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The Effect of Product Quality, Service Quality, Price, and Location on Purchase Decisions at Roti Ropi Delanggu, Klaten Regency

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ABSTRACT

This research aims to analyze the simultaneous and partial impacts of Production Quality, Service Quality, Price, and Location on purchasing decisions at Roti Kopi Delanggu in Klaten Regency. Data in this research were collected directly from respondents through a questionnaire using a nonprobability sampling technique with incidental sampling, resulting in a sample size of 50 respondents. The analysis methods employed included multiple linear regression, coefficient of determination, F-tests, and t-tests, along with validity, reliability, and classical assumption tests. IBM SPSS 26 for Windows was utilized as the analysis tool. The results indicated a regression equation of $Y = 7.004 + 0.064 X_1 + 0.429 X_2 + 0.164 X_3 + 0.085 X_4 + e$, showing that the independent variables accounted for 32.9% of the variance in purchasing decisions (Y). The F-test revealed that Product Quality, Service Quality, Price, and Location collectively influenced purchasing decisions. However, the t-test results indicated that Product Quality, Price, and Location had insignificant effects, while Service Quality had a significant impact on purchasing decisions.

Keywords — product quality, service quality, price, location, purchase decisions

1. Introduction

Roti Ropi is a business offering bread and beverages, known for its coffee bun inspired by Roti O but at a more affordable Price with nearly the same Quality. The main difference between Roti Ropi and Roti O is the variety of flavors, as Roti Ropi offers seven different options for consumers to choose from. Roti Ropi competes with major brands and has expanded to various cities, districts, and islands.

According to Schiffman and Kanuk [1], purchasing decisions involve selecting between two or more alternatives, meaning that options must be available to the consumer. Buchari Alma identifies several factors affecting purchasing decisions, including economics, technology, politics, culture, Product, Price, Location, promotion, physical evidence, human resources, and process, which all shape consumer attitudes towards the Products they purchase.

[2] explain that Product Quality encompasses the features and characteristics that satisfy consumer needs. Companies with good Product Quality tend to have greater longevity. Attractive Product Quality can influence purchasing decisions. Roti Ropi offers seven flavor options, including original, chocolate, cheese, tiramisu, sarikaya, mocha, and vanilla, with a pleasant coffee aroma and an appealing half-round shape.

Business owners are advised to choose Locations that are heavily trafficked by vehicles or pedestrians. Roti Ropi has chosen to be located in a bustling city center, making it easy for customers to access, providing parking, and offering space to enjoy its Products.

However, Roti Ropi has recently experienced a decline in sales, impacting its operations and business sustainability. Therefore, it is important to analyze and test the

effects of Product Quality, Service Quality, Price, and Location on purchasing decisions.

[3] research demonstrated that Price, flavor, and Location collectively have a significant effect on purchase decisions. Each of these variables—Price, flavor, and Location—also significantly affects purchase decisions when examined individually. The Product Quality, Service Quality, and Price each significantly influence purchase decisions [4]. [5] the result showed that Price, promotion, and Service Quality do not significantly influence purchase decisions, while Product Quality and Location do have a significant impact on consumer purchase decisions at coffee shops in Gresik City.

This study aims to test and analyze the effects of Product Quality, Service Quality, Price, and Location on consumer purchasing decisions at Roti Ropi Klaten, both partially and simultaneously.

2. Method

2.1. Sample, Sampling Technique, and Sample Size

The sample in this study was the people of Klaten Regency who had bought Roti Ropi at least once, residing in the Central Java province, aged between 17-50 years, and consisting of both males and females. The sampling technique used in this research is non-probability sampling. The type of non-probability sampling used in this research is incidental sampling. Incidental sampling is a technique where the sample is determined by chance, meaning that anyone who happens to meet the researcher can be used as a sample, provided that the person encountered is deemed suitable and meets the criteria as a data source.

In this research, there are 5 variables: 4 independent variables (Product Quality, Service Quality, Price, Location) and 1 dependent variable (purchase decision). Thus, the number of variables (4 independent and 1 dependent) multiplied by 10 results in a sample size of 5 x 10 = 50. This study selected a sample of 50 respondents, who were customers purchasing Roti Ropi Delanggu Products and considered representative of the population.

2.2. Research Variables

The independent variables used in this study are Product Quality (X1), Service Quality (X2), Price (X3), and place (X4). The dependent variable used in this study is the purchasing decision (Y).

2.3. Research Instruments

The questionnaire in this study used a closed-ended questionnaire, where every customer who visits the Roti Ropi outlet has the opportunity to receive the questionnaire. Respondents can answer the questions by selecting from the provided answers, making it easier for the researcher to analyze the data from the collected questionnaires. This study used a Likert scale as the measurement scale.

2.4. Location and Time of Research

This research was conducted at Roti ropi Delanggu, Klaten Regency. Roti Ropi has been able to compete with these major brands and has even opened many branches across cities, regencies, and islands. The time required to complete this research is six months, starting from June 2023 and continuing from February to May 2024.

2.5. Validity Test

The basis for deciding whether an item is valid or not can be known by correlating the item score with the total score if the correlation r is above 0.30 then it can be concluded that the instrument item is valid, conversely if the correlation r is below 0.30 then it can be concluded that the instrument item is invalid and must be corrected or discarded.

2.6. Reliability Test

If the variable being studied has a Cronbach's alpha > 60% (0.60) then the variable is said to be reliable, conversely a Cronbach's alpha < 60% (0.60) is said to be unreliable. Reliability is a measure that shows the extent to which a measuring instrument can be trusted or relied on.

2.7. Classical Assumption Test

The normality test aims to examine whether the disturbance or residual variables in the regression model have a normal distribution. As is known, the t-test and F-test assume that the residual values follow a normal distribution. If this assumption is violated, the statistical tests become invalid for small sample sizes.

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables detected by looking at the tolerance value and Variance inflation factor (VIF). The cutoff value commonly used to indicate multicollinearity is a tolerance value ≤ 0.10 or a VIF value ≥ 10.

The heteroscedasticity test aims to test whether there is an ineQuality of variance from the residuals of one observation to another in a regression model. The basis of analysis to detect the presence or absence of heteroscedasticity is the presence of a certain pattern, heteroscedasticity does not occur if there is no clear pattern and the points are spread above and below the number 0 on the Y axis.

2.8. Multiple Linear Regression Analysis

The study of the influence of Product Quality, Service Quality, Price and place on on purchasing decisions at Roti Ropi Delanggu, Klaten Regency was conducted using the SPSS 26 for Windows program. The general form of the multiple linear regression equation for this study is:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e$$

Where:
Y = purchasing decision;
b = Constant change in a variable;
a = Constant coefficient;
X1 = Product Quality variable;
X2 = Service Quality variable;
X3 = Price variable;
X4 = Place variable.

2.9. Multiple Determination Coefficient (R2)

The coefficient of determination (R^2) essentially used to measure how well the model explains the variation in the dependent variable. The value of the coefficient of determination ranges from zero to one. A value close to one indicates that the independent variables provide almost all the information needed to predict the variation in the dependent variable. If the study has only one or two independent variables, R^2 is used. However, if there are more than two independent variables, the adjusted R^2 is used. Therefore, this study will use the adjusted R^2 formula to measure the extent to which the independent variables—Product Quality (X1), Service Quality (X2), Price (X3), and Location (X4)—affect the dependent variable, purchase decision (Y). The results of the analysis obtained must be interpreted. The interpretation that must be seen is the F-count value and the t-test.

Contains an explanation of the experimental design and the research parameters used. This method is written briefly (no more than 600 words) but detailed enough to allow the method to be repeated or used by other researchers. The research procedures were written in detail with reference to the original or modified published procedures. Methods and specifications of equipment/materials used such as chemicals, microbial strains, plant species, mutants, etc. are written in full. Each method is written using sub-sections (sub-chapters). The use of units of measure follows the international system of writing.

3. Discussion

3.1. Characteristic Respondents

The participants who purchased Roti Ropi Products at the Delanggu Outlet in Klaten Regency come from various areas, including Klaten, Jogja, Boyolali, and Sukoharjo. Out of a total of 50 respondents, 28 are male, accounting for 56%, while 22 are female, or 44%. The majority of respondents who purchased Roti Ropi Products at the Delanggu Outlet in Klaten Regency are male. Additionally, most respondents are residents of Klaten Regency. In terms of age, the largest group of visitors falls within the 21-24 age range.

3.2. Validity Test Result

The results of the validity test using SPSS 26 for Windows, all variables have a calculated r value > correlation r (0.30) so that it can be stated that the statement items on the questionnaire

instrument that have been answered by 50 respondents are valid so that they are suitable for use in data collection.

3.3. Reliability Test Result

Berdasarkan pengujian reliabilitas dengan menggunakan SPSS 26 didapatkan hasil bahwa variabel yang dianalisis mempunyai Cronbach's alpha yaitu 0,862 dimana hasil tersebut lebih besar dari 0,60. Hal tersebut menunjukkan bahwa seluruh item pernyataan yang diberikan oleh peneliti dan dijawab oleh responden dapat dinyatakan reliabel.

3.4. Classical Assumption Test Result

Classical Assumption Test that used in this research was normality test, multicollinieity test, and heteroscedastisity test.

Based on the Kolmogorov-Smirnov normality test table, the data in this study is normally distributed because the Asymp. Sig (2-tailed) value is greater than 0.05 (0.177 > 0.05). Therefore, it can be concluded that the data is normally distributed, making the regression model used appropriate as it meets the normality assumption.
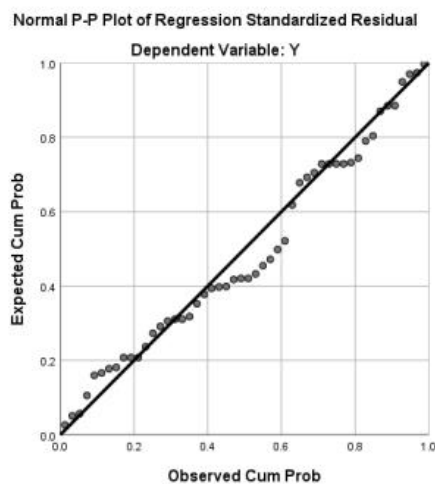

Figure 1. Normality Test Result

Source: Primary Data, 2024

In Figure 1, the normality test results using the normal probability plot show that the data points are distributed around the diagonal line. Based on both statistical and graphical analysis, it is concluded that the data is normally

distributed, thus the regression model meets the normality assumption.

Describe the research results and interpretation of the results in relation to existing references. The reference used is the main reference with a priority of more than 80%. Research results can be presented in the form of text, images, or active tables that can be edited by the editor. Figures and tables are numbered according to the order of citations in the text.

Based on the analysis, it shows that the VIF values of all independent variables are between 1-10, which indicates that there is no multicollinearity in this study. It can be concluded that there is no multicollinearity issue among the independent variables. Therefore, all variables can be considered valid and suitable for use in the study.

Based on the Glejser test, the significance values of Product Quality, Service Quality, Price, and Location all have a significance of 1.000 > 0.05. Therefore, it can be concluded that the variables used do not contain heteroscedasticity.
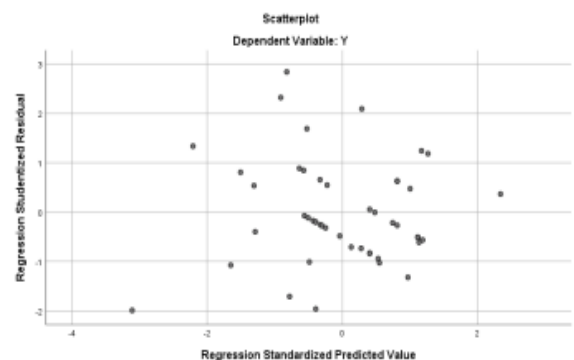

Figure 2. Scatterplot Graphic

Referring to Figure 2, it can be analyzed that the data points are spread above and below, or around the value of 0. The points do not form a widening wave pattern, and the spread of points is not patterned.

3.5. Multiple Linear Regression Analysis Result

Table 1. Multiple Linear Regression Result

| | Coefficients^a | | | | | |
| | Unstandardized Coefficients | | Standardized Coefficients | | | |
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	7.004	1.395		5.022	.000
Kualitas Produk	.064	.088	.130	.732	.468
Kualitas Pelayanan	.429	.108	.596	3.964	.000
Harga	-.164	.087	-.272	-1.892	.065
Lokasi	.085	.103	.111	.821	.416
a. Dependent Variable: Keputusan Pembelian					

Source: Primary Data, 2024

The independent variables used in this study are Product Quality (X1), Service Quality (X2), Price (X3), and place (X4). The dependent variable in this study is the purchasing decision (Y). The multiple linear regression equation from the research results can be written as follows:

$$Y = 7.004 + 0.064X1 + 0.429X2 - 0.164X3 + 0.085X4 + e$$

Where:
Y: Roti Ropi Purchasing Decision
X1: Product Quality
X2: Service Quality
X3: Price
X4: Place

This study aims to determine the variables or factors of Product Quality, Service Quality, Price, and Location that influence consumer purchasing decisions at Roti Ropi Delanggu in Klaten Regency. Based on the analyzed data, the discussion of the research results is as follows:

The first hypothesis states, "It is suspected that Product Quality, Service Quality, Price, and Location simultaneously affect purchasing decisions at Roti Ropi Delanggu in Klaten Regency." Based on the results of the F-test analysis using SPSS 26, a probability value of 0.000 was obtained. This probability value is less than the significance level (0.000 < 0.05), which can be interpreted that the independent variables, namely Product Quality (X1), Service Quality (X2), Price (X3), and Location (X4), simultaneously have a significant effect on the dependent variable, which is the purchasing decision (Y) at Roti Ropi Delanggu in Klaten Regency, and the hypothesis is accepted.

This study shows that respondents or consumers of Roti Ropi Delanggu in Klaten Regency consider that the Product Quality provided meets their expectations. Employees also deliver good Service Quality to consumers. The Prices offered are very affordable for the community, and the Location of the Roti Ropi Delanggu outlet is easily accessible to consumers. The study results also explain that purchasing decisions are influenced by Product Quality, Service Quality, Price, and Location. This means that the independent variables collectively influence the purchasing decision.

Based on the r-value of 0.626, there is a strong relationship between the independent variables and the dependent variable. The stronger the influence of the independent variables, the higher the purchasing decision for a Product.

The second hypothesis states, "It is suspected that Product Quality, Service Quality, Price, and Location partially have a significant effect on purchasing decisions." Based on the results of the t-test analysis on the independent variables, the analysis results are as follows:

a. The Product Quality variable (X1) has a probability value of 0.468, where the probability value is greater than the significance level (0.468 > 0.05), which means that the Product Quality variable (X1) partially does not significantly affect the Purchase Decision variable (Y). Therefore, the hypothesis is rejected. Although Roti Ropi offers various flavors, which means Product Quality could be a reference for consumers in making purchases, it turns out that despite Roti Ropi's good Product Quality, this does not significantly impact the purchasing decisions made by consumers.

b. The Service Quality variable (X2) has a probability value of 0.000, where the probability value is less than the significance level (0.000 < 0.05), which means that the Service Quality variable (X2) partially has a significant effect on the Purchase Decision variable (Y). Therefore, the hypothesis is accepted. This study shows that respondents consider the Service provided by Roti Ropi employees

to be very good, making consumers feel comfortable purchasing at Roti Ropi Delanggu. Therefore, the Service Quality variable is a key factor in consumer purchasing decisions.

c. The Price variable (X3) has a probability value of 0.065, where the probability value is greater than the significance level (0.065 > 0.05), which means that the Price variable (X3) partially does not significantly affect the Purchase Decision variable (Y). Therefore, the hypothesis is rejected. Although Roti Ropi can offer competitive Prices compared to other competitors, Price is not the main factor in consumer purchasing decisions.

The Location variable (X4) has a probability value of 0.416, where the probability value is greater than the significance level (0.416 > 0.05), which means that the Location variable (X4) partially does not significantly affect the Purchase Decision variable (Y). Therefore, the hypothesis is rejected. Although Roti Ropi provides good access for potential consumers and ensures the safety of its Location, these factors do not significantly influence purchasing decisions for Roti Ropi Delanggu Products.

4. Conclusion

Based on the analysis results, the independent variables of Product Quality (X1), Service Quality (X2), Price (X3), and Location (X4) simultaneously have a significant effect on the purchasing decision (Y) at Roti Ropi Delanggu in Klaten Regency. However, when examined individually or partially, Product Quality (X1), Price (X3), and Location (X4) do not significantly affect purchasing decisions, while Service Quality (X2) has a significant partial influence on the purchasing decision (Y).

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