



**ANALYSIS OF THE INFLUENCE OF LUWES PURWODADI CUSTOMERS' PURCHASING DECISIONS IN TERMS OF SERVICE QUALITY, PRICE, AND LOCATION**

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**Abstraksi.**

Perkembangan dunia bisnis saat ini mengakibatkan setiap manusia akan mengalami perubahan pada pola perilaku persaingan yang semakin ketat dalam dunia bisnis. Setiap perusahaan pada umumnya ingin berhasil dan unggul dalam menjalankan bisnisnya. Kepekaan terhadap setiap perubahan harus dimiliki oleh setiap pelaku bisnis dan menempatkan orientasi kepada kepuasan pelanggan yaitu salah satunya dalam keputusan pembelian yang dipengaruhi beberapa faktor yaitu kualitas pelayanan, harga produk dan lokasi. Untuk itu tujuan dalam penelitian ini adalah untuk mengetahui Pengaruh Keputusan Pembelian Pelanggan Luwes Purwodadi Ditinjau Dari Kualitas Pelayanan, Lokasi, Dan Harga.

Populasi dalam penelitian ini adalah seluruh pelanggan Luwes Purwodadi. Penentuan sampel dalam penelitian ini menggunakan *accidental sampling* yaitu pengambilan sampling atas dasar kebetulan, artinya jika peneliti bertemu dengan seseorang maka orang tersebut dapat dijadikan sebagai sampel penelitian, apabila orang yang ditemui tersebut cocok sebagai sumber data, dan dengan kriteria utamanya yaitu orang yang ditemui merupakan pelanggan Luwes Purwodadi. Metode pengumpulan data menggunakan teknik wawancara dan kuesioner dengan skala likert. Metode analisis data menggunakan uji asumsi klasik, uji regresi berganda, dan uji hipotesis.

Hasil penelitian ini yaitu variabel kualitas pelayanan nilai signifikansi  $0,000 < 0,05$  dan nilai  $t$  hitung  $3,948 > t$  tabel  $1,986$ . Maka dapat dikatakan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap variabel keputusan pembelian. Variabel harga produk nilai signifikansi  $0,000 < 0,05$  dan nilai  $t$  hitung  $7,170 > t$  tabel  $1,986$ . Maka dapat dikatakan bahwa harga produk berpengaruh positif dan signifikan terhadap variabel keputusan pembelian. Variabel lokasi nilai signifikansi  $0,466 > 0,05$  dan nilai  $t$  hitung  $0,732 < t$  tabel  $1,986$ . Maka dapat dikatakan bahwa lokasi tidak berpengaruh terhadap variabel keputusan pembelian.

Kesimpulan yang dapat diambil dari penelitian ini adalah kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian di Luwes Purwodadi. Harga produk berpengaruh

**Keywords**

Service Quality, Product Price, Location, Purchasing Decisions

positif dan signifikan terhadap keputusan pembelian di Luwes Purwodadi. Lokasi tidak berpengaruh signifikan terhadap keputusan pembelian di Luwes Purwodadi. Untuk penelitian selanjutnya diharapkan dapat memperbaiki penelitian ini menganalisis faktor-faktor lainnya yang mempengaruhi keputusan pembelian di Luwes Purwodadi, seperti promosi, sarana penunjang, dan lainnya.

**Abstract.**

*The current development of the business world has resulted in every human being experiencing changes in patterns of increasingly fierce behavioral competition in the business world. Every company generally wants to be successful and superior in running its business. Every business actor must be sensitive to every change and place an orientation on customer satisfaction, one of which is purchasing decisions which are influenced by several factors, namely service quality, product price, and location. For this reason, this research aims to determine the influence of purchasing decisions on customers of Luwes Purwodadi in terms of service quality, location and price.*

*The population in this study were all customers of customers of Luwes Purwodadi. Determining the sample in this research uses Accidental Sampling, namely sampling based on chance, meaning that if the researcher meets someone then that person can be used as a research sample, if the person they meet is suitable as a data source, and the main criteria being that the person they meet is a customer or consumer of customers of Luwes Purwodadi. The data collection method uses interview techniques and questionnaires with a Likert scale. The data analysis method uses the classic assumption test, multiple regression test, and hypothesis testing.*

*The results of this research are that the service quality variable has a significant value of  $0.000 < 0.05$  and at value of  $3.948 > t$  table  $1.986$ . So it can be said that service quality has a positive and significant effect on purchasing decision variables. The product price variable has a significant value of  $0.000 < 0.05$  and at value of  $7.170 > t$  table  $1.986$ . So it can be said that product price has a positive and significant effect on purchasing decision variables. The location variable has a significance value of  $0.466 > 0.05$  and the calculated  $t$  value is  $0.732 < t$  table  $1.986$ . So it can be said that location does not affect purchasing decision variables.*

*The conclusion that can be drawn from this research is that service quality has a positive and significant effect on purchasing decisions at the customers of Luwes Purwodadi. Product prices have a positive and significant effect on purchasing decisions at the customers of Luwes Purwodadi. Location does not have a significant effect on purchasing decisions at the customers of Luwes Purwodadi. It is hoped that further research can improve*

**Keywords:**

**Service Quality, Product Price, Location, Purchase Decision**

*this research by analyzing other factors that influence purchasing decisions at the customers of Luwes Purwodadi, such as promotions, supporting facilities, and others.*

## **INTRODUCTION**

The current development of the business world means that every human being will experience changes, both in the political, economic, social and cultural fields, and also influences competitive behavior patterns in running their business. This makes competition increasingly fierce in the business world. Every company generally wants to be successful and superior in running its business. One of the efforts to achieve the goals set by the company is through marketing activities, which is a social process in which individuals and groups get what they need and want by creating offers and freely exchanging valuable products with other parties. The essence of marketing is identifying and meeting human and social needs. The American Marketing Association (AMA) offers the following formal definition: marketing is an organizational function and a set of processes for creating, informing, and delivering value to customers and for managing customer relationships in a way that benefits the organization and its stakeholders (Abdurrahman and Rini, 2020).

Every business actor must have sensitivity to every change and place orientation towards customer satisfaction as the main goal. A purchasing decision is a consumer's selection of two or more alternative choices for purchasing. Purchasing decisions are influenced by how to attract buyers' interest and several factors, namely, location, product completeness, and also price. Service quality is a form of consumer assessment of the level of service received (perceived service) and the level of service expected (expected service). Purchasing decisions are also influenced by price. Price is the amount of money exchanged for a product or service (Laili and May, 2022).

Luwes Purwodadi is one of the largest and most complete shopping centers in Grobogan Regency, Central Java. The location of Luwes Purwodadi is very strategic in the middle of the city, precisely on Jl. R. Suprpto No. 93B, Jetis Barat, Kec. Purwodadi, Grobogan Regency, Central Java 58111 means that Luwes Purwodadi is never empty of visitors. A variety of needs are fully available at Luwes Purwodadi including Supermarket, PnD wet which provides a wide selection of market snacks and snacks by the kilo, ice cream, packaged drinks, Fashion from children to adults is also available, Beauty Counter, Medicine Counter, Fruit Corner, Electronics Area, Stationary/ATK, Chiara Accessories, Children's toys, and Baby Sets. Apart from that, there is a favorite play area for children and toddlers, namely King's Fun on Floor 2. There is also a Food Gallery which provides a variety of delicious food menus at affordable prices. Various facilities are available at Luwes Purwodadi to support comfort when shopping, such as cool air-conditioned rooms, escalators, luggage storage, large parking area, prayer room and toilets. Luwes has the slogan "Luwes : The Right Choice for Economical Shopping".

Previous research found that there are elements that influence purchasing decisions. Research conducted by (Abdurrahman and Rini, 2020) stated that product quality, service quality, price and location were proven to simultaneously have a significant influence on consumer decisions in buying food at Taliwang restaurants. What is supported by (Ahmad Izzuddin and Muhsin, 2020) shows that product quality has no significant effect on consumer satisfaction. Service quality has a significant effect on consumer satisfaction. Location does not have a significant effect on consumer satisfaction at Warung Sate Ayam and Kelinci Mas Asep. There is also (I Gede Arya Pratama, et al., 2021) showing that service quality, price and location simultaneously affect customer loyalty, so the better the service quality, price and location, the greater the customer loyalty to PT. Sejahtera Indobali Trada Benoa. Likewise, research from (Laili and May, 2022) states that the variables of service quality, price and

location simultaneously have a significant and positive influence on purchasing decisions at Kedai Kopi Be Kalirejo. Based on the background of the problem from the description above, this research aims to analyze the influence of purchasing decisions on Luwes Purwodadi customers in terms of service quality, location and price.

## **LITERATURE REVIEW**

### **Service quality**

According to Tjiptono (in Ahmad Izzanuddin and Muhsin 2020) service quality is an effort to deliver services to meet customer needs and desires as well as accuracy of delivery to match customer expectations. Consumer expectations are consumer beliefs before trying or buying a product which is used as a reference in assessing the product's performance. Service quality is a measure of how well the level of service provided meets customer expectations. There are factors that influence service quality, namely expected services and perceived or felt services. If the service is expected, then the quality of the service will be perceived as good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as ideal quality. Likewise, if the perceived service is worse than the expected service, then the quality of the service is perceived as negative or bad. So whether service quality is good or not depends on the service provider's ability to consistently meet customer expectations.

The level of customer satisfaction itself can be obtained from a comparison of the actual service received by customers with the type of service expected by consumers. A good type of service quality is a type of service that is satisfactory and in accordance with this service can exceed customer expectations. If this service can exceed customer expectations, then this type of service quality can be categorized as very high quality or very satisfying service (Arya Pratama, et al, 2021).

Service quality is an important thing that must be considered and maximized so that it can survive and remain the choice of customers. Whether the services provided meet consumer expectations or not is because each community or consumer has their own assessment of each service provided to their individual. The role of good service quality is very influential, without proper service, products will be less popular with consumers (Valerie Angela, et al, 2021).

There are five indicators of service quality according to (Abdurrahman and Rini, 2020), namely: (1) Reliability is the ability to carry out appropriate services appropriately, (2) Responsiveness is the desire to help consumers and provide appropriate service. quickly and cheaply, (3) Empathy is a sense of caring and caring for each customer, (4) Assurance is the knowledge and friendliness of employees as well as the ability to give the impression of being trustworthy and full of confidence, and (5) Tangible (Tangibility) is the appearance of physical facilities, equipment, personnel and communications equipment.

### **Product Price**

Purchasing decisions are also influenced by price. Price is the amount of money exchanged for a product or service. A company must set prices according to the value provided and understood by customers. If the price turns out to be higher than the value received, the company will lose the possibility of making a profit. If the price turns out to be too low than the value received, the company will not succeed in reaping the possibility of making a profit. The aim of applying prices is to achieve profits, pricing is very influential on determining the position of the product based on quality. Price is the amount of money that must be paid by consumers or buyers to get the product offered by the seller. The selling price must be adjusted to the purchasing power of the target consumer and taking into account factors such as costs, profits, competitors and changes in market desires.

Another definition of price is the amount of money (plus some goods if possible) needed to get a certain combination of goods and services. Determining the selling price must be in accordance with the purchasing power of the target consumer and taking into account factors such as costs, profits, competitors and changes in market desires. Price is an important element in a company where with the price the company will get income for the company's sustainability (Laili and May, 2022).

Price can also create loyalty in purchasing goods or services. Before customers make a decision, customers will first look for information about the product they want to buy rather than comparing it with other products. The company's way of determining the price of goods is determined by comparing the consequences of deregulation, intense global competence for the company to strengthen the company's potential in market share (Arya Pratama, et al, 2021).

Another concept shows that if the price of an item purchased by consumers can provide satisfactory results, then it can be said that the company's total sales will be at a satisfactory level, measured in rupiah, so that it can create subscriptions. Where customers who receive good service at relatively affordable prices will make customers keep coming back to buy the product (Arif Dili, 2020).

According to (Aditya and Prihartini, 2021), there are 4 indicators that characterize prices, namely: (1) Price affordability, (2) Price suitability to product quality, (3) Price competitiveness, and (4) Price suitability to benefits.

### **Location**

Apart from service quality and price, another factor that determines purchasing decisions is accuracy in choosing a location, because location is very influential in consumers' decisions in purchasing a product. Location is a distribution channel, namely the route used to move products from producers to consumers.

A good location guarantees fast access, can attract a large number of consumers, and is strong enough to change consumer shopping and purchasing patterns. As companies offer the same products, even the slightest differences in location can have a strong impact on a store's market share and capabilities. Strategic location will influence consumer satisfaction in making purchases. This is because having a business location that is close to home or residence, close to activities, and easy to reach by transportation, will make it easier for consumers to reach the business location with minimal sacrifice, both in terms of energy and materials. In this way, the level of satisfaction will be greater than in locations that are far from places of activity, far from where you live, and difficult to reach by transportation.

Lupiyoadi stated that location is a decision made by the company regarding where its operations and staff will be located. Companies that are unable to adapt to their environment will be eliminated from business competition by other entrepreneurs who are better able to adapt to their environment. A business person must also pay attention to several factors in choosing a location to set up a business, including easy access, easy visibility and lots of traffic passing by, creating good opportunities in the future (Arif Dili, 2020).

Location is the place where a business takes place. Ideally, service providers have a good location as their place of business, a place that is preferred by both producers and consumers. So it can be said that location plays a key role in the existence of service businesses in the future. The location of a service provider is also an important factor for consumers. One of the reasons the location of a service provider is important for customers is because the service provider is close to the customer's residence or close to the customer's workplace (Ahmad Izzuddin and Muhsin, 2020). According to (Kotler and Armstrong in Arya Pratama, et al, 2021) states that place or location, namely various company activities to make the products produced or sold affordable and available to the target market.

According to (Laili and May, 2022) selecting a place or location requires careful consideration of the following factors: (1) Access, for example a location that is passable or easy to reach by public transportation, (2) Visibility, namely a location or place that can be seen clearly more than normal visibility, (3) Traffic, (4) Spacious, comfortable and safe parking space for both two-wheeled and four-wheeled vehicles, (5) Expansion, namely the availability of a large enough space for business expansion in the future, and (6) Environment, namely the surrounding area that supports the services offered. For example, food stalls are close to boarding areas, student dormitories, campuses, or offices.

### Buying decision

According to (Laili and May, 2022), consumer behavior is actions that are directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows these actions. From this understanding it can be seen that understanding consumer behavior is not an easy job, but is quite difficult and complex, especially due to the many variables that influence and variables that tend to interact with each other. Buyer behavior can also be expressed as a process where individuals interact with their environment for the purpose of making decisions in the market about goods and services so that consumer behavior is of course influenced by the environment.

Purchasing decisions are a process of assessing and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable (Valerie Angela, et al., 2021).

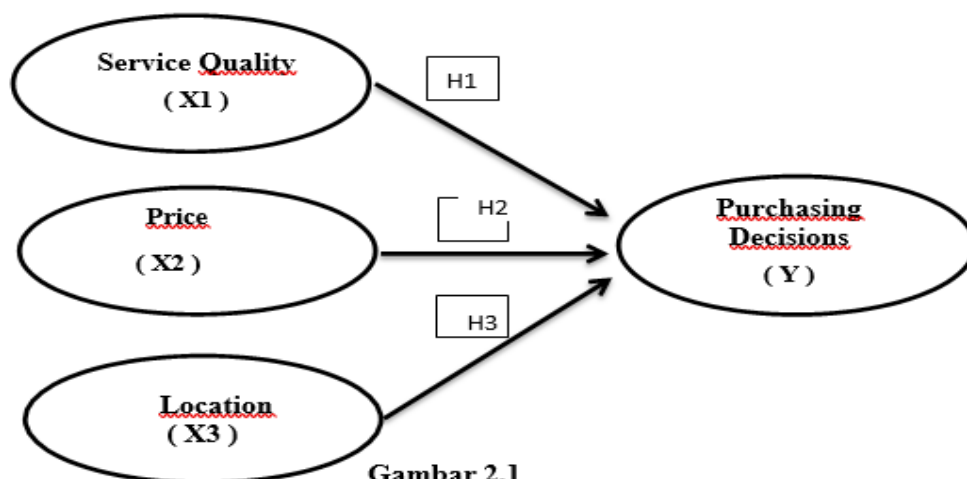
According to (Kotler and Keller in Vania Senggetang, et al, 2019) there are four indicators of purchasing decisions, namely: (1) Steadfastness in a product, (2) Habits in buying products, (3) Giving recommendations to other people, and (4) Doing repeat purchase.

## RESEARCH METHODS

### Framework

A framework is a systematic explanation of the relationship between the variables studied. It is hoped that this framework will provide convenience and clarity in understanding the research flow. A thinking framework is a conceptual model of how theory relates to various factors that have been identified as important. According to Sugiyono (2019), this framework is a temporary explanation of the symptoms that are the object of the problem.

Based on this explanation, it can be concluded that the framework of thought is a temporary conceptual explanation relating to the relationship between each problem object based on theory. The relationship between the variables Service Quality (X1), Product Price (X2), Location (X3) in the research can be seen in the following picture:



Gambar 2.1  
Theoretical Framework

## **Hypothesis**

A hypothesis is a prediction of a phenomenon and is an assumption whose truth will be tested using existing facts (Joni Kurniawan, 2022). Based on the theoretical description, relevant research results and the framework of thinking above, a research hypothesis can be drawn in the form of a temporary answer to the research problem that has been formulated, namely as follows:

### **1. The Influence of Service Quality on Customer Purchasing Decisions at Luwes Purwodadi**

Service quality is an effort made to meet consumer needs and desires and the way it is delivered to customers so that consumer expectations and satisfaction are met. Service quality will influence a consumer's purchasing decision, if the service is good then consumers will buy the product and will even buy it repeatedly. Based on research conducted by Anis Pusposari, thesis of the Islamic Economics and Business faculty at IAIN Surakarta with the title "The Influence of Service Quality, Trust and Price on Online Purchase Decisions for Clothing Products via Instagram Social Media Among Students of the IAIN Surakarta Islamic Economics and Business Faculty." With results: The research results show that in the F regression test carried out it was found that all variables including service quality, trust and price simultaneously influenced online purchasing decisions. Meanwhile, from the results of the T test carried out, the partially influencing variables are service quality and trust in online purchasing decisions, while the price variable partially has no effect on online purchasing decisions (Panggih, 2021).

Based on the description above, the following hypothesis can be formulated:

H1: There is an influence of Service Quality (X1) on purchasing decisions (Y) of customers at Luwes Purwodadi

### **2. The Influence of Price on Customer Purchasing Decisions in Luwes Purwodadi**

Price is an amount of money or goods that is used to assess and obtain products or services needed by consumers. Based on Rika Aprilia's research, thesis of the faculty of Islamic economics and business at UIN Raden Fatah Palembang entitled: "The Influence of Consumer Behavior, Brand Image, Price, and Product Quality on Converse Shoe Product Purchasing Decisions for Febi Students at UIN Raden Fatah Palembang" with the research results showing that the variables Consumer behavior, brand image, price and product quality have a positive and significant influence on the decision to purchase Converse shoe products among FEBI UIN Radeb Fatah Palembang students. A significant value of  $0.075 < 0.05$  means that price has a significant effect on purchasing decisions (Panggih, 2021).

Based on the description above, the following hypothesis can be formulated:

H2: There is an influence of price (X2) on customers' purchasing decisions (Y) at Luwes Purwodadi.

### **3. The Influence of Location on Customer Purchasing Decisions in Luwes Purwodadi**

Business Location is the place where the company operates or where the company carries out activities to produce goods and services that are important to the economic aspect. Choosing a location is the most expensive investment because the location can be said to determine whether there will be many visitors or not. Based on research by Elsi Yuliansari, thesis of the Islamic Economics and Business Faculty of IAIN Palangkaraya entitled: "Location Selection Strategy for the Success of Micro and Small Service Businesses in Jekan Raya District" with the results of research on proximity factors to offices and school institutions, proximity factors to raw materials, proximity factors with housing, the factor of ease in dividing time, and the factor of being easily accessible are factors that influence purchasing decisions (Panggih, 2021).

Based on the description above, the following hypothesis can be formulated:

H3: There is an influence of location (X3) on purchasing decisions (Y) of customers at Luwes Purwodadi.

## RESULTS AND DISCUSSION

### Population and Sample

According to (Sugiyono in Widodo, 2021), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Population is not only the number of people but also the character or traits possessed by the object under study. In this research, the population is customers in Luwes Purwodadi, both from the Purwodadi community and the general public in that place. The population in this study is infinite.

The sample is part of the number and characteristics of the population. Another meaning of sample is a collection of elements or individuals who are part of the population. Sampling was carried out due to limited funds, time and research personnel. The technique used in sampling this research is accidental sampling. Namely, sampling is based on chance, meaning that if the researcher meets someone, that person can be used as a research sample, if the person they meet is suitable as a data source, and the main criterion is that the person they meet is a customer at Luwes Purwodadi.

### Research result

#### Description of Research Objects

The description of the respondents will show the profile of Luwes Purwodadi customers who were respondents to research analyzing the influence of service quality, product price and location on purchasing decisions at Luwes Purwodadi. Respondent descriptions include gender, age and education which are based on the results of filling in their identity in the questionnaire. The results of the respondents' descriptions can be seen in the following tables:

##### 1. Description According to Gender

The respondents will be seen based on differences in male and female gender. The number of male and female respondents can be seen in table 4.1.

**Table 4.1**  
**Respondents by Gender**

No	Gender	Respondent	
		Frequency (Person)	Percentage
1	Man	43	44.8%
2	Woman	53	55.2%
		96	100%

*Source: Primary Data Processed 2024*

Based on Table 4.1 above, it shows that the respondents based on gender are 43 men with a percentage of (44.8%) and 53 women with a percentage of (55.2%). It can be said that the majority of customers from Luwes Purwodadi are predominantly female, namely 53 people with a percentage value of (55.2%).

##### 2. Description of Respondents According to Age

The respondents will be grouped into several age ranges to analyze the age of Luwes Purwodadi customers. The results of the age description can be seen in table 4.2.

**Table 4.2 Respondents by age**

No	Age (Years)	Respondent	
		Frequency (Person)	Percentage
1	<20	11	11.5%



2	20-35	53	55.2%
3	36-50	24	25%
4	>50	8	8.3%
		96	100%

Source: Primary Data Processed 2024

Based on table 4.2 above, it shows that Luwes Purwodadi customers aged under 20 years are 11 people with a percentage of (11.5%), aged 20-35 years there are 53 people with a percentage of (55.2%), aged 36-50 years as many as 24 people with a percentage of (25%), and 8 people aged over 50 years with a percentage of (8.3). It can be said that the majority of customers from Luwes Purwodadi are predominantly customers aged 20 - 35 years with a percentage of 55, 2% of total respondents.

### 3. Description of Respondents According to Education

The education description will group respondents based on differences in the level of education the respondents last took, so that it can show the education of Luwes Purwodadi customers. The education of the respondents can be seen in table 4.3.

**Table 4.3 Respondents based on education**

No	Last education	Respondent	
		Frequency (Person)	Percentage
1	Middle School/Equivalent	13	13.5%
2	High School/Equivalent	34	35.4%
3	Diploma	11	11.5%
4	Bachelor degree	38	39.6%
Amount		96	100%

Source: Primary Data Processed 2024

Based on table 4.3 above, it shows that with SMP with 13 respondents (13.5%), SMA with 34 respondents (35.4%), Diploma with 11 respondents (11.5%) and Strata 1 with the number of respondents was 38 people (39.6%). It can be said that the majority of customers from Luwes Purwodadi are more dominant with a Bachelor's degree, namely 38 respondents with a percentage of 39.6% of the total respondents.

### Description of Research Variables

Variable description analysis is used to see the perceptions given by respondents regarding the variables of service quality, product price, location and purchasing decisions. Descriptive analysis was carried out based on the results of respondents' statements, which then looked for the average value and assessed using the following scale range:

$$\text{Scale Range} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}}$$

These calculations are as follows:

$$\begin{aligned} \text{Scale Range} &= \frac{5 - 1}{5} \\ &= 0,8 \end{aligned}$$

The standards for the five class categories are:

1.00 – 1.80 = very low

1.81 – 2.60 = low

2.61 – 3.40 = enough

3.41 – 4.20 = tall

4.21 – 5.00 = very high

Based on the scale range values, the following will see the results of the analysis of the description of each research variable as follows:

4. Service Quality Variable (X1)

The Service Quality variable in this study was measured by 5 indicators. The results of the Service Quality questionnaire can be explained in table 4.4 as follows:

**Table 4.4**  
**Respondents Regarding Service Quality Variables**

QUALITY OF SERVICE (X1)		Alternative Answer					Average
STATEMENT		STS	T.S	CS	S	SS	
1	Luwes Purwodadi employees provide fast and friendly service.	0	3	12	51	30	4.13
2	You don't have to wait too long for payment.	0	4	17	45	30	4.05
3	Products provided by Luwes Purwodadi hygienic/clean and quality.	0	5	18	40	33	4.05
4	Employees are friendly and always smile when providing service to visitors.	0	3	8	19	10	4.08
5	The room is attractive and the tables available are clean.	0	5	3	21	11	4.14
AVERAGE QUALITY OF SERVICE							4.09

Source: Primary data processed in 2024

From table 4.4 above, the average of the Service Quality variable is 4.09. This figure, when viewed from the index scale range of 1 - 5, means that the respondent's response to Service Quality is high or good.

5. Product Price Variable (X2)

The product price variable in this study was measured using 5 indicators. The results of the product price variable questionnaire can be explained as follows:

**Table 4.5**  
**Respondents Regarding Product Price Variables**

PRODUCT PRICE (X2)		Alternative Answer					Average
STATEMENT		STS	T.S	CS	S	SS	
1	The food prices are affordable.	0	2	17	44	33	4.13
2	The price corresponds to the quality of taste.	0	4	20	37	35	4.07
3	Price according to quantity (portion).	0	0	21	42	33	4.13
4	Prices at Luwes Purwodadi are cheaper than other places.	0	3	16	38	39	4.18
AVERAGE PRODUCT PRICES							4.13

Source: Primary data processed in 2024

From table 4.5 above, the average product price variable is 3.97. This figure, when viewed from the index scale range 1 – 5, means that the respondent's response to the product price is high or good.

6. Location Variables (X3)

The location variable in this study was measured using 5 indicators. The results of the location variable questionnaire can be explained as follows:

**Table 4.6**  
**Respondent Regarding Location Variables**

LOCATION (X3)		Alternative Answer					Average
STATEMENT		STS	T.S	CS	S	SS	
1	The location is easy to reach by public transportation.	0	2	7	45	42	4.32
2	There are directions to get there <b>Supple Purwodadi</b>	0	3	10	37	46	4.31
3	Strategic location where there are many people doing activities nearby.	0	2	8	35	51	4.41
4	Traffic around Luwes Purwodadi is smooth	0	1	13	42	40	4.26
5	Has a comfortable and safe parking area.	0	2	7	36	51	4.42
6	<b>Supple Purwodadi</b> have a supportive environment for starting a business.	0	0	5	59	35	4.34
7	A place or location that can be seen clearly from a normal viewing distance.	0	3	9	52	32	4.18
LOCATION AVERAGE							4.32

Source: Primary data processed in 2024

From table 4.6 above, the average location variable is 4.32. This figure, when viewed from the index scale range of 1 – 5, means that the respondent's response to the location is very high.

7. Purchase Decision Variable (Y)

The purchasing decision variable in this study was measured using 5 indicators. The results of the purchasing decision variable questionnaire can be explained as follows:

**Table 4.7**  
**Respondents Regarding Purchasing Decision Variables**

PURCHASE DECISION (Y)		Alternative Answer					Average
STATEMENT		STS	T.S	CS	S	SS	
1	After shopping at Luwes Purwodadi, the product/food you are looking for is available.	1	8	13	48	26	3.94
2	Consumers choose product brands that have felt the benefits.	0	7	16	48	25	3.95
3	Consumers choose Luwes Purwodadi as a place to celebrate big events.	0	2	16	47	31	4.11
4	Consumers will do shopping return to Luwes Purwodadi	0	2	8	56	30	4.19
PURCHASE DECISION AVERAGE							4.05

Source: Primary data processed in 2024

From table 4.7 above, the average purchasing decision is obtained at 4.05. This figure, when viewed from the index scale range of 1 – 5, means that the respondent's response regarding purchasing decisions is high or good.

**Multiple Linear Regression Analysis**

The purpose of multiple linear regression analysis in this research is to find the influence of the independent variable on the dependent variable. The results of multiple linear regression analysis are presented in table 4.11.

**Table 4.11**  
**Results of Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,498	2,180		,229	,820
	QUALITY SERVICE	,257	,065	,313	3,948	,000
	PRODUCT PRICES	,548	,076	,550	7,170	,000
	LOCATION	,046	,063	,058	,732	,466

a. Dependent Variable: PURCHASE DECISION

Source: Primary Data processed 2024

From table 4.11 above, the regression model in this research can be formulated as follows:

$$Y = 0.498 + 0.257 X1 + 0.548 X2 + 0.046 X3$$

The interpretation of the multiple linear regression equation above is as follows:

- 1) The constant value is 0.498, which means that the purchasing decision variable value is 0.498 if the service quality, product price and location variables have a value of 0.
- 2) The regression coefficient value of the service quality variable is 0.257, so the service quality variable has a positive value. This means that it has values that are in the same direction or not in the opposite direction, namely if service quality increases by 1% then purchasing decisions will increase by 0.257, and conversely if service quality decreases then purchasing decisions will also decrease.
- 3) The regression coefficient value of the product price variable is 0.548, so the product price variable has a positive value. This means that it has values that are in the same direction or not in the opposite direction, that is, if the product price increases by 1%, purchasing decisions will also increase by 0.548, and conversely, if product prices decrease, purchasing decisions will also decrease.
- 4) The regression coefficient value for the location variable is 0.046, so the location variable has a positive value. This means that it has values that are in the same direction or not in the opposite direction, namely if location increases by 1% then purchasing decisions will also increase by 0.046, and conversely if location decreases by 1% then purchasing decisions will also decrease by 0.046.
- 5) The independent variable that is more dominant in purchasing decisions is product price with a regression coefficient value of 0.548.

### Hypothesis testing

#### Partial Test (t test)

The t test is used to determine whether the variables service quality (X1), product price (X2), location (X3) and partially influence the purchasing decision variable (Y). The results of the t test can be seen in the coefficients table in the sig (significance) column and the calculated t value. If the significance value is <0.05, then it can be said that there is a significant influence between the service quality variables (X1), product price (X2), location (X3) on the purchasing decision variable (Y) partially. However, if the significance value is > 0.05, then it can be said

that there is no significant influence between each of the service quality variables (X1), product price (X2), location (X3) on the purchasing decision variable (Y).

Apart from looking at the significance value, to be able to find out whether variable X partially influences variable Y you can also look at the t table. If the calculated t value > t table then there is an influence of variable X on variable Y. However, on the other hand, if the calculated t value < t table then there is no influence of variable

$$t \text{ table} = t (a/2 : n - k - 1)$$

Information

k= number of independent variables

n= number of samples/respondents

Based on the formula above, the t table value in this study is

$$T \text{ table} = t (0.05/2 : 96-3-1)$$

$$= t (0.025: 96-3-1)$$

$$= t (0.025:92)$$

$$= 1.986$$

**Table 4.12 SPSS Output t Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,498	2,180		,229	,820
	QUALITY SERVICE	,257	,065	,313	3,948	,000
	PRODUCT PRICES	,548	,076	,550	7,170	,000
	LOCATION	,046	,063	,058	,732	,466

a. Dependent Variable: PURCHASE DECISION

Source: Primary data processed in 2024

Based on the results of data processing in table 4.12 above, it can be seen the probability of the t value or significance of the three independent variables above, namely:

- a. The service quality variable (X1) has a significance value of 0.000 < 0.05 and a calculated t value of 3.948 > t table 1.986. So it can be said that the significant influence of the independent variable on the dependent variable partially means that service quality has a positive and significant influence on the purchasing decision variable.
- b. The product price variable (X2) has a significance value of 0.000 < 0.05 and the calculated t value is 7.170 > t table 1.986. So it can be said that the independent variable has a significant effect on the dependent variable, partially meaning that the product price has a positive and significant effect on the purchasing decision variable.
- c. The location variable (X3) has a significance value of 0.466 > 0.05 and a calculated t value of 0.732 < t table 1.986. So it can be said that there is no significant effect between the independent variables on the dependent variable, partially meaning that location has no effect on the purchasing decision variable.

**Model Feasibility Test**

Model Feasibility Test (Goodness of fit) is used in testing to determine whether the research model is feasible or not. The results of the model feasibility test (goodness of fit) can be formulated as follows:

$$df1 = \text{Independent variable} + \text{Dependent variable} - 1 \quad df1 = X+Y-1$$

$$= 3+1-1$$

$$= 3$$

$$df2 = \text{Sample-Number of Variables}$$

= 96-4  
= 92

From the df1 and df2 values, taking a confidence level of 95% or a significance value of 0.05, the f table value is 2.704. The basis for decision making to determine whether the analysis results show whether the research model is appropriate or not is as follows:

- a. If the calculated f value > f table means that the research model can be said to be suitable or fit.
- b. If the calculated f value < f table means that the research model can be said to be inappropriate or unfeasible.

The results of the statistical test of the model feasibility test (goodness of fit) carried out with the help of SPSS 26.0 obtained the following results:

**Table 4.13**  
**Model Feasibility Test Results (Goodness of fit)**

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	250,743	3	83,581	28,076	,000
	Residual	273,882	92	2,977		
	Total	524,625	95			
a. Dependent Variable: PURCHASE DECISION						
b. Predictors: (Constant), LOCATION, PRODUCT PRICE, QUALITY SERVICE						

Data source: Primary data processed in 2024

Based on table 4.13 above, it is known that the calculated f value is 28,076 with a regression degree of freedom (df) of 3 and a residual df value of 92 and an f table value of 2.704.

For testing, namely by comparing the values of calculated f and table f, it gives the result that calculated  $f_{28,076} >$  table f value 2.704. So it can be concluded that the model used is appropriate or fit.

**Coefficient of Determination**

The coefficient of determination test aims to determine the proportion or percentage of total variation in the dependent variable that is explained by the independent variable. If the analysis used is simple regression, then the R Square value is used. However, if the analysis used is multiple regression, then the Adjusted R Square is used.

The results of the Adjusted R2 calculation can be seen in the Model Summary output. In the Adjusted R2 column, you can see what percentage the independent variables can explain to the dependent variable. Meanwhile, the rest is influenced or explained by other variables not included in the research model.

Determination analysis in multiple linear regression is used to determine the percentage contribution of the influence of the independent variables (X1,

If the determination analysis (R2) is equal to 0, then there is no relationship whatsoever between service quality, product price and location on purchasing decisions at Luwes Purwodadi. It can be interpreted that the independent variable has no effect on the dependent variable. On the other hand, if the determination analysis (R2) is equal to 1, then the percentage of service quality, product price and location that have an influence on the dependent variable is perfect.

From the results of the regression analysis, it can be seen in the model summary output as follows:

**Table 4.14**  
**Determination Analysis Results (Model Summary)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691a	.478	.461	1,725
a. Predictors: (Constant), LOCATION, PRODUCT PRICE, QUALITY SERVICE				

*Data source: Primary data processed in 2024*

Based on the table above, the Adjusted R Square figure is 0.461 or around 46.1%. This shows that the variables of service quality, product price and location are able to explain variations in purchasing decisions by 46.1%. Meanwhile, the remaining 53.9% was explained by other variables not explained in this study.

### Discussion

The results of research regarding the analysis of the influence of service quality, product price and location on purchasing decisions at Luwes Purwodadi will be analyzed further through the following discussion:

#### 1. The influence of service quality on purchasing decisions at Luwes Purwodadi

The results of the hypothesis testing carried out prove that hypothesis 1 is accepted. Service quality has a significance value of  $0.000 < 0.05$  and a calculated t value of  $3.948 > t$  table 1.986. So it can be said that service quality has a positive and significant effect on purchasing decision variables.

The research is in line with the results of previous research conducted by Avi Riztando, 2019, which said that service quality influences customer satisfaction.

#### 2. The influence of product prices on purchasing decisions at Luwes Purwodadi

The results of the hypothesis testing carried out prove that hypothesis 2 is accepted. This is proven by the results of the hypothesis test which shows that the product price variable has a significance value of  $0.000 < 0.05$  and the calculated t value is  $7.170 > t$  table 1.986. So it can be said that product price has a positive and significant effect on purchasing decision variables.

This research is in line with previous research from Arif Dili Apriliyanto, 2020 which explained that it has a significant and positive effect on purchasing decisions.

#### 3. The influence of location on purchasing decisions at Luwes Purwodadi

The results of the hypothesis testing carried out prove that hypothesis 3 is rejected. The location variable has a significance value of  $0.466 > 0.05$  and the calculated t value is  $0.732 < t$  table 1.986. So it can be said that location has no effect on purchasing decision variables.

The results of this research are not in line with previous research conducted by Nindi Ayu Tamara Sari, 2020, which explained that location has a significant influence on purchasing decisions. This is because the location of Luwes Purwodadi is in the middle of the city which has a one-way road which means that consumers cannot turn around when they pass too far through Luwes Purwodadi.

### Conclusion

Based on the results of testing and data analysis that have been carried out in this research, the conclusions that can be drawn from this research are as follows:

1. Service quality has a positive and significant effect on purchasing decisions at Luwes Purwodadi
2. Product prices have a positive and significant effect on purchasing decisions at Luwes Purwodadi
3. Location does not have a significant effect on purchasing decisions at Luwes Purwodadi.

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