive economic business that stands alone, is carried out by individuals or business entities and is a subsidiary. Based

on this, the criteria of the MSME category are based on net worth, except land, building and business premise [1].

## **2.2. Location Factors**

The location selection is largely based on three schools of thought (neoclassical, behavioral, and corporate). Neoclassic is focused on the manufacturing sector, while behavioral is interpreted as a decision-making process. Location decisions are defined as part of an objective environment that represents the total amount of information in the economy both globally and regionally through which companies receive and estimate the flow of information that leads to a decision. Institutional (corporate) theory interprets location as an exercise in bargaining. In more detail, the consumer's decision in choosing a location can be seen as part of a purchasing decision.

Location indicators that may affect the purchase decisions are access, place, and environment [4]. Some researchers claim that business location has a relationship with the business success [17]. Strategic location makes the product easily recognizable [18]. Related to a purchasing decision, factors in this context (access, place, and environment) become a strategy that can improve the performance of the business itself. A business performance can be obtained if the business has a strategic place [10]. This research study internet cafe business; it is in service business category that offers services to its customers [19]. It is generally stated that service business characteristics are limited by supply considerations, because among service characteristics is that services cannot be stored with other meanings services must be provided in places where consumers consume [20]. That is, location factors in a service business must provide impact for the business itself.

The service sector can be divided into two main sectors: tertiary and quaternary. The tertiary sector consists of activities such as transportation, government, retail wholesale trade and general business and personal services, while the quaternary sector, referred to as the information sector because it provides and manages information such as banking and insurance services. Schmenner (1994) introduces an approach to studying the location of service businesses [21]. His study approached location decisions as an intuitively attractive step to select a common area in service operations [22]. Moreover, among the factors that form the basis of a consumer purchasing decision are access, place, and environment.

H1. Location affects the decision of service user

## **2.3. Purchase Decision ( service user )**

Marketers need to understand the dynamics of the purchasing decision process. The main decision taken by a consumer relates to what he/she buys (products and services), place, time, and how he buys (payment terms) [23]. Decisions are defined as choosing the available options. While decision making is the process of choosing alternatives from the few / many choices available. The study notes that consumer behavior focuses on how he makes the decision to spend available resources (time, money, effort) on items related to consumption [24]. Consumer behavior is the study of the processes involved when individual or group choose, buy, use, or dispose of products, services, ideas, or experiences to meet their needs and desires [25].

Purchasing decisions relate to making decisions about product, service and places [23]. This can be defined as the process of gathering and processing information, evaluating it and choosing the best to make a purchasing choice. While

decision making is defined as the selection of alternatives to solve a problem, the time and effort required to complete the process varies across the purchasing situation [26]. Consumer purchasing decision models refer to various orientations and perspectives with which consumers approach the market (access) and how / why they buy [27]. Consumers refer to the product, quality, and place to be the basis of the purchasing process [28].

In 2017, Solomon defines purchasing decisions as the processes and activities that people carry out when searching, choosing, buying, evaluating products and services to meet their needs and desires [28]. This behavior can be referred to individually, or in a group context, or at the organizational level. The use of products and places is often very attractive to marketers because this can influence the way the best product positions or how marketers can encourage increased consumption [29]. Purchasing decisions emphasize the attitude in relation to repurchase. When the consumer is confronted with a number of choices before deciding to make a purchase, he/she will look for information related to what he buys and where he buys [30]. This means that when someone makes a decision, several alternative options must be available. So, the decision to buy can lead to how the process in the decision was made. Furthermore, another reference is explained by [31], that the location factor becomes a balance for consumers in making purchasing decisions. There are five stages model of the consumer purchasing decision process: problem recognition, information search, alternative evaluations, purchasing decisions and post-purchase behavior.

In 2010, Peter and Olson describe purchasing decisions as an integration process that combines knowledge to evaluate two or more alternatives and choose one of them [32]. When buying a product, the consumer not only buys a product as a commodity but he/she is looking for a value that can satisfy both service and place. Research by [33]-[34] states that purchasing decisions emphasize attitudes related to repurchases, thus affecting business success.

H2. The decision of the service user influences the success of the business.

#### **2.4. The success of MSME**

Success is a measure the achievement level of a business in carrying out its goals. Goran and Roos (1997) use the term performance to measure business success [35]. In the context of MSME success is measured from various aspects such as performance, sales growth, market share, and profitability [10]. Success is the achievement expressed quantitatively in terms of the physical or volume or unit of a product [36]. Laitinen (2013) states that success can be based on financial (profitability) and non-financial measures (inventory level, productivity and flexibility) [37]. Each organization can be measured by financial performance, which it will depend on the volume of sales. However, sales volume cannot be achieved if the company cannot adjust the products and services that are in demand by consumers and where it operates.

Therefore, to be competitive, companies must accommodate as much as possible information about the product /service and the place where it will operate. Whereas organizational flexibility is a measure of organizational success because if it cannot adjust to developing trends, it will be left behind by its competitors and this will have an impact on sales volume. In order to have good performance, business must have activities to improve organizational control and able to respond to information contained in the environment in which it operates. Maccoby (2011) mentions the

importance of flexibility in increasing success [38]. Therefore, flexibility in a business is a requirement for an organization in achieving company sales growth. This is academics and practitioners concern as a source of competitive advantage [39].

H3. The location affects the success of MSMEs through the purchasing decision of the consumer

### 3. Research Methodology

The data analyzing method in this study was a simple linear regression analysis model and path analysis (path analysis) with a series of test instruments and hypothesis testing. The sample calculation in the study used iteration formula due to the number of population was unknown; the calculation result was 165 respondents. The sampling technique in this research was the Non-Probability Sampling. It was an incidental sampling technique that based on the spread of coincidence; anyone who accidentally or incidentally met with the researchers could be used as a sample if the people who happened to be found were suitable as a data source. Data collection methods used in this study are observation, interviews and questionnaires.

### 4. Results and Discussion

Based on the problems and the interest to test the hypothesis, the technique of analysis that were used in the research include the descriptive analysis of the respondent's characteristics and respondent's assessments on studied variables. Afterward the quantitative analysis was used as an analysis using formulas and calculation techniques to address the problems.

The respondent characteristics by gender type analysis was done to determine the proportion of the respondent gender. The following is the gender composition of the respondents in Table 2.

**Table 2:** Characteristics of Respondents by Gender

No	Gender	Total	Percentage
1	Male	99	60%
2	Female	66	40%

Source: Processed Primary data, 2020

Respondent characteristics by age. The age affected someone taste toward a product or service. The respondent's classification based on age level could be seen in Table 3.

**Table 3:** Characteristics of Respondents by Age

No	Gender	Total	Percentage
1	15-25	53	32%
2	26-35	67	41%
3	36-45	45	27%

Source : Processed primary data, 2020

Respondent's characteristic based on occupation. Occupation was one of factors that influence a person's purchasing patterns. Simamora (2000) stated that someone occupation would affect the goods and services they bought. The classification of respondents based on their work can be seen in Table 4.

**Table 4. Characteristics of Respondents by Occupation**

No	Occupation	Total	Percentage
1	Student / Student	42	25%
2	Civil servants	35	21%
3	Private employee	55	33%
4	entrepreneur	23	14%
5	Etc.	10	6%

Source: Processed primary data, 2020

#### 4.1 Validity and Reliability Test Results

Validity testing was conducted based on item analysis that correlating the score of each item with a variable score (the sum of all questions item scores). Based on Table 5, the obtained r-calculated off all questionnaire item variables were higher than r-table. Therefore, the questionnaire of these variables was valid and can be used for further research.

Reliability meant that if the answers of respondents was consistent or stable from time to time; and higher reliability coefficient meant more reliable the answer from respondents. The reliability test results could be seen in Table 6.

**Table 5 . Validity Test Results, Location, decisions of service user and business success variables**

Variable	Indicator	r-calculated	r-table	Conclusion
<b>Location</b>	X <sub>1</sub>	0.563	0.361	Valid
	X <sub>2</sub>	0.616	0.361	Valid
	X <sub>3</sub>	0.725	0.361	Valid
	X <sub>4</sub>	0.629	0.361	Valid
	X <sub>5</sub>	0.570	0.361	Valid
	X <sub>6</sub>	0.629	0.361	Valid
	X <sub>7</sub>	0.485	0.361	Valid
	X <sub>8</sub>	0.570	0.361	Valid
	X <sub>9</sub>	0.725	0.361	Valid
	X <sub>10</sub>	0.534	0.361	Valid
<b>Decision of service users</b>	Y <sub>1</sub>	0.672	0.361	Valid
	Y <sub>2</sub>	0.722	0.361	Valid
	Y <sub>3</sub>	0.644	0.361	Valid
	Y <sub>4</sub>	0.698	0.361	Valid
	Y <sub>5</sub>	0.491	0.361	Valid
	Y <sub>6</sub>	0.698	0.361	Valid
	Y <sub>7</sub>	0.434	0.361	Valid
	Y <sub>8</sub>	0.672	0.361	Valid
	Y <sub>9</sub>	0.722	0.361	Valid
<b>Business Success</b>	Z <sub>1</sub>	0.451	0.361	Valid
	Z <sub>2</sub>	0.563	0.361	Valid

Variable	Indicator	r-calculated	r-table	Conclusion
	Z <sub>3</sub>	0.382	0.361	Valid
	Z <sub>4</sub>	0.693	0.361	Valid
	Z <sub>5</sub>	0.400	0.361	Valid
	Z <sub>6</sub>	0.650	0.361	Valid
	Z <sub>7</sub>	0.741	0.361	Valid

Source : Processed primary data, 2020

**Table 6:** Reliability Test Results

Variable	Alpha Cronbach	Information
Location	0.805	Reliable
Decision of service users	0.806	Reliable
Business Success	0.921	Reliable

Source: Processed primary data, 2020

#### 4.2 Normality Test

Normality test was used to test whether the data was normally distributed or not. Normality test could be done by using the Kolmogorov-Smirnov test. The results of the data processing using SPSS 22 software was showed in the table 7.

**Table 7:** Summary of Normality Test Results

Variable	Asymp . Sign. (2-tailed)	Information
Location (X)	0.197	Data is normally distributed
Decision of service users (Y)		
Business Success (Z)		

Source: Processed primary data, 2020

Based on the table above, the value of Asymp. Sign. (2-tailed) of all variables none showed the value less than 0.05, which meant all of the data was normally distributed.

#### 4.3 Path Analysis

Having done the classical assumptions testing, it concluded that the regression model was free from multicollinearities, heteroskedasticities and normality problems. Hypothesis testing was a statistical proof of everything that had been hypothesized in research based on theory. To test the hypothesis that had been proposed and to detect the influence of mediation variable (intervening variable) in mediating independent variables of dependent variables, the methods in use were regression analysis, path analysis and Sobel test. Path analysis was an extension of the multiple regression analysis or in other words, the path analysis was the use of regression analysis to estimate the causality relationship between the variables that had been defined previously by the theory.

#### 4.4 Testing Hypothesis 1 and hypothesis 2

Hypotheses 1 which was the location had effect on the decision of service user. Based on the regression analysis that had been conducted, the result could be seen in Table 8.

**Table 8:** Results of Regression Analysis Hypothesis 1

Variable	N	F-Test	Sign	$\beta$	Standardized Coefficient Beta	t-test	Sig.
Sample	165	48.189	0.000				
Constant				2.697		1.095	0.276
Location				0.208	0.189	2.293	0.024
Decision of service user				0.559	0.637	7.706	0.000

Source: Processed primary data, 2020

Based on the regression analysis of  $H_1$  presented in Table 8, the value of the F-test was 48.189 with a significance 0.000. Because the significance value less than 0.05, the value of the F-test significant. Therefore, the linear regression model of this research could be used to explain the influence of the location toward the decision of the service user. It was demonstrated that the strategic location selection such as close to the population, close range of distribution with low cost transportation, less than 1-hour commute to access and the distance between the location and the transportation stop relatively close. This condition provided a positive influence on the decision of the service user. The results of the study were in line with research by [10], [21] which stated a business performance could be obtained if the business had a strategic place.

For the  $H_2$  testing, the value of the Standardized Beta coefficient was 0.637 or the path value. The value of regression coefficient ( $\beta$ ) of service user decision variable was 0.559 and the t-test value was 7.706 with significance value 0.000. The coefficient regression value ( $\beta$ ) and t-test value used  $\alpha$  level (significant) 0.05; therefore, it showed the significant influence of service user decision toward the business success. In this case, based on the theory of [32], purchasing decisions (service users) as an integration process that combined knowledge to evaluate the behavior of two or more alternatives and choose one of them. When buying a product or getting a service, the consumer not only bought a product as a commodity but also looked for a value to satisfy his/her from either the service or place [28]. Thus, it was clear that service user decisions will have an influence on business success.

The results in this study were in line with study by [33]-[34] that stated the purchasing decisions emphasized attitudes related to repurchase thus affecting business success.

#### 4.5 Testing Hypothesis 3

Detecting the effects of service user decisions in mediating relationship of the location and the business success required calculating the path coefficient by making two structural equations which were the regression equations of hypothesized relationship.

$$(a) \text{ Business success} = a + a \text{ service user decision} + e1$$

$$(b) \text{ Location} = a + c \text{ service user decision} + b \text{ business success} + e2$$

From the output SPSS software for the first regression equation can be seen in Table 9.

**Table 9. Regression Analysis Results Model 1**

**Coefficient a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.977	2.800		3.920	.000
Location	.640	.090	.582	7.092	.000

a. Dependent Variable: Business Success

$$(a) \text{ Business Success} = a + a \text{ Location} + e_1$$

$$= 10.977 + 0.640 \text{ Location}$$

While for the regression equation two (2) as follows :

**Table 10. Regression Analysis Results Model 2**

**Coefficients a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.576	3.385		2.534	.013
Location	.678	.125	.501	5.433	.000
Business success	.302	.114	.246	2.663	.009

a. Dependent Variable: Decision of service users

$$\text{Decision of service user} = a + c \text{ location} + b \text{ business success} + e_2$$

$$= 8.576 + 0.678 \text{ location} + 0.302 \text{ business success}$$

Effect of mediation that shown by the multiplication coefficient (**ab**) needed to be tested by Sobel test as follows : The standard error of the coefficient indirect effect (Sab).

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

$$= \sqrt{(0.302)^2(0.090)^2 + (0.640)^2(0.114)^2 + (0.090)^2(0.114)^2}$$

$$= \sqrt{0.007387524 + 0.0053231620 + 0.0001052676}$$

$$= 0.06072441$$

The results of multiplication **ab** could be used to calculate the t statistic influence of mediation with the formula as follows:

$$T = \frac{ab}{S_{ab}} = \frac{0.640 \times 0.302}{0.06072441} = \frac{0.19328}{0.06072441} = 3.18$$

Because calculated-t = 3.18 was higher than t-table (1.96) with the level of significance of 0.05. It could be concluded that coefficient of mediation 0.19328 significant and there is the mediation influence of user decision variable in mediating of the relationship between location variable and the business success variable. In this case, the location selection had significant role in determining the business success because the location will affect the market potential of the company. Moreover, when the location became one of convenience for the internet café service user in making decision, then it will directly have an impact on the internet café success. Based on theory [20]. In general, the characteristics of service businesses were limited by supply considerations because among the characteristics of services was that services

could not be stored or the service must be provided in a place where consumers consumed it.

## 5. Conclusion

Based on the results of the study the conclusions can be drawn, namely :

1. There are the effect of location of the internet café user decision in Bandung Timur area.
2. There are the effect of service user decision of the MSMEs business success in Bandung Timur region.
3. Decision of the services user may mediate the effect of location and the business success of the MSME service business in the area of Bandung Timur.

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