

The Influence of Product, Location and Service Quality On Purchasing Decisions Donuts *Baby Sungai Penuh*

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Abstract. This study aims to determine: 1) Do product, location and service quality have partial and simultaneous influence on the decision to purchase baby donuts? 2). How big is the influence of product, location and service quality partially and simultaneously on the decision to buy baby donuts? The research methodology used is descriptive qualitative and descriptive quantitative approaches. The research results are: 1) Partially there is an effect of product on purchasing decisions, partially there is influence of location on purchasing decisions, partially there is no influence of service quality on purchasing decisions, and simultaneously there is influence of product, location, quality of service on purchasing decisions. 2) partially, the magnitude of the influence of the product on purchasing decisions is 17.18%, the magnitude of the influence of location on purchasing decisions is 12.83%, the magnitude of the influence of service quality on purchasing decisions is 1.71%. And Simultaneously the amount of influence between product, location and quality of service on purchasing decisions is 31.7%

Keywords: Product, Location, Service Quality, Purchase Decision

1. INTRODUCTION

Fast food is food that is available quickly and ready to eat, such as fried chicken, pizza, hamburgers, etc. The ease of obtaining fast food makes almost everyone like this type of food. In addition, the processing and preparation are easier and faster and suitable for those who are always busy [1]. The proliferation of fast food restaurants in major cities in Indonesia, which serve a variety of fast food, including traditional foods (such as Padang cuisine and Coto Makassar) and Western foods (Kentucky Fried Chicken), which is famous for its fried chicken, as well as other popular foods such as burgers, pizza, sandwiches, and so on [2], [3], [4]. Ready-to-eat meals have the advantage of being served quickly, saving time and allowing them to be served anytime and anywhere, in a hygienic and practical setting. Nowadays, with the extraordinary busyness of each family member, especially those who have housewives who work in offices, etc., family meals are often forgotten, and family members end up eating alone. In the past, eating at home was a time for the family to gather together, but now it is very different, where family members gather in a certain place just to eat together.

The rapid changes in the environment today force companies to keep up with market developments and understand consumer behavior. The physical form of a product that is well-designed by the company in the eyes of consumers will demonstrate the company's seriousness in satisfying consumers.

Therefore, the better or more unique the physical form of a product is, the more satisfied consumers will be and the more likely they are to make a purchase. With more and more businesses entering the culinary field, competition for consumers' attention is becoming increasingly fierce. Therefore, entrepreneurs with similar types of products must think of ways to win the market. One way to win the competition is to create something different.

The strategy that a seller must consider to convince consumers to make a purchase decision is based on quality and distance to obtain a product. Paying attention to the product and location is also important to attract consumers. According to [5], [6], [7], a product is anything that can be offered to the market to be observed, liked, and purchased to satisfy a need or desire. Meanwhile, according to Bennion and Scheulle in [8], the characteristics of food are the most important determining factors when trying to enjoy a meal.

Meanwhile, according to [9], [10], [11], [12], location refers to a company's activities to create a product that is obtained or sold in limited quantities and made available to the target market. Location is a combination of location and decisions on distribution channels in various relationships with ways of communicating to consumers about strategic locations.

Lewis and Boom in [13] explain service quality as a measure of how well the level of service provided is able to meet customer expectations, meaning that service quality can be realized through customer needs and desires and the accuracy of its delivery to match consumer expectations.

Consumer purchase decisions are decisions made by consumers to buy a product more than once, and these decisions are influenced by various factors, especially information about the product they are going to get.

The definition of purchase decision, according to [14], is the stage in the purchase decision-making process where consumers actually make a purchase. A purchase decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, salespeople, and the product manufacturing process, thereby shaping consumers' attitudes to process all information and draw conclusions in the form of responses regarding which products to purchase [15].

One of the food businesses in Sungai Penuh is Donat Baby, a food business that focuses on selling donuts in Sungai Penuh. Since its establishment in January 2021, it has continued to operate. When it first started, Donat Baby was run solely by its owner with the help of his wife. Initially, the donuts were made to order for friends, and the owner himself delivered the orders.

With the high demand for these baby donuts, the owner tried opening a small food stall in his yard. As time went by and demand continued to grow, the owner decided to turn his yard into a place of business, with the help of one employee.

Although relatively young, Donat Baby has released many different flavors. Donat Baby is a small food business located in the Larik Pantai neighborhood, on Jl. Arif Rahman Hakim Sungai Penuh, next to the Zamzibar Baru warehouse. From the start, Donat Baby has attracted a lot of attention from the community due to its uniqueness and packaging, which consists of a box containing 8 mini donuts that are easy to eat, even though they are not yet available in Sungai Penuh.

Carrying the concept of street food, Donat Baby provides a contemporary shop atmosphere that truly matches its concept of street food, as the outlet is located on the side of a main road. Donat Baby provides several seats for customers to wait for their orders. Although Donat Baby's location is very strategic and easy to find, there is a problem with parking. The Donat Baby store does not have adequate parking space, causing a buildup of customer vehicles that disrupts traffic flow.

2. METHODOLOGY

Study This use method quantitative . The research data used in study This using primary data and secondary data. Data analysis techniques in study This that is analysis multiple linear regression , t-test, f-test and coefficient determination (R 2). Baby Donuts are A business home in the field food found in Sungai Banyak City . Donut Baby inspired from donuts case from Medan, North Sumatra, which has has 7 branches in Medan. Baby Donuts itself formed on February 5 , 2011 at the beginning sale through shop simple standing around Merdeka Square in Sungai Penuh City . Uniqueness from donuts This is located from aspect size , namely donuts This own small size as well as donuts This own Lots flavor variants.

3. RESULTS AND DISCUSSION

3.1 Description of Research Object

Donat Baby is a home-based food business located in Sungai Penuh City. Donat Baby was inspired by Kes Donuts from Medan, North Sumatra, which already has seven branches in Medan. Donat Baby was established on February 5, 2011, initially selling its products through a simple shop located near Merdeka Square in Sungai Penuh City. The uniqueness of these donuts lies in their size, as they are small in size and come in a variety of flavors.

3.2 Data Analysis Results

3.2.1 Multiple Regression Analysis

Table 1. Multiple Regression Analysis

Model	Coefficients ^a				Correlations			
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Part
	B	Std. Error	Beta					
1 (Constant)	17,772	6,303		2,820	,006			

TOTAL_X1	,360	,111	,368	3,239	,002	,467	,348	,307
TOTAL_X2	,171	,053	,316	3,245	,002	,406	,349	,308
TOTAL_X3	,045	,092	,056	,494	,623	,306	,057	,047

a. Dependent Variable: TOTAL_Y

From the table above, the regression equation can be described as follows:

$$Y = 17.772 + 0.360X_1 + 0.171X_2 + 0.045X_3$$

Description:

- The constant value is 17.772, meaning it is constant if the product remains the same, the location remains the same, and the quality of service remains the same, meaning that the better the product, location, and quality of service, the better the purchasing decision for baby donuts will be.
- The product coefficient value is positive at 0.360, meaning that the better the product, the higher the purchasing decision for baby donuts.
- The location coefficient value is positive at 0.171, meaning that the better the location, the better the decision to purchase baby donuts.
- The Service Quality coefficient value is negative at 0.045, meaning that the better the service quality, the better the decision to purchase baby donuts.

3.2.2 Coefficient of Determination

3.2.2.1 Partial Coefficient of Determination

- The magnitude of the influence of the product on the purchase decision
 Product: $KD = \text{Beta value} \times \text{Zero Order} \times 100\%$
 $= 0,368 \times 0,467 \times 100 \%$
 $= 17,18\%$
 Therefore, it can be interpreted that the magnitude of the influence of Product (X1) on the Purchase Decision (Y) for baby donuts is 17.18%.
- The magnitude of the influence of Location on Purchase Decisions
 Location: $KD = \text{Beta value} \times \text{Zero Order} \times 100\%$
 $= 0,316 \times 0,406 \times 100 \%$
 $= 12,83 \%$
 Therefore, it can be interpreted that the magnitude of the influence of Location (X2) on the Purchase Decision (Y) for baby donuts is 12.83%.
- Meanwhile, the magnitude of the influence of Service Quality on Purchase Decisions
 Service Quality : $KD = \text{Beta Value} \times \text{Zero Order} \times 100 \%$
 $= 0,056 \times 0,306 \times 100 \%$
 $= 1,71\%$
 Therefore, it can be interpreted that the magnitude of the influence of Service Quality (X3) on the Purchase Decision (Y) for baby donuts is 1.71%.

3.2.2.2 Koefisien Determinasi Simultan

Table 2. Simultaneous Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,563 ^a	,317	,290	2.83913

a. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

It is known from the table above that R Square is 0.317, which means the value obtained is:
 $R^2 \times 100\%$
 $0.317 \times 100\% = 31.7\%$

From the table above, the coefficient of determination of the Purchasing Decision variable is influenced by the dependent variables, namely Product (X₁), Location (X₂), Service Quality (X₃), by 31.7%. This means that Product, Location, and Service Quality are able to explain their influence on the Purchasing Decision of baby

donuts by 31.7% and the remaining (100% - 31.7%) = 68.3% is influenced by other variables not explained in this study.

3.2.3 t Hypothesis Test (Partial)

Table 3. t Hypothesis Test (Partial)

Model		Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	17,772	6,303		2,820	,006			
	TOTAL_X1	,360	,111	,368	3,239	,002	,467	,348	,307
	TOTAL_X2	,171	,053	,316	3,245	,002	,406	,349	,308
	TOTAL_X3	,045	,092	,056	,494	,623	,306	,057	,047

a. Dependent Variable: TOTAL_Y

Description:

- Product Variable (X₁) t_{count} value is greater than the t_{table} value, namely (3.239 > 1.99167) with a significance level of 0.002 < 0.05. Based on the t test, the hypothesis H₁ is accepted and H₀ is rejected, namely that Product (X₁) partially has a significant influence on the Purchase Decision of Dona Baby.
- Location Variable (X₂) t_{count} value is greater than the t_{table} value, namely (3.245 > 1.99167) with a significance level of 0.002 < 0.05. Based on the t test, the hypothesis H₂ is accepted and H₀ is rejected, namely Location (X₂) partially has a significant influence on the Purchase Decision of Baby Donuts.
- The Service Quality variable (X₃) t_{count} value is smaller than the t_{table} value, namely (0.494 < 1.99167) with a significance level of 0.623 > 0.05. Based on the t test, the hypothesis H₀ is accepted and H₃ is rejected, namely that Service Quality (X₃) partially has no influence and is not significant on the Purchase Decision of Baby Donuts.

3.2.4 Hypothesis Test f (Simultaneous)

Table 3. Hypothesis Test f (Simultaneous)

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	284,279	3	94,760	11,756	,000 ^b
	Residual	612,608	76	8,061		
	Total	896,888	79			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

Based on the *output* above, it is known that the value F_{hitung} is greater than the value F_{tabel} . The value F_{hitung} is 11.756 greater than the value F_{tabel} with a confidence level of $\alpha = 0.05$ is 2.72, then $F_{hitung} > F_{tabel}$ namely 11.756 > 2.72. So it can be concluded that Product (X₁), Location (X₂), Service Quality (X₃), simultaneously influence the Purchase Decision of baby donuts.

4. CONCLUSION

Based on the descriptions and explanations from the previous chapters, the following conclusions can be drawn:

- Partially, there is a partial influence of the product on the purchasing decision in this study, as can be seen in $t_{hitung} > t_{tabel}$ (3.239 > 1.99167). Where H_a is accepted and H_o is rejected, meaning there is an influence between the product on the purchasing decision of baby donuts. The magnitude of the influence of X₁ on Y is 17.18%.
- Partially, there is an influence of Location on Purchasing Decisions Partially in this study, it can be seen in $t_{hitung} > t_{tabel}$ (3.245 > 1.99167), where H_a is accepted and H_o is accepted, meaning there is an influence between Location on Purchasing Decisions for baby donuts. The magnitude of the influence of X₂ with Y is 12.83%.
- Partially, there is no influence of service quality on purchasing decisions. Partially, this study can be seen in the calculated $t < t_{table}$ (0.494 < 1.99167). Where H_o is accepted and H_a is rejected. This means that there is

- no influence between service quality and purchasing decisions for baby donuts. The magnitude of the influence is 1.71%.
- d. Simultaneously there is an influence of Product, Location, Service Quality on Purchasing Decisions Simultaneously in this study, it can be seen in the F_{count} value which is greater than the F_{table} value. The F_{count} value is 11.756 more than the F_{table} value with a confidence level of $\alpha = 0.05$ which is 2.72 then $F_{\text{count}} > F_{\text{table}}$ which is $11.756 > 2.72$ so it can be concluded that simultaneously there is an influence of product, location, and service quality on Purchasing Decisions for baby donuts. The magnitude of the influence between the independent variables on the dependent variable is 31.7% and the remainder ($100\% - 31.7\%$) = 68.3% is influenced by other variables not explained in this study.

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