The Influence of Service Quality, Price, and Location on Purchasing Decisions at Cafe Fameliza Baron Nganjuk

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Abstract

Research aim : The purpose of this study is to determine and analyze the effect of service quality, price, and location on purchasing decisions at café fameliza Baron Nganjuk.

Design / Method / Approach : This study uses a quantitative approach method with a type of causality. The population in this study is all consumers of café fameliza Baron Nganjuk whose number is infinite or uncounted. The sample used in the study was 40 respondents taken using accidental sampling technique . Data collection techniques using questionnaires. Data analysis of this study used multiple linear regression method.

Research Finding: The results showed that the quality of service, price and location had a significant effect on purchasing decisions at café fameliza Baron Nganjuk.

Theoretical contribution/originality: lies in a deep understanding of how service quality, price, and location together influence a consumer's purchasing decision-making process. This research explores the complex dynamics between these three factors and how the interactions between them can shape consumer preferences as well as influence purchasing behavior

Practitionel/Policy implication: This study provides practical implications for Café Fameliza Baron Nganjuk in improving purchasing decisions

Research limitation: The limitation of this study is that it spends too much time in sampling because it has entered the rainy season.

Keywords : Service Quality, Price, Location, Purchasing Decision

Introduction

The needs of the community encourage the growth of the culinary industry to increase. Demand in the field of food continues to increase because it is the basic need of every human being, which of course will lead to an increase in the provision of food in accordance with these needs. The food (culinary) business that always gets serious attention from business people because of its relatively promising market share, especially in strategic areas. With simple thinking, where everyone definitely needs to eat, so that the business has the potential to be easily sold in the market. One of the businesses in the food sector that is quite popular today is a café.

Cafe is a place that serves ready-to-eat food and drinks with various variants, interesting atmosphere and displays a relaxing space for visitors [1]. Alongside the expanding of different bistros in Indonesia, a huge number will generally invest their energy in bistros to assemble with companions, appreciate food and beverages, or simply unwind.

Business rivalry in this cutting edge time, urges bistro money managers to do the right advertising procedure, so promoting is something essential that should be finished by each

financial specialist, since it can associate or join the presence of their items available with shoppers [2].

Buying choices are important for customer conduct, in particular the way in which people purchase, pick, and use labor and products in terms of service quality, product prices and location so as to satisfy the desires expected by consumers [3] Purchasing decision indicators include Unfaltering quality in an item, Propensities in purchasing items, Giving proposals to other people, Making rehash buys [4]

One of the important factors in influencing consumer purchasing decisions is the quality of service. Quality of service or *service quality* It needs attention for every business actor, because the quality of service has a direct relationship with the competitive ability and profit level of a business [5] Service quality indicators include Reliability, Responsiveness, Assurance or Assurance, Empathy, Physical Evidence [6] Next there is the price factor. Prices are used for promotive information until finally consumers can determine the value of a product [7] Price indicators include Benefit or utility price, Comparison of products with alternative products., Affordability, Suitability of prices with the quality of products and services [3] And next is the location factor. A strategic location also determines a customer's purchasing decision [8] Location indicators include Access, Visibility, Traffic, Environment, Spacious parking lots [9]

The object of this study is Cafe Fameliza Baron Nganjuk because there are several interesting points to be studied more deeply including the services provided by Cafe Fameliza employees can be seen from the arrangement of attractive room designs, clean eating and drinking utensils, and employee service that is always friendly to consumers. But that alone is not enough to improve consumer purchasing decisions, because consumers also need fast service in receiving their orders [10]. The price of food and beverage products at café fameliza is quite varied, with a wide selection of food and beverage menus. But this is not enough to improve consumer purchasing decisions, because consumers will decide whether or not to buy a product after they see the affordability of the price of a product [11]. The location of café fameliza is less strategic because it enters the village (enter the alley).

Previous research conducted by [12] proposes that help quality affects customer buying choices. Past examination directed by [13] Recommending that cost affects purchaser buying choices. Next is the past exploration directed by [14] states that area affects customer buying choices.

Statement of Problem

From some of the descriptions stated above, problems can be identified, namely the services provided by Cafe Fameliza employees can be seen from the arrangement of attractive room designs, clean eating and drinking utensils, and employee service that is always friendly to consumers. But that alone is not enough to improve consumer purchasing decisions, because consumers also need fast service in receiving their orders.

The prices of products offered at café fameliza are quite varied, with a wide selection of diverse food and beverage menus. But it is also not enough to improve consumer purchasing decisions, because consumers will decide whether or not to buy a product after they see the affordability of the price of a product

The location of café fameliza is less strategic because it enters the village (enter the alley).

Research Objectives

The reason for this study is "to decide how far the impact of service quality, price, and location on purchasing decisions at café fameliza Baron Nganjuk"

Method

This research uses a quantitative approach method with type causality, and uses *non probabability sampling*. With an unlimited number of populations, this research will use methods *insidental sampling*. Sampling in this study based on multivariative method, in which number of variables (both independent and dependent) is multiplied by 10. So that with 4 variables in this study, the sample to be taken amounted to 40 respondents. Then the next data collection technique is to use questionnaires with questions and statements with indicators per variable which are then distributed and answered by respondents [15]. Analysis The data used classical assumption tests, multiple linear regression, coefficients of determination, and hypothesis tests

Results and Discussion

Data Quality Test

The validity test is utilized to quantify the validity or validity of questionnaire. A questionnaire can should be significant expecting that the requests on the questionnaire can reveal something that will be assessed by the questionnaire [16]. Validity tests are performed using the application *IBM SPSS Statistics 23*. To find out whether the indicators (questions) contained in the questionnaire are valid, there are several criteria that must be met:

1) If r counts > r table and is positive, then the inquiry things in the questionnaire correlate significantly with the aggregate (valid) score
2) If r counts < r table, then, at that point, the inquiry things in the questionnaire don't correlate significantly with the all out score (invalid)

Table 1. Validity Test Results

"Service Quality Validity Test Results" (X1)

Item No.	R. Calculate	R. Tabel 5% (54)	Significance	Criterion
1	0,593	0,279	0,000	**Valid**
2	0,578	0,279	0,000	**Valid**
3	0,627	0,279	0,000	**Valid**
4	0,680	0,279	0,000	**Valid**
5	0,587	0,279	0,000	**Valid**
6	0,573	0,279	0,000	**Valid**
7	0,735	0,279	0,000	**Valid**
8	0,652	0,279	0,000	**Valid**
9	0,571	0,279	0,000	**Valid**
10	0,458	0,279	0,000	**Valid**

"Price Variable Validity Test Results" (X2)

Item No.	R. Calculate	R. Tabel 5% (54)	Significance	Criterion
11	0,745	0,279	0,000	**Valid**
12	0,717	0,279	0,000	**Valid**
13	0,599	0,279	0,000	**Valid**
14	0,575	0,279	0,000	**Valid**
15	0,676	0,279	0,000	**Valid**
16	0,599	0,279	0,000	**Valid**
17	0,515	0,279	0,000	**Valid**
18	0,770	0,279	0,000	**Valid**

"Location Variable Validity Test Results" (X3)

Item No.	R. Calculate	R. Tabel 5% (38)	Significance	Criterion
19	0,549	0,279	0,000	**Valid**
20	0,520	0,279	0,000	**Valid**
21	0,628	0,279	0,000	**Valid**
22	0,676	0,279	0,000	**Valid**
23	0,653	0,279	0,000	**Valid**
24	0,717	0,279	0,000	**Valid**
25	0,420	0,279	0,000	**Valid**
26	0,519	0,279	0,000	**Valid**
27	0,717	0,279	0,000	**Valid**
28	0,578	0,279	0,000	**Valid**

"Purchase Decision Variable Validity Test Results" (Y)

Item No.	R. Calculate	R. Tabel 5% (38)	Significance	Criterion
29	0,696	0,279	0,000	**Valid**
30	0,803	0,279	0,000	**Valid**
31	0,829	0,279	0,000	**Valid**
32	0,658	0,279	0,000	**Valid**
33	0,669	0,279	0,000	**Valid**
34	0,526	0,279	0,000	**Valid**
35	0,418	0,279	0,000	**Valid**
36	0,469	0,279	0,000	**Valid**

Based on the table above, it shows that there are three "independent variables" (X) and 1 "dependent variable" (Y) that are the material of research, of the three X variables studied have statement items of 10, 8 and 10 statements respectively. While variebel Y has 8 statement items. From each statement item on each variable, both variables, it turns out that calculated r value is greater than r table, it can be concluded the data obtained in field is declared valid.

Reliability Test

A questionnaire is considered reliable if a singular's reactions to declarations are consistent or stable for a really long time. In statistical analysis using SPSS, there is the Cronbach Alpha method to measure reliability. A construct or variable is considered reliable if it obtains a Cronbach Alpha value of > 0.60 [16] Noting that:
1) If correlation of Cronbach Alpha > 0.60, the research instrument is declared reliable
2) If correlation of Cronbach Alpha < 0.60, the research instrument is declared unreliable

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.959	36

Source : "Processed SPSS 2023"

Based on the table above, it shows that all variables have a correlation value of Cronbach's Alpha > 0.60, which means that all variables can be said to be reliable

Classical Assumption Test

The residual assumption of having a normal distribution can be seen in the normal probability plot. Assuming the focuses in the ordinary likelihood plot spread around the slanting line and heed the corner to corner line, it tends to be reasoned that the residuals are regularly conveyed.
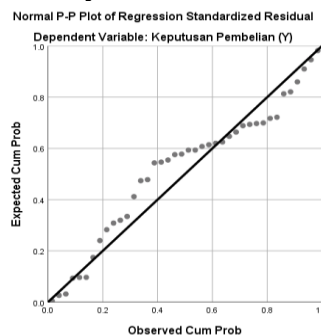

Figure 3. Normality Probability Plots
Source : Processed SPSS 2023

In light of the table of figures above, it very well may be seen that the information that has been dispersed looks normal. This can be shown by points spreading out following the inclining line and around the slanting line so it tends to be presumed that residual appropriation is typical.

Multicollinearity testing is carried out with due regard to values *variance inflantion factor* and its tolerance, it is said that there are no symptoms of multicollinearity, if the value **Tolerance > 0,100** and **VIF < 10.00** [16]**.**

Table 4. Coefficients

Coefficientsᵃ

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	2.710	2.603		1.041	.305		
	Kualitas Pelayanan (X1)	.294	.087	.332	3.393	.002	.437	2.287
	Harga (X2)	.322	.088	.371	3.661	.001	.408	2.452
	Lokasi (X3)	.804	.082	.919	9.844	.000	.481	2.079

a. Dependent Variable: Keputusan Pembelian (Y)

Source : "Processed SPSS 2023"

In view of the image above, it very well may be reasoned that:

Table 5. Multicollinearity Test Table

Variable	Tolerance	VIF	Information
Quality of Service (X₁)	0.437	2,287	**No Multicollinearity Occurs**
Price (X2)	0,408	2,452	**No Multicollinearity Occurs**
Location (X3)	0,481	2,079	**No Multicollinearity Occurs**

So based on the table above this study variable does not occur symptoms of multicollinearity
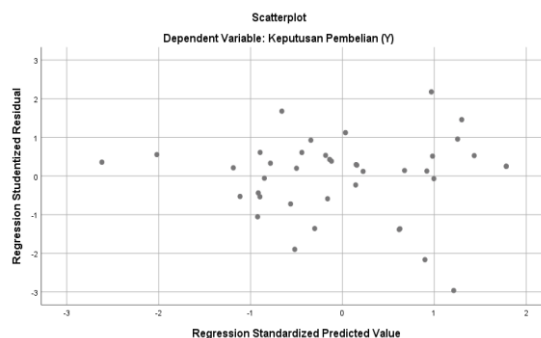

Figure 6. Scatterplots
Source : Processed SPSS 2023

Based on the figure above, the specks don't shape an unmistakable example, and the point spreads above and underneath the number 0 on Y axis meaning that data or research does not occur heteroscedacity.

Hypothesis test

Table 7. T Test (nilai Sig)
Coefficient

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Say.	Collinearity Statistics Tolerance	Collinearity Statistics BRIGHT
1 (Constant)	2.710	2.603		1.041	.305		
Quality of Service (X1)	.294	.087	.332	3.393	.002	.437	2.287
Price (X2)	.322	.088	.371	3.661	.001	.408	2.452
Location (X3)	.804	.082	.919	9.844	.000	.481	2.079

a. Dependent Variable: Purchase Decision (Y)

Source : Processed SPSS 2023

In view of the image above, it can be concluded that:

Service Quality (X_1) Affects Purchasing Decision (Y) with a significance value of 0.002 and (signification < 0.05)

Price (X2) Affects Purchase Decision (Y) with a significance value of 0.001 and (signification < 0.05)

Location (X3) Affects Purchase Decision (Y) with a significance value of 0.000 and (signification < 0.05)

Table 8. F Test (nilai Sig)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	737.440	3	245.813	67.572	.000b
	Residual	130.960	36	3.638		
	Total	868.400	39			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Location (X3), Quality of Service (X1), Price (X2)

Source : Processed SPSS 2023

In light of the image above, it tends to be realized that the significance of this study is 0.000, then the variables (X_1), (X2) and (X3) simultaneously or together affect the Purchasing Decision of Café Fameliza Baron Consumers.

Coefficient of Determination (R2)

Table 9. coefficient of determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.922a	.849	.837	1.907	1.926

a. Predictors: (Constant), Location (X3), Quality of Service (X1), Price (X2)

b. Dependent Variable: Purchase Decision (Y)

Source : "Processed SPSS 2023"

Based on the figure, it can be concluded that the coefficient of determination (R2) between X_1, X2 and X3 to Y at Café Fameliza Baron Nganjuk Customers are **0,922 or 92.2%.**

The average Purchase Decision for Café Fameliza Baron Nganjuk Customers of 92.2% is determined by X_1, X2 and X3 and 17.8% are determined by other factors.

Multiple Linear Regression Test

Table 10. multiple linear regression

	Unstandardized Coefficients		Standardized Coefficient Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Say.	Tolerance	BRIGHT
(Constant)	2.710	2.603		1.041	.305		
Quality of Service (X1)	.294	.087	.332	3.393	.002	.437	2.287
Price (X2)	.322	.088	.371	3.661	.001	.408	2.452
Location (X3)	.804	.082	.919	9.844	.000	.481	2.079

a. Dependent Variable: Purchase Decision (Y)

Source: "Processed SPSS 2023"

Based on the figure above, it can be seen the constant value (α value) is 2.710 for the quality of service (β value) is 0.294 for the price (β value) of 0.322, and for the location of 0.804 so that the multiple linear regression equation can be obtained as follows:

Y= a + b1x1 + b2x2 + b3x3≠ and

Y= 2.710 + 0.294x1 +0.322x2 +0.804x3 ≠ and

1. A = 2,710 indicates that the X1, X2, and X3 have a positive value
2. B1 = 0.294 indicates that the X1 variable has a positive effect, meaning that if the quality of service increases in units, the purchase decision will increase by 0.294 with other assumptions that other variables are considered cash
3. B2 = 0.322 indicates that the X2 variable has a positive effect, meaning that if the price increases in units, the purchase decision will increase by 0.322 with other assumptions that other variables are considered cash

4. B3 = 0.804 indicates that the X3 variable has a positive effect, meaning that if the location increases in units then the purchase decision will increase by 0.804 with other assumptions that other variables are considered cash

Conclusion

In light of the consequences of the exploration that has been finished, it very well may be concluded that all variables simultaneously affect the Purchasing Decisions of Café Fameliza Baron Consumers. This is demonstrated by a significance worth of 0.000 which is more modest than α = 0.05. That is, there is a significant impact between these variables on consumer purchasing decisions. This is in accordance with past explorations directed by [12] which expresses that help quality, cost, and area all the while or together impact the Purchase Decision.

The novelty of this study lies in the aspects of the variables studied. This study examines the effect of service quality, price, and location on consumer purchasing decisions. The results of this study show that these three variables simultaneously or together influence consumer purchasing decisions. This is in contrast to previous studies that only examined the influence of one or two of these variables on consumer purchasing decisions.

Based on previous research conducted by [17] Consumer purchasing decisions are influenced by competitive advantages that have been improved, including by making updates in providing superior, unique, diverse products, that are difficult to replace, have value, and product processes that are not easy to imitate. This can be attributed to the variables studied to be able to improve product novelty through X1, X2, and X3.

This research proves that service quality, price, and location are important factors that influence consumer purchasing decisions. Then several conclusions can be drawn as follows:

1. In light of the consequences of the examination directed, it can be concluded that the quality of service partially has a positive significant effect on purchasing decisions at Café Fameliza Baron Nganjuk.
2. In light of the consequences of the examination directed, it can be concluded that the price partially has a positive significant effect on the purchase decision at Café Fameliza Baron Nganjuk.
3. In light of the consequences of the examination directed, it can be concluded that the location partially has a positive significant effect on purchasing decisions at Café Fameliza Baron Nganjuk

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