


Implementation Of Prices And Locations Perfume Product Purchase Decisions Non Alcohol At Cats Businesses Perfume In The Medan

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Article Info	ABSTRACT
Keywords: Price, Location, Purchase Decision	This research aims to determine the influence of price and location on purchasing decisions at Katis Perfume in Medan. The sampling technique used is Accidental Sampling. Based on the specified criteria, this research used a sample of 80 respondents. The research results show that partially the price variable has a significant effect on the purchasing decision variable, and the location variable has a significant effect on the purchasing decision variable. This means that the factors that influence consumer purchasing decisions for Katis Perfume products are because the price is affordable and the location is easy to reach. The variable price and location on consumer purchasing decisions at Katis Perfume is 61%, while the remaining 39% is influenced by other factors provided by other variables not analyzed in this research, for example product and promotion.
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INTRODUCTION

Very rapidly and undergoing continuous metamorphosis. One example of this change is in terms of changes in technology and lifestyle, which cannot be separated from the influence of globalization that is currently occurring. In this era of globalization, the number of brands and products competing in the market has become very large so that consumers have a variety of choices and alternative products and services that can meet their needs and have the right to choose according to what consumers want. Every business actor in every business category is required to be sensitive to every change that occurs.

Perfume is a cosmetic product that is widely used among people from children to adults. Perfume is a product that is familiar in everyday life. Moreover, currently the perfume aromas offered are varied, both for men, women, or both (Jailani & Patrie, 2019). The habit of using perfume will become a lifestyle that is widely practiced among people. The perfume used is able to provide freshness to consumers who use it. Apart from that, it can also give us confidence. Most people use perfume to block and remove body odor (Hakim et al., 2022). Perfumes are expensive and often have irrational considerations, price is an important factor in selling a product or service to win competition in marketing the product and is able to improve the product somewhat to avoid consumer dissatisfaction so that it is easy to compete with other companies, therefore Prices must be determined according to the needs of several groups of

society. Perfume consists of two types, namely alcoholic perfume and non-alcoholic perfume. Alcoholic perfume is a perfume that is formulated and adds a few percent to the liquid perfume, while non-alcoholic perfume is a perfume that uses natural ingredients without a mixture of alcohol in the application of the perfume. What is discussed in this research is the non-alcoholic type of perfume which is the choice of certain groups, namely katis. Perfume. This type of perfume can be a consumer choice as a product that consumers are interested in, of course because of the influence of price and location on purchasing decisions that are taken into consideration by consumers.

Price is one of the determinants of a company's success because price determines how much a company profits from selling its products, whether in the form of goods or services. Setting prices too high will cause sales to decline (Marpaung et al., 2021). The prices listed in the Katis perfume shop are adjusted to the size of the bottle with various types of bottles and the price for the composition adjusts to the basic composition of the shop and if the consumer wants more seeds the price automatically increases from the initial price according to the size of the bottle and the aroma according to consumer demand. For bottle prices listed at the Katis Perfume shop, 35 ml is priced at IDR 50,000, 50 ml is priced at IDR 65,000, 55 ml is priced at IDR 70,000, 60 ml is priced at IDR 75,000 and the 100 ml bottle is priced at IDR 120,000 , the refill price is adjusted to the price of seeds per ml at a price of IDR 3000 - IDR 4000 or bottle size according to consumer demand..

Location is a place where a business is run so that it can be easily marketed to consumers, and the location of the shop is easily accessible to consumers, because the area is close to the main road and the Muhammadiyah University of North Sumatra and offices and industrial areas and the location of the shop is full of busy motorbike riders. How to get there and travel time from location to destination. In the right location, a shop outlet will be more successful than other outlets that are less strategically located. Important elements that can be used as determinants for the development or initial placement of location selection in areas that are busy with residents and immigrants, such as in urban areas, as well as the ease of reaching the location and how long it takes visitors to get to the location (Febriansyah, 2023). Consumers when making purchasing decisions always consider things related to the quality and product to be purchased. At that time the consumer will make a purchasing decision. Consumers who feel that the product can fulfill their needs will then make a decision to purchase the product.

Purchasing decisions are one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups and organizations choose, buy, use and how goods or services satisfy their needs and desires (Ernawati, 2021). In entering the purchasing decision stage, consumers have previously been faced with several alternative choices, so that at this stage consumers will take action to decide to buy the product based on the choices determined. Currently, consumers' perception of an expensive product is that the quality is definitely good, but in reality consumers will choose a product that has a brand image of the product. then there are four indicators of purchasing decisions, namely: stability of a product, habits in purchasing products, giving recommendations to other people, making repeat purchases (Martianto et al., 2023).

METHODS

Place and time of research

This research was conducted at Katis Perfume which is located on Jalan Al Falah Raya No 23

A Glugur Darat 1 Medan Timur, North Sumatra. This research was carried out from March 2024 to June 2024 which can be seen from the table below:

Data Types and Sources

a. Primary data

Data obtained directly from the research location through interviews with informants related to the research problem and also through direct observation of the research object.

b. Secondary data

Secondary data is data that the author obtained from the research site in the form or information obtained in this research activity which is included in the data category with secondary sources, namely data or information obtained from literature or data or information. obtained from the media, both print media and electronic media, which can or can provide support for the research activities carried out.

Method of collecting data

The technique applied at the information gathering stage to obtain a collection of data from respondents depends on the research environment. In this study, data was collected through:

1. Observation

Observation is the systematic observation and recording of observed symptoms. Data collection in this research was carried out by direct observation and as a researcher who positioned himself as an observer (recognized outsider) so that the researcher's interaction with the research subjects was limited. By making observations, the researcher records what is seen and replaces it with written documents to provide a complete picture of the object to be studied.

2. Interview

An interview is an activity to obtain information directly and the implementation of the interview is freer. The purpose of semi-structured interviews is to find problems more openly and the interviewees are asked for their opinions (Romadhon & Nawawi, 2022).

3. Questionnaire

A questionnaire is an information gathering technique that allows analysis to study the attitudes, beliefs, behavior and characteristics of several key people in the organization, which are usually influenced by the proposed system or existing systems. There are two types of questionnaires in data collection, namely closed questionnaires and open questionnaires. This research used a closed questionnaire, namely a questionnaire in the form of questions given to respondents in multiple choice form.

4. Documentation

Documentation is a systematic process in the process of collecting, researching, retrieving, using and providing documents with the aim of obtaining information, evidence and knowledge and information that can support research (Salsa Sabila, 2019).

Population and Sample

Population

Population is a comprehensive total which has subjects and objects that have limited

characteristics determined by researchers in an area. In this research, the population is all consumers who purchase perfume products at the Katis Perfume shop (Nasution, 2022)

Population is the entire research unit or unit of analysis whose characteristics will be investigated or studied and can be divided into two sampling populations and target populations. So in this study the research population is buyers of Katis Perfume products. The population in this study were 100 Katis Perfume consumer respondents in Medan.

Sample

The sample is part of the whole and the characteristics of the population in the research being applied. Researchers in this study determined the sample using the incidental sampling method, where the sample determination technique was based on the number of respondents using perfume. The sampling technique used is Accidental Sampling. The sample in this study was 80 Katis Perfume consumer respondents in Medan.

$$n = \frac{N}{1 + N (E)^2}$$

Where :

n = Number of Samples

N = Total Population

e = Error Rate (Standard Error 5%)

Then the number of samples obtained is:

$$\begin{aligned} n &= \frac{100}{1 + 100 (0,05)^2} \\ n &= \frac{100}{1+100 (0,0025)} \\ n &= \frac{100}{1+0,25} \\ n &= \frac{100}{1,25} \\ n &= 80 \end{aligned}$$

Operational Definition and Measurement of Research Variables

Operational definition

Operational is where the variables of a factor are related to other factors and their value can be measured. This operational definition consists of two variables studied, namely the independent variable and the dependent variable. Meanwhile, the explanation of the operational definition of variables for each variable is as follows. The operational definition in this research consists of two variables, namely:

1. Independent (free) variables are variables that influence the dependent variable. In this research, the variables are price and location.
2. The dependent (bound) variable is a variable that is influenced by the independent variable. If it is increased or decreased, it will affect the dependent variable, namely purchasing decisions.

Tabel 3.5.1: Operational definition

No	Variable	Variable Definition	Indicator	Skala
1	Price (X1)	Price is the amount of money consumers spend to get products and services.	1. Affordability 2. Match between price and quality 3. Price Competition 4. Price matches quantity	Likert
2	Location (X2)	Price is the amount of money consumers spend to get products and services.	1. Location affordability 2. Smooth access to the location 3. Proximity of location	Likert
3	Purchase Decision (Y)	Location is the place where a business or business activity is carried out. Important factors in developing a business are the location of the location in urban areas, the method of reaching it and the travel time from the location to the destination. Good location factors are relative for each type of business different.	1. Product purchases 2. Brand purchases 3. Selection of purchasing channels 4. Determining the time of purchase 5. Quantity	Likert

Research Variable Measurement Scale

The scale used in this research is the Likert scale. The Likert scale is used to measure attitudes, opinions of a person or group of people about social phenomena. So what is measured is translated into variable indicators. Then these indicators are used as benchmarks to measure instrument items which can be in the form of questions. (Sugiono, 2019). A Likert-shaped measurement scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena.

Tabel 3.5.2: Research Variable Measurement Scale

Skala	Likert
5	Strongly agree (SS)
4	Agree (S)
3	Don't agree (KS)
2	Don't agree (TS)
1	Strongly Disagree (STS)

Data analysis method

Data analysis is a technique that can be used to manage research results to obtain a conclusion. The data analysis method used for this research is the multiple linear regression method.

1. Multiple Linear Regression Analysis

Data analysis is an activity after data from all respondents or other sources has been collected. In this research, the data analysis techniques used are as follows:

2. Descriptive data analysis techniques

Descriptive data analysis techniques are analytical techniques used to analyze data by describing or illustrating the data that has been collected as is without any intention of making generalizations from the research results. Included in descriptive statistical data analysis techniques include presenting data in the form of graphs, tables, percentages, frequencies, charts, graphs, mean, mode, etc.

3. Using SPSS 25 Software

The analysis used in this research is multiple linear analysis using the SPSS 25 program to obtain calculation results from the various methods used and can analyze the formulation of research problems.

Validity and Reliability Test

Validity test

According to (Sugiono, 2019) the validity test evaluates the accuracy of the data collected by researchers by comparing it with data that actually occurs on the research object. The purpose of the validity test is to find out whether a questionnaire is able to accurately measure what it wants to measure. A questionnaire is considered valid if the statements contained in it are able to obtain responses that accurately reflect the desired measurement.

Validity shows the extent to which a measuring instrument is able to measure what it wants to measure. Meanwhile, to determine whether the score of each statement item is reliable or not, the following statistical criteria are determined:

1. If $r_{\text{count}} > r_{\text{table}}$ and is positive, then the statement can be declared valid.
2. If $r_{\text{count}} < r_{\text{table}}$ then the question can be declared invalid.

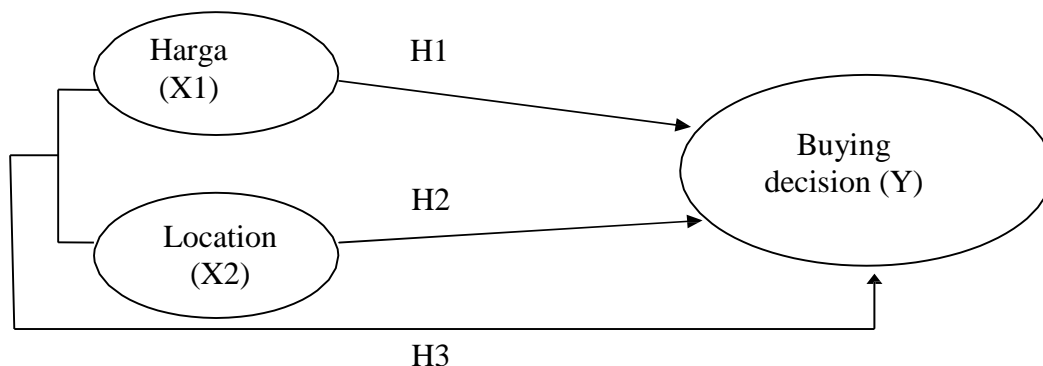
The criterion used to determine validity is whether the calculated r is greater than the table r at a significance level of 5%. If the calculated r is smaller than the table r , then the measuring instrument fails to meet the validity criteria.

Reliability Test

According to (Sugiono, 2019) reliability tests are used to determine whether an instrument can be used repeatedly. This means that reliability provides consistency of a measuring instrument in measuring the same object. In this study, the researcher tested reliability with a single measurement, where the measurement was only carried out once, and then the results would be compared between the approach to the questions and the answers made. A variable is said to be reliable if it has a Cronbach Alpha value > 0.60 . Statement items that have been declared valid will have their reliability determined using the following criteria:

1. If the Cronbach Alpha value is $>$ critical value 0.60 then the statement is reliable.
2. If the Cronbach Alpha value is $<$ critical value 0.60 then the statement is not reliable.

Framework of thinking



Hypothesis

A hypothesis is a temporary answer to a research question. Hypothesis of this research contains statements regarding the relationship or influence, either positive or negative, between two or more variables. The research hypothesis regarding the formulation of this research problem is as follows:

H1: Price influences purchasing decisions in the perfume business.

H2: Location influences purchasing decisions in the perfume business.

H3: Products influence purchasing decisions in the perfume business.

Hypothesis test

Partial Test (t test)

This test aims to determine the magnitude of the influence of each independent variable partially (one by one) on the dependent variable.

$$t = \frac{r \sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t: Significant value (calculated t) compared with t table

r : Correlation coefficient

n : Number of samples

The results of the test criteria are as follows:

1. Ho is accepted if t count < t table is significant > 0.05 then it is stated that there is no implementation of price and location on purchasing decisions for non-alcoholic perfume products at the Katis Perfume business in Medan.
2. Ha is accepted if t count > t table at significant < 0.05 then it is stated that there is an implementation of price and location in the decision to purchase non-alcoholic perfume products at the Katis Perfume business in Medan.

Simultaneous Test

In this research, the F test is used to determine the significant level of influence of the independent variables together (simultaneously) on the dependent variable.

$$F = \frac{R^2 / (n-1)}{(1-R^2) / (n-k)}$$

Information:

R²: Coefficient of determination

N: Number of data

K: Number of independent variables

The basis for decision making is to use significance probability figures, namely:

1. If F count < F table then H₀ is accepted and H_a is rejected
2. If F count > F table then H₀ is rejected and H_a is accepted.

Coefficient of Determination (R²)

The coefficient of determination measures the amount of variation in the independent variable explaining the dependent variable. The greater the coefficient of determination, the better the independent variable is in explaining

RESULTS AND DISCUSSION

Brief History of Research Objects

Founded in Medan in 2017, Mr. Aguslan and Mrs. Fitri are the owners of Katis Perfume, the name Katis comes from the name of his first child, namely Kati, then added s to the surname Simanjuntak and finally Kati Perfume has become Katis Perfume. The Katis Perfume shop has 3 branch outlets, namely in Umsu, Tualan and Krakatau Edge, Katis Perfume has 6 members in each shop consisting of 2 Perfume members. It has a history of noble and fragrant perfumes since the beginning of recorded history. The word itself comes from Latin and comes from the words "per" which means "through" and "fumun" which means "smoke". Perfume was originally intended to imitate the delicious aroma of nature. Natural oils were extracted from plants and were the main components of ancient world perfumes. The oil is extracted, pressed, steamed and then burned to scent the surrounding air.

Perfume has been known for thousands of years - the word "perfume" comes from the Latin per fume meaning "through smoke". One of the oldest uses of perfume is in the form of burning incense and aromatic herbs used in religious services. Usually used for aromatic gums, frankincense and myrrh are collected from trees. The Egyptians were the first to incorporate perfume into their culture followed by the ancient Chinese, Hindus, Israelites, Arab Carthaginians, Greeks, and Romans. The earliest use of perfume bottles was in Egypt around 1000 BC. Egyptians invented glass and perfume bottles were one of the first common uses for glass.

Perfume or perfume, which is a form of lifestyle product, has become part of one's appearance that can support a person's self-confidence. Perfume is sold at various prices, ranging from low quality at cheap prices to high quality perfume at expensive prices. Not only that, currently the perfume aromas offered on the market are very diverse, whether

specifically for women, men or unisex. Because perfume is considered to be one of the things that supports a person's appearance in order to appear perfect, consumers often feel the need to buy perfume at expensive prices and often have irrational considerations.

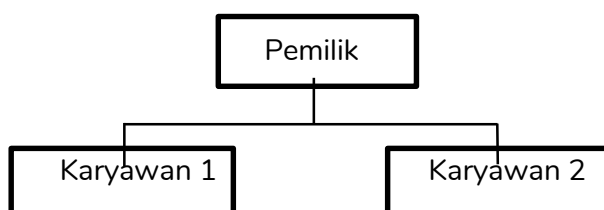
Katis Perfume logo

A logo is an image with a certain meaning, and represents a meaning for a company, region, organization, product, country, institution, and other things that require something short and easy to remember as a substitute for the actual name.



Figure 4.1.2. Katis Perfume logo

Organizational structure



Vision and mission of the company

1. Vision

Making Bro-Sis Perfume a refill perfume that is popular among the public, especially young people.

2. Mission

- a. Providing unique and exclusive quality perfume products
- b. Continuously innovate perfume products.
- c. Committed to always meeting customer needs and desires.
- d. Making all consumers like friends

Respondent Characteristics

Based on the results of a questionnaire distributed to 80 respondents, namely 80 Katis Perfume customers from the last few months. A description of the characteristics of respondents based on age and gender was obtained.

Table 4.1.5: Characteristics of Respondents Based on Gender

No	Gender	Amount
1	Man	38
2	Woman	42
Total		80

The table above shows that the 80 respondents were dominated by women, with 42 people, while the number of male respondents was 38, indicating that the majority of respondents in this study were women.

Tabel 4.1.5: Karakteristik Responden Berdasarkan Usia

No	Age	Amount
1	15-20 year	11
2	20-30 year	61
3	30-45 year	8
	Total	80

The table above shows that the percentage of respondents aged 15-20 years in this study was 11 people, while respondents aged 20-30 years in this study were 61 people. And for respondents aged 30-45 years in this study there were 8 people. Those who dominate in this research are those aged 20 to 30 years.

Recapitulation of Respondents' Answers

Table 4.1.6: Recapitulation of Respondents' Answers Variable X1

No	Statement	SS		S		KS		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	The price of products at katis perfume is affordable for all people	38	48%	38	48%	4	4%	0	0%	0	0%	80
2	The price and quality of dikatis perfume products are in accordance with what is offered	36	45%	40	50%	4	5%	0	0%	0	0%	80
3	Prices at katis perfume are cheaper than other perfume products	27	34%	45	56%	6	8%	1	1%	1	1%	80
4	The price of non-alcoholic perfume products is in accordance with the perceived benefits	36	45%	36	45%	0	0%	8	10%	0	0%	80
5	The price of non-alcoholic perfume is too expensive	26	32%	27	34%	21	26%	6	8%	0	0%	80
	Rata-rata		41%		47%		9%		4%		0%	

In the table above, it can be seen that those who answered on average agreed as much as 47%, who answered on average strongly agreed as much as 41%, this shows that the price is in accordance with consumer needs, the price is able to compete with other perfume stores. While respondents who answered on average disagreed as much as 9%, who answered on average disagreed as much as 4%, and who answered strongly disagree as much as 0%, this shows that Katis Perfume is widely known and able to provide every consumer need.

Table 4.1.6: Recapitulation of Respondents' Answers Variable X2

No	Statement	SS		S		KS		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	Katis perfume shop location is easy to reach	38	48%	38	48%	4	4%	0	0%	0	0%	80
2	Access to katis perfume is very easy	36	45%	40	50%	4	5%	0	0%	0	0%	80
3	Katis perfume shop is located in a very strategic area	27	34%	45	56%	6	8%	1	1%	1	1%	80
4	Katis perfume shop close to the centre	36	45%	36	45%	0	0%	8	10%	0	0%	80
5	Katis perfume shop is easy to reach by private vehicle or public transportation	26	32%	27	34%	21	26%	6	8%	0	0%	80
Rata-rata		39%		55%		1%		5%		0%		

In the table above, it can be seen that those who answered very on average agreed as much as 55%, and those who answered on average strongly agreed as much as 39%, this shows that Location is very easy to access with the desired results. While respondents who answered on average disagreed as much as 1%, who answered disapprove as much as 5% and who answered on average strongly disagreed as much as 0%, this shows that the price and location are very affordable.

Table 4.1.6: Recapitulation of Respondents' Answers to Variable Y

No	Statement	SS		S		KS		TS		STS		Jlh
		F	%	F	%	F	%	F	%	F	%	
1	I bought dikatis perfume because it suits my needs	33	41%	45	56%	0	0%	2	3%	0	0%	80
2	I bought dikatis perfume because of the many variations of fragrances	33	41%	42	53%	0	0%	5	6%	0	0%	80
3	I bought it at katis perfume because it was invited by my friend	24	30%	46	58%	4	5%	6	7%	0	0%	80
4	I bought dikatis perfume because it has many variations of fragrance types	31	39%	48	60%	0	0%	1	1%	0	0%	80
5	I bought dikatis perfume in a month more than 1 time	27	34%	49	62%	2	2%	2	2%	0	0%	80
Rata-rata		37%		58%		1%		4%		0%		

In the table above, it can be seen that those who answered on average agreed as much as 58%, and those who answered on average strongly agreed as much as 37%, this shows that choosing Katis perfume is very satisfying. While respondents who answered on average disagreed as much as 1%, who answered on average disagreed as much as 4%, and who answered on average strongly disagreed as much as 0%, this shows that katis perfume is highly recommended by consumers.

Validity and Reliability Test Results

Validity Test

Table 4.1.7: Recapitulation of Respondents' Answers to Price Variables

Variable X	r_{hitung}	r_{tabel} 5% (80)	Sig	Information
X1.1	0,681	0,219	0,000	Valid
X1.2	0,643	0,219	0,000	Valid
X1.3	0,709	0,219	0,000	Valid
X1.4	0,638	0,219	0,000	Valid
X1.5	0,732	0,219	0,000	Valid

Table 4.1.7: Rekapitulasi Respondents' Answers Location Variable

Variable X	r_{hitung}	r_{tabel} 5% (80)	Sig	Information
X2.1	0,772	0,219	0,000	Valid
X2.2	0,833	0,219	0,000	Valid
X2.3	0,750	0,219	0,000	Valid
X2.4	0,727	0,219	0,000	Valid
X2.5	0,768	0,219	0,000	Valid

Table 4.1.7: Recapitulation of Answers Respondents Purchasing Decision Variables

Variable Y	r_{hitung}	r_{tabel} 5% (80)	Sig	Information
Y1	0,808	0,219	0,000	Valid
Y2	0,764	0,219	0,000	Valid
Y3	0,749	0,219	0,000	Valid
Y4	0,814	0,219	0,000	Valid
Y5	0,726	0,219	0,000	Valid

From the results of validity testing in the three tables above, it can be seen that all statement items have a validity coefficient greater than r_{tabel} 0.60. So that these items are suitable to be used as measuring instruments in research.

Reliability Test

Table 4.1.7: Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.679	5

Based on the table above, it is known that *cronbach alpha* 0.679 > 0.50. So as the basis for decision making in the r test can be concluded that the instrument is reliable.

Table 4.1.7: Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.827	5

Based on the table above, it is known that *cronbach alpha* 0.827 > 0.50. So as the basis

for decision making in the r test can be concluded that the instrument is reliable.

Table 4.1.7: Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.820	5

Based on the table above, it is known that *cronbach alpha* $0.820 > 0.50$. So as the basis for decision making in the r test can be concluded that the instrument is reliable.

Multiple Linear Regression Test Results

This test was conducted to determine the effect of Price and Location on Purchasing Decisions at Katis Perfume Business in Medan. The following is a table of multiple linear regression test results on each variable, namely:

Table 4.1.8: Multiple Linear Regression Test Table

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.268	1.569		2.720	.008
TOTAL_X1	.424	.093	.442	4.544	.000
TOTAL_X2	.384	.091	.409	4.205	.000

a. Dependent Variable: TOTAL_Y

Based on the test results above, the multiple linear regression equation is obtained as follows:

$$Y = 4.268 + 0,424X_1 + 0,384X_2$$

In the multiple linear regression model, the value of the purchase decision constant is 4.268, meaning that if the value of the independent variable Price and Location is 0, then the dependent variable Purchase Decision value is 4.268. The regression coefficient of each independent variable is positive, meaning that the Purchase Decision on Katis Perfume can be influenced by Price and Location.

Hypothesis Testing

Partial Test (Test t)

Table 4.1.9: Partial Test Table (Test t)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.268	1.569		2.720	.008
TOTAL_X1	.424	.093	.442	4.544	.000
TOTAL_X2	.384	.091	.409	4.205	.000

b. Dependent Variable: TOTAL_Y

From the table above, it can be known that the calculated value for the Price variable is $4.544 > \text{the table is } 0.677$ and a significant value of $0.000 < \alpha (0.05)$ can be said partially, the Price variable has an effect and is significant on the Purchase Decision variable.

From the table above, it can be known that the calculated value for the Location variable is

4.205 > ttable, which is 0.677 and a significant value of 0.000 < alpha (0.05) can be said partially, the Location variable has an effect and is significant on the Purchase Decision variable.

Simultaneous Test (Test F)

Table 4.1.9: Simultaneous Test Table (Test F)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326.397	2	163.199	60.313	.000 ^b
	Residual	208.353	77	2.706		
	Total	534.750	79			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Based on the table above, it is known that the value of Fcalculate 60,313 > Ftable 3.12. So as the basis for decision making in the F test can be concluded that H0 is accepted or in other words variable X simultaneously affects variable Y.

Test Coefficient of Determination (R2)

Table 4.1.9: Test Table of Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.610	.600	1.645

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Based on the table above, it is known that the value of the coefficient of determination R square is 0.610. The R square value of 0.610 is derived from the square of the value of the correlation coefficient or "R" which is 0.781 x 0.781. The magnitude of the coefficient of determination (R square) is 0.610 or equal to 61%. This number means that variable X simultaneously (together) affects variable Y by 61%. While the rest (100% - 61% = 39%) are influenced by other variables outside this regression equation or variables that are not studied.

CONCLUSION

Based on the formulation of the problem in this study, it can be concluded that there is an influence of price and location on purchasing decisions in Katis Perfume's business. Based on the data that has been collected and tests that have been carried out using the multiple linear regression method, the following conclusions can be drawn: From the results of testing the research hypothesis, there is a partial positive and significant influence between price and purchase decisions in the Katis Perfume business. This is evidenced by the value in the t-test results which show tcount 4,544 > ttable 0.677 and sig. 0,000 < α 0,05. So that the H1 hypothesis which states "The Effect of Price on Purchasing Decisions in Katis Perfume Business" can be stated based on the assumptions of the previous hypothesis. From the results of testing the research hypothesis, there is a partial positive and significant influence between locations on purchasing decisions in the Katis Perfume business. This is evidenced by the value on the t-test results which shows tcount 4.205 > ttable 0.677 and sig. 0,000 < α 0,05. So that it can be stated that the H1 hypothesis which states "The Effect of Locassion on Purchasing

Decisions in Katis Perfume Business" is accepted based on the assumptions of the previous hypothesis. Based on the results of previous research, the author realizes that there are still many limitations and errors that exist in this study. For manufacturers. It is expected that this research can provide input and policies in an effort to attract consumer purchasing decisions while still paying attention to the price and location of the product. For Academics and Readers It is expected to expand the research by considering other variables that influence purchasing decisions such as products, promotions, and others. For the Next Researcher It is hoped that in the future it can be used as a source of data and reference for research and further research based on more complete and broader information.

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