



The Influence of Location on Purchasing Decisions at Indomaret Pasar Minggu in Tapung, Kampar Regency, Riau

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Article History
Received
2 April 2024
Revised
30 Mei 2024
Accepted
15 Juni 2024
Published
31 Juli 2024

ABSTRACT

The purpose of this study was to determine the effect of location on purchasing decisions at Indomaret Pasar Minggu, Tapung District, Kampar Regency, Riau. The sample in this study was 96 consumers. The data analysis used was validity test, reliability test, normality test, heteroscedasticity test, simple linear regression, determination coefficient test and hypothesis test (t-test). Based on the results of the study, it is known that the overall location variable determination coefficient has an influence of 44.9% on purchasing decisions, while the remaining 55.1% is influenced by other factors not studied by the author. The results of the hypothesis test show t count (8.746) > t table (1.985) with $\text{sig } 0.000 < \text{sig } 0.05$, so it can be concluded that there is a significant influence on Location on Purchasing Decisions at Indomaret Pasar Minggu, Tapung, Tapung Regency, Kampar Riau.

Keywords: Location; Purchase Decision

Field: Marketing; Management; Behavior

DOI: <https://doi.org/10.61230/luxury.v2i2.92>

SDGs: Quality Education (4); Decent Work and Economic Growth (8); Peace, Justice and Strong Institutions (16)

INTRODUCTION

In the era of globalization, today's trade world is experiencing competition in marketing products or services (Agusta & Yusnidar, 2024). Marketing activities have a very important role in the business world, considering its orientation towards society (consumers) (Wijaya et al., 2020). The state of the business world changes dynamically along with changes in consumer tastes and changes in the surrounding environment. Consumer needs that continue to increase become business opportunities. This is in line with the development of the current business world, so the level of competition in meeting human needs is increasing. The role of marketing is increasingly important in a company, both companies that produce goods and companies that produce services. The marketing approach cannot be separated from the consumer side, because consumers have an important role, where consumers are a measuring tool in determining the success of a good or service.

Progress in the economic sector so far has brought many rapid developments in the business sector. In line with that, many trading companies have emerged that are engaged in retail trade in the form of shops, minimarkets, department stores (toserba), supermarkets and others (Adrian et al., 2022). This creates competition between these companies. To win the competition, they (companies) take advantage of existing business opportunities and try to implement the right marketing strategy in order to dominate the market. Market domination is one of the main activities carried out by entrepreneurs in their efforts to maintain the survival of their business, develop and gain maximum profit (Purwati & Angelina, 2021). The requirements that must be met by a company to be successful in competition is to try to achieve the goal of creating and retaining customers (Junaedi, Suhardjo, et al., 2024).

Location is a place where consumers can more easily reach and also makes it easy for consumers to remember the location, thus the relationship between a strategic location and consumer appeal to make a purchase of a product according to (Antari, et al., 2014). A less strategic location causes a reduction or even loss because consumers switch to other service providers that have a trading location is an important decision for businesses in meeting their needs. The selection of a location has a strategic function because it can help determine the achievement of goals. Consumers will use their sense of sight to assess a location (Goh et al., 2022), and also pay attention to the availability of parking, cleanliness, room comfort, and employee appearance (Anwar, 2018). That in choosing a location, careful considerations are needed including ease of access or ease of reaching by good

public transportation (visibility), namely the existence of a location that can be seen clearly, the location is in traffic (Traffic) or is in an area where many people pass by which can provide opportunities for sales transactions (Harris, 2016). The location should be able to attract buyers and help generate profits. A strategic place not only provides benefits for sellers but also consumers (Purwati et al., 2020). Ease of reaching the location will be a consideration for consumers to buy products at that place (Amin et al., 2022; S. Chandra et al., 2023; Panjaitan et al., 2024). Decisions about location in addition to but also the layout of the business location (Gama, et al., 2016). Purchasing decisions are one of the stages in the purchasing decision process before post-purchasing behavior. In entering the previous purchasing decision stage, consumers have been faced with several alternatives so that at this stage consumers will take action to decide to buy products based on the choices that have been determined. According to Kotler and Armstrong (2016) purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires (Suyono et al., 2023). According to Pakpahan M (2016) said that purchasing decisions are decisions of a buyer also influenced by personality traits, including age, occupation, economic conditions (Rahman & Wijaya, 2021). Consumer behavior will determine the decision-making process in making purchases. Purchasing decisions made by consumers are not only on the goods offered but also one of the purchasing decisions is also influenced by the location of the shopping center.

Indomaret or PT Indomarco Pristama is a franchise retail network in Indonesia. Indomaret is a minimarket network that provides basic daily necessities with a sales area of less than 200 M2. The establishment of this business is based on the idea of the daily needs of the surrounding community which continues to increase every year (Suhardjo et al., 2023). One of them is Indomaret Pasar Minggu in Tapung District, Kampar Regency, which has been established since 2019 until now. The following is data on the achievement of sales targets at Indomaret Pasar Minggu, Tapung District, Kampar Regency in 2023:

Table 1. Achieving Sales Targets for Indomaret Pasar Minggu, Tapung, Kampar Regency in 2023

No	Month	Target	Realization	Percentage of Achievement
1	January	Rp. 450.000.000	Rp. 553.975.917	123 %
2	February	Rp. 450.000.000	Rp. 431.890.277	95 %
3	March	Rp. 450.000.000	Rp. 480.635.200	106 %
4	April	Rp. 450.000.000	Rp. 520.837.646	115 %
5	May	Rp. 450.000.000	Rp. 548.898.838	121 %

Source: Processed Data, 2023

From the data above, it can be concluded that location greatly influences the achievement of a company's targets. Indomaret Pasar Minggu in Tapung District, Kampar Regency chooses easy access, busy and smooth traffic, good visibility, large and safe parking areas and safe, spacious and secure parking facilities as well as a clean and comfortable environment. The approach to the location of supermarkets or minimarkets also takes into account the Minister of Home Affairs Regulation Number 23 of 2021 concerning guidelines for the development, arrangement, and development of shopping centers and supermarkets. Determination of the location must also be considered carefully; the following are things to consider in determining the location. The socio-economic conditions of the local community and the existence of Traditional Markets and MSMEs in the local zone or area or region. Utilization of space in order to maintain a balance between the number of Traditional Markets and Shopping Centers and Supermarkets. The distance between Shopping Centers and Supermarkets with Traditional Markets or Traditional Retail Stores and technical standards for spatial planning for Shopping Centers and Supermarkets in accordance with the provisions of laws and regulations.

LITERATURE REVIEW

Marketing management is an activity that is planned and carried out by a company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products (Zulkifli et al., 2023), by choosing the company's expected market share, and promoting new products to potential buyers. According to Kotler and Keller (2018), marketing management is a target market to attract, retain, and increase consumers by creating and providing good sales quality (Hocky et al., 2020; Jacksen et al., 2021).

According to Tjiptono (2017), overall marketing management is the way a company does business that prepares, determines, and distributes products, services, and ideas that can meet the needs of the target market. According to Sumarwan (2015), marketing is a process of identifying consumer needs and then producing goods or services, so that transactions or exchanges occur between producers and consumers. Based on the three statements that have been explained by several experts, researchers conclude that marketing management is a

science that is applied to a business to stay alive through the process of planning, implementing, and controlling marketing concept creation programs.

Location

Location is a place to serve consumers can also be interpreted as a place to extend its merchandise. The definition of location is where the company operates or where the company carries out activities to produce goods and services that prioritize its economic aspects. According to Tjiptono (2017) location is where the company operates or where it carries out activities to produce goods and services that prioritize its economic aspects. According to Kotler and Armstrong (2016) one of the keys to business success is location. Choosing a good location is very important because the decision to choose a location has a permanent and long-term impact and the location can affect business growth in the future (Renaldo & Murwaningsari, 2023).

According to Fahmi (2019) the location decision is very important because it is related to sales and profit potential, competitiveness and business continuity. If one is wrong in determining the location, the consequences are not only short-term but can also have long-term consequences. Location has a very important position; this case is seen when people want to buy an apartment or house with a strategic location and not strategic in reaching market access (T. Chandra et al., 2018).

Factors Influencing Location Decisions

Some considerations and factors influencing location decisions are as follows:

1. Government regulations, attitudes, stability and incentives.
2. Cultural and economic issues.
3. Market location.
4. Availability of labor, productivity attitudes and costs (T. Chandra et al., 2024).
5. Availability of supply, communication and energy
6. Foreign exchange rates.

According to Kotler and Keller (2018) The factors that must be considered in determining a business location to be carried out include the following:

1. Access, for example a location that is easy to pass through or easy to reach by public transportation.
2. Visibility, for example the location can be seen clearly from the roadside or normal visibility.
3. Large, safe and comfortable parking space that is good for two-wheeled vehicles and also for four-wheeled vehicles.
4. Expansion, namely the availability of a large enough place for expansion or expansion of the business in the future.

Accessibility is the maximum distance that can be reached from one area to another. Accessibility does not only depend on distance but also on supporting facilities and infrastructure.

Location Indicators

Business Location Indicators used as a benchmark in this study for business actors in building their businesses are business indicators according to Tjiptono (2017), as follows:

1. Access, a location that is easy to pass through or easy to reach by public transportation.
2. Visibility, can be seen clearly more than normal viewing distance.
3. Environment, namely the surrounding area that supports the business premises.
4. Competition, namely not too many competitors in that location.

Purchase Decision

A purchase decision is a final decision made by a consumer to purchase a good or service with various considerations. A purchase decision is an action by a consumer to purchase a product, either in the form of a service or a good. According to Kotler and Armstrong (2016) "Customer buyer behavior refers to the buying behavior of final consumers-individuals and households that buy goods and services for personal consumption". According to Buchari Alma (2016) states that a purchase decision is a consumer decision that is influenced by financial economics, technology (Junaedi, Panjaitan, et al., 2024; Renaldo, Junaedi, Musa, et al., 2024), politics,

culture (Junaedi, Renaldo, et al., 2024), products, prices (Wijaya & Purba, 2021), locations, promotions, physical evidence, people, processes. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that arise what products will be purchased.

According to Tjiptono (2017) defines a consumer purchasing decision as a process where consumers recognize their problems, seek information about certain products or brands. According to Kotler and Keller (2018) states that what consumers do when making a purchase decision is: problem recognition, information search, alternative evaluation, purchase decisions and behavior after purchasing. Based on this theory, it is concluded that purchasing decisions are based on what consumers have considered according to their needs and desires.

According to Kotler and Keller (2018), there are four purchasing decisions, namely:

1. Consistency in a product
2. Habits in buying products
3. Giving recommendations to others
4. Making repeat purchases

Factors Influencing Purchasing Decisions

According to Kotler and Keller (2018), consumer behavior is influenced by the following factors:

a. Cultural Factors

Culture is the most basic determinant of desires and behavior. Cross-cultural marketing emerged from careful marketing research, which revealed that different ethnic and demographic niches do not always respond well to mass market advertising.

b. Social Factors

In social factors, consumer behavior is influenced by social factors such as reference groups, family, and social roles and status.

Reference Group

A person's reference group consists of all groups that have a direct (face-to-face) or indirect influence on the person's attitudes or behavior. Groups that have a direct influence are called membership groups, such as family, friends, neighbors, and co-workers who interact continuously. Indirect groups such as religious, professional and trade associations that require less routine interaction.

Family

The family is the most important consumer buying organization in society and family members are the most influential primary reference group. Family orientation consists of parents and siblings who get orientation on religion, politics, and economics as well as personal ambition, self-esteem, and love. A more direct influence on daily buying behavior is the family of procreation, namely, one's spouse and children.

Technological factors which include

Personal transportation, household appliances, Audio visual, internet and cellular.

Personal factors from

- a. Personal aspects, namely a consumer will differ from another consumer because of personal factors in the following: age, occupation, financial condition, lifestyle, personality, self-concept.
- b. Psychological aspects, namely psychological or psychological factors that influence a person in the act of buying a product/service consisting of: motivation, perception, belief and behavior.

Indicators That Influence Purchasing Decisions

According to Kotler and Keller (2018) there are five indicators to influence purchasing decisions, including the following:

- a. Problem recognition, the purchasing process begins when the buyer recognizes a problem or need.
- b. Information search, consumers who are stimulated by their needs will be encouraged to seek more information.
- c. Alternative evaluation, several evaluation processes of product assessment decisions very consciously or rationally.

- d. Purchasing decisions, consumers can also form an intention to buy the most preferred brand.
- e. Post-purchase behavior, including post-purchase satisfaction (T. Chandra et al., 2023; Lukman et al., 2022), post-purchase actions, and post-purchase use and disposal.

Research Framework

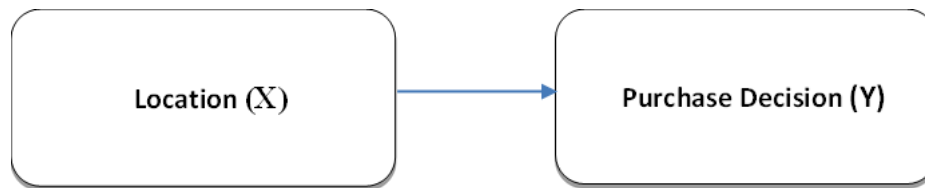


Figure 1. Research Framework

METHODOLOGY

This research will be conducted at Indomaret Pasar Minggu, Tapung District, Kampar Regency, Riau. The research time was carried out in April-June 2024. According to Sugiyono (2019) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Nyoto et al., 2024; Yenni et al., 2024). The population used in this study were consumers at Indomaret Pasar Minggu with an unknown number (Renaldo, Junaedi, Suhardjo, et al., 2024). According to Sugiyono, (2019) a sample is part of a population that is a source of data in research, where the population is part of the number of characteristics possessed by the population. Sampling technique is a sampling technique, to determine the sample to be used (Andriani et al., 2024; Kurnia et al., 2024). The sampling technique used in this study is the simple random sampling technique, which is a simple technique because the sampling of sample members from the population is carried out randomly without looking at and paying attention to similarities or strata in the population (Kardi et al., 2024; Supriadi et al., 2024). The population in this study is not known for certain. Sujawerni (2015) explains that in determining a sample with a large population and an unknown number, the formula is used:

$$n = \frac{z^2}{4(Moe)^2}$$

Where:

n: number of samples

z: level of confidence required in determining the number of samples, namely 95% which refers to the z table 95% = 1.96

Moe: margin of error or maximum error that can be tolerated is 10%.

From this formula, the sample calculation is as follows:

$$n = \frac{z^2}{4(Moe)^2} = \frac{1.96^2}{4(0.1)^2} = 96.04$$

To facilitate the author, the author completed the sample to 96 respondents. The data analysis used in this study is descriptive and quantitative analysis methods. In this study, a simple linear regression analysis model was used using the SPSS.21 (Statistical Package for Social Science) program tool, namely the analysis of the relationship between one dependent variable and one independent variable (Arikunto, 2015). To analyze the data, the author used a descriptive method, namely a method that analyzes an object that aims to create a systematic, factual and accurate description or picture of the object being studied and discuss it based on theories and concepts that are relevant to the problem being discussed. Furthermore, from the results of the analysis, several conclusions were drawn and ended by putting forward several suggestions. In this study, the type of descriptive analysis used is quantitative descriptive by calculating responses based on indicator achievements.

RESULTS AND DISCUSSION

Simple Linear Regression Test

Based on the regression analysis calculations from respondents, it can be seen in the table below:

Table 2. Simple Linear Regression Coefficient Values

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	8.647	1.316			6.570	.000
1 Lokasi	.734	.084		.670	8.746	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data, 2024

$$\hat{Y} = a + bX$$

$$\hat{Y} = 8.647 + 0.734X$$

$$\text{Purchase Decision} = 8.647 + 0.734 \text{ Location}$$

The results and discussion of the regression equation above are:

1. The constant value (a) is 8.647. This means that if the Location in the Purchase Decision at Indomaret Pasar Minggu, Tapung District, Tapung Kampar Regency is assumed to be zero (0). Then the Location in the Purchase Decision at Indomaret Pasar Minggu, Tapung District, Tapung Kampar Regency remains at 8.647.
2. The regression coefficient value of 0.734 states that the Location in the Purchase Decision at Indomaret Pasar Minggu, Tapung District, Tapung Kampar Regency has increased by 0.734.

Based on the results of the simple linear regression above, it can be concluded that the direction of the relationship between the Location variable and the Purchasing Decision has a positive relationship direction, namely if the independent variable (Location) is increased or improved by 1 unit, then the dependent variable (Purchase Decision) will experience an increase of 0.734.

Coefficient of Determination (R²)

The value of the Determination Coefficient (R²) is used to explain the proportion of variation in the dependent variable explained by the independent variables together. The results of the determination test can be seen as follows:

Table 3. Determination Coefficient Results (R²)

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.443	2.385

a. Predictors: (Constant), Location Influence

b. Dependent Variable: Purchase Decision

Source: Processed Data, 2024

Based on table 3, the correlation value (R) produced is 0.670. So, it can be concluded that there is a high relationship between the independent variables and the dependent variable. While the R Square value is 0.449. This shows that the Location variable as a whole has an influence of 44.9% on Purchase Decisions while the remaining 55.1% is influenced by other variables not examined in this study, for example: Price, Service Quality (Nasution et al., 2022; Suyono et al., 2022), etc.

Hypothesis Test (t-Test)

The t-test shows how far the influence of an explanatory or independent variable individually in explaining the variation of the dependent variable. Decision making can be done with the following criteria:

1. If t count > t table then Ha is accepted and Ho is rejected, meaning that the independent variable has a significant effect on the dependent variable.
2. If t count < t table then Ha is rejected and Ho is accepted, meaning that the independent variable does not have a significant effect on the dependent variable.

Based on table 2, this t-test is carried out by comparing t count with t table at 5% significance (α=0.05). For the t table value obtained as follows: df = n-2 (row), (column), then obtained 96-2 = 94 (row) and 0.05 (column) so that the t table value obtained is 1.985. This explains that t count (8.746) > t table (1.985) with sig 0.000 < sig 0.05, so it can be concluded that there is a significant influence on Location on Purchasing Decisions at Indomaret Pasar Minggu, Tapung District, Tapung Regency, Kampar, Riau.

Discussion

Location on Purchasing Decisions at Indomaret Pasar Minggu, Tapung District, Tapung Regency, Kampar, Riau

Location selection has a strategic function because it can help determine the achievement of goals. A less strategic location causes a reduction or even loss because consumers switch to other service providers that have trading locations is an important decision for businesses in meeting their needs. Ease of reaching the location will be a consideration for consumer purchasing decisions to buy products at that location. The results of the recapitulation of respondents' responses regarding the location at Indomaret Pasar Minggu, Tapung District, Tapung Regency, Kampar Riau, as many as 96 respondents answered that they agreed that improving and providing more location security for consumers could increase the decision to purchase products at the Indomaret. The results of the simple linear regression analysis in this study showed a positive coefficient value of 0.734 stating that every increase in location (X) by 1 unit, there will be an increase in the purchasing decision variable by 44.9%. The results of the partial test (t-test) show $t_{count} (8.746) > t_{table} (1.985)$ with $sig\ 0.000 < sig\ 0.05$, so it can be concluded that there is a significant influence on Location on Purchasing Decisions at Indomaret Pasar Minggu, Tapung District, Tapung Regency, Kampar Riau. The results of previous studies are in line with the opinion in the empirical review conducted by Istanti Fredianaika (2018) The Effect of Promotion and Location on Purchasing Decisions. From the research conducted, it was obtained that the promotion variable (X1) has Promotion (X1) has a positive and significant influence on Purchasing Decisions (Y) with a regression value of 0.559 and a t count value = 8.206 with a significance level of 0.000. And the location variable (X2) has a positive and significant influence on Purchasing Decisions (Y) with a regression value of 0.453, a t count value = 6.649 with a significance level of 0.00. The coefficient of determination shows that 55.2% of promotion and location influence purchasing decisions.

CONCLUSION

Conclusion

This study aims to determine the effect of the Location variable on Purchasing Decisions at Indomaret Pasar Minggu, Tapung District, Tapung Kampar Regency and to determine the greatest influence of the independent variable. From the formulation of the research problem that has been submitted, the analysis that has been carried out and the discussion that has been presented in the previous chapter can be concluded from this study as follows:

1. Based on the results of the study, it is proven that the Location on Purchasing Decisions at Indomaret Pasar Minggu, Tapung District, Tapung Kampar Regency, Riau is proven to be valid and reliable.
2. Based on the results of the normality test, the results of the Location on Purchasing Decisions at Indomaret Pasar Minggu, Tapung District, Tapung Kampar Regency, Riau are normally distributed with the results of the dots (points) spreading in a diagonal line and following the direction of the diagonal line.
3. Based on the calculation of the Determination coefficient (R^2), it is known that R Square is 0.449. This shows that the overall Location variable has an influence of 44.9% on Purchasing Decisions while the remaining 55.1% is influenced by other variables not examined in this study, for example: Price, Service Quality, etc. 4. Based on partial analysis, the results of the partial test that $t\ count\ (8.746) > t\ table\ (1.985)$ with $sig\ 0.000 < sig\ 0.05$, so it can be concluded that there is a significant influence on Location on Purchasing Decisions at Indomaret Pasar Minggu, Tapung District, Tapung Regency, Kampar, Riau.

ACKNOWLEDGEMENT

The author would like to thank the parties who have contributed to the writing of this journal. The author hopes that this journal can be used as a basis for future authors in developing research.

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