Consumer Buying Interest Reviewed From Location, Price, And Service Quality In The Digitalization Era (Study On Edi Jaya Cell Nganjuk)

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Abstract

Research aim: *The objective of this investigation is to evaluate the impact of location, price, and service quality on the purchasing interest of consumers at Edi Jaya Cell Nganjuk in the digital era.*
Design/Method/Approach: *A causal quantitative approach is the basis of this research. The study population is consumers who have made at least one purchase at Edi Jaya Cell Nganjuk. This study involved 40 respondents who were selected using an accidental sampling method based on their availability at the time of data collection. The data were obtained through a Likert-scale questionnaire distributed via Google Forms to customers of Edi Jaya Cell Nganjuk. The collected data were then analyzed using multiple linear regression with the help of IBM SPSS Statistics version 27.*
Research Finding: *Partially, location (X1) was proven to have a significant effect on (Y) with a negative direction, while price (X2) and service quality (X3) had a significant effect on (Y) with a positive direction. Collectively, these variables demonstrate a significant impact on consumer buying interest (Y).*
Theoretical contribution/Originality: *This research contributes by examining the combined influence of location, price, and service quality on purchasing interest in micro-scale mobile phone credit counter businesses in the digital era, thereby enriching the study of retail service marketing in MSMEs. The study also confirms that conventional marketing factors remain relevant even though consumers have app-based purchasing alternatives.*
Practitionel/Policy implication: *The research findings are expected to be a reference for Edi Jaya Cell in strengthening the ease of location access, arranging a competitive price strategy, and improving the service quality so that consumer buying interest remains formed in the midst of digital purchasing alternatives.*
Research limitation: *The research was limited to one object, namely Edi Jaya Cell Nganjuk, and focused on three independent variables, namely location, price, and service quality, with consumer respondents having made a purchase at least once.*
Keywords: *Location, Price, Service Quality, Consumer Buying Interest, Digitalization Era.*

1. Introduction

The rapid growth of digital technology has significantly influenced how consumers carry out transactions, particularly in accessing products and services. The widespread use of the internet encourages consumers to actively search for product information, evaluate price alternatives, and complete transactions through digital platforms. APJII reports that Indonesia's internet penetration in 2024 has exceeded 79% with more than 221 million users [1]. In line with that, the e-Conomy SEA 2024 report projects the gross merchandise value (GMV) of Indonesia's digital economy to be around US$90 billion in 2024 and shows a growth trend in the following years [2]. This condition is relevant for credit counter businesses because consumers have the option to purchase credit and data packages through digital services that are practical and often offer promotions, so that competition for physical stores is increasing [3].

In marketing research, consumer buying interest is commonly used to explain the tendency of individuals before making purchasing decisions. Buying interest describes a consumer's impulse or inclination to make a purchase after evaluating the information, benefits, and alternatives available [4]. In the context of increasingly digital competition, buying interest is important to analyze because it can reflect consumers' interest in continuing to transact in physical stores when digital options are increasingly accessible [4].

Several studies indicate that factors such as location, pricing, and service performance contribute to shaping consumer buying interest. Locations that are easy to reach and support the convenience of visits tend to increase consumer interest in buying [5]. Prices that are perceived as reasonable and competitive also play a role in increasing buying interest, especially when consumers can quickly compare prices on various channels [6]. In addition, the service quality such as responsiveness and reliability of services contributes to shaping a positive experience that drives consumer buying interest [7].

However, in the context of credit counters facing direct digital channel pressure, the role of location and price has the potential to change because transactions can be made from anywhere through the application. These dynamics explain why credit counter businesses in the digital era need to strengthen the added value felt by consumers to remain competitive [8]. Evidence in other retail contexts also suggests that buying interest can be simultaneously influenced by promotions, service quality, and location, confirming that buying interest is often formed from a combination of marketing factors [9].

The research gap arises because empirical studies on credit counter objects that are under the pressure of digital price comparison are still relatively limited. At Edi Jaya Cell Nganjuk, internal sales records show a decrease in sales of around 40% in the period 2022 to 2024. Initial observations show that consumers are increasingly price sensitive, comparing physical store services with digital channels, and assessing transactions, especially from the speed and accuracy of service. Service quality and location are closely related to consumer satisfaction in business, so they need to be studied more deeply, especially in the mobile phone credit counter business. [10]. Other findings confirm that consumer satisfaction can be viewed from price and service quality, which reinforces the urgency of testing service factors in an increasingly intense competition [11].

This research focuses on understanding how location, price, and service quality influence consumer purchasing intention at Edi Jaya Cell Nganjuk in the current digital era. The research was structured to yield clear conclusions and support better strategic business decision-making.

1.1. Statement of Problem

As stated in the introduction, the objective of this study is to investigate the impact of location, price, and service quality on consumer purchasing interest at Edi Jaya Cell Nganjuk in the context of digitalisation. The research problem entails the investigation of the impact of these three variables, both partially and simultaneously, on purchasing interest.

1.2. Research Objectives

This study focuses on understanding how location, price, and service quality influence consumer purchasing interest at Edi Jaya Cell Nganjuk in the digital era, both individually and collectively.

2. Method

This research applies a quantitative method with a causal framework to examine the relationship between location, price, and service quality toward consumer buying interest. The data source consists of primary data and secondary data, with the research object of Edi Jaya Cell Nganjuk.

Individuals who have previously conducted transactions at Edi Jaya Cell Nganjuk comprise the population of this investigation. Based on their availability during the data collection procedure, a total of 40 respondents were selected using an accidental sampling technique. These respondents were encountered during transactions and met the criteria of consumers. In quantitative research, regression analysis is deemed sufficient when the number of samples is sufficient [12].

Data collection was carried out through a Likert scale questionnaire which was distributed using Google Form to Edi Jaya Cell Nganjuk consumers. The location variable (X1) is measured using access, visibility, parking lot, and surrounding environment indicators [13]. The price variable (X2) is measured through price affordability, price suitability with quality, price suitability with benefits, and price competitiveness [14]. The service quality variable (X3) is measured through physical evidence, reliability, responsiveness, and assurance [15]. The variable of consumer buying interest (Y) is measured using the AIDA framework which includes attention, interest, desire, and action [4].

The obtained data were processed using descriptive statistical techniques and multiple linear regression supported by IBM SPSS version 27. The test stages include validity tests, reliability tests, and classical assumption tests. Furthermore, a partial test (t test), a simultaneous test (F test), and a determination coefficient (R Square) were carried out to assess the model's ability to explain the variation in consumer buying interest [16].

Table 1. Validity Test Results

Variable	r Table	Pearson Relation	Information
Location (X1)			
X1.1.1	0,312	0,921	Valid
X1.1.2		0,924	Valid
X1.2.1		0,918	Valid
X1.2.2		0,910	Valid
X1.3.1		0,854	Valid
X1.3.2		0,909	Valid
X1.4.1		0,889	Valid
X1.4.2		0,894	Valid
Price (X2)			
X2.1.1	0,312	0,905	Valid
X2.1.2		0,928	Valid
X2.2.1		0,941	Valid
X2.2.2		0,957	Valid
X2.3.1		0,913	Valid
X2.3.2		0,959	Valid
X2.4.1		0,925	Valid
X2.4.2		0,937	Valid
Service Quality (X3)			
X3.1.1	0,312	0,953	Valid
X3.1.2		0,953	Valid
X3.2.1		0,964	Valid
X3.2.2		0,924	Valid
X3.3.1		0,964	Valid
X3.3.2		0,969	Valid
X3.4.1		0,960	Valid
X3.4.2		0,974	Valid
Consumer Buying Interest (Y)			
Y1.1	0,312	0,912	Valid
Y1.2		0,913	Valid
Y2.1		0,933	Valid
Y2.2		0,919	Valid
Y3.1		0,953	Valid
Y3.2		0,945	Valid
Y4.1		0,944	Valid
Y4.2		0,945	Valid

Source: SPSS output from primary data that has been processed in 2025.

The Pearson correlation test showed that all items in the location, price, service quality, and consumer purchasing intention variables had calculated r values greater than 0.312 ($n = 40$, $\alpha = 0.05$). The correlation value was considered strong, so all items were declared valid and suitable for further analysis.

Table 2. Reliability Test Results

Variable	N of Items	Cronbach's Alpha	Critical Alpha	Information
Location (X1)	8	0,966	0,70	Reliable
Price (X2)	8	0,978		Reliable
Service Quality (X3)	8	0,987		Reliable
Consumer Buying Interest (Y)	8	0,979		Reliable

Source: SPSS output from primary data that has been processed in 2025.

Based on the reliability test, all variables are considered reliable as their Cronbach's Alpha values exceed 0.70.

3. Results and Discussion

This study succeeded in collecting all data from 40 Edi Jaya Cell Nganjuk consumer respondents through questionnaires distributed using Google Form. To obtain comprehensive data, the researcher uses primary data and secondary data collected through observation and study of supporting documents.

Classic Assumption Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			40
Normal Parameters[a,b]	Red		,0000000
	Std. Deviation		4,14834501
Most Extreme Differences	Absolute		,077
	Positive		,077
	Negative		-,077
Test Statistic			,077
Asymp. Sig. (2-tailed)[c]			,200d
Monte Carlo Sig. (2-tailed)[e]	Sig.		,789
	99% Confidence Interval	Lower Bound	,778
		Upper Bound	,799

a. Test distribution is Normal.

Source: SPSS output from primary data that has been processed in 2025.

The significance figure > 0.05 is indicated by the values of Asymp. Sig. 0.200 and Monte Carlo Sig. 0.789, as determined by the results of the normality test. This finding substantiates the hypothesis that the residual data are normally distributed. Consequently, regression analysis can be resumed, as the assumption of normality has been satisfied.

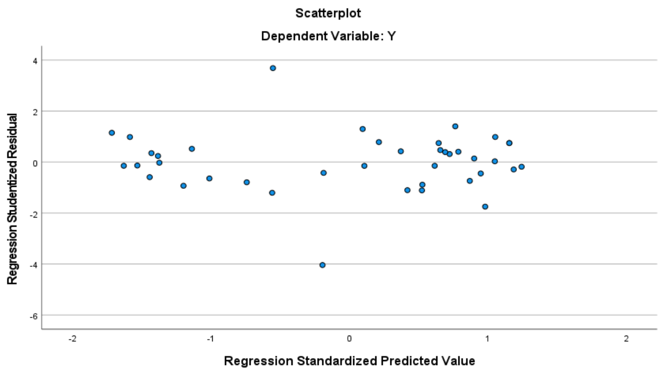
Table 4. Multicollinearity Test Results

Variable	VIF	Tolerance	Information
Location	4,761	0,210	Multicollinearity does not occur
Price	3,962	0,252	Multicollinearity does not occur
Service Quality	6,482	0,154	Multicollinearity does not occur

a. Dependent Variable: Consumer Buying Interest

Source: SPSS output from primary data that has been processed in 2025.

The multicollinearity test is employed to determine whether there is an excessive correlation between independent variables. The model is subject to multicollinearity if the correlation between the free variables is excessively high. It can be inferred that the regression model of this study did not exhibit multicollinearity, as all independent variables had a tolerance value of > 0.10 and a VIF of < 10. This conclusion is supported by the results of the multicollinearity test in Table 4.



Source: SPSS output from primary data that has been processed in 2025

Figure 1. Heteroscedasticity Test Results

The test results indicate that the residuals are arbitrarily distributed on the Y-axis, with no discernible pattern, whether above or below 0. This suggests that the model does not exhibit heteroscedasticity and has a constant residual variance.

Table 5. Linearity Test Results

Variable	Sig. Deviation from Linearity	Significance Levels	Information
Location with Consumer Buying Interest	0,891	0,05	Linear
Price with Consumer Buying Interest	0,889		Linear
Service Quality with Consumer Buying Interest	0,768		Linear

Source: SPSS output from primary data that has been processed in 2025.

The results of the linearity test in the table above show the value of Sig. Deviation from Linearity for Location (X1) with Consumer Buying Interest (Y) of 0.891, for Price (X2) with Consumer Buying Interest (Y) of 0.889, and for Service Quality (X3) with Consumer Buying Interest (Y) of 0.768. Since all of these values > 0.05, there is no evidence of deviation from the linear relationship. This means that the relationship between each independent variable and Consumer Buying Interest (Y) can be stated to be linear, so that the direction of change Y to change X is regular and does not show a non-linear relationship pattern. Thus, the linearity assumption in this research model is fulfilled.

Multiple Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Models		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	3,308	2,037	
	Location	-,436	,150	-,411
	Price	,497	,129	,496
	Service Quality	,778	,159	,811

a. Dependent Variable: Consumer Buying Interest

Source: SPSS output from primary data that has been processed in 2025.

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

$Y = 3.308 - 0.436X_1 + 0.497X_2 + 0.778X_3 + e$

Based on the regression line equation obtained above, the regression model can be concluded as follows:

1) A constant value of 3.308 states that if Location (X1), Price (X2), and Service Quality (X3) are considered constant, then Consumer Buying Interest (Y) is 3.308.
2) The regression coefficient of Location (X1) is -0.436, which suggests that the addition of 1 unit to Location (X1) will result in a 0.436 decrease in Consumer Buying Interest (Y), under the assumption that all other variables remain constant.
3) The Price regression coefficient (X2) of 0.497 suggests that the Consumer Buying Interest (Y) will increase by 0.497 for each unit of Price (X2) added, assuming that another variable remains constant.
4) The Service Quality regression coefficient (X3) of 0.778 suggests that the Consumer Buying Interest (Y) will increase by 0.778 for each unit of Service Quality (X3) added, provided that all other variables remain constant.

Hypothesis test

Table 7. Hypothesis Test (T Test)

Coefficients[a]

Models		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,308	2,037		1,624	,113
	Location	-,436	,150	-,411	-2,898	,006
	Price	,497	,129	,496	3,841	<,001
	Service Quality	,778	,159	,811	4,906	<,001

a. Dependent Variable: Consumer Buying Interest

Source: SPSS output from primary data that has been processed in 2025.

According to Table 7, Consumer Buying Interest (Y) is significantly and negatively influenced by Location (X1) (B = -0.436, t = -2.898, p = 0.006).

Consumer Buying Interest (Y) is significantly and positively influenced by Price (X2) (B = 0.497, t = 3.841, p < 0.001).

In contrast, Consumer Buying Interest (Y) was significantly and positively influenced by Service Quality (X3) (B = 0.778, t = 4.906, p < 0.001).

Table 8. Hypothesis Test (F Test)

ANOVA[a]

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3750,633	3	1250,211	67,061	<.001b
	Residual	671,142	36	18,643		
	Total	4421,775	39			

a. Dependent Variable: Consumer Buying Interest
b. Predictors: (Constant), Service Quality, Location, Price

Source: SPSS output from primary data that has been processed in 2025.

Based on Table 8, the results of the F test show that the overall regression model is significant (F = 67.061, p < 0.001). This means that Location (X1), Price (X2), and Service Quality (X3) together have a significant influence on Consumer Buying Interest (Y).

Coefficient Determination Test

Table 9. Determination Coefficient Test Results

Model Summary[b]

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,921[a]	,848	,836	4,31773	2,042

a. Predictors: (Constant), Service Quality, Location, Price
b. Dependent Variable: Consumer Buying Interest

Source: SPSS output from primary data that has been processed in 2025.

Based on Table 9, the value of the determination coefficient seen in the R Square column is 0.848. This value shows that the variables Location (X1), Price (X2), and Service Quality (X3) are able to explain the variation in Consumer Buying Interest (Y) of 0.848 (84.8%), while the remaining 15.2% is influenced by other factors outside this research model. In addition, the Adjusted R Square value of 0.836 confirms that the model's ability to explain the Y variable remains high after considering the number of independent variables used.

Discussion

The objective of this investigation is to evaluate the impact of location, price, and service quality on the purchasing interest of consumers in Edi Jaya Cell Nganjuk during the digitalization era. The influence of each variable and its combined effect on consumer purchasing interest was determined using multiple linear regression, which was conducted through partial tests (t-tests) and simultaneous tests (F-tests) [16].

The Influence of Location on Consumer Buying Interest

The location in this study tends to be related to a decrease in consumer buying interest because the convenience of access and ease of transaction are not always felt to be superior to other purchase alternatives. This is shown by a negative and significant regression coefficient (B = -0.436, t = -2.898, p = 0.006), so that the Location (X1) has a significant effect on Consumer Buying Interest (Y) in a negative direction. These results support previous studies highlighting the importance of location in influencing consumer purchase intentions although the direction of influence can be different in each research object [5].

The Effect of Price on Consumer Buying Interest

Price plays a crucial role in influencing buying interest, as consumers are more likely to respond positively to offers that are perceived as affordable and competitive. This is supported by regression results that show a positive and significant influence of Price (X2) on Consumer Buying Interest (Y) (B = 0.497, t = 3.841, $p < 0.001$). Thus, when consumers consider prices to be more affordable and according to the value obtained, buying interest tends to increase. These findings are in line with research that confirms that price plays a role in shaping buying interest in consumers who easily compare offers [6].

The Effect of Service Quality on Consumer Buying Interest

The service quality enhances the purchasing interest of consumers by providing a fast, clear, and convincing experience that fosters a sense of security and comfort during the transaction. The results of this study demonstrated that Consumer Buying Interest (Y) was significantly and positively influenced by Service Quality (X3) (B = 0.778, t = 4.906, $p < 0.001$). This implies that an increase in the perception of service quality is followed by an increase in purchasing interest. These findings are in accordance with research that identifies Service Quality as a determinant of purchasing interest [9].

The Simultaneous Influence of Location, Price, and Service Quality on Consumer Buying Interest

Simultaneously, the F test showed a significant regression model (F = 67.061, $p < 0.001$), so that location, price, and service quality were collectively related to consumer buying interest. The R-Square value = 0.848 shows that the model explains 84.8% of the variation in consumer buying interest, while the rest is influenced by other factors outside the model. These findings are in line with research that tested location, price, and service as determinants of buying interest in a single model [7].

4. Conclusion

This research analyzes how location, price, and service quality affect consumer buying interest in Edi Jaya Cell. Partially, Location (X1) was proven to have a significant effect on (Y) with a negative direction, while Price (X2) and Service Quality (X3) had a significant effect on (Y) with a positive direction. Collectively, these variables demonstrate a significant impact on consumer buying interest (Y).

This research makes an empirical contribution to the context of counter businesses that consumers' buying interest is mainly influenced by the perception of reasonable prices and good service, while location factors need attention because they can reduce interest if they do not present convenience felt by customers. Practically, the results of the research can be used as a basis for determining improvement priorities, namely improving service consistency, keeping prices competitive, and improving access and convenience so that the transaction process becomes more comfortable.

The limitations of this study are in the scope of objects that are still in one location and the limited number of respondents, so further research is recommended to expand objects and samples, add other variables outside the location of price and service quality, and use different data collection times so that the results are stronger and more general.

Content Attribution

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