



The Effect Of Location, Price, And Service On The Decision To Use Car Rental Services At PT Dewa Wisata Trans Kota Bengkulu

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ARTICLE HISTORY

Received [30 November 2025]

Revised [03 Desember 2025]

Accepted [05 Desember 2025]

KEYWORDS

Location, Price, Service, Usage Decision.

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ABSTRACT

Pada penelitian ini salah satunya bertujuan untuk mengetahui pelayanan terhadap keputusan penggunaan dari pelanggan. Proses pelanggan menggunakan jasa rental mobil tentunya melalui berbagai pertimbangan dengan memperhatikan berbagai faktor sebelum melakukan pengambilan keputusan penggunaan diantaranya lokasi, harga maupun pelayanan PT. Dewa Wisata Trans tersebut. Untuk itu, pemilik usaha Rental Mobil Bengkulu berusaha secara optimal bagaimana konsumen menjadi tertarik dan menjadi pelanggan. Tujuan penelitian ini adalah untuk mengetahui pengaruh lokasi, harga, pelayanan terhadap keputusan Keputusan Penggunaan Rental Mobil Di Pt. Dewa Wisata Trans Kota Bengkulu. Metode pengumpulan data pada penelitian ini menggunakan teknik observasi dan kuesioner, dengan sampel sebanyak 120 orang responden. Hasil penelitian menunjukkan bahwa hasil regresi linier berganda menunjukkan $Y = 0,698 + 0,306 (X1) + 0,043 (X2) + 0,627 (X3) + 0,955$. Hal ini menggambarkan arah regresi yang positif, artinya terdapat pengaruh secara signifikan antara variabel lokasi (X1) harga (X2) dan pelayanan (X3) terhadap keputusan penggunaan (Y) Rental Mobil Di Pt. Dewa Wisata Trans Kota Bengkulu. Dari hasil uji t variabel lokasi (X1) menunjukkan thitung 3.057 > ttabel 1.658 dan signifikansi 0,003 < 0,05, berarti lokasi (X1) berpengaruh positif dan signifikan terhadap keputusan penggunaan (Y) pada Rental Mobil Di Pt. Dewa Wisata Trans Kota Bengkulu. Hasil uji harga (X2) menunjukkan thitung 3.526 > ttabel 1.658 dan signifikansi 0,000 < 0,05, berarti harga (X2) berpengaruh positif dan signifikan terhadap keputusan penggunaan (Y) pada Rental Mobil Di Pt. Dewa Wisata Trans Kota Bengkulu. Hasil uji pelayanan (X3) menunjukkan thitung 9.073 > ttabel 1.658 dan signifikansi 0,005 < 0,05, berarti pelayanan (X3) berpengaruh positif dan signifikan terhadap keputusan penggunaan (Y) Rental Mobil Di Pt. Dewa Wisata Trans Kota Bengkulu.

ABSTRAK

This study aims to determine the service impact on customer usage decisions. The process of customers using car rental services certainly involves various considerations, taking into account various factors before making a decision to use them, including location, price, and service at PT. Dewa Wisata Trans. Therefore, Bengkulu Car Rental business owners strive to optimize how consumers become interested and become customers. The purpose of this study was to determine the influence of location, price, and service on the decision to use a car rental at PT. Dewa Wisata Trans in Bengkulu City. The data collection method in this study used observation and questionnaire techniques, with a sample of 120 respondents. The results of the study showed that the results of multiple linear regression showed $Y = 0.698 + 0.306 (X1) + 0.043 (X2) + 0.627 (X3) + 0.955$. This illustrates a positive regression direction, meaning there is a significant influence between the variables of location (X1), price (X2), and service (X3) on the decision to use (Y) Car Rental at PT. Dewa Wisata Trans in Bengkulu City. From the t-test results of the location variable (X1) shows t count 3.057 > t table 1.658 and significance 0.003 < 0.05, meaning that location (X1) has a positive and significant effect on the decision to use (Y) on Car Rental at Pt. Dewa Wisata Trans Kota Bengkulu. The results of the price test (X2) show t count 3.526 > t table 1.658 and significance 0.000 < 0.05, meaning that price (X2) has a positive and significant effect on the decision to use (Y) on Car Rental at Pt. Dewa Wisata Trans Kota Bengkulu. The results of the service test (X3) show t count 9.073 > t table 1.658 and significance 0.005 < 0.05, meaning that service (X3) has a positive and significant effect on the decision to use (Y) Car Rental at Pt. Dewa Wisata Trans Kota Bengkulu.

INTRODUCTION

The car rental industry in Indonesia shows strong dynamics post-pandemic; Fluctuating demand patterns make location, price, and service quality once again key determinants of usage decisions, as they directly influence ease of access, perceived cost fairness, and customer service experience (Septiningsi, Suhardi, & Hasbi, 2023).

Empirically, national evidence across service sectors demonstrates the consistent influence of these three variables. In the local retail context, location and service quality have been shown to significantly shape purchasing decisions, indicating that accessibility and the quality of service interactions are strong drivers of consumer behavior (Septiningsi et al., 2023). In online transportation services, price and service quality significantly influence usage decisions, confirming that competitive pricing strategies and reliable service increase the probability of consumer choice (Noor & Nursidiq, 2024). In specialized rental services, price and service quality also influence rental decisions,

demonstrating the generalizability of findings across the rental services sector in Indonesia (Rachman & Dermawan, 2023). Specifically in transportation/vehicle rental, recent results confirm that the combination of price, location, and service quality simultaneously influences usage decisions for both inter-island transportation and rental services. Vehicle availability at the regional level, so improving performance across these three dimensions is expected to increase service usage (IKRAITH-Ekonomika, 2025). In research on the KMP Manta route, for example, these three variables were significantly impacting user decisions; the implication is that affordable pricing strategies, location access/ease of reach, and service that meets expectations need to go hand in hand (IKRAITH-Ekonomika Research Team, 2025). In the regional rental car sector, UNIPMA proceedings indicate that service quality and price are strategically important in driving rental decisions (Al Aziz, 2023).

In the context of car rentals, recent national findings also emphasize the urgency of improving operational services (reliability, responsiveness, complaint handling) and transparent pricing policies to convert interest into actual decisions. Studies on car rentals show that service quality and complaint handling mechanisms significantly impact outcome performance (satisfaction/decisions), while also providing clues to areas for process improvement in both the front- and back-office lines (Shofwan, 2022; Amir & Zaini, 2021). Thus, for rental operators, clear service standards and a prompt complaint response are integral management tools for pricing strategy (Amir & Zaini, 2021). In Bengkulu City, the characteristics of the road network, distance to activity hubs (airports/ports/tourist areas), and daily mobility intensity have the potential to modify customer perceptions of location convenience, while post-pandemic operational cost dynamics influence price sensitivity; these two factors will interact with the actual service experience received by customers (Septiningsi et al., 2023). Therefore, examining the influence of location, price, and service at PT. Dewa Wisata Trans Bengkulu City is crucial for obtaining precise local evidence for formulating targeted marketing policies (Noor & Nursidiq, 2024).

Furthermore, recent national literature highlights that price often works in conjunction with service quality in shaping decisions, both directly and indirectly (e.g., through satisfaction/trust). Therefore, companies need to structure their rates (competitiveness and fairness) while ensuring consistent daily service quality (Rachman & Dermawan, 2023). Competition in rental services in the region, proximity to mobility centers, and ease of access (travel time, ease of finding the location, and parking availability) have been shown to increase the probability of usage decisions, indicating that location is not simply an address but also an integral part of perceived customer value (Septiningsi et al., 2023).

Based on this map of findings, there is a research gap at the company level: national evidence has confirmed the influence of location, price, and service across various service and rental contexts, but empirical evidence specifically for PT. Dewa Wisata Trans Kota Bengkulu has not been academically documented. Furthermore, differences in mobility patterns and local competition can alter the strength of each variable's influence. Therefore, this study aims to quantitatively examine the extent of location, price, and service influence car rental usage decisions at the company as a basis for local evidence-based marketing policies (Al Aziz, 2023).

LITERATURE REVIEW

Marketing Mix

The marketing mix is a planned combination of variables used by an organization to create and deliver value to its target market. In the service sector, it has been expanded from the 4Ps to 7Ps to encompass the service process (product, price, place, promotion, people, process, and physical evidence) (Dewi & Triyuni, 2024). In the context of car rentals, the 7Ps are relevant because user decisions are influenced not only by price (rates and cost transparency) and location (access and unit handover), but also by people, processes, and physical evidence such as staff competence, booking flow, and fleet cleanliness (Widodo, 2023).

Marketing Management

Marketing management is understood as an integrated process encompassing analysis, planning, implementation, and control to create valuable exchanges with target markets and achieve company objectives (Janah, 2024). This process focuses on designing value propositions, building sustainable customer relationships, and ensuring strategic alignment with the organization's mission and objectives (Syuhada, 2023). In the context of car rental services, marketing management emphasizes clarity of service packages, cost transparency, ease of access/delivery of units, and the quality of service interactions, as all of these directly impact value perceptions and usage decisions (Janah, 2024).



Location

Location in service marketing encompasses not only physical address but also accessibility, visibility, traffic flow conditions, and the availability of parking/handover areas, which reduce non-monetary costs (time/convenience) for customers (Hidayat, 2023). Recent national empirical evidence consistently demonstrates the location of decisions/usage across various service categories, making location management a strategic tool for increasing the probability of use (Akbar, 2023). For car rentals, relevant location indicators include: ease of finding (maps/signage), proximity to activity centers (airports, train stations, business/tourist areas), smooth road access, availability of parking/handover areas, and pickup-dropoff options that minimize distance for customers (Hidayat, 2023). Therefore, location decisions and service point (hub) design need to be aligned with local mobility patterns in Bengkulu City to directly contribute to usage decisions at PT. Dewa Wisata Trans (Nor, & Akbar, 2023).

Pricing

In car rental services, pricing is not only defined as the base rental rate (daily/weekly), but also the overall cost structure accompanying the service, such as driver fees, overtime, fuel/toll/parking fees, and deposits. When communicated clearly, fairly, and predictably, it will enhance perceived value and drive user decisions. Transparency of tariff components, price alignment with fleet/service quality, and competitiveness compared to other providers are three pillars of price fairness that have repeatedly proven effective in recent national studies. This pattern is relevant for local markets like Bengkulu, where customers are sensitive to affordability and cost transparency (Fahira & Sari, 2024). From a managerial perspective, pricing at PT. Dewa Wisata Trans should be directed towards simple and measurable objectives: maintaining affordability for key segments, ensuring consistency & fairness across packages (e.g. with/without driver, weekday-weekend, daily-weekly), and minimizing hidden costs through straightforward policies. These practices align with national findings that pricing objectives need to balance profitability, market share, and value positioning while considering cost-demand-competition factors in the local area; four price perception indicators of affordability, price-quality fit, price-benefit fit, and competitiveness can be used directly as measurement items in research instruments (Lestari & Riofita, 2024).

Service

Providing a service is a form of response or response given to customers in the form of goods or services with the aim of ensuring that the recipient of the service receives what they expect and achieves. According to Sampara Lukman, as quoted by Sinambela (2014:5), service is an activity or sequence of activities that occur in direct interaction between one person and another, either physically or physically, and provides customer satisfaction. According to Gronroos in Daryanto (2014:135), service is an activity or series of intangible activities that occur as a result of interactions between consumers and employees or other things provided by the service provider company intended to solve consumer/customer problems. According to the Big Indonesian Dictionary, service is an effort to help prepare (take care of) what others need (Daryanto, 2014:136).

METHODS

Validation Test

Validity testing is a valid research result if there is a similarity between the collected data and the data that actually occurs in the object being researched (Sugiyono, 2013:76). The validity test used the SPSS (*Statistical Product and Service Solution*) version 23 program . Validity testing can be done by looking at the correlation between the scores of each item in the questionnaire and the total score to be measured, namely using *the Pearson correlation coefficient*.

Reliability Test

Instrument reliability testing can be done externally or internally, externally testing can be done with *test retest* , *equivalent* and a combination of both. Internally, instrument reliability can be tested by analyzing the consistency of the items in the instrument with certain techniques Sugiyono, (2013:87). To test the *Cronbach's Alpha* coefficient interprets the correlation between the scale created with all existing indicator scales with confidence in the level of constraints. An indicator that can be accepted if the alpha coefficient is above 0.60, then it is said to be reliable and if it is below 0.60 it means it is not reliable Ghozali, (2015:66).

Multiple Linear Regression

According to Sugiyono (2013:275) multiple regression is used to predict the condition (up and down) of the dependent variable (criterion), if two or more independent variables as factors are manipulated (increasing and decreasing their value).

The form of the multiple linear regression equation according to Sugiyono (2013:151) is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information :

Y = Decision on Use

X₁ = Location

X₂ = Price

X₃ = Service

a = N constant value

e = error

Coefficient of Determination (R²)

The coefficient of determination is used to measure the model's ability to explain the dependent variable. The coefficient of determination ranges between 0 and 1. A small R² value indicates that the independent variables' ability to explain the dependent variable is very limited. A value close to 1 indicates that the independent variables provide almost all the information needed to predict the variation in the dependent variable. Each additional independent variable will increase R², although the added variable may not significantly influence the dependent variable. Therefore, the *adjusted* R² value is used because the *adjusted* R² value can increase or decrease if an independent variable is added to the model.

RESULTS

Validity Test Results

According to Ghozali (2018:52), validity testing aims to assess whether a questionnaire truly measures the construct being studied. A questionnaire is considered valid if its questions adequately represent the concept it seeks to uncover. In this study, the collected data was first tested for construct validity by correlating the scores on each question item with the total score for each variable. The correlation results indicate the instrument's validity, indicating whether the measuring instrument is appropriate for the object it is intended to measure. Thus, the validity test ensures how well the instrument accurately and correctly measures the research concept, ensuring that the questionnaire questions truly represent the intended construct. The significance test is carried out by comparing the calculated r value with the table r for *degree of freedom* (df) = n-2, namely 120-2 = 118 in this case n is the number of samples. Then the value of the validity coefficient (calculated r) with alpha 5% (0.05) is 0.1793. The results of the validity test on the variables Location (X₁), Price (X₂), Service (X₃), Decision to Use (Y) can be seen in the following table:

Table 1. Results of the Validity Test of the Location Variable (X₁)

No	Question	Validity Coefficient 0.1793	Information
	Access		
1	The location of the car rental place at PT. Dewa Wisata Trans, Bengkulu City is easy to reach.	0.481	Valid
2	The location of the car rental place at PT. Dewa Wisata Trans, Bengkulu City is not far from Bengkulu City.	0.493	Valid
	Visibility		
3	The location of the car rental place at PT. Dewa Wisata Trans, Bengkulu City can be seen from a distance	0.400	Valid
4	The location of the car rental place at PT. Dewa Wisata Trans, Bengkulu City can be found easily.	0.419	Valid
	Traffic		



5	Traffic at the Car Rental location at PT. Dewa Wisata Trans, Bengkulu City is quite smooth.	0.452	Valid
6	Traffic at the Car Rental location at PT. Dewa Wisata Trans, Bengkulu City is quite safe.	0.417	Valid
Parking lot			
7	Car Rental Parking Lot at PT. Dewa Wisata Trans, Bengkulu City	0.415	Valid
8	Parking Lot at PT. Dewa Wisata Trans, Bengkulu City	0.477	Valid
Expansion			
9	Car Rental at PT. Dewa Wisata Trans Kota Bengkulu has branches in several areas in Bengkulu province.	0, 401	Valid
10	The location of the car rental place at Pt. Dewa Wisata Trans, Bengkulu City is spacious to increase business	0, 461	Valid

Source: Data processing results , 20 2 5 .

Based on the table above , the results obtained show that all question items for the location variable (X1) are valid , this is proven by the fact that all correlation values for each question item are greater than 0.1793.

Table 2. Results of the Validity Test of the Price Variable (x₂)

No	Question	Validity Coefficient 0.1793	Information
Affordability			
1	The rental prices offered by PT. Dewa Wisata Trans, Bengkulu City, are affordable.	0.491	Valid
2	Car rental prices at PT. Dewa Wisata Trans Bengkulu City, Bengkulu, are based on the car unit being rented.	0.428	Valid
3	Car rental prices at PT. Dewa Wisata Trans in Bengkulu City are lower than normal market prices.	0.399	Valid
Price matches product quality			
4	The quality of the car rental prices at PT. Dewa Wisata Trans Kota Bengkulu is offered according to consumer desires.	0.395	Valid
5	The price and quality of car rental at PT. Dewa Wisata Trans, Bengkulu City are guaranteed.	0.414	Valid
6	The price of car rental products at PT. Dewa Wisata Trans, Bengkulu City, can compete with others.	0.436	Valid
Price match with benefits			
7	The rental price for car rental at PT. Dewa Wisata Trans, Bengkulu City, is in accordance with the benefits provided.	0, 434	Valid
8	Car rental prices at PT. Dewa Wisata Trans in Bengkulu City are tailored to your needs.	0.493	Valid
9	The benefits of renting a car at PT. Dewa Wisata Trans Kota Bengkulu are commensurate with the price.	0.496	Valid
10	Benefits of Car Rental at PT. Dewa Wisata Trans Bengkulu City , prices are quite balanced in the market	0, 460	Valid

Source: Data processing results , 20 2 5 .

Based on the table above , the results obtained show that all question items for the price variable (X2) are valid , this is proven by the fact that all correlation values for each question item are greater than 0.1793.

Table 3. Results of the Validity Test of the Service Variable (x_3)

No	Question	Validity Coefficient 0.1793	Information
	Tangibles (physical form)		
1	waiting room at PT. Dewa Wisata Trans, Bengkulu City is quite good.	0.490	Valid
2	service counter at PT. Dewa Wisata Trans, Bengkulu City is quite good.	0.426	Valid
	Reliability (reliability)		
3	Service at PT. Dewa Wisata Trans, Bengkulu City is quite good	0.397	Valid
4	services at PT. Dewa Wisata Trans, Bengkulu City are quite satisfactory.	0.401	Valid
	Responsiveness (quick response)		
5	Staff at PT. Dewa Wisata Trans Kota Bengkulu are quite responsive when called.	0.410	Valid
6	Services at PT. Dewa Wisata Trans, Bengkulu City, are quite responsive to customer complaints.	0.432	Valid
	Assurance (guarantee)		
7	business at PT. Dewa Wisata Trans in Bengkulu City guarantees good quality.	0, 434	Valid
8	Employees of the Car Rental business at PT. Dewa Wisata Trans, Bengkulu City, technically have good technical skills.	0.495	Valid
	Empathy (empathy)		
9	The employees of the Car Rental business at PT. Dewa Wisata Trans in Bengkulu City have full attention to customers.	0.499	Valid
10	Employees at PT. Dewa Wisata Trans Kota Bengkulu have a sense of caring when consumers need help.	0, 444	Valid

Source: Data processing results , 20 2 5

Based on the table above , the results obtained show that all question items for the service variable (X_3) are valid . This is proven by the fact that all correlation values for each question item are greater than 0.1793.

Table 4. Validity Test Results of the Decision Variable (Y)

No	Question	Validity Coefficient 0.1793	Information
	Provider selection		
1	I chose PT. Dewa Wisata Trans Kota Bengkulu over other car rental providers in Bengkulu.	0, 490	Valid
2	PT. Dewa Wisata Trans Kota Bengkulu is my first choice when I need a car rental.	0.426	Valid
	Confidence in decisions		
3	My decision to use PT. Dewa Wisata Trans Kota Bengkulu was the right one.	0.397	
4	I am confident that the service I received from PT. Dewa Wisata Trans Kota Bengkulu met my expectations.	0.401	Valid
	Package & time compatibility		

5	The service package (self-drive/driver; daily/weekly) from PT. Dewa Wisata Trans Kota Bengkulu suits my travel needs.	0.410	Valid
6	The handover schedule offered by PT. Dewa Wisata Trans Kota Bengkulu fits my planned timeline.	0.432	Valid
Booking channel preferences			
7	The booking channels (WhatsApp/phone/online) at PT. Dewa Wisata Trans Kota Bengkulu are easy to use.	0.434	Valid
8	I feel comfortable making reservations through the channels provided by PT. Dewa Wisata Trans Kota Bengkulu.	0.495	Valid
Willingness to recommend			
9	I am willing to recommend PT. Dewa Wisata Trans Kota Bengkulu to family/friends.	0.499	Valid
10	I will share my positive experience using PT. Dewa Wisata Trans Kota Bengkulu with others.	0.444	Valid

Source: Data processing results , 20 2 5 .

Based on the table above , the results obtained show that all question items for the usage decision variable (Y) are valid , this is proven by the fact that all correlation values for each question item are greater than 0.1793.

Reliability Test Results

Table 5 . Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Location (X ₁)	0.528	10	Reliable
Price (X ₂)	0.532	10	Reliable
Service (X ₃)	0.545	10	Reliable
Usage Decision (Y)	0.549	10	Reliable

Source: Data processing results, 20 2 5

From the table above, we can see the results of the reliability test on all question items calculated using the *Cronbach's Alpha formula* with the help of the *IBM SPSS Statistics 22* program . The results obtained were *Cronbach Alpha* (α)>0.60. Overall, it is said to be reliable if it gives a *Cronbach Alpha* (α)>0.60, then all instruments are declared reliable.

Multiple Linear Regression Test Results

Table 6 Multiple Linear Regression Test Output Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	0.698	0.95		0.730	,467
	Location	,306	,100	,301	3,057	,003
	Price	,043	,082	,044	0.526	,600
	Service	,627	,069	,631	9,073	,000

a. Dependent Variable: Decision to Use (Y)

Source: Data processing results , 20 2 5

Determination Test Results (R^2)

Determination analysis in multiple linear regression is used to determine the percentage contribution of the influence of independent variables simultaneously on the dependent variable. This coefficient shows how much percentage of the variation of the independent variables used in the model is able to explain the variation of the dependent variable. R^2 equals 0, then there is no percentage contribution of influence given by the independent variables to the dependent variable, or the variation of the independent variables used in the model does not explain any variation of the dependent variable. Conversely, R^2 equals 1, then the percentage contribution of influence given by the independent variables to the dependent variable is perfect, or the variation of the independent variables used in the model explains 100% of the variation of the dependent variable. The results of the determination test in this study can be seen in the following table:

Table 7 Determination Test Output Results (R^2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,954 ^a	,911	,908	0.98817

Predictors: (Constant), Location (X_1), Price (X_2), Service (X_3)

Source: Data processing results, 2025.

t-Test Results

The t-statistical test aims to determine whether the independent variable (X) partially (individually) influences the dependent variable (Y). The results of this t-test or partial test can be seen in the table below.

Table 8 t-Test Output Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	0.698	0.955		0.730	,467
	X1	,306	,100	,301	3,057	,003
	X2	,043	,082	,044	3,526	,600
	X3	,627	,069	,631	9,073	,000

a. Dependent Variable: Decision to Use (Y)

Source: Data processing results, 2025

F Test Results

According to Widarjono, (2013:54) the F statistical test is used to test the significance of the model. This F test can be explained using analysis of variance (ANOVA). The coefficient of determination = $TSS = ESS + SSR$. TSS has $df = n-1$, ESS has $df = k-1$, while SSR has $df = nk$. This analysis of variance can be displayed in a table. Where the F table value (see the attachment of the F distribution for probability 0.05 or (Denominator, df) = nk is $120-4 = 116$, in this case n is the number of samples 120. Then the coefficient value (f_{count}) with alpha 5% is 2.45 (number of samples 120 with 4 variables). The hypothesis (suspected) proposed in this F test is that there is an influence of location (X_1), price (X_2), service (X_3) on the decision to use (Y). The results of the simultaneous significance coefficient test (F statistical test) can be seen in the ANOVA Coefficients^{a b table} below:

Table 9 Results of the f-test output

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1137,197	3	379,066	388,193	,000 ^b
Residual	111,320	114	0.976		
Total	1248,517	117			

a. Dependent Variable: decision to use (Y)

b. Predictors: (Constant), location (X_1), price (X_2), service (X_3)

Source: Data processing results, 2025.



calculated F value with the F_{table} , the calculated F value is greater than the F_{table} value, namely $388.193 > 2.45$, so it is concluded that the hypothesis is accepted, meaning that there is a simultaneous influence between the influence of location (X_1), price (X_2), service (X_3), on the decision to use (Y). This can be seen at a significance level of $0.000 < 0.05$.

DISCUSSION

The Influence of Location on the Decision to Use Car Rental at PT. Dewa Wisata Trans, Bengkulu City

From the results of the location test, it shows that $t_{count} 3.057 > t_{table} 1.658$ and significance $0.003 < 0.05$, then the results of the hypothesis H_a are accepted and H_0 is rejected, meaning that the location (X_1) has a positive and significant influence on the decision to use (Y) for Car Rental at Pt. Dewa Wisata Trans, Bengkulu City. According to Kotler and Armstrong (2018:51), location is a company's various activities to make the products produced or sold affordable and available to the target market.

In line with the research results of Dwita Ayu Ramadan, Rina Trisna Yanti and Yanto Effendi in 2022, entitled "The Influence of *Marketing Mix* on Purchasing Decisions of Thaita Janji Setia Drinks in Central Bengkulu Regency". The results of the study showed that the place/location variable (X_1) showed a calculated t of $2.125 > t_{table} 1.657$ and a significance of $0.036 < 0.05$, then the results of the hypothesis H_a were accepted and H_0 was rejected, meaning that the place/location (X_1) had a significant influence on purchasing decisions (Y). Thus, location is a key factor in determining a company's success. Therefore, location is a situational factor that influences the decision to rent a car at PT. Dewa Wisata Trans Kota Bengkulu.

The Influence of Price on the Decision to Use Car Rental at PT. Dewa Wisata Trans, Bengkulu City

From the results of the price test (X_2) shows $t_{count} 3.526 > t_{table} 1.658$ and significance $0.000 < 0.05$, then the results of the hypothesis H_a are accepted and H_0 is accepted, meaning that the price (X_2) has a positive and significant influence on the decision to use (Y) on Car Rental at Pt. Dewa Wisata Trans Kota Bengkulu. In line with the research results of Meleodi Fauzi, Tito Irwanto and Iswidana Utama Putra in 2022, with the title "The Effect of Product Quality, Service Quality, and Price on Consumer Satisfaction at the KIP Store in Bengkulu City".

The results of the study show that the price variable (X_3) has a significant influence on Consumer Satisfaction (Y) at the KIP Store in Bengkulu City. Thus, the price is the price that is actually a product that is written in a product, which depends on the number of mobile phone sales for Car Rental at Pt. Bengkulu City Trans Tourism God

The Influence of Service on the Decision to Use Car Rental at PT. Dewa Wisata Trans, Bengkulu City

From the results of the service test (X_3) shows $t_{count} 9.073 > t_{table} 1.658$ and significance $0.005 < 0.05$, then the results of the hypothesis H_a are accepted and H_0 is rejected, meaning that service (X_1) has a positive and significant influence on the decision to use (Y) on Car Rental at Pt. Dewa Wisata Trans Kota Bengkulu. According to Sinambela (2014:5) service is an activity or sequence of activities that occurs in direct interaction between one person and another or still physically and provides customer satisfaction. In line with the research results of Netti, Natarida Marpaung in 2022 with the title "The Influence of Product Quality, Service Quality, and Price on Consumer Satisfaction at the KIP Store in Bengkulu City". The test results show that Service Quality (X_1) influences the Purchasing Decision (Y) of drinking water at "BIRU" Refill Drinking Water. Thus, service is a form of response or response given to customers in the form of goods with the aim that service recipients get what they expect or get by using Car Rental at Pt. Dewa Wisata Trans Kota Bengkulu.

The Influence of Location, Price and Service on the Decision to Use Car Rental at PT. Dewa Wisata Trans, Bengkulu City

From the calculated F value which is greater than the F_{table} value, namely $388.193 > 2.45$, it is concluded that the hypothesis is accepted, meaning that there is a simultaneous influence between the influence of location (X_1), price (X_2), service (X_3), on the decision to use (Y). This can be seen at a significance level of $0.000 < 0.05$. This is in line with the research findings of Kelvinia, M. Umar Maya Putra, and Nasrul Efendi in 2021, entitled "The Influence of Location, Price, and Service Quality on Purchasing Decisions." The results of the study indicate that location, price, and service quality simultaneously influence purchasing decisions. Thus, similar to the findings of the researchers, location, price, and service simultaneously influence the decision to use a car rental at PT. Dewa Wisata Trans, Bengkulu City.

CONCLUSION

1. The results of the regression analysis show $Y = 0.698 + 0.306 (X1) + 0.043 (X2) + 0.627 (X3) + 0.955$. This illustrates a positive regression direction, meaning there is a significant influence between the location variables (X1), price (X2), and service (X3) on the decision to use (Y) Car Rental at PT. Dewa Wisata Trans, Bengkulu City.
2. From the results of the t-test of the location variable (X1), the t-count is $3.057 > t\text{-table } 1.658$ and a significance of $0.003 < 0.05$, meaning that the location (X1) has a positive and significant influence on the decision to use (Y) on Car Rental at PT. Dewa Wisata Trans, Bengkulu City. The results of the price test (X2) showed a t-count of $3.526 < t\text{-table } 1.658$ and a significance of $0.000 < 0.05$, meaning that price (X2) has a positive and significant effect on the decision to use (Y) for Car Rental at PT. Dewa Wisata Trans, Bengkulu City. The results of the service test (X3) showed a t-count of $9.073 > t\text{-table } 1.658$ and a significance of $0.005 < 0.05$, meaning that service (X3) has a positive and significant effect on the decision to use (Y) for Car Rental at PT. Dewa Wisata Trans, Bengkulu City.
3. The results of the F test show that the calculated F value is greater than the F table value, namely $388.933 > 2.45$, so it is concluded that the hypothesis is accepted, meaning that there is a simultaneous influence between the influence of location (X1), price (X2), service (X3), on the decision to use (Y) Car Rental at Pt. Dewa Wisata Trans Kota Bengkulu. This can be seen at a significance level of $0.000 < 0.05$.

SUGGESTION

1. Based on the research results, it is hoped that car rental business owners at PT. Dewa Wisata Trans, Bengkulu City, will find that location, price, and service variables have a positive and significant influence on usage decisions. Therefore, these variables should receive more attention, as they contribute significantly to the level of usage decisions.
2. For future researchers, it is necessary to add variables that can influence usage decisions, and it is hoped that other researchers will also use different locations as research objects to add new references in the same research field.

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