The Influence of Price, Location and Service Quality on Purchasing Decision at Fried Chicken & Ayam Geprek Wong Nganjuk

Erliana Putri Puspitasari[1*], Rony Kurniawan[2]

Universitas Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76 Mojoroto, Kota Kediri, 64112, Jawa Timur, Indonesia

Surel erlianapuspitasari67@gmail.com [1*], ronykurniawan@unpkediri.ac.id [2]

*corresponding author

Abstract

Research aim : This reserach aims to determine the influence of price, location, and service quality on consumer decisions to purchase Fried Chicken & Ayam Geprek Wong Nganjuk products.

Design / Method / Approach : This research applies a quantitative method with a focus on causality. The population analyzed is all customers who come to Fried Chicken & Ayam Geprek Wong Nganjuk whose number is unlimited. From this population, this study took a sample of 40 respondents through a random sampling technique (accidental sampling). Data were gathered through the use of a questionnaire. To analyze the data, this study applied the classical assumption test, multiple linear regression, determination coefficient test, and hypothesis testing using SPSSv23.

Research Finding : The findings of research statement states that price, place, and service quality have a significant positive influence on purchasing choices at Fried Chicken & Ayam Geprek Wong Nganjuk.

Theoretical contribution / Originality : This research focuses on an in-depth understanding of how price, location and service quality together influence consumers' influence how consumers make purchasing decisions. This study investigates the complex relationships between these three variables to shape consumer preferences and influence their purchasing decision.

Practitionel / Policy implication : This study has practical implications for Fried Chicken & Ayam Geprek Wong Nganjuk in encouraging increased purchasing decisions.

Research limitation : This research has limitations that may influence the results and generalization of research at Fried Chicken & Ayam Geprek Wong Nganjuk is that this research only focuses on the Fried Chicken & Ayam Geprek Wong Nganjuk business, so the results obtained do not necessarily reflect conditions in similar businesses in other areas.

Keywords : Price, Location, Service Quality, Purchasing Decision, Culinary Business.

1. Introduction

In today's era, culinary businesses in Indonesia is increasingly popular and experiencing a rapid increase day by day. This is evident from the growing number of individuals who are interested in trying various kinds of food menu choices that are widely offered. The culinary business itself is an activity that produces various types of food, be it side dishes, snacks or drinks with the main purpose of making a profit [1]. It is very important for culinary business owners to be able to develop strategies that can encourage consumers to develop curiosity, with

the ultimate goal that customers feel satisfied. Business actors in the culinary field must prepare strategies to create products that have their own characteristics, so that consumers can distinguish between products from one business and products from other businesses so that consumers feel impressed [2].

By looking at the significant development of culinary businesses, intense competition is inevitable, many entrepreneurs are required to understanding consumer conduct and factors that affect buying decisions is essential for competing effectively with similar competitors and capturing the target market. Developing a target market can result in a large customer base and the ability to influence other customers, marketing can be described as a company asset. Marketing is involves the process of creating, distributing, promoting, and pricing services, goods, and ideas in providing facilities to provide consumer satisfaction and maintain good relationships with interested parties in a dynamic sector [3]. To achieve business success, entrepreneurs need to pay more attention to more factors that influence purchasing decisions and deepen their comprehension of the process by which consumers decide to make purchases. Purchasing decisions are defined as what to purchase, if it's necessary to buy, the right time to make the purchase, the best place to buy it from, and the payment method to use [4]. Indicators of purchasing decisions encompass the choice of product, brand, shopping channel, timing of purchase, and the amount spent [5].

Price plays a crucial role in consumer decision making, as it is often the main consideration factor that influences whether they will buy a product or not. Price refers to the value that consumers spend to gain access to the benefits and ownership associated with using a product or service [6]. Price indicators encompass aspects such as affordability, alignment of price with product quality, alignment of price with the benefits offered, pricing based on consumer purchasing power, and competitive pricing [4]. Apart from price, another factor that influences a person in making purchasing decisions is location. Location refers to various marketing activities that aim to facilitate and facilitate the process of delivery or distribution of goods and services from producers to consumers [7]. Indicators of location encompass access, visibility, traffic, large and convenient parking lots, expansion, environment and competition or competitor locations[8]. Service quality is a factor that is no less important because it is meaningful as a reflects how well the services delivered align with customer expectations. It represents the intended standard of excellence and the ability to achieve that standard to fulfill customer needs effectively [9] Indicator of service quality encompass reliability, responsiveness, assurance, Emphaty and Tangible [10].

The object of this research is Fried Chicken & Ayam Geprek Wong Nganjuk which is located on Jl. Raya kalianyar, Kalianyar Village, Ngronggot District, Nganjuk Regency, East Java and was established in 2022. At this location, There are several intriguing aspects that warrant further investigation, one of which is the pricing of food and beverage items at Fried Chicken & Ayam Geprek Wong Nganjuk. The establishment offers a diverse menu of food and beverage options with varied prices. However, this variety alone does not significantly influence consumer purchasing decisions, usually determining whether to buy a product based on how well the product's price aligns with their expectations or needs. The location of Fried Chicken & Ayam Geprek Wong Nganjuk is less staretgis in the countryside which makes less consumers aware of its existence. Thus, this location does not increase purchasing decisions because consumers usually tend to choose places to eat around big roads. Employee services from Fried Chicken & Ayam Geprek Wong Nganjuk can be seen from the attractive and clean

room conditions, as well as employee services that are always polite and friendly to consumers. Nevertheless, that by itself doesn't significantly influence consumer purchasing decisions, as customers also require quick service for their orders.

The author chooses to carry out this research by building on the findings of prior studies, particularly regarding the price variable explored in a study titled "The Influence of Price and Service Quality on Consumer Purchasing Decisions at Aroma Kitchen Restaurant in Padang City" which demonstrates the outcomes that the partially measured variable price, has an influence on purchasing decisions [11]. As well as research entitled "The Influence of Product Quality and Price on Purchasing Decisions for Dab Decker Submersible Water Pump Machines at CV. Citra Nauli Electricsindo Pekanbaru" which demonstrates that the price has a partial influence on the decision to buy a water pump machine [12]. Then, for the location variable in a study entitled "The Influence of Location and Price on Purchasing Decisions for Product Martabak BAPR" which explains the results that location has a effect on purchasing decisions [13]. The study entitled "The Influence of Location and Service Quality on the Decision to Purchase Refill Drinking Water from Malakajaya Plast Depot, Kec. Cabangbungin, Kab. Bekasi" with the result that location has a effect on purchasing decisions [14].

Furthermore, on the service quality variable, a study entitled "The Effect of Digital Marketing, Word Of Mouth and Service Quality on Bu Susi's Onde-onde Purchasing Decision" shows the results that purchasing decisions are most of the influenced by service quality [15]. As well as a study entitled "The Influence of Price, Product Quality and Service Quality on Consumer Purchasing Decision at CV. Graha Honda Branch Martubung" which indicates that service quality has a influence on purchasing decisions [16]. The unique aspect of this research compared to all previous studies is that it chose the object of research at Fried Chicken & Ayam Geprek Wong Nganjuk, which is located in Ngronggot District, where no research has previously been conducted. Based on the description provided, researcher intends to carry out a study to investigate the effects of price, location, and service quality on consumer purchasing decisions at Fried Chicken & Ayam Geprek Wong Nganjuk.

1.1 Statement Of Problem

From the descriptions above, the problem can be identified, namely the prices of food and beverage products provided by Fried Chicken & Ayam Geprek Wong Nganjuk are quite varied, with a variety of food and beverage menu choices not being enough to increase consumer purchasing decisions, because consumers will see the conformity of the price of a product. The location of Fried Chicken & Ayam Geprek Wong Nganjuk is less staretgis in the countryside which makes less consumers aware of its existence. However, this location does not increase purchasing decisions because consumers usually tend to choose places to eat around big roads. Employee services from Fried Chicken & Ayam Geprek Wong Nganjuk can be seen from the attractive and clean room conditions, employee services that are consistently courteous and friendly toward customers are important. However, these alone aren't sufficient to influence consumer purchasing decisions, as customers also value quick and efficient service for their orders.

1.2 Research Objectives

The aim of this reserach was to examine the elements that affect an individual to purchase products from Fried Chicken & Ayam Geprek Wong Nganjuk. This study whether price, location, and service quality individually or simultaneous influences significantly positive

impact on consumer purchasing decisions to buy Fried Chicken & Ayam Geprek Wong Nganjuk products. The study's results are anticipated to assist in Fried Chicken & Ayam Geprek Wong Nganjuk increase its competitiveness in the culinary business market and assist them in enhancing their marketing approaches.

2. Method

This study applies quantitative method, emphasizing the causality connections each variables. The independent variable, referred to as variable X, is identified as the potential cause leading to the occurrence of the dependent variable, that are regarded as outcomes. Meanwhile, the dependent variable, or variable Y, represents the predicted outcome (effect) that changes in response to variations in the independent variables. The independent variables include price (X1), location (X2), and service quality (X3), while the dependent variable is the purchase decision (Y). Population in this research is unlimited which are consumers of Fried Chicken & Ayam Geprek Wong Nganjuk. With an unlimited population, this research uses non-probability sampling technique, specifically using accidental sampling techniques. Sampling in this study is based on a multivariate approach, where the number of variables (both independent and dependent) is multiplied by 10. Therefore, with 4 variables considered in this study, the number of samples required is 40 respondents. Data is collected using a questionnaire that contains statements aligned with the indicators of each variable. These questionnaires are distributed to the respondents, who then provide their responses [17]. Data analysis uses classical assumption tests, multiple linear regression analysis, determination coefficient test, and hypothesis testing. The instrument test in this study is as follows:

Validity Test

The validity test is conducted to assess if a measuring instrument specifically, the questions in the questionnaire can be deemed valid [18]. This test was performed using the SPSS 23. To verify the validity of the questionnaire's indicators (questions), the study applied a significance level of 0.05 and established several criteria that needed to be satisfied, namely:

a. If r counts > r table, the inquiry things in questionnaire is considered valid.
b. If r counts < r table, the inquiry things in questionnaire is considered invalid.

This research used 40 respondents so that it can be known that the r table is Df = 40 - 2 = 38 (0.312) following the table of validity tests:

Table 1. Validity Test Results

Price Validity Test Results (X1)

Item Nomor	R. Calculate	R. Table 5% (38)	Significance	Criterion
1	0,821	0,312	0,000	Valid
2	0,825	0,312	0,000	Valid
3	0,854	0,312	0,000	Valid
4	0,846	0,312	0,000	Valid
5	0,792	0,312	0,000	Valid
6	0,888	0,312	0,000	Valid
7	0,852	0,312	0,000	Valid
8	0,786	0,312	0,000	Valid

Source: Processed with SPSS 23

Location Validity test Result (X2)

Item Nomor	R. Calculate	R. Table	Significance	Criterion

		5% (38)		
1	0,685	0,312	0,000	Valid
2	0,693	0,312	0,000	Valid
3	0,635	0,312	0,000	Valid
4	0,671	0,312	0,000	Valid
5	0,584	0,312	0,000	Valid
6	0,563	0,312	0,000	Valid
7	0,567	0,312	0,000	Valid
8	0,637	0,312	0,000	Valid
9	0,760	0,312	0,000	Valid
10	0,748	0,312	0,000	Valid
11	0,670	0,312	0,000	Valid
12	0,670	0,312	0,000	Valid
13	0,628	0,312	0,000	Valid
14	0,636	0,312	0,000	Valid

Source: Processed with SPSS 23

Service Quality Validity Test Result (X3)

Item Nomor	R. Calculate	R. Table 5% (38)	Significance	Criterion
1	0,787	0,312	0,000	Valid
2	0,804	0,312	0,000	Valid
3	0,930	0,312	0,000	Valid
4	0,862	0,312	0,000	Valid
5	0,932	0,312	0,000	Valid
6	0,883	0,312	0,000	Valid
7	0,896	0,312	0,000	Valid
8	0,850	0,312	0,000	Valid
9	0,881	0,312	0,000	Valid
10	0,804	0,312	0,000	Valid

Source: Processed with SPSS 23

Purchasing Decision Validity Test Result (Y)

Item Nomor	R. Calculate	R. Tabel 5% (38)	Significance	Criterion
1	0,718	0,312	0,000	Valid
2	0,593	0,312	0,000	Valid
3	0,593	0,312	0,000	Valid
4	0,653	0,312	0,000	Valid
5	0,620	0,312	0,000	Valid
6	0,616	0,312	0,000	Valid
7	0,630	0,312	0,000	Valid
8	0,672	0,312	0,000	Valid
9	0,570	0,312	0,000	Valid
10	0,693	0,312	0,000	Valid

Source: Processed with SPSS 23

According to table 1, it is evident that this study utilizes three independent variables (X) and one dependent variable (Y) as the focus of study. Three independent variables consist of 8, 14, and 10 statement item, meanwhile the dependent variable (Y) has 10 statement items. The statement in all variables has an r count value that exceeds the r table value (0.312), indicating that the data collected is acceptabillity.

Reliability Test

A reliability test is a way to see the consistency of measurement tools. This relates to its ability to provide similar results even though measurements are taken repeatedly [18]. A measuring tools is deemed trustworthy if it consistently give the same results across repeated measurements. The data requirements are said to be reliable if :

a. If correlation of Cronbach Alpha > 0.60, the research instrument is considered reliable.
b. If correlation or Cronbach Alpha < 0.60, the research instrument is deemed unreliable.

Table 2. Reliability Test Result

Reliability Test Result

Variabel	No. Item	Alpha Kritis	Cronchbach's Alpha	Keterangan
Price	8	0,60	0,93	Reliabel
Location	14	0,60	0,89	Reliabel
Service Quality	10	0,60	0,96	Reliabel
Purchasing Decision	10	0,60	0,83	Reliabel

Source : Processed with SPSS 23

According to Table 2, each variables demonstrate a Cronbach's Alpha value exceeding 0,60 declare that the variables utilized in the research are reliable and have successfully passed the reliability test.

The framework applied in research is outlined as follows :

Figure 1. Conceptual Framework

3. Result and Discussion

In this research, sampling of 40 respondents who met the specified criteria were successfully selected, namely consumers who had visited Fried Chicken and Ayam Geprek Wong Nganjuk. Data was obtained through filling out a physical (paper) questionnaire filled out directly by Fried Chicken & Ayam Geprek Wong Nganjuk. This study examines three independent variables price, location, and service quality and one dependent variable, which is purchasing decisions. Fried Chicken & Ayam Geprek Wong Nganjuk started operating in 2022

and it has been 2 years since this eating place was established. The location is located on Jl. Raya Kalianyar, Ds. Kalianyar, Kec. Ngronggot, Kab. Nganjuk, Jawa Timur.

Researchers present the field data systematically to support and simplify the data analysis process for other researchers. Below, the researcher presents the responses of the participants categorized by their characteristics :

Table 3. P Testing Gender Characteristics

Gender	Frequency	Precentage
Male	9	22,5%
Female	31	77,5%
Total	40	100%

Source: Processed with SPSS 23

According to Table 3, the findings of this study indicate used 40 consumers of Fried Chicken & ayam Geprek Wong Nganjuk as respondents. Where when viewed from the gender of the selected sample, the entire sample is female by 77.5% and male by 22.5%. That way it can be concluded that consumers of Fried Chicken & Ayam Geprek Wong Nganjuk are generally female.

Table 4. Testing Age Characteristics

| Age	Frequency	Precentage
< 20	9	22,5%
21-30	23	57,5%
31-40	5	12,5%
> 40	3	7,5%
Total	40	100%

Source: Processed with SPSS 23

According to Table 4, it is evident that there are four age groups that divide 40 respondents who are consumers of Fried Chicken & ayam Geprek Wong Nganjuk. Among them, consumers are dominated by the age group between 21-30 with a percentage of 57.5%, namely 23 people. Furthermore, the age group < 20 with a percentage of 22.5%, namely 9 people. Then, by the 31-40 age group with a percentage of 12.5%, namely 5 people. The last age group is > 40 with a percentage of 7.5%, namely 3 people. So it can be seen that the majority of the 21-30 age group buy most often at Fried Chicken & Ayam Geprek Wong Nganjuk compared to other age groups.

3.1 Classical Assumption test

The classical assumption test is performed to verify that the regression equation is precise, valid, and meets econometric standards [19]. In this study, the classical assumption test involves examining normality, multicollinearity and heteroscedasticity.

Normality Test
The normality test is performed to check if the residual values have a normal distribution by examining the normal probability plot. If the data points on the plot are evenly spread and align along the diagonal line, it indicates that the regression model achieve the normality test.
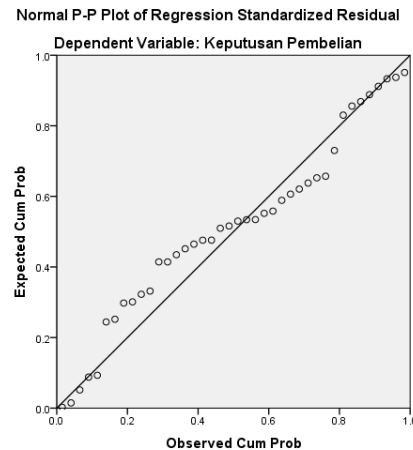
Figure 2. Normality Probability Plot
Source : Processed with SPSS 23

From Figure 2, the data testing results on the normal probability plot are distributed along and near the diagonal line. This indicates the regression model follows a normal distribution.

Multicollinearity test
The multicollinearity test aims to examine the correlation between independent variables. If the test results show a tolerance value > 0,1 and a VIF <10, it indicates that multicollinearity is not present among the independent variables and conversely.

Table 5. Multicollinearity Test Result
Multicollinearity Test Result

| Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Betta	T	Sig	Tolerance	VIF
1 (Constant)	2.964	4.907		.604	.550		
Price	.307	.133	.264	2.310	.027	.793	1.261
Location	.296	.103	.411	2.874	.007	.508	1.968
Service Quality	.214	.103	.284	2.071	.046	.553	1.808

Source : Processed with SPSS 23

Table 5 presents the tolerance value > 0,1 and the VIF < 10, indicating that there are no signs of multicollinearity among the independent variables.

Heteroscedasticity Test
The heteroscedasticity test is implemented to test whether there are in the variance of residuals in each study in the regression model. According to the scatter plot analysis, if the data points are randomly dispersed without showing any distinct pattern, it indicates the absence of a heteroscedasticity issue. This is because the residual variances between observations do not exhibit uniformity [20].
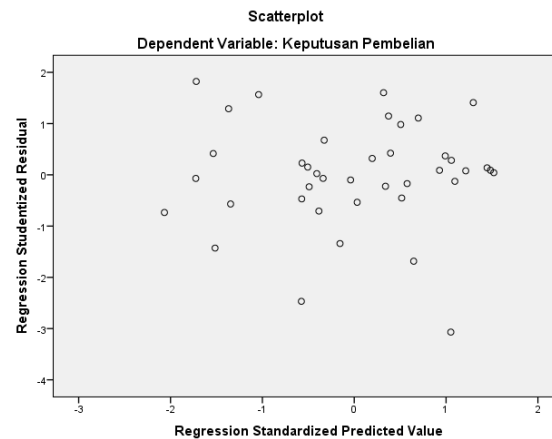
Figure 3. Scatterplot
Source: Processed with SPSS 23

Based on Figure 3 above, the scatterplot indicates that the data points are randomly distributed around the Y axis value of 0 without following any specific pattern. Therefore, it can be concluded that this study does not exhibit a heteroscedasticity problem.

3.2 Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Betta	t	Sig	Tolerance	VIF
1 (Constant)	2.964	4.907		.604	.550		
Price	.307	.133	.264	2.310	.027	.793	1.261
Location	.296	.103	.411	2.874	.007	.508	1.968
Service Quality	.214	.103	.284	2.071	.046	.553	1.808

Source : Processed with SPSS 23

Referring to Table 6 above, the constant value (a) is 2.964, while the the price variable (b1) is 0.307, location (b2) is 0.296, and service quality (b3) is 0.214. Therefore, the multiple linear regression equation will be expressed as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$
$Y = 2.964 + 0,307\ X_1 + 0,296\ X_2 + 0,214\ X_3$

1. A = 2.964 shows that X1, X2, and X3 have positive values.
2. b_1 = The regression coefficient (b1) of price (X1) on purchasing decisions indicates a positive value of 0.307, which mean that animproved pricing is associated with an increase in purchasing decisions. Therefore, variable X1 has a positive influence on variable Y.
3. b_2 = The regression coefficient (b2) of location (X2) in relation to purchasing decision indicates a positive value of 0.296, The more precise the location selection, the better the purchasing decision will be. Therefore, the X2 variable has a positive influence on Y.

4. b_3 = The regression coefficient value (b3) of service quality (X3) on purchasing decisions indicates a positive value of 0.214, therefore better service quality will increase purchasing decisions. The variable X3 has a positive influence on Y.
5. e = Represents additional variables not accounted for in the model.

3.3 Coeffitient of Determination Test

Table 7. Coeffitient of Determination Test Result
Model Summary^b

Model	R	R Square	Adjusted R Square	Srd. Error of the Estimate	Durbin-Waston
1	.791^a	.626	.595	2.904	1.879

a. Presictors : (Constant), Service Quality (X3), Price (X1), Location (X2)
b. Dependent Variable : Purchasing Decision (Y)
Source : Processed with SPSS 23

Referring to Table 7, the R-square value in the regression is displayed obtained at 0.626, which means that 62.6% of purchasing decisions at Fried Chicken & Ayam Geprek Wong Nganjuk are influenced by price, location and Service Quality variables. However, 37.4% is affected by other factors not investigated in this research.

3.4 Hypothesis Test

T Test (Partial)

The T test is used to measure the extent to which the independent variable affects the dependent variable. If the significance value < 0.05 and T count > T table, this shows that variable X has a influence on variable Y with Ha accepted and H0 rejected.

Table 8. T Test Result (Partial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Betta	t	Sig	Tolerance	VIF
1 (Constant)	2.964	4.907		.604	.550		
Price	.307	.133	.264	2.310	.027	.793	1.261
Location	.296	.103	.411	2.874	.007	.508	1.968
Service Quality	.214	.103	.284	2.071	.046	.553	1.808

Source : Processed with SPSS23

According to Table 8, all variables X1, X2, and X3 exhibit a positive and significant impact on purchasing decisions. Expresed by the T count > T table (2,022), and the significance < 0,05. The price variable (X1) has a significant positive influence on purchasing decisions (Y) with the t value (2,310) > (2,022) and sig (0,027) < 0,05. The location variable (X2) has a significant positive effect on purchasing decisions (Y) with the t value (2,874) > (2,022) and sig (0,007) < 0,05. The service quality variable (X3) has a significant positive effect on purchasing decisions (Y) with the t value (2,071) > (2,022) and sig (0,046) < 0,05.

F Test (Simultaneously)

The F test employed to assess whether the independent variables collectively have a significant influence on purchasing decision variable at Fried Chicken & Ayam Geprek Wong Nganjuk. The test is evaluated based on the criteria that if the significance value < 0,05 and the calculated F value > F table value, it demonstrate the independent variables have a simultaneous influence on dependent variable.

Table 9. F Test Results
ANOVAª

	Model	Sum of Squares	df	Mean Square	F	Sig
1	Regression	507.909	3	169.303	20.069	.000[b]
	Residual	303.691	36	8.436		
	Total	811.600	39			

a.   Dependent Variable : Purchasing Decision (Y)
b.   Presictors : (Constant), Service Quality (X3), Price (X1), Location (X2)
Source : Processed with SPSS 23

Referring to Table 9 above, the study's significance value is 0.000 < 0,05, and the F value is 20.069 > 3.25. Therefore, indicates the variables (X1), (X2), and (X3) collectively have an influence on purchasing decisions at Fried Chicken & Ayam Geprek Wong Nganjuk.

Disscussion

The Influence of Price on Purchasing Decisions

The results of the T test calculation show the t value (2.310)> t table (2.022) and the significance level (0.027) <0.05, which means that price has a positive and significant effect on purchasing decisions. Means pricing at Fried Chicken & Ayam Geprek Wong Nganjuk in accordance with the benefits received by consumers, will strengthen purchasing decisions and make it possible to create a competitive advantage. This research is in line with research conducted by [11] and [12] with the results that price has an influence on purchasing decision.

The Influence of Location on Purchasing Decision

The results of the Partial T test calculation show the t value (2.874)> t table (2.022) and sig (0.007) <0.05, which means that location has a positive and significant effect on purchasing decisions. Location will provide convenience and comfort for consumers, the location of Fried Chicken & Ayam Geprek Wong Nganjuk tends to be easily accessible and quite strategic. This research is in line with research conducted by [13] and [14] with the results that location has an influence on purchasing decision.

The Influence of Service Quality on Purchasing Decision

The results of the Partial T test calculation show the t value (2.071)> t table (2.022) and sig (0.046) <0.05, which means that service quality has a positive and significant effect on purchasing decisions. At Fried Chicken & Ayam Geprek Wong Nganjuk, the reliability and response of employees to consumers is quite good. Service is considered good if consumers feel satisfied because their expectations are met, which is evidenced by making repeat

purchases. This research is in line with research conducted by [15] and [16] with the results that service quality has an influence on purchasing decision.

The Influence of Price, Location and Service Quality simultaneously on Purchasing Decisions

The results of the F test show that there is a simultaneous influence between price, location, and service quality on purchasing decisions, with the results of the significance value of this study being (0.000 <0.05) and the calculated F value of 20.069> 3.25. The three elements are interrelated, where competitive pricing and comparable to product benefits can encourage purchasing decisions from consumers. It is also important to provide decent facilities, such as a strategic location and a comfortable place, because this also influences consumers' buying decisions. In addition, quality service also plays an important role in encouraging consumers to return to make purchases in the future.

This research is in line with research conducted by [21] with the results that simultaneously Social Media, Price and location have a significant effect on purchasing decisions. As well as research conducted by [22] which states that service quality, location and promotion simultaneously have a positive and significant effect on purchasing decisions.

4. Conclusion

According to the research findings, the conclusion indicates that the variables price, location, and service quality positively and significantly effect consumer purchasing decisions at Fried Chicken & Ayam Geprek Wong Nganjuk. Proven by the results of T count including price (2.310), location (2.874) and service quality (2.071) > T table (2.022) with a significance value of all variables <0.05. This means that competitive prices and being able to adjust will affect purchasing decisions, as well as strategic business locations will determine consumer purchasing decisions and high service quality, the greater the likelihood of consumer purchasing decisions for the Fried Chicken & Ayam Geprek Wong Nganjuk business.

This study offers a valuable contribution to the culinary business sector, particularly to Fried Chicken & Ayam Geprek Wong Nganjuk, by providing insights into the factors that shape consumer decision making. Furthermore, the results can serve as a reference for creating effective marketing strategies for businesses. The unique this research apart is its object on Fried Chicken & Ayam Geprek Wong Nganjuk in Ngronggot District a location that has not been explored in prior studies and examines three independent variables price, location, and service quality against one dependent variable, purchasing decisions. The findings reveal that all three variables significantly influence consumer purchasing decisions simultaneously. This differs from previous studies, which typically analyzed only one or two of these factors in isolation.

This study's limitation is the sample, which is restricted to consumers of Fried Chicken & Ayam Geprek Wong Nganjuk. As a result, the findings cannot be generalized to other culinary businesses across Indonesia. Future research is expected to involve larger and more diverse samples and variables. Additionally, employing different methodologies, such as qualitative approaches, could provide more comprehensive and in depth insights.

References

[1]   Ezizwita E, Sukma T. Dampak Pandemi Covid-19 Terhadap Bisnis Kuliner Dan Strategi Beradaptasi di Era New Normal. J Ekon Dan Bisnis Dharma Andalas 2021;23:51–63. https://doi.org/10.47233/jebd.v23i1.169.

[2]   Setyani AD, Aliami S, Hakimah EN. Pengaruh Kualitas Produk, Promosi, dan Store Atmosphere Terhadap Keputusan Pembelian (Studi Khasus Pada Kedai Ayam Geprek" Takhasiena" Kecamatan Kertosono-Kabupaten Nganjuk). Semin Nas Manajemen, Ekon Dan Akunt 2021;6:464–70.

[3]   Tjiptono F, Diana A. Pemasaran. Yogyakarta: Andi; 2020.

[4]   Kotler P, Armstrong G. Prinsip-prinsip Marketing. Jakarta: Salemba Empat; 2018.

[5]   Kotler P, Armstrong G. Prinsip-Prinsip Pemasaran. Jakarta: Erlangga; 2019.

[6]   Kotler P, Keller KL. Marketing Management. 15th ed. England: Person Prentice Hall; 2016.

[7]   Tjiptono F. Strategi Pemasaran. Yogyakarta: Andi; 2015.

[8]   Jamal A, Busman SA. Pengaruh Cita Rasa Dan Lokasi Terhadap Keputusan Pembelian Ayam Geprek Junior Cabang Pekat Di Kabupaten Sumbawa. J Manaj Dan Bisnis 2021;4:27–34. https://doi.org/https://doi.org/10.37673/jmb.v4i2.1301.

[9]   Tjiptono F. Strategi Pemasaran Jasa (Prinsip, Penerapan, dan Penelitian). Yogyakarta: Andi; 2019.

[10]   Kotler, Keller. Buku Prinsip Prinsip Pemasaran. 13th ed. Jakarta: Erlangga; 2020.

[11]   Afifi FF, Widodo A. Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen pada Restoran Aroma Kitchen Kota Padang. Ekon J Econ Bus 2021;5:481. https://doi.org/10.33087/ekonomis.v5i2.350.

[12]   Tua GVM, Andri, Andariyani IM. Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Mesin Pompa Air Submersible Dab Decker Di Cv. Citra Nauli Electricsindo Pekanbaru. J Ilm Multidisiplin 2022;1:140–54. https://doi.org/10.56127/jukim.v1i04.266.

[13]   Biantoro R, Manajemen F, Ciputra U. Pengaruh Lokasi dan Harga Terhadap Keputusan Pembelian Produk Martabak BAPR 2021;6. https://doi.org/https://doi.org/10.37715/jp.v6i1.1911.

[14]   Pitaloka DA, Juliandara L. Pengaruh Lokasi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Air Minum Isi Ulang Depot Malaka Jaya Plast, Kec. Cabangbungin, Kab. Bekasi. J Ilm Manajemen, Ekon Akunt 2024;8:873–91. https://doi.org/10.31955/mea.v8i1.3659.

[15]   Tuhumena MYJ, Soeprajitno ED, Kurniawan R. Pengaruh Digital Marketing, Word Of Mouth dan Kualitas pelayanan terhadap Keputusan pembelian Onde-onde Bu Susi. Simp Manaj Dan Bisnis 2024.

[16]   Putri WM, Dewi AF. Pengaruh Harga, Kualitas Produk dan Kualitas Pelayanan Terhadap Keputusan pembelian Konsumen Pada CV. Graha Honda Cabang Martubung. J Widya 2024;5. https://doi.org/10.54593/awl.v5i1.319.

[17]   Sugiyono. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta; 2020.

[18]   Janna NM, Herianto. Konsep Uji Validitas dan reliabilitas Dengan menggunakan SPSS 2021. https://doi.org/https://doi.org/10.31219/osf.io/v9j52.

[19]   Sholihah SM, Aditiya NY, Evani ES, Maghfiroh S. Konsep Uji Asumsi Klasik Pada Regresi Linear berganda. J Ris Akunt Soerdiman 2023. https://doi.org/https://doi.org/10.32424/1.jras.2023.2.2.10792.

[20]   Purba DS, Tarigan WJ, Sinaga M, Tarigan V. Pelatihan Penggunaan Software SPSS Dalam Pengolahan Regressi Linear Berganda Untuk Mahasiswa Fakultas Ekonomi

Universitas Simalungun Di Masa Pandemi Covid 19. J Karya Abdi Masy 2021. https://doi.org/https://doi.org/10.22437/jkam.v5i2.15257.

[21] Wirawan AD, Soeprajitno ED, Meilina R. Pengaruh media Sosial, Harga dan Lokasi terhadap Keputusan Pembelian di Toko Legian Nursery. Simp Manaj Dan Bisnis 2023;2.

[22] Suparianto A, Widodo MW, Kusumaningtyas D. Analisis Pengaruh Kualitas Pelayanan, Lokasi dan Promosi Terhadap Keputusan Pembelian Produk Broden screen Printing. Semin Nas Manajemen, Ekon Dan Akunt 2021;6.