The Influence of Price, Quality, and Location on Purchasing Decisions at TJA Tech Second-Hand Laptop Store Kediri

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Abstract

Research aim : *This research study seks to examine how price, quality and location influence the decision-making process of consumers purchasing second-hand laptop at TJA Tech Kediri*

Design/Methode/Approach : *This research employs a quantitative approach with a casual design. The target of this research includs consumers who have bought second-hand laptops from TJA Tech Kediri. The study's sample consist of 40 respondents, chosen through a questionnaries. The method of data analysis applied in this research ismultiple linear regression.*

Research Finding : *The outcomes of this research reveal that pricing and quality exert a otable influence, while location does not significantly affect the buying decision at TJA Tech Second-Hand Laptop Store in Kediri.*

Theoretical contribution/Originality : *It holds a significant impact on the consumer's decision-making process. This study investigates the intricate connection among these three factors analyzing the manner in which their interactions shape consumer preferences and influence customer buying choices..*

Practitionel/Policy implication : *The research offers practical insights for TJA Tech Kediri to enhance purchasing decisions by considering price, quality, and location in their marketing strategy, as well as increasing sales volume.*

Research limitation : *This study only discusses three main variables: price, quality, and location. Other factors that may also influence purchasing decisions, such as promotions or services, are not covered in this study.*

Keywords : *Price, Quality, Location, Purchasing Decision*

1. Introduction

In today's digital era, laptops have become essential devices in daily life. These devices support various needs, from learning, working, to hobbies, due to their multifunctional nature. The demand for laptops in Indonesia continues to rise along with the advancement of technology and digitalization across various sectors. The Indonesian government is also actively promoting digital transformation to improve efficiency and the quality of public services. This digitalization has a significant impact in various fields, such as education, transportation, tourism, agriculture, fisheries, business, and healthcare[1].

With the advancement of digitalization, consumers can now easily access information about products and prices, making it easier for them to compare various options. New laptops with lower

specifications are often sold at prices that are almost the same as or even equivalent to used laptops with higher specifications. This situation encourages some potential buyers to choose second-hand laptops, as they offer better performance compared to new laptops with limited capabilities.

The purchasing decision is one of the stages in the consumer decision-making process, where an individual decides to purchase a product. [2]. Indicators that can be used to measure purchasing decisions include the product's alignment with the buyer's needs, the benefits obtained by the individual, consistency in choosing the product, and the tendency to make repeat purchases[3].

Price is a key factors ithat affects consumer buying decisions. Used laptops, which have been previously owned, involve several considerations that can affect buyer interest. Price indicators include aspects such as affordability, price alignment with product quality, the benefits offered, the buyer's financial capability, and price competitiveness in the market.[4]. Another factor that influences purchasing decisions is quality. Consumers tend to assume that products with higher prices have better quality, while products with very low prices often raise doubts about their quality[5]. The quality factor includes product characteristics, alignment with specifications, durability, reliability without defects, as well as design and appearance [6]. In addition, the location factor is also an important element that influences purchasing decisions. Location determines how easily consumers can access the product. Location indicators include accessibility, visibility, the surrounding environment, the facilities available at the location, and the level of competition in the area.[7].

The object of this study is the TJA Tech Second-Hand Laptop Store in Kediri, as research on used laptops in Kediri is still very limited, particularly studies that specifically analyze the impact of pricing and product quality also location on buying decisions. The trend of buying used laptops is growing as an economical solution amid the high prices of new laptops.

The previous research conducted by [8] It can be concluded that price has a positive and significant effect on purchasing decisions. Additionally, another study by [9] It shows that product quality also has a positive impact on purchasing decisions. Meanwhile, a study conducted by [10] It reveals that easily accessible locations play a role in influencing the purchasing decisions of potential buyers.

1.1. Statement of Problem

Based on the description, it can be identified that there are issues arising from the growing trend of purchasing second-hand laptops as an economical alternative amid the high prices of new laptops. New laptops with lower specifications are often offered at prices that are almost the same as or even equivalent to used laptops with higher specifications. This encourages some potential buyers to prefer second-hand laptops that offer better performance at a comparable price. However, this factor alone is not enough to increase purchasing decisions, as potential buyers also consider the alignment of quality with the product's price and the accessibility of the location before deciding to make a purchase.

1.2. Research Objectives

This research seeks to examine the influence that price, value, also location have on buying choices at TJA Tech Second-Hand Laptop Store in Kediri.

2. Method

This research applies a quantitative method with a causal design along with an accidental sampling method, focusing on consumers who have previously purchased second-hand laptops at TJA Tech. The sample is determined using the multivariate method, where the count of independent and dependent variables is increased by the factor of 10, resulting in a respondent count of 40. Data sourcing is conducted through the quistionnaire containing items related to indicators of the examined factor. Data analysis includes classical assumption tests, multiple linear regression, the coefficient of determination, and hypothesis testing.

3. Results and Discussion /Hasil dan Pembahasan

Data Quality Test

Authenticity and reliability tests are conducted for research with an interval scale questionnaire, where respondents' answers reflect their perceptions of the variables being studied. The validity test

ensures that the questionnaire accurately measures what it is intended to measure, while the reliability test assesses the consistency of the results. [11]. The validity test is conducted using IBM SPSS Statistics 25 to ensure that the indicators within the questionnaire are accurate. Some of the requirements that need to be fulfilled forr validity are :

1. when the calculated r is greater tha the table r and it comes positive, so question in the questionnaire is valid because it demostrates a meaningful correlation with the total score.
2. When the calculated r is less than the table r, so question in the questionnaire is invalid because it does not exhibit a meaningful relationship with the total score.

Table 1. Validity Test Result

"Price Variable Validity Test Result" (X1)

Item No.	R. Calculate	R. Tabel	Significance	Criterion
1	0,549	0,312	0,000	Valid
2	0,657	0,312	0,000	Valid
3	0,599	0,312	0,000	Valid
4	0,698	0,312	0,000	Valid
5	0,637	0,312	0,000	Valid
6	0,537	0,312	0,000	Valid
7	0,419	0,312	0,007	Valid
8	0,488	0,312	0,001	Valid

"Quality Variable Validity Test Result" (X2)

Item No.	R. Calculate	R. Tabel	Significance	Criterion
9	0,648	0,312	0,000	Valid
10	0,468	0,312	0,000	Valid
11	0,614	0,312	0,000	Valid
12	0,666	0,312	0,000	Valid
13	0,666	0,312	0,000	Valid
14	0,600	0,312	0,000	Valid
15	0,685	0,312	0,007	Valid
16	0,601	0,312	0,001	Valid
17	0,651	0,312	0,000	Valid
18	0,685	0,312	0,000	Valid

"Location Variable Validity Test Results" (X3)

Item No.	R. Calculate	R. Tabel	Significance	Criterion
19	0,475	0,312	0,002	Valid
20	0,704	0,312	0,000	Valid
21	0,565	0,312	0,000	Valid
22	0,556	0,312	0,000	Valid
23	0,690	0,312	0,000	Valid
23	0,648	0,312	0,000	Valid
24	0,390	0,312	0,013	Valid
25	0,688	0,312	0,000	Valid

| 26 | 0,393 | 0,312 | 0,012 | **Valid** |
| 27 | 0,758 | 0,312 | 0,000 | **Valid** |

Purchase Decision Variable Validity Test Results" (Y)

Item No.	R. Calculate	R. Tabel	Significance	Criterion
28	0,561	0,312	0,000	**Valid**
29	0,620	0,312	0,000	**Valid**
30	0,658	0,312	0,000	**Valid**
31	0,598	0,312	0,000	**Valid**
32	0,651	0,312	0,000	**Valid**
33	0,571	0,312	0,000	**Valid**
34	0,721	0,312	0,000	**Valid**
35	0,703	0,312	0,000	**Valid**

According to the table above, 3 independent variable (X) exist, 1 independent variable (Y) in this research. Each variable X consists of 8, 10, and 10 statement items, while variable Y is made up of 8 statement items. All qustion items for each factor have r value higher than the table value, indicating that the datais deemed authentic.

Reliability Test

The question is considered reliable if respondents' perceptions on each item within a variable are consistent or stable. To measure reliability, the Cronbach's Alpha method is used in SPSS statistical analysis. A construct or variable is considered reliable if the Cronbach's Alpha value is greater than 0.60[11]. Noted :

1) If the Cronbach Alpha correlation is greater than 0.60, the research instrument is considered reliable
2) If the Cronbach Alpha correlation is less than 0.60, the research instrument is considered unreliable

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
X1	0,711	8
X2	0,830	10
X3	0,791	10
Y	0,785	8

Reffering to the table above, every variable shows a Cronbach's Alpha score above o.60, meaning that all of these variables can be considered reliable.

Classical Assumption Test

The hypothesis of residuals having a normal distribution can be assesed using a normal probability chart. If the data points on the chart are spread along the diaagonal line and align with the directions of the line, it can be inferred that the residuals follow a normal distribution.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian
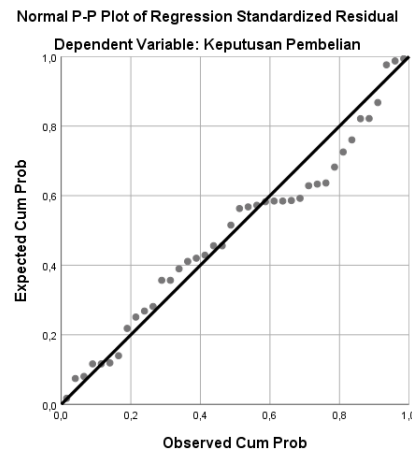
Table 3. Normality Probability Plots
Source : Processed SPSS 2025

Reffering to the data table above, it is observable that the scattered data follows a normal distribution, as demonstrated by the points aligning with and surrounding the diagonal line. Therefore, it can be inferred that the residuals are normally distributed.

Multicollinearity is carried out by analyzing the VIF score and tolerance level. The criteria are that if the VIF value is less than 10 or the tolerance value is greater than 0.1, then the regression does not experience multicollinearity[11].

Table 4. Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,200	3,565		-,337	,738		
	Harga	,620	,167	,521	3,713	,001	,331	3,023
	Kealitas	,397	,114	,488	3,499	,001	,336	2,980
	Lokasi	-,075	,099	-,100	-,757	,454	,376	2,658

a. Dependent Variable: Keputusan Pembelian

Source : "Processed SPSS 2023"

Based on the image above, it can be concluded that :

Table 5. Multicollinearity Test Table

Variable	Tolerance	VIF	Information
Harga (X1)	0,331	3,023	**No Multicollinearity Occurs**
Kualitas(X2)	0,336	2,980	**No Multicollinearity Occurs**
Lokasi (X3)	0,376	2,658	**No Multicollinearity Occurs**

Reffering to the table above, there is no indication of multicollinearity in this research, as the VIF values remain under 10 and the tolerance values surpass 0.1.

Figure 6. Scatterplots
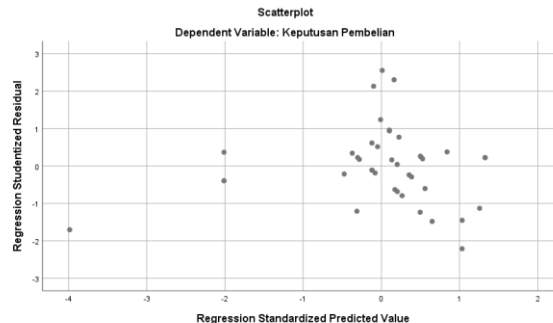
Source : Processed SPSS 2025

Reffering to the provided image, the points are randomly dispersed without forming any clear pattern, spreading above and below the 0 mark on the Y-axis. This suggest that the data in this study does not exhibit heteroscedasticity.

Hypothesis Test

Table 7. T Test (nilai Sig)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	-1,200	3,565		-,337	,738		
	Harga	,620	,167	,521	3,713	,001	,331	3,023
	Kealitas	,397	,114	,488	3,499	,001	,336	2,980
	Lokasi	-,075	,099	-,100	-,757	,454	,376	2,658

a. Dependent Variable: Keputusan Pembelian

Source : Analyzed by SPSS 2023

By looking at the image above, it can be concluded that:

1. Price (X1) influence on Buying Decisions (Y) with a value of meaning 0.001 (significance < 0.05).
2. Quality (X2) influence on Buying Decisions (Y) with a value of meaning 0.001 (significance < 0.05).
3. Location (X3) does not influence on Buying Decisions (Y) with a value of meaning 0.454 (significance > 0.05).

Table 8. F Test (nilai Sig)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234,113	3	78,038	39,135	,000[b]
	Residual	71,787	36	1,994		
	Total	305,900	39			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Lokasi, Kealitas, Harga

Source : Analyzed by SPSS 2025

Based on the tablr shown, the relevance of this research is 0.000, indicating that the (X1), (X2), and (X3) simultaneously have an effect on the Purchasing Decision of Second-Hand Laptops at TJA Tech Laptop Store in Kediri.

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	,875^a	,765	,746	1,41212	2,503

a. Predictors: (Constant), Lokasi, Kealitas, Harga

b. Dependent Variable: Keputusan Pembelian

Source : Processed SPSS 2023

Referring to the visual representation, it can be inferred the coefficient of determination (R²) for variables X1, X2, and X3 on Y in influencing customers of TJA Tech Laptop Store in Kediri is 0.875 or 87.5%.

On average, 87.5% of customers purchasing decisions at the store are influenced by factors X1, X2, and X3, while the remaining 12.5% is determined by other variables beyond this research.

Multiple Linear Regression Test

Table 10. multiple linear regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,200	3,565		-,337	,738		
	Harga	,620	,167	,521	3,713	,001	,331	3,023
	Kealitas	,397	,114	,488	3,499	,001	,336	2,980
	Lokasi	-,075	,099	-,100	-,757	,454	,376	2,658

a. Dependent Variable: Keputusan Pembelian

Source: Analyzed by SPSS 2023

Reffering to the illustration above, the constant value (α) is -1.200 for price, the β value is 0.620 for quality, and the β value is 0.397 for location with a value of 0.075. Therefore, the formulated multiple linear regression equation is as follows :

$$Y = a + b1x1 + b2x2 + b3x3$$

$$Y = -1,200 + 0.620x1 + 0.397x2 + -0.075x3$$

1. A = -1.200 represents the constant value, while X1 (price) and X2 (quality) exert a beneficial impact on buying choices, whereas X3 (location) has a negative influence.
2. B1 = 0.620 shows that the X1 factor (price) has a positive effect, produces a favorable impact,

implying that if the price rises by one unit, and purchasing choice will grow 0.620, assuming additional factors remain constant.

3. B2 = 0.397 shows that the X2 factors (quality) has a positive effect, produces a favorable impact, implying that if the price rises by one unit, and purchasing choice will grow 0.397, assuming additional factors remain constant.

4. B3 = -0.075 exert an adverse impact, implying that if the location decreases by one unit, so purchasing choices will decline by 0.075, assuming additional factors stay unchanged.

Conclusion

Drawing from the analysis, it can be determined that the pricing and quality variables simultaneously influence the purchasing decisions of consumers at TJA Tech Laptop Store in Kediri. This is demonstrated by the value of 0.000, which is less than $\alpha = 0.05$. This means a notable impact ammong these factors on consumer purchasing choice.

This is consistent with the previous exploration directed by [12] This is because the location does not fully consider the parking environment in the purchasing decision, such as the parking area being considered too narrow, although it is still safe due to the presence of CCTV, which reduces the positive impact of the location.

The novelty of this research lies in its specific focus on the purchase of second-hand laptops in Kediri, a topic that is still very limited in study. This research specifically discusses the impact of pricing, product quality, and store location on buying decisions. This differs from previous studies that tend to focus only on one factor, such as price or product quality, without considering the combination of these three factors comprehensively. Based on previous research conducted by[13] Consumer purchasing decisions are influenced by enhanced competitive advantages, including product innovations that are superior, unique, diverse, irreplaceable, valuable, and difficult to replicate. This can be associated with the examined factors to enhhance product innovation through X1 (price), X2 (quality), and X3 (location). By focusing on these factors, businesses can strengthen their competitive edge and better meet consumer preferences.

Research demonstrated that service excellece, pricing, and positioning are key elements affecting consumer buying choices. Several key takeaways can be outlined as follows :

1. Based on testing finding indicate that price has a noteworthy positive impact on the purchasing choice of second-hand laptops at TJA Tech Kediri.
2. According to the testing finding indicate that quality has a noteworthy positive impact on the purchasing choice of second-hand laptops at TJA Tech Kediri.
3. According to the testing finding indicate that location has a significant negative impact on the purchasing choice of second-hand laptops at TJA Tech Kediri.

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