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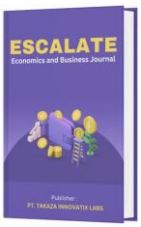

The Influence of Price and Location on Purchasing Decisions at the Mojok Yuk Shop Batununggal Bandung City

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Abstract: *The culinary industry in Bandung faces intense competition, with Kedai Mojok Yuk Batununggal experiencing declining sales from Rp14,729,000 (May 2025) to Rp11,324,000 (October 2025) due to uncompetitive prices and non-strategic location; this study aims to analyze the partial and simultaneous effects of price and location on purchasing decisions using a quantitative descriptive-verification approach on a population of 2,767 consumers (May-October 2025) with a sample of 96 respondents, employing questionnaires and observations analyzed via classical assumption tests, multiple linear regression ($Y=6.953+0.712X1+0.539X2$), t-tests, F-tests, and coefficient of determination (adjusted $R^2=0.753$); results show price positively and significantly affects purchasing decisions ($t=5.381$, $p<0.001$), location positively and significantly affects purchasing decisions ($t=4.474$, $p<0.001$), and both simultaneously significant ($F=145.550$, $p<0.001$); thus, price and location are key drivers of purchasing decisions, recommending the shop optimize competitive pricing and location accessibility for sales recovery.*

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Introduction

The culinary industry in Indonesia, particularly in major cities like Bandung, has seen rapid growth in recent years, driven by changes in people's lifestyles, with people increasingly seeking out trendy foods and drinks. This has led to the emergence of numerous coffee shops, cafes, and restaurants with diverse concepts [BPS, 2025]. Fierce competition among businesses demands the right strategies to attract and retain consumers, with price and location being key determinants of purchasing decisions.[Hamzah & Febriana, 2025]. According to [Kusnadi et al., 2025]Price reflects consumers' perceptions of value and quality, while strategic location enhances accessibility and convenience, both crucial in the context of

urban culinary marketing. Statistics Indonesia (BPS) data shows that the national culinary sector's contribution rose from 20.17% (2022) to 21.13% (2023), although it dropped drastically to 10.17% (2024). In West Java, it fell from 49.28% (2022) to 10.17% (2024), and in Bandung, it remained stable at 1,384 businesses (2023-2024), illustrating fluctuations that require strategic adaptation.

The phenomenon of declining sales at Kedai Mojok Yuk, Batununggal, Bandung, is clearly visible from the data from May to October 2025, where turnover fell from Rp14,729,000 (May) to Rp11,324,000 (October), accompanied by a decrease in visitors from 574 to 392 consumers (Finance Department, 2025). This is due to less competitive prices (Rp10,000-30,000/portion) compared to competitors such as Ruang Kopi (Rp4,000-25,000, 250-500 customers/day) or Kopi Kita 311 (Rp11,000-22,000, 60-150 customers/day), plus the non-strategic location on Jl. Batununggal Indah Raya No. 263 which is difficult to reach. Consumers often abandon purchases after viewing the menu due to perceived low value, reflecting the dynamics of Bandung's competitive culinary market, with its trend of low prices and centrally located businesses. This phenomenon aligns with [Punuindoong, 2023] which states that price-location imbalance reduces consumer loyalty in the F&B sector.

The urgency of this research arises from the stagnation of Bandung's culinary sector (1,384 businesses, 2023-2024) amidst national and West Java fluctuations [BPS, 2025] coupled with a significant decline in Kedai Mojok Yuk, which threatens the survival of small and medium enterprises (SMEs) in the Batununggal area. Without intervention, a continued decline in sales could trigger bankruptcies, job losses for young people and office workers as target markets, and weaken the culinary sector's contribution to the regional economy, which reached 49.28% in 2022.(Punuindoong, 2023)emphasizes that price and location analysis are crucial for survival strategies in volatile markets, making this research crucial for providing practical recommendations for businesses like Mojok Yuk to restore competitiveness and sustainable growth.

While many studies discuss culinary consumer purchasing decisions in general, there is a gap in the specific analysis of the influence of price and location on coffee/cafe SMEs in post-pandemic Bandung, particularly in outlying areas like Batununggal [BPS, 2025]. Previous research has focused more on metropolitan cities like Jakarta, ignoring Bandung's local dynamics with business stagnation and low-price competitors, while Mojok Yuk data shows a unique decline due to poor accessibility. While presenting a theoretical framework of price-location, it has not been empirically applied to the Indonesian context of 2024-2025 with BPS fluctuations, this study fills the void with primary sales and competitor data for a contextualized purchasing decision model.

The novelty of this research lies in the integration of real-time BPS data from 2022 to 2025, Mojok Yuk's 2025 sales, and Bandung competitor analysis to examine the simultaneous influence of price and location on purchasing decisions, using a quantitative approach that has not been explored in similar local studies. Different from general research, this study offers an adaptive strategy model for stagnant culinary SMEs in a volatile era, with recommendations for competitive price positioning and digital location optimization. Adopting Mandley's (2025) innovative framework on perceived spatial value, these results contribute to the Indonesian F&B marketing literature with practical implications for post-downturn recovery

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in 2024.

The formulation of the problem in this study is to determine how price partially influences purchasing decisions at Kedai Mojok Yuk Batununggal, Bandung City, how location partially influences purchasing decisions at Kedai Mojok Yuk Batununggal, Bandung City, and how price and location simultaneously influence purchasing decisions at Kedai Mojok Yuk Batununggal, Bandung City.

Research Methods

The research methodology used in this study is descriptive and verification. The purpose of the descriptive research method is to produce a systematic, objective, and accurate description, representation, or illustration of the facts, characteristics, and relationships between the phenomena being studied. Descriptive methods can be used to examine the location (condition) of a phenomenon or factor to identify the relationship between one factor and another. In this study, primary data comes from questionnaires or questionnaires that have been distributed to respondents. Secondary data in this study is a literature study conducted through a search for literature related to this research. Literature can be obtained from books, journals, magazines, newspapers, previous research, academic works, the internet, and also various documents related to theories and data regarding prices, locations and purchasing decisions. In this study, the population is consumers who come to Kedai Mojok Yuk, Bandung City, in the last six months from May to October 2025, namely 2,767 consumers.The number of samples used in the study was 96 respondents.In this study, two data collection techniques were used, namely questionnaires and structured observations.Data analysis using classical assumption tests, multiple linear regression analysis and hypothesis testing.

Results and Discussion

1. Normality Test

The results of the normality test based on the processed data are presented as follows:

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			96
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		5.04667997
Most Extreme Differences	Absolute		.085
	Positive		.085
	Negative		-.049
Test Statistic			.085
Asymp. Sig. (2-tailed)[c]			.081
Monte Carlo Sig. (2-tailed)[d]	Sig.		.087
	99% Confidence Interval	Lower Bound	.080
		Upper Bound	.094

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Figure 1. Normality Test Results

The test results that have been carried out using SPSS in the image above based on the results from the table are known that the Asymp. Sig. (2-tailed) c value is 0.81 > 0.05. So it

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can be concluded that the data being tested is normally distributed because it meets the normality test criteria. Normality testing can also be done using a normal probability plot. The normality criteria through the P - P Plot graph are determined based on the distribution pattern of data points. If the points are spread around the diagonal line and follow its direction, then the null hypothesis (H0) is accepted, which means the data is normally distributed. Conversely, if the points deviate far from the line, then H0 is rejected and the data is declared not normally distributed. The followingbased on the processed data presented as follows:

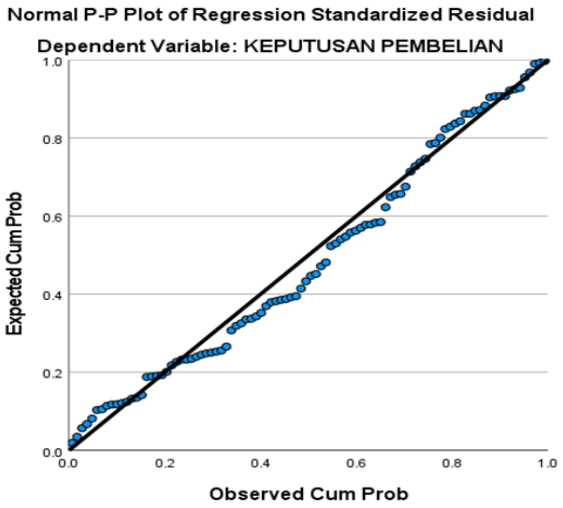

Figure 2. Normal Probability Plot

The results from the image above show that the data points are spread around the diagonal and follow the slope. This indicates that the data is normally distributed, thus confirming that the regression model meets the basic assumptions of normality.

2. Multicollinearity Test

The followingbased on the processed data presented as follows:

Table 1. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.953	2.430		2.861	.005		
	HARGA	.712	.132	.496	5.381	<,001	.306	3.268
	LOKASI	.539	.121	.413	4.474	<,001	.306	3.268

a. Dependent Variable: KEPUTUSAN PEMBELIAN

The results of the multicollinearity test in the table above show that the two independent variables in the regression model, namely price (X1) and location (X2), have the same tolerance value of 0.306 and a VIF value of 3.268. The tolerance value is above 0.10 and the VIF value is also still below 10. This indicates that there is no multicollinearity between the two independent variables. Thus, each independent variable in this model does not have a high correlation with each other, and it can be said that the regression model is suitable for use in further analysis without any multicollinearity interference.

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3. Heteroscedasticity Test

Table 2. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.129	1.282		7.121	<,001
	HARGA	-.104	.070	-.257	-1.489	.140
	LOKASI	-.057	.064	-.153	-.890	.376

a. Dependent Variable: ABS_RES

The heteroscedasticity test in this study was conducted using the Glejser method by observing the significance value of each independent variable. The analysis results show that the price variable has a significance value of 0.140, while the location variable has a significance value of 0.376. Both values are greater than 0.05, so it can be concluded that the regression model does not experience heteroscedasticity. Thus, the residual variables in the model are spread consistently across various prediction levels, and the model meets the assumption of homoscedasticity. This finding is also supported by the following scatterplot results:

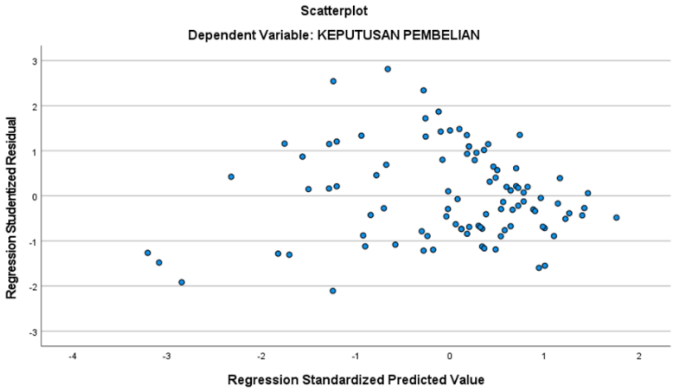

Figure 3. Scatterplot

Scatterplot visualization is used to detect the possibility of heteroscedasticity in the regression model. The graph shows that the residual points are randomly distributed around the zero line and do not form a specific pattern such as a fan or curve. This random distribution indicates that the residual variance is homogeneous across all prediction levels. Based on this pattern, it can be concluded that the model does not experience symptoms of heteroscedasticity, thus the assumption of homoscedasticity is met and the regression model is declared valid.

4. Autocorrelation Test

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Table 3. Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.871[a]	.758	.753	5.10066	1.409

a. Predictors: (Constant), LOKASI , HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the test results above, the Durbin Watson value of 1.409 is still within the tolerance limit, so it can be concluded that the regression model does not experience autocorrelation problems. Therefore, the residuals between observations are not correlated with each other, and the regression model is suitable for use.

5. Correlation Test

Table 4. Correlation Test Results

Correlations

		HARGA	LOKASI	KEPUTUSAN PEMBELIAN
HARGA	Pearson Correlation	1	.833**	.840**
	Sig. (2-tailed)		<,001	<,001
	N	96	96	96
LOKASI	Pearson Correlation	.833**	1	.826**
	Sig. (2-tailed)	<,001		<,001
	N	96	96	96
KEPUTUSAN PEMBELIAN	Pearson Correlation	.840**	.826**	1
	Sig. (2-tailed)	<,001	<,001	
	N	96	96	96

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation test results show that the correlation between Price and Location shows a correlation coefficient value of 0.833 with a significance level of 0.001. This value indicates a positive and very strong relationship between Price and Location. This means that the more appropriate the price offered, the better the location is also considered by consumers. The correlation between Price and Purchasing Decisions has a correlation coefficient value of 0.840 with a significance level of 0.001. These results indicate a positive and very strong relationship between Price and Purchasing Decisions. The more appropriate the price set, the higher the consumer's purchasing decision. The correlation between Location and Purchasing Decisions shows a correlation coefficient value of 0.826 with a significance level of 0.001. This indicates a positive and very strong relationship between Location and Purchasing Decisions. A more strategic location will increase consumer purchasing decisions. Based on the correlation strength criteria, a correlation coefficient value above 0.80 is included in the very strong category. Therefore, it can be concluded that all variables in this study have a very strong and significant relationship with each other.

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Multiple Linear Regression Analysis Test

Table 5. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.953	2.430		2.861	.005
	HARGA	.712	.132	.496	5.381	<,001
	LOKASI	.539	.121	.413	4.474	<,001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the Unstandardized Coefficients (B) value, the following regression equation is obtained:

$$Y = 6{,}953 + 0{,}712X_1 + 0{,}539X_2$$

Information: Y = Purchase Decision

X_1 = PriceX_2 = Location

1. Constant (6.953)

The constant value of 6.953 indicates that if the Price and Location variables are set to zero, the Purchase Decision is at 6.953. This constant represents the baseline value of the purchase decision when the influence of the two independent variables is not taken into account.

2. Price Coefficient (0.712)

The Price regression coefficient of 0.712 indicates that every one-unit increase in Price will increase Purchase Decision by 0.712 units, assuming the Location variable remains constant. A positive coefficient indicates a unidirectional relationship between Price and Purchase Decision.

3. Location Coefficient (0.539)

The Location regression coefficient of 0.539 means that every one-unit increase in Location will increase the Purchase Decision by 0.539 units, assuming the Price variable remains constant. A positive value indicates that the more strategic the location, the higher the purchase decision.

Coefficient of Determination Test

Table 6. Results of the Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871[a]	.758	.753	5.10066

a. Predictors: (Constant), LOKASI , HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the test results from the table above, the Adjusted Square value of 0.753 indicatesthatThe regression model has very strong explanatory power. This means that the

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combination of Price and Location variables can explain most of the variation in Purchase Decisions. Price and location variables explain 75.3% of purchase decisions.

Hypothesis Testing

1. t-test

Table 7. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.953	2.430		2.861	.005
	HARGA	.712	.132	.496	5.381	<,001
	LOKASI	.539	.121	.413	4.474	<,001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the test results above, it can be seen that Price has the largest beta value, which statistically indicates that Price is the most dominant factor in influencing Purchasing Decisions. Beta dominance confirms that when consumers are faced with choices, sensitivity to price is stronger than location factors. Location remains a significant influence, meaning that accessibility, ease of reach, and strategic location remain rational considerations for consumers, although not as strong as price factors. This combination reflects rational-economic consumer behavior: price determines the main decision, location strengthens comfort and convenience.

2. F Test (Simultaneous)

Table 8. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7573.437	2	3786.718	145.550	<,001[b]
	Residual	2419.553	93	26.017		
	Total	9992.990	95			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), LOKASI , HARGA

Based on the test results above, the very large calculated F-value, along with a significance level of 0.001, confirms the conclusion that the overall regression model is significant. This means that price and location not only influence each other individually but also collectively shape the purchasing decision-making mechanism. In other words, this regression model is suitable for both analytical and predictive purposes.

Discussion

The Influence of Price on Purchasing Decisions

The results of data processing show that the price variable has a regression coefficient (B) of 0.17 with a t-value of 5.381 with a significance value of <0.001. Therefore, it can be concluded that price has a positive and significant effect on purchasing decisions. This means that the more appropriate and affordable the price set by Kedai Mojok Yuk, the higher the

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tendency of consumers to make a purchasing decision.This positive influence indicates that price is a key consideration for consumers in making purchasing decisions. Consumers are more likely to make a purchase if the price offered is commensurate with the benefits and quality of the product received.

The results of this study are supported by research [Febriana, 2026], which states that price has a positive and significant influence on purchasing decisions in culinary businesses. The study shows that consumers are more likely to make a purchase when the price is perceived as reasonable and commensurate with the product's quality. Similar findings were also found in other studies [Nihayah & Suyono, 2025], which states that competitive prices can increase purchasing decisions because they provide a better perception of value in the eyes of consumers. In addition, research(Rahmah, 2024), also found that price significantly influences purchasing decisions in urban cafes and restaurants. The study explained that consumers will make purchasing decisions more easily if the price offered is not too high compared to competitors and is in line with their purchasing power.

Thus, the results of this study reinforce previous research findings that price is a crucial factor influencing consumer purchasing decisions. Therefore, Kedai Mojok Yuk needs to maintain a pricing strategy that aligns with product quality and consumer purchasing power to increase purchasing decisions and maintain customer loyalty.

The Influence of Location on Purchasing Decisions

The results of data processing show that the location variable has a regression coefficient value (B) of 0.539 with a calculated t value of 4.474 with a significance value of <0.001. So it can be concluded that the location has a positive and significant effect on purchasing decisions. This means that the more strategic, accessible, and comfortable the location of Kedai Mojok Yuk is, the higher the tendency of consumers to make purchasing decisions.

The results of this study are supported by research [Safitri et al., 2024], which states that location has a positive and significant influence on purchasing decisions in cafe businesses. The study shows that consumers tend to choose establishments that are easily accessible and located in a comfortable environment. Similar findings were also expressed by [Rahmah, 2024], which found that strategic locations and good accessibility can increase consumer purchasing decisions in culinary businesses. In addition, research [Fernanda & Gustiana, 2024], stated that location factors, particularly environmental comfort and ease of access, are among the primary considerations for consumers when choosing a place to shop, particularly in the food and beverage industry. This demonstrates that location serves not only as a place of business but also as a factor in shaping the consumer experience.

Thus, the results of this study reinforce previous research findings that location plays a significant role in influencing consumer purchasing decisions. Therefore, Kedai Mojok Yuk needs to maintain and improve location aspects, such as environmental comfort, ease of access, and supporting facilities, to increase purchasing decisions and attract more consumers.

The Influence of Price and Location on Purchasing Decisions

Based on the results of the F test, the calculated F value was 145.550 with a significance value of <0.001. This significance value is smaller than 0.05, so it can be concluded that location and price simultaneously have a significant effect on purchasing decisions. This shows that both variables together have an important role in influencing

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consumer decisions to make purchases at Kedai Mojok Yuk.The results of this study are supported by research [Oktaviani & Hanafiah, 2022], which states that price and location simultaneously have a significant influence on purchasing decisions in culinary businesses. This research shows that the combination of competitive prices and strategic locations can increase consumer interest and purchasing decisions. Similar findings were also found in other research [Maulida, 2024], which states that the simultaneous influence of price and location makes a greater contribution to purchasing decisions than the partial influence of each variable. In addition, research [Nihayah & Suyono, 2025], revealed that consumers tend to consider price and location simultaneously before making a purchase, particularly in the food and beverage sector. A convenient location can strengthen consumers' perceptions of price fairness, while an appropriate price can increase consumers' tolerance for location limitations. This indicates a complementary relationship between these two variables in shaping purchasing decisions.

Thus, the results of this study reinforce the findings of previous research that price and location are mutually supportive factors and simultaneously have a significant influence on consumer purchasing decisions. Therefore, Kedai Mojok Yuk is advised to manage its pricing strategy appropriately and balance it with a convenient and easily accessible location to optimally increase consumer purchasing decisions.

Conclusion and Recommendation

Based on the results of statistical calculations, partial tests indicate that price and location have a positive and significant effect on purchasing decisions, as evidenced by the significance value of each variable being less than 0.05. In addition, the results of simultaneous tests also show that price and location together have a positive and significant effect on purchasing decisions, with a significance value <0.05 and a calculated F value greater than Ftable. Based on the results of the discussion and conclusions, Kedai Mojok Yuk is advised to maintain the pricing strategy that has been assessed as appropriate by consumers and conduct periodic evaluations to remain competitive, increase location accessibility by providing clearer location information and easy access for consumers, and continue to improve product quality and maintain easy payment methods to encourage purchasing decisions and consumer loyalty. Meanwhile, for further researchers it is recommended to add other variables beyond price and location, such as product quality, service quality, promotion, or brand image, use a more diverse number of respondents or research objects, and apply different research methods, such as a qualitative approach or mixed methods, in order to obtain a deeper understanding and more generalizable research results.

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