

The Influence Of Location And Service Quality On Consumer Purchasing Decisions At Belina Mart In Batusangkar

Selsi Delvita Suryani¹, Chitra Indah Sari², Seren Witriyani³, Yuliana Pratiwi⁴

¹Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

²Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

³ Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

⁴ Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia

Corresponding Author: Seren Witriyani

E-mail; serenwitriyani12@gmail.com

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ABSTRACT

This research aims to determine the influence of location and service quality on purchasing decisions at the Belina Mart Minimarket, Lima Pemuda District, Tanah Datar Regency. This type of research uses quantitative. The population in this study were students from the Faculty of Economics and Islamic Business who shopped at Belina Mart. The sample used was 32 respondents, using Purposive Sampling techniques. The t test results show that location is significant (0.298) so that partially it does not have a significant effect on purchasing decisions. Meanwhile, the t test results show significant service quality (0.000) so that partially it has a significant effect on purchasing decisions. The results of the F test show that the Sig value is 0.000. Because the Sig value is $0.000 < 0.05$, in accordance with the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words location (X1) and service quality (X2) simultaneously influence purchasing decisions (Y).

Keywords: *Location, Service Quality, Purchasing Decisions*

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INTRODUCTION

Progress in the economic sector has brought rapid development in the business sector. So that many trading companies in Indonesia which are usually called modern markets can include minimarkets, supermarkets and so on. Most Indonesians decide to shop at modern markets for their daily needs (Nasution dkk., 2019). One of the businesses operating in the field of modern market trading is minimarkets. Minimarket

is a form of business that covers daily needs in retail quantities. By paying close attention to the needs of target consumers, it will be easier for owners to determine the types of goods and prices required by the market (Fazriyah, 2008).

Keputusan pembelian menurut Swastha dan Irawan (2008:105) "Purchasing decisions are consumers' understanding of the desires and needs for a product by assessing existing sources by setting purchase goals and identifying alternatives so that the decision maker to purchase is accompanied by behavior after making the purchase.". According (Swastha dan Handoko, 2000) There are several factors that can influence consumer purchasing decisions, including sales location. Location according to Swastha (2000:187) suggests that location strategy is very important to consider. Place plays a role in the success of the buying and selling process, because location is closely related to potential markets (Eviyanti, 2023). This is in line with Philip Kotler's opinion, he revealed in the marketing mix theory the factors that can influence purchasing decisions include place, promotion, price and product. (Kotler, Philip, 2001). According (Swastha dan Handoko, 2000) Good customer service is very important in purchasing decisions. Buyers tend to buy if they receive good service. On the other hand, if the service received is worse than expected, then the quality of the service is considered low (Patmala & Fatihah, 2021).

There are several previous studies that are relevant to this study, including research conducted (Wafi Zakiah, 2022) with the title The Influence of Location and Service Quality on Purchasing Decisions at Ilep Minimarket, Duri City, Riau. The sample in this research was 120 respondents using a formula (Ferdinand, 2006). The sampling technique uses the Accidental Technique, the data processing method uses the data collection scale technique, Multiple Linear Regression, Coefficient of Determination, Partial T Test, and Simultaneous F Test. From the test results it can be concluded that location has a positive and significant effect on purchasing decisions, service quality has a positive and significant effect on purchasing decisions, and location and service quality have a positive and significant effect on purchasing decisions. Then previous research was carried out Zulianto (2014) with the title The influence of location and service quality on purchasing decisions: a case study of Indomaret consumers on Jalan Kartini Blitar. The sample taken was 100 respondents using the Non-Probability Sampling technique with an Accidental sampling approach, namely a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample if deemed suitable. Based on statistical data analysis, the indicators in this research are valid and the variables are reliable. In testing classical assumptions, the regression model is free of multicollinearity, does not occur heteroscedasticity, and has a normal distribution.

From the two previous studies above, it can be seen that there are several differences in the focus of the studies in the research location. In Wafi Zakiah's research, the research location was at the Ilep Minimarket, Duri City, Riau, while the author conducted research at the Belina Mart Minimarket in Batusangkar. The next difference in Zulianto's research is that the research took place at Indomaret Kartini

Blitar, while the author conducted research at the Belina Mart Minimarket in Batusangkar. In the previous study, 120 respondents and 100 respondents were taken, while in this study, 32 respondents were taken.

Besides that Belina Mart is in a location that is easy to access, other factors can influence how attractive the location is to consumers. The quality of service provided by Belina Mart minimarket is also very good. With friendly and professional personal. Good service quality should create a positive experience for consumers and can be a determining factor in purchasing decisions, but good service alone is not always enough to attract consumers. This is proven by the results of data that the author obtained from consumers who shopped there. Based on the information that the author obtained, there are still many who do not decide to shop at the Belina Mart Minimarket in Batusangkar and the author also made direct observations at the location of the Beliana Mart Minimarket.

RESEARCH METHODOLOGY

This research uses a quantitative approach method which examines the influence of location and service quality on consumer purchasing decisions. Menurut Sugiyono (2019) Quantitative research methods are research methods based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/artistic data analysis, with the aim of testing predetermined hypotheses.

The type of research used was a survey method by distributing questionnaires to student respondents from the Faculty of FEBI, Mahmud Yunus Batusangkar State Islamic University who shopped at Belina Mart. This research was conducted to determine the influence of location and service quality on consumer purchasing decisions at the Belina Mart Minimarket in Batusangkar.

The data collection technique used in this research is a questionnaire. A questionnaire is a method of collecting data by distributing a list of questions in the hope that the public will respond to the list. The number of questions obtained from each variable item for both independent and dependent variables (Abdullah, 2015). There are 32 questionnaires that will be distributed and given to respondents, which in this case will be given to students of the Sharia Business Management Study Program.

RESULT AND DISCUSSION

Result

Classic assumption test

1. Normality Test

Normality Test is a test regarding the normality of data distribution results. Used to find out whether the distribution of independent variable data and dependent variable data is nominal. A good regression model has a normal or close to normal data distribution. Whether the distribution of data is normal or not can be

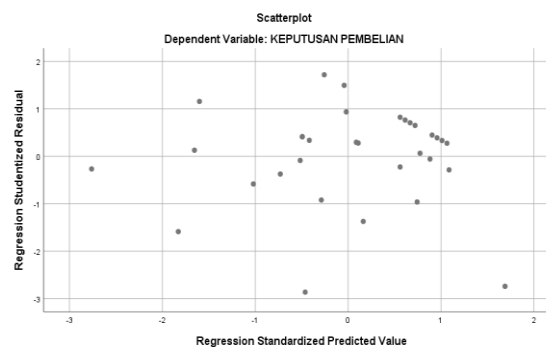
seen using the One sample Kolmogorov-Smirnow test, data distribution is said to be normal if the significance value is > 0.05 (Priyatno, 2014).

| One-Sample Kolmogorov-Smirnov Test | | |
|--|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 32 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 1,88870372 |
| Most Extreme Differences | Absolute | ,138 |
| | Positive | ,078 |
| | Negative | -,138 |
| Test Statistic | | ,138 |
| Asymp. Sig. (2-tailed) | | ,127 ^c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

Based on the SPSS output table, it is known that the significance value of Asymp. Sig (2-tailed) of 0.127 is greater than 0.05. So in accordance with the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus, the normality assumptions or requirements in the regression model have been met.

2. Heteroscedasticity Test

The heteroscedasticity test is used to see whether there is an inequality in the variance of the residual values from one observation period to another. To see these symptoms, you can use the scatterplot graphic method, namely if there is a certain pattern in the scatterplot graph from the statistical software output, such as dots that form a regular pattern (wavy, spreading then narrowing), then it can be concluded that heteroscedasticity has occurred. The test uses a significance level of 0.05. If the correlation between the independent variable and the residual has a significance of more than 0.05, then this means that there is no heteroscedasticity problem. (Purnomo, 2016).



Based on the Scatterplots output above, it is known that:

- Scatter data points above and below or around the number 0.
- The dots do not collect only at the top or bottom.
- The distribution of data points does not form a wavy pattern that widens then narrows and widens again.
- The distribution of data points is not patterned.

Thus, it can be concluded that there is no heteroscedasticity problem, so that a good and ideal regression model can be fulfilled.

3. Multicollinearity Test

Multicollinearity is a situation where there is a perfect or near linear relationship between the independent variables in the regression model. A regression model is said to experience multicollinearity if there is a perfect linear function for some or all of the independent variables in the linear function. Statistical tools that are often used to test multicollinearity disorders are the variance inflation factor (VIF), Pearson correlation between independent variables, or by looking at eigenvalues and condition index (CI).

The basis for decision making in the multicollinearity test can be seen in two ways, namely:

- Look at the tolerance value:
 - If the tolerance value is > 0.10 , it means that there is no multicollinearity in the data being tested.
 - If the tolerance value is < 0.10 , it means that there is multicollinearity in the data being tested.
- Look at the VIF (variance inflation factor) value:
 - If the VIF value is < 10.00 , it means that there is no multicollinearity in the data being tested.
 - If the VIF value is > 10.00 , it means that there is multicollinearity in the data being tested (Mardiatmoko, 2020).

| Coefficients ^a | | | | | | | |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics |
| Model | | B | Std. Error | Beta | T | Sig. | Tolerance VIF |
| 1 | (Constant) | -.954 | 1,872 | | -.509 | ,614 | |
| | LOKASI | ,113 | ,106 | ,147 | 1,061 | ,298 | ,800 1,25 |
| | KUALITAS PELAYANAN | ,498 | ,104 | ,667 | 4,810 | ,000 | ,800 1,25 |

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the 'Coefficients' output table in the 'Collinearity Statistics' section, it is known that the Tolerance value for the Location (X1) and

Service Quality (X2) variables is $0.800 > 0.10$. Meanwhile, the VIF value for the Location (X1) and Service Quality (X2) variables is $1.250 < 10.00$. So referring to the basis of decision making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Hypothesis testing

1. Partial Test

The t test aims to show how much influence an explanatory or independent variable individually has in explaining variations in the dependent variable. The T test or partial regression coefficient test is used to test whether there is an influence of the independent variable on the dependent variable partially.

The basis for decision making in this test is as follows:

- a) If the significance probability number is > 0.05 then H_0 is accepted and H_a is rejected. This means that the independent variables (location and service quality) individually do not have a significant influence on the dependent variable (purchasing decisions).
- b) If the significance probability number is < 0.05 then H_0 is rejected and H_a is accepted. This means that the independent variables (location and service quality) individually have a significant influence on the dependent variable (purchasing decisions).

Each of the t results of this calculation is then compared with the t table obtained using a significance level of 0.05. The regression equation will be declared meaningful or significant if the significant t value is smaller than 0.05. The criteria used as a basis for comparison are as follows:

- a) H_0 is accepted if t value $> -t_{table}$ or sig value > 0.05
- b) H_0 is rejected if t value $< -t_{table}$ or sig value < 0.05 (Ghazali, 2011).

| Coefficients ^a | | | | | | |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | -.954 | 1.872 | | -.509 | .614 |
| | LOKASI | .113 | .106 | .147 | 1.061 | .298 |
| | KUALITAS PELAYANAN | .498 | .104 | .667 | 4.810 | .000 |

a. Dependent Variable: keputusan pembelian

Based on significance value

- a) Based on the SPSS 'coefficients' output table above, it is known that the Significance (Sig) value of the Location variable (X1) is 0.298. Because the sig value is $0.298 > \text{probability } 0.05$, it can be concluded that H_1 or

the first hypothesis is rejected. This means that there is no influence of location (X1) on purchasing decisions (Y).

- b) Based on the SPSS 'coefficients' output table above, it is known that the significance value (Sig) of service quality (X2) is 0.000. Because the sig value of $0.000 < \text{probability } 0.05$, it can be concluded that H2 or the second hypothesis is accepted. This means that there is an influence of service quality (X2) on purchasing decisions (Y).

2. F statistic

The F test is used to test whether there is an influence of the independent variables on the dependent variable simultaneously (together). The influence of one independent variable ((location X1), service quality (X2) simultaneously (together) on the dependent variable (purchasing decision (Y))(Nugraha, 2022)

This test can be done by observing the significance value of f with a significance value of 0.05. This test can be done with a hypothesis.

The basis for decision making in this test is as follows:

- a) If the significance value of F is > 0.05 level then H0 is accepted. H1 is rejected, meaning that the independent variables simultaneously do not have a significant effect on the dependent variable.
- b) If the significance value of F > 0.05 level then H1 is accepted. H0 is rejected, meaning that the independent variable simultaneously has a significant effect on the dependent variable. (Priyatno, 2014)
- a) The basis for making testing decisions is:
 - b) a) If F statistic $> F$ table then H0 is rejected
 - c) b) If F statistic $< F$ table then H0 is accepted (Ghazali, 2011).

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 137,417 | 2 | 68,708 | 18,018 | ,000 ^b |
| | Residual | 110,583 | 29 | 3,813 | | |
| | Total | 248,000 | 31 | | | |

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), kualitas pelayanan, lokasi

Based on the SPSS output table above, it is known that the Sig value is 0.000. Because the Sig value is $0.000 < 0.05$, then according to the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words location (X1) service quality (X2) simultaneously influences purchasing decisions (Y).

DISCUSSION

Based on the research results, it shows that statistically the two proposed hypotheses do not support the proposed hypothesis. Statistical test results can be explained from the influence of each variable as follows:

a. The influence of location on purchasing decisions

The test results prove that the T test results for the Location variable do not have a significant effect on purchasing decisions because the resulting significant value is $0.298 > 0.05$. It can be concluded that location has no influence and is not significant on purchasing decisions. This is contrary to the proposed hypothesis where location variables influence purchasing decision variables. At the Belina Mart minimarket, inadequate parking space does not affect buyers, but consumers still make purchases at Belina Mart because the business is located on the side of the main road which is easy for buyers to access and is close to the Mahmud Yunus Batusangkar campus complex.

The results of this research are supported by Cynthia dkk (2022) in his research entitled The Influence of Location and Service Quality on Purchasing Decisions. Based on the results of the t test for the location variable, it does not have a significant effect on purchasing decisions because the calculated t value $< t$ table or $(- 0.401) < 1.998$ and the resulting significant value is $0.690 > 0.05$. It can be concluded that location has no influence and is not significant on purchasing decisions. This is contrary to the hypothesis put forward where previously location had an influence on purchasing decisions. At BUMDes Amanah Mart, inadequate parking is not a problem for the people of Pondokrejo, but the people of Pondokrejo Village still make purchases at BUMDes Amanah Mart because the business is located on the side of the main road which is easy for consumers to reach and is close to the residential area of the Pondokrejo Village community.

b. The influence of service quality on purchasing decisions

The test results prove that the results of the t test analysis for the service quality variable influence purchasing decisions because the significant value obtained is $0.000 < 0.05$. It can be concluded that service quality has a significant effect on purchasing decisions. This is the same as the hypothesis stated previously that service quality influences purchasing decisions. So the hypothesis stating that service quality is accepted is influenced by the views of sharia business management study program students that the service quality of the Belina Mart Minimarket influences their purchasing decisions.

The results of this research are supported by research conducted by Wafi Zakiah (2022) with the title The Influence of Location and Service Quality on Purchasing Decisions at Ilep Minimarket, Duri City, Riau. The results of the tests carried out can be concluded that location has a positive and significant effect on purchasing decisions, Service Quality has a positive and significant effect on purchasing decisions.

c. The influence of location and service quality on purchasing decisions

Results of testing the third hypothesis (H3) Based on the SPSS output table, it is known that the Sig value is 0.000. Because the Sig value is $0.000 < 0.05$, then in accordance with the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words location (X1) and service quality (X2) simultaneously influence purchasing decisions (Y).

The results of this research are supported by research conducted by Suprpto & Nafisah (2020) with the title *The Influence of Location and Quality of Islamic Services on Consumer Purchasing Decisions at the Ausath Grocery Wholesale Shop Unit Koppontren Ausath Blokagung*. The results of the F test (rx1x2y) show that Fstatistic is 13.046 and Ftable at the 5% level is 3.35. The results of the t test show that tcount shows that this figure is greater than the table or $13.046 > 3.35$ so that there is a significant influence between location and the quality of sharia services simultaneously on consumer purchasing decisions at the Ausath Blokagung Grocery Unit, Banyuwangi Regency.

CONCLUSION

Based on the results of the analysis and discussion presented, it can be concluded that location partially has no influence and is not significant on purchasing decisions at the Belina Mart Minimarket in Batusangkar. Service quality partially and significantly influences purchasing decisions at the Belina Mart minimarket in Batusangkar. Location and service quality simultaneously prove that together they do not have a significant influence on purchasing decision variables at at the Belina Mart minimarket

AUTHORS' CONTRIBUTION

Author: Conceptualization; Project administration; Validation; Writing - review and editing.

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