

THE INFLUENCE OF LOCATION ACCESSIBILITY ON PURCHASE DECISION WITH SERVICE QUALITY AS AN INTERVENING VARIABLE (Case Study on Warung Bebek Pak Wito Tebing Tinggi Customers)

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Abstract

In this study, the population was Warung Bebek Pak Wito Tebing Tinggi customers, namely 60 people. Because the target population is less than 100, the sampling technique used is the census method, where the entire population, totaling 60 customers of Warung Bebek Pak Wito Tebing Tinggi, will be used as the research sample. the first hypothesis is accepted, meaning that Location Accessibility (X) has a positive and significant effect on Service Quality (Y1). the second hypothesis is rejected, meaning that Location Accessibility (X) has a significant effect on Purchase Decision (Y2). the third hypothesis is accepted, meaning that Service Quality (Y1) has a positive and significant effect on Purchase Decision (Y2).

Keywords: Location Accessibility, Purchase Decision, Service Quality

INTRODUCTION

Consumers tend to be more sensitive to the value offered by each product. Competition in the increasingly open business world makes entrepreneurs look for the right strategy to market their products. Buying interest is obtained from a learning process and a thought process that forms a perception. Buchari Alma (2013: 96) suggests that purchasing decisions are as follows: "Purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. The needs and desires of consumers for goods and services develop from time to time and influence their behavior in purchasing products. Consumer behavior is the behavior that consumers display in searching for, buying, using, evaluating, and spend on products and services that they expect will satisfy their needs. Consumer behavior can be defined as individual activities that are directly involved in obtaining and using goods and services including the decision-making process in the preparation and determination of these activities.

Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect, this definition was put forward by Fandy Tjiptono in Wahyudi (2014: 7) Marketing activities carried out must be right on the company's target to increase profits through the intensity level of purchases made by consumers within a certain period of time. For this reason, the company always determines and implements a mix strategy in carrying out its business activities. Marketing mix is a combination of four variables or activities which are the core of the company's marketing system. The marketing mix variable consists of product strategy, pricing strategy, distribution or promotion location. This strategy is related to determining

how the company presents product offerings along with other supporting strategies in the form of pricing strategies. This strategy is applied to the market segment which is the target market.

According to Fandy Tjiptono (2012: 157) defining service quality is a measure of how well the level of service provided is able to match customer expectations. From the opinion above, it can be concluded that service quality is a level of ability of the company in providing everything that is expected by customers in meeting their needs. The phenomenon of business competition which is currently mushrooming everywhere, especially the city of Tebing Tinggi, makes the main factor for food stall owners competing on how brands can attract consumers to make purchases at their place. One of the reasons or the current trend, a place that provides comfort and low prices is the main reason consumers make purchases.

LITERATURE REVIEWS

Marketing Management

Marketing management is a tool for analyzing, planning, implementing, and controlling programs designed to create, build, and maintain profitable exchanges with target markets with a view to achieving the company's main goals. Marketing management according to Kotler and Keller (2016: 27) "Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value".

Location Accessibility

One of the variables or factors of marketing, namely location, also contributes to the success of a company. Because it must be admitted that consumers or potential consumers will be very helpful if when they want a product or service, they want to enjoy the product or service as soon as possible.

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Service quality

Tjiptono (2012: 157) defines service quality as a measure of how well the level of service provided is able to match customer expectations. perceived service quality as how big the gap is between the perception (desires) and the reality they receive. Quality is a way to consistently and efficiently give customers what they want and expect.

Customer Decision

Buchari Alma (2013: 96) suggests that purchasing decisions are as follows: "Purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process. So as to form an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased. certain.

METHODS

In this study, the population was Warung Bebek Pak Wito Tebing Tinggi customers, namely 60 people. Because the target population is less than 100, the sampling technique used is the census method, where the entire population, totaling 60 customers of Warung Bebek Pak Wito Tebing Tinggi, will be used as the research sample.

Data analysis is a desire to classify, make a sequence, manipulate and abbreviate data so that it is easy to read and understand. In other words, data analysis activities are raw data that has been collected needs to be categorized or divided into several categories or groups, abbreviated in such a way that the data can answer problems according to research objectives and can test hypotheses (Silaen and Widiyono, 2013).

RESULTS AND DISCUSSION

A. Multiple Linear Regression Testing

Multiple Linear Regression Results

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
Model		B	std. Error	Betas				
1	(Constant)	7,317	1,538		4,758	.000		
	Accessibility_Location_X	.116	.099	.127	1.172	.246	.876	1,141
	Quality_Service_Y1	.473	.088	.586	5.402	.000	.876	1,141

a. Dependent Variable: Decision_Purchase_Y2

Based on these results, the multiple linear regression equation has the formulation: $Y2 = a + b1X + b3Y1 + \epsilon$, so that the equation is obtained:

$$Y2 = 7.317 + 0.116 X + -0.473 Y1 + \epsilon$$

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 7.317 indicates the magnitude of the Purchase Decision (Y2) if Location Accessibility (X) and Service Quality (Y1) are equal to zero.
- The regression coefficient value of Location Accessibility (X) (b1) is 0.116 indicating the large role of Location Accessibility (X) on Purchase Decision (Y2) assuming the variable Service Quality (Y1) is constant. This means that if the Location Accessibility factor (X) increases by 1 value unit, it is predicted that Purchase Decision (Y2) will increase by 0.116 value units assuming constant Service Quality (Y1).
- The regression coefficient value of Service Quality (Y1) (b3) is 0.473 indicating the magnitude of the role of Service Quality (Y1) on Purchase Decision (Y2) assuming the variable Location Accessibility (X) is constant. This means that if the Service Quality factor (Y1) increases by 1 value unit, it is predicted that Purchase Decision (Y2) will increase by 0.473 value units assuming Location Accessibility (X) is constant.

B. t test (Partial)

Partial Test (t) Equation 1

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients				tolerance	VIF
	B	std. Error	Betas					
1	(Constant)	11,771	1710		6,885	.000		
	Accessibility_Location_X	.397	.139	.352	2,861	.006	1,000	1,000

a. Dependent Variable: Quality_Service_Y1

Hypothesis test of the influence of the Location Accessibility variable (X) on the Service Quality variable (Y1).

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1. Accept H0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig. > 0.05 .
2. Reject H0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or Sig. < 0.05 .

From the table above, a tcount value of 2.861 is obtained. With $\alpha = 5\%$, t_{table} (5%; nk = 58) a t_{table} value of 1.671 is obtained. $0.006 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning that the location accessibility variable (X) has a positive and significant effect on service quality (Y1).

Partial Test (t) Equation 2

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients				tolerance	VIF
	B	std. Error	Betas					
1	(Constant)	7,317	1,538		4,758	.000		
	Accessibility_Location_X	.116	.099	.127	1.172	.246	.876	1,141
	Quality_Service_Y1	.473	.088	.586	5.402	.000	.876	1,141

a. Dependent Variable: Decision_Purchase_Y2

Hypothesis Test of the effect of Location Accessibility (X) on Purchase Decision (Y2)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1. Accept H0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or Sig. > 0.05
2. Reject H0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or Sig. < 0.05

From the table above obtained tcount value of 1.172 With $\alpha = 5\%$, t_{table} (5%; nk = 58) obtained t_{table} value of 1.671 From this description it can be seen that tcount (1.172) $< t_{table}$ (1.671), and its significance value is $0.246 > 0.05$, it can be concluded that the second hypothesis is rejected, meaning that location accessibility (X) has no positive and significant effect on purchasing decisions (Y2).

Hypothesis Test of the effect of Service Quality (Y1) on Purchasing Decisions (Y2)

The form of hypothesis testing based on statistics can be described as follows:

Decision Making Criteria:

1. Accept H0 If $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ or $Sig. > 0.05$
2. Reject H0 If $t_{count} \geq t_{table}$ or $-t_{count} \leq -t_{table}$ or $Sig. < 0.05$

From the table above, a t_{count} value of 5.402 is obtained. With $\alpha = 5\%$, t_{table} (5%; $n_k = 58$) a t_{table} value of 1.671 is obtained. From this description it can be seen that t_{count} (5.402) $>$ t_{table} (1.671), and its significance value is $0.00 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that Service Quality (Y1) has a positive and significant effect on Purchase Decision (Y2).

Path Analysis

Direct and Indirect Relations

No	Variable	Direct	Indirects	Total	Criteria	Conclusion
1	Location Accessibility (X)	0.127	0.352	-	Significant No Positive	No As Independent Variable
2	Service Quality (Y1)	0.586	-	0.206	Significant	As an Intervening Variable

CLOSING

Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. The things proposed state that: From the table above, a t_{count} value of 2.861 is obtained with $\alpha = 5\%$, t_{table} (5%; $n_k = 58$) obtained a t_{table} value of 1.671. From this description it can be seen that t_{count} (2.861) $>$ t_{table} (1.671), Likewise, with a significance value of $0.00 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning that location accessibility (X) has a positive and significant effect on service quality (Y1).
2. From the table above, a t_{count} value of 1.172 is obtained with $\alpha = 5\%$, t_{table} (5%; $n_k = 58$) obtained a t_{table} value of 1.671. From this description it can be seen that t_{count} (1.172) $<$ t_{table} (1.671), and its significance value is $0.246 > 0.05$, it can be concluded that the second hypothesis is rejected, meaning that location accessibility (X) has a significant effect on purchasing decisions (Y2).
3. From the table above, a t_{count} value of 5.402 is obtained. With $\alpha = 5\%$, t_{table} (5%; $n_k = 58$) a t_{table} value of 1.671 is obtained. From this description it can be seen that t_{count} (5.402) $>$ t_{table} (1.671), and its significance value is $0.00 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that Service Quality (Y1) has a positive and significant effect on Purchase Decision (Y2).
4. In the table above the path analysis shows the direct effect of variable X on variable Y2 of 0.127. While the indirect effect through the Y1 variable is $0.352 \times 0.586 =$

0.2062, the calculation results obtained show that the indirect effect through the Y1 variable is greater than the direct effect on the Y2 variable.

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