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THE EFFECT OF PRODUCT QUALITY, PRICE, AND LOCATION ON PURCHASE DECISION AT CONSUMER'S CHERRY CAKE SHOP IN MALANG

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ABSTRACT

Traditional snacks are still able to compete with high market demand. The Cherry Cake shop proves that traditional snacks are no less competitive than imported snacks with its second branch on Borobudur Street, Malang. In order to maintain its business in addition to offering low prices, product quality control is regularly carried out followed by tagged location that supports consumers easily to find the Cherry Cake shop. The purposes of this study are to determine the effect of product quality, price, and location on consumer's purchase decision at Cherry Cake shop. This study uses a quantitative approach with non-probability sampling with purposive sampling method as a sampling technique. The validity of the questionnaire results was processed by using validity, reliability, linearity, heteroscedasticity, and multicollinearity tests. The hypothesis was tested by t test, F test, and R^2 test. The results showed that there was an influence of product quality, price, and location on purchase decision on consumer's Cherry Cake shop in Malang.

KEYWORDS: Product Quality, Location, Price, Purchase Decision

Introduction

With a population of up to 844,993 people (BPS Kota Malang, 2021) food holds an important control for people's survival in Malang City. The present competition of food development of other local city dish, contemporary and imported snacks makes all the players in food and beverage business have to maintain the quality of snacks at very low prices. So, it is still affordable to retain existing customers. The competition that occurs also effects on traditional snacks sector. In this case, Cherry Cake shop which has to struggle with all competitions make some strategies like adding some extra products such as 'tumpeng rice', various cooked vegetables, various cooked rice, and side dishes without leaving the traditional snacks quality as the core of the business.

The fulfilled need influence consumers in deciding buying and selling activities. Product quality and prices which are in accordance with consumer's needs are proven by more than 100 consumers every day who decide to buy traditional cakes in Cherry Cake shop. Purchase consumer's decision is the choice of action from two or more alternative choices (Tjiptono, 2015). There are several indicators of purchase decision (Kotler and Armstrong, 2012) ; those are product stability, habit of choosing product, and speed of selecting product.

The quality of traditional snacks as the main product plays an important role in a business. Product quality reflects the product's ability to carry out its duties which includes durability, reliability, progress, strength, ease of packaging, and product repair and other features (Kotler and Keller, 2012). The expiration checks on every cake are never absent from the clerk in this shop and the use of the external supplier system require periodic selection so that not all suppliers offer products easily at Cherry Cake shop. To measure the success rate of food product, there are several factors that affect the food quality (Gaman & Sherrington, 1996, West, Wood, and Harger, 2007); namely colour, appearance, presentation, shape, temperature, texture, flavor, degree of doneness, and taste.

The guaranteed quality of the cake is not always accompanied by a high price. This is proven by the Cherry Cake shop. With the lowest price of IDR 1,000, consumers can get a delicious traditional cake with the right portion, consumers can also get various side dishes and delicious cooked vegetables offered from IDR 5,000 and any kinds of cooked rice that can be purchased from the price of Rp IDR 7,000. The price is the amount of money charged for a product or service or the sum of the values that customers exchange for benefit from owning or using a product or service (Hakim, 2019). There are indicators that can measure the suitability of prices for consumers (Kotler and Armstrong, 2012); those are affordability, the match of the price and the quality product, the match of the price and the product benefit, and price competitiveness.

Accessible locations help consumers get products with good quality and affordable prices. Place or location is the place of various activities of the company to make products affordable and available to the target market (Kotler and Keller, 2012). The Cherry Cake shop owner sees the business opportunities that exist in Kendalsari in the absence of similar businesses at a distance of 100-200m. The selection of location indicators (Tjiptono, 2015) are as follows

accessibility, visibility, traffic, parking facility, expansion, neighborhood, rivalry, and government regulations.

There are several previous studies that form the basis for the author to do this research. The Effect of Product Quality, Price, and Location on Purchase Decisions (In Martabak Mas Ipung UKM in Plamongan Indah Housing, Semarang) by Hidayat and Harsanto (2017) which obtained the results of product quality, price, and location of each variable affect on purchase decision on Martabak Mas Ipung products in Semarang City. Another research done by Ningrum and Suryoko (2018) titled The Influence of Price, Product, and Location on Purchase Decisions at Peacockoffie, Semarang which got results even though price, product, and location variables can affect purchase decision but consumers did not make Peacockoffie as top priority over other coffee shops in Semarang. The differences of previous research results underlies the writer do research on the effect of product quality, price, and location on purchase decisions at consumer's Cherry Cake shop in Malang.

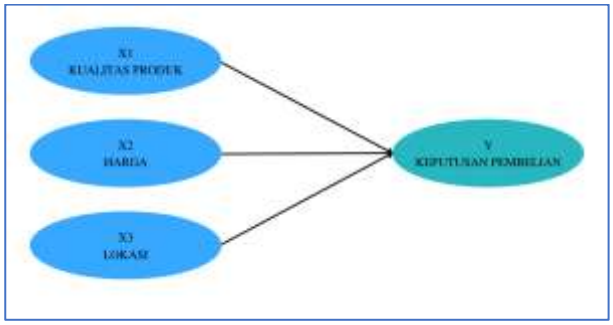
Method

Quality is a dominant issue in many companies, along with speed, flexibility in meeting consumer's demands, and low selling price is a key and strategic choice. Quality matters because it is one of the factors of competitive advantage. Product quality which meet consumer's expectations is able to satisfy customer's desires. Product is stated as the qualified one if the product has a suitability for use. From this description, this study formulates the first alternative hypotheses that is product quality is assumed to have an effect on purchase decision on consumer's Cherry Cake Shop in Malang.

Price is one of the determining factors in consumer's considerations to choose products to satisfy their needs. The price is also the only one of many elements in marketing mix that is flexible. Pricing strategy affects consumer's behaviour in the market. From this description, this study formulates the second alternative hypotheses that is price is assumed to have an effect on purchase decision on consumer's Cherry Cake Shop in Malang.

Location is a combination of the place where the business is carried out, the way to obtain the product, and travel time to the destination. The selection of the right location facilitate both consumers and producers and makes it easier for consumers to make purchase decision. From this description, this study formulates the first alternative hypotheses that is product quality is assumed to have an effect on purchase decision on consumer's Cherry Cake Shop in Malang.

Figure 1 Conceptual Framework



Source: Processed by researchers, 2022

The population of this research is the consumers of Cherry Cake store Kendalsari branch. Populations that are not identified with certainty will be directly assigned a sample of 100 respondents. Non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the sample. Purposive sampling is a sampling technique that relies on the existence of the subject to be sampled. Anyone who coincidentally fits and meet the criteria as respondents will be selected as samples for research.

Data collection is carried out to obtain the required information to achieve research objectives. In this study, the researcher collected primary data through observation and questionnaire. Observations were carried out by visiting the Cherry Cake shop to observe the atmosphere and consumer's buying activity. The questionnaire was closed answered and respondents were only given the alternative answers to the questions asked. Respondents were asked to fill out the questionnaire that described agreement or disagreement with the statements given.

The instrument for measuring all variables in this study used questionnaires that were submitted to respondents to provide appropriate statements with what the respondent felt. The questionnaire had to meet the valid and reliable requirements. To meet these requirements, the measuring instrument had to go through validity and reliability testing and meet the classical assumption test. After passing the validity and reliability testing and meeting the classical assumption testing, hypotheses test was done using t-test, F-test, multiple linear regression analysis, and R^2 analysis.

Result

Characteristics of the respondent identity is a profile of research object that can provide research results. The description of the respondent is a process explain descriptively based on the statistics that have been received from the questionnaires that have been distributed. The number of questionnaires distributed was determined by a predetermined number of samples, 100 people. Of the 100 questionnaires that had been distributed, there was no unanswered questionnaires.

Table 1 Respondent's Gender

Gender	Sum	Percentage
Male	34	34%
Female	66	66%
Total	100	100%

Table 2 Respondent's Age

Age Group	Sum	Percentage
21 - 30	60	60%
31 - 40	21	21%
41 - 50	12	12%
51 - 60	5	5%
61 - 70	2	2%
Total	100	100%

Table 3 Respondent's Occupation

Occupations	Sum	Percentage
Online 'ojek' drivers	3	3%
Housewives	31	31%
College students	38	38%
Employees	25	25%
Tradesman	1	1%
Retired men	2	2%
Total	100	100%

Validity test is conducted to measure the validity of an instrument. Results of validity test were shown below:

a) The 9 statements in the product quality variable showed the correlations r count was bigger than r table (using r table 0,1654) with amount of 100 samples using 0,05 significant level that meant all statements were valid to measure the product quality variable.
b) The 4 statements in the price variable showed the correlations r count was bigger than r table (using r table 0,1654) with amount of 100 samples using 0,05 significant level that meant all statements were valid to measure the price variable.
c) The 5 statements in the location variable showed the correlations r count was bigger than r table (using r table 0,1654) with amount of 100 samples using 0,05 significant level that meant all statements were valid to measure the location variable.
d) The 3 statements in the purchase decision variable showed the correlations r count was bigger than r table (using r table 0,1654) with amount of 100 samples using 0,05 significant level that meant all statements were valid to measure the purchase decision variable.

Validity test was carried out with the formula:

$$r\ count\ = \frac{n(\Sigma xy) - (\Sigma x) - (\Sigma y)}{\sqrt{[n(\Sigma x^2) - (\Sigma x^2)]\,[n(\Sigma y^2) - (\Sigma y^2)]}} \quad \text{.....(1)}$$

Reliability test is conducted to test whether the measuring instrument can provide undifferentiated or relatively consistent results. Results of reliability test were shown below:

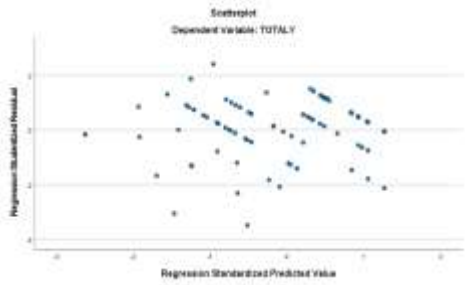
a) The product quality variable had a Cronbach Alpha value that was greater than what had been determined. It explained that every statement contained in the product quality variable (X1) was reliable and the questionnaire could be trusted. Consistent answer would be obtained if the question was repeated in measuring the product quality variable and the resulting data was accurate.
b) The price variable had a Cronbach Alpha value that was greater than what had been determined. It explained that every statement contained in the price variable (X2) was reliable and the questionnaire could be trusted. Consistent answer would be obtained if the question was repeated in measuring the price variable and the resulting data was accurate.
c) The location variable had a Cronbach Alpha value that was greater than what had been determined. It explained that every statement contained in the location variable (X3) was reliable and the questionnaire could be trusted. Consistent answer would be obtained if the question was repeated in measuring the location variable and the resulting data was accurate.
d) The purchase decision variable has a Cronbach Alpha value that is greater than what has been determined its explained that every statement contained in the purchase decision variable (Y) is reliable, the questionnaire can be trusted, will get a consistent answer if the question is repeated in measuring the purchase decision variable, and the resulting data is accurate.

Reliability test is carried out with the formula:

$$\alpha = \frac{Kr}{2 + K - 2.r} \quad \text{.....(2)}$$

The heteroscedasticity test aims to test whether there is an inequality of variance in the regression model from the residuals of one observation to another observation. The scatter plot must show the points that spread without a pattern above and below the number 0 on the Y axis to show that the regression model is heteroscedasticity free. In the picture below, it was seen that the distribution of points below the number 0 on the Y axis and the points did not form a pattern, indicating that the residual variance and the regression model of the research were free of heteroscedasticity.

Figure 2 Scatterplot Result for Heteroscedasticity Test



Source: Processed by researchers, 2022

A good regression model when there was no correlation between the independent variables. The correlation between the independent variables is determined from the value of the variance inflation factor (VIF). From the results of the multicollinearity test below, it was seen that each independent variable had a VIF value < 5 so that there was no strong correlation between the independent variables.

Table 4 Multicollinearity Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.309	.841		.367	.714					
	TOTALX1	.091	.033	.264	2.812	.006	.764	.276	.154	.339	2.946
	TOTALX2	.330	.073	.399	4.539	<,001	.783	.420	.248	.386	2.588
	TOTALX3	.161	.048	.273	3.372	.001	.728	.325	.184	.454	2.202

a. Dependent Variable: TOTALY

Linearity test is carried out as a condition to perform linear regression test. Linearity test was done partially. All independent variables showed significant level was bigger than what has been determined and f count was smaller than what had been determined that meant there was a linear between all independent variables and the dependent variable.

t-test aims to test the significant of the hypothesizes. t-test is done partially. Results of t-test were shown below:

1) Product quality variable showed the correlation that t-score (2,812) was bigger than t-table (using t-table 1,98498) and significant level (0,006) showed lower than what had been determined (0,05). That meant product quality variable had a significant and positive effect on consumer's purchase decision at Cherry Cake shop partially.
2) Price variable showed the correlation that t-score (4,539) was bigger than t-table (using t-table 1,98498) and significant level (0,001) showed lower than what had been determined (0,05). That meant price variable had a significant and positive effect on consumer's purchase decision at Cherry Cake shop partially.

3) Location variable showed the correlation that t-score (3,372) was bigger than t-table (using t-table 1,98498) and significant level (0,001) showed lower than what had been determined (0,05). That meant location variable had a significant and positive effect on consumer's purchase decision at Cherry Cake shop partially.

Table 5 t-test Result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.309	.841		.367	.714
	TOTALX1	.091	.033	.264	2.812	.006
	TOTALX2	.330	.073	.399	4.539	<,001
	TOTALX3	.161	.048	.273	3.372	.001

a. Dependent Variable: TOTALY

F-test in this research aims to look for the goodness of fit. F-test is done simultaneously. All independent variables showed the correlation that F-score (79,580) was bigger than F-table (using F table 3,090) and significant level (0,001) showed lower than what had been determined (0,05). That meant all independent variables (product quality, price, and location) had significant and positive effect on dependent variable (consumer's purchase decision) simultaneously.

Table 6 F Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	227.736	3	75.912	79.580	<,001[b]
	Residual	91.574	96	.954		
	Total	319.310	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX3, TOTALX2, TOTALX1

Multiple linear regression analysis was carried out after the research instrument met the requirements and criteria for the classical assumption test. Multiple linear regression analysis was carried out with the formula:

$$Y = 0{,}309 + 0{,}091\,X1 + 0{,}33\,X2 + 0{,}161\,X3 \quad (3)$$

The descriptive of the formula were shown below

1) Value of 0,309 was a constant or the state of the purchase decision (Y) which had not been influenced by product quality (X1), price (X2), and location (X3).
2) X1 of 0,091 indicated that the product quality variable had a positive influence on purchase decision so that every time there was an increase in 1% of the product quality variable it affected purchase decision of 0,091.

3) X2 of 0,33 indicated that the price variable had a positive influence on purchase decision so that every time there was an increase in 1% of the price variable it affected purchase decision of 0,33.
4) X3 of 0,161 indicated that the location variable had a positive influence on purchase decision so that every time there was an increase in 1% of the location variable it affected purchase decision of 0,161.

Table 7 Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.309	.841		.367	.714
	TOTALX1	.091	.033	.264	2.812	.006
	TOTALX2	.330	.073	.399	4.539	<,001
	TOTALX3	.161	.048	.273	3.372	.001

a. Dependent Variable: TOTALY

The coefficient of determination measures how far the independent variable explains the variation of the dependent variable. The value of the coefficient of determination of 0,713 meant that the independent variables (X1, X2, and X3) were able to measure the ability of 71,3% of the dependent variable (Y) and 28.7% were influenced by other factors.

Table 8 Coefficient Determination Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845[a]	.713	.704	.97668

a. Predictors: (Constant), TOTALX3, TOTALX2, TOTALX1
b. Dependent Variable: TOTALY

Discussion

1. All 9 statements were valid and reliable. There was a linear correlation between product quality and purchase decision. The heteroscedasticity test that had been carried out showed a heteroscedasticity-free regression model. Multicollinearity test showed that the VIF result was less than the specified score which was 2,946 < 5, meant that there was no strong correlation between product quality variable (X1) and other independent variables.
2. All 4 statements were valid and reliable. There was a linear correlation between price and purchase decision. The heteroscedasticity test that had been carried out showed a heteroscedasticity-free regression model. Multicollinearity test showed that the VIF result was less than the specified score which was 2,588 < 5, means that there was no strong correlation between price variable (X2) and other independent variables.

3. All 5 statements were valid and reliable. There was a linear correlation between location and purchase decision. The heteroscedasticity test that had been carried out showed a heteroscedasticity-free regression model. Multicollinearity test showed that the VIF result was less than the specified score which was 2,202 < 5, meant that there was no strong correlation between location variable (X3) and other independent variables.
4. All 3 statements are valid and reliable. The heteroscedasticity test that has been carried out showed a heteroscedasticity-free regression model. That means the dependent variable's statements were ready to be tested with other independent variables.

From testing both independent and dependent variable statements, the results were feasible to be continued for hypothesis testing which resulted in:

1. Product quality variable showed the correlation that t-score (2,812) was bigger than t-table (using t-table level 1,98498) and significant level (0,006) showed lower than what had been determined (0,05) that meant product quality variable had a significant and positive effect on consumer's purchase decision at Cherry Cake shop partially. F-test showed all independent variables had significant and positive effect on consumer's purchase decision simultaneously.

   Multiple regression analysis indicated that the product quality variable had a positive influence on purchase decision so that every time there was an increase in 1% of the product quality variable it affected purchase decision of 0,091. From all the hypothesis tests result it was concluded that first hypotheses could be proven so that there was an influence of product quality on consumer's purchase decision at the Cherry Cake shop.

2. Price variable showed the correlation that t-score (4,539) was bigger than t-table (using t-table level 1,98498) and significant level (0,001) showed lower than what had been determined (0,05) that meant price variable had a significant and positive effect on consumer's purchase decision at Cherry Cake shop partially.

   F-test showed all independent variables had significant and positive effect on consumer's purchase decision simultaneously. Multiple regression analysis indicated that the price variable had a positive influence on purchase decision so that every time there was an increase in 1% of the price variable it affected purchase decision of 0,33. From all the hypothesis tests result it was concluded that second hypotheses could be proven so that there was an influence of price on consumer's purchase decision at the Cherry Cake shop.

3. Location variable showed the correlation that t-score (3,372) was bigger than t-table (using t-table level 1,98498) and significant level (0,001) showed lower than what had been determined (0,05) that meant location variable had a significant and positive effect on

consumer's purchase decision at Cherry Cake shop partially. F-test showed all independent variables had significant and positive effect on consumer's purchase decision simultaneously.

4. Multiple regression analysis indicated that the location variable had a positive influence on purchase decision so that every time there was an increase in 1% of the location variable it affected purchase decision of 0,161. From all the hypothesis tests result it was concluded that third hypotheses could be proven so that there was an influence of location on consumer's purchase decision at the Cherry Cake shop.

Conclusion

Based on the results of research and discussion, several conclusions were obtained, included:

1. Product quality had a positive and significant effect on purchase decision, with an explanation of improving the quality of traditional snacks affected consumer's purchase decision at the Cherry Cake shop, Kendalsari, Malang.
2. Price had a positive and significant effect on purchase decision, with an explanation of the ability of producers to maintain consumer satisfaction with traditional snacks price affected consumer's purchase decision at the Cherry Cake shop, Kendalsari, Malang.
3. Location had a positive and significant effect on purchase decision, with an explanation of the ability of producers to maintain the location and made additional parking facility affected consumer's purchase decision at the Cherry Cake shop, Kendalsari, Malang.

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