



The Influence Of Location, Facilities, Price, And Product Variation On Purchase Decisions At Msme Shops In Madiun City (Case Study of MSME Stalls in Semendung Park, Madiun City)

Dian Citaningtyas Ari Kadi¹, Rizal Ula Ananta Fauzi², Khairul Anam³

^{1,2,3}Faculty of Economics and Business, University of PGRI Madiun

Corepondent Email : citakirana11@gmail.com

Abstract

Purchasing decisions are one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and wants.. This study aims to provide partial evidence inBuying decisionInfluenced ByLocation, Facilities, Prices, and Product VariationsOnAt the UMKM Stalls in Madiun City.

This study uses a quantitative approach with a survey research design. Research populationare residents of the city of Madiun and have visited Semendung Park. The technique used in this research is purposive sampling technique. Using a purposive sampling technique, the researcher distributed questionnaires by sharing gform links on social media with the criteria of the people of the city of Madiun and having visited the Semendung Taman UKM 1x.methodThis study uses a quantitative approach using the SmartPLS4.0 program, because the population is unknown, the researchers used the Lemeshow formula to determine the sample size, namely 385 respondents.This research was conducted based on the results of a survey which showed that there were several purchase decision problems that were influenced by location, facilities, prices and product variations at UMKM stalls in Madiun City.

The results of the study prove that (1) Location has a positive and significant effect on purchasing decisions at UMKM stalls in Madiun City; (2) Facilities have a positive and insignificant effect on purchasing decisions; (3) Price has a positive and significant effect on purchasing decisions; (4) Product variations have a positive and significant effect on purchasing decisions

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Keywords :Location, Facilities, Price, Purchase decision

1. INTRODUCTION

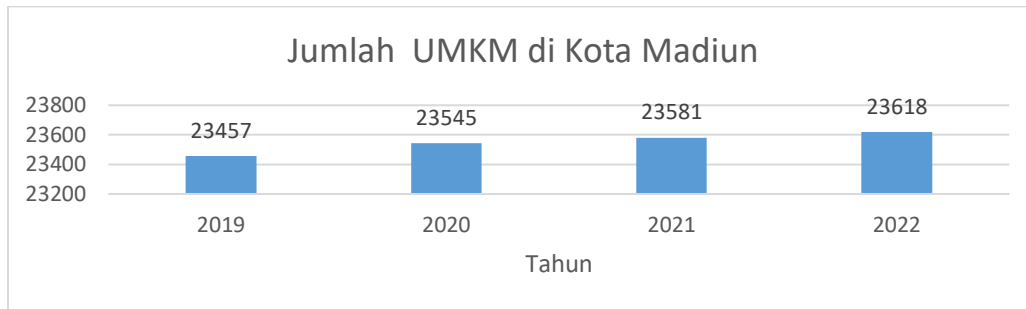
MSMEs are micro, small and medium enterprises. Based on Law number 20 of 2008, micro-enterprises are productive businesses owned by individuals or individual business entities with a maximum total asset of 0 to Rp. 50 million and a total turnover of 0 to 300 million. Small business is a productive economic enterprise that stands alone, carried out by individuals or business entities but is not a subsidiary company with total assets of more than IDR 50 million to IDR 500 million and a total turnover of IDR 300 million to IDR 2.5 billion. Medium enterprises are productive economic enterprises that stand alone, carried out by branches of individuals or business entities that are not subsidiaries with a total net worth of more than IDR 500 million to IDR 10 billion and a total turnover of IDR 2.5 billion to IDR 50 billion (dinkopum. bojonegorokab).

Micro, Small and Medium Enterprises (MSMEs) are one of the main pillars of the domestic economy in the country. MSMEs are part of the national economy that is independent and has great potential to improve people's welfare. Various efforts have been made by the government to increase the number of MSMEs in the regions. The role of the government is urgently needed to provide stimulation to business actors to boost the economy.

The growth of MSMEs in Madiun City, East Java, has been significant in the last year. As quoted from kominfo.jatimprov.go.id, there were 23 thousand MSME actors developing micro, small and medium enterprises spread across 27 Sub-Districts in 3 Districts namely Kartoharjo, Taman and Manguharjo. Various steps were taken by the Madiun City Government to grow around 23 thousand MSME actors in The city of Pecel, which currently also has the title of city of warriors. The development of MSME stalls will provide opportunities for small traders to develop their businesses. In addition, shanties are built in strategic places to make it easier for residents to access their locations. The Mayor of Madiun hopes that each kelurahan has its own icon as well as an economic turnaround. Apart from local residents,

Table 1.1 Number of MSMEs in Madiun City





Source: Office of Manpower, Small and Medium Enterprise Cooperatives, City of Madiun (2022)

From the graph above it can be seen that the development of the number of MSME business units in the city of Madiun in 2019-2022 shows a very significant increase.

MSMEs continue to grow, of course, there are many problems faced by MSMEs, one of which is increasing along with the increasing number of MSMEs. The growing development of MSMEs in Madiun City requires MSMEs to be able to face an increasingly fierce level of competition. Therefore, the management of the marketing mix, namely facilities, location, prices and menu variations must be done properly, because it will have an influence on purchasing decisions.

The purchase decision is a decision as the ownership of an action from two or more alternative choices. According to (Ernawati, 2021) Purchasing decision is a thought in which the individual evaluates various options and makes a choice on a product from many choices. Where everyone must have considered something before making a purchase decision, namely whether the purchase is in accordance with the needs or desires, whether it is in accordance with the conditions of the costs needed to get the desired product. Then the product to be purchased is in accordance with his condition, such as the costs required to get a desired product. Therefore, in determining their purchasing decisions, consumers will usually consider several factors such as product quality, price and location of the product. this happens because with the many similar products on the market these factors can be benchmarks and differentiators before a consumer makes a decision to buy. Purchasing decisions made by consumers are important for a company, because with the purchase decisions made by consumers for products from a company, it is expected that the level of sales and income of the company will increase.

Location is one of the factors considered by an entrepreneur before opening a business. According to Kotler and Armstrong in (Saputra, 2022) states that location is a





variety of company activities to make the products produced or sold affordable and available to the target market, in this case related to how to deliver products or services to consumers and where the strategic location is. This happens because choosing the right location often determines the sales level of a business. Choosing a location for an MSME business that is located in a crowd or easily accessible by consumers can be used as a good strategy for getting consumers.

The phenomenon that occurs at the location of the UMKM Stalls business in Semendung Park which is located in a rice field environment is suitable for tourist attractions, the existence of parking lots and easy access by consumers can be used as its own uniqueness and one of the good strategies in getting consumers.

Research that supports the influence of facilities on purchasing decisions is research conducted by (Muhtarom et al., 2022) shows that facilities have an effect on purchasing decisions on UKM SKCK Semarang. Other research shows that different facilities do not have a significant effect on purchasing decisions (Memah et al., 2018). Several previous studies have shown different research results regarding the effect of facilities on purchasing decisions, this has led to a research gap.

The next thing is the factor that influences purchasing decisions, namely price, is a variable that can be controlled and determines whether or not a product is accepted by consumers. According to Bashu Swastha (Kurniawan, 2021) price is the amount of money (plus some products if possible) required to obtain a number of combinations of goods and services. Prices have different perceptions according to everyone's view in determining purchasing decisions. Prices solely depend on the seller, but of course with consideration of various things. To say this, it is necessary to first compare it with the prices of similar products that other sellers produce or sell. Price is one of the important marketing elements or elements, and is the only marketing variable that is flexible (easily changed at any time), price also has a direct relationship with the level of income. At the Klegen or Semendung UMKM stalls, the seller sets the price for his product, which is Rp. 6000 – Rp. 14,000 for food and Rp. 3000 – Rp. 10.000 for the drink. The product prices set by the UMKM klegen stalls are quite competitive and are expected to be able to compete with other UMKM stalls.

After considering location, facilities and price, another factor is product variety. understanding of product variation according to (Anjarwan, 2018) is the completeness of the product which concerns the depth, breadth, and quality of the product offered as well as the availability of the product at any time in the store. The availability of goods in an MSME





includes a large variety of products, the type and size of packaging of goods sold, the various flavors of a product to be purchased. For an MSME, the completeness of merchandise is an important factor to attract consumers. Because of the complete range of goods sold, this UMKM attracts a lot of visitors. The more complete an MSME is, the more it fulfills the needs and desires of consumers, so that consumers will decide to buy their products. The variety of products offered by the Semendung Taman UMKM stalls can meet current consumer needs such as steak, noodles, meatballs which can attract the attention of today's youth.

Research that supports the existence of product variations on purchasing decisions is research conducted by (Subhan, 2019) which shows that the results of product variants have a significant effect on purchasing decisions at the Ujung Loe traditional market, Bulukimbba Regency. Other research shows that different prices do not have a significant effect on purchasing decisions (Badarudin et al., 2021). Several previous studies have shown different research results regarding the effect of price on purchasing decisions, this has led to a research gap.

Of the four marketing mix variables, namely location, facilities, price and product variety will affect consumer decision making. With a strategic location, complete facilities, prices that can compete with established competitors, and product variations to meet consumer needs, it will have an impact on convenience for consumers or customers in deciding or making decisions to buy a product.

2. LITERATURE REVIEW

2.1 Buying decision

According to (Kotler & Armstrong, 2018) Consumer purchase decision is the decision to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision. Meanwhile according to (Firmansyah, 2018) Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process.

According to (Tanady & Fuad, 2020) Consumer purchasing decisions are influenced by how a purchase decision-making process is carried out. According to Yusuf in (Ernawati, 2021) Purchasing decision is a thought in which the individual evaluates various options and makes a choice on a product from many choices. It can be concluded that purchasing





decisions are one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and wants.

2.2 Location

Location is one of the variables or factors of marketing, location is related to operational activities and which will provide value in the success of a company. Location According to Kotler and Armstrong in(Saputra, 2022), that the location is the company's various activities to make the products produced or sold affordable and available to the target market, in this case related to how to deliver products or services to consumers and where the strategic location is.

According to Tjiptono in(Robby Fauji & Syifa Pramudita Faddila, 2020)location determines sales activities to speed up and facilitate the delivery of goods and services from sellers to buyers. Location is one of the most important factors influencing the development of a business. A strategic location will bring in many consumers so as to be able to increase sales and income.

2.3 Facility

According to Kotler in(April, 2020)stated that "everything that is physical equipment and is provided by the service seller to support consumer comfort. So facilities are physical resources that exist before a service can be offered to consumers. According to(Ningrum, 2021)Facility is something that has the nature of physical equipment available by the seller to support the convenience of the customer.

Meanwhile, according to Lupiyoadi Dalam(Gadhang et al., 2020)Facility is a facility which is the appearance, capability of infrastructure and the condition of the surrounding environment in showing its existence to externals which includes physical facilities (buildings) equipment and tools. Which includes facilities can be in the form of tools, objects, equipment, money, work space. Based on the definitions of these experts, it can be concluded that facilities are something in the form of equipment provided by the company to support the smooth running and comfort of consumers.





2.4 Price

According to (Kotler & Armstrong, 2018:318), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using an item or service. According to Gitosudarmo in (Shafa & Hariyanto, 2020) Price is the amount of money used to obtain certain products in the form of goods or services. According to Bashu Swastha in (Nasution, 2019) price is the amount of money (plus some products if possible) required to obtain a number of combinations of goods and services. Prices have different perceptions according to everyone's view in determining purchasing decisions.

Based on the understanding of experts, it can be concluded that based on the definition above, it can be concluded that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a product or service.

2.5 Product Variations

Product diversity or variety is a collection of all products and goods offered by certain sellers to buyers. The relationship between product diversity and consumer behavior in making purchasing decisions is very closely related to the continuity of sales of a company. Inside Vinci (Indrasari, 2019:29) is a process of planning and controlling the variety of products in one group.

According to Asep in (Indrasari, 2019:29) Product diversity is a condition created by the availability of goods in very varied quantities and types, giving rise to many choices in the consumer shopping process. While the definition of product variation according to (Indrasari, 2019) is the completeness of the product which concerns the depth, breadth, and quality of the product offered as well as the availability of the product at any time in the store.

From the opinions of some of the experts above, it can be concluded that product diversity is a company strategy by diversifying its products with the aim of fulfilling consumer desires so that they are interested in purchasing a product.

3. RESEARCH METHODS

The research was conducted on visitors to MSME stalls in Semendung Park, Klegen Village, Kartoharjo District, Madiun City. In this study, the population is not yet known,





namely all visitors to UMKM stalls in Taman Semendung, Kel Klegen, Kec Kartoharjo, Kota Madiun. Because of the population visitors to UMKM stalls in Semendung Park, Klegen Village, Kartoharjo District, Madiun City the amount is not known, then the determination of the amount of sampling uses the Lemeshow formula and a number is found 385 visitors/respondents.

The sampling technique used in this study was a purposive sampling technique, which is a sampling technique with certain considerations (Sugiyono, 2022). Using a purposive sampling technique, the researcher distributed questionnaires by sharing gform links on social media with the criteria of the people of Madiun city and having visited Semendung Park, Klegen Village, Kartoharjo District, Madiun City at least once.

4. RESULTS AND DISCUSSION

4.1 Hypothesis Test Table (Path Coefficients)

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Facilities -> Purchase Decision	0.011	0.018	0.082	0.131	0.896
Price -> Purchase Decision	0.230	0.227	0.066	3,501	0.000
Location -> Purchase Decision	0.218	0.217	0.070	3,116	0.002
Product Variation -> Purchase Decision	0.400	0.398	0.064	6,279	0.000

Source: PLS Outputs

Based on the table above, it can be concluded that the results of hypothesis testing are as follows:





1. Location (X1) has a positive and significant effect on purchasing decisions (Y) because it has a t statistics value of 3.116 which is larger than the t table which has a value of 1.96 and a p value of 0.002 which is less than 0.05.
2. Facilities (X2) have a positive and insignificant effect on purchasing decisions (Y) because they have a t statistics value of 0.131 which is smaller than the t table which has a value of 1.96 and a p value of 0.896 which is greater than 0.05.
3. Price (X3) has a positive and significant effect on purchasing decisions (Y) because it has a t statistics value of 3.501 which is larger than the t table which has a value of 1.96 and a p value of 0.000 which is less than 0.05.
4. Product variation (X4) has a positive and significant effect on purchasing decisions (Y) because it has a t statistics value of 6.279 which is larger than the t table which has a value of 1.96 and a p value of 0.000 which is less than 0.05.

A. The Influence of Location on Purchasing Decisions on UMKM Stalls in Madiun City

The results of testing the hypothesis in this study indicate that there is a positive and significant influence between location variables on purchasing decision variables. This is shown by the results having a t statistics value of 3.116 which is larger than the t table which has a value of 1.96 and a p value of 0.002 which is less than 0.05. Based on this explanation, it can be concluded that the location variables with indicators of access, visibility, traffic, large and safe parking lots, expansion, environment, competition, government regulations, have a positive and significant effect on the purchasing decision variable with stability indicators on a products, Habits in buying products, recommendations to others.

Location is a very important factor in creating a buying decision. According to Kasmir (2016) is the place where the company operates in activities to generate an economic advantage for the goods or services sold. A strategic location that is easy to reach, the existence of parking lots and an environment suitable for tourism can be an attraction for visitors or buyers at the Taman Semendung UMKM stall. The results of this study are supported and in accordance with the research conducted (Sufi, 2021) which shows that the results of location have a significant effect on purchasing decisions at MSMEs Wingko Asli Abang Putra Lamongan, (Wilda, 2022) which shows that location has an effect on purchasing decisions on Jelsa Perfume Kudus UMKM.





B. The Influence of Facilities on Purchasing Decisions at MSME Stalls in Madiun City

The results of testing the hypothesis in this study indicate that there is a positive and not significant influence between the facility variable and the purchasing decision variable. This is shown by the results having a t statistics value of 0.131 which is smaller than the t table which has a value of 1.96 and a p value of 0.896 which is greater than 0.05. In the explanation above, it can be concluded that the facility variable with special consideration/planning indicators. Space planning, Equipment/furniture, Lighting and color, Supporting elements have a positive and not significant effect on the purchasing decision variable with Stability indicators on a product, Habits in buying products, recommendations to others.

According to Kotler & Armstrong (2012) the factors that influence purchasing decisions, namely external factors include price, product, location, and promotion. Adequate facilities can also influence consumer purchasing decisions (Raharjani, 2005). Buyers at the Semendung Taman Madiun UMKM stall buy products not based on the facilities owned by the Semendung Taman Madiun UMKM stall, but other factors that cause purchasing decisions, for example product prices at the Semendung Park UMKM stall, Madiun City are affordable for buyers. This research is supported and in accordance with research conducted by (Memah et al., 2018) with the results of the facility does not have a significant effect on purchasing decisions, research conducted (Taringan et al., 2022) shows that facilities do not have a significant effect on purchasing decisions.

C. The Effect of Price on Purchasing Decisions at MSME Stalls in Madiun City

The results of testing the hypothesis in this study indicate that there is a positive and significant influence between the price variable and the purchasing decision variable. This is shown by the results because it has a t statistics value of 3.501 which is larger in number than the t table which has a value of 1.96 and a p value of 0.000 which is less than 0.05. In the explanation above, it can be concluded that the price variable with the price affordability indicator, price compatibility with product quality price, price compatibility with consumer benefits and price according to ability or competitiveness has a positive and significant effect on the purchasing decision variable with stability indicators on a product, habit in buying products, recommendations to others.





The relationship between price and purchase decision is that price influences consumer decisions in making purchases, the higher the price, the lower the purchase decision, conversely if the price is low, the higher the purchase decision (Kotler and Armstrong, 2001). An increase in the number of prices offered can influence consumer purchasing decisions, each consumer makes the price aspect something that can cause motivation to have a product that he considers according to the ability of consumers. Prices offered by UMKM stalls in Semendung Park, Madiun City are affordable for consumers and competitive. This research is supported and according to research (Harahab et al., 2021), which shows that the results of prices have a significant effect on purchasing decisions in MSMEs. Other research shows the same results as prices have a significant effect on purchasing decisions (Pendong et al., 2021).

D. The Effect of Product Variation on Purchasing Decisions at MSME Stalls in Madiun City

The results of testing the hypothesis in this study indicate that there is a positive and significant influence between the Product Variation variables on the purchasing decision variable. This is shown by the results having a t statistics value of 6.279 which is larger than the t table which has a value of 1.96 and a p value of 0.000 which is less than 0.05. From the explanation above, it can be concluded that the variable product variation with indicators of product brand variation, product completeness variation, product size variation, product quality variation has a positive and significant effect on purchasing decision variables with indicators of stability in a product, habits in buying products, recommendations to others.

According to Asep in (Indrasari, 2019:29) Product diversity is a condition created by the availability of goods in very varied quantities and types, giving rise to many choices in the consumer shopping process. The more complete the variety of products, the more fulfilling the needs and desires of consumers, so that consumers will decide to buy their products. The variety of products offered at the UMKM Stalls in Taman Semendung, Madiun City, are many and complete so that they can influence purchasing decisions. This research is supported and according to research (Subhan, 2019) which shows the results of product variations have a significant effect on purchasing decisions. Other research shows the same results as product variations have a significant effect on purchasing decisions (Purwati et al., 2019)





5. CONCLUSION

Based on the results of the research, testing data processing, and analyzing the influence of location, facilities, prices and product variations on purchasing decisions at UMKM stalls in Madiun City (a case study of UMKM stalls Taman Semendung Kelurahan Klegan Madiun City), conclusions can be drawn regarding:

1. The location variable (X1) has a positive and significant effect on purchasing decisions (Y) at the UMKM stalls in Semendung Park, Madiun City. With the results of the tests that have been carried out, researchers can prove that a location that is owned will certainly influence consumer purchasing decisions.
2. Facilities (X2) have a negative and insignificant effect on purchasing decisions (Y) at the UMKM stalls in Semendung Park, Madiun City. With the results of the tests that have been carried out, researchers can prove that the presence of adequate facilities does not necessarily affect consumer purchasing decisions.
3. The price variable (X3) has a positive and significant effect on purchasing decisions (Y) at the UMKM stalls in Semendung Park, Madiun City. With the results of the tests that have been carried out, researchers can prove that prices that can be competitive and affordable by consumers can influence consumer purchasing decisions
4. The product variation variable (X4) has a positive and significant effect on purchasing decisions (Y) at the UMKM stalls in Semendung Park, Madiun City. With the results of the tests that have been carried out, researchers can prove that the more complete the variety of products, the more fulfilling the needs and desires of consumers, so that consumers will decide to buy their products.

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