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QUALITY OF CUSTOMER SERVICE, LOCATION AND PRICE PERCEPTION OF PURCHASING DECISIONS (Study On Bebek H Pak Slamet Banyumanik Semarang)

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ABSTRACT

This research determines differences in Quality Control Consumer, Location, and price perception of purchasing decisions. This research was carried out in another Bebek H Pak Slamet. Respondents using non-random sampling techniques. This sampling technique uses purposive sampling technique, with the following criteria: consumers or customers who are at least 17 years old, consumers or customers who have consumed other Bebek H Pak Slamet Banyumanik Semarang products and have already visited Bebek H Pak Slamet Banyumanik Semarang. The technique of data collection uses a questionnaire that has been tested for validity and reliability. Data analysis in this study uses multiple linear regression analysis which aims to test the variables of Quality Control Cosumen, Location and price perception of purchasing decisions. The results showed that Quality Control Consumer had an effect, Location, and price perception had a positive and significant effect on purchasing decisions.

INTRODUCTION

The dynamics of very tight market competition demand that businesses must work smart, fast and precisely enter the ASEAN free market, which brings a very drastic change in the world economy of each country. This makes businesses must be able to compete harder to be able to survive and be able to keep up with the flow of change by devising a more aggressive marketing strategy in addition to using advertising in print and electronic media. Competition is becoming commonplace especially in the global era as it is today. Competition between one company and another is a frequent occurrence. Competition has both negative and positive impacts. The negative impacts that can arise include the emergence of unhealthy competition such as dropping each other from one to another.

In the increasing tight business world competition as the company must have a way in order to be able to win market competition the main factor is to create satisfaction in the hearts of customers, Customer satisfaction is a person's feelings of pleasure or disappointment caused by the performance or results of a perceived product, compared to the expectation Kotler & Keller (2009). Tjiptono (2004) expressed satisfaction or dissatisfaction is the customer's response to the evaluation of perceived discrepancies between expectations that after its use Kotler & Keller (2009)

argues, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing the performance of the perceived product (or results) with their expectations.

Afif, Mukhamad et.al (2020) Study analyzes of effect of location, price perception on customer satisfaction its impact on repurchase interest. For example, research on air flight service customer at Semarang Ahmad Yani Airport. The sampling with totally 120 respondents as samples used was questionnaire by distributing a list question. The purpose of the study was formulated to determine the effect of location, perceived price on customer satisfaction and repurchase interest. In this study quantitative methods were used with questionnaires and variable measurements used a Likert scale 7.

Moeljadi (2014) the research aims to determine the effect of Lifestyle, Service Quality, and Perceived Quality toward Purchase Decision of fast food on fast food consumer in Malang City. In this research classical assumption test was performed to test the regression model.

Intense competition in the coffee shop business affects the level of sales and consumers of Bebek H Pak Slamet Banyumanik Semarang which has dropped from its first opening on September 15, 2018 to March 15, 2019.

Table 1. Sales Data of Bebek H Pak Slamet Banyumanik Semarang

Mount	Selling (RP)	Increase/Decrease	Percentage
15 September 2018 – 15 October 2018	Rp. 38.500.000	- Rp. 6.770.000	0,19%
16 October 2018– 15 November 2018	Rp. 42.350.000	- Rp. 9.750.000	0,28%
16 November 2018 – 15 December 2018	Rp. 55.780.000	- Rp. 8.940.000	0,32%
16 December 2018 – 15 January 2019	Rp. 69.000.000	- Rp. 6.653.500	0,38%
16 January 2019 – 15 February 2019	Rp. 39.850.000	- Rp. 5.675.750	0,40%
16 February 2019 – 15 March 2019	Rp. 45.450.000	Rp. 40.675.000	0,70%

Source: Sales of Bebek H Pak Slamet Banyumanik Semarang

According to Table 1, September 15, 2018-October 15, 2019 Sales information is Rp. 38.500.000 because Bebek H Pak Slamet Banyumanik Semarang has just opened this because of consumer curiosity towards new things are very high. In the following month, there was a decrease from October 16, 2018 – November 15, 2018 due to the existence of new competitors in the area approximately 10-kilometers from Bebek H Pak Slamet Semarang it made some buyers move to a new place because of high curiosity. In the month 16 November 2018 – 15 December 2018 there was a slight decrease with a difference of Rp. 810,000, because in November and December coincides with the rainy season and there is a long time, if consumers just want to enjoy Bebek can order online Grabfood or Gofood to get attractive promo On December 16, 2018 – January 15, 2019 there was another decrease caused in this month customers mostly just enjoy duck food and hang

out when warungs are quiet just to reflect on themselves. On January 16, 2019 – February 15, 2019 and February 16, 2019 – March 15, 2019 sales from month to month decreased because many newcomers who made curious buyers as beautiful areas just for photos.

Intense competition in every field of business makes every company in the competition will experience an increase or decrease in sales. Similarly experienced by Bebek H Slamet Banyumanik Semarang, where currently a lot of Similar Food Stalls are popping up in an area approximately 10-kilometers from Banyumanik- Tembalang Here are:

Table 2. Restaurant in Banyumanik- Tembalang

No.	Restaurant
1	Bentuman Steak
2	Warteg Citra Rasa
3	Mie Clubbing
4	Kopi Benteng
5	Obo Iga Bakar
6	Lesehan Aldan

Sourch: JejakPiknik.Com

Based on the table, it appears that competitors Bebek H Pak Slamet Tembalang Semarang eating places quite a lot and the decrease in sales could also be due to the impact of the diversity of menus and the quality of menus offered By Other Restaurant.

In addition to the price Of service quality can also affect customer satisfaction, Service quality can be defined as how far the difference between reality and the expectations of customers for the service they receive. The quality of service can be known by comparing customers' perception of the service they actually receive. According to Guspul, (2014), the quality of service as a measure of how good the level of service provided is capable. in accordance with customer expectations. While according to Tjiptono (2004), the quality of service is the level of excellence expected and control over the level of excellence to meet the customer's wishes.

Kotler and Amstrong 2014:76, place include company activities that make the product available to target consumers", which means the location includes the activities of companies that make products available to target consumers. Ghanimata (2012:3), the location is the location of stores or retailers in strategic areas so as to maximize profits.

Lamb Mariska Deasy and Imroatul Khasanah, 2015, stated that location is a long-term resource commitment that affects the flexibility of the store, then the location will affect the growth or sustainability of a store in the future, in addition the environment may change at any time depending on the value of the location.

According to research from Vania Senggentang, Silvya L. Mandey, Sileyljeova Moniharapon (2019) and research conducted by Anita Styaningrum and Asih Niati (2019) stated that price perception has a positive and significant effect on purchasing decisions.

The problem in this study is how the affecting of consumer quality, location and price perception on purchasing decisions.

REVIEW, EMPIRICAL RESEARCH AND HYPOTHESES

1. Purchase Decision

Kotler and Keller (2009) in the journal Fatmawati and Soliha (2017) mentioned that the purchase decision is a process of problem solving consisting of analyzing or introducing needs, desires, disbursement of information, assessment of selection sources of alternative purchases, purchasing needs, and behavior after purchase.

Meanwhile, according to Private and Handoko (2000) in fatmawati and soliha journal (2017) purchasing decision is an approach to problem solving in the activity to buy goods and services in fulfilling the wants and needs consisting of the introduction of needs and wants, in seeking evaluation information on alternative purchases, purchasing decisions, behavior after purchase.

According to Kotler and Keller (2019:178) the purchase decision indicator has 6 dimensions and 4 indicators namely:

1. Product Options:
 1. Product excellence
 2. Product benefits
 3. Product selection
2. Brand Choice:
 1. Interest in brands
 2. Habits on the brand

2. Quality of Customer Service

Service, a service or also known as a service, constitutes any action or performance that one party can offer to another party, which is essentially intangible and does not result in ownership of something (Dwitama et al., 2015). Basically, everyone who uses the service tends to expect a good service in a high-quality sense. As explained by Tjiptono (2009) the level of service quality (service) is a crucial aspect in the total service offering.

Quality is one of the important factors used by consumers to evaluate the services of an organization. The quality of service can also be defined as a measure of the extent to which a service provided can meet consumer expectations (Assegaff, 2009).

The quality of service is the level of excellence expected and control over the level of excellence to meet the wishes of consumers. If the services or services received or felt as expected, then the quality of services or services is perceived as good and satisfactory. If the services or services received exceed the expectations of consumers, then the quality of services or services is perceived as ideal quality (Dwitama et al., 2015).

The indicators used in measuring the quality of service according to Elisabeth (2007) are as follows:

1. Reliability
2. Security
3. Communication
4. Responsiveness

3. Location

According to (Kotler and Armstrong 2014:76) "place include company activities that make the product available to target consumers", which means the location includes the activities of companies that make products available to target consumers.

Location is a strategic location of an outlet to be easy to reach with the aim of maximizing private profit (Try Adhy Prasetyo and Indi Djastuti, 2015) location is the most hanging thing that can be seen from the number of audiences passing through in each day, percentage just to visit or continue by making a purchase.

According to Lamb (Mariska Deasy and Imroatul Khasanah, 2015) states that location is a long-term resource commitment that affects the flexibility of the store, then the location will affect the growth or sustainability of a store in the future, in addition the environment may change at any time depending on the value of the location.

Location is an area that makes products available to target customers. According to Ghanimata (2012:3), the location is the location of stores or retailers in strategic areas so as to maximize profits. The selection of the right business location will determine the success of the business in the future. The location indicators according to (Vania Senggentang, et al., 2019) are:

1. Access, such as a location that is easy to pass or easy to reach by public transportation.
2. Visibility, such as location can be clearly seen from the curb or normal visibility.
3. Spacious, safe and comfortable parking space that is good for two-wheeled vehicles and also for four-wheeled vehicles.
4. Expansion, i.e., there is a large enough place for widening or expansion of the business in the future.

4. Price Perception

Price can show the brand quality of a product, where consumers have the assumption that expensive prices usually have good quality. In general, the price has a positive influence with quality, the higher the price, the higher the quality. Consumers have a positive relationship between the price and quality of a product, then they will compare between one product with another, and then the consumer makes the decision to buy a product. Tjiptono (2001) said that, price has two main roles in influencing buying interest, namely: [1.The](#) role of allocation of price Price function in helping buyers to decide how to obtain the highest benefits or utilities expected based on their purchasing power.

Thus, the existence of prices can help buyers to decide how to allocate their purchasing power to various types of goods and services. The buyer compares the prices of the various available alternatives, then decides on the allocation of the desired funds. 2. The role of information from the price. Price function in educating consumers about product factors, such as quality. This is especially useful in situations where the buyer has difficulty assessing the product factors or benefits objectively. The most common precept is that the expensive price reflects high quality.

Each company has a different policy in setting prices that are adjusted to the goals to be achieved by a company. This is inseparable from previous decisions made by the company regarding market placement. The first time the company must determine in advance what a particular product wants to achieve. If the company has dropped its choice on a target market with a specific market placement, then a specific market placement strategy, its marketing mix strategy, including price, will be determined faster (Kotler, 2001).

While one of the goals of pricing is image-oriented goals (Tjiptono, 2001). The image of a company can be formed through pricing strategies. Companies can set high prices to shape or maintain a prestigious image. In an image-oriented purpose, the company seeks to avoid competition by way of product differentiation or by serving a specific market segment. And this is most common in companies that sell products that belong to the special category of goods as well as products that require high involvement in the purchasing process. Price perception indicator that characterizes the price used in this study, namely (Febriano et al, 2018) as follows:

1. Affordability of prices

One of the reasons a consumer chooses a product is the affordability of the price of a product that does not drain the pockets of consumers.

2. Price conformity with product quality

The most highlighted thing and has not become a public secret, consumers always pay attention to the feedback of a product that has been purchased in the sense that when the consumer has spent as much money then consumers expect naivety or quality in accordance with the price of the product.

3. Price competitiveness

In determining the decision of consumer purchases always do a price comparison of products with each other, this needs to be observed by businesses so that setting prices should not be generous and should not be expensive, must be in accordance with the market price.

Relations of Quality of Consumer Service to Purchasing Decisions

Quality is one of the important factors used by consumers to evaluate the services of an organization. The quality of service can also be defined as a measure of the extent to which a service provided can meet consumer expectations (Assegaff, 2009). Research conducted by (Setyawan, 2016) stated that the quality of service affects customer satisfaction. Another research conducted (Maweyl, 2017) Quality of Service affects customer satisfaction.

From some of the above research can be formed hypotheses as follows:

H1: Quality of Kosumen Service Positively Affects Purchasing Decisions.

Location Relation to Purchasing Decisions

Location is a variety of activities carried out by the company to make its products easy to obtain and available to target consumers. Distribusi has a very important role in helping companies to ensure their products. This is because the purpose of distribution is to provide goods and services needed and desired by consumers at the right time and place. According to Kotler (1994:96) defines location as everything that shows the various activities that the company does to make products available and accessible to target consumers.

The right and strategic location facilitates access for prospective consumers to meet their needs and will provide an advantage for a business to indirectly influence consumer purchasing decisions. If the company manages to acquire and maintain a strategic location, then it can be an effective hurdle for competitors to gain access to the market.

Based on research conducted by Brian Hesmu Nurcahyo and Imroatul Khasanah (2016) stated that the location has a positive influence on purchasing decisions while the results of the research of Vania Senggentang, Silvy L. Mandey, and Sileyjeova Moniharapon (2019) stated that the location has a positive and significant effect on purchasing decisions.

Based on the description above, the hypotheses proposed for this study are as follows.

H2: Location Positively Affects Purchasing Decisions.

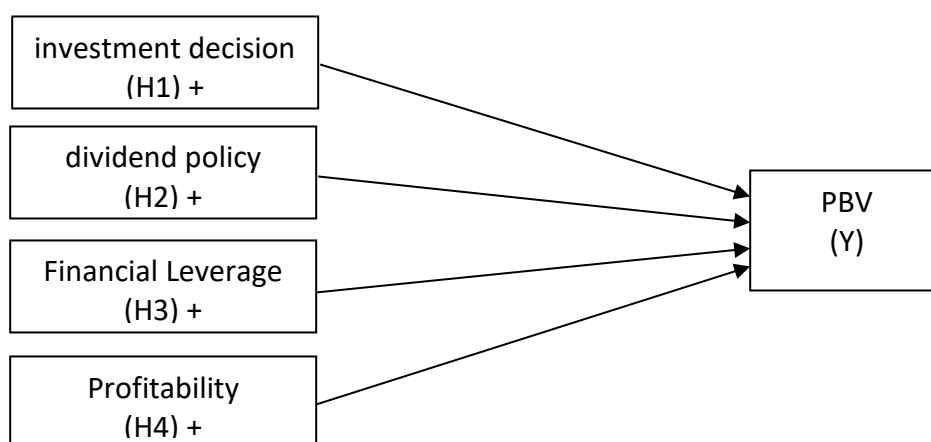
Price Perception Relationship and Purchasing Decisions

Research conducted by kurniawan, (2016) stated that price affects customer satisfaction. Another research conducted by Irwanto (2013) price affects customer satisfaction. From some of the above research can be formed hypotheses.

According to research from Vania Senggentang, Silvy L. Mandey, Sileyljeova Moniharapon (2019) and research conducted by Anita Styaningrum and Asih Niati (2019) stated that price perception has a positive and significant effect on purchasing decisions, Based on these assumptions, in this study can be concluded hypotheses:

H3: Price Perception Positively Affects Purchasing Decisions

Theoretical Frame of Mind



RESEARCH METHODS

1. Population and Samples

The population obtained from this study is consumers of Bebek H Pak Slamet Banyumanik Semarang food products. The sample in this study is consumers who purchase duck food H Pak Slamet Banyumanik according to certain criteria.

This sampling technique uses Purposive Sampling technique which is the understanding that in the data collection on respondents use certain criteria for sampling is not random as a consideration, and the sample to be taken is from consumers of Bebek H Slamet Banyumanik Semarang Food products located on Jl. Durian Raya No. 27 Banyumanik. Sampling in this study was conducted on consumers or customers of Bebek H Slamet Banyumanik Semarang food with the following criteria:

1. Consumers or customers are not age-limited.
2. Consumers or customers who have consumed Bebek H Slamet Banyumanik Semarang products
3. Been to Bebek H Slamet Banyumanik Semarang

2. Definition of Concepts, Operations, and Variable Measurements

Table 3 Definitions of Concepts, Operations, and Variable Measurements

No.	Variabel name	Concept Definition	Operational Definition/Indicator
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1	Purchase decision (Y)	Purchasing decisions are a problem-solving approach in the activities to buy goods and services in fulfilling the wants and needs consisting of the introduction of needs and wants, in seeking evaluation information on purchase alternatives, purchasing decisions, behavior after purchase. Private and (Handoko, 2000)	1. Product selection 2. Brand selection 3. Dealer options 4. Number of purchases 5. Time of purchase 6. Payment methods (Kotler and Keller, 2019)
2	Quality Customer Service (X1)	The quality of service is the level of excellence expected and control over the level of excellence to meet the wishes of consumers. If the services or services received or felt as expected, then the quality of services or services is perceived as good and satisfactory. If the services or services received exceed the expectations of consumers, then the quality of services or services is perceived as ideal quality (Dwitama et al., 2015). The indicators used in measuring the quality of service according to Elisabeth (2007)	1. Reliability 2. Security 3. Communication 4. Responsiveness (Elisabeth 2007)
3	Location (X2)	According to Lamb (Mariska Deasy and Imroatul Khasanah, 2015) states that location is a long-term resource commitment that affects the flexibility of the store, then the location will affect the growth or sustainability of a store in the future, in addition the environment may change at any time depending on the value of the location. Location is an area that makes products available to target customers.	1. Access 2. Visibility 3. Spacious Parking Lot 4. Expansion (Vania Senggentang, et al., 2019)

		According to Ghanimata (2012:3), the location is the location of stores or retailers in strategic areas so as to maximize profits. Choosing the right business location will determine the success of the business in the future	
4	Perception Price (X3)	Price perception is related to how price information is fully understood by consumers and gives them deep meaning. Tjiptono (2008)	1. Conformity with product quality 2. Price conformity with benefits 3. Competitive price (Tjiptono, 2008)

Source: Research Journal

RESULTS AND DISCUSSION

1. Validity Test and Reliability Test

Validity testers in this study were conducted using factor analysis. If the VALUE of KMO (Keiser-Meyer-Olkin) is greater than 0.5, then the sample in this study is sufficient and worthy to be analyzed further. Loading factor items have a value greater than 0.4 then considered valid and feasible for further analysis. The results of KMO and Bartlett's Test between variables can be seen in the following table.

Tabel 4 Validity Test Results

No	Variabel	KMO Value	Indicator	Matrix Componen	Information
1	Purchase decision (Y)	0,789	Reliability security	0,445	Valid
			Communication	0,569	Valid
			Taste Responsiveness	0,778	Valid
				0,696	Valid
2	Location (X2)	0,695	access	0,876	Valid
			Visibility	0,886	Valid
			Parking	0,855	Valid
			Expansion	0,879	Valid
3	Perception Price (X3)	0,668	Conformity with product quality	0,837	Valid
			Price fit with the benefit of	0,868	Valid
			Competitive prices		
			Product selection		
			Brand Selection		
			Dealer options		

4	Purchase Decision (Y)	0,789	Purchase amount		
			Time of purchase		
			Payment methods		
			Competitive prices	0,675	Valid
			Product selection	0,722	Valid
			Brand Selection	0,781	Valid
			Dealer options	0,753	Valid
			Purchase amount	0,765	Valid
			Time of purchase	0,689	Valid
			Payment methods	0,735	Valid

Source: Data processed, 2019.

The results of the test of variable reliability of product quality, brand image and price influence on purchasing decisions have an alpha cronbach value of more than 0.80 so that the variable Quality of Service, Location and Price Perception to the purchase decision is reliable.

Table 5 Reliability Test Results

Variabel	Cronbach Alpha	Standart Reliabel	Information
Quality of Service	0,875	0,80	Reliabel
location	0,887	0,80	Reliabel
Price Influence	0,885	0,80	Reliabel
Purchase Decision	0.890	0,80	Reliabel

Source: Data processed, 2019.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence of variable relationships of Service Quality, Location, Price Influence, Purchase Decision. Here are the results of the study, namely:

Table 6 Multiple Linear Regression Analysis Results

Model	Beta	Sig	Information
The Effect of Consumer Service Quality on Purchasing Decisions	0,430	0,000	Hipotesis Diterima
Location Influence on Decisions purchase	0,438	0,000	Hipotesis Diterima
The Effect of Price On Decisions purchase	0,640	0,000	Hipotesis Diterima
Fhitung Test= 47,445, Sig = 0,000			
Adjusted R Square = 0.678			

Source: Data processed, 2019.

3. Coefficient of Determination

The Adjusted R Square value is 0.678. This explains that independent variables were able to explain dependent variables by 67.8% The remaining 32.2% explained other variables not studied in this study.

4. Simultaneous Test (Test F)

The F statistical test basically shows whether all independent or free variables included in the model have a mutual influence on dependent/bound variables. From the test results obtained A value of F count 47,445 with a significance of 0.000 less than 0.05 ($p < 0.05$), then this means that Product Quality, Promotion and Price Perception together have a positive and significant effect on the Purchase Decision. Thus, the hypothesis of Consumer Service Quality, Location and Price Perception together positively and significantly affects the Purchase Decision is otherwise accepted.

5. Hypothesis Test (t Test)

The t statistical test basically shows how far a single explanatory variable or independent individual influences in describing dependent variable variations. If the calculated t value is greater than the table t and the significance value is less than 0.05 ($p < 0.05$), it can be concluded that the free variable partially has a significant effect on the bound variable.

Product Quality Variables have a significance rate of 0.000. From the results of the t test on the variable Quality of Customer Service states that the significance of the test t is smaller than 0.05 and the coefficient of regression has a positive value of 0.430. The results of the study stated that the variable "Quality of Customer Service has a positive and significant effect on purchasing decisions".

Brand Image Variables have a significance rate of 0.000. From the t test result on the Location variable states that the significance of the t test is smaller than 0.05 and the regression coefficient has a positive value of 0.438. The results stated that the variable "Location positively and significantly affects purchasing decisions".

Variable Price Perception has a significance rate of 0.000. From the t test result on the Variable Price Perception states that the significance of the t test is smaller than 0.05 and the regression coefficient has a positive value of 0.640. The results stated that the variable "Price Perception has a positive and significant effect on Purchasing Decisions".

6. Effect of Consumer Service Quality on Purchasing Decisions

Variable Quality of Customer Service is expressed significantly with a significance value of 0.000. This means that the Quality of Customer Service has an important role to the Decision of Purchasing respondents on Bebek H Slamet Banyumanik Food Semarang. This is supported by respondents' response to the Quality of Customer Service duck food is positively valued indicated by the result of regression coefficient of 0.430. Based on these results showed that the variable Quality of Customer Service positively influenced the Decision to Purchase Bebek H Slamet Banyumanik Semarang.

7. Location effect on Purchasing Decisions

Location Variables are expressed as significant with a significance value of 0.000. This means that the Promotion has an important role to play in the Decision on The Purchase of Bebek H Slamet Banyumanik Semarang Food. The regression coefficient of 0.438 indicates that the Location variable positively affects the Purchase Decision. The results of the analysis showed that Location

had a positive effect on the Purchase Decision. Location Influence can be explained in several factors. The introduction factor of the place, the spacious place of Parker and the proper access as a factor of interest from the respondent. Bebek H Slamet Banyumanik Semarang has a good location in the eyes of consumers Duck Food.

8. Effect of Price Perception on Purchasing Decisions

Variable Price Perception is expressed significantly with a significance value of 0.000. This means that variable Price Perception has an important role to play in purchasing decisions. The regression coefficient of 0.640 indicates that the Variable Price Perception positively affects the Purchase Decision.

CLOSING

1. Conclusion

- a. The quality of customer service has a positive and significant effect on the Purchasing Decision. The better the Quality of Consumer Investment, the more purchasing decisions are increased.
- b. Location has a positive and significant effect on purchasing decisions. The better and more precise the Location, the more purchasing decisions.
- c. Price Perception has a positive and significant effect on purchasing decisions. The better the price perception, the more the Purchase Decision.

2. Limitations

1. Independent variables used in this study consists of only three variables namely Quality of Customer Service, Location and Price Perception.
2. The result of the coefficient of determination (Adjusted R²) shows a figure of 0.678 meaning that the independent variable used in this study only describes the remaining 67.8% of the 32.2% described by other variables.

3. Implications

Based on the results of independent variable research Consumer Service Quality has a significant effect on purchasing decisions. It is expected that Bebek H Slamet Banyumanik Food provides the best quality Duck Food products to consumers and adds an interesting menu. Can also add a menu of food for part-time duck food.

Based on the results of independent variable research Location has a significant effect on purchasing decisions. It is expected that Bebek H Slamet Banyumanik Semarang should open a student event in Semarang so that it can increase sales as well as brand recognition.

- c. Based on the results of independent variable research Price Perception has a significant effect on purchasing decisions. It is expected that Bebek H Slamet Semarang should offer attractive discounts at certain moments such as Eid al-Fitr, Independence Day, Christmas and New Year.

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