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THE EFFECT OF PRICE AND LOCATION ON CONSUMER PURCHASING DECISIONS AT SPBU 7593741 IN BAUBAU CITY

Hasni
University of Muhammadiyah Buton, Kota Baubau, Indonesia
Corresponding Author: hasni76hasni@gmail.com

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Abstract: *This study aims to analyze the influence of price and location on consumer purchasing decisions at gas station SPBU 7593741 in Baubau City. The research employs a quantitative approach with a sample of 80 respondents selected using the Slovin formula. Data were collected through structured questionnaires and analyzed using multiple linear regression analysis. The results indicate that price does not have a significant effect on consumer purchasing decisions, as fuel prices are standardized and regulated by the government, making them a non-differentiating factor for consumers. In contrast, location has a positive and significant effect on purchasing decisions, suggesting that a strategic position, good accessibility, and proximity to main traffic routes are critical factors in attracting customers. Simultaneously, price and location have a significant effect on purchasing decisions, with a coefficient of determination of 40.2%, indicating that other factors also contribute to consumer choices. These findings emphasize the importance of optimizing location to enhance competitive advantage in the fuel retail industry.*

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh harga dan lokasi terhadap keputusan pembelian konsumen pada SPBU 7593741 di Kota Baubau. Penelitian menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 80 responden yang ditentukan melalui rumus Slovin. Pengumpulan data dilakukan menggunakan kuesioner terstruktur, kemudian dianalisis dengan metode regresi linear berganda. Hasil penelitian menunjukkan bahwa variabel harga tidak berpengaruh signifikan terhadap keputusan pembelian konsumen. Hal ini disebabkan oleh harga bahan bakar minyak yang telah distandarisasi dan ditetapkan oleh pemerintah sehingga tidak menjadi faktor pembeda bagi konsumen. Sebaliknya, variabel lokasi berpengaruh positif dan signifikan terhadap keputusan pembelian, yang menunjukkan bahwa letak SPBU yang strategis, mudah diakses, dan berada pada jalur lalu lintas utama menjadi pertimbangan penting bagi konsumen. Secara simultan, harga dan lokasi berpengaruh signifikan terhadap keputusan pembelian dengan nilai koefisien determinasi sebesar 40,2%. Temuan ini menegaskan bahwa optimalisasi lokasi menjadi faktor kunci dalam meningkatkan daya saing SPBU.

INTRODUCTION

Competition in the retail and service sectors has become increasingly intense in line with technological advancement, rising public mobility, and changes in consumer consumption patterns. This condition requires business actors to formulate appropriate strategies in order to maintain their sustainability amid highly dynamic market conditions. Intensifying competition encourages firms to gain a deeper understanding of the factors influencing consumer behavior in purchasing decision-making (Noviyanti, 2021). Consumer purchase decisions are influenced by various factors, among which price and location play a significant role. Price is considered one of the most flexible elements of the marketing mix and often becomes a primary consideration for consumers when making purchasing decisions. According to Kotler (2016), price is the only element of the marketing mix that generates revenue and simultaneously reflects the value of a product or service as perceived by consumers. In practice, even when products or services are relatively standardized, differences in price perception may still affect consumers' purchasing decisions. In addition to price, location is a crucial factor influencing purchasing decisions. A strategic and easily accessible location provides convenience for consumers and reduces the time and cost sacrifices associated with the purchasing process. Tjiptono (2015) emphasizes that the determination of business location should carefully consider accessibility, visibility, and ease of reach, as these aspects can enhance consumer interest and strengthen their motivation to make a purchase.

Consumer behavior in making purchasing decisions is a complex process influenced by both internal and external factors. Schiffman and Kanuk (2010) emphasize that location accessibility significantly affects consumer convenience, which in turn influences their willingness to make repeat purchases. A strategically located business not only attracts new customers but also enhances customer retention by reducing perceived costs associated with time and effort. In the context of retail services, particularly fuel stations, convenience becomes a paramount consideration as consumers typically seek the most accessible option during their daily routines.

Price perception, while important, may vary in its impact depending on the nature of the product or service. Swastha and Irawan (2008) note that for standardized products where quality differences are minimal, non-price factors such as location, service quality, and brand reputation often play a more decisive role in consumer decision-making. This phenomenon is particularly relevant in the fuel retail industry, where product homogeneity shifts competitive focus toward service delivery and accessibility. In the

context of the fuel retail industry, gas stations represent a form of retail business characterized by relatively high levels of competition, particularly in urban areas. Although fuel prices are nationally regulated by the government, consumers still have the freedom to choose specific gas stations based on considerations such as location, accessibility, and perceived convenience during transactions. This indicates that fuel purchasing decisions are not solely determined by nominal price levels but are also influenced by the strategic location of the service provider. SPBU 7593741 is one of the gas stations operating in Baubau City, serving public demand for fuel products such as Pertalite, Pertamax, and Dexlite. Preliminary observations indicate that this gas station remains a preferred choice among consumers despite the presence of other gas stations in the same area. This condition suggests that price and location are likely to play an important role in shaping consumer purchasing decisions at SPBU 7593741 in Baubau City. Based on the above discussion, this study aims to examine the effect of price and location on consumer purchasing decisions at SPBU 7593741 in Baubau City, with the expectation of providing empirical insights for gas station management in developing more effective marketing strategies.

METHOD

Research Design and Location

This study employed a quantitative research approach aimed at examining the effect of price and location on consumer purchasing decisions. The research was conducted at SPBU 7593741, a public fuel station located in Baubau City, South East Sulawesi, Indonesia. This location was selected due to its role as one of the main fuel distribution points serving local consumers in the area.

Population and Sample

The population of this study consisted of all consumers who made purchases at SPBU 7593741. during the period of observation. Based on available records, the total population amounted to 420 consumers. The sample size was determined using the Slovin formula with a margin of error of 10 percent, resulting in a total sample of 80 respondents. This sampling technique was applied to ensure that the selected respondents adequately represented the population while maintaining feasibility in data collection.

Data Types and Sources

This study primarily utilized quantitative data, which were obtained in the form of numerical responses that could be statistically analyzed. Quantitative data were

considered appropriate for measuring relationships between variables and testing research hypotheses. Data were collected from two main sources. Primary data were obtained directly from respondents through structured questionnaires distributed to consumers at the research location. Secondary data were collected from relevant literature, including academic books, journal articles, and official documents related to marketing, pricing, location strategy, and consumer behavior.

Data Collection Techniques

Data collection was conducted using questionnaires as the main research instrument. The questionnaire was designed to measure respondents' perceptions of price, location, and purchasing decisions. Responses were recorded using a Likert scale, allowing respondents to indicate their level of agreement with each statement. In addition to questionnaires, direct observation was also conducted to gain a general understanding of the research setting and consumer activity at SPBU 7593741.

Data Analysis Method

The collected data were analyzed using multiple linear regression analysis to examine the simultaneous and partial effects of price and location on consumer purchasing decisions. The regression model used in this study can be expressed as follows:

$$Y=a+b_1X_1+b_2X_2+e$$

where Y represents purchasing decisions, X_1 denotes price, X_2 refers to location, $a$is the constant, $b_1$and $b_2$are regression coefficients, and e is the error term.

1. Validity and Reliability Testing. Prior to hypothesis testing, the research instrument was subjected to validity and reliability tests. Validity testing was conducted to ensure that questionnaire items accurately measured the intended variables. Reliability testing was performed using Cronbach's Alpha, with a coefficient value greater than 0.60 indicating acceptable internal consistency.
2. Classical Assumption Tests. To ensure the robustness of the regression model, several classical assumption tests were conducted, including: Normality test, to examine whether the residuals were normally distributed; Multicollinearity test, to assess correlations among independent variables; and Heteroscedasticity test, to identify variance inconsistencies in the residuals.

3. Hypothesis Testing. Hypothesis testing was carried out using t-tests to analyze the partial influence of each independent variable and F-tests to examine their simultaneous effects on the dependent variable. Statistical significance was determined at a 5 percent significance level. Additionally, the coefficient of determination (R^2) was used to measure the explanatory power of the regression model.

RESULTS AND DISCUSSION

Results

Validity Test

Validity testing was conducted to assess whether the questionnaire items accurately measured the intended variables. A questionnaire is considered valid when its items are capable of revealing what is meant to be measured. The decision criterion for validity testing was based on the significance level: if the correlation coefficient (r-value) is significant at $p < 0.05$, the item is deemed valid.

Table 1. Validity Test Results for Price Variable (X_1)

Statement Item	r-count	r-table	Sig	Validity Status
X1.1	0,486	0.2199	0,000	Valid
X1.2	0,745	0.2199	0,000	Valid
X1.3	0,543	0.2199	0,000	Valid
X1.4	0,734	0.2199	0,000	Valid
X1.5	0,698	0.2199	0,000	Valid
X1.6	0,422	0.2199	0,000	Valid
X1.7	0,734	0.2199	0,000	Valid
X1.8	0,499	0.2199	0,000	Valid

Source : Primary data processed by the author, 2024

As shown in Table 1, the validity test for the price variable (X_1) revealed that all eight statement items were valid, as the calculated r-values (r-count) exceeded the critical r-table value. Consequently, the price variable was considered appropriate for use as a research instrument.

Similarly, validity testing was also performed for the location variable (X_2) and the purchasing decision variable (Y). The results indicated that all items in both variables met the validity criteria, confirming that the questionnaire items were suitable for measuring the respective constructs in this study.

Table 2. Validity Test Results for Location Variable (X_2)
Hasil Uji Validitas Lokasi (X2)

Statement Item	r-count	r-table	Sig	Validity Status
X.2 1	0,483	0.2199	0,000	Valid
X2. 2	0,507	0.2199	0,000	Valid
X2. 3	0,441	0.2199	0,000	Valid
X2. 4	0,613	0.2199	0,000	Valid
X2. 5	0,691	0.2199	0,000	Valid
X2. 6	0,725	0.2199	0,000	Valid
X2. 7	0,759	0.2199	0,000	Valid
X2. 8	0,627	0.2199	0,000	Valid

Source : Primary data processed by the author, 2024

As presented in Table 2, the validity test for the location variable (X_2) demonstrated that all eight statement items were valid, as the calculated r-values (r-count) exceeded the critical r-table value. Therefore, the location variable was deemed suitable for use as a research instrument.

Table 3. Validity Test Results for Consumer Purchasing Decision Variable (Y)

Statement Item	r-count	r-table	Sig	Validity Status
Y1	0,822	0.2199	0,000	Valid
Y2	0,754	0.2199	0,000	Valid
Y3	0,598	0.2199	0,000	Valid
Y4	0,615	0.2199	0,000	Valid
Y5	0,512	0.2199	0,000	Valid
Y6	0,354	0.2199	0,001	Valid

Source: Primary data processed by the author, 2024

Based on the validity test results shown in Table 3, the consumer purchasing decision variable (Y) indicated that all six statement items were valid, as the calculated r-values (r-count) exceeded the critical r-table value. Thus, the consumer purchasing decision variable was considered appropriate for use as a research instrument.

Reliability Test

Reliability testing was employed to measure the consistency of the questionnaire as an indicator of the variables or constructs under study. A questionnaire is considered reliable when respondents' answers to the questions remain consistent or stable over time. One commonly used reliability testing method is Cronbach's Alpha (α) statistical test. A construct or variable is deemed reliable if it yields a Cronbach's Alpha value greater than 0.60.

Table 4. Reliability Test Results

Reliability Statistics

Variable	Cronbach's Alpha	N of Items	Remarks
Price	0,767	8	Reliable
Location	0,783	8	Reliable
Consumer Purchasing Decision	0,679	6	Reliable

Source: Primary data processed by the author, 2024

As shown in Table 4, all variables—price (X_1), location (X_2), and consumer purchasing decision (Y)—demonstrated acceptable reliability, as their Cronbach's Alpha values exceeded the threshold of 0.60. Consequently, these variables were considered reliable and suitable for further analysis.

Normality Test

The normality test was conducted to examine whether the distribution of residuals in the regression model was normal. This test is essential to ensure that the data meet one of the fundamental assumptions of linear regression analysis. The normality test in this study was performed using the Kolmogorov-Smirnov test through SPSS software.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	1,75073987
Most Extreme Differences	Absolute	0,080
	Positive	0,080
	Negative	-0,046
Test Statistic		0,080
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Primary data processed by the author, 2024

Based on the results presented in Table 5, the significance value obtained was 0.200, which exceeds the critical threshold of 0.05. Therefore, the data were considered normally distributed, indicating that the normality assumption was satisfied.

Multicollinearity Test

The multicollinearity test was conducted to assess whether there was a strong correlation among the independent variables in the regression model. Multicollinearity can distort the interpretation of regression coefficients and affect the reliability of the

model. The presence of multicollinearity is evaluated using the Variance Inflation Factor (VIF), with a VIF value below 10 indicating the absence of multicollinearity.

Table 6. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,309	2,860		2,556	0,013		
	Harga	0,126	0,069	0,167	1,838	0,070	0,944	1,060
	Lokasi	0,402	0,064	0,573	6,322	0,000	0,944	1,060

a. Dependent Variable: Purchasing Decision

Source: Primary data processed by the author, 2024

As presented in Table 6, the VIF values for the price variable (X_1) and the location variable (X_2) were both 1.060. These values were well below the critical threshold of 10, indicating that no multicollinearity existed among the independent variables in this study. Therefore, the regression model satisfied the multicollinearity assumption.

Heteroscedasticity Test

The heteroscedasticity test was performed to examine whether the variance of residuals remained constant across observations in the regression model. If the variance of residuals is constant, the condition is referred to as homoscedasticity; conversely, if the variance differs across observations, it is termed heteroscedasticity. The presence of heteroscedasticity can lead to inefficient estimators and biased standard errors. This study employed the Spearman's Rho correlation test to detect heteroscedasticity.

Table 7. Heteroscedasticity Test Results

Correlations

			Price	Location	Customer's Purchasing Decision
Spearman's rho	Price	Correlation Coefficient	1,000	-0,037	0,044
		Sig. (2-tailed)		0,746	0,700
		N	80	80	80
	Location	Correlation Coefficient	-0,037	1,000	.330**
		Sig. (2-tailed)	0,746		0,003
		N	80	80	80
	Customer's Purchasing Decision	Correlation Coefficient	0,044	.330**	1,000
		Sig. (2-tailed)	0,700	0,003	
		N	80	80	80

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed by the author, 2024

Based on the results shown in Table 7, the significance values (2-tailed) for each independent variable exceeded the standard significance level of 0.05. Consequently, it can be concluded that no heteroscedasticity was present in the regression model, thereby satisfying this classical assumption.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of price and location on consumer purchasing decisions. The analysis was performed using SPSS version 25, yielding the following regression equation:

Table 8. Multiple Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,309	2,860		2,556	0,013		
	Price	0,126	0,069	0,167	1,838	0,070	0,944	1,060
	Location	0,402	0,064	0,573	6,322	0,000	0,944	1,060

a. Dependent Variable: Customer's Purchasing Decision

Source: Primary data processed by the author, 2024

Regression Equation:

$$\mathbf{Y = 7.309 + 0.126X_1 + 0.402X_2 + e}$$

where:

- Y = Consumer Purchasing Decision
- X_1 = Price
- X_2 = Location
- e = Error term

Interpretation:

a. Constant value (7.309): This indicates that if both price and location variables are held constant at zero, the predicted value of consumer purchasing decisions would be 7.309 units.
b. Price coefficient (0.126): This coefficient suggests that for every one-unit increase in the price variable, consumer purchasing decisions increase by 0.126 units, assuming other variables remain constant. This positive relationship indicates that favorable price perceptions contribute to higher purchasing decisions.
c. Location coefficient (0.402): This coefficient indicates that for every one-unit increase in the location variable, consumer purchasing decisions increase by 0.402 units,

holding other variables constant. This demonstrates that strategic location has a stronger influence on purchasing decisions compared to price.

Coefficient of Determination Test

The coefficient of determination (R^2) was used to measure the proportion of variance in the dependent variable that can be explained by the independent variables in the regression model.

Table 9. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634[a]	0,402	0,387	1,77333

a. Predictors: (Constant), Location, Price
b. Dependent Variable: Purchasing Decision
Source: Primary data processed by the author, 2024

As presented in Table 9, the R^2 value was 0.402, indicating that 40.2% of the variance in consumer purchasing decisions could be explained by the price and location variables. The remaining 59.8% was attributed to other factors not examined in this study.

Partial Test (t-Test)

The t-test was conducted to examine the partial effect of each independent variable on the dependent variable. The test was performed using SPSS version 25 with a significance level of 0.05.

Table 10. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,309	2,860		2,556	0,013
	Price	0,126	0,069	0,167	1,838	0,070
	Location	0,402	0,064	0,573	6,322	0,000

a. Dependent Variable: Purchasing Decision
Source: Primary data processed by the author, 2024

The partial test results are as follows:

1) Price Variable (X_1)

The t-test for the price variable yielded a calculated t-value (t-count) of 1.838 with a significance level of 0.070. Comparing this with the critical t-value (t-table) of 1.664,

the t-count exceeded the t-table (1.838 > 1.664). However, the significance value of 0.070 was greater than the alpha level of 0.05. Based on these results, the null hypothesis (H_0) was accepted and the alternative hypothesis (H_a) was rejected. Therefore, it can be concluded that price does not have a significant effect on consumer purchasing decisions at SPBU 7593741 in Baubau City.

2) Location Variable (X_2)

The t-test for the location variable produced a calculated t-value of 6.322 with a significance level of 0.000. The t-count substantially exceeded the t-table value (6.322 > 1.664), and the significance value of 0.000 was below the alpha level of 0.05. Consequently, the alternative hypothesis (H_a) was accepted and the null hypothesis (H_0) was rejected. This indicates that location has a positive and significant effect on consumer purchasing decisions at SPBU 7593741 in Baubau City.

Simultaneous Test (F-Test)

The F-test was conducted to examine the simultaneous effect of all independent variables on the dependent variable. The analysis was performed using SPSS version 25.

Table 11. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162,858	2	81,429	25,894	.000[b]
	Residual	242,142	77	3,145		
	Total	405,000	79			

a. Dependent Variable: Purchasing Desicion

b. Predictors: (Constant), Location, Price

Source: Primary data processed by the author, 2024

Based on Table 11, the calculated F-value (F-count) was 25.894, which exceeded the critical F-value (F-table) of 3.11 (25.894 > 3.11). Furthermore, the significance value was 0.000, which was below the alpha level of 0.05. These results indicate that price and location simultaneously have a significant effect on consumer purchasing decisions. Consequently, the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) was accepted.

Discussion

The Effect of Price (X_1) on Consumer Purchasing Decisions (Y) at SPBU 7593741

The findings of this study revealed that the price variable yielded a calculated t-value of 1.838 with a significance level of 0.070. Although the t-count exceeded the t-

table value (1.838 > 1.664), the significance level of 0.070 was greater than the alpha threshold of 0.05. Based on these results, the null hypothesis (H_0) was accepted and the alternative hypothesis (H_a) was rejected, indicating that price does not have a significant effect on consumer purchasing decisions at SPBU 7593741 in Baubau City. This finding suggests that consumers' decisions to purchase fuel at SPBU 7593741 are not primarily driven by price considerations. This can be attributed to the fact that fuel prices in Indonesia are regulated by the government and tend to be relatively uniform across gas stations within the same region. Consequently, price becomes a less decisive factor when consumers choose where to refuel, as the nominal difference between stations is minimal or nonexistent.

The Effect of Location (X_2) on Consumer Purchasing Decisions (Y) at SPBU 7593741 in Baubau City

The analysis demonstrated that the location variable produced a calculated t-value of 6.322 with a significance level of 0.000. The t-count substantially exceeded the t-table value (6.322 > 1.664), and the significance level of 0.000 was below the alpha threshold of 0.05. Consequently, the alternative hypothesis (H_a) was accepted and the null hypothesis (H_0) was rejected, confirming that location has a positive and significant effect on consumer purchasing decisions at SPBU 7593741 in Baubau City. This finding underscores the critical importance of strategic location in influencing consumer behavior in the fuel retail sector. A strategically positioned gas station that offers convenient access, high visibility, and proximity to main roads or consumer activity centers tends to attract more customers. Consumers prioritize convenience and efficiency when selecting a gas station, as a well-located facility reduces travel time and effort, thereby enhancing the overall purchasing experience.

The Effect of Price (X_1) and Location (X_2) on Consumer Purchasing Decisions (Y) at SPBU 7593741 in Baubau City

The simultaneous test (F-test) revealed an F-count value of 25.894, which exceeded the F-table value of 3.11 (25.894 > 3.11). Additionally, the significance value of 0.000 was below the alpha level of 0.05. These results led to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a), indicating that price and location simultaneously exert a significant effect on consumer purchasing decisions at SPBU 7593741 in Baubau City. The coefficient of determination (R^2) analysis yielded a

value of 0.402, signifying that 40.2% of the variance in consumer purchasing decisions can be explained by the price and location variables. The remaining 59.8% is attributable to other factors not examined in this study, such as service quality, station facilities, brand reputation, and customer loyalty.

These findings align with previous research conducted by Aprianti (2022), which demonstrated that location and price influence consumer purchasing decisions. Aprianti's study reported an R^2 value of 0.585 or 58.5%, indicating that 58.5% of the variance in purchasing decisions was explained by the independent variables, while the remaining 41.5% was influenced by other factors. Specifically, location was found to have a significant effect on purchasing decisions with a contribution of 37.4% (t-count > t-table or 7.496 > 1.986). Furthermore, price and location simultaneously showed a significant effect on purchasing decisions with a contribution of 49.2% (F-count > F-table or 45.080 > 2.700). The consistency between the current study and Aprianti's research reinforces the notion that location serves as a dominant factor in shaping consumer purchasing decisions within the retail fuel industry. While price remains an element of the marketing mix, its influence is comparatively limited when prices are standardized across competitors. Therefore, gas station management should prioritize location optimization and facility enhancement to strengthen their competitive position in the market.

CONCLUSION

Based on the findings and discussion regarding the effect of price and location on consumer purchasing decisions at SPBU 7593741 in Baubau City, the following conclusions can be drawn:

1. The research findings indicate that the price variable (X_1) yielded a calculated t-value of 1.838 with a significance level of 0.070. The t-count exceeded the t-table value (1.838 > 1.664); however, the significance level of 0.070 was greater than the alpha threshold of 0.05. Consequently, the alternative hypothesis (H_a) was rejected and the null hypothesis (H_0) was accepted, leading to the conclusion that price (X_1) does not have a significant effect on consumer purchasing decisions (Y). Partially, price does not significantly influence purchasing decisions at SPBU 7593741 in Baubau City.
2. The analysis revealed that the location variable (X_2) produced a calculated t-value of 6.322 with a significance level of 0.000. Based on this comparison, the alternative hypothesis (H_a) was accepted and the null hypothesis (H_0) was rejected, confirming that location (X_2) has a positive effect on consumer purchasing decisions (Y).

Partially, location has a positive and significant effect on purchasing decisions at SPBU 7593741 in Baubau City.

3. The simultaneous test (F-test) yielded an F-count value of 25.894, which exceeded the F-table value (25.894 > 3.11). Additionally, the significance value of 0.000 was below the alpha threshold of 0.05. Therefore, it can be concluded that price (X_1) and location (X_2) simultaneously have a significant effect on consumer purchasing decisions (Y), with the null hypothesis (H_0) rejected and the alternative hypothesis (H_a) accepted. These results demonstrate that there is a positive and significant simultaneous effect of price and location on purchasing decisions at SPBU 7593741 in Baubau City.

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