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Research Article

The Influence of Price, Product Quality, Service Quality, and Location on Purchase Decisions at Hisana Fried Chicken Surabaya Branch

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Abstract: This study aims to analyze the influence of price, product quality, service quality, and location on consumer purchase decisions at Hisana Fried Chicken Wonokusumo Surabaya Branch. Hisana Fried Chicken is a local fast-food business known for its affordable prices and strategic locations close to residential areas, making marketing factors such as price, product quality, service quality, and location essential determinants of consumer behavior. The main problem addressed in this study is the limited availability of comprehensive research that simultaneously examines these four variables in the context of local fast-food businesses, which have different characteristics from large franchise brands. The study uses a quantitative approach with multiple linear regression analysis, involving 100 respondents who have made prior purchases. All research instruments were tested for validity and reliability, and the model met all classical assumption criteria. The findings reveal that price, product quality, service quality, and location have a significant positive effect both partially and simultaneously on purchase decisions, with price identified as the dominant variable, indicating strong consumer sensitivity to affordability. The research model produced an Adjusted R^2 value of 0.616, meaning that 61.6% of the variation in purchase decisions can be explained by the four independent variables included in the model. These results reinforce the importance of competitive pricing, consistent product quality, reliable service, and accessible locations in influencing consumer purchasing decisions within the local fast-food industry. Overall, this study provides empirical contributions to marketing literature and offers practical implications for Hisana Fried Chicken in improving its marketing strategies

Keywords: Location; Price; Product Quality; Purchase Decision; Service Quality

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1. Introduction

The affordable price-based fast food industry such as Hisana Fried Chicken presents a typical competitive dynamic in Indonesia, where consumer purchasing decisions are influenced by the interaction between price, product quality, service quality, and location. These four variables are the main elements of the marketing mix that shape the perception of consumer value and preferences (Cahyani & Hidayat, 2020; Kotler & Keller, 2015). With operational characteristics in the form of small outlets, low prices, and proximity to settlements, Hisana is a relevant research object to understand the factors that influence consumer purchase decisions in local fast food businesses.

Previous studies have generally used quantitative methods with regression analysis as the main approach. Natasha & Subakti (2021) shows that price has a significant effect on purchasing decisions through simple linear regression, while Hidayat & Faeni (2019) Found that price, product quality, service quality, and location have a simultaneous effect on customer satisfaction through multiple linear regression. These findings confirm the power of regression analysis in mapping the relationship between marketing variables. However,

there are drawbacks to previous research: some have only examined one or two variables, some have focused on satisfaction rather than purchasing decisions, and others have used different industry contexts. These limitations show the need for more comprehensive research focused on the context of local fast food such as Hisana.

This research gap raises a key research problem: the extent to which price, product quality, service quality, and location affect consumer purchase decisions at Hisana Fried Chicken Surabaya Branch, as well as which variables have the dominant influence. Given the differences in Hisana's business characteristics compared to large fast food franchises, it is necessary to conduct empirical tests that consider all marketing variables simultaneously.

To answer this, this study proposes a quantitative approach with multiple linear regression, as recommended Sugiyono (2013), because it is able to test partial and simultaneous influences objectively. This approach provides the right methodological solution to analyze the factors that determine purchasing decisions in the context of local fast food with a simple operational structure.

The contributions of this research include: (1) making a theoretical contribution by integrating the four main variables of the marketing mix in one comprehensive model; (2) provide empirical contributions regarding consumer purchasing behavior at Hisana Fried Chicken Surabaya Branch; and (3) make practical contributions in the form of recommendations to improve pricing strategies, product quality, service quality, and location considerations for Hisana managers (Nuraini & Rachmawati, 2020; Rachmawati & Andjarwati, 2020).

The composition of this paper is as follows: The second part discusses the literature review and previous research; The third part describes the research method; The fourth part presents the results and discussion; and The fifth section presents conclusions and suggestions for further research.

2. Literature Review

This section presents a state of the art explanation of the research variables used, namely price, product quality, service quality, and location in relation to purchase decisions. The relevant literature is analyzed based on basic theories and previous research listed in the bibliography. In addition, this section explains the research gap that underlies the need for a comprehensive study on Hisana Fried Chicken Surabaya Branch.

Pricing

Price is an important component of the marketing mix and is a major determinant in consumer purchasing behavior. In the literature contained in the proposal, price is defined as the consumer's perception of the appropriateness between the benefits received and the financial sacrifices incurred Kotler & Keller (2015). Iful Anwar (2015) stating that consumers tend to make purchasing decisions faster when prices are considered to be in accordance with the quality of the products offered.

Natasha & Subakti (2021) found that price has a positive and significant influence on purchasing decisions with a contribution of 48%. Instead Hidayat & Faeni (2019) found that price has no significant effect on customer satisfaction, suggesting that price influences can differ depending on industry context and consumer characteristics.

Another dimension of price perception is shown by Ernawati et al. (2021), which emphasizes the importance of price matching to perceived quality. According to the study, consumers will develop a stronger confidence to buy if the quality of the product is considered equal to the price paid. Sound & Gold (2022) complements this perspective by asserting that price affordability is an important indicator that determines whether consumers perceive the value of a product as appropriate or not. In the competition of the fast food market, price feasibility plays a role in differentiating local brands from global brands that have higher price standards

These theoretical and empirical studies show that price is an important variable but does not always show consistency between studies. Therefore, further analysis needs to be carried out in the context of local fast food such as Hisana Fried Chicken, which has different business model characteristics from global franchises.

Product Quality

Product quality is a fundamental element in creating satisfaction and purchase decisions. According to the literature in the proposal, the quality of fast food includes taste, aroma, texture, consistency, cleanliness, and appearance of presentation (Cahyani & Hidayat, 2020). Oktafianti et al. (2015) emphasizing that good product quality increases customer satisfaction and encourages repurchases.

Other empirical research, such as Cahyani & Hidayat (2020), showing that product quality has a significant contribution to customer satisfaction. Paramita et al. (2024) Expand on those findings by showing that product quality can influence purchasing decisions, although interactions with other variables such as price and service can reinforce or weaken their influence.

In the context of Hisana Fried Chicken, the consistency of the taste, the warmth of the product, and the cleanliness of the outlet greatly determine the perception of customers. However, most of the research in the file has not tested the quality of the product specifically on fast food carts, creating research gaps that need to be filled.

Quality of Service

Service quality plays a critical role in shaping the consumer experience, especially in industries that require fast and accurate service such as fast food. Zeithaml et al. (1990) Describe service quality as the company's ability to provide competent, responsive, and convincing services to consumers. Vicky Sulistiyowati (2018) emphasizing that service quality has a strong relationship with consumer loyalty in the culinary sector.

Other relevant research, such as Paramita et al. (2024), showing that service quality has a simultaneous role alongside price and product quality variables in influencing purchase decisions. Additional literature in the file, such as Nuraini & Rachmawati (2020), showing that friendly and responsive service can improve purchasing decisions and shape customer loyalty.

In the context of Hisana Fried Chicken, the quality of service is becoming increasingly relevant because its operational, shake-up based on direct interaction between employees and consumers. However, related research is still limited to large-scale restaurants so this research has an important contribution in filling the gap.

Location

Location is a strategic aspect in the marketing mix and is one of the main determinants of the intensity of consumer visits. Hair Jr. et al. (2013) stating that a location that is easily accessible, clearly visible, and close to the center of activity will significantly increase visits. In the concept of fast food such as Hisana, location is not only about accessibility, but also about proximity to settlements and community mobility patterns.

The literature in the Journal shows that a strategic, easily accessible, and clearly visible location will increase the frequency of consumer visits (Ikhlas & Jafnihirda, 2021). Research Hidayat & Faeni (2019) It was also found that location had a positive effect on customer satisfaction.

Syahputra (2022) emphasized that the right location can encourage customer purchase interest in the MSME culinary business. These findings are reinforced by research Natasha & Subakti (2021) which shows that the location near the center of community activity significantly influences purchasing decisions.

Empirically, Harahap & Amanah (2020) Concludes that location has a significant effect on purchasing decisions when tested simultaneously with other variables. Meanwhile, this study shows that the role of location can vary depending on the business model and the characteristics of the business environment.

In the context of Hisana Fried Chicken, the location of the raid placed near settlements and main traffic lanes is an advantage in itself. However, previous studies in the file have not comprehensively examined the location of the cart business model. This shows that there is a need for more focused research.

Purchase Decision

The purchase decision is the final result of the consumer evaluation process on alternative products. Sunatar et al. (2023) states that purchasing decisions are influenced by a series of processes ranging from information searching, evaluating alternatives, to buying beliefs. Ramadhiansa (2019) explains that information plays an important role in shaping attitudes and purchasing decisions. Goddess (2022) Identify three key indicators of purchasing decisions: information search, buying confidence, and product suitability to needs.

Vydiamanta et al. (2021) , indicating that lifestyle, product quality, and price perception are factors influencing purchasing decisions. Research Hidayat & Faeni (2019) and Paramita et al. (2024) emphasizing that purchasing decisions are the result of the interaction of various marketing variables such as price, product quality, service, and location.

In the context of Hisana Fried Chicken, purchasing decisions are heavily influenced by consumer perceptions of local products that offer affordable prices, fast service, and strategic locations, so it becomes important to evaluate all of these variables simultaneously.

Research Gap

Based on the literature in the proposal, there are several research gaps that are the basis of this research:

1. Most studies only test two variables, not comprehensively combining price, product quality, service, and location simultaneously.
2. There is a lack of research on local fast food with the cart model, even though this model has different operational characteristics from large restaurants.
3. Variations in research results show that the influence of price, service, and location is not always consistent.
4. The lack of region-based research, especially the context of Surabaya which has different consumer dynamics from other cities.

Therefore, this study seeks to fill this gap by analyzing the influence of four main variables simultaneously on purchasing decisions at Hisana Fried Chicken Surabaya Branch.

3. Method

This study uses a quantitative approach with multiple linear regression methods to analyze the influence of price, product quality, service quality, and location on consumer purchase decisions at Hisana Fried Chicken Surabaya Branch. This method was chosen because it is able to test the simultaneous and partial influence of several independent variables on one dependent variable objectively.

Types of Research

This type of research is explanatory research that aims to explain the causal relationship between variables through hypothesis testing using statistical analysis.

Population and Sample

The population in this study is all consumers who have made purchases at Hisana Fried Chicken Surabaya Branch. The sample was taken using a non-probability sampling technique with a purposive sampling approach, namely consumers who have made a transaction at least once. The number of samples used was 100 respondents.

Data Collection Techniques

Data were collected using a questionnaire based on a Likert scale of 1–5 that measured respondents' perceptions of:

X_1: Price, X_2: Product Quality, X_3: Service Quality, X_4: Location, Y: Purchase Decision

The questionnaire was distributed directly to consumers at the research site.

Variable Operationalization

Each variable is measured using the following indicators:

- Price (X_1): affordability, price conformity with quality, price clarity.
- Product Quality (X_2): taste, freshness, consistency, presentation appearance.

- Quality of Service (X_3): speed of service, friendliness, precision, comfort.
- Location (X_4): accessibility, proximity, location visibility.
- Purchase Decision (Y): search for information, buying confidence, suitability of needs.

Data Analysis Techniques
Data analysis is carried out through the following stages:

Validity and Reliability Tests
- The validity test uses Pearson correlation to ensure each item of the statement is valid.
- The reliability test uses Cronbach's Alpha to assess the consistency of the instrument.

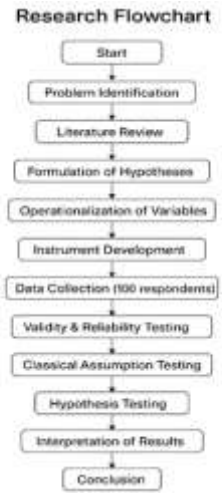
Classical Assumption Test
Includes: Normality test, Multicollinearity test, Heteroscedasticity test

Multiple Linear Regression Analysis
The regression model used is:

$$Y=a+b1X1+b2X2+b3X3+b4X4$$

Hypothesis Testing
- The F test is to determine the influence of independent variables simultaneously.
- The t-test is to determine the partial influence of variables.
- Coefficient of Determination (R^2) to determine the amount of contribution of independent variables to dependent variables.

Research Flowchart



4. Results and Discussion

This section describes the results of data processing using JASP which includes software specifications, dataset characteristics, initial analysis, statistical test results, and discussion. The entire analysis process was carried out based on raw data that had been collected from 100 consumer respondents of Hisana Fried Chicken Wonokusumo Surabaya Branch.

The study used a standard computer with the Windows 10 operating system and JASP software to perform the entire statistical analysis, including validity, reliability, classical assumption tests, and multiple linear regressions. The selection of JASP is based on its ability to provide complete and easy-to-interpret statistical outputs Sugiyono (2013).

Dataset Description

The research dataset was obtained through the distribution of questionnaires to 100 consumers who had made purchases at Hisana Fried Chicken. The collected variables consisted of:

- X1 – Price
- X2 – Product Quality
- X3 – Quality of Service
- X4 – Location
- Y – Purchase Decision

Descriptive Statistics

	X1	X2	X3	X4	Y
Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mode	49.97	50.45	63.34	50.16	49.91
Median	49.00	49.50	60.00	48.00	48.00
Mean	48.15	48.03	58.89	46.89	48.36
Std. Deviation	6.463	7.150	8.504	7.322	4.585

Preliminary Analysis

Validity Test

All statement items show a correlation value > 0.1946 (r table, N=100), so that all items are declared valid.

Reliability Test

Cronbach's Alpha for the entire construct:

Table 1.

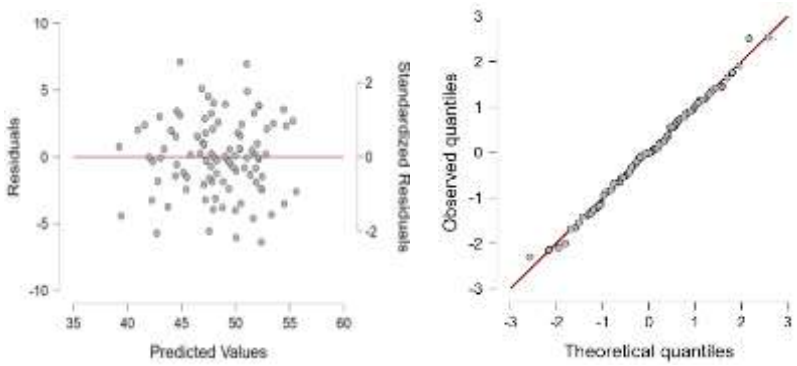
Variable	Cronbach's Alpha	Information
Price (X1)	0,925	Reliable
Product Quality (X2)	0,941	Reliable
Quality of Service (X3)	0,947	Reliable
Location (X4)	0,933	Reliable
Purchase Decision (Y)	0,906	Reliable

All values > 0.70 → instruments **are very reliable** (Sugiyono, 2013).

Results

Classical Assumption Testing

a. Normality Test: All variables have a p> value of 0.05 so that the data is distributed normally.
b. Multicollinearity Test
   The values of VIF (1.003–1.030) and tolerance (> 0.97) for all variables showed that multicollinearity did not occur.
c. Heteroscedasticity Test



The scatterplot results show that the point spreads randomly and does not form a pole → heteroscedasticity does not occur.

t-Test (Partial Hypothesis Testing)

The t-test is used to test the influence of each independent variable on the dependent variable partially.

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p	Collinearity Statistics	
							Tolerance	VIF
M_0	(Intercept)	48.360	0.458		105.478	< .001		
M_1	(Intercept)	0.666	3.794		0.176	.861		
	X1	0.330	0.044	0.466	7.463	< .001	0.997	1.003
	X2	0.203	0.040	0.317	5.057	< .001	0.986	1.014
	X3	0.218	0.034	0.405	6.404	< .001	0.971	1.030
	X4	0.195	0.039	0.312	4.956	< .001	0.981	1.020

Conclusion of the t-test:

All independent variables had a significant positive effect on purchasing decisions ($p < 0.05$). Thus, H1, H2, H3, and H4 are accepted.

F-Test (Simultaneous Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M_1	Regression	1,313.4	4	328.352	40.64	< .001
	Residual	767.6	95	8.080		
	Total	2,081.0	99			

F = 40.64

Sig. = 0.000

→ Price, Product Quality, Service Quality, and Location simultaneously have a significant effect on Purchase Decisions.

Regression Model and Determination

The regression model is obtained as follows:

Y=0.666+0.330X1+0.203X2+0.218X3+0.195X4

Coefficient of determination:

- R = 0.794
- R^2 = 0.631
- Adjusted R^2 = 0.616

This means that 63.1% of the variation in purchasing decisions can be explained by price, product quality, service quality, and location. The rest (36.9%) is explained by other factors such as promotion and brand image.

Discussion

The results of the study showed that all independent variables had a significant influence, both partially and simultaneously, in accordance with the theory of consumer behavior Kotler & Keller (2015).

- Price (X1) is the dominant factor with the highest t-value (7,463), indicating that consumers are very sensitive to price. This is in line with the characteristics of Hisana consumers who are looking for products at affordable prices.
- Product Quality (X2) and Service Quality (X3) have also proven to be significant, emphasizing the importance of taste quality, consistency of presentation, cleanliness, and fast and friendly service. These findings support the study Cahyani & Hidayat (2020).
- The location (X4) has a significant positive influence, showing that the accessibility of the outlet and proximity to consumers also increase purchasing decisions.

Overall, the results reinforce that purchasing decisions in the context of fast food restaurants are influenced by a combination of price, product quality, service quality, and location factors, not just promotions or brand image.

5. Comparison

The results of the study show that the four independent variables of price, product quality, service quality, and location have a significant effect on purchase decisions. These findings are in line with the theory of consumer behavior put forward by Kotler & Keller (2015), which states that purchasing decisions are influenced by consumers' perceptions of the value the company offers through a combination of product attributes, price, service, and ease of access.

- Price findings (X1) as the dominant factor support the concept that consumers in certain market segments are very sensitive to price changes and tend to choose competitively priced products.
- Product quality (X2) and service quality (X3) contribute significantly, in line with Kotler & Keller, that perceived quality is a major predictor of purchase decisions.
- A significant location (X4) demonstrates conformity with retail marketing theory that emphasizes the importance of accessibility for consumers in decision-making.

Comparison with Previous Studies

The results of the study are also consistent with some of the study findings listed in your proposal library.

Pricing and Purchase Decision

The study found that price has the greatest influence on purchasing decisions. These findings are in line with Hidayat & Faeni (2019) which states that price is an important determinant in customer decisions, especially in micro and medium enterprises targeting price-sensitive consumers.

Quality of Products and Services

Significant influence of product and service quality consistent with findings Cahyani & Hidayat (2020) which shows that product quality, appearance, and good service increase satisfaction and encourage purchasing decisions in the fast food industry.

Location as a Determinant of Purchase

The significance of location variables supports the findings of retail marketing studies that ease of access and proximity of location affect consumers' purchasing decisions towards local food outlets.

Thus, this study reinforces previous empirical findings that purchasing decisions are the result of a combination of price, product quality, service, and location factors.

Contribution of this Study

This research makes several contributions:

1. The latest empirical confirmation in the context of local Indonesian culinary businesses, especially in the Hisana Fried Chicken outlet, which has not been widely discussed in the formal literature has not been widely discussed.
2. It shows that price is still the dominant factor, in contrast to some global restaurant studies where service quality or brand image is often the biggest factor.
3. It emphasizes that the combination of functional factors (price & product) and accessibility (location) remain the main variables that shape purchasing decisions in the lower middle economic segment.

6. Conclusion

This study aims to analyze the influence of price, product quality, service quality, and location on consumer purchase decisions at Hisana Fried Chicken Wonokusumo Surabaya Branch. Based on the analysis of data obtained from 100 respondents and processed using JASP, this study produced four main findings.

First, all independent variables are proven to be valid and reliable as measurement instruments. Second, the results of the classical assumption test show that the data has met the requirements of normality, there is no multicollinearity, and there is no heteroscedasticity, so the regression model is feasible to use. Third, the results of the t-test show that price, product quality, service quality, and location each have a significant positive effect on purchasing decisions. Fourth, the F-test results showed that all four variables simultaneously had a significant effect on purchasing decisions, with an Adjusted R^2 value of 0.616, which means that 61.6% of the variation in purchasing decisions could be explained by the model.

From these results, it can be concluded that the four independent variables are important determinants in influencing consumer purchasing behavior. These findings are consistent with the theory of consumer behavior which states that purchasing decisions are influenced by a combination of consumer value perception of price, product quality, service quality, and ease of location access Kotler & Keller (2015). This research is also in line with previous empirical findings that show that price and service quality are very decisive factors in the fast food business with affordable price segmentation (Cahyani & Hidayat, 2020; Hidayat & Faeni, 2019). Thus, the results of this study support the initial hypothesis and strengthen the theoretical foundation that improving service quality, product taste and quality stability, providing competitive prices, and strategic location are important strategies in improving purchasing decisions.

This research provides practical implications for Hisana Fried Chicken's management, especially in maintaining competitive prices, maintaining consistent product quality, improving service quality through employee training, and ensuring that store locations remain within reach of consumers. Academically, this research contributes by providing the latest empirical evidence in the context of Indonesia's local culinary business that has not been widely discussed in the scientific literature.

However, this study has some limitations. First, the study was only conducted on one branch of Hisana Fried Chicken so the generalization of the results needs to be done carefully. Second, the research variables are still limited to four main factors, while other variables such

as promotion, brand image, or customer satisfaction have not been studied. Therefore, further research is recommended to expand the scope of the research site, add new relevant variables, and consider the use of mixed methods to gain a deeper understanding of consumer behavior.

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Conflicts of Interest: The author states that there is no conflict of interest that can affect the implementation or reporting of the results of this research. The entire research process, from data collection, analysis, interpretation of results, to manuscript preparation, is carried out independently according to scientific principles. The author also states that there are no funders involved in this study. Therefore:

"Funders have no role in the design of the research; in data collection, analysis, or interpretation; in scriptwriting; or in the decision to publish the results."

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