The Influence of Location and Price on Traders' Decision Making in Renting a Kiosk at Ya'ahowu Market, Gunungsitoli City

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Abstract

This study aims to analyzeThe influence of location and price on traders' decision making in renting kiosks in the Ya'ahowu market in Gunungsitoli city. The main objective of this study was to determine whether there was a significant influence of promotion on decision making, the influence of price on decision making, and the simultaneous influence of location and price on traders' decision making. Based on the results of the determination coefficient test, the R Square value of 0.718 or 71.8% indicates that the Location variable (X1) has a strong influence on decision making (Y). In addition, the Adjusted R Square value of 0.674 indicates that the Location and Price variables (X2) together influence decision making by 67.4%. The results of the F test with a significance value of 0.000 <0.05 and a calculated F value of 80.047> 244, indicate that H3 is accepted, which means that there is a significant influence of the location and price variables on decision making.

Keywords: Location, Price and Decision Making.

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1. Introduction

The market is an important component in helping people obtain the necessary needs. The existence of the market in the midst of society has become a container between sellers and buyers in the process of interaction between demand and supply to determine the price of goods or services. According to Santoso (2017) the market is a place to buy and sell goods with more than one seller, both referred to as traditional market shopping centers, shops, malls, plazas, trade centers or other names.

The need for extensive consumer services has very large implications for investment prospects in general and the sustainability of consumer services in general, in this case the general public, especially in terms of the sustainability of the dynamics of the wider community's economic life. The local government as a regulator has begun to improve services, both in the form of building construction to facilitate people who want to shop or who will rent kiosks to sell. Several variables that must be considered as references for market center policies that will be developed based on location, prices that will be applied in determining kiosk prices and also facilities that will be provided to support purchasing decisions or renting by the community.

Before a person or group of people decide to rent a kiosk where they will build a business, they will also consider the location of the business.Therefore, choosing the right location and the right rental price are two main factors in making this decision. A strategic location and being in the middle of a busy community influences the decision to rent a kiosk.

Determining the price of goods or services is not only about stating the price but also considering the profit obtained for each purchase of goods or services offered. According to Mowen and Moner in Bekti Setiawati (quoted by Septhani, 2011), price is the most important attribute evaluated by consumers, so company managers need to be truly aware of this role in determining consumer attitudes, situations and products.

Consumers expect there to be a match between the price and the quality of the kiosk they receive. According to Widoyo (quoted by Septhani, 2011) that the product quality factor is also no less important because product quality is also a determining factor in the level of satisfaction obtained by consumers after assessing and using a product.

One of the main causes of the decline in kiosk rental rates is the lack of effectiveness of the promotional strategy implemented so that it is greatly influenced by the level of tenant decision making. According to Kotler and Keller (2016), innovative and relevant promotional strategies can increase awareness of potential traders towards business opportunities in traditional markets, as well as create loyalty to old tenants.

2. Method

In this study, the author will use a quantitative research type. The researcher uses a quantitative research type because the researcher wants to obtain data that is...measured and analyzed statistically related to the Influence of Location and Price on the decision of kiosk tenants in the yaahowu market. With a quantitative approach, researchers can collect measurable data more easily and then conduct statistical analysis to draw strong conclusions.

3. Results And Discussion

Overview of Yaahowu Market, Gunungsitoli City

Respondents in this study are customers or consumers who have interacted with products or services from our company within a certain period of time. Respondents consist of individuals with various demographic backgrounds, including age, gender, education level, and employment status.

Respondent Identity Based on Age

Respondent identity based on age is an important part of survey or research analysis because age can influence an individual's views, needs, and preferences.

Table 1. Respondent Identity Based on Age

NO	Respondent Age	Frequency	Percentage (%)
1	18 - 24 years	15	24%
2	24 - 34 years	16	25%
3	35 - 44 years	16	25%
4	45- 54 years old	10	16%
5	55 years	6	10%
	AMOUNT	**63**	**100%**

Respondents by Gender

In this study, the distribution of respondents by gender shows that there is significant variation in gender composition. Of the total 63 respondents, 24 people or 38.10% were male, while 39 people or 61.190% were female.

Table 2. List of Respondents by Gender

NO	GENDER	AMOUNT	PERCENTAGE
1	Man	24	38.10%
2	Woman	39	61.90%
	AMOUNT	**63**	**100.00%**

Based on Based on Education

Of the total 63 respondents, most have a high school education background with a total of 26 or 41.27%, D-3 with a total of 20 people or 31.75%. S-1 education follows with 17 people or 27% of the total respondents.

Table 3. List of Respondents Based on Education

No	Education	Amount	Percentage %
1	S-1	17 People	27.0%
2	D-3	20 People	31.75%
3	SENIOR HIGH SCHOOL	26 People	41.27%
Total		**63 People**	**100%**

Instrument Assumption Test

Validity Test

According to Sugiyono (2019: 267), validity testing is the equality of data reported by researchers withIn order to measure validity, the Item-Total Correlation value is compared with the rtable value of 0.244. This comparison value is used to check whether the calculated value (rcount) of*Corrected Item - Total Correlation*biggerfromrtable value (0.244). If the calculated r value is greater than 0.244, then the questions in the questionnaire are considered valid.

Location Validity Test (X1)

To calculate the validity of the variablesLocation, the researcher prepared the results of the questionnaire items with the following table:

Table 4. Validity of location variables

No Item	R.count	R.table	information
1	0.309	0.244	Valid
2	0.594	0.244	Valid
3	0.348	0.244	Valid
4	0, 400	0.244	Valid
5	0.594	0.244	Valid
6	0.594	0.244	Valid
7	0.400	0.244	Valid
8	0.348	0.244	Valid
9	0.594	0.244	Valid
10	0.594	0.244	Valid

Based on the table, it is known that all statements used in the questionnaire which has been distributed to all respondents totaling 63 people and the questionnaire has been returned intact and complete, and specifically for the variablepricedeclared valid

Decision Making Validity Test (Y)

To calculate the validity of the decision-making variables, the researcher prepared the results of the questionnaire items with the following table:

Table 5. Validity of VariablesDecision-making

No Item	R.count	R.table	information
1	0.445	0.244	Valid
2	0.624	0.244	Valid
3	0.401	0.244	Valid
4	0.361	0.244	Valid
5	0.713	0.244	Valid
6	0.574	0.244	Valid
7	0.814	0.244	Valid
8	0.297	0.244	Valid
9	0.666	0.244	Valid
10	0.774	0.244	Valid

Based on the table, it is known that the variablesdecision-makingdeclared valid, because all question items have a Pearson Correlation value (r count) greater than r table (0.244).

Classical Assumption Test

Normality Test

In this study, data normality was tested using software*SPSS for Windows*. The normality test used is the Kolmogorov-Smirnov test. The criteria used are significance for two-sided tests. If the calculation result is greater than 0.05, then it can be concluded that the data is normally distributed.

According to Ghozali (2017:160), the normality test was conducted with the aim of determining whether each variable is normally distributed or not, the Kolmogorov-Smirnov statistical test was carried out. In this study, the researcher used the Kolmogorov-Smirnov normality test method.

TABLE 6. NORMALITY TEST WITH TESTKOLMOGOROV SMIRNOV

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		63
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.73882783
Most Extreme Differences	Absolute	.066

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	Positive	.066
	Negative	-.048
Test Statistics		.066
Asymp. Sig. (2-tailed)		.200c,d

Based on the results of the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.200. In the Kolmogorov-Smirnov test, a significance value greater than 0.05 indicates that the data is not significantly different from the normal distribution. With a significance value of 0.200, which is greater than 0.05, it can be concluded that there is insufficient evidence to reject the null hypothesis.

TestMulticollinearity

To test multicollinearity, use*Variance Inflation Factor* (VIF) and Tolerance guidelines for a regression that is free from multicollinearity is to have a tolerance number > 0.1, the VIF limit is 10, if the VIF value is below 10 then there are no symptoms of multicollinearity. This test uses SPSS Statistics 26.

Table 7. Multicollinearity Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2.944	2,702		-1,089	.280		
	Location (X1)	.255	.074	.255	3.442	.001	.831	1.204
	Price (x2)	.774	.080	.716	9,681	.000	.831	1.204

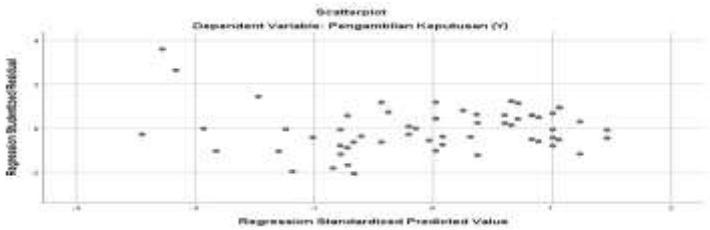
a. Dependent Variable: Decision Making (Y)

Based on the results of the Multicollinearity Test in Table 4.12, it can be seen that tolerance 1 means > 0.1 and VIF 1 means < 10, thus it can be concluded that the regression model equation does not experience multicollinearity. Which means there is no correlation between the independent variables so that it can be used for further analysis.

Heteroscedasticity

According to Ghozali(2017: 47), heteroscedasticity means that there are different variants of variables in the regression model.

Figure 8. Heteroscedasticity test results



Based on the image above, we can conclude that the points in the image above are spread out at each point 0, so it can be concluded that there is noheteroscedasticity

Multiple Linear Test

Sugiyono (2019) stated that multiple linear regression analysis is a regression that has one dependent variable and two or more independent variables. This analysis is used to determine the magnitude of the influence of the independent variables.

Table 9. Multiple Linear Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,944	2,702		-1,089	.280
	Location (x1)	.255	.074	.255	3.442	.001
	Price (x2)	.774	.080	.716	9,681	.000

a. Dependent Variable: Decision Making (Y)

Based on the table above, it can be concluded that:

Y = a+b1, x1 +b2. X2

= 2.944+0.255 + 0.744

The interpretation is:

The value of a of 2.944 is a constant or condition when the Retention variable has not been influenced by other variables, namely the Location variable (x1) and the Price variable (X2). If there is no independent variable, the decision-making variable does not change.

-b1 (linear regression value x1) of 0.255, indicates that the Location variable has a positive influence on decision making, which means that every 1 unit increase in the Retention variable will affect decision making by 0.255, assuming that other variables are not examined in this study.

-b2 (Linear Regression Value x2) of 0.744 indicates that the Price variable has a positive influence on decision making, meaning that every 1 unit increase in the Price variable will affect decision making by 0.744, assuming that other variables were not examined in this study.

Determination Test

InThis study uses adjusted R square, where for every additional independent variable, R2 will definitely increase.increase

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Table 10. Determination Test Results

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853a	.727	.718	2,784

a. Predictors: (Constant), Price (x2), Location (x1)

b. Dependent Variable: Decision Making (Y

Based on table above, the Adjusted R Square value (determination coefficient) is 0.718, which means that the influence of the independent variables Variable x1 Location and variable Price X2 on Variable Y in decision making is 72.7%, and the remaining 27.3% is influenced by other variables not discussed in this study.

The Influence of Location on Decision Making (variable Y)

Table 11. Variable X1 against variable Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549a	.302	.290	4.420

a. Predictors: (Constant), Location X1

It is known that the R Square value is 0.302 or 30.2% which shows that the Location variable or X1 has a strong influence on decision making or Y of 0.302 or 30.2%.

The Influence of Price on Decision Making (variable Y)

Table 12. Variable X2 against variable Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821a	.674	.668	3.022

a. Predictors: (Constant), price X2

It is known that the R Square value is 0.674 or 67.4% which shows that the price variable or X2 has a strong influence on decision making or Y of 0.674 or 67.4%.

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The influence of location and price on decision making

Table 13. T-test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.944	2,702		-1,089	.280
	Location x1	.255	.074	.255	3.442	.001
	Price x2	.774	.080	.716	9,681	.000

a. Dependent Variable: decision making Y

It can be concluded that H1 is accepted, which means that there is an influence between the location variable X1 and decision making Y.

The influence of the price variable x2 on the decision-making variable Y

It is known that the sign value is 0.000 <0.05 and the calculated T value is 9.681>1.670 so it can be concluded that H2 is accepted, which means that there is an influence between the Price variable X2 on decision making Y.

4. Conclusion

Overall, the results of the study show that location (x1) and price (x2) have an effect on decision making (Y) at Yaahowu Market, Gunungsitoli City, as shown in the results of the Hypothesis Test, the R Square value is 0.302 or 30.2%, which indicates that the location variable (x1) has a weak effect on the decision making variable (Y), while the R.Square value for the price variable (x2) on decision making (Y) is 0.674 or 67.4%. Based on the research results, it can be seen that the results of the determination test obtained an Adjusted R Square value (determination coefficient) of 0.727, which means that the influence of the independent variables or Location variables (X1) and price (X2) on decision making (Y) is 72'2%. The results of the study indicate a positive relationship at a high guideline value between Location (X1) and price (X2) on decision making (Y) at the Yaahowu market in Gunungsitoli City, with a correlation coefficient of 0.549 for the correlation of Location (X1) on decision making (Y) and 0.821 for the Price variable (x2) on decision making (Y). This correlation value indicates that Location and price contribute significantly to decision making at the Yaahowu Market in Gunungsitoli City.

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