

The Effect of Price, Product Quality, and Location on Consumer Buying Interest at Pak Nu's Meatball Stall in Banda Aceh

¹T. Andi Roza, ²Gunawan, ³Syarifah Mauli Masyithah,
⁴Musnida, ⁵Vilzati Juned

^{1,2,3,4,5}Sabang High School of Economics, Indonesia
Corresponding email: vilzatisties@gmail.com

Abstract:

This study aims to analyze the effect of price, product quality, and location on consumer buying interest at Pak Nu's meatball stall in Banda Aceh. The problem that arises is whether price, product quality, and location affect consumer buying interest? Thus, this study aims to determine the effect of price, product quality, and location on consumer buying interest simultaneously or partially. The method used is Multiple Linear Regression Analysis. The results obtained are expected to provide an explanation of the relationship between the independent variables on the dependent variable. The research sample selected according to the criteria amounted to 100 samples. The sampling technique is purposive and the data used is the source of the data used, namely the primary data obtained from the results of filling out the questionnaire. The results of this quantitative study indicate that the price partially has a significant effect on consumer buying interest at Pak Nu's meatball stall in Banda Aceh where the value of t_{Count} greater than t_{table} that is $t_{\text{Count}} (2,203) > t_{\text{table}} (1,984)$. Product quality partially affects buying interest at Pak Nu's meatball stall in Banda Aceh where the value of t_{Count} greater than t_{table} That is $t_{\text{Count}} (2,600) > t_{\text{table}} (1,984)$. Location partially has no effect on buying interest at Pak Nu's meatball stall in Banda Aceh where the value of t_{Count} greater than t_{table} that is $t_{\text{count}} (3,662) < t_{\text{table}} (1,984)$ price, product quality and location simultaneously affect buying interest at Pak Nu's meatball stall in Banda Aceh where the value of F_{count} greater than F_{table} that is $F_{\text{count}} (7,999) > F_{\text{table}} (2,70)$.

Keywords:

Consumer buying interest, price, product quality, location

JEL: A10, A11, D12

INTRODUCTION

Banda Aceh is known as a city of students, culture and tourism. This situation is a motivating factor for entrepreneurs to open and develop their businesses. Types of businesses that can be opened include boarding houses, culinary, travel and printing. The type of business that can develop rapidly is the culinary business, the number of newcomers who come to Banda Aceh with various purposes makes the demand for food needs more and more.

From the various kinds of culinary offerings, meatballs are one of the food menus that are familiar and favored by the community both from mothers, fathers, students or even students who really like meatballs because the price is categorized as cheap and can also filling. In terms of presentation, the service system and the price make the meatball menu one of the choices for the type of culinary business. Pak Nu's meatball stall is a type of business engaged in the culinary business. Of the many culinary delights that serve meatball menus, Pak Nu's meatball stall can be one of the places to eat because in terms of quality and relatively affordable prices.

Basically, in trying to make as much profit as possible and achieve its goals, it is strongly influenced by the ability to market their products. Where small-scale businesses are able to survive in any conditions. According to Ferdinand (2011: 121) Price is one of the important variables in marketing, where price can influence consumers in making decisions to buy a product. Prices that are considered in accordance with the purchasing power of consumers

made on past purchases will affect the buying interest of consumers who will come to a product.

Therefore, the author is interested in conducting research with the title "The Effect of Price, Product Quality, and Location on Consumer Buying Interest at Pak Nu's Meatball Stall in Banda Aceh".

Based on the background of the problem described above, the formulation of the problem in this study is as follows:

1. Do price, product quality, and location simultaneously affect consumers' buying interest at Pak Nu's meatball stall in Banda Aceh?
2. Does price affect buying interest at Pak Nu's meatball stall in Banda Aceh?
3. Does quality affect buying interest at Pak Nu's meatball stall in Banda Aceh?
4. Does location affect buying interest at Pak Nu's meatball stall in Banda Aceh?

LITERATURE REVIEW

Consumer Buying Interest

Buying interest according to Ivan (2017: 31) is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. According to Yesi (2018: 19), buying interest is part of the component in consuming attitudes, the tendency of consumers to act before the buying decision is actually implemented. According to Yesi (2018: 19), buying interest is a stage taken by consumers before planning to buy a product. This is very much needed by marketers to determine consumer buying interest in a product, both marketers and economists use interest variables to predict consumer behavior in the future. Swastha and Irwan in (Yesi 2018: 20) the factors that influence buying interest are related to emotional feelings, if someone is happy and satisfied in buying goods or services then it will strengthen interest in buying goods or services, then it will strengthen interest in buying, failure will usually take away interest.

Factors that influence consumer repurchase interest are: Consumer Satisfaction, Quality of Service, Brand Preference, Product Quality, Perceived value, and Price. According to Hariani (2013: 25) explaining the tendency of a person to show interest in a product or service can be seen based on the following characteristics: 1). Interested Consumers, This means having a tendency to seek more detailed information about the product or service; 2). Willingness to pay for goods or services, Consumers who have an interest in a product or service can be seen from the form of sacrifice made to an item or service; 3). Telling positive things, Consumers who have a great interest in a product or service, if asked by other consumers, the consumer will automatically tell positive things to other consumers; 4). Tendency to recommend, Consumers who have a great interest in an item, in addition to telling positive things, these consumers will also recommend to others to use the goods or services.

Product Quality

Tjiptono (2012: 95) product is everything that a producer can offer to be noticed, requested, sought, purchased or consumed by the market as a fulfillment of the needs or desires of the relevant market. The products offered include physical goods (such as motorcycles, computers, TVs, textbooks), services (restaurants, lodging, transportation), places (Kuta Beach, Lake Toba). So the product can be tangible or intangible benefits that satisfy customers. Product classification can be done from various points of view. Based on whether or not the product can be classified into two main groups, namely:

1. Goods: Goods are products that are physically tangible, so they can be seen, touched/touched, felt, held, stored, moved and other physical treatments. In terms of durability, there are two kinds of goods, namely: a). Non-Durable Goods are tangible goods that are usually consumed in one or several uses. In other words, its economic life under normal conditions of use is less than one year; b). Durable goods are tangible goods that can usually last a long time with many uses (its economic life for normal use is one year or more).
2. Services: Services are activities, benefits or satisfactions offered for sale.

Product quality indicator is a measure of consumer evaluation of a product that describes consumer satisfaction or dissatisfaction with the perceived product quality. According to Kotler

and Keller (2019: 8-10) the dimensions of product quality are as follows: 1). Shape, including the size, shape, or physical structure of the product; 2). Features, including aspects of uniqueness, characteristics, special services, various advantages that are integrated in a product that is shown to customers; 3). Quality Performance is the degree to which the main characteristics of the product operate. Quality becomes an increasingly important dimension when companies offer higher quality for lower money (price); 4). Quality of conformance i.e., the degree to which all units produced are identical to meet the promised specifications; 5). Durability, a measure of a product's expected operating life under ordinary or stressful conditions, is a valuable attribute for certain products; 6). Reliability is a measure of profitability that a product will not malfunction or fail within a certain period of time; and 7). Ease of repair is a measure of the ease with which a product can be repaired when the product malfunctions or fails.

According to Ratnasari and Aksa (2011: 117) several factors must be considered by companies in order to increase consumer buying interest, namely: 1). Product quality, customers will feel satisfied if the evaluation results they use are of high quality; 2) Quality of service, it is absolute that customers will be satisfied if they get good service or in accordance with what customers expect; 3). Emotionally, the customer will feel proud and gain confidence that other people will be amazed by him when using a product with a certain brand, thus making him experience a higher level of buying interest. The interest gained is not because of the quality of the product, but the social value or self-esteem that makes customers certain of a particular brand; 4). Price, a product that has the same quality as other products, but is set at a lower price, will provide higher value to customers; and 5). Cost, customers who do not need to incur additional costs or do not need to waste time to get a product/service, encourage consumer buying interest in the product/service.

Location

Location is one of the situational factors that influence purchasing decisions. In the marketing concept there is a term known as the marketing mix or service marketing mix consisting of product, price, location, promotion, people, physical evidence, and process. The location of the business can also be called the company's distribution channel because the location is also directly related to buyers or consumers or in other words, the location is also a place for producers to distribute their products to consumers or is a long-term commitment of resources.

Location indicators according to Tjiptono (2016: 15) are as follows: 1). Access, For example, locations that are often passed or are easily accessible by means of transportation; 2). Visibility, Namely a location or place that can be seen clearly from a normal viewing distance; 3). Traffic. Concerning two main considerations: The number of people passing by can provide great opportunities for buying, namely buying decisions that often occur spontaneously, without planning, and or without going through special efforts. Traffic congestion and congestion can also be an opportunity; and 4). Spacious, comfortable, and safe parking space for both two-wheeled and four-wheeled vehicles.

Conceptual Framework

Based on the title "The Influence of Price, Product Quality and Location on Consumer Buying Interest at Pak Nu's meatball stall, there are three variables to be studied, namely the variable price, product quality, and location which affect the variable of repurchasing interest. Then it is described as follows:

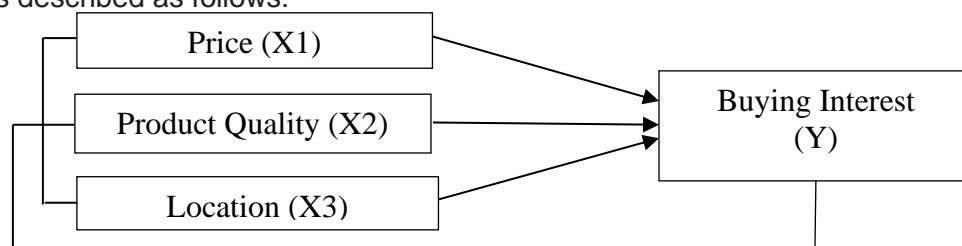


Figure 1: Conceptual Framework

RESEARCH METHODOLOGY

According to Kuncoro (2013: 118) Population is a complete group of elements, which are usually people, objects of transactions, or events in which we are interested in studying them or becoming objects of research. The population in this consumer is those who buy meatballs at Pak Nu's stall with an unknown amount. According to Kuncoro (2013: 118) the sample is a subset of the population unit. The data used in the study were taken from data from the results of filling out questionnaires by respondents who were selected as samples. So the number of samples taken in this study were 100 people. The sample used in this study is non-probability sampling with purposive sampling technique. Non-probability sampling technique is sampling where each member of the population does not have the same opportunity to be sampled. (Sulisyanto, 2016: 124). Purposive sampling technique is a method of determining the sample based on certain criteria (Sulisyanto, 2016: 125). Sampling is done when consumers buy meatballs at Pak Nu's stall.

Variable Identification

The independent variable is a variable that affects the dependent variable, either positively or negatively. That is, if there is an independent variable, the dependent variable is also present and with each unit increase in the independent variable, there is also an increase or decrease in the dependent variable. In other words, the variance in the dependent variable is caused by the independent variable (Sekaran & Bougie, 2017). In this study, the independent variables are (X1, X2, X3). The dependent variable is a variable that is the main concern of the researcher. The aim of the researcher is to understand and describe the dependent variable, or explain its variability, or describe it. In other words, the dependent variable is the main variable that is appropriate in the investigation. Through the analysis of the dependent variable (for example, finding whether the variable that influences it), it is possible to find an answer or solution to the problem (Sekaran and Bougie, 2017: 77). In this study, the dependent variable is buying interest (Y). The following table can be seen regarding the concept and variable indicators in the following table.

Definition of Variable

The following are some operational definitions of variables used in the research on price, product quality, and location on consumer buying interest at Pak Nu's meatball stall Lampineung Banda Aceh, namely:

- a. Price is what is charged for something. Every trade transaction can be considered as an exchange of money, money is the price for something.
- b. Product quality is a product that is everything that a producer can offer to be noticed, requested, sought, purchased or consumed by the market as a fulfillment of the needs or desires of the relevant market.
- c. Location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers.
- d. Buying interest is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase.

Research Instrument

To determine the validity and reliability of the questionnaire, it is necessary to test the questionnaire using validity and reliability tests. Because the validity and reliability aims to test whether the questionnaire distributed for research data income is valid or reliable, therefore, the author will also conduct this test for research instruments (questionnaires).

a. Validity Test

According to Siregar (2014) Validity test is used to measure whether or not a questionnaire is valid. This is done by doing a correlation between the score of the questions with the total score of the variable. Meanwhile, to find out whether the score of each question item is valid or not, the statistical criteria for evaluating the validity test with the help of SPSS are as follows, namely: If $r_{\text{count}} > r_{\text{table}}$ (at a significance level of 0.05) it can be stated that the

questionnaire item is valid. If $r_{\text{count}} < r_{\text{table}}$ (at a significance level of 0.05) it can be stated that the questionnaire item is not valid.

b. Reliability Test

The reliability test is intended to determine the consistency of the measuring instrument in its use, or in other words the measuring instrument has consistent results when used many times at different times. With the Alpha Cronbach method, the measured coefficients will vary between 0 to 1. A construct or variable is said to be reliable if it has a Cronbach alpha value > 0.60 (Ghozali, 2016). In this study, the validity and reliability tests were carried out using the SPSS data program.

Data analysis

To answer the formulation of problems one to three used multiple linear regression technique. Before using multiple linear regression, the classical assumption test is first performed which includes tests: normality, heteroscedasticity and multicollinearity.

a. Classic Assumption Test

There are several assumptions that must be met first before using Multiple Linear Regression as a tool to analyze the effects of the variables studied. The classical assumption test used consisted of normality test, multicollinearity test and heteroscedasticity test.

b. Hypothesis test

The definition of multiple linear regression according to Lupiyoadi and Ikhzan (2015: 138-139) is a statistical analysis that connects two or more independent variables ($X_1, X_2, X_3, \dots, X_n$) with the dependent variable Y . Multiple regression analysis aims at to explain the magnitude of the influence of price, product quality and location on consumer repurchase interest. The equation for multiple linear regression analysis in general to test the hypothesis in this study is as follows:

Multiple Linear Regression Formula $y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Description:

Y = Dependent Variable

α = Constant Price

β_1 = First Regression Coefficient

β_2 = Second Regression Coefficient

β_3 = Third Regression Coefficient

X_1 = First Independent Variable

X_2 = Second Independent Variable

X_3 = Third Independent Variable

Testing the hypothesis partially or individually is done by using the t statistic test. According to Ghozali (2013: 98) the t statistic test basically shows how far the influence of one explanatory variable individually in explaining the variation of the dependent variable. The steps in decision making are:

$H_0: \beta = 0$, Price, product quality, and location partially have no effect on buying interest

$H_a: \beta \neq 0$, Price, product quality, and location partially affect buying interest.

In this study, 5% significance was used. The value of the t table can be seen using the t table, with the basis for making decisions: If $t_{\text{count}} > t_{\text{table}}$, then H_0 is accepted; If $t_{\text{count}} < t_{\text{table}}$, then H_a accepted

Simultaneous significant test (F test) basically shows whether all independent variables included in this model have a simultaneous effect on the dependent variable Ghozali (2013: 98). The decision-making steps in the F statistical test are as follows:

$H_0: \beta = 0$, Price, product quality, and location simultaneously have no effect on buying interest.

$H_a: \beta \neq 0$, Price, product quality, and location simultaneously affect buying interest.

In this study, 5% significance was used, with the basis for making decisions: If $F_{\text{count}} > F_{\text{table}}$, then H_0 is accepted; If $F_{\text{count}} < F_{\text{table}}$, then H_a is accepted

According to Ghozali (2013: 97), the coefficient of determination (R^2) test is used to determine the percentage contribution of the simultaneous influence of independent

variables on the dependent variable. The coefficient of determination can be seen from the adjusted R² value where to interpret the magnitude of the coefficient of determination it must be converted into a percentage. The remainder of the total (100%) which means it is explained by other variables that are not included in the research model. The coefficient of determination aims to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is $0 < R^2 < 1$. If the value of the coefficient of determination (R^2) is getting closer to 1, then the regression model is considered better because the independent variables used in this study able to explain the dependent variable.

RESULT & DISCUSSION

Characteristics of Respondents

Questionnaires were prepared and circulated for data collection as many as 50 copies. The flow of filling out questionnaires began by giving questionnaires to consumers. Each consumer filled out the statement section relating to the price, product quality, location and consumer buying interest. Information contains the characteristics of the respondents, including gender, age, occupation, income per month and how often they buy Pak Nu's meatballs for a month.

Research Instrument Testing

1. Validity Test

Validity test is used to test the validity of the research instrument so that it can be used as a tool to explore data when conducting research Sugiyono (2014). Measurement of data validity is done by comparing t_{count} with t_{table} . The criteria for assessing the validity of the data is if at the significance level of 0.05 $t_{\text{count}} > t_{\text{table}}$, it can be assessed that the questionnaire item is valid. The following are the results of the validity test for each variable in this study as follows:

Table 1. Validity Test

No	Variable	Statement Items	R Value Calculate	Table R value	Description
1	Price (X1)	A1	0,431**	0,195	Valid
		A2	0,722**	0,195	Valid
		A3	0,626**	0,195	Valid
		A4	0,734**	0,195	Valid
		A5	0,589**	0,195	Valid
2	Product quality (X2)	B1	0,459**	0,195	Valid
		B2	0,414**	0,195	Valid
		B3	0,721*	0,195	Valid
		B4	0,547**	0,195	Valid
		B5	0,648**	0,195	Valid
		B6	0,592**	0,195	Valid
		B7	0,603*	0,195	Valid
		B8	0,435**	0,195	Valid
		B9	0,522**	0,195	Valid
3	Lokasi (X3)	C1	0,496**	0,195	Valid
		C2	0,515**	0,195	Valid
		C3	0,583**	0,195	Valid
		C4	0,624**	0,195	Valid

No	Variable	Statement Items	R Value Calculate	Table R value	Description
		C5	0,469**	0,195	Valid
		C6	0,515**	0,195	Valid
		C7	0,497**	0,195	Valid
		C8	0,433**	0,195	Valid
4	Minat Beli (Y)	D1	0,580**	0,195	Valid
		D ₂	0,696**	0,195	Valid
		D3	0,735**	0,195	Valid
		D4	0,532**	0,195	Valid
		D5	0,668**	0,195	Valid

Source: Primary Data (Processed), 2021

Table I Shows that from the results of testing the data with SPSS 21.0 above, it can be interpreted that all price variables (X_1), product quality (X_2) location (X_3) and buying interest (Y) as a whole can be declared valid because $r_{\text{count}} > r_{\text{table}}$ with r_{table} ($n = 100 = 0,195$).

2. Classic Assumption Test

The normality test was conducted to determine whether the population of the data from the research conducted was normally distributed or not. So that when the data is not normally distributed, the statistical tests performed will be invalid. The following are the results of the normality test on this research instrument:

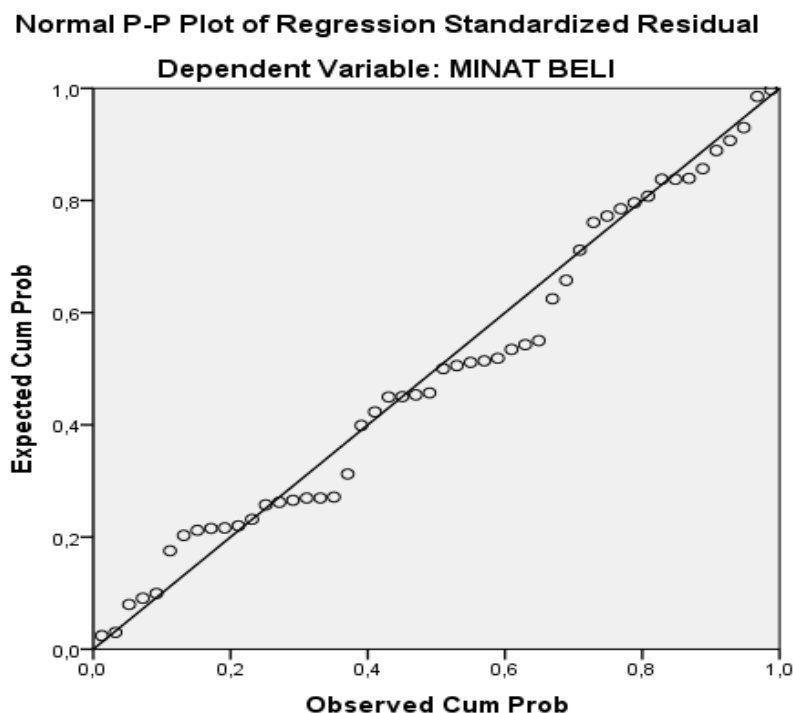


Figure 2. P-PLOT Normality Test

Based on Figure 2 it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model fulfills the assumption of normality. To further test for normality using the Kolmogorovskmirnov test which has a significance value of 0.05. and declared normal if the significance of the data > 0.05 . the following are the results of the kolmogorovskmirnov test on this research instrument:

Discussion of Research Results

Hypothesis Test

To test the effect of price, product quality and location on buying interest either simultaneously or partially, multiple linear regression analysis is used. Based on the hypothesis test that has been carried out using the SPSS program, the effect of each independent variable on the dependent variable in detail can be seen in table 2:

Table 2. The Influence of Independent Variables on Buying Interest Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.958	3.223		1.538	.000
Price	.238	.108	.134	1.282	.003
Product Quality	.208	.080	.161	1.361	.007
Location	.304	.083	.005	3.662	.002

a. Dependent Variable: Buying Interest

Based on the results of statistical calculations in table 2 above, it can be obtained multiple linear regression equations, namely: $Y = 4.958 + 0,238 X_1 + 0,208 X_2 + 0,304 X_3 + e$

Regression Coefficient (β)

From the results of the regression equation above, it can be explained as follows:

- In the regression coefficient equation above, the constant is 4,958 meaning that all price, product quality and location variables on buying interest are constant or unchanged, then there is a decrease in buying interest of 4,958.
- The regression coefficient value for the price variable is 0.238, which means that if the price increases by 1%, it will increase buying interest by 0.238.
- The regression coefficient value of the product quality variable is 0.208, which means that if the product quality increases by 1%, it will increase buying interest by 0.208
- The regression coefficient value for the location variable is 0.304, which means that if the location increases by 1%, it will increase buying interest by 0.304.

CONCLUSION AND SUGGESTION

Conclusions

From the description of the results of the research that has been carried out, several conclusions and suggestions that are considered important in this study can be drawn, including:

- Price, product quality, and location together (simultaneously) have a significant effect on buying interest at Pak Nu's meatball stall in Banda Aceh with the acquisition of the f_{count} value of 7.999 while the f_{table} value of 2.70 ($7.999 > 2.70$)
- Price partially affects buying interest at Pak Nu's meatball stall in Banda Aceh with the value of t_{count} being greater than t_{table} , namely ($2.203 > 1.984$)
- The quality of the product partially affects buying interest at Pak Nu's meatball stall in Banda Aceh with the value of t_{count} being greater than t_{table} , namely ($2,600 > 1,984$)
- Location partially has no effect on buying interest at Pak Nu's meatball stall in Banda Aceh with the obtained value of t_{count} less than t_{table} ($3.662 < 1.984$).

Suggestion

- For the manager of Pak Nu's meatballs

Based on the results of research that has been done that the price variable, product quality and location are the most dominant variables that affect the interest in buying Pak Nu's meatballs. Therefore, the manager of Pak Nu's meatballs is advised to pay more attention to and sell quality products which are expected to increase buying interest and visits.

2. For Further Researchers

For further researchers, it is hoped that this research will be able to expand the scope of research, such as expanding the variables to be studied, such as service quality, promotion, product diversity and so on. It could also be by increasing the population and sample of respondents, using other methods used, for example through in-depth interviews with respondents so that the information obtained can be more varied and the results of the research carried out are expected to obtain more detailed and better results.

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