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The Influence of Social Support, Product Quality, and Location on Purchasing Decisions at Makaronimu Madiun (Dolopo District Outlet)

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ABSTRACT

This research is intended to be able to see partially and simultaneously whether purchasing decisions at Makaronimu Madiun (Dolopo District Outlet) are influenced by social support, product quality and location. Because currently in the business world there is always intense competition, so you must be able to improve what occurs as a result of various problems and be more sensitive in order to maintain and develop your business. This current research applies quantitative methods that apply important information by distributing it to 100 people. The sampling method used by researchers is nonprobability sampling with accidental sampling. The analysis used in this study applies multiple linear regression analysis through SPSS 26 application processing. The conclusion of this study shows that the partial test (t) consists of Social Support (X1) = 0.000, Product Quality (X2) = 0.005, and Location (X3) = 0.000.

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1. Introduction

People in Indonesia cannot be separated from one type of food, namely their need for snacks. Indonesian people really like to consume snacks, this is proven by the various types of snacks aimed at all ages. The behavior of Indonesian people who often consume snacks is because snacks are considered to be an energy boost for the body before meal time. The variety of snack variants available makes snacks irreplaceable in people's hearts [1]. Snacks offer various flavors such as salty, sweet, savory, spicy and others. So that all adults and small children can taste this type of food. People usually eat snacks in their free time or while waiting for meal times to fill their stomachs so they don't feel unbearably hungry. Because snacks are a type of light food, eating them in large quantities will not have a full effect. Due to the high public interest in snacks, this can be used as an opportunity to start a business operating in the snack sector.

Businesses in the snack sector are experiencing positive growth. This is proven by data from www.statistica.com, in 2021 the volume of snack distribution in Indonesia will reach 1,281 million kilograms, a growth of 8% since 2020 and a volume value of 1,183 million kilograms. And around the end of 2022, it is predicted that the volume of snack distribution will reach 1,357 million kilograms or an increase of 6%. This shows that purchasing decisions for snacks increase from year to year.

Purchasing decisions themselves can be improved through various factors, including social support, product quality and location. Social support is believed to be able to influence purchasing decisions, this is based on social creatures, namely humans who like to socialize where communication is involved. In this communication, people will tell about products they have bought or used. Meanwhile, product quality has an important role in improving purchasing decisions because the better or higher the quality of the product, the more interested consumers will be. The measurement of purchasing decisions cannot be separated from the location where you do business because if the location is easy to reach then consumers will not experience difficulty in getting the product.

Reviewing social support can be done by measuring how much social interaction has been carried out in a relationship and in relation to the surrounding environment. Social support itself is a form of feeling comfortable, appreciated, cared for, and receiving information or help from other people or groups. This is the reason why a consumer is interested in using or buying a product because they receive support from the people around them. The social support that individuals receive comes from people closest to them or people who understand their situation.

The next aspect that can influence a purchasing decision is product quality. Product quality is the skill of the product to carry out its tasks which consist of skill, accuracy, durability obtained from the product as a whole. Companies should always improve the quality of their products because increasing product quality will make consumers feel satisfied with the products we provide and can influence other consumers to buy the product again. If a company is not innovative and consistently maintains the quality of its products, it is certain that there will be a decline in purchasing decisions for the products it markets. Because consumers always have a desire that the product they get must be good and of high quality.

The final aspect that can influence purchasing decisions is location. Location is more directed towards various marketing activities which attempt to facilitate and expedite the distribution of goods and services that originate from producers towards consumers. Determining and assigning locations is one of the policies that must be paid attention to by companies, whether for manufacturing companies or retail companies. Location determination is needed when a company is building a new business, expanding an existing business or moving the company location to another location. Determining location is vital because it is directly related to operational costs, competitive ability and price.

The objects of this research are consumers from Makaronimu which is located in Dolopo District, Madiun Regency. The reason the researcher chose this object was based on observations made by the researcher who discovered the phenomenon of the rise of food businesses that have a spicy taste among Indonesian people. This phenomenon cannot be separated from the behavior of the Indonesian people who are very fond of spicy flavors which have become a characteristic of Indonesian food which always has a spicy taste. So, your macaroni appeared as a result of this phenomenon.

A business is closely related to consumers because if there are no consumers, a business will not get any income. Consumers from Makaronimu were chosen as research objects because consumers like spicy food, which is in accordance with the phenomenon observed by researchers. Apart from that, consumers get social support from friends or family to try buying products from Makaronimu. With product quality and a location that is easily accessible to consumers, it is thought to be related to the purchasing decisions made by consumers.

2. Literature Review

2.1. Social Support

Social support is instrumental, emotional support provided by social groups or individuals to other groups or individuals in demanding or stressful situations [2].

2.2. Product Quality

Product quality is an important aspect that can influence every consumer when purchasing a product. If the product gets better, then consumer interest in buying the product will also increase [3].

2.3. Location

Location is a number of activities carried out by a company to make the products it creates or sells reachable and available to its target market, in this case there is a relationship regarding how to deliver products and services to consumers and where they are located [4].

2.4. Purchasing Decision

Purchasing decision is a step in making a decision which consumers will actually buy. Consumers will face various stages of the purchasing process before the consumer will actually buy [4].

2.5. Research Framework and Hypothesis

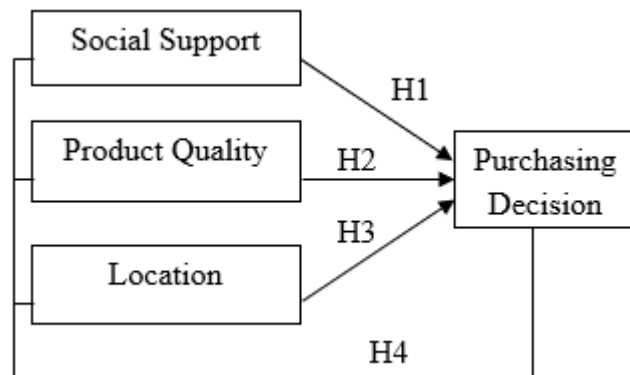


Figure 1. Research Framework

Hypothesis in this research:

Ha1: Social Support influences the decision to purchase Makaronimu Madiun (Dolopo District Outlet).

Ha2: Product quality influences purchasing decisions for Makaronimu Madiun (Dolopo District Outlet).

Ha3: Location influences the decision to purchase Makaronimu Madiun (Dolopo District Outlet).

Ha4: Social Support, Product Quality, and Location influence the Purchasing Decision of Makaronimu Madiun (Dolopo District Outlet).

3. Method

The scope of this study was carried out at the Makaronimu business which is located in Dolopo District, Madiun Regency. The rules used in this study are quantitative rules. In this study, the sample collection rule used by researchers is Nonprobability Sampling using Accidental Sampling, which is a technique for determining samples based on accident. The total sample in this study was 100 respondents and data collection was based on primary and secondary data. Primary data covers monitoring and distribution of questionnaires to people who are potential consumers. Meanwhile, secondary data is in the form of literature study. The data analysis used in this study is instrument testing, classical assumption testing, multiple linear regression analysis, r^2 coefficient determination test, and hypothesis testing (t and f tests) with the help of the SPSS 26 application.

4. Results and Discussion

4.1. Instrument Test Results (Validity Test and Reliability Test)

Validity Test

It was found that the value of the r-table was 0.196 and each point had an r-count > 0.196 . Based on the tests carried out by the researcher, the statements from the independent variables, namely social support, product quality, and location, as well as the dependent variable, namely purchasing decisions, can be declared valid so that they can be used as research.

Reliability Test

Table 1. Reliability Test

Variabel	Cronbach Alpha	Standart	Keterangan
Social Product (X1)	0,893	0,60	Reliabel
Kualitas Produk (X2)	0,894	0,60	Reliabel
Lokasi (X3)	0,941	0,60	Reliabel
Keputusan Pembelian (Y)	0,896	0,60	Reliabel

All variables have Cronbach alpha > 0.60. So it can be formulated that the answers from respondents can be said to be consistent in answering statements to measure all variables so that they can be used in research.

4.2. Classic Assumption Test Results

Normality Test

Table 2. Normality Test

		Unstandardized Residual
N		100
	Mean	.0000000
Normal Parameters ^{a,b}	Std. Deviation	2.30295613
	Absolute	.085
Most Extreme Differences	Positive	.074
	Negative	-.085
Kolmogorov-Smirnov Z		.085
Asymp. Sig (2-tailed)		.074 ^c

This section involves describing the results obtained from the research and drawing similarities and differences between the research and previous others from methods, data, and results. However, describe whether the problems have been researched successfully according to the objectives using the proposed methods. This should involve the description of the analysis conducted, cause and benchmark of success/failure, and the unfinished part of the research followed with the steps to be taken as follow up process.

Heteroscedasticity Test

Table 3. Heteroscedasticity Test

Variabel	Nilai Signifikansi	Kriteria
Social Support (X1)	0,477	>0,05
Kualitas Produk (X2)	0,168	>0,05
Lokasi (X3)	0,721	>0,05

The conclusion that can be drawn from this test is that all variables in this study do not contain or do not experience symptoms of heteroscedasticity so it can be said to be good research.

Multicollinearity Test

Table 4. Multicollinearity Test

Variabel	Colinearity Statistics	
	Tolerance	VIF
Social Support (X1)	0,605	1,653
Kualitas Produk (X2)	0,684	1,463
Lokasi (X3)	0,639	1.565

From this explanation, it was found that all the variables in this study did not have multicollinearity.

4.3. Results of Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.234	1.636		.754	.453
	<i>Social Support</i>	.348	.085	.342	4.113	.000
	Kualitas Produk	.231	.080	.225	2.876	.005
	Lokasi	.352	.078	.367	4.537	.000

4.4. R2 Coefficient of Determination Test Results

Table 6. R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.599	.587	2.338

The conditions for testing the coefficient of determination are found to be R square 0.599 or 59%, which shows the large contribution of the variables Social Support (X1), Product Quality (X2), and Location (X3) to the Purchase Decision (Y) while the remaining 41% is the contribution from other variables not used in this study.

4.5. Hypothesis Test Results

Partial Test (T Test)

The t-table score in this study was found to be 1.984 and the significance level was 0.05. The significance score of the influence of social support on purchasing decisions is $0.000 < 0.05$ and the score from calculated t is $4.113 > t$ table 1.984 so it can be concluded that there is a significant influence of the social support variable on purchasing decisions. So H_0 is rejected and H_a is accepted, therefore it is concluded that social support is influenced by purchasing decisions. The significance score for the influence of product quality on purchasing decisions is $0.005 < 0.05$ and the calculated t score is $2.876 > t$ table 1.984 so it can be concluded that there is a significant influence of product quality variables on purchasing decisions. So H_0 is rejected and H_a is accepted, therefore it is concluded that product quality is affected by purchasing decisions. The significance score for the influence of location on purchasing decisions is $0.000 < 0.05$ and the score from t calculated is $4.537 > t$ table 1.984 so it can be concluded that there is a significant influence of location variables on purchasing decisions. So H_0 is rejected and H_a is accepted, therefore it is concluded that location is influenced by purchasing decisions.

Simultaneous Test Results (F Test)

Table 7. Simultaneous Test Result (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	785.533	3	261.844	47.875	.000 ^b
	Residual	525.057	96	5.469		
	Total	1310.590	99			

4.6. Discussion

The results of the Social Support variable have a calculated t score of $4.113 >$ from t table 1.984 and with a significant score of $0.000 < 0.05$, where H_1 is accepted, it is decided that the Social Support variable influences the Purchase Decision variable at Makaronimu Madiun (Dolopo District Outlet). The results of this study are supported by a study also carried out by (Ikhwana & Dewi, 2021). The results of the Product Quality variable are a calculated t score of $2.876 >$ from t table 1.984 and with a significant score of $0.005 < 0.05$, where H_2 is accepted, it is decided that the Product Quality variable

has an influence on the Purchasing Decision variable at Makaronimu Madiun (Dolopo District Outlet). The results of this study are supported by research also conducted by (Alfiah et al., 2023). The result of the Location variable is the calculated t score of $4.537 >$ from the t table of 1.984 and with a significant score of $0.000 < 0.05$, where H3 is accepted, it is concluded that the Location variable influences the Purchase Decision variable at Makaronimu Madiun (Dolopo District Outlet). The results of this study are supported by research also conducted by (Viana & Hartati, 2022).

5. Conclusions

1. The results of this research show that Social Support is positively and significantly influenced by Purchasing Decisions at Makaronimu Madiun (Dolopo District Outlet).
2. The results of this research suggest that product quality is positively and significantly affected by purchasing decisions at Makaronimu Madiun (Dolopo District Outlet).
3. The results of this research show that location is positively and significantly affected by purchasing decisions at Makaronimu Madiun (Dolopo District Outlet).
4. The results of this research suggest that Social Support, Product Quality and Location are positively and significantly influenced by Purchasing Decisions at Makaronimu Madiun (Dolopo District Outlet).

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