

The Influence of Service Quality, Product Quality and Location on Purchasing Decisions (Study of Virgin Cake and Bakery Shop Customors)

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ABSTRACT

The population in this research is all consumers of the Virgin Bakery Shop. The sample used in this research used the Slovin formula to obtain a sample of 100 people. The results of the research analysis obtained show that: (1) Service Quality has no positive and insignificant effect on purchasing decisions at Shopee. This is proven by the t count of $1.252 < t \text{ table } 1.660$, and a significance value of $0.000 < 0.05$. (2) Product quality has a positive and significant effect on purchasing decisions. This is proven by the t count of $5.203 > t \text{ table } 1.660$ and a significance value of $0.000 < 0.05$. (3) Location has a positive and significant effect on purchasing decisions. This is proven by the t count of $3.678 > t \text{ table } 1.660$, and the significance value is $0.000 < 0.05$. (4) Service Quality, Product Quality and Location simultaneously have a positive and significant influence on purchasing decisions. This is proven by the F count of 71.103 , and a significance value of $0.000 < 0.05$. Based on the percentage results through the coefficient of determination test in this study, it was 69%, which indicates that all independent variables influence purchasing decisions.

Keywords:

Service Quality, Product Quality, Location and Purchasing Decisions

INTRODUCTION

In the current era of globalization, many culinary businesses have emerged that are of great interest to the millennial generation, especially since the culinary industry is an industry that will never stop developing and will continue to emerge with all its innovation and novelty. Like now, many culinary businesses have emerged with various characteristics and advantages, especially in Semarang. As time goes by, the business world is increasingly developing, where this rapid development is also experiencing continuous development, resulting in changes in the way business competitors maintain their business. Eating is a primary need for humans. People now prefer to consume more practical foods such as bread.

One of the industries that is currently developing is the Cake and Bread Industry (Kontan.co.id, 2017) downloaded 17 July 2018. Maulana Wahyu Jumentara, member of the Bakery Sub Sector of the Association of Food and Beverage Entrepreneurs (Gapmmi) said that bread is in third place after rice and noodles as the staple food of Indonesian society. Apart from that, according to Maulana who quoted Euromonitor data, the average growth period (CAGR) from 2010 to 2014, Indonesia's bread and cake business rose 14%. Meanwhile, the projected CAGR growth for the 2014-2020 period for the bread and cake business is 10%. By 2020, the target is for the potential value of the bread and cake business to reach IDR 20.5 trillion. Seeing the high potential value of the development of the Cake and Bread Industry, of course this will have an impact on high demand and the emergence of new players in the cake and bread industry. Bread is more practical because bread is easy to get. Not a few consumers are willing to spend more for bread that they think suits their tastes, so it can be concluded that the products sold influence consumer purchasing decisions at a bakery (Kotler and Armstrong, 2001). The emergence of new players will certainly make competition between producers even tighter.

Virgin Cake & Bakery itself was started by Mrs. Nanik Suteja and Mr. Suteja Alim Wijaya in 1999. This bakery business started with Mrs. Nanik's hobby, who liked to make cakes, which then arose the desire to start her own business. To date, Virgin Cake & Bakery has four branches spread across Semarang City, one of which is located at Jalan Majapahit No. 335, Gemah Semarang City. As an old player, it is certainly not an easy struggle to survive amidst the many competitors that always appear from time to time.

According to AMILIA (2017) the quality of a product is part of the most important positioning reference for marketers. Product or service performance is directly influenced by product quality, so that quality is explicitly identified through consumer value and satisfaction. For a company, products have a very important role because a company cannot run its business without a product. So making a product will be better if it is placed on market interests or the tastes and needs of buyers. As explained in Philip Kotler (2008), product quality is a product's identity based on its capacity to meet expressed or implied consumer needs. Meanwhile, according to Siemens, quality is a situation when consumers of the product return but the product is not returned Philip Kotler (2008). Product quality in the ISO 9000 framework is defined as "the overall characteristics and characteristics of a product or service that affect the product's ability to satisfy certain needs". This means that we must be able to identify product characteristics and characteristics that are related to quality and then create a basis for benchmarks and methods of control. (Andriyani, Y., & Zulkarnaen, W., 2017). The mainstay products from Virgin Cake & Bakery include various types of cheese cake, steam cake and banana cheese cake. For the Bakery type, there is chocolate walnut bread, suniny bun bread,

raisin egg bread, sweet cheese bread, and so on. Meanwhile, types of dry cakes include banana cookies, pumpkin cookies, chip tempeh cookies, and silkworm cookies. Meanwhile, the types of traditional cakes that are most sought after are Hong Kong spring rolls, wet pastels, moaci, shrimp meatball tofu, combination arem, salted egg resoles, and wingko.

With the many menu choices provided by Virgin Cake and Bakery, it has a very positive impact on customers, for example, customers don't need to move between shops to look for what they want to buy because the products they want are both available at Virgin Cake and Bakery Factory. Majapahit. However, with the many product variants offered by Virgin Cake and Bakery, it does not rule out the possibility that Virgin.

LITERATURE REVIEW

Consumer Purchasing Decisions

Consumer purchasing decisions for a product are basically closely related to consumer behavior. Consumer behavior is an important element in marketing activities for a product that companies need to know, because companies basically do not know what is in a consumer's mind before, during and after purchasing the product. The tendency for the influence of products, services and location on purchasing decisions made by consumers indicates that company management needs to consider aspects of consumer behavior, especially the purchasing decision making process. Purchasing decisions are a process of making decisions about purchasing which includes decisions about what to buy or not to buy and these decisions are obtained from previous activities (Assauri, 2008).

According to Kotler and Keller (2012: 170) there are four purchasing decision indicators, namely:

1. The stability of a product means producing a product whose quality is very good, which can build consumer trust so that it can support consumer satisfaction.
2. The habit of buying products is to make continuous purchases of the same product.
3. Providing recommendations to other people is by informing and suggesting to other people to join that there is something that can be trusted.
4. Repurchasing is where an individual makes a second purchase and subsequent purchases after the first purchase decides to buy it again.
5. Feelings after purchasing consumer/customer satisfaction is a person's evaluation or assessment in the form of feelings of happiness or disappointment that occur after purchasing after comparing what they felt (results) with their expectations of the product or service used.

Service Quality

According to Usmara (2008) Service Quality is an attitude resulting from a comparison of consumer service quality awards with the company's performance as perceived by consumers. In contrast, Roderick, James and Gregory (2008) stated that service quality is a measurement level of service quality which is assumed to be related to price developments. Based on the opinions of the experts above, it can be concluded that service quality is a level of measurement of the expected superiority of service quality which is related to price developments or the level of comparison of consumer service quality expectations with company performance that consumers perceive as controlling price developments.

Service quality is something that consumers pay attention to when making decisions. There are several factors that can influence purchasing decisions, one of which is in

terms of service quality. Based on these several definitions, a conceptual definition can be concluded to make it easier to understand the contents of this research, namely that the quality of public services in the academic administration section is an activity carried out by academics who provide administrative services at a tertiary institution to help meet the needs of students at the Pontianak State Polytechnic. To measure the quality of service, it must refer to applicable service standards (Mukarom & Laksana, 2015). According to Zeithaml, Parassuraman & Berry (in Hardiyansyah 2011); There are indicators of service quality located on five dimensions, namely: reliability, empathetic responsiveness, responsiveness and physical evidence.

Product Quality

According to Kotler (1985), the definition of product in a broader sense includes everything that is given to someone to satisfy a need or desire. The product concept posits that consumers will favor products that provide the best quality, appearance and characteristics. Management in such product-oriented organizations focuses their energy on making good products and continually improving the quality of those products. Armstrong, Kotler, Thrifts and Buchwitz (2017) product quality is a characteristic of products and services that is borne out in their ability to satisfy consumer needs and desires, both real and implied. Kotler and Armstrong (2014) product is something that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy consumer wants and needs.

Product quality indicators according to Kotler (2013:149) are:

1. Performance, related to the basic operating characteristics of a product.
2. Durability, which means how long or how old the product in question lasts before the product must be replaced. The greater the frequency of consumer use of a product, the greater the product's power.
3. Serviceability, including speed and ease of repair, as well as the competence and friendliness of service staff. Product quality is the first driver of consumer satisfaction.
4. Aesthetics is related to how a product looks, which can be seen from its appearance, taste, smell and shape. Aesthetics relates to appeal to the five senses. For example, the beauty of product design, unique product models and interesting combinations.

Location

Choosing a business location is the main thing that needs to be considered. Location is the place where something is located or established. Location is the location of a shop or retailer in a strategic area so that it can maximize profits. One of the keys to success is location. Location plays an important role in doing business. According to Basu Swasta (2000), a strategic location, easy to reach, safe and the availability of a large parking area is one of the important factors and will determine the success of a business in the future. According to Heizer & Render (2015) location is a driver of costs and income, so location often has the power to create a company's business strategy. Strategic location aims to maximize profits from the company's new location.

According to Tjiptono (2002), there are several factors that influence the choice of place/physical location of a business or factory, namely as follows:

1. Access, for example a location that is accessible or easy to reach by public transportation.
2. Spacious, comfortable and safe parking facilities, both for two-wheeled and four-wheeled vehicles.
3. Expansion, namely the availability of a large enough place if there is expansion in the future.
4. Environment, namely the surrounding area that supports the products offered. For

example, restaurants/eating houses are close to boarding areas, dormitories, student campuses, schools, offices, and so on.

Relationship between variables

a. Service quality

The results of research conducted by Julian Aryandi Onsardi (2020) show that there is a positive and significant influence of Service Quality on purchasing decisions. Based on the descriptions above, the hypotheses that can be proposed for this research are:

H1: Service Quality partially has a positive and significant effect

b. Product Quality

The results of research conducted by Karinatul Khoiriyah (2020) show that there is a positive and significant influence of product quality on purchasing decisions. Based on the descriptions above, the hypothesis proposed for this research is:

H2: Product quality partially has a positive and significant effect on purchasing decisions.

c. Location

The results of research conducted by Ayu Wulandari (2019) show that there is a positive and significant influence of price on purchasing decisions. Based on the descriptions above, the hypothesis proposed for this research is:

H3: Location partially has a positive and significant effect on purchasing decisions.

d. Service Quality, Product Quality, and Location

These results are in accordance with research conducted by Alvino Ragasya (2022) which states that product quality, price, location and service quality have a significant positive effect on purchasing decisions.

H4: Service Quality, Product Quality, and Location has a positive significant effect on purchasing decisions.

RESEARCH METHOD

Research methods are scientific ways to obtain data with specific purposes and uses (Sugiyono, 2019). According to Rahardjo, (2017) research methods are a way to obtain and search for tentative truths, not absolute truths. The result is scientific truth. Scientific truth is a truth that is open to continuous testing, criticism and even revision. Therefore, there is no best method for searching for the truth, but there is a method that is appropriate for a particular purpose according to the existing phenomenon. The choice of research method must be adjusted to the research being conducted so that the results are optimal (Budiharto, 2019).

The population in this study took the object at the Virgin Bakery Factory Majapahit Bakery, on Jalan Majapahit No. 335, Gemah, Pedurungan District, Semarang City, with the subjects used being consumers who had bought bread at the Virgin Bakery Factory Majapahit Bakery, on Jalan Majapahit No. 335, Gemah, Pedurungan District, Semarang City. In observational research conducted by researchers, data was obtained with the number of buyers in one day amounting to 1,168 buyers with operational hours from 06.00 – 22.00. The population in this study was 1,168 buyers in one day with operational hours 06.00 - 22.00, so: $n = 92$ (rounded to 100). The sample size is 100 taxpayers calculated using the Slovin formula.

RESULTS

Description of Research Objects

The research object in this study is the Virgin Factory Cake and Bakery. Virgin Bakery is one of the culinary souvenir places that must be visited because it has become a famous bakery outside the city of Semarang such as Tegal, Pekalongan, Yogyakarta and Jepara. Founded in 1999 by Alim Steja and Nanik, this bakery started as a home business and is now increasingly popular and growing rapidly to this day.

Frequency of Respondents' Answers

This research was conducted on consumers of the Virgin Cake and Bakery Bakery. This was done because of the large number of people interested in making purchasing decisions at the Virgin Cake and Bakery Bakery. The data used in this research is primary data.

This research uses a data collection method by distributing questionnaires using Google Form. This survey was carried out by sending a link to consumers who made purchasing decisions at the Virgin Cake and Bakery Bakery. The data obtained will then be processed and analyzed using statistical methods. This research is expected to provide knowledge about the influence of service quality, product quality and location on purchasing decisions for Virgin Cake and Bakery products.

Answer Frequency Based on Gender

Table 1. Respondent Age Category

No.	Gender	Amount	Percentage %
1	Male	33	33%
2	Female	67	67%
	Total	100	100

Source: processed primary data, 2024

From the table that has been processed, it produces data with male gender totaling 33 people or 33% of the total number of respondents, namely 100. And likewise, the number of female gender is 67 people or 67% of the total, namely 100 respondents.

Frequency of Answers Based on Age

Table 2. Respondent Age Category

No.	Age	Amount	Percentage%
1	18-25	79	79.00%
2	26-45	16	16.00%
3	46-65	5	5.0%
	Total	100	100%

Source: processed data (*Output SPSS Descriptive Statistics*), 2024

From the table above, it can be seen that for respondents aged 18 - 25 years there were 79 people or 79.00% of the total respondents, then there were 100. There were 16 respondents aged 26 - 45 or 16.00%, while for those aged 46 - 65 years old as many as 5 respondents or 5.0%. So it can be concluded that most of the respondents were aged 18-25 years.

Answer Frequency Based on Job

Table 3. Respondent's Job Category

No	Job	Amout	Perentage %
1	Student	59	59.00%
2	Worker	41	41.00%
	Total	100	100%

From the table above, it can be seen that there were 59 student respondents or 59.00% of the total respondents, then 41 respondents from the working class or 41.00%. So it can be concluded that the majority of respondents were students.

Discriptive Tes

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviatio
Kualitas Pelyanan(X1)	100	2	5	4.27	.6
Kualitas Produk(X2)	100	2	5	4.49	.6
lokasi (X3)	100	2	5	4.25	.7
Keputusan Pembelian(Y)	100	2	5	4.17	.7
Valid N (listwise)	100				

Sumber : Data yang Diolah (Output SPSS Descriptive Statistics), 2024

Based on the results of the descriptive test above, the data obtained by the researcher can be described as:

1. The Service Quality variable (X1) from this data can be described as having a minimum value of 2 while a maximum value of 5, an average value of 4.27 and a standard deviation of 679
2. The product quality variable (X2) from this data can be described as having a minimum value of 2 while a maximum value of 5, an average value of 4.49 and a standard deviation of 674.
3. The Location Variable (X3) from this data can be described as having a minimum value of 2 while a maximum value of 5, an average value of 425 and a standard deviation of 744.
4. The Purchasing Decision Variable (Y) from this data can be described as having a minimum value of 2 while a maximum value of 5, an average value of 417 and a standard deviation of 726.

ValidityTests

Uji Validitas

Variable	R count	R table	Decision
Service Quality (X1)			
X1.1	0,730	0,196	Valid
X1.2	0,691	0,196	Valid
X1.3	0,758	0,196	Valid
X1.4	0,833	0,196	Valid
X1.5	0,747	0,196	Valid

X1.6	0,794	0,196	Valid
Product Quality (X2)			
X2.1	0,618	0,196	Valid
X2.2	0,625	0,196	Valid
X2.3	0,638	0,196	Valid
X2.4	0,777	0,196	Valid
X2.5	0,711	0,196	Valid
X2.6	0,685	0,196	Valid
X2.7	0,669	0,196	Valid
X2.8	0,725	0,196	Valid
Location (X3)			
X3.1	0,769	0,196	Valid
X3.2	0,654	0,196	Valid
X3.3	0,747	0,196	Valid
X3.4	0,777	0,196	Valid
X3.5	0,775	0,196	Valid
X3.6	0,824	0,196	Valid
X3.7	0,820	0,196	Valid
Purchasing Decision(Y)			
Y1	0,843	0,196	Valid
Y2	0,845	0,196	Valid
Y3	0,883	0,196	Valid
Y4	0,838	0,196	Valid
Y5	0,848	0,196	Valid

Sumber : Data yang Diolah (Output SPSS Descriptive Statistics), 2024

Based on the data obtained in table 4.5, it is clear that the results of all variables show that the calculated r is greater than the results of the r table. It can be concluded that testing the accuracy of the questionnaire in this study produced valid data.

Reability Test

Realibiity Test

Variable	Number of items in the Questionnaire	Chronbach Alpha	Decision
Service Quality (x1)	6	0.852	Reliable
Product Quality (X2_)	8	0.834	Reliable
Location (X3)	7	0.881	Reliable
Purchasing Decision (Y)	5	0.903	Reliable

Resulting interpretation:

1. From the table above it is explained that the Cornbach alpha value $>$ limit value, namely $0.852 > 0.60$ which shows that the variable (X1 Service Quality) is reliable.
2. From the table above, it is explained that the Cornbach alpha value $>$ limit value, namely $0.834 > 0.60$, which shows that the variable (X2 Product Quality) is reliable.

3. From the table above, it is explained that the Cornbach alpha value > limit value, namely $0.881 > 0.60$, which shows that the variable (Location X3) is reliable.
4. From the table above, it is explained that the Cornbach alpha value > limit value, namely $0.903 > 0.60$, which shows that the variable (Y Purchase decision) is reliable.

Graph Normality Test

Figure 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.90041378
Most Extreme Differences	Absolute	.095
	Positive	.093
	Negative	-.095
Kolmogorov-Smirnov Z		.953
Asymp. Sig. (2-tailed)		.324

a. Test distribution is Normal.

Source: processed primary data, 2024

It can be seen that the value of Asymp. Sig. (2-tailed) is 0.324, where the value is greater than 0.05, then according to the decision making criteria, the data is normally distributed.

multicollinearity test

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.958	2.045		-2.424	.017		
	Kualitas pelayan	.070	.056	.072	1.252	.214	.984	1.016
	Kualitas produk	.436	.084	.504	5.203	.000	.344	2.905
	Lokasi	.294	.080	.355	3.678	.000	.346	2.888

a. Dependent Variable: keputusan pembelian

The table above shows that the y tolerance values for the service quality, product quality, and review location variables respectively have values of 0.984, 0.344, and 0.346, these values are greater than 0.1, meaning the data is free from multicollinearity.

Furthermore, with the VIF value, the variables for service quality, product quality and location respectively have values of 1.016, 2.905 and 2.888, where these values are less than 10, it can be concluded that the model is free from multicollinearity.

heteroscedasticity test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.165	.073		2.273	.025
	Kualitas pelayanan	.002	.002	.107	1.080	.283
	Kualitas produk	-.004	.003	-.231	-1.376	.172
	lokasi	.000	.003	-.019	-.112	.911

a. Dependent Variable: ABS_RES

From the data above it can be concluded that the data is free from heterosexuality because the Sig value is >0.05 where X1 is 0.283, X2 is 0.172, and X3 is 0.911.

**Multiple Linear Regression Analysis Test
 Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.958	2.045		-2.424	.017
	Kualitas pelayanan	.070	.056	.072	1.252	.214
	Kualitas produk	.436	.084	.504	5.203	.000
	Lokasi	.294	.080	.355	3.678	.000

a. Dependent Variable: keputusan pembelian

Interpretation:

From these results, a regression equation can be created as follows. $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

$$Y = 4,958 + 0,070 + 0,436 + 0,294 + e$$

Based on the results of the multiple linear regression equation above, it can be interpreted as follows:

1. A constant of 0.4958 means that if the value of service quality, product quality, location is 0, then the sales value will be 0.4958 or 495.8%.
2. The regression coefficient value of 0.070 means that if service quality decreases by 1 unit, then purchasing decisions will decrease by 0.070 or 07.0%
3. The regression coefficient value of 0.436 means that if product quality increases by 1 unit, then the quality of purchases will increase by 0.436 or 43.6%

4. The regression coefficient value of 0.294 means that if the location increases by 1 unit, the quality of purchases will decrease by 0.294 or 29.4%

Test T

Table 6. T test results

Service Quality	1.252	0.214
Product Quality	5.203	0.000
Location	3.678	0.000

100-3-1=96 then t table= 1.660

Based on the table above, t is searched for 5% degrees of freedom $df = n - k - 100 - 3 - 1 = 96$ then t table = 1.660 which states the value of t as follows:

1. The calculated T value of the service quality variable is 1.252, because the calculated T value is greater than the T table ($1.252 < 1.660$), then the service quality variable has a significant influence on purchasing decisions.
2. The calculated T value of the product quality variable is 5.203 which is greater than the T table ($5.203 > 1.660$), so the product quality variable has a significant influence on purchasing decisions.
3. However, in contrast to the location variable which has a value of 3.678 and is greater than the T table value ($3.678 > 1.660$), the location variable has a significant influence on purchasing decisions. Store atmosphere has a calculated t of $2.558 > t$ table of 1.660 and a significant value of $0.012 < 0.05$. So H_1 is accepted so that store atmosphere has a positive and significant effect on consumer purchasing decisions. Digital marketing has a t count of $2.898 > t$ table 1.660 and a significant value of

F Test

**Table 7. F Test Results
ANOVA^b**

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	794.454	3	264.818	71.103	.000 ^a
	Residual	357.546	96	3.724		
	Total	1152.000	99			

a. Predictors: (Constant), lokasi, kualitas pelayanan, kualitas produk

b. Dependent Variable: keputusan pembelian

From the table it can be seen that the calculated F value is 71.103, because the calculated F is > from F table 2.70, it indicates that there is a significant influence between the independent variable on the dependent variable. Meanwhile, the sig value. The result is 0.000, meaning it is smaller than the alpha value or < 0.05 , so it can be concluded that there is a significant influence between the independent variable and the dependent variable.

Determination Coefficient Test (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.690	.680	1.92988

a. Predictors: (Constant), lokasi, kualitas pelayanan, kualitas produk

It can be seen that the R square value in the table above is 0.690 or 69.0%. This means that the variables of service quality, product quality and location can influence purchasing decision variables by 69.0%, while the remaining influence, namely 31.0% (100.0% - 69.0%) is influenced by other factors.

DISCUSSION

H₁ = The Influence of Service Quality Variables on Purchasing Decisions

The research results stated that the results obtained with the calculated t value were greater than the T table ($1.252 < 1,660$), so it had a partially insignificant influence between service quality on purchasing decisions based on a significant value of less than 0.05. This proves that the weaker the quality of service, the lower the level of purchasing decisions.

The results of this research are in accordance with research conducted by Debby Cybthia, Haris Hermawan, Ahmad Izzudin (2022), stating that the service quality variable does not significantly influence negative purchasing decisions.

H₂ = The Influence of Product Quality Variables on Purchasing Decisions

The research results stated that the results obtained with the calculated t value were greater than the T table ($5.203 > 1.660$). states that there is a partial positive influence between product quality on purchasing decisions based on a significant value of less than 0.05.

The results of this research are in accordance with research conducted by Alvino Ragasya (2022) which states that product quality variables have a significant effect on positive purchasing decisions.

H₃ = Location on Variables Purchasing Decisions

The research results confirm that the results obtained with the calculated t value are greater than the t table ($3.678 < 1.660$) stating that there is an influence between location and purchasing decisions, with a significant value of less than 0.05.

The results of this research are in accordance with research conducted by Ahmad Shuban (2019) which states that location variables have a positive and significant effect on purchasing decisions.

H₄ = The Influence Service Quality, Product Quality, and Location Variables on Purchasing Decisions

The results of this research show that not all variables used have a significant positive influence on purchasing decisions. This means that service quality does not have a significant positive effect on purchasing decisions. Meanwhile, product quality and location variables have a significant positive effect on purchasing decisions. However, it can be seen from the F statistical test that the result of calculated $F = 71.103$ is greater than F table = 2.70 and $sig = 0.00 < 0.5$. So it can be concluded that Service Quality,

Product Quality and Location have a significant positive effect on Purchasing Decisions.

These results are in accordance with research conducted by Alvino Ragasya (2022) which states that product quality, price, location and service quality have a significant positive effect on purchasing decisions.

CONCLUSION

1. Service quality has no influence on purchasing decisions for Virgin Cake and Bakery products. This can be shown by the results of the t test which shows that t count is $1.252 < t \text{ table } 1.660$ with a significance of $0.000 > 0.05$, which means it is not in accordance with Hypothesis 1 where Service Quality partially has a significant negative effect on Purchasing Decisions.
2. Product quality influences purchasing decisions for Virgin Cake and Bakery Rofi shop products, which is shown in the t test showing that t count is $5.203 > t \text{ table } 1.660$ with a significance of $0.000 < 0.05$, which means that Hypothesis 2 Product quality has a partial positive and significant effect on Purchasing Decisions.
3. Location influences purchasing decisions for Virgin Cake and Bakery bakery products. The results of the t test show that t count is $3.678 > t \text{ table } 1.660$ with a significance of $0.000 < 0.05$, which means it is in accordance with Hypothesis 3 where location partially has a positive and significant effect on purchasing decisions.
4. Service Quality, Product Quality and Location influence Purchasing Decisions. From the table it can be seen that the calculated F value is 71.103, because the calculated $F_{is} > F \text{ table } 2.70$, it indicates that there is a significant influence between the independent variable on the dependent variable. Meanwhile, the sig value. The result is 0.000, meaning it is smaller than the alpha value or < 0.05 , so it can be concluded that there is a significant influence between the independent variable and the dependent variable.
5. It can be seen that the R square value in the table above is 0.690 or 69.0%. This means that the variables of service quality, product quality and location can influence purchasing decision variables by 69.0%, while the remaining influence, namely 31.0% ($100.0\% - 69.0\%$) is influenced by other factors.

Multiple Linear Regression Test Results $Y = 4,958 + 0,070X_1 + 0,436X_2 + 0,294X_3 + e$

Based on the results of the multiple linear regression equation above, it can be interpreted as follows: A constant of 0.4958 means that if the value of service quality, product quality, review location is 0, then the sales value will be 0.4958 or 495.8%. The regression coefficient value of 0.070 means that if product quality decreases by 1 unit, then purchasing interest will increase by 0.070 or 07.0%. The regression coefficient value of 0.294 means that if the location experiences an increase of 1 unit, then buying interest will increase by 0.294 or 29.4%. The regression coefficient value of 0.294 means that if the location experiences a decrease of 1 unit, then buying interest will decrease by 0.294 or 29.4%.

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