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## **The Influence of Price, Location, and Service Quality on Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency**

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### **Abstract**

This study aims to analyze the influence of price, location, and service quality on purchase decisions at Hadramiah Restaurant in Martapura, Banjar Regency. This research uses a quantitative method with an explanatory research design, which aims to explain the relationships between variables through hypothesis testing. The research population consists of customers visiting Hadramiah Restaurant, with the sample taken using a random sampling technique. The results show that price, location, and service quality simultaneously have a significant influence on purchase decisions. Partially, each variable price, location, and service quality also has a significant influence on purchase decisions, with service quality being the most dominant factor. The study concludes that improving service quality can significantly enhance purchase decisions at Hadramiah Restaurant. The recommendation from this study is that management should focus on improving service speed, particularly in delivering orders to customers, to meet customer expectations and increase their satisfaction.

**Keywords:** price, Location, Services Quality, Purchase Decision

### **1. Introduction**

The dynamics of human life are deeply intertwined with economic activities, and in today's increasingly competitive business landscape, companies must optimize their performance to stay ahead. The heightened competition requires businesses to understand and meet customer needs to create value that fosters satisfaction. As the business environment evolves, companies need to adapt to the changing strategies of their competitors, focusing on influencing buyer decisions through effective marketing efforts. Globalization has intensified this competition, expanding it beyond regional and national boundaries and introducing new variables that impact business success. By understanding customer needs and expectations, companies can design targeted marketing strategies that enhance satisfaction. Customer experiences shape their perceptions of value, influencing how they compare a company's offerings with those of its competitors. As customer expectations evolve, businesses must continually strive to meet or exceed these expectations to maintain satisfaction.

The food industry, in particular, continues to grow due to the fundamental nature of food as a basic human need, as outlined in Maslow's hierarchy. The increasing demand for food directly impacts supply, driving the growth and development of the food business. This surge in food products has intensified competition among food entrepreneurs, who seek to build customer trust, increase profits, and establish market leadership. Success in the food business hinges on the entrepreneur's ability to meet customer needs and influence satisfaction. Additionally, the strategic selection of business location significantly affects consumer decisions, as it impacts accessibility and convenience. A well-chosen location can greatly enhance a business's success, while a poor location may lead to financial setbacks. Beyond location, customer satisfaction in the food industry is also shaped by service quality and pricing, which are critical factors in purchasing decisions.

One notable case of intense competition in the food industry is Hadramiah Restaurant in Martapura, Banjar Regency, which faces challenges due to the emergence of competing restaurants offering varying services, prices, and unique attributes. This competitive environment necessitates strategic planning by Hadramiah Restaurant's management to effectively compete and excel. The key issues revolve around understanding the impact of price, location, and service quality on customer satisfaction. The specific problems identified include whether these factors simultaneously and partially affect customer satisfaction and which variable exerts the most dominant influence. The primary objectives are to analyze the simultaneous and partial impacts of these variables on customer satisfaction and to determine the dominant factor influencing satisfaction at Hadramiah Restaurant.

Based on the existing phenomenon and issues, the research question related to The Influence of Price, Location, and Service Quality on Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency, is:

1. Do Price, Location, and Service Quality have a significant simultaneous effect on Customer Satisfaction at Hadramiah Restaurant Martapura, Banjar Regency?
2. Do Price, Location, and Service Quality have a significant partial effect on Customer Satisfaction at Hadramiah Restaurant Martapura, Banjar Regency?
3. Which variable has a dominant influence on Customer Satisfaction at Hadramiah Restaurant Martapura, Banjar Regency?

## **2. Literature Review**

### *2.1 Definition of Marketing Management*

Marketing activities are often defined as one of the core activities carried out by companies to achieve the goal of sustaining their existence, developing, and generating profits. Over time, the development of education, technology, and lifestyle significantly influences customer preferences, which compels marketers to thoroughly understand what customers will want in the future. According to Kotler and Keller (2012:5), the definition of marketing is meeting needs in a profitable way. Meanwhile, the American Marketing Association, as cited by Kotler and Keller (2012:5), states that marketing is an organizational function and a set of processes for creating, communicating, and delivering value to consumers and for managing consumer relationships in

a way that benefits the organization and its stakeholders. According to Kotler and Armstrong (2014:28-30), they conclude that marketing is a managerial and social process that enables groups and individuals to obtain what they need and want by offering, creating, and freely exchanging valuable products and services with others (Yuliantari et al., 2020:1).

Based on these definitions, it can be concluded that marketing has a broader meaning than just sales; it encompasses the efforts made by companies to identify consumer needs that need to be satisfied, determine appropriate product pricing, establish sales and promotion methods for those products, and manage the marketing and distribution processes of goods and services used to achieve the company's long-term goals.

The definition of Marketing Management according to Kotler and Keller (2012:5) is the art and science of selecting target markets and gaining, retaining, and growing customers by creating, delivering, and communicating superior customer value. Effective marketing management can meet the needs, wants, and expectations of consumers through the continuous provision of products and their value (Wibowo & Priansa, 2017). Marketing management is the process of enhancing the effectiveness and efficiency of marketing activities carried out by companies and individuals (Alma, 2011). Based on the definitions above, it can be concluded that marketing management is a science that consists of planning, organizing, and controlling to meet needs and wants for improving the efficiency and effectiveness of product marketing, and it has the function of determining and increasing market demand through a process involving various analyses, planning, implementation, and monitoring of programs aimed at meeting market needs and wants.

## *2.2 Price*

The concept of price certainly has many interpretations. According to Kotler, price is essentially one of the elements of the marketing mix that can generate revenue, while the other elements incur costs. As Kotler states, price is part of the marketing mix, which includes price, product, place, and promotion, commonly referred to as the four Ps (price, product, place, and promotion). The price of a business generates income, while the other marketing mix elements—product, place (location/channel), and promotion—incur costs or expenses that must be borne by the business.

According to Tjiptono (2019, p. 234), price is directly related to income and profit. Price is the only element of the marketing mix that generates revenue for the company. Tjiptono (2019, p. 133) states that price represents the value of a product, "a statement of value." Value is the ratio or comparison between the perception of benefits and the costs incurred to obtain the product (such as reliability, durability, performance, and resale value).

Based on the opinions of the experts above, it can be concluded that price is the amount of money required to exchange for products or services that can meet consumer needs and is also one of the important elements in marketing.

### *2.3 Location*

According to Tjiptono, location is a marketing activity that aims to facilitate and ease the delivery or distribution of goods and services from producers to consumers. Meanwhile, according to Kotler and Armstrong, place includes company activities that make the product available to target consumers.

Determining the location for each business is an important task for marketers, as a wrong decision can lead to failure before the business even starts. Choosing the location of a restaurant is a crucial decision for the business, as it must persuade customers to come to the business to fulfill their needs. The selection of location has a strategic function because it can influence the achievement of the business's objectives. Location more specifically refers to a physical place. Location is situated in a strategic area to maximize profit (Basu Swasta and Irawan, 2019:119). According to Rambat Lupiyoadi (2021:61-62), location is defined as the place where a company must be based to conduct operations.

### *2.4 Service Quality*

Quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations (Tjiptono and Chandra, 2007:110). Another definition of quality is the degree to which characteristics fulfill requirements. Quality is often considered a relative measure of the goodness of a product or service, consisting of design quality and conformance quality. Design quality is a function of product specifications, while conformance quality is a measure of how well a product meets the established quality requirements or specifications (Lupiyoadi, 2006:175).

Good quality is not based on the perceptions of the service provider but rather on the perceptions of the customers, as it is the customers who consume and enjoy the service. Therefore, it is the consumers who should determine the quality of service provided by the service provider.

### *2.5 Purchasing Decision*

The main theory used in purchasing decision-making refers to the opinion of Kotler (2019). Consumer purchasing decisions can be influenced by psychological factors such as motivation, perception, learning, beliefs, and attitudes. In making a purchasing decision, an individual will go through stages that begin with recognizing the need for a product. According to Olson in Sangadji and Sopiah (2013), a purchasing decision is a problem-solving process that includes all the steps consumers go through to recognize a problem, seek solutions, evaluate alternatives, and choose among the options. A decision is an exploration of the problem that starts from the background of the issue, identification of the problem, and culminates in the formation of conclusions or recommendations. These recommendations are then used as a guiding basis for decision-making. Therefore, the impact can be significant if the recommendations produced contain errors or hidden mistakes due to a lack of caution in problem assessment (Fahmi, 2016) in (Khusyairi et al., 2018). Based on this definition, it can be concluded that a purchasing decision is an action taken by customers to determine a choice from various available alternatives and decide to make a purchase (Carissa and Monika, 2016). A purchasing decision is an activity or behavior that arises as a response to an object, according to Thomson (2013).\

## 2.6 Conceptual Framework and Research Hypothesis

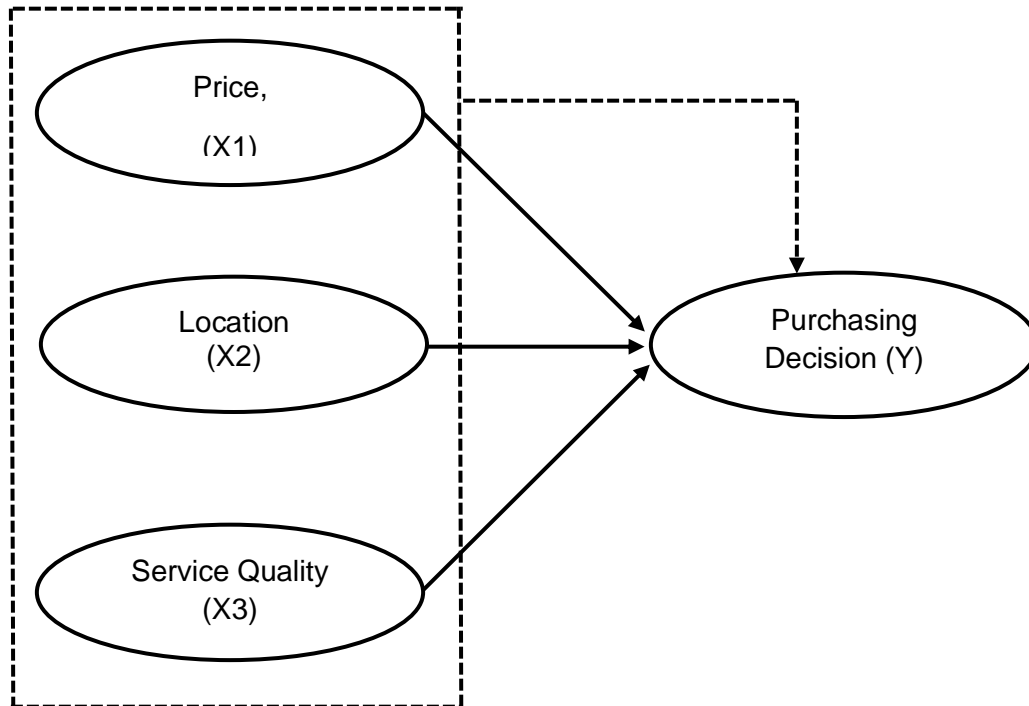


Figure 1. Conceptual Framework

- H<sub>1</sub>: Price, Location, and Service Quality have a significant simultaneous effect on Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency.
- H<sub>2</sub>: Price, Location, and Service Quality have a significant partial effect on Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency.
- H<sub>3</sub>: Service Quality is the dominant variable influencing Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency.

### 3. Research methods

This study employs a quantitative approach with a survey method, aiming to examine the factors that influence purchase decisions at Hadramiah Restaurant in Martapura, Banjar Regency. The research focuses on customers of Hadramiah Restaurant as the object of study. Data collection is conducted using a questionnaire designed to measure the variables of Price (X1), Location (X2), Service Quality (X3), and Purchase Decision (Y). The primary tool used for data analysis is SPSS version 24.0. The study is carried out at Hadramiah Restaurant, located at Jl Indrasari 1 Pintu Air Ujung (Perumahan Komplek Guru Darussalam) GG Alkaustar2, Martapura, Banjar Regency, South Kalimantan.

Data is collected through questionnaires distributed to customers, using a sampling technique that appears to be purposive, although it is not explicitly stated. The operational definitions of

the research variables are as follows: Price (X1) refers to the restaurant’s pricing strategy; Location (X2) concerns the accessibility and visibility of the restaurant; Service Quality (X3) denotes the quality of service provided; and Purchase Decision (Y) reflects the customer’s decision to buy from the restaurant. The data analysis techniques include several steps: validity and reliability tests are conducted to assess the research instrument, classical assumption tests (such as multicollinearity, heteroscedasticity, and normality tests) ensure the data meets statistical assumptions, and descriptive analysis describes the characteristics of respondents and variables.

The core of the analysis uses multiple linear regression to examine the influence of the independent variables (Price, Location, and Service Quality) on the dependent variable (Purchase Decision). Hypothesis testing includes the t-test for partial effects, the F-test for simultaneous effects, and an assessment to identify the dominant variable influencing purchase decisions. These analyses collectively provide insights into how price, location, and service quality impact customer purchase decisions at Hadramiah Restaurant.

**4. Research Result**

Based on the results of the validity and reliability testing of the instruments, it is known that the questionnaire items are valid and reliable. The testing of classical assumptions, including normality, heteroscedasticity, and multicollinearity, has met the criteria, allowing the hypothesis testing to proceed using Multiple Linear Regression analysis. The results of the analysis are as follows:

**Multiple Regression Analysis**

Table 1. Multiple Regression Analysis

Variable	Regression Coefficient	t Value	t table	Beta	Sig
Price (X1)	.174	2.574	1,998	.243	.012
Location (X2)	.142	3.163	1,998	.307	.002
Service Quality (X3)	.211	4.941	1,998	.481	.000
Constant = 1.608		F Value = 16,256			
Multiple R = 0,658		F table = 2,75			
R square (R <sup>2</sup> ) = 0,432		Sig F = 0,000			

Processed by the researcher (2024)

Based on Table 1, the regression equation is obtained as follows:

$$Y = 1.608 + 0.174X1 + 0.142X2 + 0.211X3 + e$$

1. The constant of 1.698 indicates that if the variables Price (X1), Location (X2), and Service Quality (X3) are constant, the value of the purchasing decision will be 1.698.

2. The regression coefficient for Price is 0.174, indicating that every one percent increase in price will increase the change in purchasing decisions by 0.174.
3. The regression coefficient for Location is 0.142, indicating that every one percent increase in location facilities will increase the change in purchasing decisions by 0.142.
4. The regression coefficient for Service Quality is 0.211, indicating that every one percent increase in service will increase the change in purchasing decisions by 0.211.

Based on Table 1, the results of the t-test can be explained as follows:

1. The Effect of Price on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency, shows that the calculated t-value is  $2.574 > t\text{-table } 1.998$ , indicating a positive direction and a significance value of  $0.012 < 0.05$ . Thus, it can be concluded that Price has a significant effect on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency.
2. The Effect of Location on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency, shows that the calculated t-value is  $3.163 > t\text{-table } 1.998$ , indicating a positive direction and a significance value of  $0.002 < 0.05$ . Thus, it can be concluded that Location has a positive and significant effect on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency.
3. The Effect of Service Quality on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency, shows that the calculated t-value is  $4.941 > t\text{-table } 1.998$ , indicating a positive direction and a significance value of  $0.000 < 0.05$ . Thus, it can be concluded that Service Quality has a positive and significant effect on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency.

Therefore, it can be concluded that, partially, the variables Price (X1), Location (X2), and Service Quality (X3) have a significant partial effect on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency. Hence, the hypothesis (H2): Price, Location, and Service Quality have a significant partial effect on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency, is **accepted**.

**Determination Test (R<sup>2</sup>)**

Table 2. Determination Test

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 <sup>a</sup>	.432	.406	1.33801

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

Processed by the researcher (2024)

In Table 2, it can be seen that the R Square is 0.432, which means that the variation in the contribution of all independent variables to the dependent variable is 43.2%, while the remaining 56.8% is explained by other factors outside of this study. Based on the R value obtained in this research, which is 0.658, it indicates that the relationship between the independent variables and the dependent variable is strong. If the R<sup>2</sup> obtained approaches 1, it can be said that the model

increasingly explains the relationship between the independent and dependent variables. Conversely, if R approaches 0, the influence of the independent variables on the dependent variable becomes weaker.

**F Test**

Table 3. F Tets (Simultanous)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	87.306	3	29.102	16.256	.000 <sup>b</sup>
	Residual	114.577	64	1.790		
	Total	201.882	67			

a. Dependent Variable: Purchasing Decision Y

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

Processed by the researcher (2024)

Based on Table 3, the calculated F-value is 16.256 > F-table 2.75, indicating a positive direction and a significance value of 0.000 < 0.05. This suggests that the variables Price (X1), Location (X2), and Service Quality (X3) simultaneously have a significant effect on the purchasing decision at Hadramia Restaurant in Martapura, Banjar Regency. Therefore, the hypothesis (H1): Price, Location, and Service Quality have a significant simultaneous effect on the purchasing decision at Hadramia Restaurant in Martapura, Banjar Regency, is accepted.

**Dominant Test (Beta Coefficient Test)**

Table 4. Dominant Test

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	1.608	1.770	
	Price (X1)	.174	.068	.243
	Location (X2)	.142	.045	.307
	Service Quality (X3)	.211	.043	.481

Processed by the researcher (2024)

Based on Table 4, the Beta values obtained are as follows: Price 0.243, Location 0.307, and Service Quality 0.481. Therefore, it can be concluded that the Service Quality variable has a dominant influence on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency. Thus, the hypothesis (H3): Service Quality is the variable that has a dominant influence on Purchasing Decisions at Hadramiah Restaurant, Martapura, Banjar Regency, is accepted.



## **5. Discussion**

*Price, Location, and Service Quality simultaneously have a significant influence on Purchase Decisions at Hadramiah Restaurant in Martapura, Banjar Regency.*

The research results show that the variables of Price, Location, and Service Quality simultaneously have a significant influence on Purchase Decisions at Hadramiah Restaurant in Martapura, Banjar Regency. This is evidenced by the F-count value of  $16.256 > F\text{-table } 2.75$ , indicating a Positive direction and having a Significance value of  $0.000 < 0.05$ . Purchase decision is the overall attitude shown by consumers towards goods/services after they acquire and use them. According to Rangkuti (2003), customer satisfaction is defined as the customer's response to the discrepancy between the previous level of importance and the actual performance perceived after use. This becomes important because if consumers are satisfied, they will be loyal to the product purchased. Conversely, if consumers are not satisfied, it is possible that they will become disloyal to the product purchased. The management of Hadramiah Restaurant in Martapura, Banjar Regency is able to provide good service quality, offer competitive prices, and establish an easily accessible location, making it possible for customers to feel satisfied and not be influenced by issues and other competing restaurants.

*Price, Location, and Service Quality partially have a significant influence on Purchase Decisions at Hadramiah Restaurant in Martapura, Banjar Regency.*

### *1. The Influence of Price on Purchase Decisions.*

The results of this study indicate that price has a partial significant influence on Purchase Decisions at Hadramiah Restaurant in Martapura, Banjar Regency. The price set by Hadramiah Restaurant in Martapura, Banjar Regency proves that the better the strategy in setting prices, the greater the purchase decision. The research results are in line with the theory expressed by Zimmerer and Scarborough (2009:68), which states that price is an important factor in building long-term relationships with customers, and inappropriate pricing techniques can cause customers to switch to other restaurants, thus reducing the amount of profit. Pricing is not only one of the most difficult decisions that business owners must face, but also one of the most important.

### *2. The Influence of Location on Purchase Decisions*

This study's results indicate that Location has a partial significant influence on Purchase Decisions at Hadramiah Restaurant in Martapura. Location is a factor that can influence customer purchase decisions, as an easily accessible location will make it easier for customers to fulfill their desire to purchase food products from Hadramiah Restaurant in Martapura. An easily accessible location will ensure quick access, can attract a large number of consumers, and is strong enough to change consumer shopping and purchasing patterns. Customer mood and response are significantly influenced by the location, design, and layout of service facilities.

### *3. The Influence of Service Quality on Purchase Decisions*

The results of this study indicate that Service Quality has a partial significant influence on Purchase Decisions at Hadramiah Restaurant in Martapura. This proves that the better the quality of service, the greater its influence on purchase decisions. The research results are in line with

the theory expressed by Tjiptono (2006:59), which states that Service Quality is the expected level of excellence and control over that level of excellence to meet customer desires.

*4. Service Quality is the variable that has the dominant influence on Purchase Decisions*

Based on the results of the dominant test, the Service Quality variable has a dominant influence on Purchase Decisions at Hadramiah Restaurant in Martapura. This means that the management of Hadramiah Restaurant in Martapura should focus more on continuously improving service quality, which in turn will make customers feel satisfied and return to Hadramiah Restaurant again. Generally, customer expectations are estimates or beliefs about what they will receive when buying or consuming a product, whether goods or services, while the perceived performance or result is the customer's perception of what they receive after consuming the product they purchased. Therefore, the restaurant management must have the same perception as the customers in order to obtain results that exceed, or at least match, customer expectations. If the service provided to customers is in line with what they expect, it will provide satisfaction.

## **6. Conclusion**

Based on the results of the analysis and discussion that have been described, the conclusions of this study are:

1. Price, Location, and Service Quality have a significant simultaneous effect on Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency.
2. Price, Location, and Service Quality have a significant partial effect on Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency.
3. Service Quality is the dominant variable influencing Purchasing Decisions at Hadramiah Restaurant Martapura, Banjar Regency.

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