International Journal of Economics and Management Research

E- ISSN: 2830-2508
P- ISSN: 2830-2664

Research Article

The Effect Of Business Location and Marketing Strategy on The Success of Barbershop Business in Male Zone Jl. SM Raja Simpang Mangga

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Abstract: This study aims to determine the effect of business location, marketing strategy, on business success. The object of this study is Barbershop in Male Zone jl. SM Raja Simpang Mangga. The sampling technique uses nonprobality sample. Data collection techniques use questionnaires and documentation and data analysis tools use multiple linear regression analysis. The data analysis technique used is the f test and t test at a significance level of alpha 0.05. The hypothesis test shows the results of the influence of business capital on business success with a t value of 5.431 at a significance level of 1.672, the influence of entrepreneurial ability on business success with a t value of 8.004 at a significance level of 1.672. Thus, the hypothesis in this study shows that business location and marketing strategy simultaneously have a significant effect on the success of the Barbershop business in Male Zone jl. SM Raja Simpang Mangga, entrepreneurial ability has a partial positive and significant effect on the success of the Barbershop business in Male Zone jl. SM Raja Simpang Mangga.

Keywords: Business Location, Marketing Strategy, Business Success.

1. Introduction

Location is one of the elements contained in the retail mix. In the retail business, location has been an important element in building a business strategy for a long time. According to Assauri (2014:168), "a marketing strategy is a series of goals and objectives, policies and rules that provide direction to a company's marketing efforts from time to time, at each level and reference and allocation, especially as a company response to the environment and competitive conditions that are always changing".

In Indonesia itself, the factor that can influence a business to progress or succeed is an entrepreneur. Where an entrepreneur must show the appropriate role for the progress of the business to produce a product that will be introduced or offered to the public, whether the product they offer can be accepted and liked by consumers or vice versa. So that the role of entrepreneurship in advancing a business is very influential. The success of a business does not depend on the size of a business, but more on how to manage it and business actors must be good at seeing business opportunities around them.

From the role of entrepreneurs to advance a business, they must have strong motivation because it is the initial foundation for building a business so that in the future it can achieve success. In addition to motivation, adequate education is needed because we know that in this era, education is very important in running a business. An entrepreneur must also have experience as a benchmark where that experience makes an entrepreneur better understand and comprehend the business world that he will be involved in.

Received: March 20th 2025
Revised: April 04th 2025
Accepted: April 22th 2025
Published: April 24th 2025
Current ver: April 24th 2025

Research purposes

The objectives of this research are to find out:

1. To find out and prove the influence of business location and marketing strategy simultaneously on the success of the Barbershop business in the Male Zone Jl. Sm Raja Simpang Mangga.
2. To find out and prove the influence of business location partially on the success of the Male Zone Barbershop business on Jl. Sm Raja Simpang Mangga.
3. To find out and prove the influence of marketing strategies partially on the success of the Barbershop business in the Male Zone Jl. Sm Raja Simang Mangga.

2. LITERATURE REVIEW

Understanding Business Location

Business location is one of the main factors that determine the success of a business. According to Kotler and Keller (2016), business location is a place where a business operates and has an influence on customer accessibility and the level of competition. A strategic location can increase business visibility and make it easier for customers to access the products or services offered.

Business Location Selection Factors

Some factors that need to be considered in selecting a business location include:

- Accessibility: Ease for customers to reach the business location.
- Demographics: Characteristics of the local population that is the target market.
- Competition: The number of similar businesses in the vicinity of a location that can influence market share.
- Operating Costs: Rental, tax, and infrastructure costs that must be incurred.

Marketing strategy

Marketing strategy is a plan used by a company to promote and sell products or services. According to Kotler (2016), marketing strategy includes planning and implementing the marketing mix, which includes:

- Product: The quality and uniqueness of the product offered.
- Price: Setting prices that are in line with the market and consumer purchasing power.
- Place: Distribution and availability of products in the right location.
- Promotion: Communication strategies used to attract consumer attention, such as advertising, social media, and discounts.

With the right marketing strategy, businesses can reach more customers, increase sales, and build customer loyalty.

Business Success

Business success can be measured through various indicators, such as increased turnover, growth in the number of customers, and business expansion. According to Griffin (2019), business success is influenced by several main factors, including business location and marketing strategies implemented.

Business Success Indicators

Some indicators of business success include:

- Increased sales: Increased revenue as a result of effective marketing strategies.
- Customer satisfaction: The level of customer satisfaction that can reflect the quality of services and products.
- Competitive advantage: The ability of a business to compete with competitors in the market.
- Business growth: Business expansion in the form of increasing the number of branches or product diversification.

Relationship between Business Location and Marketing Strategy to Business Success

Strategic business location and the right marketing strategy have a close relationship in determining the success of a business. According to research conducted by Porter (2018), choosing a good business location can increase customer appeal, while an effective marketing strategy can maximize market penetration and increase profits.

Research Model

This study describes the relationship between independent variables, namely customer friendliness and availability of goods, with the dependent variable, namely purchasing decisions.

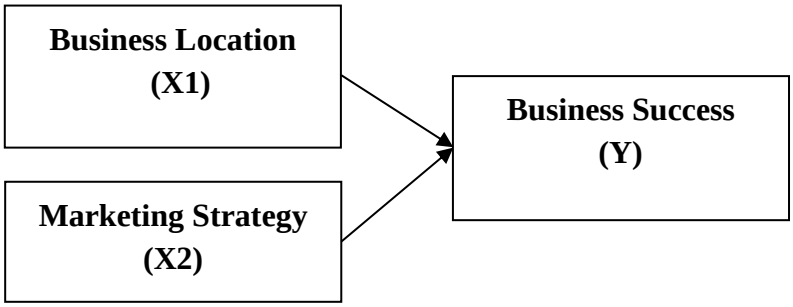

Figure 1

Research Model of Business Location and Marketing Strategy for Business Success

Hypothesis

A hypothesis is a temporary assumption that is the most possible guess, the truth of which still needs to be sought. The relationship between the variables in this research has the following hypotheses:

H1: There is an influence of business location on business success at Barbershop in Male Zone Jl. SM Raja Simpang Mangga.

H2: There is an influence of marketing strategy on business success at Barbershop in Male Zone Jl. SM Raja Simpang Mangga.

H3: There is an influence of professionalism and marketing strategy on business success at Barbershop in Male Zone Jl. SM Raja Simpang Mangga.

3. RESEARCH METHODS

Data Types and Sources

This research is a research with quantitative methods and through the associative causality approach. Quantitative methods are data in the form of numbers. According to (Hasan, 2017) causal associative research is research that aims to analyze the relationship between one variable and another or how a variable (X) affects another variable (Y).

Population, Sample Size and Sampling Techniques

The population in this study were Barbershop customers in Male Zone Jl. SM Raja Simpang Mangga, namely 107 people, and the sample was 50 respondents. The technique used was random sampling technique using the Slovin formula.

Data Collection Techniques

The data collection techniques used are through observation and interviews, where the interview is by conducting Q&A with consumers at the Barbershop in the Male Zone Jl. SM Raja Simpang Mangga and distributing questionnaires to consumers at the Barbershop in the Male Zone Jl. SM Raja Simpang Mangga using a Likert scale in the form of a checklist and also has the following value weights:

Table 1. Likert Scale

Information	Score
Strongly agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly disagree (STS)	1

Furthermore, the questionnaire that was prepared was tested for its feasibility through validity and reliability testing using SPSS 22.0.

Data Analysis Techniques

In analyzing the data of this study using statistical techniques in testing the validity and reliability of the questionnaire then multiple linear regression analysis by conducting T-test and F-test in proving the hypothesis. Multiple linear regression analysis is an analysis conducted to determine the independent variables that are more than one against the dependent variable. In testing the multiple linear regression model previously had to go through the classical assumption test, where the classical assumption is the test by conducting normality, multicollinearity and heteroscedasticity tests as follows:

Normality Test

Data The purpose of the data normality test is to determine whether the distribution of data follows or approaches normal personal branding. This normality test has two ways to test whether the data distribution is normal or not, namely through the Normal probability plot graphic approach. In the histogram approach, the data is normally distributed if the personal branding data does not deviate to the left or right. In the graphic approach, the data is normally distributed if the points follow the data along the diagonal line.

Multicollinearity Test

Used to test whether a strong/high correlation is found in the regression between independent variables. If there is a correlation between independent variables, multicollinearity occurs, and vice versa. A good regression model should not have a correlation between independent variables. Multicollinearity testing is done by looking at the VIF between independent variables and the tolerance value. The commonly used limit to indicate multicollinearity is tolerance <0.10 is the same as VIF> 10.

Heteroscedasticity Test

This test aims to determine whether the regression model has an inequality of variance from the residual of one observation to another observation, then it is called homoscedasticity, otherwise if the variance is different then it is called heteroscedasticity. The presence or absence of heteroscedasticity can be determined by looking at the scatter plot graph between the predicted values of the independent variables and their residual values.

Multiple Linear Regression Analysis

This analysis was conducted to determine how much influence the business location (X1) and marketing strategy (X2) have on business success (Y), where the multiple linear equations are as follows:

Yx = x ax + x b1x1x + x b2x2

Hypothesis Testing

Partial Significance Test (T-Test)

The t-statistic test is conducted to test whether the independent variable (X) individually has a significant relationship or not to the dependent variable (Y). The formulation of the hypothesis to be tested is as follows:

1. H0 is accepted if ttable>tcount: meaning there is no significant influence of the independent variable partially on the dependent variable.
2. Ha is accepted if t count > t table: this means that there is a significant influence of the independent variable partially on the dependent variable.

Simultaneous Significance Test (F Test)

Static Testing The F test on the multiple regression model is conducted to determine whether there is an influence of all independent variables together on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

1. Accept H0 (reject Ha) if Fcount < Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.
2. Reject H0 (accept Ha) if Fcount>Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.

Coefficient of Determinant

Testing the coefficient of determination (R2) will show the magnitude of the contribution of the independent variable to the dependent variable.

4. RESEARCH RESULT

Validity and Reliability Test Results

The results of the Validity and Reliability Test can be seen as follows:

Table 2. Validity and Reliability Test Results

Variables	Statement	Corrected Validity of Corrected Items (R Count)	Rtable 5%(48)	Information	Cronbach's Alpha > 60	Status
Business Location (X1)	X1.1	0.544	0.2353	Valid	0.628	Reliable
	X1.2	0.462	0.2353	Valid		
	X1.3	0.380	0.2353	Valid		
	X1.4	0.447	0.2353	Valid		
	X1.5	0.440	0.2353	Valid		
	X1.6	0.662	0.2353	Valid		
	X1.7	0.502	0.2353	Valid		
	X1.8	0.573	0.2353	Valid		
	X1.9	0.432	0.2353	Valid		
	X1.10	0.462	0.2353	Valid		
Marketing strategy (X2)	X2.1	0.672	0.2353	Valid	0.671	Reliable
	X2.2	0.433	0.2353	Valid		
	X2.3	0.347	0.2353	Valid		
	X2.4	0.489	0.2353	Valid		
	X2.5	0.366	0.2353	Valid		
	X2.6	0.593	0.2353	Valid		
	X2.7	0.444	0.2353	Valid		
	X2.8	0.635	0.2353	Valid		
	X2.9	0.672	0.2353	Valid		
	X2.10	0.270	0.2353	Valid		
Success business (Y)	Y.1	0.591	0.2353	Valid	0.631	Reliable
	Y.2	0.477	0.2353	Valid		

	Y.3	0.388	0.2353	Valid		
	Y.4	0.497	0.2353	Valid		
	Y.5	0.411	0.2353	Valid		
	Y.6	0.613	0.2353	Valid		
	Y.7	0.479	0.2353	Valid		
	Y.8	0.626	0.2353	Valid		
	Y.9	0.408	0.2353	Valid		
	Y.10	0.312	0.2353	Valid		

Table 2 shows that for each statement has Rcount > Rtable then it can be concluded that all statements are valid. And next cronbach alpha value > 0.60 then it can be concluded that all statements are reliable.

Classical Assumption Test Results
Normality Test

The normality test is carried out in this case to test whether the dependent and independent variables have a normal distribution or not. Below we explain how to test for normality:

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		50
Normal Parametersa,b	Mean	42.7800000
	Std. Deviation	3.08721116
Most Extreme Differences	Absolute	.072
	Positive	.068
	Negative	-.072
Test Statistics		.072
Asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Data was processed in SPSS 22.0

Table 3 shows that the asymp.sig value (0.200) is greater than the alpha value (0.05), so this normality test is stated to be normally distributed.

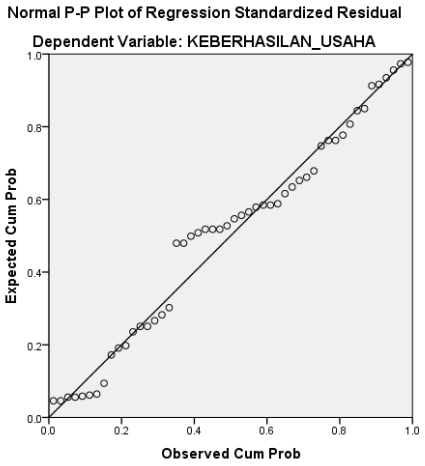

Figure 2
Data was processed in SPSS 22.0

The image above shows that the points follow the diagonal line, because they follow or do not spread out. This shows that this test is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	**VIF**
1	**BUSINESS_LOCATION**	**.139**	**7.172**
	MARKETING STRATEGY	**.139**	**7.172**

a. Dependent Variable: BUSINESS_SUCCESS

Data was processed in SPSS 22.0

Table 4 shows that the tolerance values x1 and x2 (0.139) are greater than 0.1 and the VIF values x1 and x2 (7.172) are less than 10. Therefore, the test is said to show no multicollinearity.

Heteroscedasticity Test

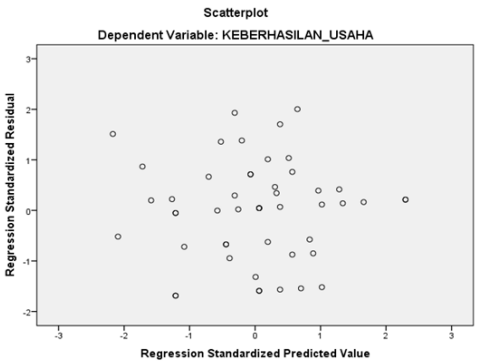

Figure 3
Data was processed in SPSS 22.0

From the image above, the researcher sees that the points are spread above and below point X0 on the Y and X axes, so it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Analysis Results

Table 5. Results of Multiple Linear Regression Calculations and T-Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.605	1.213		.499	.620
	BUSINESS_LOCATION	.409	.075	.404	5.431	.000
	MARKETING STRATEGY	.576	.072	.595	8,004	.000

a. Dependent Variable: BUSINESS_SUCCESS

Data was processed in SPSS 22.0

From the table above, the following values are obtained:
a (constant) : 605
b1x1 : 0.409
b2x2 : 0.576

So the multiple linear regression equation for business location and marketing strategy is:
Y = a + b1x1 + b2x2
Y = 605+0.409+(0.576)

From the equation above, it can be seen that the business location variable (X1) has a positive b coefficient and the marketing strategy variable (X2) has a positive b coefficient.

T-Test (Partial)

Hypothesis testing individually with the t-test aims to influence each independent variable X on Y. Hypothesis testing can be known by comparing t count and t table. The results of the t-test can be seen in table 5 above, so it can be concluded:

Based on the variable of friendliness to customers, tcount 5.431 then from tcount 5.431 > ttable of (1.672). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the business location variable and the marketing strategy (Y) at the Raja Pas Urung Kompas Rantauprapat mini market, Labuhanbatu district.

Based on the variable of availability of goods, it has a calculated t of (8.004), therefore the calculated t (8.004) > t table of (1.672), if the calculated t > t table then H0 is rejected, meaning that there is a close/significant influence between the marketing strategy variable and business success (Y) at the Raja Pas Urung Kompas Rantauprapat mini market, Labuhanbatu district.

F Test (Simultaneous)

Table 6

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	467,013	2	233,506	624,731	.000b
	Residual	17,567	47	.374		
	Total	484,580	49			

a. Dependent Variable: BUSINESS_SUCCESS

b. Predictors: (Constant), MARKETING_STRATEGY, BUSINESS_LOCATION

Data was processed in SPSS 22.0

Based on the table, it can be seen that Fcount = 624.731, Ftable = 3.17 with a significance of 0.000, then obtained sig count (0.000) < sig table (0.05), then H0 is rejected. So it can be concluded that variables X1 and X2 simultaneously influence the success of the business in the Raja Pas Urung Kompas Rantauprapat mini market, Labuhanbatu district.

Coefficient of Determinant

Table 7. Determinant Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982a	.964	.962	.61137

a. Predictors: (Constant), MARKETING_STRATEGY, BUSINESS_LOCATION

Data was processed in SPSS 22.0

The results of the R Square value test are 0.964 or 96.4%, thus the influence of customer friendliness and availability of goods is 96.4% and the remaining 3.6% is influenced by other factors and variables.

5. DISCUSSION

Based on the variable of friendliness to customers, tcount 5.431 then from tcount 5.431 > ttable of (1.672). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the business location variable and business success (Y) at the Raja Pas Urung Kompas Rantauprapat mini market, Labuhanbatu Regency.

Based on the variable of availability of goods, it has a calculated t of (8.004), therefore the calculated t (8.004) < t table of (1.672), if the calculated t > t table then H0 is not accepted, meaning that there is a close/significant influence between the business strategy variable and business success (Y) at the Raja Pas Urung Kompas Rantauprapat mini market, Labuhanbatu Regency.

The result of the Rx Squarex test value is 0.964 or 96.4%, thus the influence of business location and business strategy is 96.4% and the remainder, namely 3.6%, is influenced by other factors and variables.

6. CLOSING

Conclusion

The conclusion of this research is:

There is a close/significant influence between the variables of business location and business success (Y) at the Barbershop in the Male Zone, Jl. SM Raja Simpang Mangga.
There is a close/significant influence between the marketing strategy variable and business success (Y) at the Barbershop in the Male Zone, SM Raja Simpang Mangga Street.
The influence of business location and marketing strategy is 96.6% and the remaining 3.6% is influenced by other factors and variables.

Suggestion

The suggestions from this research are:

1. Choose a strategic business location by considering accessibility, target market, and level of competition around the business area.
2. Optimizing marketing strategies by utilizing digital media, attractive promotions, and customer loyalty programs to increase business competitiveness.
3. Conduct market research before determining a business location to maximize market potential and reduce the risk of failure.

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