The Influence of Product, Price, and Location on Consumer Purchasing Interest in *Bakso Pak Kus* Residen Sudirman Surabaya

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Abstract. Companies need to maintain their survival by developing and earning profits. Consumers have ever-changing tastes and desires, so companies must be prepared to face all these changes and constantly review and improve their offerings. Companies need to pay attention to factors that affect consumers' buying interest, including products, prices, and locations. This study aims to determine and analyze the effect of simultaneous product, price, and location on consumer buying interest in Bakso Pak Kus Jalan Sudirman Residen Surabaya. The study population was all consumers of Bakso Pak Kus Jalan Sudirman Resident Surabaya. The sampling technique is based on Hair, et al. (2010), that the number of samples is at least 5 times the number of indicators so that the number of samples in this study is 85 people. The data analysis technique used multiple linear regression, t test, and F test. The results showed that the product, price, and location partially affected the consumer buying interest of Bakso Pak Kus Jalan Sudirman Resident Surabaya as evidenced by the results of the t test showing the calculated t value all independent variables are greater than t table (1,989), which is 2,015 for the effect of product variables (X1), 2,608 for the influence of price variables (X2), and 6,037 for the effect of location variables (X3). . The results also show that the products, prices, and locations simultaneously influence consumers' buying interest in Bakso Pak Kus Jalan Sudirman Resident Surabaya as evidenced by the results of the F test which shows the value of $F_{count} > F_{table}$ which is $45,001 > 2,716$.

Keywords: product, price, location, consumer purchasing interest

1 INTRODUCTION

Companies need to maintain survival with a flourish and gain profit. Marketing is the main activity of a company to operate and earn a profit. In addition to selling a product or service, the process of marketing also includes other activities such as creating pemuas the needs and wishes of the customer. Marketing is not just the company's ability to produce goods in meeting the needs of consumers, but also knowing how to present a better offer in the target market.

Increasingly intense competition in the business world to market their products marked with a growing number of similar products that keep popping up on the market with an offer of quality products, reasonable price and is supported by a channel distribution is quite large. This makes consumers can buy their needs from a variety of sources option.

Consumers have an appetite and desire are always changing, so the company must be prepared to face any of those changes and continually review and improve its bid. To be able to win the competition, every company is required to be creative and innovative in seeking new breakthroughs, especially in the field of marketing, one of which is using its marketing strategy in the marketing mix.

Marketing mix is a combination of four variables or an activity that is at the core of the company's marketing system that is the product (product), the price (price), the location (place), and promotion (promotion). The fourth such marketing activities need to be combined and coordinated so that the company can do the work of marketing as effectively as possible.

A product is anything that can be offered into the market of note, owned, worn or consumed so it can satisfy a desire/all needs. A good and reliable product will instill a good impression in the minds of consumers. Consumers will be willing to pay some money to buy a quality product. Consumers certainly has a lot of perceptions about the quality of the product, this is because consumers must have had its own quality standard about a product from a company.

In addition to the product, the price is a variable that can be controlled and determined acceptable or whether a product by the consumer. Price is the amount of money (plus some stuff if possible) that it takes to get a number of combinations of items along with his Ministry. The sheer price merely depends on the company policy, but of course by considering a variety of things. Cheap or expensive the price of a product is very relative nature, to say it is necessary in advance compared to the price of similar products manufactured or sold to other companies.

In addition to the products and prices, consumer buying interest also is determined by its location. Most people choose a location that is easy to purchase their reach and comfortable place. The location of the business is one of the factors that affect the success of a company, because the location of the closely related to a potential market. broadly speaking, there are two possible consideration in terms of the location of the business. Setrategis is a site where consumers can reach the place of business with an easy, safe and has a spacious parking area.

In the middle of a rivalry there, Meatball Pak Kus Road Resident Sudirman Surabaya should know the factors that may affect the interest of consumers to buy Meatball, so Pak Kus Road Resident Sudirman Surabaya can evaluate its marketing policy especially with regard to product quality, pricing, and a strategic location. By evaluating the marketing policy in the form of product, price, and location as well as its effects on the interests of consumers are expected to buy Meatball Pak Kus Jalan Sudirman Surabaya Resident can innovate to be able to increase their sales.

Based on the background, researchers interested in conducting research with the title "the influence of product, price, and location against the interest of the consumer to buy Meatball on Pak Kus Road Resident Sudirman Surabaya."

2 LITERATURE REVIEW

2.1 Products

Products according to [1]is everything that can be offered into the market of note, owned, worn or consumed so it can satisfy a desire/all needs. The products marketed include physical goods, services, experiences, events, people, places, property, organizations, and ideas. While the product according to Swastha (2009:94) is a complex trait that can be touched or not can be touched, including packs, color, price, the prestige of the company and retailers, service companies and retailers, who are accepted by the buyer to satisfy your desires and needs.

Products according to [2]the product is all that is offered to the market to look for, owned, used or consumed that could satisfy their needs or desires. [3]defines the product as the end results that contain physical elements, services and symbolic things are made and sold by the company to deliver customer satisfaction and benefits for purchasers.

[4]States that a product is anything that can be offered to the market to satisfy a need or desire. Memalui product manufacturers can pamper customers, because of the product will be known how much satisfaction and needs of product tersebutdalam life of the consumer.

According to [5]the product is the whole concept of the object or process, which provides a number of value to consumers. To note in the product is consumers don't just buy physical products, but buying the benefits and value of the product.

From an understanding of the above products, it can be concluded that the product was everything it can to meet and satisfy the needs and wants of someone good which can be touched (goods) and that can not be touched (services or services).

2.2 The Quality Of The Product

Understanding product quality according to [2]is the ability of a product to perform its functions, capabilities include durability, reliability, accuracy, ease of generated operated and repaired, and another valuable attribute on the product as a whole.

Quality has a very important meaning in the purchasing decisions of consumers. If the quality of the resulting product is good then consumers are likely to make a purchase while the anniversary when the quality of the product is not as expected then it will divert consumers purchase in other similar products.

Although consumers have different perceptions of the quality of the product, but at least consumers are choosing products that can satisfy his needs. According to [6] has eight quality dimensions measurement consists of:

- a. performance (Performance). Refer to the character of the core product that includes branding, an attribute that can be measured and performance aspects of the individual.
- b. diversity of products (features). Measured subjectively by each individual.
- c. Reliability (reliability). Must be reliable in the maintenance and replacement of the product if the goods suffered damage.
- d. Conformity (conformance). Measured from the level of accuracy and resolution time also included calculation of the error that occurred, and others.
- e. Endurance or durability (long-term durability). The durability of a product includes technicals as well as economical.
- f. the ability of service (serviceability). The ability of the service of a product produce a conclusion that product quality will be assessed subjectively by the consumer.
- g. Aesthetics (aesthetics). Measurement of the most subjective, aesthetic views of how a product is heard by consumers, how the outward appearance of a product, taste or smell.
- h. qualities that are perceived (perceived quality). Consumers don't always have full information about the attributes of the product. But consumers generally have the information indirectly through the brand, name and country of the manufacturer.

2.3 Price

The price is the only element of the marketing mix that generates income, whereas all the other elements of the marketing mix is the cost. The price is also one of the most versatile marketing mix, because prices can change quickly. Understanding the price according to [7] is the amount of money (plus some stuff if possible) that it takes to get a number of combinations of items along with his Ministry.

The price is another size or monetary units (including the goods and services of others) are exchanged in order to obtain the right of ownership or the use of a goods and services [8] Chandra [8] States that the prices as one of the elements of the marketing mix, requires careful consideration, with respect to a number of strategic dimensions of the following rates:

- a. Price is a statement of the value of a product (a statement of value)
- b. Price is an aspect that is apparent (visible) for buyers
- c. Price is a major determinant of demand
- d. price is directly related to revenue and profit
- e. the price is flexible, meaning that it can be adjusted quickly.
- f. Price affect the image and positioning strategy.
- g. Price is the No. 1 problem facing managers.

Based on the above understanding, then it can be inferred that the sense of the price is a tool to measure a value contained in a goods or services along with the services that follow it. As a means of Exchange used was money. Money used as means of exchange between sellers who offer goods or services by the buyer who needs the goods or services for the gratification of needs.

2.4 The indicator Price

According to [9] consumer price factors mempertimbangan with a point of view as follows:

- a. price list, namely the existence of a clear price list.
- b. discount, i.e. the existence of price cuts.
- c. replacement of damaged goods when there are non-refundable.
- d. payment period, meaning that the ease of payment period.
- e. credit Terms, meaning that there are credit terms are easy.

2.5 Location

Location affect strategic dimensions, such as flexibility, competitive positioning, demand management, and strategic focus. The flexibility of a location is a measure of the extent to which a service is able to react to a changing economy situation. Site selection decisions related to long-term commitment towards aspects of its nature is capital intensive, therefore service providers have to consider, select and choose a location that is responsive to the possibility of economic change, demographics, culture, competition and regulation in the future. Competitive Positioning are the methods used in order for the company to develop its relative position compared with competitors. If the company managed to obtain and maintain a strategic location, then it can become an effective barrier for competitors to gain access to the market.

Location or place, is a location (corresponding to the delivery systems) in service is a combination of a location and the decision on distribution channels. This relates to how the delivery of services to the consumer and where strategic locations [5]Place or site covers all the activities of the company that made the effort in order to make its products available to consumers the intended for everyday purposes, for example, the product must be easily can be purchased at the stall next door [10]

According to [8]a site selection requires careful consideration to some of the following factors:

- a. the access, that is easy to reach. For example, the location or within easy reach of public transportation.
- b. Visibility, i.e., a location or place that can be seen clearly from a normal viewing distance.
- c. traffic (traffic), regarding the two following main considerations: 1) the number of people passing by could provide great opportunities against the occurrence of impulse buying, i.e. purchasing decisions that often occur due to spontaneous, without planning, and or without going through special efforts. 2) density and traffic congestion can also be barriers.
- d. parking lot is spacious, comfortable, and safe both for two-wheel vehicles or four wheel.
- e. expansion of IE available ample place for expansion in the future.
- f. Environment, i.e., the region around that support products offered.
- g. the competition, i.e. the location of the competitor.
- h. Government regulations.

The indicator Price according to [9]consumer price factors mempertimbangan with a point of view as follows:

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2.6 Interest To Buy

Buying interest was stage of a person's tendency to act before you actually decide to buy. There is a difference between the actual purchase and the purchase interest. If the actual purchase is the purchase that is really done by the consumer, whereas interest purchase is the intent to make a purchase on the next occasion. Though the purchase is interest purchase that are not necessarily going to do in the future but buy interest measured commonly done in order to maximize the predictions against actual purchase itself [11]

According to [12] interest is something personal and related to attitude, interested individuals against an object will have the power or the urge to do a series of behaviors to approach or get an object such. Interest may also be a source of motivation that will drive someone to do an activity or action. Buying interest was the psychic activity that arise due to the feeling (affective) and mind (cognitive) for an item or service that you want.

[13]argues that interest buy arising after the alternative evaluation process and in the evaluation process, someone will make a series of choices regarding the products purchased on the basis of the brand or interest.

2.7 The factors that influence Consumer Buying Interest

[14]explained that the external influences, awareness of the needs, the introduction and evaluation of alternative products is a factors that can give rise to consumer buying interest. External influences (inputs) consists of the marketing efforts and socio-cultural factors. Marketing activities of the company are the stimulus to get the consumer to inform and reassure, to purchase and use products with intermediate packaging design, quantity, and quality assurance (the Marketing Mix), the mass media, and personal selling so as to engender interest in consumer buying, while an example of a socio-cultural factor is the influence that comes from the recommendations of others (Word of mouth), for example, through friends, family, or the opinion of someone in the newspaper as well as the magazine.

2.8 The hypothesis

The hypothesis in this study are as follows:

1. product partially effect significantly to consumer buying interest on Meatball Pak Kus Road Resident Sudirman Surabaya
2. price effect partially significantly to consumer buying interest on Meatball Pak Kus Road Resident Sudirman Surabaya

3. partial location effect significantly to consumer buying interest on Meatball Pak Kus Road Resident Sudirman Surabaya
4. Product, price, and location of the simultaneous effect of interest significantly to buy Meatball consumers on Pak Kus Road Resident Sudirman Surabaya.

3 METHODOLOGY

Population and Sample

Population according to [15] is locality generalization which consisted of objects or subjects that have certain qualities and characteristics which are designated by the researchers to learn and then added the conclusion. The population in this research is all consumers Meatballs Pak Kus Road Resident Sudirman Surabaya whose number is not known with any certainty or infinite.

Sampling techniques in the study using random sampling techniques namely sampling conducted at random from all consumer Meatballs Pak Kus Road Resident Sudirman Surabaya found researchers at the time of dissemination of the questionnaire. While the basic minimum amount of sample-taking based on the opinion of [16] that the number of samples at least 5 times the number of indicators. This is done because the population numbers are not known with any certainty or infinite. The opinion can be calculated upon the number of samples in the study as follows: the number of samples = 5 x number of indicator = 5 x 17 = 85 people

4 RESULT AND DISCUSSION

4.1 Multiple Linear regression

analysis of linear multiple regression analysis according to [17] is an analysis that is used to find out the influence of the variable variable bound against free. Multiple linear regression analysis in this research is used to know the influence of variable bebasproduk, price, and location of the bound variables are against the interest of the consumer to buy. Multiple linear regression equations are:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$ Description:

Y: Variable bound to buy consumer interest

a: Constants

B1. B3: free variable regression Coefficient of 1 to 3

X 1: free Variable products

Free Variable x 2: X 3 price: free Variable location

4.2 Testing The Influence Of Partial

To test the influence of partial products, pricing, and consumer buying interest towards the location can be done by using Test Test test by t. t according to [17] is done by comparing the value t calculate with the t table. The test criteria as follows:

- a. If t calculate the t table, then < partially products, prices, and locations does not affect consumer buying interest
- b. If $t \geq t$ count table, then partially product, price, and location affect consumer buying interest

4.3 The simultaneous influence of Testing

To test simultaneous influence between product, price, and location against the interest of the consumer to buy can be done by using test f. testing with test F according to [17] is done by comparing the value of F Countdown with F table. The test criteria as follows:

- a. If F count table, then $F <$ simultaneously the products, prices, and locations does not affect consumer buying interest
- b. If $F \geq F$ count table, then simultaneously the product, price, and location affect consumer buying interest

5 THE RESULTS OF THE RESEARCH AND THE DISCUSSION

5.1 Multiple Linear regression

analysis on the research of multiple linear regression analysis is used to indicate the direction of the relationship between variables (X 1), product price (X 2), and location (X 3) against the interest of the consumer to buy variable (Y). Multiple linear regression equations in this research obtained from the results of the data processing with SPSS programme 24 are:

Table 1
Multiple Linear Regression Equation
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,750	,327		2,295	,024
	X1	,217	,108	,168	2,015	,047
	X2	,193	,074	,220	2,608	,011
	X3	,414	,069	,535	6,037	,000

a. Dependent Variable: Y

Sumber: Data diolah, 2018

From the table above, multiple linear regression equation is obtained as follows:

$$Y = 0.750 + 0,217X1 + 0,193X2 + 0,414X3$$

Multiple linear regression equations based on the above can be explained that:

1. a grade of 0.750 indicating the value of kostanta. This means that if the variable free products (X 1), price (X 2), and location (X 3) equal to zero, then the consumer buying interest (Y) will be of 0.750 units.
2. The value of b1 of 0.217 which shows coefficients of product (X 1). Pales products (X 1) experienced an increase of one unit, then the consumer buying interest (Y) will also increase of 0,217satuan assuming the magnitude of free variable price (X 2) and location (X 3) constant.
3. The value of b2sebesar indicates that the value of the coefficient 0.193 price (X 2). This means that if the price (X 2) experienced an increase of one unit, then the consumer buying interest (Y) will also increase of 0.193 unit assuming the magnitude of a variable-free products (X 1) and location (X 3) constant.
4. The value of 0.414 b3 coefficients indicating location (X 3). Meaning if location (X 3) experienced an increase of one unit, then the consumer buying interest (Y) will also increase of 0.414 unit assuming the magnitude of a variable-free products (X 1) and price (X 2) constant.

5.2 Influence of Partial testing with Test t

T-test was conducted to test the influence of partial products (X 1), price (X 2), and location (X 3) against the interest of the consumer to buy (Y). T test steps in this research are:

1. Determine the criteria of testing
 - a. If $t_{\text{calculate}} > t_{\text{table}}$, then the quality of the products (X 1), price (X 2), and location (X 3) partially affect consumer buying interest (Y)
 - b. If $t \leq t_{\text{count table}}$, makaproduk (X 1), price (X 2), and location (X 3) partially does not affect consumer buying interest (Y)
2. Determine the value t table with a level of significance (α) = 5%

$$t = t_{\text{table}} t_{\alpha(n-k-1)}$$

Description:

α = level of significance of 5% (0.05)

k = free Variable

n = number of samples

$$\text{table } t = t_{0,05(85-3-1)}$$

$$\text{table } t = t_{0,05(82)} = 1.989$$

3. compute t obtained from processing the data by using the SPSS program 24 is:

Table 2
Partial Test with the Test t
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,750	,327		2,295	,024
	X1	,217	,108	,168	2,015	,047
	X2	,193	,074	,220	2,608	,011
	X3	,414	,069	,535	6,037	,000

a. Dependent Variable: Y

Sumber: Data diolah, 2018

4. The results

- Partial Test free products among variables (X 1) against the interest of the consumer to buy (Y)
 The results of this research show that $t_{\text{calculate}} > t_{\text{table}}$ i.e. of $2,015 > 1,989$ then product (X 1) partially affect consumer buying interest (Y).
- Partial Test between the free variable price (X 2) against the interest of the consumer to buy (Y)
 The results of this research show that $t_{\text{calculate}} > t_{\text{table}}$ i.e. of $2,608 > 1,989$ then price (X 2) partially affect consumer buying interest (Y).
- Partial Test between the free variable locations (X 3) against the interest of the consumer to buy (Y)
 The results of this research show that $t_{\text{calculate}} > t_{\text{table}}$ i.e. of $6,037 > 1,989$ then location (X 3) partially affect consumer buying interest (Y).

5.3 Testing The Influence Of Simultaneous

The F-test is used to find out the simultaneous influence of two or more variables a variable is bound against free. F-test in the study was used to test the influence of simultaneous between products (X 1), price (X 2), and location (X 3) against the interest of the consumer to buy (Y). F test steps in this research are:

1. Determine the research hypothesis

H_0 : $b_1, b_2, b_3 = 0$ means simultaneously no influence between product, price, and location against the interest of the consumer to buy.

H_A : $b_1, b_2, b_3 \neq 0$, it means there is a simultaneous influence between product, price, and location against the interest of the consumer to buy

2. the testing Criteria: a. If $F_{\text{calculate}} > F_{\text{table}}$, then H_0 is rejected and the H_A received

b. If $F_{\text{calculate}} \leq F_{\text{table}}$, maka H_0 and H_A accepted rejected

3. Determine the value F table with a level of significance (α) = 5%

$F_{\text{table}} = F_{\alpha(k, n-k-1)}$

Description:

α = level of significance of 5% (0.05)

n = number of samples

k = free Variable

Table f = $F_{0.05(3.85-3-1)}$

Table f = $F_{0.05(3.82)}$

F = 2.716 table

4. F count obtained from processing of data of 45.001

Table 3
The simultaneous influence of test with F-test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,555	3	7,185	45,001	,000 ^b
	Residual	12,933	81	,160		
	Total	34,488	84			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Sumber: Data diolah, 2018

5. The results of the value of F

The value of F calculate $> F$ table i.e. $45.001 > 2.716$, then H_0 is rejected and the H_a are received. That means the product (X 1), price (X 2), and location (X 3) a simultaneous effect on consumer buying interest (Y).

5 CONCLUSION

5.1 Conclusion

Based on the results of the processing of data in this study can be drawn the conclusion that:

1. The product, price, and location of partially affect the interest of the consumer to buy Meatball Pak Kus Jalan Sudirman Resident of Surabaya. This is evidenced by the results of the t-test shows the value t calculate all free variables is greater than t table.
- a. product Variables (X 1) influential partially against the interest of the consumer to buy (Y) it is proved by the results of a test that showed t t count greater than t table i.e. $2.015 > 1.989$.
- b. Variable price (X 2) influential partially against the interest of the consumer to buy (Y) it is proved by the results of a test that showed t t count greater than t table i.e. $2.608 > 1.989$.
- c. location of the Variables (X 3) influential partially against the interest of the consumer to buy (Y) it is proved by the results of a test that showed t t count greater than t table i.e. $6.037 > 1.989$
2. The product, price, and location of the simultaneous effect on the interest of the consumer to buy Meatball Pak Kus Jalan Sudirman Resident of Surabaya. This is evidenced by the results of a test that showed the value of F F $>$ count table i.e. $45.001 > 2.716$

5.2 Suggestions

Based on the above conclusions, the researchers want to advice delivered is as follows:

1. The leadership of Meatballs Pak Kus Road Resident Sudirman Surabaya in order to further improve the quality of its products, pay attention to selling prices, as well as maintaining a strategic location factor for consumers by providing facilities that support and a comfortable atmosphere for consumers to enhance the interests of consumers to buy.
2. For further research are expected to develop this research model by adding other variables that influence consumer buying interest for example by adding other variables.

5.3 Limitation

The hypothesis in this study are as follows:

1. product partially effect significantly to consumer buying interest on Meatball Pak Kus Road Resident Sudirman Surabaya
2. price effect partially significantly to consumer buying interest on Meatball Pak Kus Road Resident Sudirman Surabaya
3. partial location effect significantly to consumer buying interest on Meatball Pak Kus Road Resident Sudirman Surabaya
4. Product, price, and location of the simultaneous effect of interest significantly to buy Meatball consumers on Pak Kus Road Resident Sudirman Surabaya

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