ANALYSIS OF THE INFLUENCE OF LOCATION, PRICE AND QUALITY OF SERVICE ON CONSUMER PURCHASE DECISIONS

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Abstract

Background : This study aims to determine the effect of examination area, cost, and nature of administration on the purchase choice of buyers at PT. Coronavirus Parade during the pandemic. **Method :** The strategy used in this study is a quantitative methodology. Using the SPSS program to collect test information and test measurable investigations. **Result :** The result area of this research variable has a positive massive impact on critical purchase choices $0.008 < 0.05$ and t count 2.710. The cost factor affects the choice to buy, with $0.03 < 0.05$ and the significance of t -- count 2.735 The nature of the administrative factor greatly affects the choice of buying, with a critical increase of $0.000 < 0.05$ and t count 3.737 Factors of area, cost, and nature of administration affect concurrent purchase options. **Conclusion :** The results of scientific experiments show that area factors fundamentally influence buying choices.

Keywords: Analysis, Taxpayer, Multiple Linear Regression.

INTRODUCTION

One of the fastest growing aid organizations is the board business movement, which is more commonly known as a travel service or travel service. This development occurs in almost all areas, including the city of Medan. The development of tourism in Medan is growing rapidly. This important development was driven by the expansion of monetary limits and liquidity in completing local area exercises.

The current state of affairs has finally increased the competition between land, sea and air transportation before the eyes of companies competing to offer the best support to attract tourists. Ground transportation really makes sense and is very popular among the people.

Successive problems related to the administration of PT. Reliability, reliability, and other PARADEP taxis have contrasts in client friendliness, such as take-off to pick-up, destination delays, and friendliness between old and new clients (generally PT). You have to achieve something before continuing. PARADEP Taxi focuses on existing clients with the aim of making a difference in grip between old and new clients. The installments that appear are the coverage between the homecomers and the driver of PT. Paradep taxi, the driver may not be very open to the cost assuming the client's request to reach and reach his destination.

Shopper satisfaction is the level of buyer satisfaction and dissatisfaction resulting from viewing the apparent presentation (or consequences) of an item against assumptions.

There has been a decrease in the number of passengers, this can be seen in the table listing the number of passengers [1].

Place is a place to serve customers and can also be interpreted as a place to show off merchandise [2][3][4]. The definition of an area is where the organization continues its work, or where the organization conducts training to create a workforce and financially important product[5][6] . F Area assurance is the primary retail methodology. Key areas are the primary method for determining the results of your retail business. Many retailers do not lead site reviews and do not have good techniques for selecting areas because they may not understand the importance of areas when starting a retail business[7]. In determining the location, a good knowledge of the business owner is needed to analyze the trading area around [8]. How is the distance from residential areas, are there competitors near the location and so on [9][10].

Fee is the amount paid What value the client exchanges for profit by buying or using an item or board[12][13].

Cost is the proportion of how satisfied a person is with the goods they have purchased. If you judge your satisfaction with the item you are trying to get, you will try to pay a significant fee for the item. On the other hand, if a person judges the item as unacceptable, he or she wants to pay or buy the product at an exorbitant cost. Money-related prices are created by the activities that take place within the market framework with dealer buyers. In general, fees are not determined by buyers and merchants throughout the discussion cycle, resulting in consistent cost management. In the beginning, cost was a

game changer, but nowadays the game changer to buy is increasing, and factors other than cost also play an important role in purchase choice. All factors in the promotion mix are cost components, apart from the cost factor which is the main component of income[14][15].

RESEARCH METHODS

This type of examination clearly uses a quantitative methodology. Quantitative information is review information as numbers that are estimated to involve measurements as a positive and computational test instrument, associated with the problem under study to draw conclusions.

Quest ion	Location		Price		Quality		Buying decision	
	Pearson correlation	signfi kan	Pearson correlation	signfi kan	Pearson correlation	signfi kan	Pearson correlation	signfi kan
1.	0.751	0,000	0,799	0,000	0,845	0,000	0.815	0,000
2.	0,672	0,000	0,825	0,000	0,895	0,000	0,780	0,000
3.	0,593	0,001	0,798	0,000	0,713	0,000	0,785	0,000
4.	0,674	0,000	0,790	0,000	0,765	0,000	0,833	0,000
5.	0,807	0,000	0,738	0,000	0,877	0,000	0,598	0,000
6.	0,880	0,000	0,876	0,000	0,810	0,000	0,876	0,000

Table 1. Validity test

The table above shows that data analysis was carried out to assess whether the correlation between Location, Price, Service Quality, and Purchase Decision is more than 0.361 and less than 0.05. Obtained on the validity test with an rcount of more than 0.361 and a significance of less than 0.05, it indicates that the question item is valid and can be used.
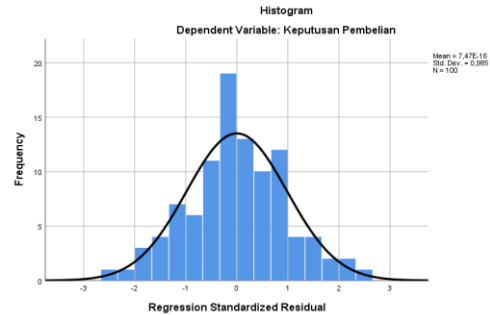
RESULTS AND DISCUSSION

Figure 1. Histogram

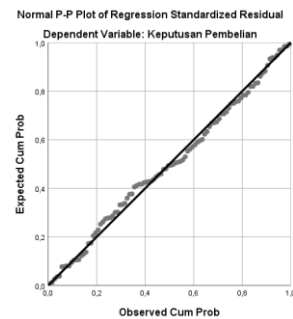The figure above reveals a bell-shaped curve, it can be concluded that the data is normally distributed.

Figure 2. P-Plot Graphic

The information spreads from corner to corner and follows that direction in a typical plot diagram, showing a typical scatter design with regard to the perceived reasonableness of the recurrence model information.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std.	2,25577383

	Deviation	
Most Extreme	Absolute	,054
Differences	Positive	,043
	Negative	-,054
Test Statistic		,054
Asymp. Sig. (2-tailed)		,200[c,d]

Table 2. Results Test Normality
Kolmogorov-Smirnov

Based on the table above, it shows that the significant value is 0.200. This indicates that the value is much greater than 0.05, or that the variable has a normal distribution.
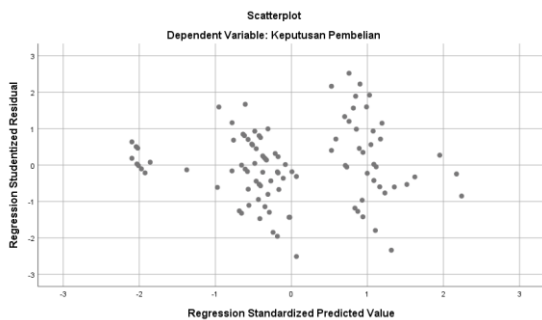

Figure 3. Scatterpot Test

Test was used to assess whether the relapse model had residual variability. Heteroscedasticity was found in this study using a regression approach called the glejser test.

Glejser test as the basis for determining heteroscedasticity. If y-value is significant y-more than yor y-equal to y-0.05, y is no heteroscedasticity, if y-significant y-value is y-less than ya or y-equal ywith y0.05, there is heteroscedasticity. According to the table above, the quality of each variable is greater than 0.05, indicating that there is no non-consistency problem.

Different scalable methodologies use direct models to assess the relationship between autonomous and subordinate factors.

*Purchase Decision = -0.752 + 0.346 Location + 0.296 Price + 0.446 Service Quality*

Five Becomes Straight Regression Justice Many of these studies are the reason. Continue:

1. Stable relapse worth - 0.752 , Location, value, administrative properties Buy options have reached - 0.752 units, If f 0.346 means the position relapse coefficient is positive.

2. Area factors greatly influence purchasing choices that each increase in the Location variable increases Purchase Decision. The cost recurrence coefficient is positive if 0.296 Means that the variable Price is one-way And

3. Further develop purchasing options that clearly influence the improvement of yPurchasing decisions. yVariable yPrice ygives ypositive influence yto yPurchasing decisions.

4. Regression coefficient yQuality yService y value yposisf 0.446 means that the effect of Service Quality on increasing Purchase Decision and R2 value is low, indicating that the ability of the autonomous variable is limited.

Of fcount166.288 is more important than ftable2.70 and has an importance level below 0.000 to characterize the variance. The independent factor provides most of the necessary data regarding the change in the dependent variable as the value approaches it.

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the
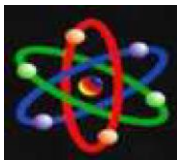
					Estimate
1	,916ᵃ	,839	,834		2,291

Table 3. Coefficient of Determination Test Results (R2) Model Summary

It can be seen that the value of R Square is 0.839 meaning that the ability of the variable Location, Price, Service Quality can be explained by the y-variation of y-Purchase Decisions y of y83.9%, the remaining 16.1% is explained by independent variables which were not examined in this study.

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2617,797	3	872,599	166,288	,000ᵇ
Residual	503,763	96	5,248		
Total	3121,560	99			

Table 4. F-Test

From the results of testing the incentive t-an information for the broad variable is 2.710 and the t-table value is 1.66088, and the importance is 0.008, we can conclude that: Speculation h is recognized. Furthermore, we can conclude that the area factor fundamentally affects the purchase choice of 0.05 according to the criteria of the hypothesis test. If fcount exceeds ftable and the significance level of the signal is less than 0.05, H0 is rejected and H is accepted, indicates that Location, Price, and Quality of Service all of which have a significant influence on Decision.

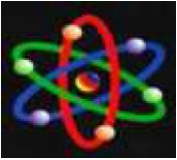| Coefficientsᵃ					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,752	,930		-,809	,421
Lokasi	,346	,128	,292	2,710	,008
Harga	,296	,108	,259	2,735	,007
Kualitas Pelayanan	,446	,119	,399	3,737	,000

Table 5. T-Test

1. The t-score of the variable quality of primary teeth is 3.737, while the t-table score is 1.66088 and the size is 0.000 <0.05. Therefore, this speculation is recognized in the final nature of the administration.

2. The t-score of the cost variable is _ At 2.735 The t-table score is 1.66088 and the critical is 0.003 <0.05. With the aim that the speculation is acknowledged, it can be concluded that the variable yPrice has a significant effect on the yPurchase decision.

3. The t-score of the variable quality of primary teeth is 3.737, while the t-table score is 1.66088 and the size is 0.000 <0.05. Therefore, this speculation is recognized at the end of the administrative nature of having a significant influence on the Purchase Decision.

CONCLUSION

Judging from the results of the study, if the discussion can be concluded, continue this:

1. Location, cost, and nature of administration variables simultaneously affect purchasing choices for transportation administration at PT. line up.

2. Some factors Location, cost, and the nature of the administration have a big

influence on the performance of transportation services PT. Paradep.

3. The coefficient of determination reveals that 83.9.8% The level of procurement choice can be interpreted by the relationship between Location, Price, and Service Quality factors, but the excess of 16.1% cannot be understood by the independent factors analyzed in this review.

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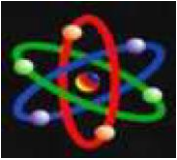
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