



Product and Location Analysis of Guest Purchase Decisions

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ABSTRACT

This research has purpose to analyze how the influence of product and location is also to identify which variables are the most dominant on purchasing decisions at Wee Nam Kee Restaurant Semarang. Data collection techniques were carried out by observation and questionnaires. The analytical method used was quantitative descriptive analysis method using the SPSS application for data processing.

The results obtained from this study have a positive and significant effect between product and location on purchasing decisions and the most dominant variable is the Location variable.

Keywords: Product, Location and Purchase Decision

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Introduction

Today's culinary business is growing rapidly, this can be seen from the increasing number of places to eat, ranging from cafes, fast food restaurants, fast casual dining, and fine dining. This also makes the competition higher in attracting buyers, this is where each place of business must show and highlight its features and characteristics to be able to win market competition and maintain its place of business. Wee Nam Kee Semarang is one of the Chinese restaurants that is always busy with customers and always experiences an increase in the number of customers per week. This is the reason the author chose Wee Nam Kee Restaurant Semarang to be the research site.

Based on the results of a site survey and directly talking to customers, the author took a sample of 20 people who were randomly selected, there were several customer comments ranging from different product presentations with illustrations in the menu book, product plating that was still less attractive, the prices offered were not affordable with the portion of the product is small, and the location is difficult to reach because it is in a residential alley.

Research purposes to find out and explain the influence of the product on the purchasing decisions of guests at Wee Nam Kee Restaurant Semarang. To find out and explain the influence of location on the purchasing decisions of guests at Wee Nam Kee Restaurant Semarang. To find out and explain the effect of Product and Location on the purchasing decisions of guests at Wee Nam Kee Restaurant Semarang. To find out and explain the most dominant variable on the purchasing decisions of guests at Wee Nam Kee Restaurant Semarang.

Literature Review

Purchasing decision is a process of evaluation and consumer attitudes to process data into a response to make a purchase (Emor & Soegoto, 2015)

Purchase decisions are made based on what consumers have considered according to their needs and desires (Wariki et al., 2015)

According to (Kotler and Armstrong, 2008) indicators of purchasing decisions are as follows:

- a) The stability of buying after knowing product information.
- b) Deciding to buy because of the most preferred brand.
- c) Buy because in accordance with the wishes and needs.
- d) Buying because of recommendations from others.



A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need

Seven dimensions of product quality according to (Kotler and Armstrong, 2012):

1. *Performance*(Performance).

Relates to the basic operating characteristics of a product.

2. *Durability*(Durability).

Relates to how long a product can be used. This dimension includes the technical life and economic life of the product.

3. *Features*(Feature).

Products designed to enhance product functionality or add customer interest to the product.

4. *Conformance To Specification*(according to specifications).

The extent to which the basic operating characteristics of a product meet certain specifications of the customer or no defects are found in the product.

5. *Reliability*(Reliability).

Probability of the product will work satisfactorily or not in a certain period of time. The less chance of damage, the more reliable the product is.

6. *Esthetics*(Aesthetics).

Related to how the appearance of the product can be seen from the appearance, taste, smell, and shape of the product.

7. *Perceived Quality*(Quality Impression).

It is often said to be the result of using indirect measurements because there is a possibility that the customer does not understand or lacks information about the product in question.

A product has the following attributes or dimensions:

- a. product brand,
- b. product packaging,
- c. Product label
- d. Product quality

Location is a decision the company makes regarding where its operations and staff will be located(Kurniawan & Astuti, 2012)

Dimensions and Indicators of Place or Location(Rofiq & Hufron, 2018)

- 1) Strategic location.
- 2) Safe environment
- 3) Easy to reach.

Methods

This research uses quantitative descriptive analysis method with the help of SPSS application in processing the data. The data collection technique was carried out by observation and questionnaires.

Result and Discussion

The results of the study are as follows:

Table 1

Purchasing Decision Variable Validity Test

NO	Statement	Significance	Standard Significance	Information
1	Statement 1	0.000	0.050	Valid
2	Statement 2	0.000	0.050	Valid
3	Statement 3	0.000	0.050	Valid
4	Statement 4	0.000	0.050	Valid
5	Statement 5	0.000	0.050	Valid
6	Statement 6	0.000	0.050	Valid

Source : Primary data, 2022

Based on the results of validity testing in the table above, it shows that all statement items in the Purchasing Decision variable questionnaire have a significance value of <0.05 so that the statement items are valid or can measure the actual situation.

Table 2

Product Variable Validity Test

NO	Statement	Significance	Standard Significance	Information
1	Statement 1	0.000	0.050	Valid
2	Statement 2	0.000	0.050	Valid
3	Statement 3	0.002	0.050	Valid
4	Statement 4	0.000	0.050	Valid
5	Statement 5	0.000	0.050	Valid
6	Statement 6	0.000	0.050	Valid
7	Statement 7	0.000	0.050	Valid
8	Statement 8	0.000	0.050	Valid
9	Statement 9	0.000	0.050	Valid
10	Statement 10	0.000	0.050	Valid

Source : Primary data, 2022



Based on the results of the validity test in the table above, it shows that all statement items in the Product variable questionnaire have a significance value of <0.05 so that the statement items are valid or can measure the actual situation.

Table 3
Location Variable Validity Test

NO	Statement	Significance	Standard Significance	Information
1	Statement 1	0.000	0.050	Valid
2	Statement 2	0.000	0.050	Valid
3	Statement 3	0.000	0.050	Valid
4	Statement 4	0.000	0.050	Valid
5	Statement 5	0.000	0.050	Valid
6	Statement 6	0.000	0.050	Valid

Source : Primary data, 2022

Based on the results of the validity test in the table above, it shows that all statement items in the Location variable questionnaire have a significance value of <0.05 so that the statement items are valid or can measure the actual situation.

Table 5
Reliability Test Results

No.	Variable	Alpha	Standard Alpha	Information
1.	Product	0.775	0.6	Reliable
2.	The place	0.708	0.6	Reliable
3.	Buying decision	0.682	0.6	Reliable

Source : Primary data, 2022

From the calculation of the reliability index of the instrument being tested, it can be interpreted that the value or price of obtained reaches 0.60 and above. Then the scale compiled is reliable.

Table 6
Multiple Linear Regression Test Results

Coefficient	B	Beta	T	Sig. t
Product	0.267	0.366	3,703	0.000
Location	0.305	0.303	3.041	0.003
F				33,539
Sig. F				0.000
adj. R2				0.468

Source : Primary data, 2022

Then the regression equation obtained is: $Y = 0.366 X_1 + 0.303 X_2$

Conclusion and Suggestion

Based on the results of the existing tests and discussions, the following conclusions can be drawn:

1. There is a positive and significant influence of the product on the purchasing decisions of guests at Wee Nam Kee Restaurant Semarang. This means that the better the product quality, taste, appearance, service, and product reliability, the easier it is for customers to make purchasing decisions.
2. There is a positive and significant influence of location on the purchasing decisions of guests at Wee Nam Kee Restaurant Semarang. This means that the location variable has an effect on purchasing decisions at Wee Nam Kee Restaurant Semarang. The choice of a strategic place of business, easy to reach by public transportation, being in an area of density of community activity and having good facilities makes it easy for customers to make purchasing decisions.
3. There is a positive and significant effect of product and location together on the purchasing decisions of guests at Wee Nam Kee Restaurant Semarang. The quality of the product is good and the location of the place of business is strategic. When a restaurant has these 2 aspects together, the purchase decision will be easily decided by potential customers.
5. The location variable is the most dominant variable on purchasing decisions guests at Wee Nam Kee Restaurant Semarang. Strategic location, easy accessible, located in the area of density of community activities and public facilities turned out to have a major influence on purchase decisions.

Suggestion

From the results of research testing, data analysis, and hypothesis testing that has been carried out by the author, there are several suggestions for various related parties, including based on the results of the study, it was found that the product variable that has the lowest indicator score with the statement that the product does not last long must be consumed immediately. It is recommended for the restaurant to provide understanding to customers that the products served are wet food products using fresh ingredients, which must be consumed immediately, and also inform the maximum time limit for food that is still suitable for consumption, this information can be written in the menu book and for take away products can be in the form of stickers. From the results of the study, it was found that the location



variable that had the lowest score was the statement of a large parking lot. In this regard, the restaurant should cooperate with the land rental department in the restaurant area, so that the land can be rented to use a parking lot when the restaurant parking lot is full, so that it does not become a customer complaint about parking difficulties, especially when it is at the same time as a wedding event, engagement at the restaurant on weekends. The result of this research is that the purchasing decision variable that has the lowest score is the statement that you always buy the same product when you are at the Wee Nam Kee Restaurant in Semarang. This is a positive response from customers. It is recommended for the restaurant to add more menu variations or through rotation menus (special weekends, Monthly menus and others) which can invite curious customers so that customers come to try these menus, because this can be one of the marketing strategies for product sales.

Further research needs to be done on variables other than Product and Location on Purchase Decisions that can influence and improve the results of this study such as price.

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