

THE INFLUENCE OF PRICE, TASTE, AND LOCATION ON PURCHASING DECISIONS AT SUPPORT WARMINDO BUSINESS IN BENGKULU CITY

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ABSTRACT

Currently, the rapid economic growth has led many entrepreneurs to open culinary businesses in every city, including Bengkulu. Support Warmindo business in Bengkulu City manages its marketing strategies to attract consumers in making purchasing decisions, considering factors such as price, taste, and location. The purpose of this research is to determine the influence of price, taste, and location on purchasing decisions at Support Warmindo in Bengkulu City. This study is a quantitative research type. The data collection method used in this research is a questionnaire technique, with a sample of 100 respondents. The results show that the multiple linear regression is given by the $Y = 21.967 + 0,141X_1 + 0,312X_2 + 0,129X_3 + 3.943$. The coefficients are positive, indicating a positive or direct relationship between the variables of Price (X_1), Taste (X_2), Location (X_3), and the Purchasing Decision (Y) at Support Warmindo in Bengkulu City. The price test (X_1) shows ($t_{count} = 2.350 > t_{table} = 1.984$) and significance ($0.021 < 0.05$), thus the hypothesis (H_a) is accepted and (H_o) is rejected, meaning price has a positive and significant influence on purchasing decisions at Support Warmindo in Bengkulu City. The taste test (X_2) shows ($t_{count} = 5.086 > t_{table} = 1.984$) and significance ($0.000 < 0.05$), leading to the acceptance of hypothesis (H_a) and rejection of (H_o), indicating that taste has a positive and significant influence on purchasing decisions at Support Warmindo in Bengkulu City. The location test (X_3) shows ($t_{count} = 2.143 > t_{table} = 1.984$) and significance ($0.035 < 0.05$), resulting in the acceptance of hypothesis (H_a) and rejection of (H_o), meaning location has a positive and significant influence on purchasing decisions at Support Warmindo in Bengkulu City. Based on the comparison of F_{count} and F_{table} , the value of F_{count} is greater than F_{table} , specifically ($13.821 > 2.47$), concluding the acceptance of the hypothesis, indicating a simultaneous influence of price (X_1), taste (X_2), and location (X_3) on purchasing decisions at Support Warmindo in Bengkulu City. This is evident at a significance level of ($0.000 < 0.05$).

Keywords: Price, Taste, Location, Purchasing Decision

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