The Influence of Price, Location and Product on Consumer Purchasing Decisions Malay Restaurants in Siak Sri Indrapura

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Article Information	Abstract

Abstract. The research is to find out the influence of prices, location and products on consumer purchasing decisions on Restaurant Melayu in Siak Sri indrapura. This research was done atRestaurant Melayu. The total sample in this study is 100 respondents. The method of research uses quantitative descriptive with double linear analysis. From the results of the research obtained the equation of linear regression double Y = 4,308 + 0,261 + 0,259 + 0,301 + e. Based on the partial test of price variables, location and product have a partial influence on the decision of consumer purchase. And based on the simultaneous test of the price variable, the location and the product have an influence at the same time on the consumer decision of purchase at Restaurant Malay in Siak Sri Indrapura. Next major influence independent variable (price, place and product) on the variable dependent (decision of purchase) is 62.2%.

1. INTRODUCTION

One of the big business opportunities nowadays is the food house business. This is because eating is a basic thing in life, so making a food house is an effort that will remain necessary in society. As the population increases, the larger cities around the world are now a unique opportunity for a dining house or restaurant business.

Lifestyle also includes the cause of the business of a dining house or restaurant, fulfillment of a lifestyle is something that takes a lot of its own portion of expenditure. It is common among the people to make the dining place a part of socializing and showing its social status. When you can provide the fulfillment of such a lifestyle, a dining house or a restaurant that can accommodate will suspense get a lot of consumers.

The fierce competition between these culinary entrepreneurs leads to more and more choices for consumers, thereby causing consumer tendencies to change. This situation will lead to a phenomenon of tight business competition, whether it is price factor, location even up with the product. It is important that an entrepreneur of a culinary business understand that each consumer has a different behavior so that not necessarily all these factors will influence him in making a purchase decision on a business.

According to (Tjiptono, 2000:57) in (Suzy Widyasari and Erna Triastuti Fifilia, 2009) the factors that influence the purchase decision are, Product, Price, Promotion and Location. (Location). First price, price is an important factor that consumers consider in making a purchase decision on a business. Consumers want a product price that matches the quality of the product in question.

One of the dining houses or restaurants that is frequently visited by the people of Siak is Restaurant Melayu. Local people and tourists who visit Siak always invade the menu in Restaurant Melayu. Restaurant Melayu prices are quite affordable and in accordance with the quality of products, provides various variations of food that correspond to the tastes of consumers whose majority are the tribe of the indrapura people who live in the city.

NO	TAHUN	JUMLAH PELANGGAN RATA-RATA PER-HARI	JUMLAH PELANGGAN RATA-RATA PERTAHUN	PERSENTASE KENAIKAN PELANGGAN
1	2021	75	27.000	-
2	2022	160	57.600	23,07%
3	2023	180	64.800	12,5%
JUMLAH			**149.400**	

From the above discussion data it can be concluded that the number of customers who eat at the Malay Restaurant in Siak Sri Indrapura experienced a very rapid increase from year to year.

Literature Review Hypothesis Development

1. Consumer Decision

   According to (Kotler and Amstrong, 2008: 181), stating that "a purchase decision is a buyer's decision about which brand to buy." In a purchase decision, there are two factors that emerge between the intention to buy and the purchase decision.

   Private and Irawan (2008:145) in (Sandy Sinambow and Irvan Trang,2015: 302) put forward consumer decisions are motives or incentives arising against something where a buyer makes a purchase because of a need and desire.

According to Kotler and Armstrong (2012:149) in (Ari wibowo, 2014:4-5) stated that, "Purchase decision is the buyer's decision about which brand to buy" which means that a purchase decision is a stage of the decision process in which consumers actually make a purchase of a product.

Indicators of purchasing decisions according to (Kotler and Amstrong, 2008: 181): a. Identification of needs b. Information c. Evaluation d. Drinking decisions e. Post-purchase behaviour.

2. Price

The price is one of the determining factors of the buyer in determining a purchase decision for a product or service. When the product or services to be purchased are daily needs such as food, beverages and other essential needs.

According to (Fandy tjiptono dkk, 2008:465) simply, the term price can be understood as the amount of money (monetary units) and/ other aspects (non-money) containing a certain utility/ use extended to obtain a product.

According to (Swastha, 2010: 54) in (Fatchur Rachman, 2014:5) says that the price is the amount of money (plus some goods if possible) needed to obtain a number of combinations of goods and services.

From the above definition it can be concluded that the price is the amount of money that contains value as a means of exchange used to obtain a product or service required.

According to (Kotler and Armstrong, 2008:345), there are four indicators that characterize prices: a. price affordability b. price compatibility with product quality, c. price competitiveness, and d. price influences consumer purchasing power.

3. Location

Location is an important component in opening a business for marketers, in choosing a location marketers must take appropriate measures to avoid failure before the business starts. The right location can attract consumers to come to the business we create and can enhance the business goals.

According to (Lupiyoadi 2013:157) in (M. Maulana Dzikril Judge, 2016:5) location is the decision made by the company in relation to where its operations and staff will be placed. The importance of the location for the service company depends on the type and degree of interconnection involved. According to (Nugroho and Paramita, 2009:172) in (Ari wibowo, 2014:4) a location is called strategic when it is in the city center, the density of population, the ease of access to it as regards the convenience of public transportation, the smooth traffic and direction does not confuse consumers. Along with the growing number of offering similar products or services, even very small differences in location can have a strong impact on the market share and profitability of an enterprise.

4. Research Variables

The variables in this study are as follows:

   a. The dependent variable is the variable whose value is influenced by the independent variable. The bound variable (Y) in this research is the decision of the consumer's purchase.

   b. The independent variables are the variables which are the cause of the occurrence or influence of the dependent. The free variables (X) in the study are: (X1) : Price (X2) : Location (X3) : Product.

According to Tjiptono (2014:159) in M. Maulana Dzikril Judge location indicators as follows: a. Access b. visibility c. traffic d. parking place e. expansion

5. Product

A product is anything that can be offered to a market to attract attention, acquisition, use or consumption that can satisfy a desire or need. (Kotler dan Amstrong, 2008:266).

According to Kotler and Keller, a product is anything that can be offered to a market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas.

Competition is very dangerous for a company to rely only on existing products without a specific effort for its development. Therefore, every company inining and increasing sales needs to undertake an effort to improve and change the resulting products in a better direction, so that it can provide greater usability and loading power and attractiveness.

According to (Bennion & Scheulle, 2004) in (Santri Zulaicha and Rusda Irawati, 2016) product indicators include: a. appearance b. taste c. taste d. texture

2. METHOD

In this study, the sample taken is part of the population, that is, the number of visitors who come to the malay restaurant dining house of 100 people.

In sampling we have to have a sample technique. The sampling technique used in this study is Nonprobability Sampling, which is a sample-taking technique that does not give equal chances for each element or member of the population to be selected as sample.

Descriptive analysis is an analysis of the characteristics of a condition of an object to be studied. This analysis presents data of respondents such as gender, age or employee.

Quantitative analysis is the analysis used to process the data obtained from a list of questions in the form of a questionnaire into numbers and calculations using statistical methods. In this study using the SPSS 22 program.

For the testing of hypotheses, data is processed and analyzed using double linear regression analysis techniques. This analysis is used to make predictions about how much influence free variable values have on consumer purchasing decisions. The formula for double linear regression is as follows:

$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$ Where: Y= Purchase outcome a = constant X1 = price X2 = location X3 = product b1 = regression coefficient for price variable b2 = regression coeficient for location variable B3 = regrission coefficent for product variable e = error rate.

3. RESULT AND DISCUSSION

Validity Test Results

The validity test results for the ***price variable*** can be seen that the result of the corrected item-total correlation has a value greater than 0.3 which means the measurement used for the value variable is valid.

The validity test results of the ***location variable*** units can be seen in the table that the corrected item-total correlation has a value greater than 0.3, which means that the measurement tool used to measure the position variable is valid.

The validity test results for ***product variables*** can be seen in the table that the corrected item-total correlation has a value greater than 0.3 which means the measurement tool used to measure the product variable is valid.

The validity test results for the ***purchase decision variable*** can be seen in the table that the corrected item-total correlation has a value greater than 0.3, which means the measurement tool used to measure the purchase result variable.

Realibility Test Results

No	Variabel	Cronbach's Alpha	Keterangan
1.	Price (X1)	0,749	Reliabel
2.	Location (X2)	0,738	Reliabel

3.	Product (X3)	0,854	Reliabel
4.	Purchase decision (Y)	0,734	Reliabel

Source: SPSS Process Data 22

Based on the reliability test results in the above table, it is known of each variable of the study that the cronbach's alpha number is greater than the figure 0.6, so it can be concluded that the statistics of each indicator of the statement are reliable or the data is acceptable and worthy to be used as the research data.

Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,308	1,338		3,219	,002		
Price	,261	,096	,278	2,731	,008	,381	2,628
Location	,259	,092	,264	2,823	,006	,450	2,222
Product	,301	,078	,347	3,843	,000	,483	2,070

a. Dependent Variable: Purchase decision

Based on the test results in the table above, it can be seen that the VIF value for the free variable price is 2,628 with a tolerance of 0.381, the location variable is 2,222 with a tolerance of 0.450 and the product is 2,070 with the tolerance 0.483 produced by each small variable of 10. It can be concluded that the regression model formed in this study does not occur symptoms of multicolinerity.

Autocorrelation Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,789^a	,622	,610	1,598	1,803

a. Predictors: (Constant), Price, Location, Product

b. Dependent Variable: Purchase decision

Source: SPSS Process Data 22

In the above table you can see that the value of the Durbin-Watson model is 1.803. Since the DW value of 1.803 lies between dU and 4-dU, it can be concluded that the regression equation model does not contain an autocorrelation problem.

Double Linear Regression Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,308	1,338		3,219	,002
Price amount	,261	,096	,278	2,731	,008
Location amount	,259	,092	,264	2,823	,006
Product amount	,301	,078	,347	3,843	,000

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a.   Dependent Variable: Purchase decision amount
Source: SPSS Process Data 22

Hypothesis Test

Partial test (Uji t)

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,308	1,338		3,219	,002
	Price amount	,261	,096	,278	2,731	,008
	Location amount	,259	,092	,264	2,823	,006
	Product amount	,301	,078	,347	3,843	,000

a. Dependent Variable: Purchase decision amount

Simultan test (Uji F)

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	403,096	3	134,365	52,646	,000ᵇ
	Residual	245,014	96	2,552		
	Total	648,110	99			

a. Dependent Variable: Purchase decision amount

b. Predictors: (Constant), Price amount, Location amount, Product amount

Determination Coefficient Test (R2)

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789ᵃ	,622	,610	1,598

a. Predictors: (Constant), Price amount, Location amount, Product amount

b. Dependent Variable: Purchase decision amount
Source: SPSS Process Data 22

4. CONCLUSIONS
1. Based on the t test results can be concluded:
    a. Prices have a partial influence on consumer purchasing decisions at Malay Restaurant in Siak Sri Indrapura.
    b. Location has a partial influence on consumer purchasing decisions at Malay Restaurant in Siak Sri Indrapura.
    c. Products have a partial influence on consumer purchasing decisions at Malay Restaurant in Siak Sri Indrapura.

2. Based on the F test, it can be concluded that prices, location and products simultaneously influence consumer purchasing decisions at Malay Restaurant in Siak Sri Indrapura.
3. The known R square value indicates a correlation (relation) between price variables, location and product to consumer purchasing decisions at Malay Restaurant in Siak Sri Indrapura of 62.2%. While the remaining 37.8% is influenced by other variables not studied in this study.

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