



IMPROVING THE PERFORMANCE OF LAUNDRY SMES IN TERMS OF LOCATION THROUGH DIGITAL TRANSFORMATION

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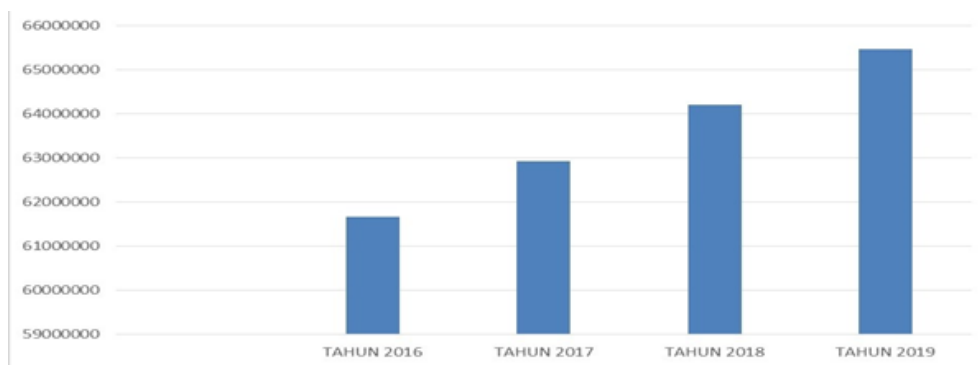
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Abstract: This study aims to improve the performance of IKM Laundry with a marketing mix mediated by digital transformation, namely fintech in the form of digital marketing, so that even with tight competition, it will be able to maintain the level of business continuity of the Laundry Industry. The data analysis method used in this research is descriptive and inferential analysis. While the inferential analysis uses the SPSS analysis tool, namely Statistical Product and Service Solution, which produces multiple linear regression, with a population of IKM Laundry business actors in Bekasi, and a sample of 100 IKM Laundry, with the sampling method of accidental sampling where the sampling is coincidentally found in at that time. The results showed that the marketing mix had a significant positive effect on the performance of IKM Laundry in Bekasi, but if it was mediated by digital marketing, the effect would be even greater. The recommended recommendation to IKM Laundry is to increase knowledge about the application of digital marketing to IKM Laundry actors so that the performance of IKM Laundry will increase.

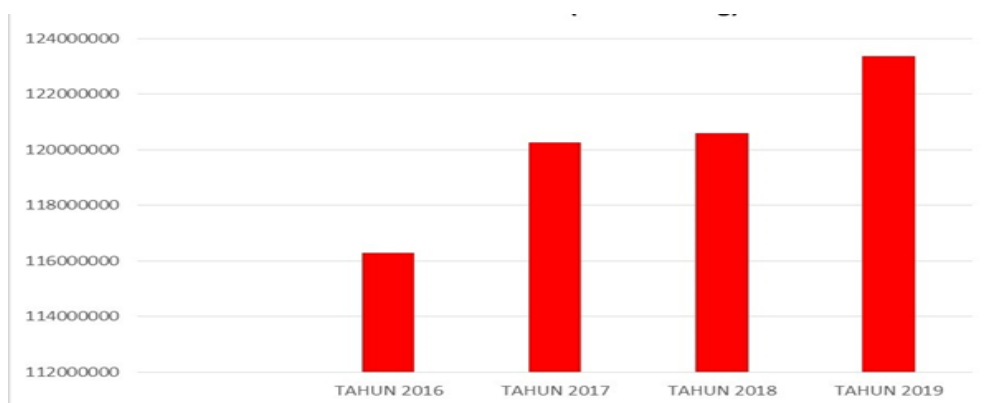
Keywords: Fintech, SME Laundry Performance, Marketing Mix

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the pillars of the economy in Indonesia, although they are small in number, they will strengthen the economy in Indonesia. However, SMEs in Indonesia have received less serious attention to increase Ayodya's turnover (2019). However, if seen from Graph 1, it can be seen that the number of SMEs has increased and is followed by an increase in the workforce as shown in Graph 2. From the importance of SMEs and the absorption of a commensurate workforce, SMEs need serious attention.



Graph 1. Data Development Of Smes With Number Of Business Units Indicators For 2016 - 2019 (Unity Units)



Graph 2 . Sme Data Development With Number Of Manpower Indicators 2016 - 2019 (Unity Of Person)

Source: Data on MSMEs in Indonesia from the Ministry of Cooperatives and SMEs, 2019.

Small and Medium Enterprises (SMEs) are the drivers of national economic activity, especially the absorption of labor during the COVID-19 pandemic. The problem faced by SMEs is the pattern of performance evaluation and obtaining credit funds, where performance monitoring is seen through Financial Reports, which also acts as a document to obtain external funding. Almost all SMEs face problems in preparing financial reports, which are related to the level of mastery of Information Technology. With the evolution of Information Systems, it reduces administrative costs and accelerates decision making, including more precise calculation of production costs, because this increases the level of sustainability and existence of the SME industry.

In improving the ability of SMEs, among others, by applying fintech, namely digital marketing, the benefits of fintech provide an overview of the prospects for expanding the company's market, where digital information can influence decision-making patterns. By increasing the practical abilities of the Laundry Industry owner, such as digitalization transformation, the Laundry UKM goal is achieved. The SME Industry is the Laundry Industry, because during this Pandemic a number of households experienced a decline in income, including the ability to have domestic helpers. The Laundry Industry is a solution to the problem of procuring clean clothes at a lower cost, this industry has good prospects, so it can be seen that the number of Laundry is mushrooming. In accordance with economic law, when the number of Laundry Industry players increases, the level of competition is intense, so the level of pricing plays an important role. The choice of a number of Laundry Industry players in Bekasi as the object of this research is supported by the development of Laundry Industry players, where the average husband and wife family in Bekasi work and the time to manage the need for washing clothes is very narrow, especially water supply in maintaining the quality of clothes and clothes. With the aim of maintaining the level of existence of the

Laundry Industry

The development of SMEs in Bekasi is very rapid, where Bekasi is a buffer city and the National Capital. A phenomenon shows that almost all residents of the city of Bekasi work in Jakarta, so that the population of the city of Jakarta during the day or office hours increases drastically. However, Bekasi is currently also developing as an industrial city, so the development of industrialization occurs very rapidly, this is related to the provision of an abundant number of workers and a large area, including lower prices. With the rapid development of industrialization, the development of SMEs is also developing in order to support a number of activities of a number of industrial components, this can be seen from the indicators for determining the minimum wage in the Bekasi area which is higher than the capital city of

Jakarta. A number of families who live in Bekasi show that husband and wife work in Jakarta, and return to their homes at night. With limited time at home, each family submits a number of daily home activities to parties who have a good level of competence. This shows a shift in the pattern of life, from an agrarian area to an industrialized area. With this change, providing business opportunities for a number of activities, this can be seen from the development of children's education patterns, laundry, catering, and the development of boarding houses. With the high demand for labor in Bekasi, it encourages a number of workers to live in the local area, including the construction of boarding houses for outside workers, who work in the local area.

During the Corona Virus Pandemic, several families were encouraged to reduce household costs, including the use of domestic helpers. With the PSPB regulation, this has a negative contribution to the income level of families in Jabodetabek, this can be seen from the high unemployment rate. To be able to maintain household costs at a minimum, families make a number of savings, resulting in a decrease in people's low purchasing power. On the one hand, there are cost savings, thus creating opportunities for household activities, such as house cleaning activities, washing clothes and clothes as well as food delivery services, which can be done online. When a number of informal activities can develop, then this can be a trigger for national economic growth.

In this study, the selection was made in the Laundry Industry sector, where the development of this industry was very rapid, because a number of families submitted a number of raw and used clothes to be washed and tidied through a kilogram washing facility. The rapid development of the industry shows good prospects for the Laundry Industry, so that it is able to encourage a number of parties to invest in this industry, where in the industry there are no barriers to entry and exit in this industry. However, with a pandemic period like this which results in low people's purchasing power, this has also affected the laundry industry. When the company has the ability to survive, then this is an indicator of measuring business performance, including the achievement of good prospects, this can happen if the laundry industry applies digital marketing intensively.

There are various studies with varying results related to the response of purchasing decisions to price. Research by Izanah (2020), Arifah (2020), Wati (2019) shows that price has a positive effect on purchasing decisions because if the price set is more appropriate, then the purchase decision will increase. Meanwhile, according to Farahnur (2019), Yunefa & Sabardini (2020) in their research shows that price has a negative effect on purchasing decisions because consumers prefer quality over price. Thus, consumers' views on prices in each store can be different.

To know the views and purchasing decisions related to the products we sell, we need to pay attention to the completeness of the product and the quality of the product. Previous research showed different results. According to Izanah (2020), Wati (2019) products have a positive effect on purchasing decisions because if the products sold are good and complete,

they will satisfy the wishes of buyers. Meanwhile, Farahnur (2019), Yunefa & Sabardini (2020), Arifah (2020) stated that products have a negative effect on purchasing decisions because customers usually don't really care about product quality.

A strategic location is needed to assess purchasing decisions. Research from Farahnur (2019), Izanah (2020) shows that location has a positive effect on purchasing decisions because if the store location is strategic, buyers will be happy to come back again. Meanwhile, Koestanti & Nainggolan (2015) state that location has a negative effect on purchasing decisions because buyers are not too concerned with the location of the store.

Promotion is needed as a marketing mix to find out purchasing decisions. There are several studies that show different results. According to Susanti & Gunawan (2019), Farahnur (2019), Sari, Rachman, Ronaldi, & Sanjaya (2020) promotion has a positive effect on purchasing decisions because consumers know the goods they buy from promotions made by the company. While the research of Wati (2019), Arifah (2020) states that promotions have a negative effect on purchasing decisions because buyers are not affected by the promotion.

A company needs a price marketing mix to influence purchasing decisions. Because the price is a condition someone must meet if you want to buy something. According to Weenas (2013) price is the only indicator that is understood by consumers and is used as a determinant of service quality. According to Prastuti (2017) price is one of the things that consumers really consider if they want to buy something. Therefore the company must be very careful and consider when determining the price.

The quality of the product to be purchased by consumers can determine the purchase decision to be made. In Marendra's research (2018), it is stated that product completeness is needed because it can attract the attention of potential buyers. According to Ghanimata (2012) products that have good quality can be a factor that consumers consider before buying a product. Thus the products that we prepare must be complete and of maintained quality so that buyers feel satisfied.

It takes a location marketing mix to measure purchasing decisions in visiting and buying products. Marendra (2018) states that an affordable and spacious location can affect satisfaction because the location is where the products sold are sold. According to Hilmi (2018), a store that has a strategic location is an advantage because it can be easily reached by consumers. Therefore a strategic location, easy to reach, and spacious must be considered. Promotion is needed not only so that our products become known to many people, but also to influence purchasing decisions. Yulianto (2017) mentions that promotions such as advertisements, and making posters can make buyers know what is being sold and can determine purchases easily. According to Nasution (2019), promotion can increase consumer awareness of the product. Thus, promotion must be done if you want more people to know what is being sold and make a buying decision. Then will be conducted research on the influence of the 4P marketing mix on purchasing decisions. Because to the best of the author's knowledge there has been no research that has examined the 4Ps (price, product, place, promotion) in the midst of the covid-19 pandemic. From the description above, the author is interested in conducting a research entitled "Improving the Performance of Laundry SMEs Viewed from Location Through Digital Transformation".

Formulation of the problem

- a) Does location affect purchasing decisions for the Laundry industry in the midst of the COVID-19 pandemic in Bekasi?
- b) Does the location affect the Digital Marketing of the Laundry industry in the midst of the covid-19 pandemic in Bekasi?
- c) Does Digital Marketing affect purchasing decisions for the Laundry industry in the midst of the COVID-19 pandemic in Bekasi?

- d) Does digital marketing mediate the influence of location on purchasing decisions for the Laundry industry in the midst of the COVID-19 pandemic in Bekasi?

Research purposes

- a) To analyze the influence of location (place) on purchasing decisions for the Laundry industry in the midst of the covid-19 pandemic in Bekasi.
- b) To analyze the influence of Location on Digital Marketing for the Laundry industry in the midst of the covid-19 pandemic in Bekasi?
- c) To analyze the influence of Digital Marketing on purchasing decisions for the Laundry industry in the midst of the covid-19 pandemic in Bekasi?
- d) To analyze Digital Marketing in mediating the influence of location on purchasing decisions for the Laundry industry in the midst of the covid-19 pandemic in Bekasi?

Benefits of research

The benefits that can be obtained from the results of this study are:

- 1) For Industry

The results of this study are expected to be useful for business actors so that they can make the right strategy in using the marketing mix in order to achieve the expected purchasing decisions.

- 2) For the Academic World.

It is expected to increase knowledge about the marketing mix and purchasing decisions and can be used as a reference for further research.

LITERATURE REVIEW

Every seller must make a strategy so that his business continues to run and progress. Because every strategy made will affect the purchase decision. The better and more mature the marketing strategy is, the more consumers will feel the need to buy at that place. Then if consumers decide to buy and like the goods they buy, buyers will feel satisfied, these consumers will most likely buy back in our store and even invite others to subscribe. The strategy in question is a marketing mix strategy. Thus, this chapter contains a study of the 4P marketing mix, namely price, product, place, promotion on purchasing decisions for the Laundry industry in the midst of the impact of COVID-19 in Jakarta.

Understanding SMEs

According to Tanjung's research in 2017, that MSMEs (Micro, Small and Medium Enterprises) are productive businesses owned by individuals and business entities that have met the criteria as micro-enterprises. As stipulated in the legislation no. 20 of 2008, according to the definition of MSMEs, the criteria for MSMEs are distinguished, respectively, including micro, small and medium enterprises. (Tanjung, 2017).

Company performance

According to Edison, et al. Performance is the result of a process that refers and is measured over a certain period of time based on pre-determined provisions or agreements. Performance is a reflection of their abilities and skills in certain jobs that will have an impact on rewards from the company. For example, it can be measured by sales volume. (Edison, et al. 2016). Furthermore, according to Gitman and Zutter that sales volume is the number of goods sold in a certain period of time. (Gitman and Zutter, 2015). Siladjaja and Markonah's research in 2020 stated that there was a positive and significant relationship between supply chain management and company performance. (Siladjaja and Markonah, 2020).

Buying decision

Purchase decisions from consumers are very important for transactions to occur. According to Hilmi (2018), the purchase decision is an action that consumers must take before buying a product. The decision-making process is carried out by choosing one alternative as a problem solving, evaluating, and determining the attitude to be taken. When making a purchasing decision process, of course, there will be several stages. According to Weenas (2013), there are 5 stages of purchasing decision making, namely as follows: a) Introduction to problems that occur b) Searching for problem information c) Evaluating alternatives d) Making purchasing decisions e) Post-purchase behavior

Marketing Mix

Marketing may be a word that people are familiar with. According to Kotler & Armstrong (2018) the simplest definition of marketing is "marketing involves customers and managing profitable relationships". While broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing is the process by which companies engage customers, build strong customer relationships, and create customer value in order to get value from customers in return. Marketing is a very important part because it plays a role as a strategy in running a business, especially dealing with customers. There are three marketing objectives, namely to attract new customers, retain and add customers by ensuring satisfaction. The product being sold will sell easily if the seller engages the customer effectively by understanding the factors that influence the purchase decision. The factors that influence purchasing decisions are called the marketing mix. The marketing mix is a tool when doing marketing carried out by business actors to get the desired response in the target market. The marketing mix consists of everything that business actors need in making assessments and getting ratings from consumers (Kotler & Armstrong, 2018).

Location

Business actors certainly need a shop to sell their goods. Because the strategic location of the store can create competitiveness and convenience for consumers who want to shop (Khairi, 2017). Location is a place where various activities are carried out for companies in making products and which can be obtained by consumers (Kotler & Armstrong, 2018). Choosing a strategic location that is easy to find can make consumers remember our store. Therefore, the selection of the location must be considered and considered. Selection of the right location can be judged from several factors. According to Lubis (2017) the factors that must be considered in determining the location of the store are: 1. Pedestrian traffic. 2. Vehicle traffic. 3. Parking facilities. 4. Public transportation. 5. Store composition. 6. Location of the shop. 7. Overall assessment.

Digital Marketing

Digital marketing is part of fintech, fintech is an innovation in the financial services industry that utilizes the use of technology. Fintech products are usually in the form of a system built to run a specific transaction mechanism. Fin Tech is an industry consisting of companies that use technology to make financial systems and financial service delivery more efficient and are new innovations, with indicators: able to solve problems, provide a seamless experience, do the old way better, perform based on advanced technology and have an unyielding spirit according to the World Bank (2010) and Erman Erman (2017). The benefits of fintech provide an overview of the company's market expansion prospects, where digital information is able to influence decision-making patterns. By increasing the practical capabilities of the

Laundry Industry owner, such as digital transformation, the Laundry UKM goal is achieved.

Previous Research

This research is a follow-up research and is a research development that has been done by previous researchers. The research roadmap is formulated based on the problems and research objectives as described previously. The first step in this research is to conduct a literacy study to develop a state of the art research. The state of the art in this study is that the application of fin tech in the company's marketing mix so that IKM will be more trusted by the public so that it increases purchasing decisions and increases turnover, the performance of IKM Laundry also increases. The previous research that discusses the factors of the marketing mix that affect purchasing decisions include the following:

Table 1 . Previous research

Author (year)	Research Title	Variable	Research result
Izanah (2020) <i>Jurnal Administrasi Bisnis (JAB)</i> , IX(Iii), 259–267.	Effect of marketing mix on purchasing decisions for Wardah cosmetic products (study of Diponegoro University Social Science students)	Product Price Location Promotion Buying decision	Product, price, location, and promotion variables simultaneously have a significant effect on purchasing decisions.
Farahnur (2019) <i>E-Jurnal Manajemen Universitas Udayana</i>	Analysis of the influence of the marketing mix on product purchasing decisions The Body Shop outlet Pejaten Village Mall	Product Price Location Promotion Buying decision	Product and price variables have no effect on purchasing decisions. Location and promotion have a positive effect on purchasing decisions.
Yunefa & Sabardini (2020) <i>Cakrawangsa Bisnis</i> , I(2), 171–186.	The influence of product quality, price, and advertising on purchasing decisions for Emina's lipstick products in Yogyakarta	Product Price Ads Purchase decision	Product and price variables have no effect on purchasing decisions. Advertising has a positive effect on purchasing decisions.
Susanti & Gunawan (2019)	The effect of promotion mix and price on Maybelline cosmetic product purchasing decisions in the city of Padang	Promotion Price Purchase decision	Promotional variables have a significant effect on purchasing decisions. The price variable has no effect on purchasing decisions.
Koestanti & Nainggolan (2015) <i>Jurnal Ecodemica</i> , 3(2), 501–515	Marketing mix factors that influence consumers' decisions to buy Oriflame cosmetic products	Product Price Location Promotion Buying decision	Price and promotion variables have a significant effect on purchasing decisions. Product and place variables have no effect on purchasing decisions.
Wati (2019)	Analysis of the effect of product quality, price, and promotion intensity on consumer purchasing decisions on Wardah cosmetic products	Product Price Promotion Buying decision	Product and price variables have a significant effect on purchasing decisions. Promotional variables have no effect on purchasing decisions.
Sari, Rachman, Ronaldi, & Sanjaya (2020) <i>Jurnal Manajemen dan Bisnis (JMB)</i>	The influence of price, promotion, and trust on the purchase decision of Y.O.U	Price Promotion Belief Purchase decision	The price variable has no significant effect on purchasing decisions. Promotion has a positive and significant effect on purchasing decisions.
Arifah (2020)	Effect of halal label, product quality, price, and promotion on consumer decisions (case study of Safi cosmetics consumers at Guardian Artos	Halal label Product Price Promotion Buying	The price variable has a positive and significant effect on purchasing decisions. Product and promotion variables have no significant effect on purchasing

Framework

Based on the phenomenon of gaps and research gaps that occur, as well as various different research results, the authors would like to further examine the marketing mix on purchasing decisions with the following framework:

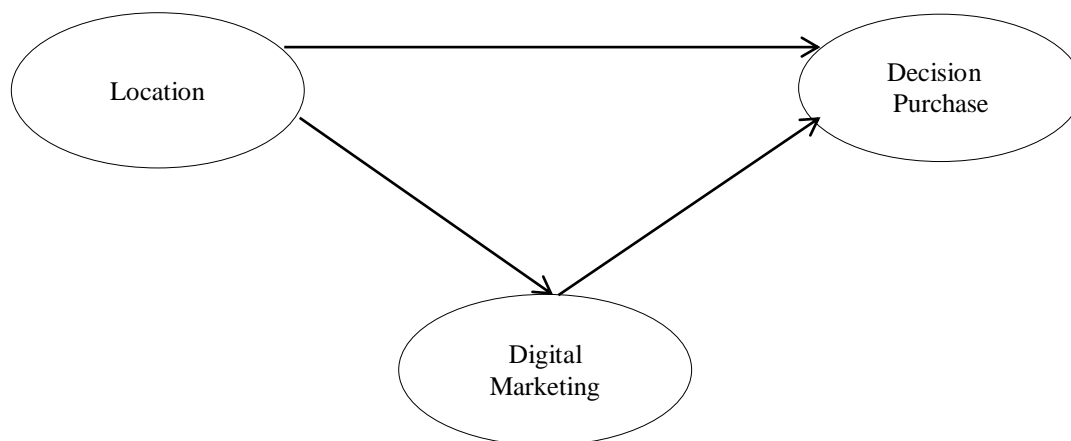


Figure 1. Research framework

Research Hypothesis

H1: Location has a positive and significant effect on purchasing decisions

H2: Location has a positive and significant effect on Digital Marketing

H3: Digital Marketing has a positive and significant effect on purchasing decisions

H4: Digital Marketing Mediates the Effect of Location on purchasing decisions

RESEARCH METHODS

Research design

This research method is quantitative research with descriptive research type. According to Sugiyono (2018), the quantitative method is a method used to examine a particular sample or population. The unit of analysis is the laundry industry business actor. This study uses two variables. According to Sugiyono (2018), variables are all things that are selected to be studied in order to obtain information from which conclusions can then be drawn. The dependent variable (Y) and the independent variable are price (X1), product (X2), location (X3), promotion (X4). With operational variables as follows:

Table 2. Variable Operation

No	Variable	Variable Concept	Dimension	Indicator
1	Purchase decision (Y)	The stage at which the consumer decides to make a purchase	Buying decision Product quality Post-purchase behavior	Feel good and buy the product Merasa puas 1. Recommend to others 2. Repurchase
2	Location	Strategic store location can create competitiveness and convenience for consumers who want to shop	Location	1. strategic location 2. ave good and adequate access 3. he environment around the shop is safe 4. mple parking space 5. mooth traffic
3	Digital Marketing	Tri Rachmadi (2020), digital marketing is a	Consumer feedback and	Interactive Incentive Program

technology in marketing products and services that must use digital media or the internet	Cost	Site Design Cost
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Types and Techniques of Data Collection

The research method used in this study is a quantitative approach. The type of data to be analyzed in this study is primary data, namely data taken directly from the source or object under study. Data collection techniques by using questionnaires, interviews and documentation techniques. Questionnaire is a technique of collecting data through forms containing statements addressed to respondents. Interview is a way of collecting information which is done by asking questions orally to the object of research. Furthermore, the documentation method is a method of collecting data by analyzing documents that have been made by the business actor (Sugiyono (2018)). Given the PSBB conditions in the Bekasi area, the collection of Questionnaires will be carried out using the Google Form technology platform and Web based Questionnaire in such a way that it will increase the effectiveness of filling out the questionnaire). forms for surveyed SMEs.

Object of research

The object of this research is the SME Laundry business in Bekasi. The selection of research samples uses the Accidental Sampling technique which is a sampling technique, namely non-probability sampling where the researcher determines sampling by determining special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems (Sugiyono, 2018).

Population and Sample Technique

Population is needed in conducting research. According to Sugiyono (2018), the population is a generalization group that has certain qualities to be studied, which can then be concluded. The population in this study is the laundry industry in Bekasi. The sample is part of the number owned by the population. Researchers can use a sample if the researcher cannot study everything in the population because the number is too large. In this study, the population size is not known for certain. According to (Sugiyono, 2018) a suitable sample size for research is 30 to 500.

In this study, the sample method used is non-probability sampling. Where non-probability sampling means that each population does not have the same opportunity or opportunity to be sampled, while the technique used is Accidental Sampling, in which the sampling that happened to be encountered at that time using Wardah products, ranged between the ages of 17-45 years and residing in the Bekasi Regency area (Heri, 2017). In determining the number of samples, use the formula (Sekaran, 2010):

$$n = \left(\frac{Z_{\alpha/2}}{E} \right)^2$$

$$n = \left(\frac{1,96}{0,20} \right)^2$$

$$n = 96,04$$

Information :

n : Sample size

Z_{α/2} : The standard value of the list is beyond the standard normal how the level Confidence (α) 95%

E : The level of determination used by stating The maximum error is 20%

So in this study, the number of samples was set at 96.4 respondents or rounded up to 96 respondents. However, to simplify calculations or rounding off and to obtain more valid data, the number of samples to be used is 110 respondents. This study uses quantitative methods. According to Sugiyono (2018), the quantitative method is a method used to examine a particular sample or population. This method uses numbers and statistical analysis. Data collection in this study will be through a survey in the form of a questionnaire to 110 respondents. In this study, the data analysis used is data interval classification and regression analysis with data processing using SPSS.

FINDINGS AND DISCUSSION

Research result

From data processing using SPSS, the following results were obtained:

Model feasibility test

The model feasibility test is used to identify the estimated regression model is feasible or not and is used to explain the effect of the independent variables on the dependent variable. The basis for making the decision is as follows:

Decision making based on probability value

If significant $F < 0.05$ then the hypothesis is accepted.

If significant $F > 0.05$ then the hypothesis is rejected.

Table 3. F Test Results ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	254,578	1	254,578		
Residual	375,827	109	9,396	27,095	,000 ^b
Total	630,405	110			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), location and digital marketing

Source: Data processed by researchers (2022)

From Table 3 above, it shows that the significance value is $0.00 < 0.05$ so that the hypothesis is accepted. This shows that the test is feasible to use.

(Coefficient of Determination)

The coefficient of determination aims to determine how much the ability of the independent variable to explain the dependent variable.

Coefficient of Determination (R2 Test) Sub Structure 2

Table 4. Hasil Uji R² Sub Struktur 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.431	.425	3.469

a) Predictors: (Constant), Location

b) Dependent Variable: Z: Digital Marketing

Source: Data processed by researchers (2022)

The value of the coefficient of determination (R2) is 0.431 or equal to 4.31%. This figure means that the location variable has an effect on Digital Marketing by 4.31%. While the rest ($100\% - 4.31\% = 95.69\%$) is influenced by other variables outside this

regression model.

Coefficient of Determination (R² Test) Sub Structure 2

Table 5. Test Results of R² Sub Structure 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.311	.298	1.866

a. Predictors: (Constant), X: Location, Z: Digital Marketing
 b. Dependent Variable: Y: Buying decision
 Source: Data processed by researchers (2022)

The coefficient of determination (R²) is 0.311 or equal to 31.1%. This figure means that Location and Digital Marketing affect the Purchase Decision by 31.1%. While the rest (100% - 31.1% = 68.9%) is influenced by other variables outside this study.

Individual Parameter Significant Test (t-test)

Partial test is a test to find out whether each independent variable has an influence or not on the dependent variable. The form of the test is $H_0: b_i = 0$, where it means that an independent variable is not a significant explanatory or has no effect on the dependent variable and $H_a: b_i \neq 0$, meaning that an independent variable is a significant explanatory for the dependent variable or in other words The independent variable has an influence on the dependent variable. The way to test the significance of individual parameters (t-test) is to compare the significance of the t-count provided that if the significance is 0.05 then H_a is accepted and if the significance is 0.05 then H_a is rejected and by comparing the statistical value of t with the t table. The significant testing of individual parameters (t-test) in this study is as follows:

Individual Parameter Significant Test (t-test) Sub 1

Table 6. Sub Structure t-test 1 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.669	3.089		4.426	.000
X: Location	.662	.073	.656	9.039	.000

a. Dependent Variable: Z: Digital Marketing

Based on the output coefficients above, it is obtained that the significance value (sig.) $0.000 < 0.05$, and = 0.662 is positive, it means that Location (X) has a positive and significant effect on Digital Marketing (Z).

Individual Parameter Significant Test (t-test) Sub 2

Table 7. Sub Structure t-test 2 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	14.043	1.806		7.776	.000

1	Z: Digital Marketing	.183	.052	.377	3.541	.001
	X: Location	.115	.052	.233	2.192	.031

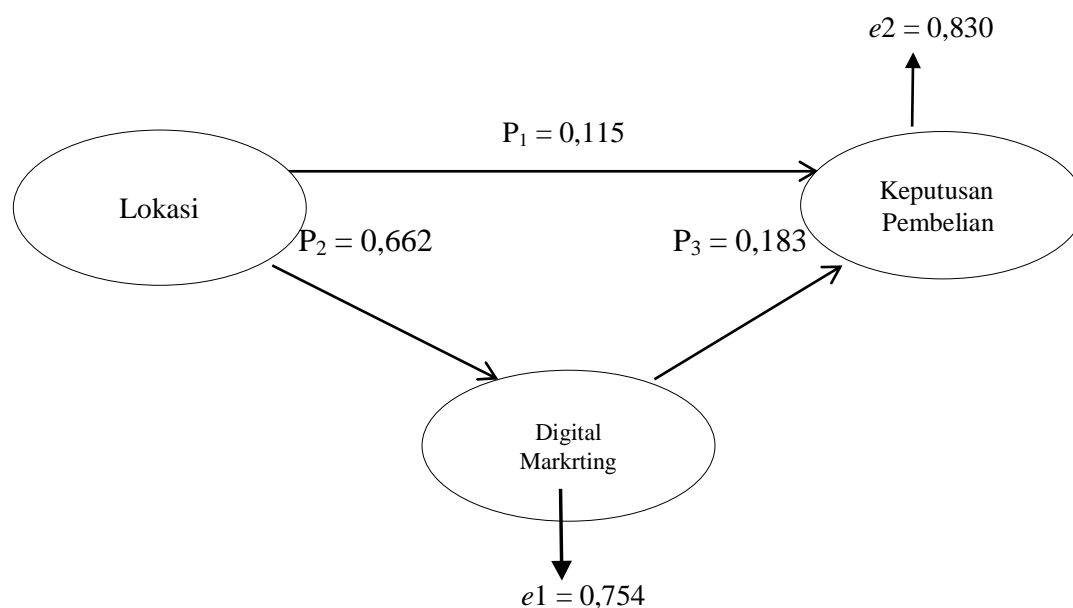
a. Dependent Variable: Y: Buying decision

Based on the output coefficients above, it is obtained that:

- 1) Significant value (sig.) $0.001 < 0.05$ and $= 0.183$ is positive, it means that Digital Marketing (Z) has a positive and significant effect on Purchase Decision (Y).
- 2) The value of tcount is $2.192 > ttable 1.659$ and a significant value (sig.) $0.031 < 0.05$ and $= 0.115$ is positive, it means that Location (X) has a positive and significant effect on Purchase Decision (Y)

Path Chart

The Path Diagram can provide explicit causality relationships between variables based on theory. In the results of the SPSS regression output sub 1 produces a value of Standardized Coefficients beta Location (X) of 0.656 which is the value of path 2 (p2). While the results of the SPSS regression output sub 2 produce a value of Standardized Coefficients beta Digital Marketing (X) of 0.233 which is the value of path 1 (p1) and the value of Standardized Coefficients beta Digital Marketing (Z) of 0.377 is the value of path 3 (p3). Besarnya nilai $e1 = \sqrt{(1 - 0,431)} = 0,754$ dan besarnya nilai $e2 = \sqrt{(1 - 0,311)} = 0,830$



Source: Processed primary data, 2022

Figure 2. Path Diagram Model

Based on the path diagram above, it shows that Location (X) can have a direct effect on Purchase Decisions (Y) and can also have an indirect effect. The magnitude of the direct influence of Location (X) on the Purchase Decision (Y) is 0.115 while the magnitude of the indirect effect must be calculated by the indirect coefficient $(0.662) \times (0.182) = 0.121$ and the total effect obtained is: $0.115 + 0.121 = 0.236$.

Mediation hypothesis testing is carried out with the following procedure: the Sobel test:

$$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2}$$

$$Sp2p3 = \sqrt{(0,183)^2(0,052)^2 + (0,662)^2(0,052)^2 + (0,052)^2(0,052)^2}$$

$$Sp_{2p3} = \sqrt{(0,00009055) + (0,0011850118) + (0,00000073117)} = 0,035725$$

Based on the calculation results above, it can be calculated the statistical t value of the mediation effect with the following formula: $t = p_{2p3} / Sp_{2p3} = 0.121 / 0.035725 = 3.387$ based on the calculation by the above formula, then the tcount value is $3.387 > t_{table} 1.659$ and the mediation coefficient is 0.121 . So it can be concluded that Digital Marketing (Z) mediates Location (X) to Purchase Decision (Y).

Discussion

Location to Purchase Decision

Based on the results of the t-test that the value of tcount is $2.192 > t_{table} 1.659$ and a significant value (sig.) $0.031 < 0.05$ and $= 0.115$ is positive, which means that location (X) has an effect positive and significant to the purchase decision (Y). This indicates that the better the location of the Laundry Industry, the higher the purchasing decision. This can be seen in most of the respondents who responded agreeing to the statement on the Location variable (X) and the statement on the Purchase Decision variable (Y). Which means that consumers tend to choose locations that are easily accessible. This is in line with research conducted by Farahnur (2019) which explains that location has a significant positive effect on purchasing decisions. Until H1 is accepted.

Location for Digital Marketing

Based on the results of the t-test that the t-count value is $9.039 > t_{table} 1.659$ and the significance value (sig.) $0.000 < 0.05$, and $= 0.662$ is positive, which means that the location (X) has a positive and significant effect on Digital Marketing (Z). This indicates that the better the location of the Laundry industry, the higher the digital marketing perceived by consumers. This can be seen in most of the respondents who responded agreeing to the statement on the location variable (X) and the statement on the Digital Marketing variable (Z). The better the location of the Laundry industry, the better the application of digital marketing felt by consumers. Thus, based on the discussion, it shows that H2 is accepted.

Digital Marketing on Employee Performance

Based on the results of the t-test that the tcount value is $3.541 > t_{table} 1.659$ and the significant value (sig.) $0.001 < 0.05$ and $= 0.183$ is positive, which means that Digital Marketing (Z) has a positive and significant effect on Purchase Decisions (Y) . This indicates that the higher the digital marketing applied in the Laundry industry, the higher purchasing decisions in the Laundry industry will be.

This can be seen in most of the respondents who responded agreeing to the statement on the digital marketing variable (Z) and the statement on the purchasing decision variable (Y). Consumer memories are increasingly attached so that if you want to use Laundry services, the name Laundry that applies digital marketing is what is remembered and addressed. Thus, based on the discussion, it shows that H3 is accepted.

Location to Purchase Decisions through Digital Marketing

Based on the calculation by the formula above, the value of tcount is $3.387 > t_{table} 1.659$, it can be concluded that the results of the intervening analysis show that Location (X) influences Purchase Decisions (Y) in the Laundry industry through Digital Marketing (Z). This shows that the existence of digital marketing is able to mediate part of the influence of location on purchasing decisions. Thus, based on the discussion, it shows that H4 is accepted.

CONCLUSIONS

Conclusion

Based on the results of the research in the previous chapter, the following conclusions can be drawn: Location has a significant positive effect on purchasing decisions for the Laundry industry amidst the impact of COVID-19 in Jakarta. This shows that a strategic, safe, and comfortable location has not influenced the decision in choosing Laundry industry services. Location has a significant positive effect on Digital Marketing for the Laundry industry amidst the impact of COVID-19 in Jakarta. This shows that a strategic, safe, and convenient location affects Digital Marketing.

Digital Marketing has a significant positive effect on purchasing decisions for the Laundry industry amid the impact of COVID-19 in Jakarta. This shows that the more implementation of digital marketing will improve decisions in choosing Laundry services.

Digital marketing mediates some of the influence of location on purchasing decisions for the laundry industry amidst the impact of covid-19 in Jakarta. This shows that with the implementation of digital marketing, it mediates the influence of location in influencing decisions to buy or choose the Laundry industry

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