

THE INFLUENCE OF LOCATION, PRICE AND QUALITY OF SERVICE ON CONSUMER REPURCHASE INTEREST

Ian Zulfikar

Universitas Nasional, Jakarta, Indonesia

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E-mail:

ian.zulfikar@civitas.unas.ac.id

ABSTRACT

Currently, the development of the culinary industry in the Bandung region is exhibiting extremely quick growth; consequently, a suitable marketing plan is required. This study aimed to examine the impact of location, pricing, and service quality on the repurchase intentions of Bu Imas Bandung Restaurant consumers. This study employs a quantitative methodology and an associative research design, with analysis performed using the Multiple Linear Regression test and SPSS 25.0 for Windows. Results indicated that location has a positive and statistically significant influence on the intention to repurchase the Bu Imas Bandung Restaurant. (2) the price has a positive and significant influence on the desire to repurchase the Bu Imas Restaurant Bandung; and (3) the service quality has a positive and large influence on the intention to repurchase the Bu Imas Restaurant Bandung. (4) The location, pricing, and quality of service have a positive and significant effect on the intention to repurchase the Bu Imas Restaurant Bandung

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1. INTRODUCTION

In the business world, it is increasingly developing, where this rapid development also experiences a continuous metamorphosis. This business development has also resulted in changes in patterns and methods of competitors in maintaining their business (Rahma, 2021). Therefore, every business person is required to have sensitivity to changes in business competition conditions that occur in their environment and to place an orientation towards the ability to attract buyers' decisions in order to be able to succeed in running their businesses. One of the ways to achieve success in running a business is by conducting marketing activities. (Start, 2020).

In facing business competition, carefulness is needed to see the opportunities that exist. The most important concept for a business to run well is through good marketing (Irawan, 2020). Marketing in the business world is very important. With the right marketing strategy, a company will be able to compete in the global market where with good marketing management, business people will be keen to see diverse human needs (Umar, 2005).

The food stall business is currently showing very rapid development. This is marked by the many food stalls with various types. Developments in this field are very dependent on the strategies that have been arranged to process the business so that it attracts consumers to come to the business location (Kaligis et al, 2021). Many companies have realized the importance of marketing, even the marketing department is considered the spearhead of the company's success, without good marketing it will be very difficult for the business to compete with others (Fatihudin & Firmansyah, 2019).

To carry out business activities, it is necessary to have a place of business known as a location. Location is a place to serve consumers and can also be interpreted as a place to display their wares. According to Suryana (2013) the most attractive place for consumers is the most strategic, pleasant and efficient place. This theory explains that a marketing strategy that is important for the continuity of an entrepreneur who is running a business is about the place or location of the business, because a strategic, pleasant and efficient location will greatly influence consumer repurchase intention to come to the business location. So determining the location in the food stall business greatly determines the success of the business (Suwena et al., 2015).

The problem that is often faced by companies is the problem of price. Price is a factor of consideration for consumers to buy a product (Amanah, 2010). According to Suryana (2013) The right price is the price that is affordable and the most efficient for consumers. This theory explains that good price quality will greatly determine consumer interest in coming and usually consumers are more inclined to choose prices that are relatively affordable with the suitability of existing facilities in the location, in this

case the food stall, because business people will always think that consumers do not feel at a loss coming to the location of the food stall business.

Not only location determination and price quality can attract consumers but service quality must also be considered, when what consumers want is not appropriate, consumers will no longer consume the item (Lumintang & Rotinsulu, 2015). According to Suryana (2013) one of the best ways to retain customers is to provide good service that is unmatched by other competitors. This theory explains that service is one of the conditions for success in doing business, the better the service we provide to consumers, the consumers will always feel comfortable consuming our business, and also the good service we provide to consumers will encourage someone to be interested in buying products online. continuously.

Repurchase intention is the desire that arises in a customer to repurchase a product or service in the future after previously consuming the same product or service (Bahar & Sjahrudin, 2017). If a food stall entrepreneur wants to always get consistent profits and get increasing profits, then an entrepreneur must be able to seize consumers and compete with other entrepreneurs. food stalls even make consumers want to always come to the food stalls. By successfully determining the right location, popular prices and good service, it is possible for entrepreneurs to get good profits (Adipura & Sutopo, 2016).

Warung Makan Bu Imas is a place to eat that has many advantages that are very popular with most Bandung people. Tasting authentic Sundanese flavors while enjoying the cool air of Bandung, what a perfect combination. Warung Nasi Ibu Imas deserves to be categorized as a legendary eating place in Bandung. Understandably, its establishment has been since the 1980s. Uniquely, we will find more than three restaurants labeled Warung Nasi Ibu Imas along the way. Despite this, the kitchen remains one. So if one place is crowded, all you have to do is move to another. Warung Nasi Ibu Imas is located on Jl. Balong Gede No. 67, No. 94, No. 38, and Jl. Pungkur No. 81, Bandung. Apart from that, this food stall is known as a culinary tour which has more efficient prices with very good service. Bu Imas's food stall always experiences an increase except in March. The decrease occurred due to the decrease in the number of consumers who came to the shop to make purchases, but on average there was always an increase every month.

Based on the description above, this encourages the writer to examine the factors that influence consumer repurchase interest in a food stall. So based on this background the topic is "The Influence of Location, Price, Quality of Service, on Consumer Repurchase Interest at Bu Imas's Food Stall. The results of this study are expected to be used to strengthen theories about consumer behavior, especially regarding consumer repurchase intentions.

2. METHODS

A quantitative methodology was utilized for this study. The quantitative approach can be defined as a research approach that is based on the philosophy of positivism, that is used to examine certain populations or samples, that collects data through the use of research instruments, that conducts data analysis that is quantitative and statistical in nature, and that has the goal of testing hypotheses that have already been established (Sugiyono, 2013). In this particular kind of research, a form of research known as survey research was used. When doing survey research, information is typically gathered through the use of questionnaires. Participants in this study were customers who frequented the food stall owned by Bu Imas. This research project utilized a methodology known as probability sampling, which included elements of random sampling, in order to collect data from 97 individuals who participated in the study. In this investigation, the factors of consumer repurchase intention (X3), price (X2), and quality of service (X1) are considered to be the independent variables (Y). A closed questionnaire scoring on a Likert scale was used to collect the necessary information for analysis. After the data has been obtained, it is next evaluated with the assistance of SPSS 25.0 for windows by employing a procedure known as multiple linear regression.

3. RESULTS AND DISCUSSION

Validity test

This test is utilized to determine the validity of a research instrument. This test of validity using the SPSS 25.0 software. According to table 4.9, all of the instrument items are considered legitimate. As a result of the fact that all questions have an r-count value (Pearson Correlation) greater than the r-table acquired from the number of samples or $N = 97$ at a significance level of 0.05 or 5%, an r-table value of 0.1996 is achieved. Therefore, it can be argued that all four instrument questions are valid.

Reliability Test

A reliability test is a test that is performed to examine whether or not a research instrument can be relied upon to produce accurate results. The SPSS 25.0 application is being utilized in this reliability test. Cronbach's Alpha is a statistical measure that can be used to determine whether or not the research instrument is reliable. If it is greater than 0.6, then we can assert and draw the conclusion that it is dependable across the board for all variable declarations. The results of the reliability test based on the SPSS test are presented in the following table:

Table 1 Reliability Test

Variable	Cronbach's Alpha	N	information
Location (X ₁)	0.761	8	realistic
Price (X ₂)	0.811	8	realistic
Quality of Service (X ₃)	0.793	8	realistic
Repurchase Interest (Y)	0.787	8	realistic

A reliability test is a test that is performed to examine whether or not a research instrument can be relied upon to produce accurate results. The SPSS 25.0 application is being utilized in this reliability test. Cronbach's Alpha is a statistical measure that can be used to determine whether or not the research instrument is reliable. If it is greater than 0.6, then we can assert and draw the conclusion that it is dependable across the board for all variable declarations. The results of the reliability test based on the SPSS test are presented in the following table.

Determination Coefficient Test (R²)

Examine the term's coefficient (R²) or R Square is a metric used to quantify the appropriateness or accuracy of the relationship between the independent variable and the dependent variable in a regression equation. R²'s value fluctuates between 0 and 1.

Table 2 Test of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	std. Error of The Estimate
1	0.951 ^a	0.904	0.901	0.810

According to the table above, the R Square value or coefficient of determination is 0.904 and the Adjusted R Square value is 0.901. This suggests that the independent factors of location, price, and service quality can influence the dependent variable repurchase intention by 0.901 or 90.1%.

Hypothesis testing

a. Partial test / t test

Using a significance level of 0.05, the partial test determines the extent to which the independent factors influence the dependent variable partially or separately. If t-count exceeds t-table, reject H₀ and accept H₁. And if the sig. is less than 0.05, it is considered significant. The following are the t-test results:

Table 3 Test Results t
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
1 (Constant)	.791	1.228		.644	.521
X1	.330	.067	.319	4.819	.001
X2	.511	.063	.545	7.932	.002
X3	.141	.045	.141	3.025	.001

a. Dependent Variable: Y

Based on the table above, the hypothesis testing is as follows:

- 1) The Coefficients table above shows that the t-count value for the location variable is 4.819 and the t-table value is 1.985 and the sig. 0.001 < 0.05 which means significant. In this study t-count 4.819 > t-table 1.985 then accept H₁. Therefore, it can be concluded that location has a positive and significant effect on repurchase intention.

- 2) The Coefficients table above shows that the t-count value for the price variable is 7.932 and the t-table value is 1.985. So, the t-count value is $7.932 > t\text{-table } 1.985$, then accept H2. And sig. $0.002 < 0.05$, it is said to be significant. Therefore, it can be concluded that the location variable has a positive and significant effect on repurchase intention.
- 3) The Coefficients table above shows that the t-count value for the service quality variable is 3.025 and the t-table value is 1.985. So, the t-count value is $3.025 > t\text{-table } 1.985$, so accept H3. And sig. $0.001 < 0.05$, it is said to be significant. Therefore, it can be concluded that the service quality variable has a positive and significant effect on repurchase intention.

b. Simultaneous Test (Test f)

This test is used to determine the totality. This test examines the combination effect of location, price, and service quality on repurchase intention. The test results are summarized below:

Table 4 Test Results f

ANOVA^a

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	593.165	3	196.544	277.544	0.000 ^b
	residual	61.231	93	.654		
	Total	651.318	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

In the preceding ANOVA table, the F-value was calculated to be 277.544. And the F-table at the 0.05 threshold of significance is 2.70. The significance level is $0.000 < 0.05$, which is significant. F-count $277.544 > F\text{-table } 2.70$, hence reject the null hypothesis H0. The results of the F test indicate that location, price, and service quality have a positive and statistically significant effect on repurchase intention.

Discussion

The results showed that location has a positive and significant effect on consumer repurchase intention of Bu Imas Restaurant Bandung. This shows that when the company provides an appropriate location, it will indirectly affect the repurchase intention of consumers of Bu Imas Restaurant. and vice versa if the location given is not quite right then the interest in buying again will also decrease. With the increasing interest in repurchasing, the income for the Bu Imas restaurant in Bandung will increase. In a business, location determination is very necessary, strategic location determination and easy to reach are expected to make it easier for consumers to get these products. Business location is the main thing that needs to be considered. Strategic location is one of the important factors and is very decisive in consumer buying interest. In choosing a business location, the owner of a business location must consider factors in choosing a location, because the location of the business will have an impact on the success of the business itself. The location determination factor is very much needed to support the marketing process of a business, entrepreneurs must be smart in choosing a strategic location by looking at who the target market is aiming for, whether it is toddlers, young people, or even the elderly. The results of the above research are in line with research conducted by Faradiba & Astuti, (2013).

The results of the study show that price has a positive and significant effect on consumer repurchase intention at Bu Imas Restaurant Bandung. This shows that when the company provides an appropriate and appropriate price, it will indirectly affect the consumer repurchase intention of the Bu Imas Restaurant. and vice versa if the price given is not right and appropriate then the interest in buying again will also decrease. With the increasing interest in repurchasing, the income of Bu Imas Restaurant will increase. The quantity of values (in the form of currency) that consumers must pay to acquire or enjoy a good or service. Considering that price is one of the factors influencing the behavior of a product or service being supplied, it is crucial to take care of pricing. Price is a flexible tool that can be stable for a period of time, but may also increase or drop in an instant, and it is also a factor that can produce sales revenue. The results of the previous study are consistent with Afa and Kamal's research (2015).

The findings indicated that service quality had a favorable and statistically significant influence on consumers' repurchase intentions at the Bu Imas Restaurant in Bandung. This shows that when a company provides good service, it will indirectly affect consumer repurchase intention at the Ibu Imas Restaurant. and vice versa if the service provided is not good then the intention to repurchase will also decrease. With

more and more buying interest, the income of Bu Imas Restaurant will increase. Service quality is the ability to control the excellence of how to serve and fulfill customer desires. Because consumers have different attitudes and behaviors, a seller needs to understand the right way to treat a customer, with one of the keys being communication. In this case, the seller's communication skills are also very necessary. Seller communication is a process of transferring, understanding and understanding information about the product to the buyer in the hope that the buyer is able to interpret it according to the intended purpose d. This research is supported by research conducted by Lestari & Novitaningtyas (2021).

In theory, consumers will decide to buy a product based on certain considerations. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefit is greater than the sacrifice to get it, then the urge to buy it is higher so that repurchase interest will arise. So repurchase intention is basically customer behavior in which customers respond positively to the location, price and service quality of a company and intend to re-consume the company's products. If the customer is satisfied with the location, price and service provided, the chances of the consumer returning to the place of business will be even greater.

4. CONCLUSION

The following are the conclusions that may be drawn after taking into account the findings of the research that has been carried out and the information that has been gathered: Location has a positive and large influence on the repurchase intention of consumers; Price also has a positive and major influence on the repurchase intention of consumers (also referred to as customers); In conclusion, the quality of the service has a favorable and noticeable impact on the likelihood of a customer making a repeat purchase. At Bu Imas Restaurant in Bandung, the repurchase intention of customers is significantly impacted not only by location and price but also by the quality of the service they receive.

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