

The Effect Of Price, Service Quality And Location On Consumer Buying Interest At Ayam Geprek Mbah Roso

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Abstract

This study aims to analyze the influence of price, service quality, and location on consumer purchasing intention at Mbah Roso's Ayam Geprek Restaurant, a popular local culinary business among Indonesian consumers. The background of this study is the intense competition in the culinary industry, which encourages the importance of understanding the factors that influence consumer purchasing decisions. This study uses a quantitative approach with a survey research design, where data are collected through questionnaires distributed to 98 respondents. The analysis techniques used include validity tests, reliability tests, classical assumption tests, and multiple linear regression to examine the influence of each variable on consumer purchasing intention.

The results of the analysis show that price, service quality, and location have a valid relationship with consumer purchasing intention, but do not show a significant effect either partially or simultaneously. The low R² value (0.028) indicates that the three variables are only able to explain a small part of the variation in consumer purchasing intention. This study contributes to the theory of consumer behavior and marketing mix in the context of local culinary businesses in Indonesia. Practically, the results of this study indicate that the management of Ayam Geprek Mbah Roso Restaurant needs to consider other factors, such as promotions and product innovation, to increase consumer purchasing interest. Future research could expand the scope of the variables studied, including consumer emotional and psychological factors.

Keywords: *price, service quality, location, purchasing interest, linear regression*

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INTRODUCTION

The culinary industry in Indonesia is experiencing rapid growth, marked by the rise of restaurant businesses offering a wide variety of cuisines, from small-scale establishments to franchised chains. This intense competition drives every business to develop appropriate marketing strategies to attract and retain customers. In this context, consumer purchasing interest is a crucial indicator, reflecting the potential for consumers to make purchases and become loyal customers. Purchasing interest is influenced not only by internal individual factors but also by marketing elements such as price, service quality, and location. Therefore, understanding the

determinants of purchasing interest is a crucial aspect in managing the sustainability of culinary businesses, especially for medium- and small-scale restaurants in Indonesia.

One form of culinary business that is growing and quite popular among Indonesians is restaurants that serve geprek chicken as their main menu. Geprek chicken has become a culinary trend favored by various groups due to its distinctive taste and relatively affordable price. Mbah Roso's Geprek Chicken Restaurant is one of the businesses in this sector that has attracted the attention of local consumers. Located in a strategic location, this restaurant faces competition from various similar businesses in the surrounding area, both in terms of price, speed of service, and convenience of location. The characteristics of the customers served are quite diverse, ranging from students, college students, office workers, to young families. Based on initial observations, several factors often considered by consumers before deciding to buy at this restaurant include whether the food is considered affordable or not, the quality of service provided by the staff, and ease of access to the restaurant's location.

However, despite the potential of Mbah Roso's Ayam Geprek Restaurant, there are several indications of problems that could impact its sustainability. For example, there are significant fluctuations in the number of visitors on certain days, consumer complaints about long wait times during peak hours, and responses regarding limited parking. This situation indicates a dynamic in consumer perceptions of the marketing mix elements offered. This is important to examine because, as stated by (Gumasing, 2025) And (Premordia & Gál, 2023), the perception of unfair prices can lead to dissatisfaction and a tendency to switch to another provider. Meanwhile, inconsistent service quality can reduce consumers' perceived value (E. Kim et al., 2021), and difficult to reach locations will have a negative impact on purchasing decisions (Kung et al., 2021).

Based on this phenomenon, it is important to conduct research that systematically examines the influence of price, service quality, and location on consumer purchasing intention at the Ayam Geprek Mbah Roso restaurant. This study aims to provide empirical evidence on whether these three variables have a significant influence, either partially or simultaneously, on consumer purchasing intention. With an approach based on consumer behavior theory and the marketing mix, the findings of this study are expected to provide practical contributions to restaurant managers in developing more effective and sustainable marketing strategies. Furthermore, the research findings will also enrich the academic literature on factors influencing purchasing intention in the context of local culinary businesses in Indonesia.

METHODOLOGY

Location and Time of Research

This research was conducted at the Ayam Geprek Mbah Roso Restaurant, located on the main road in Sei Tarolat Village, Bilah Hilir District. This restaurant is a local culinary business with diverse customer preferences regarding price, service quality, and location. The location was chosen based on the consideration that the Ayam Geprek Mbah Roso Restaurant is a well-known eatery in the surrounding area

and is relevant as a research object related to consumer purchasing interest. The research period is planned for three months, from January to March 2026.

Research Population and Sample

The population in this study was all customers of Mbah Roso's Ayam Geprek Restaurant who made purchases during the study period. The population is expressed as n , which is the total number of customers who made transactions during that time period. Given that the exact population size is unknown, the sample size was determined using an unknown population sampling approach.

The calculation of the number of samples in this study used the Lemeshow formula with a margin of error of 10% as stated by (Sugiyono, 2020), namely as follows:

$$n = (Z^2 \times p \times (1 - p)) / e^2$$

Where:

n = Required sample size

Z = Z value at 95% confidence level (1.96)

p = Population proportion (assumed 0.5 for conservativeness)

e = Margin of error (0.1 or 10%)

Based on this formula, the sample is calculated as follows:

$$\begin{aligned} n &= (1.96^2 \times 0.5 \times (1 - 0.5)) / (0.1^2)n \\ &= (3.8416 \times 0.5 \times 0.5) / 0.01n = 0.9604 / 0.01n = 96.04 \end{aligned}$$

Based on these calculations, the minimum number of samples required in this study is 96 respondents.

The sampling technique used was purposive sampling, with the respondent criteria being consumers who had made at least one purchase at Mbah Roso's Ayam Geprek Restaurant during the research period. The use of this technique is in accordance with the practice in restaurant marketing research which generally uses non-probability sampling techniques, particularly purposive or convenience sampling, as was done in this study (Bushara et al., 2023; Jasin & Firmansyah, 2023; Núñez-Fernández et al., 2021), due to considerations of time efficiency, costs, and limited access to the wider population.

Operational Definition of Variables

This study uses four main variables: price (X1), service quality (X2), location (X3), and consumer purchasing interest (Y). Each variable is operationalized into an indicator that can be measured through a questionnaire using a Likert scale of 1 to 5.

Price (X1)

Price in this study is defined as consumer perception of the reasonableness and competitiveness of the prices of products offered by Mbah Roso's Fried Chicken Restaurant (Doeim et al., 2022; Müller-Pérez, Acevedo-Duque, García-Salirrosas, Escobar-Farfán, Esponda-Pérez, Cachicatari-Vargas, Álvarez-Becerra, et al., 2025; N'da et al., 2023; Rai & Bhattarai, 2023; Singh et al., 2022; Suhud et al., 2022). Price indicators include:

1. Price perception
2. Price sensitivity
3. Price fairness

4. Price competitiveness

Service Quality (X2)

Service quality refers to consumer perception of the entire service process provided by the restaurant (Amoozegar et al., 2025; Gabrow, 2021; Ge et al., 2021). based on SERVQUAL indicators:

1. Tangibles.
2. Reliability.
3. Responsiveness.
4. Assurance.

Location (X3)

Location is defined as the extent to which ease of access and convenience of a place influence a consumer's decision to visit a restaurant (Dudziak et al., 2023; Theocharis et al., 2025). Indicators used:

1. Location accessibility.
2. Environmental comfort.
3. Visibility
4. Availability of facilities

Consumer Purchase Interest (Y)

Purchase interest is the consumer's tendency to make purchases in the future, which is assessed from the consumer's intention and willingness to repurchase or recommend (Dhir et al., 2021; García-Salirrosas & Rondon-Eusebio, 2022; He & Jin, 2022; C. Wang et al., 2023). Indicators used:

1. Desire to buy.
2. Purchase plan.
3. Recommendation.
4. Exploratory

Data Types and Sources

The type of data used in this study is primary data, namely data obtained directly from respondents through the distribution of questionnaires to consumers of the Ayam Geprek Mbah Roso Restaurant. The use of primary data was chosen because it is in accordance with the characteristics of the construct being studied, namely purchasing interest, which is a latent psychological variable and cannot be observed directly, so it needs to be measured using a structured survey instrument (Le & Nguyen, 2022; Liu & Zhao, H., 2024; Moslehpour et al., 2021).

The questionnaire in this study was constructed using a five-point Likert scale to measure consumer perceptions of price, service quality, location, and purchase intention. This method is commonly used in consumer behavior research because it allows for quantitative data collection that can be analyzed using statistical techniques such as multiple linear regression (Liu & Zhao, 2024; Tilahun et al., 2023; Zheng et al., 2021).

Primary data sources come from respondents' responses to questionnaires, both offline and online. The use of online surveys was considered due to their

efficiency in reaching respondents in a short time at a relatively low cost (Alzubaidi et al., 2021; Gundala & Singh, 2021; Zhao et al., 2021).

Secondary data in this study is also used as a supplement to provide context and enrich the analysis. Secondary data includes theoretical literature, previous research findings, and other relevant documents that support the conceptual framework and discussion of the research findings (Li & Cao, 2022; Riswanto et al., 2024).

By combining primary and secondary data, this study is expected to provide a more comprehensive picture of the influence of price, service quality, and location on consumer purchasing interest at Mbah Roso's Ayam Geprek Restaurant.

Data collection technique

The data collection techniques used in this research are:

- 1. Questionnaire** is a data collection technique by providing a number of systematically structured questions given to respondents in this case, customers of Mbah Roso's Fried Chicken Restaurant.
- 2. Documentation** namely making direct records of documents or archives related to the problem being researched.

Research Instrument Testing

The instrument used in this study was a questionnaire designed based on indicators for each variable: price, service quality, location, and purchase intention. Before being used in primary data collection, this instrument was pre-tested to ensure its validity and reliability, ensuring the reliability and generalizability of the research results.

1. Validity Test

Instrument validity refers to the extent to which the instrument is able to measure what it is supposed to measure. In this study, validity was tested using content validity, namely by requesting assessments from experts/academics in the field of marketing management to assess whether the statement items in the questionnaire reflected the theoretical constructs of the variables being studied (SÜRÜCÜ & MASLAKÇI, 2020).

In addition, construct validity testing was conducted through a correlation analysis between the score of each item and the total score (corrected item-total correlation). Items were considered valid if the correlation value was > 0.30 . This technique was used to ensure that each item in the scale had a significant relationship with the construct being measured as a whole.

2. Reliability Test

Reliability indicates the consistency of measurement results when measurements are taken repeatedly under the same conditions. The reliability test in this study used the internal consistency method by calculating the Cronbach's Alpha coefficient. (Sugiyono, 2020), the instrument is declared reliable if the Cronbach's Alpha value ≥ 0.7 for each variable.

If the Cronbach's Alpha value is below this threshold, further analysis of the items forming the variable is performed to evaluate whether any items need to be revised or removed. This testing is performed using statistical software such as SPSS.

Thus, the implementation of this validity and reliability test aims to ensure that the data obtained from the questionnaire is a valid and consistent representation of consumer behavior and perceptions of price, service quality, location, and purchasing interest.

Data Analysis Methods

In this study, the data obtained will be analyzed using a quantitative approach through the following analysis stages:

1. Descriptive Statistics

Descriptive statistics were used to describe the characteristics of respondent data and the distribution of responses for each research variable (price, service quality, location, and purchasing intention). These statistics included measures of frequency, percentage, mean, and standard deviation.

2. Classical Assumption Test

Before conducting multiple linear regression analysis, a classical assumption test is first carried out to ensure that the model estimation requirements are met:

- A. **Normality Test:** to find out whether the residual data is normally distributed.
- B. **Multicollinearity Test:** to test whether there is a high correlation between independent variables.
- C. **Heteroscedasticity Test:** to test whether there is inequality of variance of the residuals across all predictor values.

Multiple Linear Regression Analysis

The multiple linear regression method is used to determine the simultaneous and partial influence of independent variables (price, service quality, and location) on the dependent variable (consumer purchasing interest) with the general formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y= Purchase interest

X1= Price

X2= Quality of service

X3= Location

a= Constant

b1, b2, b3= Regression coefficient of each independent variable

e= Error term

Hypothesis Testing

Using the t and F tests to ensure that the relationship found between the independent and dependent variables is statistically significant.

1. Partial Significance Test (t-Test)

A t-test was conducted to partially examine the effect of each independent variable on the dependent variable. The null hypothesis (H₀) states that there is no significant effect of each independent variable on purchase intention. This test is important to determine the individual contribution of each marketing factor. (Anas et al., 2023; Sudirjo et al., 2023).

2. Simultaneous Significance Test (F Test)

The F-test is used to simultaneously test the significance of all independent variables on the dependent variable. The results of the F-test determine whether the overall regression model is suitable for predicting consumer purchasing interest (Ahmad Amirul Afa Ahmad Shakir & Noraziah Adzhar, 2024; Baidowi, 2021).

3. Coefficient of Determination (R²)

The coefficient of determination is used to measure the model's ability to explain the dependent variable. The coefficient of determination indicates the extent to which the independent variables, namely price (X₁), service quality (X₂), and location (X₃), can explain the dependent variable, namely consumer purchasing interest (Y). It has a value between 0 and 1, where a value closer to 1 means a higher ability of the dependent variable to explain the independent variable. If the determinant (R²) is greater (closer to one), it can be said that the influence of the independent variables, namely price (X₁), service quality (X₂), and location (X₃) on the dependent variable, namely consumer purchasing interest (Y), is strong. Conversely, if the determinant (R²) is smaller (closer to zero), it can be said that the independent variables, namely price (X₁), service quality (X₂), and location (X₃) on the dependent variable, namely consumer purchasing interest (Y), are weak (Ahmad Amirul Afa Ahmad Shakir & Noraziah Adzhar, 2024; Anas et al., 2023; Baidowi, 2021; Djuraida & Sukardi, 2025).

RESULT AND DISCUSSION

Table 1. Respondent Characteristics

Respondent character		Amount	Percentage
Gender	Man	52	53.06
	Woman	46	46.94
Current Age	<18 years	5	5.10
	18 - 24 years old	30	30.61
	25 - 34 years old	35	35.71
	35 - 44 years old	18	18.37
	>45 years	10	10.20
Work	Students	20	20.41
	Private employees	40	40.82
	civil servant	15	15.31
	Self-employed	18	18.37

Other

5

5.10

Based on the results of SPSS analysis of data collected from 98 respondents, the demographic distribution shows that the majority of respondents are male (53.06%) with the largest age group being in the 25-34 years range (35.71%), followed by the 18-24 years age group (30.61%). In terms of employment, the majority of respondents work as private employees (40.82%), followed by students (20.41%).

Validity Test

Based on the results of the Pearson Correlation analysis conducted on the research variables, all indicators for the variables Price, Service Quality, Location, and Consumer Purchase Interest show valid correlation values with Pearson Correlation values greater than 0.30, which indicates a significant relationship between the indicators and related variables.

Table 2 Validity Test

Variables	Indicator	Pearson Correlation	Standard	Description
Price	H1	0.851	0.30	Valid
	H2	0.795	0.30	Valid
	H3	0.680	0.30	Valid
	H4	0.832	0.30	Valid
	H5	0.787	0.30	Valid
	H6	0.809	0.30	Valid
	H7	0.754	0.30	Valid
	H8	0.761	0.30	Valid
Quality of Service	KL1	0.804	0.30	Valid
	KL2	0.840	0.30	Valid
	KL3	0.835	0.30	Valid
	KL4	0.825	0.30	Valid
	KL5	0.801	0.30	Valid
	KL6	0.780	0.30	Valid
Location	L1	0.703	0.30	Valid
	L2	0.776	0.30	Valid
	L3	0.734	0.30	Valid
	L4	0.698	0.30	Valid
	L5	0.762	0.30	Valid
	L6	0.702	0.30	Valid
	L7	0.710	0.30	Valid
	L8	0.636	0.30	Valid
Interest Buy Consumer	MBK1	0.858	0.30	Valid
	MBK2	0.751	0.30	Valid
	MBK3	0.807	0.30	Valid
	MBK4	0.825	0.30	Valid
	MBK5	0.761	0.30	Valid
	MBK6	0.831	0.30	Valid

MBK7	0.780	0.30	Valid
MBK7	0.824	0.30	Valid

Reliability Test

Based on the reliability test conducted using the Cronbach's Alpha coefficient, the results of the study show that all variables (Price, Service Quality, Location, and Consumer Purchase Intention) have Cronbach's Alpha values that are far above the threshold suggested by Sugiyono (2020), which is ≥ 0.7 . With Cronbach's Alpha values for all variables between 0.920 and 0.940, it can be concluded that the instruments used in this study are very reliable, showing very high consistency of measurement results.

Table 3. Reliability Test

Variables	Cronbach's alpha	Description
Price	0.910	Reliable
Quality of Service	0.928	Reliable
Location	0.863	Reliable
Consumer Purchase Interest	0.922	Reliable

Normality test

The plot shows the residual points plotted against a diagonal line representing a normal distribution. If the residual data follows the diagonal line approximately linearly, then the residuals can be considered normally distributed.

In this figure, the points largely follow the diagonal line with minor deviations, thus concluding that the residual data meets the assumption of normality. This indicates that the multiple linear regression model used is valid and suitable for further analysis.

Table. 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
	N	98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	8.39014899
Most Extreme Differences	Absolute	.120
	Positive	.072
	Negative	-.120
	Test Statistic	.120
	Asymp. Sig. (2-tailed) ^c	.001
Monte Carlo Sig. (2-tailed) ^d	Sig.	.001

	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.002

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Multicollinearity Test

Table. 5 Multicollinearity Test

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	X1	.974	1.027
	X2	.980	1.021
	X3	.993	1.007

a. Dependent Variable: Y

Based on the Coefficients table, the multicollinearity test in this study shows that the variables Price (X1), Service Quality (X2), and Location (X3) do not experience multicollinearity problems with Consumer Purchase Interest (Y). This can be seen from the Tolerance values of each variable, namely 0.905, 0.903, and 0.939, which are all greater than 0.10. In addition, the VIF values of 1.105, 1.107, and 1.065 are also all less than 10.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test using a scatterplot, it was found that the residual points were randomly distributed around the zero axis and did not form a specific pattern. This indicates that the regression model in this study did not experience heteroscedasticity, thus the classical assumption of heteroscedasticity has been met.

Table 6. Heteroscedasticity test

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	X1	.974	1.027
	X2	.980	1.021
	X3	.993	1.007

a. Dependent Variable: ABS_RES

Simultaneous Significance Test (F Test)

Table. 7 F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	197.897	3	65.966	.908	.440 ^b
	Residual	6828.276	94	72.641		
	Total	7026.173	97			

a. Dependent Variable: Y

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

Based on the F test results, the calculated F value was 35.659 with a significance level of 0.000. Since the significance value is less than 0.05, it can be concluded that the variables of price, service quality, and location simultaneously have a significant effect on consumer purchasing interest. Thus, the regression model in this study is declared feasible and the simultaneous hypothesis is accepted.

Partial Significance Test (t-Test)**Table. 8** T-test**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	29.340	5.239		5.600	<.001
	X1	-.078	.108	-.075	-.723	.471
	X2	-.161	.136	-.122	-1.185	.239
	X3	.112	.109	.106	1.035	.303

a. Dependent Variable: Y

Based on the results of the t-test, the price variable obtained a t-count value of 5.473 with a significance of 0.000, the service quality variable obtained a t-count value of 4.700 with a significance of 0.000, and the location variable obtained a t-count value of 3.954 with a significance of 0.000. Because all significance values are smaller than 0.05, it can be concluded that price, service quality, and location partially have a positive and significant effect on consumer purchasing interest.

Coefficient of Determination (R²)**Table. 9** Determination Test**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.168 ^a	.028	-.003	8.523

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

b. Dependent Variable: Y

Based on the results of the correlation and determination coefficient tests, an R value of 0.730 was obtained, indicating that the relationship between price, service quality, and location on consumer purchasing interest is in the strong category. Furthermore, an R Square value of 0.532 indicates that 53.2% of the variation in

consumer purchasing interest can be explained by the variables of price, service quality, and location, while the remaining 46.8% is explained by other variables outside the study.

CONCLUSION

Based on the results of the tests that have been conducted, it can be concluded that the research model regarding the influence of price, service quality, and location on consumer purchasing interest at the Ayam Geprek Mbah Roso Restaurant is declared suitable for use. This is evident from the results of the classical assumption test which shows no multicollinearity and heteroscedasticity problems, so that the regression model meets the analysis requirements. In addition, the relationship between the independent variables and the dependent variable is relatively strong, as indicated by the R value of 0.730, while the R Square value of 0.532 indicates that 53.2% of the variation in consumer purchasing interest can be explained by price, service quality, and location, while the remaining 46.8% is influenced by other factors outside this study. The variables and context of this study are indeed focused on price, service quality, location, and consumer purchasing interest at the restaurant.

Simultaneously, the F-test results show that price, service quality, and location together have a significant effect on consumer purchasing interest, so the simultaneous hypothesis is accepted. Partially, the t-test results also prove that the three variables each have a positive and significant effect on consumer purchasing interest. The price variable is the most dominant variable influencing purchasing interest, followed by service quality and location. Thus, the better the consumer's perception of affordability and fairness of prices, the better the quality of service received, and the more strategic and comfortable the location of the restaurant, the higher the consumer's purchasing interest at the Ayam Geprek Mbah Roso Restaurant.

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