

Analysis of Price, Product Quality and Location on Purchasing Decisions (Case Study at D'Top Chicken & Burger, Responsibility Branch)

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Article Information:	Abstract
<p>Keywords: price, Product Quality Location, Purchase Decision</p> <p>Article History: Received : September 9, 2023 Revised : September 30, 2023 Accepted : October 10, 2023</p> <p>Cite This Article: Barkah, D., Dewi Mulyani, I., Ernitawati, Y., & Afridah, N. (2024). Analysis of Price, Product Quality and Location on Purchasing Decisions (Case Study at D'Top Chicken & Burger, Responsibility Branch). Indikator: Jurnal Ilmiah Manajemen dan Bisnis, 8(1), 80-93. doi:http://dx.doi.org/10.22441/indikator.v8i1.23036</p>	<p><i>D'Top Chicken & Burger is a franchise business operating in the fast food sector that sells processed food products. Made from fried chicken, it can be combined with other menus. This study aims to analyze the effect of price, product quality and location on purchasing decisions and what factors influence purchasing decisions at D'Top Chicken & Burger, Keuntungan Branch. The approach used in this research is a quantitative approach. Data collection techniques were carried out using observation, interviews, questionnaires, documentation and literature study. The sample determination technique used nonprobability sampling, with incidental sampling, obtaining 100 respondents. The statistical analysis techniques of this research include validity test, reliability test, classic assumption test, t test, F test, coefficient of determination (R²), and multiple linear regression analysis with the help of SPSS. The results in this study show that price has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, location has a negative and insignificant effect on purchasing decisions. D'Top Chicken & Burger, Kenggunaan Branch, pays more attention to places of business such as expanding parking lots and supporting infrastructure to create a sense of comfort.</i></p>

INTRODUCTION

The development of the business sector in the food sector has a positive impact on the Indonesian economy because it can provide opportunities for people to establish various types of *franchise businesses*. Fast food is a choice that is often made by people because it is more practical when consumed, especially those who have limited time (Zuhro, 2022). The more the business develops, the more competitors will compete in establishing a business in various types of businesses, such as street vendors, restaurants/restaurants and franchise businesses. Business actors must prepare careful planning in setting up a business (Elmiliyasi, 2020). The development of *franchise businesses* among the public is due to the high desire and interest of people in looking for instant and easy food (Silaban et al., 2019) Various businesses are starting to emerge with various *franchise business brand names*. One familiar *franchise business* is *D'Top Chicken & Burger*.

D'Top Chicken & Burger is a franchise business *operating* in the fast food sector which sells processed food products made from chicken such as *fried chicken*. This franchise business already has various *franchise branches*. One of its branches is in Liability. The following are the names of local franchise businesses in Kejiwaan District, as follows:

Table 1 . List of Local Franchise Businesses and Product Prices

List of Fast Food Franchise Business Names	Price Range
D'Top Chicken & Burger	IDR 7,000 – IDR 18,000
Rocket Chicken	IDR 9,000 – IDR 21,000
Hisana Fried Chicken	IDR 9,000 – IDR 15,000
AB Chicken	IDR 8,000 – IDR 38,000

Source: Processed data, 2023

Based on data from the list of local franchise businesses, it shows that there are several local *franchise businesses* that sell *fried chicken* in Keuntungan District, with different prices being offered by each company. The large number of *fried chicken* businesses causes purchasing decisions to be highly contested by each business actor. The existence of competitors will certainly affect the level of sales. In May 2022 the income earned by the D'Top Accountability Branch was around ± Rp. 23,000,000, in September 2022 and February 2023 there was a slight decrease in income of around ± Rp. 12,000,000. This can be interpreted that in September 2022 and February 2023 sales of D'Top Branch Liability purchasing decisions made by consumers are low when compared to other months. From sales data for the last 10 months, namely from May 2022 to February 2023, sales at D'Top Chicken & Burger, the Responsibility Branch, experienced unstable ups and downs (fluctuations). Several factors influence consumer purchasing decisions, including product quality, price and location (Rofiq & Hufrom, 2018).

Based on the explanation in the background description, the formulation of this research problem is: does price influence purchasing decisions at D'Top Kejiwaan Branch? D'Top Liability Branch?, and do price, product quality and location simultaneously influence purchasing decisions at D'Top Liability Branch? Then, based on this background, the research objective in this study is to carry out tests and analyze whether price, product quality and location have an influence on purchasing decisions at D'Top Chicken & Burger Kejiwaan Branch.

LITERATURE REVIEW AND DEVELOPMENT HYPOTHESIS

Theory of Planned Behavior (*Theory of Planned Behavior*)

According to Icek Ajzen in (Sulistianingsih, 2020), purchasing decisions are contained in *the Theory of Planned Behavior* (TBP) which is a continuation theory of the Theory of Reasoned Action (TRA). Apart from that, according to Seni & Ratnadi in their research (Yenny Ernitawati, 2021) also explained that TBP is a development of TRA which is used as a theoretical basis. In the TRA theory it is explained that someone who intends to carry out certain behaviors is certainly one of the main factors in the TBP theory. In it there are two factors, namely the causes, namely *the attitude toward the behavior* (attitude towards behavior), *subjective norms* (subjective norms) and *perceived behavior control* (perceptions of certain behaviors). In addition, this theory also explains the relationship between beliefs, attitudes, will and behavior.

Price

Price is the currency value or exchange rate for goods or services performed by both parties as a legal and mutually agreed payment term. (Maulana et al., 2022). According to Sriyadi in (Mulyani & Kristina, 2018) that price is a means of payment for goods or services. This definition is also in accordance with Laksana's statement in research (Nugroho, 2022) price

is the nominal amount of money needed to obtain the expected product or service. According to Staton which is translated in research (Suryati & Nur Rahmat, 2020) there are four price indicators, as follows:

- a. Has an affordable price, meaning that the pricing aspect of a product takes into account the purchasing power of consumers.
- b. The price is in accordance with the quality of the product that the price paid must be in accordance with the quality.
- c. Competitiveness with other product prices, meaning that price differences lead to competitiveness in a product that will be obtained by consumers.
- d. Price in accordance with the benefits of the product means that the price paid by consumers is the price according to the benefits.

Research conducted by Hutagalung & Waluyo (2020) states that the lower the price offered for a product, the higher the purchasing decisions made by consumers, provided that they must innovate developments from year to year so as not to lose out to other competitors. In the description that has been explained, the preliminary assumptions of this research are:

H₁ : It is suspected that there is an influence of price on purchasing decisions

Product quality

Product quality can influence consumer decisions, because consumers will not make a purchase if the quality of the product provided does not match what is given (U. Sari et al., 2022). This agrees with Tjiptono in research (Nugroho, 2022) which states that something that can be offered by producers to consumers fulfills their needs for the party concerned. According to Tjiptono in research (Afifah et al., 2021) there are 8 indicators, namely:

- a. Performance refers to the main characteristics of the product which consumers then consider when purchasing.
- b. Features, provide added value to the quality of the product with a variety of development options.
- c. Reliability, can produce products that satisfy consumers within a certain period of time.
- d. Conformance, or conformity of products that have been previously offered.
- e. Durability is an indicator used to measure the service life of a product.
- f. Speed and convenience (*service ability*, as employee abilities when providing service to consumers).
- g. Aesthetics, which shows the quality of the product such as taste, aroma and texture produced in the product.
- h. Perception of quality (*perceived quality*), when consuming these products.

Research (2019) explains that the quality contained in a product or service certainly has a value that gives effect and also aims to have the ability to provide satisfaction to consumers when their needs are met to make purchasing decisions. In the description that has been explained, the temporary assumptions that can be taken in this study are:

H₂ : It is suspected that there is an influence of product quality on purchasing decisions

Location

Locations are also referred to as places that are used to carry out all activities related to the production process which will produce products for sale in markets that can be reached by consumers. According to Buhari Alma in (Sukron et al., 2021) location is a place that is used as a place for business activities which will later produce goods or services by making a determination before choosing a location to be used as a place of business. According to Fandy Tjiptono in (Imanulah et al., 2022) states that there are 8 location indicators, as follows:

- a. Access to locations that can be reached by public transportation.

- b. Visibility can be seen clearly because it is quite strategic on the edge of the road.
- c. Traffic is related to congestion or density around business locations.
- d. Spacious and safe parking area for consumers who want to buy products.
- e. Expansion is related to large areas of land, so that in the future there will be an expansion of the business.
- f. The condition of the crowded environment at the location of the business premises.
- g. For example, the location chosen is in the center of a busy community.
- h. Government regulations regarding company permits when setting up a business that does not harm the environment around the business location.

Research conducted by Sari et al., (2018) states that strategic locations used as business premises are an added value for companies because they can be reached by consumers who want to buy products, because business location is an important factor as an attraction for consumers. In this description, the temporary assumptions that can be taken in this research are:

H₃ : It is suspected that there is an influence of location on purchasing decisions

Buying decision

According to Sunyoto in (Pristiawan et al., 2022) , purchasing decisions become a process that is cognitive in nature to combine parts of thought from various information values. Purchase decisions can also be interpreted as activities carried out by consumers when buying a product (Murdiono et al., 2019). According to Kotler and Keller in research (Suryati & Nur Rahmat, 2020) there are 5 indicators of purchasing decisions, namely:

- a. Choice of products. Companies must be able to pay attention to consumers to provide something according to their needs, variations in products and product quality.
- b. Preferred brand selection. Every company must be able to build trust from the goods or services it produces.
- c. Choice of dealer when purchasing. Consumers certainly pay attention to the dealer or place they want to visit. Consumers will consider location, price, product quality and taste as well as completeness of the product to make a purchase at that place.
- d. The time to purchase a product is related to the choice of time to purchase it.
- e. The number of product purchases provided is adjusted to consumer needs.

Choosing a strategic location will have a direct influence on the sustainability of the business (Widodo, 2021). Based on this description, the temporary assumptions that can be taken in this research are:

H₄ : It is suspected that there is an influence of price, product quality and location together on purchasing decisions

RESEARCH METHOD

research method used in this study is a quantitative approach. Quantitative research is a type of research that is required to use a lot of numbers, starting from the initial data collection, data interpretation and results. Or in other terms, is research that is reviewed from the results of the numbers (Arikunto, 2013:27). As for the type of data used, namely primary and secondary data. Primary data is data collected or obtained by researchers directly from the field that is used for research (Sugiyono, 2019:9). Primary data was obtained from distributing questionnaires to D'Top consumers. Secondary data is data collected by researchers from various existing sources (Erniwati & Adnin, 2019) such as books, theses, theses and articles/journals accessed via the internet.

The population is the whole subject in the study (Arikunto, 2013: 173). Meanwhile, the sample is a portion of the total population or in other words, a portion of the representatives sampled from the total population to be studied (Arikunto, 2013: 174). The population in this study was 1,410 consumers of the D'Top Kejiwaan Branch, with the number of samples to be used in the research determined using the Slovin formula, which was determined to be 100 consumers who were used as respondents.

Test Research Instruments

Validity test

According to Arikunto, (2013:211) a validity test is a measure that states the level of validity or effectiveness of an instrument. In this research, the data is said to be valid if the r value is calculated $> r$ table with a significance level ($\alpha = 5\%$ or 0.05).

Reliability Test

According to Rachman & Hadmar, (2018) stated that questionnaire questions in a study were said to be reliable if the respondents' answers were consistent and stable. In this study, the data is said to be reliable if the *Cronbach Alpha value* is greater than the *Alpha value*, namely the *Cronbach Alpha value* (α) > 0.60 .

Classic assumption test

Normality test

The normality test in this study aims to measure whether in the regression model, the residual or confounding variables have a normal effect or do not have a normal distribution according to Ghazali in (Indriati et al., 2022). According to Santoso in research (Zuhro, 2022) stated that the normality test using the *Kolmogorov Smirnov* approach there are decisions that can be made on the following basis:

- a. if the probability value is > 0.05 , then the data in the study is said to be normally distributed,
- b. if the probability value is < 0.05 , then the data in the study is said to be not normally distributed.

Multicollinearity Test

The multicollinearity test in this study aims to determine or test the regression model whether a correlation is found in the independent variables (Zuhro, 2022). Appropriate regression models in research should not exist or there should be no correlation between independent variables. To assess whether or not there is a correlation in the multicollinearity test, there are decisions that can be taken on the following basis:

- a. there is no multicollinearity, if the Tolerance value is > 0.10 and VIF (*Variance Inflation Factor*) < 10 , whereas
- b. there is multicollinearity, if the Tolerance value is < 0.10 and VIF (*Variance Inflation Factor*) > 10 .

Heteroscedasticity Test

The heteroscedasticity test in research is designed to measure whether there is inequality or inequality in the variance of the residuals or confounding of one observation among other observations in the regression model. According to Ghazali in (Rachman & Hadmar, 2018) to find out whether heteroscedasticity occurs or not, there is a basis for the analysis, as follows:

- a. if there is a certain pattern, such as dots forming a regular pattern, then heteroscedasticity can be identified.

- b. If there is no particular pattern or an unclear pattern, and the points are spread above and below the number 0 (zero) on the Y axis, then it can be identified that heteroscedasticity will not occur.

Hypothesis Test

Partial Test (t test)

The t test is used to find out how far the influence of each independent variable has on the dependent variable (Rachman & Hadmar, 2018). According to Singgih santoso in (Rachman & Hadmar, 2018) in making decisions on this t test there are several provisions as follows:

- If the probability value is > 0.05 with $t \text{ count} < t \text{ table}$, then it can be said (H_0) can be accepted and (H_a) is rejected,
- If the probability value < 0.05 with $t \text{ count} > t \text{ table}$, it can be said (H_0) is rejected and (H_a) can be accepted.

Simultaneous Test (Test F)

The F test aims to test the feasibility of the model or in other words to find out whether the independent variables simultaneously have an influence on the dependent variable in a study (Annahdy, 2019). According to Singgih in (Rachman & Hadmar, 2018) in making decisions on the F test or Anova test there are several provisions as follows:

- if the probability value is > 0.05 with the calculated F value $< F \text{ table}$, then it can be said (H_0) can be accepted and (H_a) is rejected,
- if the probability value < 0.05 with the calculated F value $> F \text{ table}$, it can be said (H_0) is rejected and (H_a) can be accepted.

Coefficient of Determination (R^2)

According to Ghozali in (Khoiriyah & Utomo, 2021), the coefficient of determination in research is the ability of the regression model to provide the information needed from the value of the independent variable to be able to explain variations in the dependent variable. The purpose of this statement is to measure the extent of the contribution of the independent variable to the dependent variable. According to Rachman & Hadmar (2018), the closer the coefficient of determination is to zero, the smaller the influence of all independent variables on the dependent variable. Meanwhile, if the determinant coefficient approaches number one, the model is said to be stronger in explaining all independent variables regarding the dependent variable.

Multiple Regression Analysis

Multiple regression analysis analyzes the functional relationship between one dependent variable and all the number of independent variables to determine whether there is an influence on these variables (Arikunto, 2013: 339). The following is the equation for the multiple linear regression model according to Sunyoto in research (Rahmadani, 2021) as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information :

Y = Variable Y (purchasing decision)

a = Constant number

$\beta_{1,2,3}$ = Regression coefficient for variable X (price, product quality, location)

X1 = Independent variable (price)

X2 = Independent variable (product quality)

X3 = Independent variable (location)
 e = Standard error

RESULTS AND DISCUSSION

Research Instrument Test Results

Validity test

The results of testing the research instrument in the validity test are as follows:

Table 2. Validity Test Results

Questionnaire Items	Price (H1-H8)	Product quality (KP1-KP8)	Location (L1-L8)	Buying decision (KP1-KP8)	Mark r table	Information
1	0.649	0.578	0.678	0.691	0.195	Valid
2	0.708	0.719	0.691	0.753		
3	0.774	0.677	0.700	0.730		
4	0.706	0.771	0.705	0.793		
5	0.748	0.723	0.710	0.681		
6	0.685	0.751	0.777	0.795		
7	0.732	0.770	0.610	0.789		
8	0.747	0.798	0.636	0.591		

Source: Data Processed by SPSS, 2023

Based on the results of the validity test, it is known that the calculated r value for the variable price, product quality, location and purchasing decisions shows a value $>$ r table and a value $<$ 0.05 which can be said to be valid.

Reliability Test

The following are the results of testing the research instrument on the reliability test:

Table 3. Reliability Test Results

Variable	Cronbach's	Cross Of Values	Information
Price (X ₁)	0.864	0.60	Reliable
Product Quality (X ₂)	0.866		
Location (X ₃)	0.838		
Purchase Decision (Y)	0.871		

Source: SPSS Processed Data, 2023

Based on the results of the reliability test, it is known that the variables price, product quality, location and purchasing decisions show a Cronbach's Alpha (α) value $>$ 0.60. It can be concluded that all question items on each variable can be said to be reliable.

Classic Assumption Test Results

Normality test

The following are the results of the normality test using the *Kolmogorov Smirnov* non-parametric statistical test:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		100
Normal Parameters ^{a, b}	Means	.0000000
	std. Deviation	2.82497566
Most Extreme Differences	Absolute	.079
	Positive	.069
	Negative	-.079
Test Statistics		.079
asymp. Sig. (2-tailed)		.126 ^c

a. Test distribution is Normal.

Source: SPSS Processed Data, 2023

Based on the results of the normality test, a significant value was obtained in the *Kolmogorov Smirnov test* showing the Asymp value. Sig. > 0.05, namely 0.126. This can be interpreted as meaning that the residual values of all variables have the assumption of normality or can be said to be normally distributed in research.

Multicollinearity Test

The following are the results of the multicollinearity test in this study:

Table 5. Multicollinearity Test Results

Variable X	Tolerance Value	VIF	Information
Price (X ₁)	0.377	2,653	Didn't happen / didn't exist Multicollinearity
Product Quality (X ₂)	0.265	3,766	
Location (X ₃)	0.291	3,441	

Source: Data Processed by SPSS, 2023

Based on the results of the multicollinearity test, it is known that the Tolerance value is greater than 0.10 and the *Variance Inflation Factor* (VIF) value is less than 10, so that it can be concluded from the output results that everything in this regression model does not occur or there is no multicollinearity between the independent variables.

Heteroscedasticity Test

The following are the results of the heteroscedasticity test in this study:

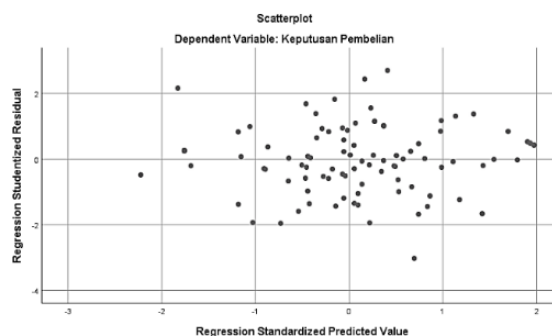


Figure 1. Scatter Plot of Heteroscedasticity Test Results

Source: Data Processed by SPSS, 2023

Based on the scatter plot of heteroscedasticity test results it can be seen that the points obtained show an unclear pattern and these points are scattered randomly above and below the number 0 on the Y axis. With this it can be concluded that there is no heteroscedasticity in the regression model in the study.

Hypothesis Testing Results

Partial Test (t Test)

The following are the results of the simultaneous test in this study , namely as follows:

Table 7. t test results
Coefficients ^a

Variable X	t count	Sig.	Information
Price (X ₁)	2.848	.005	Influential
Product Quality (X ₂)	5.053	.000	Influential
Location (X ₃)	0.477	.635	No effect

Source: SPSS Processed Data, 2023

Based on the results of the t test, it can be said that the value of t calculated price (X₁) > t table, namely (2.848 > 1.985), with a significant value (0.005 < 0.05). It can be concluded that **H₁ is accepted**, which means that price has a positive and significant effect on purchasing decisions. The calculated t value of product quality (X₂) > t table is (5.053 > 1.985), with a significant value (0.005 < 0.05). It can be concluded that **H₂ is accepted**, which means product quality has a positive and significant effect on purchasing decisions. The value of t arithmetic location (X₃) > t table is (0.447 < 1.985), with a significant value (0.635 > 0.05). It can be concluded that **H₃ is rejected**, which means that location has no positive and significant effect on purchasing decisions.

Simultaneous Test (F Test)

The following are the results of the simultaneous tests in this research , namely:

Table 6. F Test Results

ANOVA ^a						
Model	Sum of Squares	Df	MeanSquare	F	Sig.	
1 Regression	1715.932	3	571,977	69,500	,000 ^b	
residual	790,068	96	8,230			
Total	2506,000	99				

Source: Data Processed by SPSS, 2023

Based on the results of the F test, it is known that the calculated F value > F table is 69,500 > 2.70 with a significance value of 0.000 < 0.05. Hypothesis **H₄ is accepted**, which concludes that there is a significant influence on the variables of price, product quality and location simultaneously on purchasing decisions.

Coefficient of Determination (R²)

The following are the results of the determinant coefficients in this research , namely:

Table 8. Coefficient of Determination Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	
1	.827 ^a	.685	,675	2.86878	

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

Source: Data Processed by SPSS, 2023

Based on the results of the Determination coefficient test, it is known that the coefficient of determination (R Square) is 0.685, which means that the price, product quality and location variables influence the purchase decision by 68.5%, while the remaining 31.5% is influenced by other variables outside the regression model this equation.

Multiple Linear Regression Analysis

Following are the results of multiple linear regression analysis in this study :

Table 9. Multiple Linear Regression Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	std. Error	Beta			
1	(Constant)	-.022	2,147		-.010	.992
	Price (X ₁)	.288	.101	.266	2.848	.005
	Product Quality (X ₂)	.628	.124	.562	5.053	.000
	Location (X ₃)	.055	.115	.051	.477	.635

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS Processed Data, 2023

Based on the results of the multiple linear regression test, the regression equation model in this study was obtained as follows:

$$Y = - 0.022 + 0.288X_1 + 0.628X_2 + 0.055X_3 + e$$

Based on the results of the multiple linear regression equation model, it can be interpreted as follows:

- The constant coefficient value is – 0.022 with a negative value. This can be interpreted as if the variable price (X₁), product quality (X₂), and location (X₃) have a value of zero (0) or do not exist, then the value of the purchasing decision variable (Y) will decrease by 0.022 or 2, 2%. It can be concluded that, if D"Top Ketanggungan Branch does not adjust the price with the quality of its products and with an inadequate location, then the purchasing decision will decrease or have a negative value.
- The value of the beta coefficient on the price variable (X₁) is 0.288. It can be interpreted that if the value of the price variable increases by 1%, then the purchasing decision variable will increase by 0.288 or 28.8%.
- The beta coefficient value for the product quality variable (X₂) is 0.628. It can be interpreted that if the value of the product quality variable increases by 1%, then the purchasing decision variable will increase by 0.628 or 62.8%.
- The beta coefficient value for the location variable (X₃) is 0.055. It can be interpreted that if the value of the location variable increases by 1%, then the purchasing decision variable will increase by 0.055 or 5.5%.

Discussion of Research Results

Effect of Price on Purchasing Decisions

The price variable has a calculated t value greater than the t table value, namely (2.848 > 1.985) with a significant value of 0.005 < 0.05. The first hypothesis is **acceptable**, which means that price has a positive and significant effect on purchasing decisions. In line with the theory used in this research, namely *the Theory of Planned Behavior* (TPB), which is a continuation of *the Theory of Reasoned Action* (TRA) according to Icek Ajzen in (Sulistianingsih, 2020). This theory explains that consumer behavior can be influenced by price factors, because price

differences on a product can influence purchasing decisions. This statement is also supported by previous research conducted by Polla et al., (2018) which states that price has a positive and significant influence on purchasing decisions. This shows that the prices marketed by the D'Top Insurance Branch are quite affordable and the prices set also vary. This is what consumers compare when they want to make a repeat purchase. Some consumers will certainly pay attention to the price factor when making a purchasing decision on a product.

Effect of Product Quality on Purchasing Decisions

The product quality variable has a calculated t value greater than the t table value, namely $(5.053 > 1.985)$ with a significant value of $0.000 < 0.05$. The second hypothesis **is accepted**, which means product quality has a positive and significant effect on purchasing decisions. In line with the theory used in this research, namely TPB which is a continuation of TRA according to Icek Ajzen in (Sulistianingsih, 2020). This theory explains that consumer behavior can be influenced by product quality factors which can trigger a person's behavior towards purchasing decisions that will be taken. In line with research conducted by Suari et al., (2018) which states that the better the quality of the product produced, the more opportunities or purchasing decisions consumers will make. This statement is in accordance with research conducted by Mardiasih (2019) which states that product quality has a positive and significant influence on purchasing decisions. This shows that the quality of D'Top Kejiwaan Branch products is in accordance with consumer desires, that consumers think that the product quality is in accordance with their wishes. They consider that if a product is produced from quality raw materials, consumers will be more interested in buying that product. Product quality is related to purchasing decisions. If a product has good quality, consumers' purchasing decisions will also increase.

Effect of Location on Purchasing Decisions

The location variable has a calculated t value that is smaller than the t table value, namely $(0.477 < 1.985)$ with a significant value of $0.635 > 0.05$. The third hypothesis **is rejected**, which means that location has no positive and insignificant effect on purchasing decisions. This states that there is a discrepancy between the theories used in this research, namely that the location of the D'Top Ketanggungan Branch is not appropriate. This is because according to some consumers, the location of the outlet is not suitable because the parking area is not wide enough or not sufficient and the place to eat is too narrow. Even so, there are still consumers who continue to make purchases because they think that the D'Top outlet is located on the side of the road that consumers can easily access. However, many of them only buy products to eat home or take away. This statement is supported by research by Ekasari & Putri (2021) and Cynthia et al., (2022) which state that location has no positive and insignificant effect on purchasing decisions.

Effect of Price, Product Quality and Location on Purchasing Decisions

Based on the results of the simultaneous test (F test) the calculated F value is greater than the F table value $(69.500 > 2.70)$ with a significant value of $0.000 < 0.05$. The fourth hypothesis **is accepted**, which means that it can be concluded that price, product quality and location simultaneously influence the purchasing decision of D'Top Chicken & Burger products at the Keuntungan Branch. This is in line with the theory used in this study, namely TPB which according to Icek Ajzen in (Sulistianingsih, 2020) in this theory explains that there is a connection with purchasing decisions. This statement shows that humans will behave in a way that makes sense, and will think about the impact that will occur from this behavior, which

means that in this theory it can provide an overview to determine the attitude of a person's behavior. This can be interpreted that before making a purchasing decision on a product, consumers will pay attention to several things including price, product quality and outlet location. (Susilo et al., 2022). This statement is in accordance with research conducted by Halim et al., (2023) which states that price, product quality and location simultaneously influence purchasing decisions.

CONCLUSION

Based on the results of research data analysis and the discussion that has been described, it can be concluded that price has a positive and significant effect on purchasing decisions at D'Top Chicken & Burger, Ketanggungan Branch. If the marketed price is affordable enough for all groups of consumers, it will influence consumers' purchasing decisions. Product quality has a positive and significant effect on purchasing decisions at D'Top Chicken & Burger Ketanggungan Branch. If the quality of the product produced comes from quality raw materials and can meet consumer desires, purchasing decisions will increase. Location does not have a positive and insignificant effect on purchasing decisions at D'Top Chicken & Burger Ketanggungan Branch. It can be interpreted that the location of the outlet is not in accordance with consumer desires. This is proven by the results of respondents' answers which stated that the parking area was not large enough and there was a lack of dining facilities for consumers to eat on site because the outlet location was too narrow. Simultaneously, the variables price, product quality and location have an influence on purchasing decisions at the D'Top Liability Branch, and the R square value is 0.685 or 68.5%, meaning that consumers before making a purchase of a product will certainly pay attention to several things that can influence His desires can come from price factors, product quality or outlet location. Based on the overall research results, researchers have several suggestions that can be recommended as material for evaluating companies regarding locations for their business and for further research that will conduct similar research, it is hoped that they can conduct more in-depth research by adding other factors that can influence purchasing decisions, such as promotions, product innovation, brand image, service quality, facilities and price perception.

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