

The Influence of Location, Service Quality, Product Diversity and Price Perceptions on Purchasing Decisions at Utama Paint Shop Semarang

Pengaruh Lokasi, Kualitas Layanan, Diversitas Produk, dan Persepsi Harga terhadap Keputusan Pembelian di Toko Cat Utama Semarang

Yefri Yanto Halawa^{1*} , Witjaksono Eko Hartoto²

Undergraduate Management Study Program, Faculty of Economics, Universitas Semarang^{1,2}

yefriyantohalawa@gmail.com¹, witjaksonoekoekonomi@dosen.usm.ac.id²

ABSTRACT

This study aims to empirically examine the effect of location, service quality, product variety, and price perceptions on purchasing decisions at Toko Cat Utama Semarang. The population of this research is all consumers who buy and use the products of Toko Cat Utama Semarang. The sample used in this study was 96 respondents using a purposive sampling technique. Then, the data collection method was through questionnaires and data analysis using SPSS 26. The results of this study indicate that location (X1), service quality (X2), product variety (X3), and price perceptions (X4) have a positive and significant effect on purchasing decisions (Y). Based on the coefficient of determination of 0.775, which means that 77.5 percent of the purchasing decision variable can be explained by location variables (X1), service quality (X2), product variety (X3), and price perceptions (X4), while the remaining 22.5 percent is explained by other variables outside of this study.

Keywords: Location, Service Quality, Product Diversity, Perceived Price, Purchase Decision

ABSTRAK

Studi ini bertujuan untuk menguji secara empiris pengaruh lokasi, kualitas layanan, keragaman produk, dan persepsi harga terhadap keputusan pembelian di Toko Cat Utama Semarang. Populasi penelitian ini adalah semua konsumen yang membeli dan menggunakan produk dari Toko Cat Utama Semarang. Sampel yang digunakan dalam penelitian ini adalah 96 responden yang dipilih menggunakan teknik purposive sampling. Metode pengumpulan data dilakukan melalui kuesioner dan analisis data menggunakan SPSS 26. Hasil dari penelitian ini menunjukkan bahwa lokasi (X1), kualitas layanan (X2), keragaman produk (X3), dan persepsi harga (X4) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (Y). Berdasarkan koefisien determinasi sebesar 0,775, yang berarti bahwa 77,5 persen dari variabel keputusan pembelian dapat dijelaskan oleh variabel lokasi (X1), kualitas layanan (X2), keragaman produk (X3), dan persepsi harga (X4), sementara sisanya sebesar 22,5 persen dijelaskan oleh variabel lain di luar penelitian ini.

Kata kunci: Lokasi, Kualitas Layanan, Keragaman Produk, Persepsi Harga, Keputusan Pembelian

1. Introduction

The paint industry in Indonesia holds significant promise, particularly due to the robust growth of the property sector, which serves as a primary catalyst for increasing demand. This demand surge is intricately linked to factors such as population growth, household expansion, and rising per capita income within Semarang City. Amidst this backdrop, businesses operating within the retail sector must remain vigilant and prioritize customer-centric strategies, with a keen focus on influencing purchasing decisions.

Understanding the pivotal role of consumer behavior in shaping market outcomes is paramount. Consumer purchasing decisions encapsulate a multifaceted process involving problem recognition, information search, evaluation of alternatives, and ultimately, the act of purchase (Essardy et al., 2022). Similarly, Al Togar & Al Hakim (2022) underscore the significance of this phase within the buyer's decision-making journey, marking the culmination of their deliberations.

However, despite the promising prospects within the paint industry, the Semarang Main Paint Shop, Mataram Branch, encountered a concerning trend from 2018 to 2022, marked by a successive annual decline in sales. This decline in sales underscores the critical need to reassess factors influencing consumer behavior, particularly within the context of purchasing decisions.

The fluctuation in sales volume directly correlates with consumer purchasing behavior, which is influenced by various factors, including but not limited to, location, service quality, product diversity, and price perceptions (Wijaya et al., 2023). Recognizing the imperative to delve deeper into these determinants, this study endeavors to investigate their impact on purchasing decisions at the Semarang Main Paint Shop.

In essence, this research seeks to unravel the intricate interplay between location, service quality, product diversity, and price perceptions, and their collective influence on consumer behavior within the paint retail sector. By shedding light on these dynamics, the study aims to offer insights that can inform strategic interventions to reverse the downward sales trajectory and foster sustainable growth within the industry.

The phenomenon of declining sales at the Semarang Main Paint Shop presents a research gap that necessitates exploration. While existing literature acknowledges the significance of factors such as location and service quality in influencing consumer behavior (Kalla 2022), there is a dearth of studies that comprehensively examine the interrelationships between these variables within the context of the paint retail sector in Semarang City.

Moreover, the novelty of this study lies in its holistic approach towards understanding consumer purchasing decisions, encompassing not only conventional determinants like product diversity and price perceptions but also the nuanced influence of location and service quality. By synthesizing these diverse elements, the study aims to offer a comprehensive framework for enhancing consumer engagement and driving sales performance in the paint retail sector.

Aiainst this backdrop, the primary objective of this research is to elucidate the causal relationships between location, service quality, product diversity, price perceptions, and purchasing decisions at the Semarang Main Paint Shop. By empirically validating these relationships, the study seeks to equip industry stakeholders with actionable insights that can inform targeted interventions and strategies to enhance market competitiveness and sustain long-term growth.

2. Literature Review

Purchase Decision

According to Arisuddin et al. (2020) purchasing decisions are the stages that buyers go through in determining the choice of product or service they want to buy. Before consumers decide to buy, consumers usually go through several stages first, namely problem recognition, information search, alternative evaluation, buying decisions and post-purchase behavior. Purchasing decisions are a process where consumers recognize the problem, seek information about certain products or brands and evaluate whether each of these alternatives can solve their problems, which then leads to a purchase decision (Lasa & Wijayanti 2021).

In purchasing decisions, there are several factors that influence the behavior of consumer purchasing decisions according to Kotler (2017) as follows:

1. Cultural factors: Each sub-culture consists of a number of sub-cultures that show more identification and special socialization for its members such as nationality, religion, group, race / geographical area. Basically in an order of life in society there is a social level (strata).
2. Social factors consist of reference groups, family, role and status.
3. Personal factors: family life cycle factors, work and economic environment, lifestyle, and personality
4. Psychological factors include motivation, perception, learning and beliefs and attitudes.

Zafirah et al. (2021) suggests that the purchasing decision process consists of 5 stages, namely:

1. Need or problem recognition the return process begins with problem recognition. The consumer realizes the difference between the actual situation and the desired situation. These needs are driven by stimuli from within or outside themselves.
2. Information search after recognizing the problem at hand, consumers seek further information and may not. However, if the consumer's impulse is strong towards a product or service, the consumer buys it immediately.
3. Alternative choices after information search, consumers face a number of brands to choose from. This alternative selection goes through a process of evaluating the alternative itself.
4. The purchase decision of the decision assessment stage causes consumers to form their choice between several brands that are part of the choice set.
5. Post-purchase behavior after buying a product, consumers experience some level of satisfaction or not. Consumers also perform some product buying activities that are of interest to marketers.

Dimensions in purchasing decisions according to Kotler & Keller (2016) which explains that consumer decisions to purchase a product are:

1. Product selection
Consumers may decide to buy a product or use their money for other purposes. In this case consider.
2. Brand choice
Buyers have to make a decision about which brand to buy. Each brand has its own differences.
3. Choice of dealer
The buyer must make a decision on which dealer to visit in making a purchase decision.
4. Purchase time
Consumer decisions in choosing the time of purchase can vary, such as: some buy because of a certain period of time or need to product, some buy because they are on promo, and some buy because of the release of new products from the brand.
5. Purchase amount
In this case, the company must prepare a large variety of products according to the different desires of the buyers.
6. Payment method
In purchasing decisions, consumers usually tend to like payment methods that consist of many choices and make it easier for them to make purchasing decisions.

Location

According to Winarsih & Harwiki (2018), location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to

consumers. According to Aulia et al., (2024) state that location is the company's various activities to make products produced or sold affordable and available to target markets.

The following are location indicators according to Tjiptono (2015):

1. Access, such as a location that is frequently traveled or easy to reach.
2. Visibility, which is a location or place that can be seen clearly from a normal viewing distance.
3. Traffic. Involves two main considerations:
 - a. The number of people passing by can provide a great opportunity for impulse buying.
 - b. Traffic congestion can also be an opportunity, which is one of the points in advertising.
2. Environment, is the state of the environment is the point of installation of advertising includes, cleanliness, comfort, and safety of the environment.
3. The criterion is that the location point is the right point, strategic and good prospects for an advertising media installation.

Service Quality

According to Tjiptono and Chandra in Sudarso (2016: 57) say that service quality is a special encouragement for customers to establish long-term mutually beneficial relationships with the company. According to Sudarso (2016: 55) service is an action offered by one party to another which is basically intangible and causes ownership of something. Meanwhile, quality is a perceived benefit based on consumer evaluation of an interaction compared to the previously expected benefits.

Indicators of service quality according to Kotler in Arni Purwani and Rahma Wahdiniwaty (2017: 65) are as follows:

1. *Reliability*, the ability to perform services that are reliable and accurate.
2. Responsiveness, willingness to help customers and provide prompt service.
3. *Assurances*, the knowledge and courtesy of employees and their ability to guarantee quality so that participants trust and are confident.
4. Empathy, individualized attention to customers
5. *Tangibles*, the appearance of physical facilities, equipment, facilities and infrastructure.

Product Diversity

According to Zhong and Moon (2020) suggest that Product diversity is a collection of products and goods that a company offers for sale by a particular seller. The main characteristics of a company's product range are: length, width, depth and consistency.

According to Kotler (2015), the indicators of product diversity include:

1. Product brand variation Product brand variation is the number of types of brands offered.
2. Product variety Product variety is the number of different categories of goods in a store. Stores with many types or types of products sold can be said to have a wide variety of product categories offered.
3. Product size variation Product size variation or diversity is a number of general quality standards in the category of stores with wide diversity can be said to have good depth.
4. Variations in product quality Product quality is a general quality standard in a category of goods related to packaging, durability of a product, warranty, and how the product can provide benefits.

Price Perception

According to Usman and Nadila (2019) suggest that price perception is a consumer assessment and an associated emotional form regarding whether the price offered by the seller and

the price compared to other parties makes sense, is acceptable or can be justified. Price perception is the sum of all values provided by consumers used to benefit from owning or using a product or service (Sihombing & Sihombing 2021).

According to Kotler and Armstrong (2016: 78), there are four indicators of price perception as follows:

1. Price affordability
2. Price match with product quality
3. Price compatibility with benefits
4. Price according to ability or price competitiveness

Relationship between Location and Purchasing Decisions

Based on the results of research by Sundari et al. (2021), Sudirjo et al. (2024) and Brata et al. (2017) state that the location variable has a positive or significant effect on purchasing decisions. The better the level of selection of the right and strategic location, the more consumers make purchasing decisions.

Based on the research that has been done before and the theory described above, this study can conclude a hypothesis, as follows:

H1: Location has a positive effect on purchasing decisions

Relationship between Service Quality and Purchasing Decisions

Based on the results of research conducted by Rivaldo and Amang (2022), Fitriany (2022), Prianggono and Sitio (2020) state that service quality variables have a positive or significant effect on purchasing decisions. The higher the level of service quality produced, the more consumers make purchasing decisions.

Based on previous research and the theory described above, this study concludes the following hypothesis:

H2: Service quality has a positive effect on purchasing decisions

Relationship between Product Diversity and Purchasing Decisions

Based on the results of research conducted by Essardi et al. (2022) and Tarigan et al. (2022) stated that the product diversity variable has a positive or significant effect on purchasing decisions. The higher the level of product diversity produced, the more consumers make purchasing decisions.

Based on the research that has been done before and the theory described above, the research can conclude the following hypothesis:

H3: Product diversity has a positive effect on purchasing decisions.

Relationship Price Perception on Purchasing Decisions

Based on the results of research conducted by Hafidz & Mahaputra (2020), Muharam et al. (2019), and Rivai (2021), it shows that the price perception variable has a positive or significant effect on purchasing decisions. The higher the level of perception of competitive prices, the more consumers make purchasing decisions.

Based on the research that has been done before and the theory described above, this study concludes the following hypothesis:

H4: Price perception has a positive effect on purchasing decisions

3. Methods

The methodology employed in this study aims to gather data for subsequent analysis using SPSS. The methods utilized are as follows:

1. Interview:

Interviews serve as a valuable data collection technique, particularly in preliminary studies aimed at identifying research problems. In this study, interviews were conducted with the shop manager and employees of the Semarang Main Paint Shop, situated at Jl. MT. Haryono 521. This approach allows for firsthand insights into the operational dynamics and challenges faced by the shop.

2. Questionnaire:

Utilizing a questionnaire is a common method for collecting data, involving the administration of a set of structured questions or statements to respondents. In this context, respondents from the Semarang Main Paint Shop, located at Jl. MT. Haryono 521, were invited to complete the questionnaire. This method enables the systematic gathering of data on various aspects pertinent to the research objectives.

3. Observation:

Observation serves as a distinct data collection technique, offering unique insights into phenomena that may not be captured through interviews or questionnaires alone. Conducted directly in the field, observation allows researchers to assess the actual conditions and operational practices of the Semarang Main Paint Shop at Jl. MT. Haryono 521. This method facilitates a comprehensive understanding of the shop's environment, customer interactions, and service delivery processes.

Upon completion of data collection through interviews, questionnaires, and observation, the gathered data will be subjected to statistical analysis, specifically multiple linear regression analysis using SPSS. This analytical approach aims to elucidate the relationships between the variables under investigation, namely location, service quality, product diversity, price perceptions, and purchasing decisions. By employing rigorous statistical techniques, the study aims to derive meaningful insights and draw valid conclusions regarding the factors influencing purchasing decisions at the Semarang Main Paint Shop.

4. Results and Discussion

Respondent Demography

A questionnaire is deemed valid when the questions it contains effectively elicit responses that accurately reflect the constructs being measured. In other words, the questionnaire should be capable of revealing meaningful information relevant to the research objectives.

Regarding the distribution of respondents based on gender, the data reveals that out of the total 96 respondents, 52 individuals, or 54.2%, identified as male, while 44 individuals, or 45.8%, identified as female. This breakdown provides insights into the gender composition of the respondent pool and enables a gender-based analysis of the study findings.

Furthermore, the distribution of respondents based on their level of education sheds light on the educational background of the sample population. The data indicates that respondents span a range of educational categories, including primary education (SD), junior high school (SMP), senior

high school/vocational school (SMA/SMK), diploma (D3), bachelor's degree (S1), master's degree (S2), and those with higher education qualifications (More). Specifically, the majority of respondents have completed senior high school or vocational school (32.3%), followed closely by those with a bachelor's degree (26%). This comprehensive breakdown enables an assessment of the influence of education levels on the research variables.

In summary, the distribution of respondents based on gender and education provides valuable insights into the demographic characteristics of the sample population, enhancing the understanding and interpretation of the research findings. These descriptive statistics serve as a foundation for further analysis and interpretation within the study.

Validity and Reliability Test

Validity testing assesses the extent to which a research instrument accurately measures the intended constructs or variables. In this study, validity testing was conducted using the questionnaire method, as outlined by Ghozali (2016). The validity test involved calculating the corrected item-total correlation (r count) for each indicator, comparing it with the critical value of r (r table) at a significance level of $\alpha = 0.05$, and determining the degrees of freedom (df). With a sample size of 96, the degrees of freedom were calculated as 94. The results indicated that all indicators exhibited a corrected item-total correlation greater than the critical value of r , signifying that they effectively measure the intended variables. Consequently, it can be concluded that all indicators used in the study are valid, as they accurately capture the constructs under investigation.

Reliability testing, on the other hand, assesses the consistency and stability of a research instrument over time and across different samples. In this study, reliability testing was performed to evaluate the internal consistency of the variables using Cronbach's alpha coefficient. The criterion for reliability was set at Cronbach alpha > 0.60 . The results of the reliability test revealed that all variables, including location, service quality, product diversity, price perceptions, and purchasing decisions, exhibited Cronbach's alpha coefficients exceeding the threshold of 0.60. This indicates a high level of internal consistency among the items within each variable. Therefore, it can be inferred that the measurement instruments used in the study are reliable, as they consistently measure the constructs of interest.

Classical Assumption Test Normality Test

According to Sugiyono (2017: 239) the normality test is used to test or examine the normality of the variables under study whether the data is normally distributed or not. it can be explained that the Kolmogorov-smirnov significance value is $0.155 > 0.05$, so the regression model in this study is normally distributed. then the regression model in this study is normally distributed.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.28800680
Most Extreme	Absolute	.114
	Positive	.057

Differences	Negative	-.114
Test Statistic		.114
Asymp. Sig. (2-tailed)		.155 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Primary data processed, 2023.

Multicollinearity Test

According to Ghazali (2016: 82), the multicollinearity test aims to test whether the regression model found a correlation between independent variables. Location (X1) based on the tolerance result of 0.250 is greater than 0.1 and based on the VIF value of 4.006 less than 10. This shows that it is purely independent and there is no multicollinearity. Thus, the regression model is suitable for use in testing.

- Service Quality (X2) based on the tolerance result of 0.310 greater than 0.1 and based on the VIF value of 3.224 less than 10. This shows that it is purely independent and there is no multicollinearity. Thus, the regression model is suitable for use in testing.
- Product Diversity (X3) based on the tolerance result of 0.308 is greater than 0.1 and based on the VIF value of 3.246 less than 10. This shows that it is purely independent and there is no multicollinearity. Thus, the regression model is suitable for use in testing.
- Price Perception (X4) based on the tolerance result of 0.243 is greater than 0.1 and based on the VIF value of 4.121 less than 10. This shows that it is purely independent and there is no multicollinearity. Thus, the regression model is suitable for use in testing. The following is the multicollinearity test data.

Table 2. Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Location	.250	4.006
	Quality Services	.310	3.224
	Diversity Products	.308	3.246
	Price Perception	.243	4.121

Heteroscedasticity Test

According to Ghazali (2016: 83) the heteroscedasticity test aims to test whether in the regression model there is an inequality of *variance* from the residuals of one observation to another.

Table 3. Heteroscedasticity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	1.169	.115		10.137	.000
Location	-.006	.054	-.020	-.106	.916
Quality Services	.010	.041	.041	.243	.808
Diversity Products	.020	.053	.060	.382	.703
Perception Price	-.082	.071	-.215	-1.155	.251

The results of the heteroscedasticity test show that the significance of each variable > 0.05. From these results it can be concluded that the regression in this study does not occur heteroscedasticity, so it is suitable for use in testing.

Multiple Linear Regression Analysis

According to Ghozali (2018) multiple linear regression analysis is used to predict the effect of two or more *independent* variables on one *dependent* variable or to prove whether or not there is a functional relationship between two or more independent variables (X), with the dependent variable (Y). the following are the results of multiple linear regression analysis tests.

Table 4. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.007	.987		-.007	.994
Location	.201	.100	.186	2.012	.047
Quality Service	.171	.082	.171	2.077	.041
Manpower Products	.311	.084	.323	3.696	.000
Price Perception	.294	.087	.299	3.378	.001

The regression coefficient value used is standardized coefficients. From this value, a multiple linear regression equation can be made as follows:

$$Y = 0,186X_1 + 0,171X_2 + 0,323X_3 + 0,299X_4$$

The multiple linear regression equation above can be interpreted as follows:

1. The variable regression coefficient for location is positive and significant at 0.186. This shows that there is a positive and significant influence between location on purchasing decisions. This means that the better the location can be found and reached by consumers by the Semarang Main Paint Shop, the more purchasing decisions will increase.
2. The variable regression coefficient for service quality is positive and significant at 0.171. This shows that there is a positive and significant influence between service quality on purchasing decisions. This means that the better the quality of service provided with information on the usefulness of the product according to consumer expectations and the neat arrangement of the products displayed so that it makes it easier for consumers to choose the products of the

Semarang Main Paint Shop for consumers, the more consumer purchasing decisions will increase.

3. The variable regression coefficient for product diversity is positive and significant at 0.323. This shows that there is a positive and significant influence between product diversity on purchasing decisions.

This means that the better the provision of various brands, sizes, and quality of paint determined by the Semarang Main Paint Shop for consumers, it can increase purchasing decisions.

4. The variable regression coefficient for price perception is positive and significant at 0.299. This shows that there is a positive and significant influence between price perceptions on purchasing decisions. This means that the better the affordable price is in accordance with the quality of the goods and has competitiveness with other competitors offered by the Semarang Main Paint Shop, the more it will increase consumer purchasing decisions.
5. Based on the test results, it shows that the most dominant factor influencing purchasing decisions is product diversity, this has been proven by the regression coefficient value of 0.323 which shows a greater value when compared to other variables.

Hypothesis Testing

T test

According to Sugiyono (2018: 223) the t test is a temporary answer to the problem formulation, which asks about the relationship between two or more variables. The following are the results of the t test.

**Table 5. Result for t-test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.007	.987		-.007	.994
Location	.201	.100	.186	2.012	.047
Service Quality	.171	.082	.171	2.077	.041
Diversity Products	.311	.084	.323	3.696	.000
Perception Price	.294	.087	.299	3.378	.001

Above, each t value and significance of the independent variable. It is known that the table value is 1.66 at a significant 5%, thus the following results are obtained:

1. Hypothesis Testing 1 Hypothesis test Location (X1) on Purchasing Decisions (Y). based on the results of the calculations that have been carried out, the calculated t value is $2.012 > t$ table 1.66 (t table value for $n = 96$ and significance 0.05) with a significance result of $0.047 < 0.05$. Thus, H_a is accepted, meaning that location has a positive and significant effect on purchasing decisions. So, it can be proven that **hypothesis 1 is accepted** and it can be concluded that location has a positive and significant effect on purchasing decisions.
2. Hypothesis Testing 2 Hypothesis testing Service Quality (X2) on Purchasing Decisions (Y). Based on the results of the calculations that have been carried out, the t value is $2.077 > t$ table 1.66 (t table value for $n = 96$ and significance 0.05) with a significance result of $0.041 < 0.05$. Thus, H_a is accepted, meaning that service quality has a positive and significant effect on purchasing

decisions. So, it can be proven that **hypothesis 2 is accepted** and it can be concluded that service quality has a positive and significant effect on purchasing decisions.

3. Hypothesis Testing 3 Hypothesis testing Product Diversity (X3) on Purchasing Decisions (Y). Based on the results of the calculations that have been carried out, the t value is $3.696 > t \text{ table } 1.66$ (t table value for $n = 96$ and significance 0.05) with a significance result of $0.000 < 0.05$. Thus, H_a is accepted, meaning that product diversity has a positive and significant effect on purchasing decisions. So, it can be proven that **hypothesis 3 is accepted** and it can be concluded that product diversity has a positive and significant effect on purchasing decisions.
4. Hypothesis Testing 4 Hypothesis testing Price Perception (X4) on Purchasing Decisions (Y). Based on the results of the calculations that have been carried out, the calculated t value is $3.378 > t \text{ table } 1.66$ (t table value for $n = 96$ and significance 0.05) with a significance result of $0.001 < 0.05$. Thus, H_a is accepted, which means that price perception has a positive and significant effect on purchasing decisions. So, it can be proven that **hypothesis 4 is accepted** and it can be concluded that price perception has a positive and significant effect on purchasing decisions.

F Test

Table 6. Result for T-Test ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	519.171	4	129.793	82.912	.000 ^b
	Residuals	142.454	91	1.565		
	Total	661.625	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price Perception, Service Quality, Product Diversity, Location

Source: Primary data processed, 2023

From the results of the F test in this study, the calculated F value was 82.912 with a significance number (p value) of 0.000 ($p < 0.05$). On the basis of the regression above, the results of this study are suitable for further analysis.

Test Coefficient of Determination (R2)

The coefficient of determination (R2) test is used to test how much influence the independent variable has on the dependent variable. Data processing with the SPSS 26 program, provides the following results:

Table 7. R Square Test

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	.886 ^a	.785	.775	1.251

Based on table 4.18 shows that the amount of *Adjusted R Square* (R^2) is 0.775. This means that 77.5 percent of the variation in purchasing decision variables can be explained by the independent variables in the form of location, service quality, product diversity, and price perceptions. Meanwhile, the remaining 22.5 percent is explained by other factors not mentioned in this study.

Discussion

1. The Effect of Location on Purchasing Decisions:

The statistical analysis conducted through the t-test revealed a significant effect of location on purchasing decisions at the Main Paint Shop in Semarang. The obtained t count value of 2.012 exceeded the critical t-table value of 1.66, with a significance level of 0.047, which is lower than the significance threshold of 0.05. Consequently, the null hypothesis (H_0), which suggests no relationship between location and purchasing decisions, was rejected, while the alternative hypothesis (H_a), proposing a positive relationship, was accepted. This implies that location exerts a positive and significant influence on purchasing decisions. Further interpretation of the results suggests that a strategically chosen location for the Semarang Main Paint Shop contributes to increased foot traffic and accessibility, thereby enhancing consumer purchasing decisions. Moreover, the findings support the notion that consumers are more likely to patronize businesses located in convenient and accessible areas, leading to higher purchasing intentions (Aulia et al., 2024).

2. The Effect of Service Quality on Purchasing Decisions:

Similarly, the t-test results indicated a significant impact of service quality on purchasing decisions. With a t count value of 2.077 exceeding the critical t-table value of 1.66, and a significance level of 0.041 below the threshold of 0.05, the null hypothesis (H_0), which posits no relationship between service quality and purchasing decisions, was rejected in favor of the alternative hypothesis (H_a), suggesting a positive relationship. This signifies that service quality positively and significantly influences purchasing decisions at the Main Paint Shop in Semarang. Deeper analysis of the findings reveals that consumers value high-quality service experiences, such as personalized assistance, prompt resolution of queries, and courteous interactions, which in turn, foster positive perceptions of the Main Paint Shop and stimulate purchasing behavior. Consequently, investing in enhancing service quality can serve as a strategic tool for retailers to differentiate themselves in the competitive marketplace and cultivate customer loyalty (Kalla 2022).

3. The Effect of Product Diversity on Purchasing Decisions:

Analysis of the t-test outcomes revealed a significant relationship between product diversity and purchasing decisions at the Main Paint Shop in Semarang. The computed t count value of 3.696 surpassed the critical t-table value of 1.66, with a significance level of 0.000, indicating strong statistical significance ($p < 0.05$). Consequently, the null hypothesis (H_0), which suggests no impact of product diversity on purchasing decisions, was rejected in favor of the alternative hypothesis (H_a), implying that product diversity has a positive and significant impact. This suggests that consumers are attracted to a wide range of paint products offered by the Semarang Main Paint Shop, as it

provides them with ample choices to meet their specific needs and preferences. Moreover, a diverse product range enhances the perceived value proposition of the store, making it a preferred destination for consumers seeking variety and selection. Therefore, investing in expanding product assortments and introducing new offerings can serve as a key strategy for retailers to stimulate consumer interest and drive purchasing decisions (Zhafirah et al., 2021).

4. The Effect of Price Perception on Purchasing Decisions:

Lastly, the t-test analysis demonstrated a significant effect of price perception on purchasing decisions at the Main Paint Shop in Semarang. With a t count value of 3.378 exceeding the critical t-table value of 1.66, and a significance level of 0.001 below the threshold of 0.05, the null hypothesis (H_0), which suggests no association between price perception and purchasing decisions, was rejected in favor of the alternative hypothesis (H_a), indicating a positive relationship. This indicates that price perception positively and significantly influences purchasing decisions. Further examination of the findings suggests that consumers are sensitive to pricing strategies employed by the Semarang Main Paint Shop, with perceptions of affordability, value for money, and pricing fairness influencing their purchasing decisions. Therefore, retailers can leverage pricing strategies such as discounts, promotions, and transparent pricing policies to shape favorable price perceptions and stimulate consumer purchasing behavior (Muharam et al., 2019). Additionally, effective communication of value propositions and price differentiators can further enhance consumer perceptions and drive purchasing decisions.

4. Conclusions

In conclusion, this study aimed to assess the impact of location, service quality, product diversity, and price perceptions on purchasing decisions at Toko Cat Utama Semarang, as well as to identify the most influential among these variables. Through the formulation of research problems, data analysis, and discussions presented in the previous chapters, the following conclusions can be drawn:

Location significantly influences purchasing decisions, indicating that a strategically located and easily accessible store enhances consumer purchasing intentions. Service quality also plays a vital role, with informative assistance and well-organized product displays positively impacting purchasing decisions. Moreover, product diversity contributes significantly, as offering various paint brands, sizes, and quality increases consumer purchasing decisions. Additionally, price perception significantly affects purchasing decisions, as affordability and competitiveness influence consumer choices.

Building upon these conclusions, several recommendations are proposed to enhance purchasing decisions at the Semarang Main Paint Shop:

1. Improve access for consumers by enhancing store accessibility, which can facilitate easier purchasing decisions.
2. Provide guarantees for products to instill confidence in consumers, thereby encouraging purchasing decisions.
3. Increase product size variations to cater to consumer preferences and expectations, thereby stimulating purchasing decisions.
4. Ensure price affordability and competitiveness to align with consumer expectations and enhance purchasing decisions.

Future research endeavors could delve deeper into the dynamics of consumer behavior and purchasing decisions within the paint retail industry. Potential areas for exploration include the impact of promotional strategies, the role of brand perception, and the influence of online platforms on consumer purchasing behavior. Additionally, longitudinal studies could provide insights into the evolving consumer preferences and market trends, thereby informing strategic decision-making for retailers in the paint industry.

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