

Analysis of Price, Quality of Service and Location on Purchase Decisions At 3 Putra Flower Shop Baron, Nganjuk

Bayu Nofian^{1*}, Basthoumi Muslih², Rino Sardanto³

^{1,2,3} University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kota Kediri, East Java, 64112, Indonesia

sgitnurr052005@gmail.com^{1*}, basthoumi@unpkediri.ac.id², rinosardanto@unpkediri.ac.id³

*corresponding author

Article Information

Submission date	2023-01-14
Revised date	2023-02-09
Accepted date	2023-03-30

Abstract

Research Aim : The purpose of this study was to analyze the effect of price, service quality, and location on purchasing decisions at 3 Putra Baron Flower Shop, Nganjuk either partially or simultaneously.

Research Method : The approach used in this study is a quantitative approach and the type of causal research, the sampling technique uses multivariate analysis, the sample size used is 40 respondents, and the data analysis technique uses descriptive statistics, classical assumption test, multiple linear regression, coefficient of determination, and test hypothesis with SPSSv25 tool.

Research Finding : The results showed that price and location had a significant effect, service quality did not have a significant effect, and there was a significant effect between price, service quality, and location simultaneously on purchasing decisions.

Keywords : Purchase Decisions, Price, Quality Of Service, Location

1. Introduction

Cultivating plants is a trend among people today, the Covid-19 pandemic has made people have more free time to develop their hobbies, such as caring for plants, which has made them a habit to this day. Due to the high demand for plants from consumers, it causes increasingly fierce business competition in making decisions to buy a product. Therefore entrepreneurs must be more creative and innovative to improve consumer purchasing decisions.

Purchasing decisions are part of consumer behavior, namely individuals, groups and organizations to choose, buy, use and dispose of goods, services, ideas or experiences to satisfy needs and wants [1]. Purchasing decisions are one of the factors in achieving business goals, namely making a profit. There are various factors that can increase purchasing decisions including price, service quality, and location. Price is a key placement factor and should be adjusted to relate to the target market, the mix of different products and services, and competition [2]. The ideal selling price can attract the attention of consumers in the market, especially if it attracts the attention of customers by providing low prices for goods sold in stores, which in the end consumers decide to buy. In addition to price, service quality can also affect purchasing decisions. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires [3]. The 3 Putra Florist Shop provides good quality service, such as providing welcome drinks to visitors and explaining the products asked

by consumers in a friendly manner, the 3 Putra Florist Shop also accepts orders by Cash On Delivery and is ready to deliver flowers to consumers' homes for free within the area Baron, Kertosono, and Ngronggot so that with this, consumers can decide to buy at the 3 Putra Flower Shop. Another factor is location, location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers [3]. Determining the location of a business is very important for a company, because it will affect whether or not the company's sustainability in the long term [4].

The writer chose 3 Putra Florists as the research object which is located in Baron Village, Baron District, Nganjuk Regency because in this study the authors found several interesting things to examine, namely relatively high prices, good service quality, and strategic location.

Previous research entitled *The Effect of Price and Consumer Characteristics on Purchase Decisions of Ornamental Flowers (Case Study of Consumers of Ornamental Flower Plants in the Ornamental Flower Garden Area of Dusun V, Pagar Merbau District)* [5] stated that price has a significant effect on purchasing decisions. Research entitled *The Effect of Product Quality and Service Quality on Purchasing Decisions at the Miyukie Florist Pematang Siantar Store* [6] states that service quality has a significant effect on purchasing decisions. The research entitled *The Effect of Location and Price on Purchase Decisions by Consumers in Pertiwi Flower Ornamental Plant Business in Lubuk Minturun Village, Padang City* [7] states that location has a significant effect on purchasing decisions.

1.1. Statement of Problem

Based on the background in the previous description, it can be identified that the problems that occur are the relatively high prices at the Florists 3 Putra Baron, Nganjuk but can face business competition, the quality of service at the Florists 3 Putra Baron, Nganjuk which is given is able to compete with competitors, and the strategic location of 3 Putra Florists Baron, Nganjuk is able to compete because it is easy to reach.

1.2 Research Objectives

Based on the description of the background, the purpose of this study was to analyze whether price, service quality, and location have a significant effect both partially and simultaneously on purchasing decisions at Florists 3 Putra Baron, Nganjuk.

2. Method

This research uses a quantitative approach and a type of causal research. The research data is primary data from the opinions of respondents based on a questionnaire distributed by researchers to consumers at the 3 Putra Flower Shop. The variables used are price, service quality, location, and purchasing decisions. The analysis technique uses descriptive statistics, classical assumption test, multiple linear regression, coefficient of determination, and hypothesis testing.

3. Results and Discussion

3.1. Descriptive Analysis

Based on the results of the questionnaire distributed by the researcher to the consumers of the 3 Putra Flower Shop, the following is the respondent's data by gender and age.

Table 1. Characteristics of Respondents Based on Gender

Gender	Number of Respondents	Percentage
Man	4	10%
Woman	36	90%
Total	40	100%

Source: Output SPSSv25

Based on table 1, the number of men is 4 people (10%), women are 36 people (90%) out of a total of 40 respondents.

Table 2. Characteristics of Respondents by Age

Age	Number of Respondents	Percentage
17-25 years	17	42,50%
26-30 years	5	12,50%
31-35 years	12	30%
>35 years	6	15%
Total	40	100%

Source: Output SPSSv25

Based on table 2, 17 (42.5%) aged 17-25 years, 5 (12.5%) 26-30 years old, 12 (30%) 31-35 years old and 6 > 35 years old (15%) of the total 40 respondents.

The following is a descriptive explanation of the responses of respondents who are bound by the research variables, namely price, service quality, and location on purchasing decisions.

Table 3. Description of Purchasing Decision Variables

No.	Statement Items	STS		TS		N		S		SS		Mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Stability in a product												
1.	Y1	0	0	0	0	0	0	30	75.0	10	25.0	4.25
2.	Y2	0	0	0	0	0	0	24	60.0	16	40.0	4.40
Habits in buying products												
3.	Y3	0	0	0	0	0	0	27	67.5	13	32.5	4.33
4.	Y4	0	0	0	0	0	0	24	60.0	16	40.0	4.40
Give recommendations to others												
5.	Y5	0	0	0	0	0	0	24	60.0	16	40.0	4.40
6.	Y6	0	0	0	0	0	0	29	72.5	11	27.5	4.28

Source: Output SPSSv25

Based on table 3 of the stability indicators in a product, the first item obtained the largest answer as many as 30 respondents (75%) of the total number of respondents who agreed to the statement with an average of 4.25 and the second item obtained the largest answer as many as 24 respondents (60%) from the total number of respondents answered agree with the statement with an average of 4.40. Indicators of habits in buying products, the first item obtained the largest answer as many as 37 respondents (67.5%) of the total number of respondents who

answered agreed to statements with an average of 4.33 and the second item obtained the largest answer as many as 24 respondents (60%) of the total all respondents answered agree with the statement with an average of 4.40. The give recommendations to others indicator, the first item obtained the largest answer as many as 24 respondents (60%) of the total number of respondents who answered agree with the statement with an average of 4.40 and the second item obtained the largest answer as many as 29 respondents (72.5%) of the total all respondents answered agree with the statement with an average of 4.28.

Table 4. Price Variable Description

No.	Statement Items	STS		TS		N		S		SS		Mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Price affordability												
1.	X1.1	0	0	0	0	0	0	28	70.0	12	30.0	4.30
2.	X1.2	0	0	0	0	0	0	31	77.5	9	22.5	4.23
Compatibility of price with product quality												
3.	X1.3	0	0	0	0	0	0	23	57.5	17	42.5	4.43
4.	X1.4	0	0	0	0	0	0	26	65.0	14	35.0	4.35
Price competitiveness												
5.	X1.5	0	0	0	0	0	0	25	62.5	15	37.5	4.38
6.	X1.6	0	0	0	0	0	0	23	57.5	17	42.5	4.43
Price compatibility with product benefits												
7	X1.7	0	0	0	0	0	0	28	70.0	12	30.0	4.30
8	X1.8	0	0	0	0	0	0	22	55.0	18	45.0	4.45

Source: Output SPSSv25

Based on table 4 of the Price affordability indicators, the first item obtained the largest answer as many as 28 respondents (70%) of the total number of respondents who answered agreed to statements with an average of 4.30 and the second item obtained the largest answer as many as 31 respondents (77.5%) from the total number of respondents answered agree with the statement with an average of 4.23. Compatibility of price with product quality indicator, the first item obtained the largest answer as many as 23 respondents (57.5%) of the total number of respondents who answered agree with the statement with an average of 4.43 and the second item obtained the largest answer as many as 26 respondents (65%) of the total number of respondents answered agree with the statement with an average of 4.35. Price competitiveness, the first item obtained the largest answer as many as 25 respondents (62.5%) of the total number of respondents who answered agree with the statement with an average of 4.38 and the second item obtained the largest answer as many as 23 respondents (57.5%) of the total Respondents answered agree with the statement with an average of 4.43. Price compatibility with product benefits indicator, the first item obtained the largest answer as many as 28 respondents (70%) of the total number of respondents who answered agree with the statement with an average of 4.30 and the second item obtained the largest answer of 22 respondents (55%) of the total Respondents answered agree with the statement with an average of 4.45.

Table 5. Description of Service Quality Variables

No.	Statement Items	STS		TS		N		S		SS		Mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Reliability												
1.	X2.1	0	0	0	0	0	0	20	50.0	20	50.0	4.50
2.	X2.2	0	0	0	0	0	0	19	47.5	21	52.5	4.53
Guarantee												
3.	X2.3	0	0	0	0	0	0	8	20.0	32	80.0	4.80
4.	X2.4	0	0	0	0	0	0	14	35.0	26	65.0	4.65
Responsiveness												
5.	X2.5	0	0	0	0	0	0	18	45.0	22	55.0	4.55
6.	X2.6	0	0	0	0	0	0	12	30.0	28	70.0	4.70
Empathy												
7	X2.7	0	0	0	0	0	0	13	32.0	27	67.0	4.68
8	X2.8	0	0	0	0	0	0	18	45.0	22	55.0	4.55
Physical evidence												
9	X2.9	0	0	0	0	0	0	14	35.0	26	65.0	4.65
10	X2.10	0	0	0	0	0	0	18	45.0	22	55.0	4.55

Source: Output SPSSv25

Based on table 5 of the Reliability indicator, the first item obtained the largest answer as many as 20 respondents (50%) of the total number of respondents who answered agreed to statements with an average of 4.50 and the second item obtained the largest answer as many as 21 respondents (52.5%) of the total all respondents answered agree with the statement with an average of 4.53. Guarantee indicator, the first item obtained the largest answer as many as 32 respondents (80%) of the total number of respondents who answered agreed to statements with an average of 4.80 and the second item obtained the largest answer of 26 respondents (65%) of the total number of respondents who answered agreed from statements with an average of 4.65. Responsiveness indicator, the first item obtained the largest answer as many as 22 respondents (55%) of the total number of respondents who answered agreed to statements with an average of 4.55 and the second item obtained the largest answer of 28 respondents (70%) of the total number of respondents who answered agreed from statements with an average of 4.70. Empathy indicator, the first item obtained the largest answer as many as 27 respondents (67%) of the total number of respondents who answered agreed to statements with an average of 4.68 and the second item obtained the largest answer as many as 22 respondents (55%) of the total number of respondents who answered agreed from statements with an average of 4.55. Physical evidence indicators, the first item obtained the largest answer as many as 26 respondents (65%) of the total number of respondents who answered agreed to statements with an average of 4.65 and the second item obtained the largest answer of 22 respondents (55%) of the total number of respondents who answered agreed of statements with an average of 4.55.

Table 6. Location Variable Description

No.	Statement Items	STS		TS		N		S		SS		Mean
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Access												
1.	X3.1	0	0	0	0	0	0	30	75.0	10	25.0	4.25
2.	X3.2	0	0	0	0	0	0	23	57.5	17	42.5	4.43
Visibility												
3.	X3.3	0	0	0	0	0	0	22	55.0	18	45.0	4.45
4.	X3.4	0	0	0	0	0	0	25	62.5	15	37.5	4.38
Traffic												
5.	X3.5	0	0	0	0	0	0	28	70.0	12	30.0	4.30
6.	X3.6	0	0	0	0	0	0	25	62.5	15	37.5	4.38
Ample parking space												
7	X3.7	0	0	0	0	0	0	19	47.5	21	52.5	4.53
8	X3.8	0	0	0	0	0	0	24	60.0	16	40.0	4.40

Source: Output SPSSv25

Based on table 6 of the Access indicators, the first item obtained the largest answer as many as 30 respondents (75%) of the total number of respondents who agreed to statements with an average of 4.25 and the second item obtained the largest answer as many as 23 respondents (57.5%) of the total all respondents answered agree with the statement with an average of 4.43. Visibility indicator, the first item obtained the largest answer as many as 22 respondents (55%) of the total number of respondents who agreed to the statement with an average of 4.45 and the second item obtained the largest answer of 25 respondents (62.5%) of the total number of respondents answered agree from the statement with an average of 4.38. Traffic indicator, the first item obtained the largest answer as many as 28 respondents (70%) of the total number of respondents who answered agreed to statements with an average of 4.30 and the second item obtained the largest answer of 25 respondents (62.5%) of the total number of respondents answered agree from the statement with an average of 4.38. Ample parking space indicator, the first item obtained the largest answer as many as 21 respondents (52.5%) of the total number of respondents who answered agree with the statement with an average of 4.53 and the second item obtained the largest answer as many as 24 respondents (60%) of the total Respondents answered agree with the statement with an average of 4.40.

3.2. Classic Assumption Test

The results of the normality test from the SPSSv25 output, the data spreads in a diagonal direction and around it. It means that these variables are normally distributed.

Table 7. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Price	0,625	1,6
Service Quality	0,957	1,045
Location	0,637	1,569

Source: Output SPSSv25

Based on the SPSSv25 test, it shows a tolerance value of $0.625 > 0.1$ and VIF $1.6 < 10$ for the price variable, a tolerance value of $0.957 > 0.1$ and a VIF value of $1.045 < 10$ for the service quality variable, a tolerance value of $0.637 > 0.1$ and a VIF value $1.569 < 10$ on the location variable. Then the regression model is free from multicollinearity errors.

The results of the heteroscedasticity test from the SPSS v25 output show that the points spread below and above the y-axis, meaning that the regression model does not have heteroscedasticity.

3.3. Multiple Linear Regression

Table 8. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	1,059	2,895		0,366	0,717
1 Price	0,696	0,073	0,748	9,547	0
Service Quality	0,09	0,048	0,12	1,898	0,066
Location	0,213	0,076	0,218	2,806	0,008

Source: Output SPSSv25

Based on table 8, a constant of 1.059 means that all independent variables have a positive relationship to the dependent variable. The X1 regression coefficient is 0.696, meaning that for every 1 unit price increase, the X1 variable will affect the purchase decision by 0.696 if the other variables are constant. The regression coefficient X2 is 0.09, meaning that for every 1 unit increase in service quality, the X2 variable affects the purchase decision by 0.09 if the other variables are constant. The X3 regression coefficient is 0.213, meaning that for every 1 unit increase in location, the X3 variable affects the purchase decision by 0.213 if the other variables are constant.

3.4. Coefficient Of Determination

Table 9. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.928 ^a	.862	.850	.880	1.733

Source: Output SPSSv25

Based on table 9, the Adjusted R Square value is 0.850. It means that the amount of price, quality of service, and location on purchasing decisions is 85%, there are other variables that influence purchasing decisions by 15%, but not examined in this study.

3.5. Partial Test

Table 10. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,059	2,895		0,366	0,717
1 Price	0,696	0,073	0,748	9,547	0,000
Service Quality	0,09	0,048	0,12	1,898	0,066
Location	0,213	0,076	0,218	2,806	0,008

Source: Output SPSSv25

The results from table 10 show the sig. the price variable is 0.000 < 0.05 means H0 is rejected. That is, the price has a significant effect on purchasing decisions, the sig. the service quality variable is 0.066 > 0.05 meaning H0 is accepted. That is, service quality has no significant effect on purchasing decisions, the value of sig. location variable, namely 0.008 < 0.05 means H0 is rejected. That is, location has a significant effect on purchasing decisions.

3.6. Simultaneous Test

Table 11. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	173.908	3	57.969	74.886	.000 ^b
1 Residual	27.867	36	.774		
Total	201.775	39			

Source: Output SPSSv25

Results from table 11, sig. 0.000 < 0.05. It means that H0 is rejected, then the price, service quality, and location variables have a significant effect on purchasing decisions.

4. Conclusion

Based on the research that has been done, it can be concluded that price has a significant effect on purchasing decisions. with what consumers want. Service quality has no significant

effect on purchasing decisions, this means that in buying a product, consumers want to experience the best service. As a criterion for obtaining high value, consumers have expectations for the value of the goods to be used so that they will influence purchasing decisions. Location has a significant effect on purchasing decisions, this means that location has the most important contribution in determining purchasing decisions. When the location of the store has a strategic location, has easy access, has smooth traffic conditions, with a large parking area so that it can accommodate 3 trucks and 3 cars. Price, service quality, and location have a significant effect on purchasing decisions, because the results of the F test show a significant value of $0.000 < 0.05$, so price, service quality, and location have a significant effect on purchasing decisions.

It is hoped that the product quality at the 3 Putra Flower Shop is maintained so that the prices set even though they are classified as higher than their competitors can still compete, further improving the quality of service from all sides, especially in responsiveness to consumers as well as employee responses to consumer requests which are still classified as slow, and it is also recommended that 3 Putra Florists enlarge the banner so that it is more clearly visible because the location of 3 Putra Florists is in the fast lane.

The results of this study can be a bridge for further research, especially in the same field of study, namely price, service quality, and location. For further research, it is hoped that it will be able to find new problems and expand variables so that they are even more accurate. Other variables that can be used for further research are promotions, product quality, or others because these variables are related to purchasing decisions.

References

- [1] Kotler P, Armstrong G. *Dasar-dasar Pemasaran*. 11th ed. Jakarta: Erlangga; 2016.
- [2] Kotler P, Keller KL. *Intisari Manajemen Pemasaran*. Yogyakarta: ANDI; 2021.
- [3] Tjiptono F. *Strategi Pemasaran*. Yogyakarta: ANDI; 2015.
- [4] Assauri S. *Manajemen Pemasaran*. Jakarta: PT Raja Grafindo Persada; 2017.
- [5] Ananda RF. Pengaruh Harga dan Karakteristik Konsumen Terhadap Keputusan Pembelian Bunga Hias (Studi Kasus Konsumen Tanaman Bunga Hias Di Kawasan Taman Bunga Hias Dusun V Kecamatan Pagar Merbau. *Jurnal Manajemen Dan Bisnis* 2022;1:109–21.
- [6] Napitu R. Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian di Toko Miyukie Florist Pematang Siantar. *Jurnal Ekonomi Integra* 2022;12:154–65.
- [7] Raflis D. Pengaruh Lokasi dan Harga Terhadap Keputusan Pembelian oleh Konsumen pada Usaha Tanaman Hias Pertiwi Flower di Kelurahan Lubuk Minturun Kota Padang Menurut Perspektif Ekonomi Islam. *Jurnal Ekonomi Syariah* 2019;2:212–34.