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The Effect of Price, Quality, Service And Location on Consumer Buying Interest at UD Tasrif Labuhanbatu Selatan

Ivo Sabrina [1]✉, Bayu Eko Broto[2]
[1] Student, Department of Management Universitas Labuhanbatu
[2] Department of Management Universitas Labuhanbatu

Abstract

At UD Tasrif in Perlabian, South Labuhanbatu, we wanted to determine how factors such as price, product quality, service, and location influence customer purchase intention. This study employed an associative research design and quantitative methodology. One hundred respondents were selected using purposive sampling from a population of consumers who had shopped at UD Tasrif. Primary data were obtained through a survey using a Likert scale for measurement. Various data analysis tools were available, including multiple linear regression analysis, t-tests, F-tests, coefficient of determination, validity and reliability tests, and classical assumption tests. Location, price, product quality, and service were found to have a positive and statistically significant correlation with consumer purchase intention. Simultaneously, elements such as location, service, product quality, and price had a positive and strong impact on customer purchase intention. The coefficient of determination results indicated that the independent variables explained 64.7% of the variance in consumer purchase intention.
Keywords: *Price, Product Quality, Service, Location, Purchasing Interest.*

✉ Corresponding author :
Email Address : ivosabrina2020@gmail.com

INTRODUCTION

Competition between companies, particularly in the food sector, is intensifying due to the rapid growth of the corporate world. The need for basic necessities is an integral part of everyday life. Grocery stores offer significant potential and competition because people constantly need rice, cooking oil, sugar, eggs, and many other household necessities. Customers have numerous choices when it comes to where to shop because there are so many companies in the same industry.

To succeed in today's marketplace, companies need to understand more than just what customers want; they need to understand how customers will use those products and when they will purchase them. Consumer purchase intention reveals their tendency to purchase something after considering several factors. A higher probability of a transaction occurs when the likelihood of making a purchase is high. On the other hand, poor purchase intention can affect sales and business continuity. Price is one of the most important considerations for customers. Because it is directly proportional to purchasing power, pricing is a crucial factor for customers, especially when purchasing basic necessities. Stores that provide goods at reasonable prices

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and good quality are more likely to attract customers. Customers are willing to switch to another store if there is a slight price difference.

Product quality is just as important as price in determining whether consumers will make a purchase. Customers will feel more comfortable and satisfied when they purchase food that is clean, edible, not expired, and in good condition. Maintaining high quality can build trust and inspire customers to buy from you again. Conversely, poor quality can damage a company's reputation.

An equally important aspect is salesperson service. Direct communication between salespeople and customers is commonplace in the grocery industry. One way to make shopping more enjoyable is by being helpful, polite, prompt, and honest with customers. Customers are willing to stick with a company even if there are many alternatives in the area if they receive good service.

Business location is another factor that influences purchase intention. Customers are more likely to visit if the location is strategic, easily accessible, close to residential areas, and has a pleasant atmosphere. Customer numbers can increase if a business is strategically located and has good road access.

One company that helps local communities meet their basic food needs is the Tasrif Grocery Trading Company, located in Perlabian, South Labuhanbatu Regency. Competition with similar products is an inevitable part of UD Sembako Tasrif's business activities. Therefore, to design appropriate tactics to increase competitiveness, business managers must study the aspects that most influence customer purchasing interest.

Based on the above, the purpose of this study is to examine the relationship between customer intention to make purchases at the Tasrif Grocery in Perlabian, South Labuhanbatu Regency, and the following factors: price, quality, service, and location. We anticipate that this research will provide insight into customer habits and provide some ideas for how to develop our company in the future.

METHODOLOGY

Types of research

Quantitative research using associative techniques is a category of research. Collecting numerical data for statistical analysis allows quantitative researchers to develop objective and generalizable insights. The goal of associative research is to discover the relationships and impacts of various variables.

This study aims to examine the relationship between the dependent variable (customer purchase intention) and independent variables (price, quality, service, and location) at UD Tasrif.

Data Types and Sources

This study uses primary data collected from UD Tasrif customers in Perlabian, South Labuhan Batu, through a questionnaire. Customer opinions on UD Tasrif's price, quality, service, and location were among the data points collected, along with their intentions to purchase specific products.

To ensure the data collected was up-to-date, accurate, and relevant to the research objectives, questionnaires were sent directly to customers shopping at UD Tasrif. We chose this primary data set because it provides a good overview of how factors such as price, quality, service, and location influence the dependent variable, customer purchase intention .

Population and Sample

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According to Sugiyono (2013), the population in quantitative research is all things or individuals who have certain characteristics related to the research issue. This study examined UD Tasrif customers in Perlabian Village, South Labuhanbatu. Because UD Tasrif's customers are temporary and frequent, the size of this research population is unknown .

The research sample is a segment of the population. A sample is a numerical and demographic representation of the population, according to Sugiyono (2017; 215). Every UD Tasrif customer in the last six months is a sample in this study. The Lemeshow formula calculates the sample size. The Lemeshow formula can calculate the sample size from an unknown population (Riyanto and Putera, 2022). The Lemeshow formula is :

$$n = \frac{Z^2 . P . Q}{d^2}$$

Information:

n = number of samples
Z = Z value at a certain confidence level (95% → 1.96)
P = estimated population proportion (0.5 if unknown)
Q = 1 − P (0.5 if P = 0.5)
d = error rate or margin of error (e.g. 10% → 0.1)

The calculation is as follows:

$$n = \frac{(1{,}96)^2 .0{,}5 .0{,}5}{(0{,}1)^2} = \frac{3{,}8416 .0{,}25}{0{,}01} = 96.04$$

The researchers in this study used a purposive sampling methodology, which involves selecting respondents based on predetermined criteria, along with non-probability sampling. Previous UD Tasrif customers were selected as respondents because of their knowledge and expertise in evaluating prices, products, services, and store locations.

Data collection technique

The primary instrument for data collection in this study was a questionnaire, which allowed for a quantitative approach. To determine how people felt about the products studied in terms of price, quality, service, and location, and whether they planned to purchase them, the researchers used a questionnaire.

To gather information, a survey was sent to customers who had previously dealt with the company being studied. Using a Likert scale with several questions, participants were asked to rate statements developed using the research variable indicators. There were five possible answers for each statement or question **:**

1 = Strongly Disagree (STS)
2 = Disagree (ST)
3 = Neutral (N)
4 = Agree (S)
5 = Strongly Agree (SS)

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Operational Research Variables

A research variable is something that acts as an object or target that can be measured and influences a study. The operational variables in this study are:

1. Price (X_1)
2. Quality (X_2)
3. Service (X_3)
4. Location (X_4)
5. Consumer Purchase Interest (Y)

Data Analysis Techniques

The purpose of validity testing is to determine the reliability and validity of research instruments to measure several variables (Janna & Herianto, 2021).

Reliability testing is a method for evaluating surveys containing construct variables or indicators.

Traditional assumption tests for multicollinearity, heteroscedasticity, autocorrelation, and normality form the basis of this analysis. For reliable and objective analysis results, it is necessary to verify that the regression model meets statistical criteria; this is where classical assumption tests come into play. The suitability of the data for multiple linear regression analysis can be ensured by testing for normality, multicollinearity, and heteroscedasticity.

For datasets with more than two dependent variables, the Multiple Linear Regression approach is used (Alie et al., 2018). Multiple linear regression is a technique that can be used to determine whether two or more independent variables have a substantial partial or simultaneous influence on one dependent variable (Priyatno, 2018).

Research relies heavily on statements such as hypotheses. In general, a hypothesis is simply a working theory that attempts to answer the issues stated in the problem statement. Grammatically, a hypothesis is a weaker statement than a proposition or assertion.

Researchers use the t-test to see whether each independent variable partially influences the dependent variable. Statisticians use the t-test to assess whether two sample means randomly selected from the same population are statistically indistinguishable (Sudjiono, 2010).

Whether independent factors simultaneously influence the dependent variable is determined by the t-test. The F-test determines how each independent variable simultaneously influences the dependent variable. The threshold is half a percent or five percent. Ghozali (2016) stated that independent and dependent variables influence each other with an F-value of less than 0.05.

The coefficient of determination measures how much the independent factors explain the variance of the dependent variable. The coefficient of determination is 0–1 .

RESULT AND DISCUSSION

Validity Test

Validity testing is conducted to determine whether the research instrument is able to accurately measure the constructs it is intended to measure. In quantitative research, the validity of each indicator is commonly assessed by examining the correlation between the indicator score and the total construct score. An indicator is

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considered valid if it has a correlation coefficient that exceeds the minimum threshold value and is statistically significant.

Table 1. Validity Test Results

Variables	Item	R count	R table	Sig Value	Information
Price (X1)	X1.1	0.537	0.254	0,000	Valid
	X1.2	0.527	0.254	0,000	Valid
	X1.3	0.472	0.254	0,000	Valid
	X1.4	0.496	0.254	0,000	Valid
	X1.5	0.634	0.254	0,000	Valid
Product Quality (X2)	X2.1	0.590	0.254	0,000	Valid
	X2.2	0.630	0.254	0,000	Valid
	X2.3	0.608	0.254	0,000	Valid
	X2.4	0.709	0.254	0,000	Valid
	X2.5	0.659	0.254	0,000	Valid
Service (X3)	X3.1	0.587	0.254	0,000	Valid
	X3.2	0.755	0.254	0,000	Valid
	X3.3	0.647	0.254	0,000	Valid
	X3.4	0.549	0.254	0,000	Valid
	X3.5	0.670	0.254	0,000	Valid
Location (X4)	X3.1	0.595	0.254	0,000	Valid
	X3.2	0.560	0.254	0,000	Valid
	X3.3	0.558	0.254	0,000	Valid
	X3.4	0.605	0.254	0,000	Valid
	X3.5	0.690	0.254	0,000	Valid
Purchase Interest (Y)	Y.1	0.637	0.254	0,000	Valid
	Y.2	0.728	0.254	0,000	Valid
	Y.3	0.653	0.254	0,000	Valid
	Y.4	0.659	0.254	0,000	Valid
	Y.5	0.665	0.254	0,000	Valid

Researchers can check the validity test results in Table 1. All claims of the research instrument are appropriate because the estimated r value is greater than the table r value and the significance value is less than 0.05. All indications show valid measurements for this study .

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Alpha Value	Information
Price (X1)	0.933	0.70	Reliable
Product Quality (X2)	0.932	0.70	Reliable
Service (X3)	0.933	0.70	Reliable
Location (X4)	0.932	0.70	Reliable
Purchase Interest (Y)	0.932	0.70	Reliable

Based on Table 2, the Cronbach's Alpha reliability test shows that all variables have values above the minimum level ($\alpha > 0.70$). Stable and consistent, the research instrument is ready for analysis.

Classical Assumption Test

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Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	1.87510035
Most Extreme Differences	Absolute	.099
	Positive	.057
	Negative	-.099
Test Statistics		.099
Asymp. Sig. (2-tailed)		.018 [c]

a. Test distribution is Normal.
b. Calculated from data.
c . Lilliefors Significance Correction.

The results of the Kolmogorov-Smirnov test are shown in Table 3. Compared to the critical value of 0.05, the significance value of 0.180 is higher. This is why the Kolmogorov-Smirnov test produces normal results.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PRICE	.449	2,227
	QUALITY	.302	3,309
	SERVICE	.337	2,965
	LOCATION	.452	2,211

Table 4 shows the results of the multicollinearity test. None of the four variables had a VIF value greater than 10 or a tolerance value greater than 0.10. The test results indicate the absence of multicollinearity.

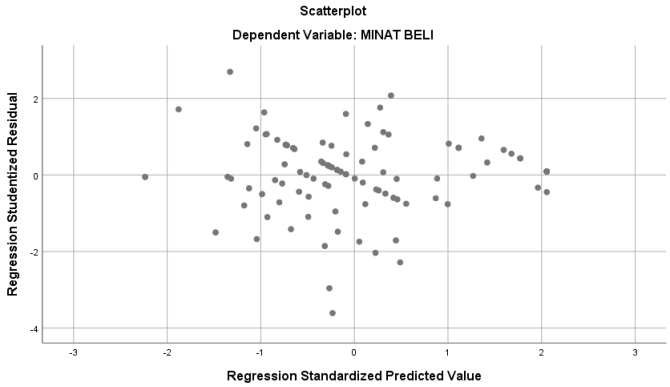

Figure 5. Heteroscedasticity Test Results

The heteroscedasticity test findings are displayed in Figure 5 as a scatterplot. No heteroscedasticity problems or symptoms are visible because the residual points do not form a clear pattern and are scattered ambiguously above and below the number 0 on the Y-axis .

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Table 6. Autocorrelation Test Results

Model Summary [b]

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.771 [a]	.594	.577	1.91417	1,869

a. Predictors: (Constant), LOCATION, PRICE, SERVICE, QUALITY
b. Dependent Variable: PURCHASE INTEREST

The Durbin-Watson autocorrelation test yielded a value of 1.869, as shown in Table 6. Since this value is close to 2, we can say that the regression model does not contain autocorrelation. Consequently, the autocorrelation assumption is met.

Multiple Linear Regression

Table 7. Multiple Linear Regression

Coefficients [a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.690	1,611		.428	.670
	PRICE	.197	.110	.166	1,800	.075
	QUALITY	.451	.105	.506	4,307	.000
	SERVICE	.120	.127	.107	.939	.350
	LOCATION	.110	.096	.102	1,142	.256

a. Dependent Variable: PURCHASE INTEREST

The partial regression test, sometimes known as the T-test, is shown in Table 7. Incentives, Job Performance, and Recruitment all have the following values:

$$\mathbf{Y= 0.690 + 0.197 + 0.451 + 0.120 + 0.110 + e}$$

1. At 0.690, the calculated constant is positive. Holding all other factors constant (price, quality, service, and location), this figure indicates that 0.690 is the purchase intention.
2. The regression coefficient on price is 0.197, which is positive. This graph shows that, if no other independent factors change, purchases will increase by 0.197 percentage points for every one percentage point increase in price.
3. The regression coefficient for quality is 0.451, which is positive. This graph shows that, holding all other independent factors constant, purchase intention increases by 0.451 percentage points for every one-point increase in the offer price.
4. The regression coefficient for the service variable is 0.120, positive. This graph shows that a one-point increase in the offer increases the purchase decision by 0.120 percentage points, holding all other variables constant.
5. A positive regression value of 0.110 indicates the significance of location. Assuming all other variables remain constant, this graph shows that location increases the likelihood of purchase by 0.110 percentage points for every one point.

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Coefficient of Determination Test

Table 8. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.805 [a]	.647	.632	1.70153

a. Predictors: (Constant), LOCATION, PRICE, SERVICE, QUALITY

Table 8 of the coefficient of determination test shows that Location, Price, Service, and Quality significantly influence Purchase Intention with an R value of 0.805. Location, Price, Service, and Quality explain 64.7% of the variance in Purchase Intention with an R Square value of 0.647. 35.3% is explained by non-research model factors. The adjusted R Square value of 0.632 indicates that the independent factors explain 63.2% of the variance in purchase intention, explaining the independent variables of the model.

T-Test (Partial)

Table 9. T-Test Results

Hypothesis	T Count	T Table	Sig.	Information
Price → Buying Interest	8,868	1,661	0,000	Significant
Quality → Purchase Interest	12,510	1,661	0,000	Significant
Service → Purchase Interest	9,907	1,661	0,000	Significant
Location → Purchase Interest	7,954	1,661	0,000	Significant

All independent variables significantly influence consumer purchase intention, as shown in Table 9 of the partial t-test. The fact that the significance value of each variable is less than 0.05 (0.000) proves this. After location (7.954), service (9.907), price (8.868), and quality (t-value 12.510), location is the most influential variable. Thus, consumer purchase intention is positively and significantly influenced by price, quality, service, and location.

F Test (Simultaneous)

Table 10. F-Test Results (Simultaneous)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	504,667	4	126,167	43,578	.000 [b]
	Residual	275,043	95	2,895		
	Total	779,710	99			

a. Dependent Variable: PURCHASE INTEREST

b. Predictors: (Constant), PRICE, QUALITY, SERVICE, LOCATION

Table 10 displays the results of the simultaneous F test, with an F value of 43.578 > 2.47 and a significance value of 0.000 < 0.05. According to the F test, Price,

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Quality, Service, and Location have a positive and significant effect on the purchase intention of the Tasrif Trading Business in South Labuhan Batu .

Effect of Price (X1) on Purchase Intention (Y)

The calculated t-value of 8.868 for the price variable, with a significance value of 0.000, indicates that price influences purchase intention in accordance with H1. According to these results, the product significantly and positively influences purchase intention. Based on these findings, it appears that price plays a role in consumer purchase intention. A reasonable product price will have a direct impact on the conversion rate. The findings of this study that price significantly and positively influences purchase intention are in line with previous research (Kristianae et al., 2018).

The Influence of Quality (X2) on Purchase Interest (Y)

The quality variable is statistically significant at 0.000 with a t-value of 12.510. Quality has a substantial and positive influence on purchase intention because the p-value is less than 0.05 and the t-value is greater. Therefore, H2 is accepted. This increases customer trust in product quality. Previous studies have shown a strong relationship between quality and purchase intention (Zefanya Priskilla Wongkar, Komalawati Komalawati, I Gede Agus Mertayasa, 2023).

The Influence of Service (X3) on Purchase Interest (Y)

A significance value of 0.000 and an estimated t-value of 9.907 make the service variable statistically significant. The estimated t-value is greater than the table t-value and the significance value is below 0.05, indicating that service significantly influences consumer purchase intention. Therefore, we agree with H3. This shows how service influences consumer purchase intention. Customers buy more when their expectations are met. This study found a positive and statistically significant relationship between service and purchase intention (Nurmin Arianto and Sabta Ad Difa, 2020 **).**

The Influence of Location (X4) on Purchase Interest (Y)

The service variable is statistically significant with a significance value of 0.000. The t-value of 0.000 and a significance value of 9.907, as well as the t-value of 0.000 and 43.578, indicate that the service variable is statistically significant. Since the calculated t-value is greater than the table t-value and the significance value is less than 0.05, service significantly influences consumer purchase intention. Consequently, we agree with H3. Price, service quality, and location are three factors that significantly influence consumer purchase intention, according to previous research. There is some evidence that store location influences customer repeat purchase tendency, according to a study conducted in the retail industry (Algazali et al., 2024).

At a significance level of 0.000, the F-test yields an F-value of 43.578. Price, quality, service, and location all have a substantial impact on consumer purchase intention, as indicated by the F-value being higher than the F-table value and a significance level lower than 0.05.

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CONCLUSION

The study findings show that UD Tasrif customers are more likely to make a purchase if they are satisfied with the product quality. This suggests that customers are more interested in purchasing high-quality products. However, there is a small but positive correlation between customer purchase intention and price, service, and location. Customers are more likely to make a purchase when all four factors are present. price, product quality, service, and location considered simultaneously. With an R^2 value of 0.647, these four variables explain 64.7% of the variance in consumer purchase intentions, while the explanatory variables explain the remaining 35.3%.

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