

The Effect of Price, Product Quality, Promotion, *Brand Image*, and Location on the Purchasing Decision of Traffic Bun Grancity Balikpapan

Fitriana*, Syahril Hasan, Hikma Hasbi

Management Study Program, Balikpapan College of Economics (STIEPAN)

*Correspondence email : fitriana@stiebalikpapan.ac.id , syahril@stiebalikpapan.ac.id , hikmahasby@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas produk, promosi, *brand image* dan lokasi terhadap keputusan pembelian Traffic Bun Balikpapan. Lokasi penelitian di *store* Traffic Bun Balikpapan, di *Grand City* Balikpapan, Jl. Sinarmas Land, *Grand city*, Ruko *Golden Boulevard* Blok AC, No.41, Kel. Batu Ampar, Kec. Balikpapan utara. Data yang digunakan adalah data primer yang diperoleh secara langsung dari pembagian kuesioner. Sampel pada penelitian ini sebanyak 60 orang responden. Berdasarkan hasil analisis regresi linier berganda diperoleh nilai koefisien korelasi (R) sebesar 0,627 dan koefisien determinasi (R²) sebesar 39,3%. Hasil uji simultan (Uji F) menunjukkan F hitung sebesar 6,999 > F tabel sebesar 2,39, yang berarti harga, kualitas produk, promosi, *brand image* dan lokasi secara simultan berpengaruh signifikan terhadap keputusan pembelian Traffic Bun Balikpapan. Hasil uji parsial (Uji t) menunjukkan bahwa variabel harga (X1) t hitung sebesar -2,734 > t tabel sebesar 2,00488, yang berarti variabel harga secara parsial berpengaruh negatif dan signifikan terhadap keputusan pembelian, variabel kualitas produk (X2) t hitung sebesar 2,731 > t tabel sebesar 2,00488, yang berarti variabel kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel promosi (X3) t hitung sebesar -2,061 > t tabel sebesar 2,00488, yang berarti variabel promosi secara parsial berpengaruh negatif dan signifikan terhadap keputusan pembelian, variabel *brand image* (X4) t hitung sebesar 2,809 > t tabel sebesar 2,00488, yang berarti variabel *brand image* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian, variabel lokasi (X5) t hitung sebesar 2,618 > t tabel sebesar 2,00488, yang berarti variabel lokasi secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : Brand image dan Lokasi, Harga, Kualitas Produk, Keputusan Pembelian, Promosi.

ABSTRACT

This study aims to determine the influence of price, product quality, promotion, brand image, and location on the purchasing decision of Traffic Bun Balikpapan. The research location is at the Traffic Bun Balikpapan store in Grand City Balikpapan, Jl. Sinarmas Land, Grand City, Ruko Golden Boulevard Blok AC, No.41, Batu Ampar District, north Balikpapan District. The data used are primary data obtained directly from the division of questionnaires. The sample in this study was 60 respondents. Based on the multiple linear regression analysis results, the value of the correlation coefficient (R) was obtained at 0.627 and the coefficient of determination (R²) at 39.3%. The simultaneous test results (Test F) showed that the calculated F was 6.999 > F table of 2.39, meaning that price, product quality, promotion, brand image, and location simultaneously had a significant effect on the decision to buy Traffic Bun Balikpapan. The results of the partial test (Test t) showed that the price variable (X1) t count of -2.734 > t of the table of 2.00488, which means that the price variable partially had a negative and significant effect on purchasing decisions. The product quality variable (X2) t count of 2.731 > t table of 2.00488, which means that the quality variable of the product partially had a positive effect and was significant to the purchase decision. The promotion variable (X3) t count is -2,061 > t table is 2.00488, which means the promotion variable partially negatively and significantly affects the purchase decision. The brand image variable (X4) t count is 2,809 > t table is 2.00488, which means the brand image variable partially has a positive and significant effect on purchasing decisions. The location variable (X5) t counts by 2,618 > t table of 2.00488, which means that the location variable partially has a positive and significant effect on purchasing decisions.

Keywords: Brand image and Location, Price, Product Quality, Purchasing Decision, Promotion.

INTRODUCTION

In the era of globalization and technological developments, a person wants a fast-paced and practical life. Fast food is now a portion of food widely loved by people of various circles, especially urban people. A large number of fast-food restaurants is a fact that fast food is already cultivated in urban communities. This is because fast food is the right choice for gathering, socializing, and even maintaining prestige in the household when there is no food available at home or not having time to cook. Currently, many new local culinary businesses are growing by offering products that rely on various flavors and types and facilitate a comfortable place. The existence of several new culinary companies that continue to emerge increasingly confuses consumers with so many choices. One of the culinary businesses that are currently being discussed is Traffic Bun.

Traffic Bun is a business pioneered by Fadhil Jaidi; he is one of the Indonesian celebgrams with 7.4JT followers on Instagram. Fadhil Jaidi is a Content Creator or celebgram who has a good image because he is famous for his funny content; previously, Fadhil Jaidi was also a Junior Child Idol artist and was a child artist who had starred in several films. The success he achieved was what allowed him to open a business venture in the culinary field. Since the beginning of the establishment of the business in March 2021, it now has 66 stores spread across various regions of Indonesia. His firm is under the auspices of PT. Nikmat Abadi (Nikmat Group), Nikmat Group is a company engaged in the food and beverage sector that provides Franchises and has been established since 2017.

With many fast food culinary businesses similar to Traffic Bun appearing every year, Traffic Bun must find and have the right strategy to market its products in order to win market competition. The thing that must be considered to win market competition is the need for knowledge of good management in order to be able to pay attention to what factors influence purchasing decisions in a product marketing business so that consumers can make their choice.

According to the purchase decision is a consumer decision that is influenced by the economy, finance, technology, politics, culture, product, price, place, promotion, physical evidence, people, process. Create consumer habits to process all information and draw conclusions in the form of answers to see which products to buy. (Buchari Alma, 2016) Consumer decision-making is essentially a problem-solving process. Researchers use this purchase decision variable because the study of purchasing decisions is still worth researching considering the increasing number of products similar to Traffic Bun in circulation resulting in the need for various considerations for the public in making purchase decisions.

Consumer purchasing decisions are an important factor in determining the excitability of a company. In this case, there are several indicators of purchasing decisions that must be considered by Traffic Bun such as taste quality, the taste quality of Traffic Bun still does not attract consumers because it only has two flavor variants and types of products that are less varied. Furthermore, the brand of a well-known product, where the brand of Traffic Bun is still unknown to the public regarding what traffic bun is and what products traffic bun provides. Then repurchase, where the company must make a strategy so that consumers who have shopped will come back again because they feel satisfied or have their own interest in the products provided. Because consumers will form a *preference* over brands that are in the personal group and. Consumers will also form an intention to buy the brand that is most in demand and ultimately lead to a purchase decision.

With many fast food culinary businesses similar to Traffic Bun appearing yearly, it must find and have the right strategy to market its products to win the market competition. To beat the market competition, they must consider the need for knowledge of good management to pay attention to what factors influence purchasing decisions in a product marketing business so that consumers can make their choice.

According to (Buchari Alma, 2016), the purchase decision is a consumer decision influenced by the economy, finance, technology, politics, culture, product, price, place, promotion, physical evidence, people, and process. Create consumer habits to process all information and draw conclusions in the form of answers to see which products to buy. Consumer decision-making is essentially a problem-solving process. Researchers use this purchase decision variable because the study of purchasing decisions is still worth researching, considering the increasing number of products similar to Traffic Bun in circulation. This results in the need for various considerations for the public in making purchase decisions.

Consumer purchasing decisions are essential in determining a company's excitability. In this case, there are several indicators of purchasing decisions that Traffic Bun must consider. Such as taste quality; the taste quality of Traffic Bun still does not attract consumers because it only has two flavor variants and types of products that are less varied. Furthermore, the brand of a well-known product, where the brand of Traffic Bun, is still unknown to the public regarding what traffic bun is and what products traffic bun provides. Then repurchase, where the company must make a strategy so that consumers who have shopped will come back again because they feel satisfied or have their interest in the products provided. Because consumers will form a *preference* over brands in the private group, and Consumers will also include an intention to buy the most in-demand, ultimately leading to a purchase decision.

Seeing the influence of purchasing decisions is significant in increasing Traffic Bun customers; the company uses various ways to increase sales ranging from paying attention to affordable prices for consumers, improving product quality, promotions, *brand image*, and strategic locations. With the hope that the company can increase traffic bun sales.

The factors that can influence the purchase decision of the first one are the price factor. In this case, Traffic Bun Balikpapan has provided competitive prices from other competitors by offering prices starting from Rp. 35,000 for 1 Pcs Burger. However, this pricing is still not quite affordable to the purchasing power of consumers. According to Lupiyoadi in (Prayogi et al., 2019) y providing *value* to consumers and controlling the product image and consumers' buying decisions.

The next factor is the Product Quality factor. In this case, Traffic Bun Balikpapan already has an MUI Halal Certificate, a Certificate of Healthy Eligibility, a K31 Standard Certificate, and SPPL. Traffic Bun has also met the criteria as referred to in Article 2 Paragraph (2) of the Minister of Trade Regulation No.71 of 2019 concerning the implementation of franchising, one of which is by having a business characteristic where at the top of the Traffic Bun burger there is the Traffic Bun logo itself. According to Kotler and Armstrong in (Asriani & Muhajirin, 2021) the quality of the product is a characteristic of a product or service that depends on its ability to meet the specific needs of the declared or implied customer.

Next is the promotion factor. According to Laksana in (Farhan Taufiqurrohman et al., 2022), promotion is communication between sellers and buyers that comes from the correct information that aims to change the attitude and behavior of buyers who were previously unfamiliar to be familiar to become buyers and keep in mind the product. In this case, Traffic Bun Balikpapan has also promoted several promotional mix activities. Such as advertising, where promotions are carried out using *celebrity endorsers*, which are none other than the Traffic Bun Owner himself; Fadhil Jaidi does promotions on his personal Instagram account. Traffic Bun also participates in promoting its products through social media such as Instagram and Facebook, but it is not so active. In addition, promotion is also carried out by printing posters and displaying them in the store area. Furthermore, Traffic Bun also conducts *sales promotions* by giving discounts or *discounts* on certain *events*.

The next factor is *the brand image*. According to Kotler and Keller *brand image* is a set of perceptions and trust that customers have in a brand that is reflected through associations in the customer's memory. In this case, Traffic Bun Balikpapan is enough to have a good *brand image* in the eyes of its consumers; this can be seen from the company that houses Traffic Bun, namely PT. Group Favors. Although it has not been involved in the food and beverage business for a long time, Nikmat Group has succeeded in stealing the public's attention with its popularity in giving birth to trendy products.

They have a good *image* in the food and beverage industry. Nikmat Group's products include King Mango Thailand, Lain Hati Coffee, Street Boba, Gildan, and, most recently, Traffic Bun. In addition, Fadhil Jaidi, the Owner of Traffic Bun, has a good image in the eyes of the community with his hilarious behavior in promoting a product. As for the product's image, Traffic Bun is in demand by many people because it has attributes in the form of packaging that is cute, attractive, and easy to carry.

In addition, location is also a factor that can influence purchasing decisions. Kotler and Armstrong in (Rahayu, 2018), mention that location is the company's different activities to make the products produced or sold affordable and available to the target market. According to Tjiptono in (Sjawal et al., 2020), ocaton refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. In this case, the

location of Traffic Bun Balikpapan can be said to be very strategic because of its easy-to-reach location, comfortable surrounding environment, the center of the city and shopping centers, and large parking area.

Based on data obtained directly from Traffic Bun, the sales of Traffic Bun Balikpapan had dropped high. However, sales experienced a decline from the first week to the second week of March 2022, with a downward trend of 24.79%. Then in the third week, it also decreased by 12.46%. Then in the last week of March, it again experienced a decrease of 2.70%. So the average revenue of Traffic Bun Balikpapan from the first week to the previous week of March 2022 is IDR 90,343,411, with an average downward trend of 9.98% every week.

In April 2022, Traffic Bun Balikpapan sales declined in the first week by 20.01%. Then it decreased again in the second week by 26.29%. In the third week, it also still reduced by 14.78%. Furthermore, it experienced an increase of 19.22% in the last week. So the average revenue of Traffic Bun Balikpapan from the first week to the previous week of April 2022 is IDR 47,243,245, with an average downward trend of 10.46% every week.

In May 2022, traffic bun Balikpapan sales in the first week increased by 34.82%. In the second week, it decreased again by 33.26%. Then in the third week, it again experienced a decrease of 17.23%. At the month's end, bun traffic sales increased by 2.71%. So the average revenue of Traffic Bun Balikpapan from the first week to the last week of Mei 2022 is IDR 42,687,833, with an average downward trend of 3.24% every week.

Based on the data above, the reason and purpose of the author are to find out and examine what strategies are suitable and what Traffic Bun must do to become a fast food product with sales that can be consistent every month. The research that will be carried out by the author is supported by research gaps conducted by previous researchers, as for the previous research *gaps* as follows.

The study conducted by (Dzikril Hakim, 2016) has the result that price has a positive and significant effect on purchasing decisions. Meanwhile, The study conducted by (Abdurrahman & Anggriani, 2020) states that prices negatively and significantly impact purchasing decisions. The study conducted by (Abdurrahman & Anggriani, 2020), also states that the quality of a product quality has a negative and significant impact on buying decisions. While the The study conducted by (Syamsidar & Soliha, 2019), has the results of research that the quality of the product has a negative and significant effect on purchasing decisions.

The study conducted by (Dzikril Hakim, 2016) shows that promotion has a significant positive effect on purchasing decisions. Meanwhile, the study conducted by (Setiawan et al., 2020) has research results that promotion does not have a considerable impact on purchasing decisions. Furthermore, The study conducted by (Setiawan et al., 2020) shows that *brand image* positively and significantly affects purchasing decisions. Meanwhile, the study conducted by (Syamsidar & Soliha, 2019) has the results of research that *brand image* has a negative and significant effect on purchasing decisions. The study conducted by (Dzikril Hakim, 2016) showed that location positively and significantly affects purchasing decisions. The study conducted by (Abdurrahman & Anggriani, 2020) has the results of research that location has a negative and significant effect on purchasing decisions.

METHODS

Research Method and Location

In this study, descriptive and verifiable methods are used, that is, studies that aim to see the influence of the relationship with two or more variables to be tested for the correctness of the hypothesis (Illanisa et al., 2019). Descriptive approach clarifies or describes the facts that occur in the variables studied, namely price, product quality, promotion, *brand image* and location. To find out the picture of each variable, use the formula of the average (*mean*). This average value is obtained by summing each variable's whole and dividing by the number of respondents. The location of the study or research object was carried out at the Traffic Bun Balikpapan store located in *Grand City* Balikpapan, Jl. Sinarmas Land, *Grand City*, Ruko *Golden Boulevard* Blok AC, No.41, Batu Ampar District, north Balikpapan District.

Population and Sample

Population In this study are all Traffic Bun consumers in Grand City Balikpapan. In this study, researchers took 60 respondents as a sample to be studied. The sampling technique is a *nonprobability sampling* technique with a *purposive sampling approach*. According to Sugiyono in (W. Setiawan & Safitri, 2019), *nonprobability sampling* is a sampling technique that does not provide equal opportunities or opportunities for each member of the population to be selected to be sampled. According to Sugiyono in (Wijaya & Sukma Danuta, 2020) *purposive sampling* is a technique for determining samples with certain considerations, namely by giving specific criteria to the person to be sampled. The requirements specified by the researchers are consumers who have shopped at least two times on Traffic Bun.

Variable

To obtain a clear picture of the variables used in this study, the foreign of each variable is briefly described as follows:

Table 1
Research Variables

No	Variable	Question indicator	Source	Scale
1	Purchase decision	1. Taste qualities 2. Famous brands 3. Repurchase	(Setiawan et al., 2020)	Likert Scale
2	Price	1. Price list availability 2. Price according to product quality 3. Affordable price by consumers 4. Comparison or competitiveness of prices 5. Prices match consumer expectations	(Dzikril Hakim, 2016) dan (Setiawan et al., 2020)	Likert Scale
3	Product Quality	1. Product content size 2. Expiry period 3. Flavor variants	(Setiawan et al., 2020)	Likert Scale
4	Promotion	1. <i>Advertising</i> 2. <i>Personal selling</i> 3. <i>Sales promotion</i> 4. <i>Direct marketing</i> 5. <i>Public relation</i>	(Dzikril Hakim, 2016) , (Setiawan et al., 2020) and (Syamsidar & Soliha, 2019)	Likert Scale
5	Brand image	1. Creator image 2. Product/consumer image 3. Image of the speaker	(Setiawan et al., 2020) and (Syamsidar & Soliha, 2019)	Likert Scale
6	Location	1. The traffic flow around the location is smooth. 2. Strategic location close to shopping malls. 3. Easy-to-reach sales locations 4. Availability of adequate parking space 5. Safe environment situation	(Dzikril Hakim, 2016)	Likert Scale

Data Sources and Data Collection Methods

According to Arikunto, the data source referred to in the study is the subject from which the data can be obtained. So the data source in this study was obtained from the statements of respondents and consumers from Traffic Bun. Data based on the head is divided into two types: primary data and secondary data (Novitasari, 2021). Secondary data were collected and obtained directly from respondents using questionnaires. Primary data is obtained indirectly, in the form of reports and other information sourced from literature and additional information related to this writing, such as company documents, previous research magazines and literature books.

Data Analysis Techniques

1. A validity Test is carried out to measure whether or not the indicators are valid (valid) on each variable. Valid means that the instrument can be used to measure what should be measured. The test was performed by comparing the r count and r table with an error rate of 5%, then N (number of samples) = 60 respondents, with a significant 0.05. Then obtained r table = 0.254 (df=n-2;df=60), the degree of validity of the questionnaire can be determined, if :

- a. $r_{\text{count}} > r_{\text{table}}$ = Valid
 - b. $r_{\text{count}} < r_{\text{table}}$ = Invalid (Invalid)
 - c. $r_{\text{calculate}}$ = The result of the reduction of respondents' answers to each question in each variable analyzed with spss and its *outputis* called *corrected iten correlation*.
 - d. r_{table} = a table of numbers commonly used to test the results of a test of the validity of a research instrument.
2. The reliability Test is used to determine the measuring instrument's consistency and whether the measuring device used is trustworthy and consistent if the measurement is repeated. This study used the alpha coefficient measurement analysis technique (*Scale*). The alpha coefficient measurement technique results in this reliability test are then consulted with the instrument reliability table if *alpha Cronbach's* > 0.60 ; this study is reliable and vice versa. Significant levels of 0.05 (5%) and n as many as 60 people.
 3. The normality test was used to determine whether the regression model on dependent and independent variables has a normal distribution. This normality test is carried out in two ways: graph analysis and statistical tests. The graph test used is the *probability plot regular* graph test, and the statistical test is *Kolmogorav-Smirnov* with a significant rate of 5 per cent
 4. The multicollinearity Test was used to determine whether a regression model found a correlation between independent variables. How to do the test by looking at *tolerance* and *Variance Inflation Factor* (VIF) value. If the *tolerance* value is ≥ 0.1 and the VIF is less than ≤ 10 , it can be declared that there is no multicollinearity and a good regression model.
 5. The heteroskedasticity test is used to determine whether there is a variance inequality of residual between one observation and another observation in the regression model. The heteroskedasticity test is carried out in two ways: graph analysis and statistical tests. The chart analysis used is *scatterplots*. The *scatterplot* test can be seen from the points (data) of spread that are random, unplated, and do not gather only above or below the number 0 on the Y axis; it is said that heteroskedasticity does not occur.
 6. Multiple Linear Regression Analysis used to find out how much influence the five variables are free of price, product quality, brand image promotion and location on variables bound by purchasing decisions in Traffic Bun Grand city Balikpapan, multi *regression analysis* tool (multiple regression analysis), as well as data processing and accurate testing with the help of *statistical software package for social sciences SPSS*) version 24
 7. The t-test was used to determine how much influence the free variables X1 (price), X2 (product quality), X3 (promotion), X4 (brand image) and X5 (location) partially influenced the Y-bound variable of the purchase decision). 5% significance testing. In chapter 3, the free degree (df) formulation is $n-k-1$, where n is the sum of the data, and k is the sum of the free variables. In this study $n=60$, $k=5$ then obtained $df=60-5-1 = 54$ with $\alpha = 0.05/2 = 0.025$, then from table t the table was obtained t table of 2.00488. If t counts the $> t$ of the table and the sig value of < 0.05 , then it can be concluded that the free variable x (X1, X2, X3, X4 and X5) has a significant effect on the bound variable Y and vice versa if the calculation $< t$ of the table and the sig value > 0.05 then the free variable X (X1, X2, X3, X4 and X5) has no significant effect on the bound variable Y.
 8. Multiple Linear Regression Analysis was used to find out how much influence the five variables are free of price, product quality, brand image promotion and location on variables bound by purchasing decisions in Traffic Bun Grand city Balikpapan, multi *regression analysis* tool (multiple regression analysis), as well as data processing and accurate testing with the help of *statistical software package for social sciences SPSS*) version 24

RESULTS

Instrument Test

Validity Test Results

Validity test results using spss 24 for windows using the following results:

Table 2
Validity Test Results

No	Indicators	r count	r table	Information
Purchase decision Y	Y1	0,825	0,254	Valid
	Y2	0,654		Valid
	Y3	0,818		Valid
X1 Price	X1-1	0,871	0,254	Valid
	X1-2	0,822		Valid
	X1-3	0,847		Valid
	X1-4	0,861		Valid
	X1-5	0,855		Valid
Product quality X2	X2-1	0,870	0,254	Valid
	X2-2	0,714		Valid
	X2-3	0,795		Valid
Promotion X3	X3-1	0,547	0,254	Valid
	X3-2	0,770		Valid
	X3-3	0,790		Valid
	X3-4	0,825		Valid
	X3-5	0,751		Valid
Brand Image X4	X4-1	0,730	0,254	Valid
	X4-2	0,855		Valid
	X4-3	0,806		Valid
Location X5	X5-1	0,879	0,254	Valid
	X5-2	0,877		Valid
	X5-3	0,833		Valid
	X5-4	0,772		Valid
	X5-5	0,787		Valid

Based on the validity test, obtained $r \text{ table} = 0.254$ ($df=n-2;df=60$), the validity level of the questionnaire can be determined, if $r \text{ counts} > r \text{ table} = \text{Valid}$. Then it can be said that these statements are valid.

Reliability Test Results

The results of the reliability of this instrument are presented in the table below as follows:

Table 3
Reliability Test

Variable	Cronbach Alpha	Information
Y	0,620	Reliable
X1	0,903	Reliable
X2	0,704	Reliable
X3	0,795	Reliable
X4	0,699	Reliable
X5	0,887	Reliable

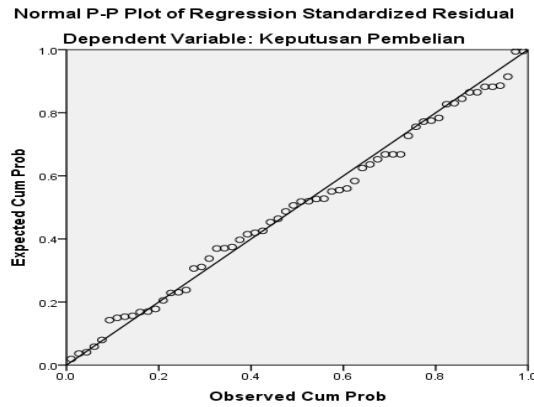
Based on table 3 above, it can be concluded that the reliability test results obtained the *Cronbach Alpha* variable purchase decision (Y) is 0.620, price (X1) is 0.903, product quality (X2) is 0.704, Promotion (X3) is 0.795, Brand Image (X4) is 0.699 and Location (X5) is 0.887. So this means that the results of the question items for this study are reliable because the $\alpha > 0.60$.

Test of Classical Assumptions

The classical assumption test in this study was used to test the quality of the research data and the feasibility of the regression model used. If this classical assumption test meets the criteria, it can be continued at the multiple linear regression analysis test stage. The classical assumption tests used in this study were normality tests, multicollinearity tests, and heteroskedasticity tests.

Normality Test

The following are the results of the normality test with the image of the *normal graph of probability plot* and *kolmograv-Smirnov* table as follows:



Source : SPSS output result data version 24

Figure 1
Normality Test Results

Based on figure 1, the data results show that the dots (data) spread out around the diagonal line and follow the direction of the diagonal line. It can be concluded that the regression model in this study has a normal distribution on each variable and meets the assumption of normality.

Table 4
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.71676012
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.049
Kolmogorov-Smirnov Z		.449
Asymp. Sig. (2-tailed)		.988

a. Test distribution is Normal.
b. Calculated from data.

Source : SPSS output result data version 24

Based on table 4 of the *asympt.sig* value results. (2-tailed) or a significant value for a regression model of 0.988. This shows that the value of 0.988 is more effective than 0.05, and it is stated that this study has a normal distribution.

Multicholnearity Test Results

Table 5
Multicholnearity Test Results
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Harga	.557	1.795
	Kualitas Produk	.496	2.018
	Promosi	.551	1.815
	Brand Image	.434	2.306
	Lokasi	.535	1.869

a. Dependent Variable: Keputusan Pembelian

Table 4 of the data results show that the price variable (X1) has a *tolerance* value of 0.557 and a VIF of 1.795. The product quality variable (X2) has a *tolerance* value of 0.496 and a VIF of 2.018. the promotion variable (X3) has a *tolerance* value of 0.551 and a VIF of 1.815. the brand image

variable (X4) has a *tolerance* value of 0.434 and a VIF of 2.306. the price variable (X5) has a *tolerance* value of 0.535 and a VIF of 1.869. So the explanation of the results of the values from the table shows that each independent variable has a *tolerance* value of ≥ 0.1 and a VIF of less than ≤ 10 . This suggests that there is no multicollinearity between independent variables.

Heteroskedasticity Test Results

The following are the results of the heteroskedasticity test with a *scatterplot* chart image as follows:

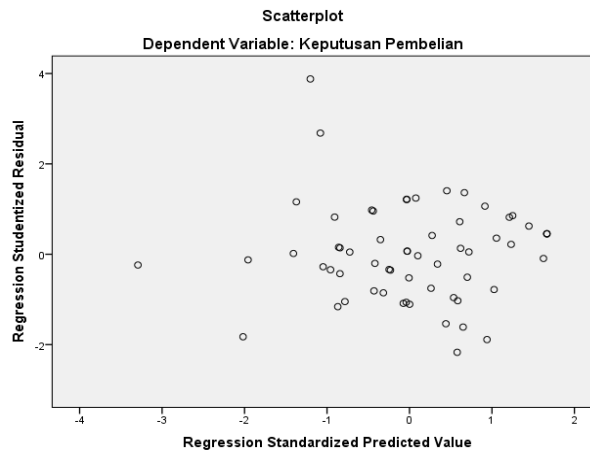


Figure 2
Heteroskedasticity Test Results

Based on figure 4, the data results show that the points (data) are spread randomly and scattered above and below the number 0 on the Y axis. It can be concluded that the regression model in this study did not occur heteroskedasticity.

Multiple Linear Regression Analysis Results

The following summary results of the data processing results can be seen in the table as follows.

Table 6
Multiple Linear Regression Analysis Results

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	2.698	2.822		2.452	.012
Price	-.168	.098	-.862	-2.734	.022
Product Quality	.175	.065	.361	2.731	.034
Promotion	-.207	.087	-.194	-2.061	.021
Brand Image	.188	.186	.224	2.809	.033
Location	.259	.099	.379	2.618	.011

a. Dependent Variable: Purchasing Decision

Source : SPSS output result data version 24

From the multiple linear regression equation, it can be interpreted as follows:

1. The value of the constant $\alpha = 2.698$, that is, if the independent variables of price (X1), product quality (X2), promotion (X3), brand image (X4), and location (X5) have a fixed value or equal to 0, then the dependent variable of purchasing decision (Y) is valued at 2.698.
2. The value of the coefficient $\beta_1 = -0.168$, The value of the regression coefficient of the price variable is -0.168 and negative, then if the price variable increases by 1 unit, the dependent variable, i.e. the purchase decision, will increase by -0.168 and vice versa.

3. The value of the coefficient of $\beta_2 = 0.175$, the value of the regression coefficient of the product quality variable is 0.175 and is positive; then, if the product quality variable increases by 1 unit, the dependent variable, namely the purchase decision, will increase by 0.175 and vice versa.
4. The value of the coefficient $\beta_3 = - 0.207$, The value of the regression coefficient of the promotion variable is - 0.207 and negative. If the promotion variable increases by 1 unit, the dependent variable, namely the purchase decision, will increase by - 0.207 and vice versa.
5. The value of the coefficient $\beta_4 = 0.188$, and the value of the regression coefficient of the brand image variable is 0.188 and cheerful; if the brand image variable increases by 1 unit, the dependent variable, namely the purchase decision, will increase by 0.188 and vice versa.
6. The value of the coefficient $\beta_5 = 0.259$, and the value of the regression coefficient of the location variable is 0.259 and cheerful; if the location variable increases by 1 unit, the dependent variable, namely the purchase decision, will increase by 0.259 and vice versa.

Hypothesis Testing

Simultaneous Test (F Test)

The following are the results of the F test as follows:

Table 7
Simultaneous Test Results (F Test)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	112.695	5	22.539	6.999	.000 ^b
	Residual	173.889	54	3.220		
	Total	286.583	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Location, Price, Promotion, Product Quality, Brand Image

Source : SPSS output result data version 24

Table 7 of the data results shows that the value of F is 6.999, and the significance value is 0.000. From the calculation of the F value of the table, it is 2.39 with a significance value of 0.05. The calculated F value > F of the table is 6.999 > 2.39 and the significance value is 0.000 < 0.05. This shows that the variables of free price, product quality, promotion, brand image and location simultaneously have a significant effect on the variables bound by purchasing decisions (Y) traffic bun Balikpapan, thus hypothesis 6 (H6) which states the price (X1), product quality (X2), promotion (X3), brand image (X4) and location (X5) simultaneously affect the purchasing decision (Y) of Traffic Bun Balikpapan..

This result supports previous research conducted by (Dzikril Hakim, 2016) and (Setiawan et al., 2020) with a study on price, product quality, promotion, brand image and location simultaneously affecting purchasing decisions.

Partial Test (T test)

From the results of this study, the comparison between t count and t table can be seen as follows:

Table 8
Partial Test Results (t Test)

		Coefficients ^a			T	Sig.
Type		Unstandardized Coefficients	Standardized Coefficients			
		B	Std. Error	Beta		
1	(Constant)	2.698	2.822		2.452	.012
	Price	-.168	.098	-.862	-2.734	.022
	Product Quality	.175	.065	.361	2.731	.034
	Promotion	.207	.087	-.194	-2.061	.021
	Brand Image	-.028	.186	.224	2.809	.033
	Location	.259	.099	.379	2.618	.011

a. Dependent Variable: Purchasing Decision

Source : SPSS output result data version 24

Based on table 8 of the data results, it can be concluded as follows:

1. The effect of the price variable (X1) on the purchasing decision of Traffic Bun Balikpapan is indicated by the calculated t value of -2.734, which > t table of 2.00488, where the significant value is 0.022 < of 0.05. This shows a significant influence between the price variable (X1) and the purchase decision (Y) of Balikpapan Traffic Bun. Hypothesis 1 (H1), which states that price negatively affects purchasing decisions, is supported by a study (Abdurrahman & Anggriani, 2020) with the title "the influence of product quality, service quality, price and location on the purchasing decision of Taliwang Restaurant 1".
2. The effect of the product quality variable (X2) on the purchasing decision of Traffic Bun Balikpapan is indicated by the calculated t value of 2.731, which > t table of 2.00488, where the significant value is 0.034 < of 0.05. This shows a significant influence between the product quality variable (X2) and the purchase decision (Y) of Balikpapan Traffic Bun. Hypothesis 2 (H2), which states that product quality has a positive effect on purchasing decisions, is supported by a study ((Abdurrahman & Anggriani, 2020) with the title "the influence of product quality, service quality, price and location on the purchasing decision of Taliwang Restaurant 1".
3. The effect of the promotion variable (X3) on the purchasing decision of Traffic Bun Balikpapan is indicated by the calculated t value of -2.061, which > t the table of 2.00488, where the significant value is 0.021 < of 0.05. This shows a significant influence between the promotion variable (X3) and the purchase decision (Y) of Traffic Bun Balikpapan. Hypothesis 3 (H3), which states that promotion hurts purchasing decisions, is supported by research (Setiawan et al., 2020) with the title "the influence of price, product quality, distribution channels, brand image, brand trust, and promotion on the purchasing decision of Rambak Lestari Eco Crackers in Sembung Tulungagung Village"
4. The influence of the brand image (X4) variable on the purchasing decision of Traffic Bun Balikpapan is indicated by a calculated t value of 2.809, which > t table of 2.00488, where the significant value is 0.033 < of 0.05. This shows a significant influence between the brand image variable (X4) and the purchase decision (Y) of Traffic Bun Balikpapan. Hypothesis 4 (H4), which states that brand image has a positive effect on purchasing decisions, is supported by research (Setiawan et al., 2020) with the title "the influence of price, product quality, distribution channels, brand image, brand trust, and promotion on the purchasing decision of Rambak Lestari Eco Crackers in Sembung Tulungagung Village"
5. The effect of the location variable (X5) on the purchasing decision of Traffic Bun Balikpapan is indicated by a calculated t value of 2.618, which > t table of 2.00488, where the significant value is 0.011 < of 0.05. This shows a significant influence between the location variable (X4) and the purchase decision (Y) of Balikpapan Traffic Bun. Hypothesis 5 (H5), which states that location has a positive effect on purchasing decisions, is supported by research (Dzikril Hakim, 2016) with the title "the influence of service quality, price, location and promotion on the purchasing decision of Sas café n resto Surabaya"

Correlation Coefficient Test (R)

Table 9
Coefficient of Determination (R) Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.393	.337	1.794

a. Predictors: (Constant), Location, Price, Promotion, Product Quality, Brand Image

b. Dependent Variable: Purchasing Decision

Source : SPSS output result data version 24

The table above shows that the value of R = 0.627 or 62.7%, indicates a strong relationship between the free variable and the bound variable.

Coefficient of Determination Test (R^2)

The coefficient of determination test (R^2) is used to indicate the ability of the variable model of price, product quality, promotion, brand image and location in explaining the variables of purchasing decisions. The value of the coefficient of determination is $0 < R^2 < 1$. The regression model can be good if the value of the coefficient of determination is high and vice versa. The following are the results of the coefficient of determination test (R^2) as follows:

Based on table 9 these results, it can be seen that the *R Square* value of 0.393 or 39.3% means that variations in independent variables, namely price, product quality, promotion, brand image and location, influenced purchasing decisions by the remaining 39.3%, which was 60.7% influenced by other variables outside the regression model.

CONCLUSION

Partially, the price (X1) has a negative and significant effect on the purchasing decision of Traffic Bun Balikpapan; this supports the H1 statement that if the affordable pricing is by the ability of consumers and can compete with other competitors, it can influence and improve consumers' purchasing decisions. Suppose there is a significant improvement in pricing. In that case, pricing must be by the ability or purchasing power of consumers and be able to compete with products or brands similar to Traffic Bun.

Partially, product quality (X2) has a positive and significant effect on traffic bun Balikpapan's purchasing decision; this supports the H2 statement, and if product quality is further improved, especially in the flavor variants and types of products available in Traffic Bun, purchasing decisions will also increase and can influence consumers' purchasing decisions. This is done to create consumers who are loyal or make repeat purchases of Traffic Bun.

Partially, Promotion (X3) has a negative and significant effect on the purchasing decision of Traffic Bun Balikpapan. This supports the H3 statement that if the use of promotions, the purchase decision will also increase and influence consumers' purchasing decisions. Several promotional indicators can be improved: *Advertising*, sales promotion, and *personal selling*. The upgrades carried out at this time can still not boost traffic bun purchase decisions.

Brand Image (X4) has a positive and significant effect on the purchasing decision of Traffic Bun Balikpapan; this supports H4's statement that if traffic bun's brand image is improved to be even better, the purchasing decision will also increase. It is hoped to enhance the brand image in the future further because many people still do not know precisely what Traffic Bun is. This is done to attract more potential consumers to make buying decisions and can influence the purchasing decisions of consumers who visit.

Partially location (X5) has a positive and significant effect on the purchasing decision of Traffic Bun Balikpapan; this supports the H5 statement that if the Traffic Bun location is increased, the purchase decision will also increase. In the future, there will be expected to be site development in terms of expanding shop buildings and parking lots, as well as a safe and comfortable environmental situation. This is done to create consumers who are loyal or make repeat purchases of Traffic Bun.

Simultaneously Price (X1), Product quality (X2), Promotion (X3), Brand Image (X4), and Location (X5) have a significant effect on the purchasing decision (Y) of Balikpapan Bun Traffic; this supports the H6 statement. This means that the better the price, product quality, promotion, brand image, and location provided by Traffic Bun, the better the purchase decision consumers make.

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