

The Influence of Service Quality, Price Perception, and Location on Consumer Purchasing Decisions at the Mitrasport Store in Genteng Surabaya

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Abstract : This study examines the influence of service quality, price perception, and location on consumer purchasing decisions at the Mitrasport Store in Genteng, Surabaya. Using a quantitative approach, data were collected from 100 respondents through a Likert-scale questionnaire and analyzed using multiple linear regression in SPSS version 30. The results indicate that service quality, price perception, and location each have a positive and significant effect on purchasing decisions ($p < 0.001$). Simultaneously, these three variables explain 98.9% of the variation in purchasing decisions (Adjusted $R^2 = 0.989$), with price perception showing the strongest influence ($\beta = 0.582$). These findings suggest that Mitrasport should prioritize competitive pricing strategies, enhance service responsiveness and professionalism, and maintain a strategic, accessible location to strengthen consumer purchasing intentions. The study provides practical implications for sports retail management in optimizing key marketing mix elements to sustain competitiveness in a growing industry.

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Introduction

The retail industry in Indonesia is growing rapidly in line with increasing consumer purchasing power and the demand for a variety of products, including sports equipment. Amidst increasingly competitive markets, retail stores must be able to offer excellence not only in the products they sell, but also in aspects such as service, price, and location, which are key considerations for consumers when making purchasing decisions.

In today's modern era, the world of sports has a huge appeal and promises a new business opportunity for companies in Indonesia. According to Sutoro, (2018) said that with the increasing interest and awareness of sports in society today accompanied by the development of various kinds of businesses in the sports sector such as sports equipment stores and sports arena centers such as futsal fields, soccer fields, badminton courts, jogging tracks, gyms, and sports shoes, the author feels interested in further researching related factors that can influence business development in the sports sector. This situation will give rise to increasingly fierce competition, therefore companies need to pay attention to

several things including, marketing must be further improved to face competition, competitors can enter if they see a product has weaknesses in terms of price, promotion and quality so that companies must continue to pay attention to these factors and improve according to community needs.

In Indonesia, there are many sports stores that sell products with various brands, for example Adidas, Mizuno, Nike, Specs, Puma, Joma. One brand that is still very popular in Indonesia is the Specs brand. The brand was born in 1980 in Tangerang and has become known to the public since 1995. Specs has produced various products including futsal shoes, soccer shoes, training shoes, and t-shirts. Specs is a local product made in Indonesia that is able to compete with internationally renowned foreign products such as Adidas, Nike and Puma. Until now, Specs products continue to grow very popular and in demand in Indonesia with its experience in making sports shoe products, with technology to improve product quality, more affordable prices compared to foreign-made products, model variants that are tailored to needs and stylish with color combinations that complement the shoe model so that users feel comfortable and more confident when performing on the field. The price variations offered by Specs can be said to be comparable to the quality of the product that consumers get.

Indonesian society is currently increasingly aware of health, this can be seen from the increasing number of activities in society aimed at supporting health, one example of an activity is Germas (Healthy Community Movement) which is a systematic and planned action carried out jointly by all components of the nation with awareness, willingness and ability to behave healthily to improve the quality of life. The purpose of Germas (Healthy Community Movement) is to reduce the burden of health service costs, increase community productivity, improve healthy lifestyles and increase physical activity (jogging and cycling). Judging from the high public awareness of healthy lifestyles, it will create a business opportunity in the sports sector. (official website of the Ministry of Health).

Mitrasport, located in Genteng, Surabaya, is one of the most well-known sporting goods stores in the area. It offers a wide range of products, including sneakers, balls, and other sports accessories. Despite its loyal customer base, the presence of similar competitors in the Genteng area requires Mitrasport to continuously improve its service quality, consider pricing strategies, and optimize its location to remain relevant and attractive to consumers.

In the context of consumer behavior, service quality is a crucial factor influencing purchasing decisions. Fast, friendly, and professional service can foster customer satisfaction and loyalty. Furthermore, consumer perceptions of price are also crucial. Consumers tend to compare price with the benefits they receive. If they perceive the price they pay to be comparable to, or even lower than, the value of the product they receive, their likelihood of making a purchase increases.

On the other hand, store location is also a strategic factor influencing consumer convenience and ease of access. A location that's easily accessible, has adequate parking, and is in a safe and comfortable environment will be more attractive to consumers than a store that's remote or difficult to access.

However, in reality, not all consumers who visit the Mitrasport Store decide to make a purchase. This indicates that there are still factors that require more serious attention, particularly in terms of improving service, adjusting prices, and managing a more strategic location. Therefore, further research is important to determine the extent to which service quality, price perception, and location influence consumer purchasing decisions at the Mitrasport Store in Gentang, Surabaya.

Purchasing decisions can be seen from the location of the store to be visited. A strategic location will be visited by many consumers. According to Desai & Phadtare in Biantoro (2021), location refers to geographical mapping. Choosing the right location greatly influences the success of a business. In general, location plays a crucial role for businesses so that consumers can easily access the business premises. Accessibility and convenience of the location play a major role in attracting consumers. Meanwhile, according to Alma (2018), purchasing decisions are consumer decisions influenced by economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people, and processes. This, in turn, shapes consumers' attitudes to process all information and draw conclusions in the form of responses regarding which products to purchase.

Good service quality will lead to customer satisfaction. A customer, if satisfied with the value provided by a product or service, is very likely to remain a long-term customer. According to Trilaksono & Prabowo (2023), the concept of service quality refers to how well a service meets or exceeds customer expectations. The extent to which a service provider is able to meet or even exceed service quality

expectations greatly influences customer trust and satisfaction. Customer satisfaction will create an emotional bond in the form of loyalty to the company. Customer satisfaction will be created if the quality of service provided by the company matches customer expectations. Conversely, if the quality of service provided is low, customers will be dissatisfied. Meanwhile, according to Tjiptono (2019), Defining service quality is a form of consumer assessment of the expected level of excellence and control over that level of excellence to fulfill customer desires.

Price is also a major factor in consumer purchasing decisions. In increasingly fierce competition, consumers tend to compare prices across various available options before making a purchase. According to Anisa (2019), price is an element in the purchasing mix that will ultimately contribute to a business's profitability. However, in setting prices, companies must consider the prices offered by competitors and the public's purchasing power. Meanwhile, according to Schiffman & Kanuk (2017), perception is the process by which an individual selects, organizes, and translates incoming information stimuli into a comprehensive picture. Price perception is how consumers view prices as high, low, and fair.

A location is a place to serve consumers, and can also be interpreted as a place to display merchandise. The definition of a location is where a company operates or where the company carries out activities to produce goods and services that prioritize economic aspects. According to Brahmayanti and Silalahi (2018:85), "a location or sales location is a company's platform for distributing products." Meanwhile, according to Swastha in Harsanto (2017:5), "a location is the place where a business or business activity is carried out."

Through this research, it is hoped that it can provide a deeper understanding of the factors that influence consumer purchasing decisions, as well as become a consideration for store management in developing more effective marketing strategies that are in accordance with consumer needs.

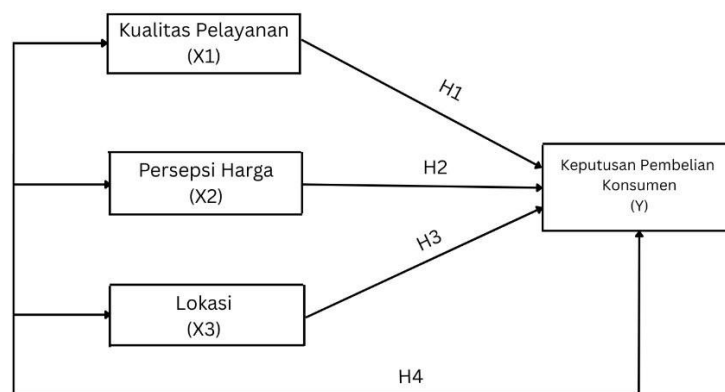


Figure 1. Conceptual Framework

Based on the relationship between variables in the framework of thought, the following research hypothesis is made:

- H1: It is suspected that service quality has a significant influence on consumer purchasing decisions.
- H2: It is suspected that price perception has a significant influence on consumer purchasing decisions.
- H3: It is suspected that location has a significant influence on consumer purchasing decisions.
- H4: It is suspected that Service Quality, Price Perception, and Location have a simultaneous influence on Consumer Purchasing Decisions.

METHOD

This study uses a quantitative approach with a causal research type. The sampling technique in this study uses random sampling. The sample used was 100 respondents who were consumers of the Mitrasport Store in Genteng Surabaya. Data were obtained through distributing questionnaires using a Likert scale. The collected data were then processed using SPSS version 30. The tests used in this study include Instrument Testing, namely Validity Test and Reliability Test; Classical Assumption Testing, namely Normality Test, Multicollinearity Test, and Heteroscedasticity Test; and Multiple Linear Regression Analysis and Determination. Furthermore, hypothesis testing was carried out using the T

Test and F Test.

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variables	Items	r table	r count	Information
QualityService (X1)	X1_1	196	673	Valid
	X1_2	196	626	Valid
	X1_3	196	691	Valid
	X1_4	196	697	Valid
	X1_5	196	716	Valid
	X1_6	196	631	Valid
	X1_7	196	768	Valid
	X1_8	196	789	Valid
	X1_9	196	705	Valid
	X1_10	196	757	Valid
Price Perception (X2)	X2_1	196	768	Valid
	X2_2	196	769	Valid
	X2_3	196	785	Valid
	X2_4	196	810	Valid
	X2_5	196	845	Valid
	X2_6	196	574	Valid
	X2_7	196	824	Valid
	X2_8	196	773	Valid
Location (X3)	X3_1	196	748	Valid
	X3_2	196	754	Valid
	X3_3	196	775	Valid
	X3_4	196	800	Valid
	X3_5	196	726	Valid
	X3_6	196	739	Valid
	X3_7	196	809	Valid
	X3_8	196	783	Valid
Buying decisionConsumer (Y)	Y_1	196	701	Valid
	Y_2	196	678	Valid
	Y_3	196	667	Valid
	Y_4	196	727	Valid
	Y_5	196	736	Valid
	Y_6	196	730	Valid
	Y_7	196	715	Valid
	Y_8	196	772	Valid

Source: data processed in 2025

Based on the validity test table above, it can be concluded that all statement items for each variable contained in this study are valid. This is because each statement item has a calculated r value > r table (0.196).

Table 2. Results of Reliability Test of Research Variables

Variables	Cronbach Alpha	Alpha	Information
Service Quality (X1)	0.888	0.6	Reliable
Price Perception (X2)	0.900	0.6	Reliable
Location (X3)	0.899	0.6	Reliable
Consumer Purchasing Decision (Y)	0.863	0.6	Reliable

Source: data processed in 2025

Based on the entire reliability test table above, the Cronbach's Alpha value for each research

variable exceeds the threshold of 0.60. This indicates that the instrument used in this study is reliable as a measuring tool.

Table 3. Results of the Normality Test of Research Variables
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	1.88804961
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,068
Test Statistics		,083
Asymp. Sig. (2-tailed) ^c		,088
Monte Carlo Sig. (2-tailed) ^e	Sig.	,092
	99% Confidence Lower Bound	,085
	Interval Upper Bound	,099

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

Source: data processed in 2025

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test showed an Asymp. Sig. (2-tailed) value of 0.082. This value is greater than the 0.05 significance level, so it can be concluded that the research data is normally distributed. Thus, it can be concluded that this data meets the assumption of normality, which is important for further statistical analysis.

Table 4. Multicollinearity Test Results
Coefficients^a

Variables		Collinearity Statistics	
		Tolerance	VIF
1	Quality of Service	,247	4,056
	Price Perception	,343	2,919
	Location	,236	4,230

a. Dependent Variable: ICR

Source: data processed in 2025

The Multicollinearity Test in the table shows that all independent variables have a VIF value <10, which is shown that variable (X1) has a Tolerance of 0.247 with a VIF of 4.056. In this study, variable (X2) has a Tolerance of 0.343 with a VIF of 2.919. In this study, variable (X3) has a Tolerance of 0.236 with a VIF of 4.230. From the three variables, it is known that the Tolerance value is more than 0.10 and the VIF value is less than 10, so it can be concluded that in this study there is no multicollinearity in the regression model.

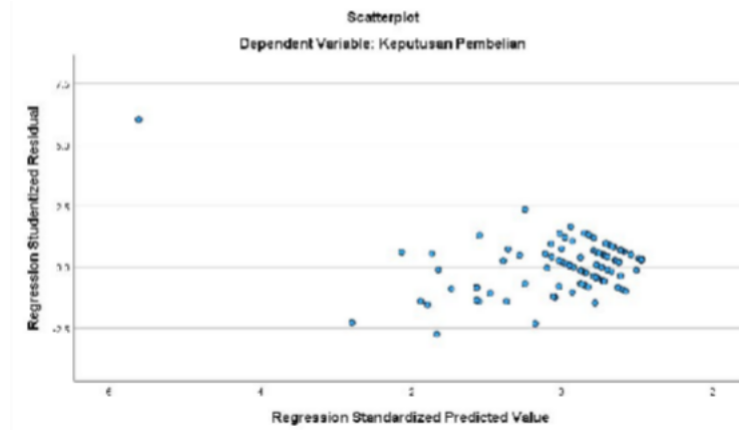


Figure 2. Heteroscedasticity Test Results

Source: data processed in 2025

Based on the results obtained in the heteroscedasticity test table above, it is concluded that heteroscedasticity did not occur in this study. This is because the distribution points are not clustered, or in other words, the distribution of the points does not form a pattern.

Table 5. Results of Multiple Linear Regression Analysis Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10,173	,299		33,990	,000
Quality of Service	,089	,013	,147	6,822	,000
1 PerceptionPrice	,381	,012	,582	31,869	,000
Location	,239	,016	,332	15,072	,000

a. Dependent Variable: Consumer Purchasing Decision

Source: data processed in 2025

Based on the table above, the regression model equation is as follows:

$$Y = 10.173 + 0.089 X1 + 0.381 X2 + 0.239 X3 + e$$

Based on the model above, it can be interpreted that:

1. The constant value of the Y variable shows the number 10.173, which means that the number states the magnitude of the Consumer Purchasing Decision variable (Y). If Service Quality (X1), Price Perception (X2), Location (X3) are in a constant state, then the magnitude of the Consumer Purchasing Decision level is 10.173.
2. The multiple linear regression coefficient on the Service Quality variable (X1) is 0.089, which is positive. This means that Service Quality (X1) has a positive influence on Consumer Purchasing Decisions (Y). If the Service Quality variable (X1) increases by one unit, Consumer Purchasing Decisions (Y) will increase by 0.089. Thus, the assumption that other variables in this study are constant.
3. The multiple linear regression coefficient on the Price Perception variable (X2) is 0.381, which is positive. This means that Price Perception (X2) has a positive influence on Consumer Purchasing Decisions (Y). If the Price Perception variable (X2) increases by one unit, Consumer Purchasing Decisions (Y) will increase by 0.381. Thus, the assumption that other variables in this study are constant.

4. The multiple linear regression coefficient on the Location variable (X3) is 0.239, which is positive. This means that Location (X3) has a positive influence on Consumer Purchasing Decisions (Y). If the Location variable (X3) increases by one unit, Consumer Purchasing Decisions (Y) will increase by 0.239. Thus, the assumption that other variables in this study are constant.

Table 6. Results of the t-Test (Partial)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	10,173	,299		33,990	,000
Quality of Service	,089	,013	,147	6,822	,000
1 PerceptionPrice	,381	,012	,582	31,869	,000
Location	,239	,016	,332	15,072	,000

a. Dependent Variable: Consumer Purchasing Decision

Source: data processed in 2025

Based on the results of the t-test in the following table, an explanation of each variable is provided:

1. Based on the results of research data processing, the partial test results obtained a significant value for Service Quality (X1) on Consumer Purchasing Decisions (Y) of $0.000 < 0.05$ and a calculated t value of $6.822 > 1.984$ ttable which means that Service Quality (X1) has a positive and significant effect on Consumer Purchasing Decisions (Y) at the Mitrasport Store in Genteng Surabaya. So it can be concluded that H1 is accepted.
2. Based on the results of research data processing, the partial test results obtained a significant value for Price Perception (X2) on Consumer Purchasing Decisions (Y) of $0.000 < 0.05$ and a calculated t value of $31.869 > 1.984$ ttable, which means that Price Perception (X2) has a positive and significant effect on Consumer Purchasing Decisions (Y) at the Mitrasport Store in Genteng Surabaya. So it can be concluded that H2 is accepted.
3. Based on the results of research data processing, the partial test results obtained a significant value for Location (X3) on Consumer Purchasing Decisions (Y) of $0.000 < 0.05$ and a calculated t value of $15.072 > 1.984$ ttable, which means that Location (X3) has a positive and significant effect on Consumer Purchasing Decisions (Y) at the Mitrasport Store in Genteng Surabaya. So it can be concluded that H3 is accepted.

Table 7. F-Test Results (Simultaneous)

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	715,282	3	238,427	2882,588	,000b
Residual	7,940	96	,083		
Total	723,222	99			

a. Dependent Variable: Consumer Purchasing Decision

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

Source: data processed in 2025

Based on the table above, it is known that the calculated F value is greater than the F table ($2882.588 > 2.70$) with a significance value in the F test of 0.000. Because the significance is smaller than 0.05 ($0.000 < 0.05$) as in the decision making in the F test, the fourth hypothesis which states that "Service Quality, Price Perception, and Location simultaneously influence Consumer Purchasing Decisions." is accepted.

Table 8. Results of the Determinant Test of the Summary Model

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
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1	,994a	,989	,989	,28760
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Source: data processed in 2025

Based on the results of the R² test above, where the results of the coefficient of determination were obtained with the independent variables of Service Quality (X1), Price Perception (X2), Location (X3) the results of the SPSS calculation obtained an Adjusted R Square value of 0.989 which means that 98.9%. Consumer Purchasing Decisions can be explained by the variables of Service Quality (X1), Price Perception (X2), Location (X3), while the remainder (100% - 98.9%) = 1.1% is explained by other variables outside the model that are not explained in this study.

CONCLUSION

Based on the research results, service quality, price perception, and location each have a positive and significant influence on consumer purchasing decisions at the Mitrasport Store in Genteng Surabaya. Service quality demonstrated through friendliness, accuracy, speed, and the ability of employees to assist consumers can increase purchasing tendencies. Perceptions of prices that are considered fair, affordable, and in accordance with the quality and benefits of the product also encourage consumers in making purchasing decisions. In addition, a strategic, easily accessible, and comfortable location has a positive contribution to purchasing decisions. Simultaneously, these three variables have a significant influence on purchasing decisions, with an Adjusted R² value of 0.989 indicating that 98.9% of the variation in purchasing decisions can be explained by service quality, price perception, and location, while 1.1% is influenced by other factors outside the research model.

This study has limitations in the number of samples involving only 100 respondents and the scope of the study focused on consumers of the Mitrasport Store in Genteng Surabaya, so the results of the study cannot necessarily be generalized to other sports stores or regions. Future research is recommended to use a larger sample size, a wider coverage area, and add other variables that have the potential to influence purchasing decisions, such as product quality, promotions, brand image, customer satisfaction, and consumer loyalty. Practically, the results of the study provide implications for the management of the Mitrasport Store to maintain and improve service quality, set competitive prices that are in accordance with product benefits, and optimize the convenience and accessibility of the store location. Consistent management of these three aspects is expected to strengthen store competitiveness and improve consumer purchasing decisions.

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