



The Effect of Location, Service Quality and Price on Consumer Purchasing Decisions (Case Study on Consumers of Mak Hengky Restaurant Air Manna South Bengkulu)

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ABSTRACT

Purchasing decision is a process where consumers evaluate various alternative choices and choose one or more alternatives that are needed based on certain considerations. Several factors influence consumer purchasing decisions including location, service quality and price. This study aims to determine the effect of location, service quality and price on consumer purchasing decisions. This type of research is quantitative research with a descriptive approach. The population of this study were all consumers of the Mak Hengky Air Manna restaurant. The number of research samples was 85 people. Data collection was carried out using a questionnaire. The data analysis technique uses multiple linear regression analysis techniques. The results of data analysis obtained multiple linear regression equations as follows: $Y = 1.752 + 0.373 X_1 + 0.301 X_2 + 0.302 X_3$. The results of the analysis show that partially location has a positive and significant effect on purchasing decisions ($t_{count} = 4,799$ and $Sig = 0,000$), service quality has a positive and significant effect on purchasing decisions ($t_{count} = 4,615$ and $Sig = 0,000$) and price has a positive and significant effect on purchasing decisions ($t_{count} = 3.836$ and $Sig = 0.000$). Simultaneously there is the influence of location, service quality and price on consumer purchasing decisions ($F_{count} = 114,832$ and $Sig = 0,000$). It is suggested to the owner of the Mak Hengky restaurant to be able to improve consumer purchasing decisions by providing good parking space, improving service quality and setting competitive prices according to consumer perceptions.

PENDAHULUAN

In the current era of globalization, businesses are growing very fast. Various kinds of businesses ranging from technology businesses to food businesses have sprung up along with the improvement of world economic conditions after the Covid-19 pandemic. The same conditions also apply in the country of Indonesia, the economy of the country of Indonesia is currently developing in a better direction. This can be seen from the rapid development of the business world, where more and more business people open and develop their businesses well. One of the growing businesses in Indonesia today is the culinary business. The development of a new lifestyle in Indonesian society

that demands everything to be instant is an opportunity for culinary businesses in Indonesia. However, the number of business actors who capture this as a business opportunity makes the culinary business in Indonesia mushroom and causes competition to become increasingly fierce, therefore business people must be able and quick and responsive in making good decisions so that the business they establish can develop in the sense that they can survive and win the competition in the business they are engaged in.

In running a business, business people must always observe and understand the needs and desires of consumers, by understanding the needs and desires of consumers, it will provide important input for business people to design the right marketing strategy. In addition to creating products that consumers need and want, business actors must be able to inform or communicate these products to consumers to attract consumer interest in making purchases. Choosing the right location is sometimes an important factor in the success of a business. Location is one of the factors that is often a consideration for consumers in making purchasing decisions for a product. A strategic business location will save promotional costs for business actors because it is easy to find and will also save costs for consumers, where consumers will easily find business locations without having to sacrifice more cost and time.

After consumers find the intended location or place of business, basically consumers are not only looking for food and beverage products, but consumers will also see what the quality of service provided by employees or business actors is like. Several things such as the appearance of employees in serving consumers, the friendliness of employees or business actors and the concern of employees for the needs and desires of consumers are sometimes the determining factor whether consumers will make a purchase or not. Very often it is found that consumers cancel making purchases because they feel that the quality of service of employees or business actors is not good.

Apart from location and service quality, the price factor also determines consumer purchasing decisions. Consumers often compare prices before purchasing a product, this is an effort made by consumers to find the best and competitive prices. However, business actors must be careful in determining prices for food and beverage products. This is because consumer perceptions of the price of a product may be different, where on the one hand consumers may want a low price for a product, but on the other hand there is a group of consumers who perceive low prices as a reflection of a product that is not of high quality. Therefore, in determining the price of a product, business actors must adjust to the target market which will basically have the same perception of the price of a product.

The increasing number of restaurant businesses that offer almost the same food and beverage products causes consumers to sometimes experience difficulties in making purchasing decisions. According to (Kotler, 2015), purchasing decisions are the actions of consumers to want to buy or not a product. Another understanding of purchasing decisions according to (Schiffman & Kanuk, 2014), a purchase decision is a person's decision where he chooses one of several alternative choices available.

Purchasing decisions made by consumers involve consumer confidence in a product so that there is a sense of confidence in the correctness of the actions taken. Consumer confidence in the purchasing decisions they make represents the extent to which consumers have confidence in their decision to choose a product (Kusumastuti, 2011). Several factors that must be considered by business actors to improve consumer purchasing decisions for a product are choosing the right business location, the best quality of service to consumers and the right price for each food and beverage product.

The restaurant business is one of the businesses that is currently experiencing very intense competition, especially in Manna City, South Bengkulu. This can be seen from the many new restaurants that stand along the road near the Manna Water Bridge, South Bengkulu, these restaurants basically offer the same products, namely food and drinks typical of South Bengkulu. One of the restaurants that stands on the side of the Air Manna Bridge road is Rumah Makan Mak

Hengky. Mak Hengky Restaurant sells food and drinks typical of South Bengkulu. Mak Hengky Restaurant was first opened in November 2018. Since it was first opened, the enthusiasts or visitors to Mak Hengky Restaurant are arguably quite crowded. . Visitors to Mak Hengky Restaurant, not only come from Manna City, but also come from other areas outside Manna City.

The results of pre-research conducted by the author on December 07, 2022 by interviewing the owner of Mak Hengky Restaurant obtained information that the number of visitors at Mak Hengky Restaurant in the last few months has decreased significantly. The owner of Mak Hengki Restaurant stated that several factors are thought to be the cause of the decline in the number of consumers who buy food and drinks at his Restaurant related to the price of food and drinks offered, the quality of service provided by employees and the location of parking vehicles both motorbikes and cars that are inadequate. This is a consumer complaint submitted directly to the owner of Mak Hengky Restaurant.

The results of interviews with several consumers at Mak Hengky Restaurant obtained information that there are still problems related to consumer purchasing decisions at Mak Hengky Restaurant. This can be seen from several things such as: there are still consumers who cancel their purchase even though they have stopped or visited Mak Hengky Restaurant because consumers do not get a vehicle parking location, consumers feel that the price of food offered is more expensive than the price of food offered by other restaurants in the vicinity and consumers feel that employee service is less friendly to consumers. Some consumers stated that they did not recommend buying food and drinks at Mak Hengky Restaurant because of unfriendly service and prices that were considered more expensive than the prices of food offered by other restaurants. Some consumers stated that they would not visit again or buy food and drinks at Mak Hengky Restaurant because they were disappointed with the services provided by Mak Hengky Restaurant.

The interview results also show that several factors that are thought to influence consumer purchasing decisions at Mak Hengky Restaurant are location, service quality and price factors. Some consumers stated that the location of Mak Hengky Restaurant which is right on the edge of the highway causes consumers difficulties when they want to stop eating at Mak Hengky Restaurant due to narrow or inadequate parking lots. This causes consumers to look for other restaurants around Air Manna with a more strategic location and have adequate parking lots.

Apart from the location factor, the service quality factor is also thought to influence consumer purchasing decisions at Mak Hengky Restaurant. There are still consumers who cancel their purchases even though they have stopped or visited Mak Hengky's Restaurant because the services provided by the owner and employees are not friendly and polite. Some consumers state that employees are often wrong in preparing consumer orders, the food prepared or served by employees does not match the food and drinks ordered by consumers. During peak hours, employees are usually less quick and responsive to serving consumers, which causes consumers to feel annoyed and dissatisfied with the services provided by employees of Mak Hengky Restaurant.

The next factor that is thought to influence consumer purchasing decisions at Mak Hengky Restaurant is the price factor for food and drinks. Based on the explanations of several consumers, Mak Hengky Restaurant sets prices for food and drinks above the prices of other restaurants. Although there are several consumers who state that the price of food at Mak Hengky Restaurant is in accordance with the quality offered, some consumers actually consider that the price is inappropriate because it is more expensive than the prices set by other restaurants with basically the same product. Based on the above background, the authors are interested in conducting research with the title "The Effect of Location, Service Quality and Price on Consumer Purchasing Decisions (Case Study on Consumers of Mak Hengky Restaurant in Air Manna, South Bengkulu)".

LITERATURE REVIEW

Purchase Decision

According to (Schiffman & Kanuk, 2014), a purchasing decision is a selection of two or more

alternative purchasing decision options, meaning that someone can make a decision, there must be various alternative options available. According to (Alma, 2017), a purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, features, physical evidence, people, and process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of a response that appears what product to buy.

Meanwhile, according to (Mutoharoh et al., 2015), purchasing decisions are a series of processes that consumers go through in deciding on purchasing actions. The decision to buy can lead to how the process of making that decision is carried out. According to (Kotler, 2015), purchasing decisions are stages carried out by consumers before making a decision to purchase a product.

According to (Engel et al., 2013), purchasing decisions are the process of formulating various alternative actions in order to make a choice on one particular alternative to make a purchase. Marketers need to know who is involved in buying decisions and what role each person plays for many products, it is quite easy to recognize who makes decisions. Based on the definitions according to the experts above, it can be concluded that the definition of a purchase decision is a series of processes that consumers go through in deciding on a purchase action.

Location

Location according to (Tjiptono, 2015), refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. Then according to (Lupiyoadi, 2018), location is a decision made by a company or educational institution regarding where its operations and staff will be located. Meanwhile, according to (Ghanimata & Kamal, 2012), suggesting the selection of the right business location will determine the success of the business in the future. Location is defined as a distribution channel for manufacturing industry production, while location is defined as a place of service for service industry production.

Location is a space where various activities carried out by the company to make products obtained and available to target customers. The location factor also influences the decisions made by consumers to buy a product. A location that is easily accessible to buyers and close to the center of the crowd is the right location for a business. A strategic location for consumers will minimize the sacrifice of an important role in doing business, because it is related to energy and time.

Service Quality

According to (Tjiptono, 2015), service quality is the level of good and bad conditions of the services provided by service companies in order to satisfy consumers by providing or delivering services that exceed expectations.

According to (Alma, 2017), suggesting the quality of consumer service is a service or service provided to consumers in relation to certain products. The factors that determine the quality of consumer service consist of reliable service (Reliability), responsiveness (Responsiveness), having service guarantees (assurance), empathy (empathy), and physical evidence (tangible).

Meanwhile (Stemvelt, 2014), states that the concept of service quality is a perception of a comprehensive quality revolution that is thought into an idea that must be formulated (formulation) so that its application (implementation) can be tested again (evaluation).

Price Concept

According to (Kotler & Keller, 2016), argue that price is the amount of money exchanged for a product or service. Meanwhile, according to (Daryanto, 2014), defines price as the amount of money billed for a product or the amount of value that consumers exchange for the benefits of owning or using a product.

According to (Kotler & Armstrong, 2016), price is the amount of value that consumers exchange for the benefits of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates. Meanwhile, according to (Swastha & Irawan, 2018), price is the amount of money (plus some products if possible) needed to get a number of combinations of goods and services.

From a marketing point of view, price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or rights to use a good or service (Tjiptono, 2015). Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses). Besides that, price is a marketing mix that is flexible, meaning that it can be changed quickly. Based on the definitions above, price is an exchange rate that can be equated with money or other goods for the benefits and satisfaction obtained from a product of goods or services for a group at a certain time and place.

METHODS

The method used is descriptive analysis. Descriptive analysis is used to determine the average perception of answers given by respondents to research variables. Respondents' perceptions were measured using a Likert scale ranging from 'Strongly Disagree' with a score of 1 to 'Strongly Agree' with a score of 5.

To help describe the respondents' answers, frequency calculations and average values were carried out with the following formula found by (Sugiyono, 2018):

$$\text{Interval Kelas} = \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Jumlah Kelas}} = \frac{5 - 1}{5} = 0,8$$

After the magnitude of the interval is known, then the scale range is made so that the criteria for assessing respondents' perceptions of the research variables can be determined. The assessment criteria for each research variable are as follows:

1. 1.0 - 1.80 = Not very good
2. 1.81 - 2.61 = Not Good
3. 2.62 - 3.42 = Fairly Good
4. 3.43 - 4.23 = Good
5. 4.24 - 5 = Very Good

RESULTS

The Effect of Location on Buyer Decisions

The test results on the location variable obtained a tcount value = 4.799 > ttable value = 1.988 or Sig = 0.000 < α = 0.05, it can be concluded that H0 is rejected and Ha is accepted. This means that there is a positive and significant influence between location (X1) on purchasing decisions (Y).

The results of this study are in line with the opinion expressed by (Tjiptono, 2015), the location factor greatly influences the decisions made by consumers to buy a product. A location that is easily accessible to buyers and close to the center of the crowd is the right location for a business. A strategic location for consumers will minimize the sacrifice of an important role in doing business, because it is related to the energy and time they have to spend to get or buy a product, either goods or services. Meanwhile, according to (Ghanimata & Kamal, 2012), it is argued that choosing the right business location will determine the success of the business in the future.

According to (Kotler, 2015), it states that companies need to be mature in considering the selection of business locations for future development, this is because location is one of the factors that influence consumers in making purchasing decisions on a product. Location has an influence on purchasing decisions.

According to (Utami, 2010), location is the physical structure of a business which is the main component that is seen in forming an impression in a business carried out by the company in determining its business and activities in providing service channels needed by consumers. Location can determine the success of a business, this is because location is closely related to a company's potential market. (Tresnanda et al., 2014), state that location selection is a competitive and important factor in attracting customers. Getting customers interested in location is the first step that every business company must take to increase the likelihood of product purchases by consumers.

The results of this study are also in line with the results of research conducted by (Elly, 2018), which found that location has a positive and significant effect on consumer purchasing decisions at Imam Market Kisaran. This shows that the higher the consumer's perception of the location of a business, the higher the consumer's purchasing decision for a product, either goods or services. From the test results, the R Square value is 0.696, which means that location, product completeness and service affect purchasing decisions for consumers of Imam Marketisaran by 69.6% while the remaining 30.4% is influenced by other factors or other variables not examined.

The same results are also shown by research (Senggetang et al., 2019), which found that location, promotion and price perceptions simultaneously and partially affect consumer purchasing decisions at Kawanua Emerald City Housing. The results of research conducted by (Walukowet al, 2014), also found the same results where location has a positive and significant effect on consumer purchasing decisions at Bentenan Center Sonder Minahasa.

The Effect of Service Quality on Purchasing Decisions

The test results on the service quality variable obtained the tcount value = 4.615 > ttable value = 1.988 or Sig = 0.000 < α = 0.05, it can be concluded that H0 is rejected and Ha is accepted. This means that there is a positive and significant influence between service quality (X2) on purchasing decisions (Y).

The results of this study are in line with what is stated by (Tjiptono, 2015), which states that service quality is the level of good and bad conditions of the service provided by service companies in order to satisfy consumers by providing or delivering services that exceed expectations. The good and bad service of the company in the process of meeting the needs and desires of consumers will determine whether consumers are satisfied or not which ultimately makes a decision to make a purchase or not. According to (Alma, 2017), suggesting the quality of consumer service is a service or service provided to consumers in relation to certain products. Service quality is very important both for consumers and for business companies, Service quality is very important for both consumers and business companies, service quality for consumers will make consumers satisfied and happy because they feel valued and get service that matches expectations and even exceeds their expectations, while for companies good service quality is very important because satisfied consumers will tend to make purchases of company products which in turn will bring profit to business companies.

According to (Stemvelt, 2014), states that the concept of service quality is a perception of a comprehensive quality revolution that is thought into an idea that must be formulated (formulation) so that its role (implementation) can be tested again (evaluation), to become an expected process, therefore service quality must be well prepared and ultimately can increase consumer purchasing decisions for certain products.

According to (Lupiyoadi, 2018), service quality is how far the difference is between reality and customer expectations for the services received and any actions or activities offered by one party to another, basically intangible and does not result in any transfer of ownership. Service quality is often

related to consumer satisfaction and decisions in buying goods or services offered by the company. The results of this study are in line with the results of research conducted by (Sinambow & Trang, 2015), which found that simultaneously and partially price, location, promotion and service quality have a positive and significant effect on consumer purchasing decisions at Computer Game Zone Mega Mall Manado. The positive effect shows that the higher the consumer's perception of the quality of service provided by store employees, the higher the consumer's purchasing decision for the product offered.

The Effect of Price on Purchasing Decisions

The test results on the price variable obtained the t_{count} value = 3.836 > t_{table} value = 1.988 or $Sig = 0.000 < \alpha = 0.05$, it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a positive and significant influence between price (X3) on purchasing decisions (Y).

The results of this study are in line with the opinion expressed by (Kotler & Amstrong, 2016), which states that price is the amount of money consumers have to pay to get a product. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (product, distribution, and promotion) cause costs / expenses. For consumers, price is often used as an indicator of value when the price is linked to the perceived benefits of a good or service. Price is often the most important factor for certain consumer groups in deciding to purchase a product, whether goods or services.

According to (Tjiptono, 2015), explaining that the influence between price and benefits in consumer purchasing decisions has made companies have to choose a price that is neither too high nor too low, but a price that is equal to the perceived value for target consumers.

The results of this study are also in line with the results of research conducted by (Mokoagouw, 2016), which found that lifestyle, price, and product quality have a positive and significant influence on consumer purchasing decisions. The results of multiple linear regression analysis show that lifestyle, price and product quality are able to explain 49.7% of variations or changes in consumer purchasing decisions for Samsung mobile phones at Samsung Mobile IT Center Manado.

The same results are also shown by research conducted (Lotulung et al., 2015), which found that together product quality, price and WOM have a significant influence on purchasing decisions for Evercoss cellphones and partially product quality, price and WOM have a positive and significant effect on purchasing decisions.

The Effect of Location, Service Quality and Price on Purchasing Decisions

The results of testing simultaneously or together between the independent variables on the dependent variable obtained the value $F_{hitung} = 114.832 > F_{tabel}$ value = 2.717 or $Sig = 0.000 < \alpha = 0.05$, it can be concluded that H_0 is rejected and H_a is accepted. This means that there is a joint influence of location, service quality and price on purchasing decisions.

According to (Tjiptono, 2015), the location factor greatly influences the decisions made by consumers to buy a product. A location that is easily accessible to buyers and close to the center of the crowd is the right location for a business. A strategic location for consumers will minimize the sacrifice of an important role in doing business, because it is related to the energy and time they have to spend to get or buy a product, either goods or services. (Tjiptono, 2015), also explains that service quality is the level of good and bad conditions of the service provided by service companies in order to satisfy consumers by providing or delivering services that exceed expectations. The good or bad service of the company in the process of meeting the needs and desires of consumers will determine whether consumers are satisfied or not, which in turn makes a decision to make a purchase or not. According to (Alma, 2017), suggesting the quality of consumer service is a service or service provided to consumers in relation to certain products. Service quality is very important both for consumers and for business companies, service quality for consumers will make consumers satisfied and happy because they feel valued and get service that matches expectations and even

exceeds their expectations, while for companies good service quality is very important because satisfied consumers will tend to make purchases of company products which in turn will bring profit to business companies.

According to (Kotler & Armstrong, 2016), which states that price is the amount of money consumers have to pay to get a product. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (product, distribution, and promotion) are not. cause costs/expenses to be incurred. For consumers, price is often used as an indicator of value when the price is linked to the perceived benefits of a good or service. Price is often the most important factor for certain groups of consumers in deciding to purchase a product, whether goods or services.

The results of this study are in line with the results of research conducted (Sinambow & Trang, 2015), which found that simultaneously and partially price, location, promotion and service quality have a positive and significant effect on consumer purchasing decisions at the Game Zone Mega Mall Manado Computer Store.

Conclusion

1. There is a positive and significant effect of location on consumer purchasing decisions at Mak Hengky Restaurant in Air Manna, South Bengkulu.
2. There is a positive and significant effect of service quality on consumer purchasing decisions at Mak Hengky Restaurant in Air Manna, South Bengkulu.
3. There is a positive and significant effect of price on consumer purchasing decisions at Mak Hengky Restaurant in Air Manna, South Bengkulu.
4. There is a significant influence of location, service quality and price together on consumer purchasing decisions at Rumah Makan Mak Hengky Air Manna South Bengkulu.

Suggestions

1. Based on the lowest average value of respondents' responses to statement items on the purchasing decision variable, it is advisable for Mak Hengky restaurant owners to be able to provide friendly, polite, responsive, fast and thorough service, this needs to be done considering that the majority of consumers are new consumers who, if they are satisfied with the services provided by Mak Hengki's restaurant, it is hoped that consumers will make repeat purchases and promote Mak Hengki's restaurant to friends, family and others.
2. Based on the lowest average value of respondents' responses to the statement items on the location variable, it is advisable for Mak Hengki restaurant owners to be able to provide adequate and safe parking space so that consumers can easily park their vehicles which in turn will decide to buy food at Mak Hengki's restaurant.

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