

THE INFLUENCE OF LOCATION MOBILITY AND SAMAHAH SERVICE HOSPITALITY ON MOBILE COFFEE SALES VOLUME IN MEDAN CITY WITH CONSUMER BUYING INTEREST AS AN INTERVENING VARIABLE

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Abstract

This study aims to analyze the effect of location mobility and samahah service hospitality on mobile coffee sales volume in Medan City, with consumer buying interest as an intervening variable. This research uses a quantitative approach with a sample size of 400 respondents who are consumers of mobile coffee. The data analysis technique employs SmartPLS version 3 through outer model and inner model testing. The results show that location mobility has a negative and significant effect on sales volume, while samahah service hospitality has a positive and significant effect on sales volume. Location mobility and samahah service hospitality have a positive and significant effect on consumer buying interest. Consumer buying interest also has a positive and significant effect on sales volume. In addition, consumer buying interest is proven to significantly mediate the effect of location mobility and samahah service hospitality on sales volume. The findings of this study emphasize that high mobility creates a suppressor effect that reduces sales consistency, while implementing ethical hospitality and smart relocation scheduling play an important role in maximizing transaction rates.

Keywords: *location mobility, samahah service hospitality, sales volume, consumer buying interest, mobile coffee*

INTRODUCTION

The rapid growth of the culinary sector, particularly the coffee shop industry, has triggered intense competition in urban areas, forcing businesses to innovate continuously to maintain viability. In major metropolitan areas like Medan City, the conventional coffee shop model is increasingly challenged by changing urban dynamics, rising real estate costs, and shifting consumer behavior that values efficiency and accessibility (Pradana et al., 2023). This landscape has given rise to the phenomenon of mobile coffee businesses often operationalized via modified vehicles or carts which redefine traditional spatial economics. Unlike brick-and-mortar establishments, mobile coffee vendors leverage spatial flexibility as a core competitive advantage. According to Smith and Jones (2021), location mobility allows enterprises to dynamically respond to spatial-temporal demand clusters, minimizing overhead costs while maximizing market reach. However, while mobility strategically positions a business closer to potential clusters, it simultaneously introduces volatility in consumer traffic and brand visibility, making sales volume highly unpredictable (Green, 2022). Therefore, relying solely on physical movement is insufficient; it must be coupled with distinct service elements to secure consumer retention.

In the context of the service dominant logic, the experiential aspect of interaction plays a pivotal role in driving retail outcomes. For businesses operating in culturally dense environments like Medan, integrating local ethical values into service delivery is paramount. Samahah service hospitality an Islamic framework emphasizing tolerance, gentleness, ease, and open-mindedness in commercial transactions emerges as a critical relational asset (Al-Ansari, 2020). When service providers practice samahah, they foster a welcoming atmosphere that reduces psychological distance and builds consumer trust (Mahmoud & Ibrahim, 2024). Previous research underlines that authentic hospitality directly enhances the perceived value of a service encounter, thereby mitigating the structural limitations of a mobile establishment, such as lack of comfortable seating or permanent amenities (Wilson & Martinez, 2023). Despite its theoretical significance, empirical investigations linking the religious-ethical dimension of samahah hospitality specifically to mobile retail performance remain scarce, presenting a notable gap in contemporary marketing literature. The ultimate objective of any retail innovation is to stimulate sales volume, yet

the mechanisms through which location mobility and hospitality translate into actual financial performance are complex and non-linear. Consumer buying interest acts as the critical cognitive and affective bridge in this relationship. According to the Theory of Planned Behavior, an individual's behavioral intention is a direct precursor to actual behavior. In mobile commerce, location mobility creates physical opportunity and convenience, while samahah hospitality builds emotional resonance together, these factors stimulate consumer buying interest, which subsequently drives the final transaction and increases overall sales volume (Lee & Tan, 2022). Scholars have argued that transactional outcomes are heavily mediated by these internal motivational states, implying that external operational stimuli cannot easily boost sales without first cultivating a strong purchasing interest within the target market (Nguyen et al., 2021).

While separate studies have looked into dynamic location strategies (Smith & Jones, 2021) or standard customer service metrics (Wilson & Martinez, 2023), there is a profound lack of an integrated framework that explores how the spatial agility of a mobile business interacts with localized ethical hospitality (samahah) to influence financial metrics via consumer psychology. This study addresses this empirical and theoretical gap within the socio-economic landscape of Medan City a bustling urban center known for its vibrant coffee culture and diverse demographic profile. Therefore, the objective of this research is to analyze the direct and indirect influences of location mobility and samahah service hospitality on mobile coffee sales volume in Medan City, utilizing consumer buying interest as an intervening variable. By mapping these dynamics, this study offers a problem-solving blueprint for mobile micro entrepreneurs to optimize their operational routes and refine their service delivery paradigms. Structurally, this paper addresses these issues through a rigorous quantitative analysis, aiming to provide both actionable strategic insights for local enterprises and a novel conceptual synthesis of spatial and ethical dimensions for the broader field of marketing management.

LITERATURE REVIEW

Location Mobility

Location mobility is defined as the strategic and operational agility of an enterprise to dynamically shift its physical geographical coordinates to optimize market presence and capture moving consumer clusters (Smith & Jones, 2021). According to Lee and Tan (2022), location mobility serves as a primary determinant of spatial convenience, effectively reducing the time, effort, and search costs expended by consumers to access a product. Empirical studies indicate that a well-executed mobility strategy places the point of sale directly within the daily transit paths of target demographics, thereby altering traditional market boundaries and transforming location from a fixed asset into a flexible competitive variable (Green, 2022).

Samahah Service Hospitality

Samahah service hospitality is an ethical and relational construct derived from Islamic commercial jurisprudence (muamalah), characterized by the core principles of tolerance (tasamuh), leniency, genuine gentleness, and the deliberate facilitation of ease during business transactions (Al-Ansari, 2020). In marketing management, this faith-based ethical framework goes beyond conventional, scripted transactional customer service by focusing heavily on reducing psychological distance and fostering mutual goodwill. Mahmoud and Ibrahim (2024) observe that when service providers embed samahah values into their interactions such as showing flexibility in purchasing difficulties, exhibiting patience under operational stress, and offering authentic warmth they dramatically elevate the experiential service quality. This ethical hospitality creates a unique emotional and relational asset that builds deep consumer trust and distinct market differentiation, which is especially critical in highly informal and competitive retail environments (Wilson & Martinez, 2023).

Sales Volume

Sales volume is the ultimate dependent variable and primary financial performance metric in this study, representing the total quantity of products sold by an enterprise within a designated operational timeframe (Pradana et al., 2023). In retail and entrepreneurship studies, maximizing sales volume is essential for achieving economies of scale, securing market viability, and ensuring long-term business sustainability. Sales volume is highly sensitive to both external environmental factors and internal operational adjustments. Scholars argue that in micro-enterprise retail ecosystems, fluctuations in sales volume are fundamentally driven by two interrelated forces: the structural availability of the business (physical exposure) and the continuous retention of customers generated through superior interactive quality (Green, 2022; Nguyen et al., 2021).

Consumer Buying Interest

Consumer buying interest, operationalized as an intervening variable in this model, represents the cognitive, affective, and behavioral inclination of an individual toward purchasing a specific product or choosing a particular service provider (Nguyen et al., 2021). In consumer psychology literature, buying interest is categorized as a conscious motivational state that bridges the gap between external marketing stimuli and final purchasing execution. According to Ajzen (1991), this internal purchasing intent serves as the strongest and most accurate direct precursor to actual purchasing behavior. Buying interest is highly dynamic it can be stimulated simultaneously through utilitarian pathways such as physical convenience and accessibility and emotional pathways such as relational satisfaction and ethical alignment with the brand (Lee & Tan, 2022).

Conceptual Framework

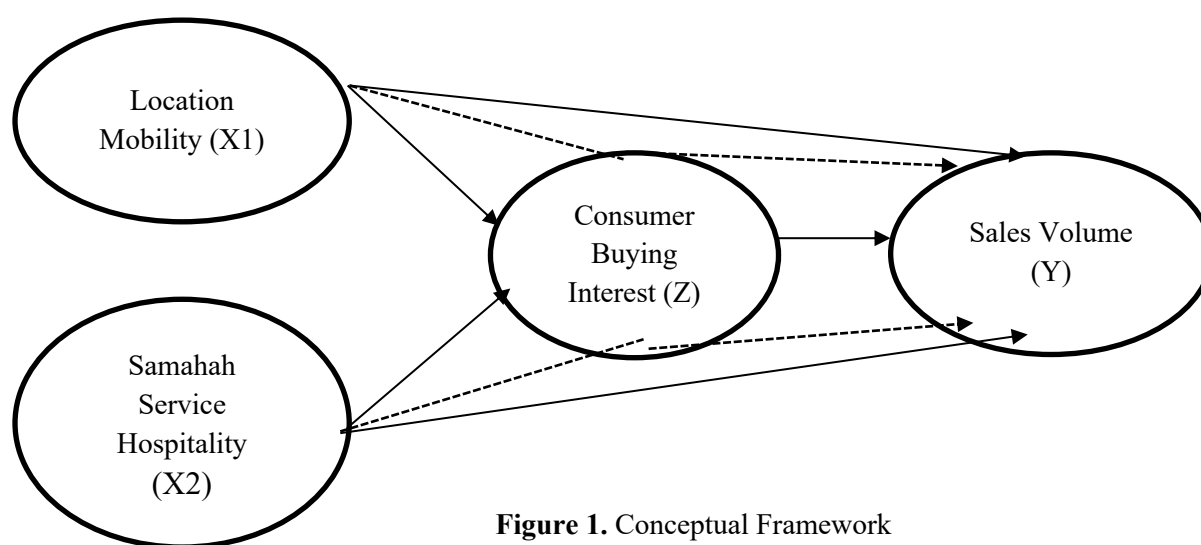


Figure 1. Conceptual Framework

Place and Time of Research

This research was conducted in Medan City, focusing on the quantitative assessment of mobile coffee sales volume through the operational lenses of location mobility and samahah service hospitality, with consumer buying interest analyzed as the intervening variable. The geographical scope of this study encompasses major commercial, public, and high traffic areas across Medan City where mobile coffee vendors actively operate. The study was conducted between February and April 2026, a three month timeframe that comprehensively covers the preliminary field surveys, instrument design, field data collection from consumers and micro entrepreneurs, statistical data analysis, and final report compilation.

METHOD

This study employs a quantitative explanatory research design to analyze the causal relationships between Location Mobility (X1) and Samahah Service Hospitality (X2) on Sales Volume (Y) through Consumer Buying Interest (Z). The activity is structured sequentially: instrument design, field screening, data collection, and statistical modeling. The target audience (population) consists of mobile coffee consumers in Medan City. Since the population size is infinite, a sample of 400 respondents was selected using purposive sampling (non-probability). The inclusion criteria require respondents to be at least 17 years old, reside or currently stay in Medan, and have purchased from a vehicular mobile coffee vendor. The primary tool used for data collection is a structured questionnaire operationalized via Google Forms and physical QR-code flyers. The measurement instrument (questionnaire) is designed using a 5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree).

Data collection was executed through on-site intercept distribution (via QR code scans) directly at high traffic mobile coffee operational hubs in Medan City from February to April 2026. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis technique follows a two-tiered evaluation that is Measurement Model (Outer Model): 1) Discriminant validity, (2) Validity test, (3) Construct validity and Reliability and Structural Model (Inner Model): (1) F-square; (2) R-square; and (3) Hypothesis testing which includes (a) indirect effect, (b) total effect, and (c) direct effect.

RESULTS AND DISCUSSION

Respondent Characteristics

Before executing the structural equation modeling, a descriptive statistical analysis was conducted to map the demographic and behavioral profiles of the participants. Out of the distributed questionnaires, a total of 400 valid responses from mobile coffee consumers in Medan City were compiled and analyzed. The demographic characteristics examined include gender, age, primary occupation, and intensity of purchase. The detailed breakdown of the respondent profiles is systematically presented in Table 1 below.

Table 1. Demographic Profile of Respondents

Demographic Variable	Classification	Frequency (f)	Percentage (%)
Gender	Male	224	56%
	Female	176	44%
Age Group	17 – 25 years old	258	64.5%
	26 – 35 years old	102	25.5%
	> 35 years old	40	10%
Primary Occupation	University Students	192	48%
	Private Sector Employees	124	31%
	Entrepreneurs / Freelancers	56	14%
	Others	28	7%
Purchase Frequency	2 – 5 times	148	37%
	6 – 10 times	164	41%
	> 10 times	88	22%

Based on the empirical data in Table 1, the gender distribution indicates a relatively balanced participation, with male respondents marginally dominating the sample at 56% ($f = 224$) compared to female respondents at 44% ($f = 176$). In terms of age stratification, the sample is heavily concentrated within the youth demographic, where individuals aged 17 to 25 years old account for the largest share at 64.5% ($f = 258$). This is logically corroborated by the occupational data, which reveals that university students constitute nearly half of the total respondents (48%, $f = 192$). This demographic alignment highlights that the mobile coffee ecosystem in Medan City primarily thrives on the youth and student market, an urban segment that actively seeks dynamic, affordable, and socially accessible culinary experiences.

Furthermore, the behavioral profile measured through purchase frequency demonstrates a high level of consumer engagement with mobile coffee vendors. A substantial majority of the respondents exhibit repetitive purchasing habits, with 41% ($f = 164$) purchasing mobile coffee between 6 to 10 times, and 22% ($f = 88$) classified as highly loyal consumers who have made more than 10 purchases. This high frequency of interaction confirms that the sample carries sufficient consumer experience and behavioral familiarity with the operational setups of dynamic coffee vendors. Consequently, this ensures that the subsequent evaluations regarding the spatial configurations of Location Mobility and the ethical interactions of Samahah Service Hospitality are anchored in mature, authentic customer perceptions.

Outer Model Analysis

To evaluate the psychometric properties of the measurement model, this study utilized SmartPLS to systematically assess convergent validity, discriminant validity, and construct reliability. This preliminary phase is crucial to verify that the selected operational indicators possess the necessary accuracy and consistency to robustly represent their respective latent variables. The measurement model evaluation encompasses a series of rigorous empirical tests: convergent validity is examined through outer loading factors and Average Variance Extracted (AVE) values; discriminant validity is confirmed via the Fornell-Larcker criterion or the Heterotrait-Monotrait (HTMT) ratio; and internal consistency reliability is established by analyzing Cronbach's Alpha and Composite Reliability coefficients. Once the indicators successfully satisfy these standardized validity and reliability benchmarks, the underlying constructs are deemed psychometrically sound, thereby permitting the analytical progression toward the structural (inner) model to evaluate the hypothesized pathways among the latent variables. The empirical outputs of this measurement model analysis are structurally illustrated in the figure below:

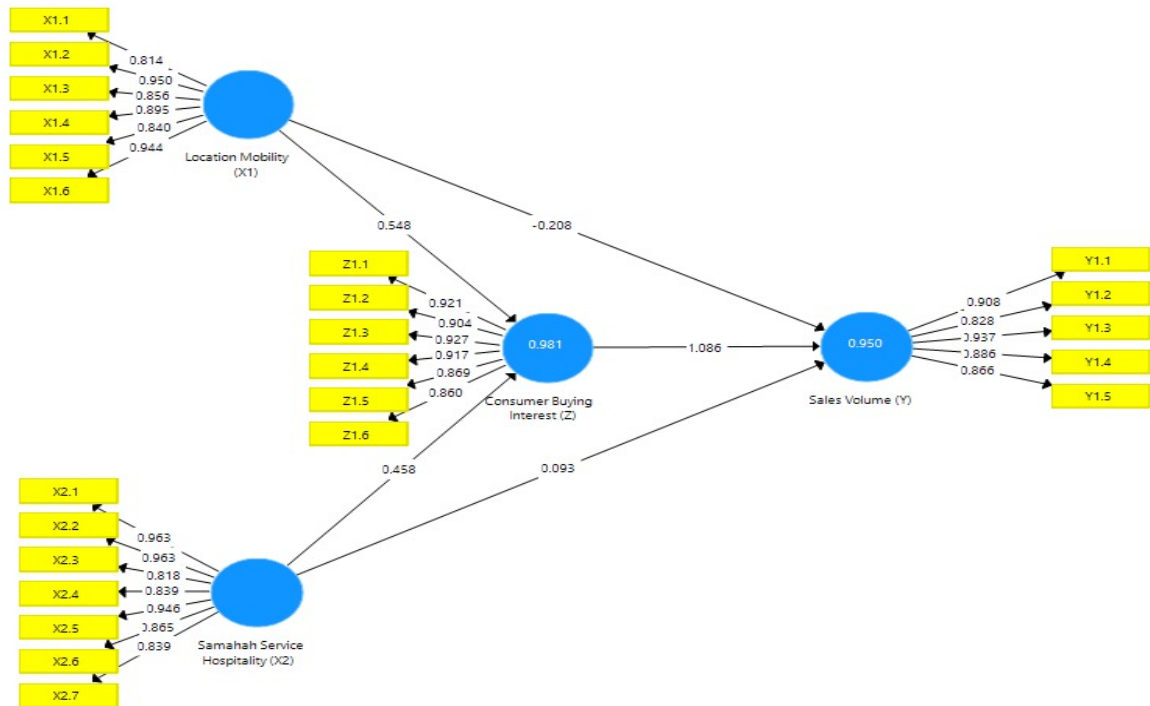


Figure 2. Outer Model Diagram of Validity and Reliability Test

Validity Test

Convergent Validity

This study evaluates the validity of the indicator based on predetermined threshold values.

Table 2. Convergent Validity Test Result

No	Consumer Buying Interest (Z)	Location Mobility (X1)	Sales Volume (Y)	Samahah Service Hospitality (Z)	Description
Z1.1	0.921				Valid
Z1.2	0.904				Valid
Z1.3	0.927				Valid
Z1.4	0.917				Valid
Z1.5	0.869				Valid
Z1.6	0.860				Valid
X1.1		0.814			Valid
X1.2		0.950			Valid
X1.3		0.856			Valid
X1.4		0.895			Valid
X1.5		0.840			Valid
X1.6		0.944			Valid
X2.1				0.963	Valid
X2.2				0.963	Valid
X2.3				0.818	Valid
X2.4				0.839	Valid
X2.5				0.946	Valid
X2.6				0.865	Valid
X2.7				0.839	Valid
Y1.1			0.908		Valid
Y1.2			0.828		Valid
Y1.3			0.937		Valid
Y1.4			0.886		Valid
Y1.5			0.866		Valid

Based on the SmartPLS results, all indicators for Location Mobility, Samahah Service Hospitality, Sales Volume, and Consumer Buying Interest met the convergent validity requirement with loading factors above 0.70. Consequently, these indicators are considered well-suited to explain each underlying construct.

Discriminant Validity Test

Table 3. Discriminant Validity Test Result

	AVE	Result	Description
Location Mobility (X1)	0.783	> 0.5	Valid
Samahah Service Hospitality (X2)	0.797	> 0.5	Valid
Sales Volume (Y)	0.785	> 0.5	Valid
Consumer Buying Interest (Z)	0.810	> 0.5	Valid

Based on the table above, the Average Variance Extracted (AVE) value for each variable is greater than 0.50. Therefore, it can be concluded that the variables or constructs used in this study are valid

Reliability Test

Table 4. Reliability Test Result

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Description
Consumer Buying Interest (Z)	0.953	0.954	0.962	0.810	Reliable
Location Mobility (X1)	0.944	0.950	0.956	0.783	Reliable
Sales Volume (Y)	0.931	0.935	0.948	0.785	Reliable
Samahah Service Hospitality (X2)	0.957	0.960	0.965	0.797	Reliable

Based on the data presented in the table above, it can be seen that each research variable has a Cronbach's alpha and composite reliability value greater than 0.60. Based on these results, it can be stated that the variables used in this study are reliable.

Inner Model Analysis

R-Square (Coefficient of Determination)

Table 5. R Square Test Result

	R Square	R Square Adjusted
Sales Volume (Y)	0.950	0.949
Consumer Buying Interest (Z)	0.981	0.981

The conclusions from the R-Square testing above are as follows: (1) The R-Square for path model I is 0.950, meaning that the ability of the independent variables (X) Location Mobility and Samahah Service Hospitality to explain Sales Volume (Y) is 95%, which classifies the model as substantial (strong); and (2) The R-Square for path model I is 0.981, meaning that the ability of the variables Location Mobility and Samahah Service Hospitality to explain Consumer Buying Interest (Z) is 98.1%, which also classifies the model as substantial (strong).

F-Square (Effect Size)

Table 6. F Square Test Result

	Consumer Buying Interest (Z)	Location Mobility (X1)	Sales Volume (Y)	Samahah Service Hospitality (X2)
Consumer Buying Interest (Z)			0.434	
Location Mobility (X1)	1.908		0.351	
Sales Volume (Y)				
amahah Service Hospitality (X2)	1.337		0.901	

Based on the F Square test results table, the independent variables and the intervening variable all show a substantial, large effect size on the dependent variables. Specifically, the independent variables, Location Mobility (X1) and Samahah Service Hospitality (X2), exert a strong, large effect on the intervening variable, Consumer Buying Interest (Z), with values of 1.908 and 1.337, respectively. Furthermore, all variables also demonstrate a large direct effect on Sales Volume (Y), where Samahah Service Hospitality (X2) has the strongest effect ($f^2 = 0.901$), followed by Consumer Buying Interest (Z) ($f^2 = 0.434$) and Location Mobility (X1) ($f^2 = 0.351$). In conclusion, these results indicate that both independent variables contribute powerfully to driving Sales Volume, both through a direct path and indirectly by enhancing Consumer Buying Interest.

Hypothesis Testing

T-Test (Partial)

Table 7. T-Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Buying Interest (Z) -> Sales Volume (Y)	1.086	1.089	0.088	12.403	0.000
Location Mobility (X1) -> Consumer Buying Interest (Z)	0.548	0.550	0.018	30.263	0.000
Location Mobility (X1) -> Sales Volume (Y)	-0.208	-0.209	0.049	4.210	0.000
Samahah Service Hospitality (X2) -> Consumer Buying Interest (Z)	0.458	0.457	0.018	25.713	0.000
Samahah Service Hospitality (X2) -> Sales Volume (Y)	0.393	0.391	0.013	23.754	0.000

Based on the T-Test results table, the hypotheses testing can be interpreted as follows:

1. Location Mobility (X1) → Sales Volume (Y) shows an original sample value of -0.208, a T-statistic of 4.210 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Location Mobility (X1) has a negative and significant effect on Sales Volume (Y). Therefore, H1 is accepted.
2. Samahah Service Hospitality (X2) → Sales Volume (Y) shows an original sample value of 0.393, a T-statistic of 23.754 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Samahah Service Hospitality (X2) has a positive and significant effect on Sales Volume (Y). Therefore, H2 is accepted.
3. Consumer Buying Interest (Z) → Sales Volume (Y) shows an original sample value of 1.086, a T-statistic of 12.403 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Consumer Buying Interest (Z) has a positive and significant effect on Sales Volume (Y). Therefore, H3 is accepted.
4. Location Mobility (X1) → Consumer Buying Interest (Z) shows an original sample value of 0.548, a T-statistic of 30.263 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Location Mobility (X1) has a positive and significant effect on Consumer Buying Interest (Z). Therefore, H4 is accepted.
5. Samahah Service Hospitality (X2) → Consumer Buying Interest (Z) shows an original sample value of 0.458, a T-statistic of 25.713 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Samahah Service Hospitality (X2) has a positive and significant effect on Consumer Buying Interest (Z). Therefore, H5 is accepted.

Table 8. F-Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Location Mobility (X1) -> Consumer Buying Interest (Z) -> Sales Volume (Y)	0.595	0.599	0.056	10.690	0.000
Samahah Service Hospitality (X2) -> Consumer Buying Interest (Z) -> Sales Volume (Y)	0.498	0.497	0.040	12.329	0.000

Based on the F-Test results table, the hypotheses testing can be interpreted as follows:

1. Location Mobility (X1) → Consumer Buying Interest (Z) → Sales Volume (Y)
The mediation path of Location Mobility (X1) through Consumer Buying Interest (Z) shows an original sample value of 0.595, a T-statistic of 10.690 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Location Mobility (X1) significantly mediates the influence of Consumer Buying Interest (Z) on Sales Volume (Y). In other words, the better the Location Mobility (X1) strategy, the higher the Consumer Buying Interest (Z), which ultimately drives an increase in Sales Volume (Y). H6 is accepted.
2. Samahah Service Hospitality (X2) → Consumer Buying Interest (Z) → Sales Volume (Y)
The mediation path of Samahah Service Hospitality (X2) through Consumer Buying Interest (Z) shows an original sample value of 0.498, a T-statistic of 12.329 (>1.96), and a p-value of 0.000 (<0.05). These results prove that Samahah Service Hospitality (X2) significantly mediates the influence of Consumer Buying Interest (Z) on Sales Volume (Y). In other words, the better Samahah Service Hospitality (X2) strategy, the higher the Consumer Buying Interest (Z), which ultimately drives an increase in Sales Volume (Y). H6 is accepted

Discussion of Research Results

Location Mobility (X1) on Sales Volume (Y)

The results of the study indicate that Location Mobility (X1) has a negative and significant effect on Sales Volume (Y). This is evident from the original sample value of -0.208, the t-statistic of 4.210, and the p-value of 0.000. These findings indicate that higher location mobility (frequently changing locations or lack of a permanent spot) directly leads to a significant decrease in sales volume. Conversely, a more permanent or stable location supports direct sales growth.

Samahah Service Hospitality (X2) on Sales Volume (Y)

The results of the study indicate that Samahah Service Hospitality (X2) has a positive and significant effect on Sales Volume (Y). This is evident from the original sample value of 0.393, the t-statistic of 23.754, and the p-value of 0.000. These findings indicate that better, friendlier, and more hospitable services based on the samahah (tolerance and kindness) concept will directly drive a highly significant increase in sales volume.

Consumer Buying Interest (Z) on Sales Volume (Y)

The results of the study indicate that Consumer Buying Interest (Z) has a positive and significant effect on Sales Volume (Y). This is evident from the original sample value of 1.086, the t-statistic of 12.403, and the p-value of 0.000. It demonstrates that increasing customer buying interest is a critical catalyst for boosting sales. The stronger the purchase intention stimulated in consumers, the higher the resulting sales volume will be.

Location Mobility (X1) on Consumer Buying Interest (Z)

The results of the study indicate that Location Mobility (X1) has a positive and significant effect on Consumer Buying Interest (Z). This is evident from the original sample value of 0.548, the t-statistic of 30.263, and the p-value of 0.000. These findings indicate that moving locations actually enhances consumer buying interest. This reveals an interesting dynamic while shifting locations hurts direct sales (as seen in (H1) it successfully triggers curiosity or initial buying interest among consumers.

Samahah Service Hospitality (X2) → Consumer Buying Interest (Z)

The results of the study indicate that Samahah Service Hospitality (X2) has a positive and significant effect on Consumer Buying Interest (Z). This is evident from the original sample value of 0.458, the t-statistic of 25.713,

and the p-value of 0.000. These findings indicate that excellent hospitality rooted in the *samahah* principle is highly effective in nurturing, growing, and securing consumer interest in making a purchase.

CONCLUSION

Based on the path analysis results, this study concludes that all proposed hypotheses exert a significant influence within the context of the mobile coffee industry in Medan City, with Consumer Buying Interest proven to act as a crucial intervening variable. Specifically, a unique phenomenon known as a suppressor effect was identified regarding the Location Mobility variable. On one hand, high location mobility directly decreases sales volume because it disrupts the physical consistency expected by regular customers. On the other hand, this mobility significantly stimulates consumer buying interest, which is likely driven by the novelty factor, broader market reach, and the curiosity of the Medan public toward the presence of mobile coffee setups. Meanwhile, Samahah Service Hospitality serves as a rock-solid foundation, consistently triggering buying interest and boosting sales volume directly through a friendly, tolerant, and genuine service approach. Lastly, Consumer Buying Interest emerges as the strongest predictor in this model, confirming that any marketing strategy implemented by mobile coffee businesses in Medan City will yield a far more massive impact on sales volume if it is successfully converted into strong purchase intention in the minds of consumers first.

To balance the dilemma where location mobility reduces direct sales but increases consumer interest, mobile coffee operators in Medan City should avoid random relocations and instead implement a "smart mobility" strategy, such as setting a fixed, well-communicated pop-up schedule via social media to maintain consumer anticipation without losing regular patrons. Furthermore, given the highly consistent positive impact of Samahah Service Hospitality, businesses must standardize their operations around these values offering seamless transactions, flexible complaint handling, and genuine hospitality—while pivoting marketing content toward triggering buying interest rather than aggressive hard selling. For future academic development, researchers are highly encouraged to incorporate formal mediation tests, such as Bootstrapping or the Sobel Test, to precisely define the type of mediation occurring. Additionally, since location mobility directly harms sales volume, introducing moderating variables like Digital Marketing Utilization or Social Media Engagement could reveal how digital tools mitigate physical displacement issues, while expanding the framework to include variables like Product Quality or Customer Loyalty would further enrich the model's explanatory power and long-term insights.

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