



Analysis of the Effect of Product Quality, Price, and Location on Consumer Purchase Decisions at Puncak Kapuas Restaurant in Sanggau

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ARTICLE INFO

Keywords: product quality, price, location, purchase decision

Received : 20, June

Revised : 22, July

Accepted: 29, August

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ABSTRACT

This study aims to analyze the effect of product quality, price, and location on consumer purchase decisions at Puncak Kapuas Restaurant in Sanggau. This study uses an associative quantitative method with a sample of 100 respondents determined through purposive sampling technique. Data were collected using questionnaires and analyzed using multiple linear regression through SPSS. The correlation coefficient (R) value indicates a very strong relationship, while the coefficient of determination (R^2) of 0.659 indicates that 65.9% of the variation in purchase decisions is explained by product quality, price, and location. The results of the F test show that product quality, price, and location simultaneously have a significant effect on purchase decisions. Partially, product quality has a significant effect on purchase decisions, price has a significant effect on purchase decisions, and location has a significant effect on purchase decisions.

INTRODUCTION

Studies on purchase decisions in restaurant businesses indicate that product, price, and location aspects have been used as empirical variables in explaining consumer behavior. Hidayat (2020) found that product, price, promotion, and location partially have a positive and significant effect on purchase decisions at Koki Jody Restaurant in Magelang. Asamani (2023) showed that product quality, price, and location partially and simultaneously influence purchase decisions at Bu Dewi Restaurant in Kalabahi, Teluk Mutiara District, Alor Regency. In this research object, Puncak Kapuas Restaurant is a culinary business that serves regional specialties and family menus in Sanggau Regency since 2013 (Puncak Kapuas Restaurant, 2025).

This study focuses on Puncak Kapuas Restaurant located in Penyeladi Hulu Hamlet, Sanggau Regency. This restaurant is owned and managed by Fitriani with the support of 15 employees in daily service and kitchen operations (Puncak Kapuas Restaurant, 2025). At the regional level, Sanggau Regency has 227 registered restaurant and food service businesses as of 2025 (Department of Investment and One-Stop Integrated Services of Sanggau Regency, 2025). The findings of Hidayat (2020) position location as one of the variables related to purchase decisions in restaurant businesses.

The empirical problem in this research object is reflected in the competitive conditions and declining sales of Puncak Kapuas Restaurant. In Penyeladi Village, there are 8 officially registered competing restaurants around the operational area of Puncak Kapuas Restaurant (Department of Investment and One-Stop Integrated Services of Sanggau Regency, 2025). Puncak Kapuas Restaurant offers 15 food menu items and 13 beverage menu items, with food prices ranging from Rp10,000 to Rp50,000 and beverage prices ranging from Rp5,000 to Rp15,000 (Puncak Kapuas Restaurant, 2025). Sales data show a decline from Rp417,000,000 in 2023 to Rp371,200,000 in 2024, and further decreased to Rp328,300,000 in 2025 (Puncak Kapuas Restaurant, 2025).

The relevance of this research problem is indicated by the relationship between changes in sales, the presence of competitors, and variations in consumer choices at the research location. Sales at Puncak Kapuas Restaurant decreased by 10.98% in 2024 and declined again by 11.56% in 2025 (Puncak Kapuas Restaurant, 2025). Based on interview results, Fitriani stated that the decline in revenue is related to the increasing number of new dining places in the Penyeladi area, including franchise-based culinary businesses that are growing in Sanggau Regency. At the same time, regional data show that there are 227 registered restaurant and food service businesses in Sanggau Regency as of 2025 (Department of Investment and One-Stop Integrated Services of Sanggau Regency, 2025).

Several previous studies have examined factors influencing purchase decisions. Hidayat (2020) studied purchase decisions at Koki Jody Restaurant in Magelang using product, price, promotion, and location variables. Asamani (2023) studied purchase decisions at Bu Dewi Restaurant in Kalabahi, Teluk Mutiara District, Alor Regency, using product quality, price, and location variables. Piyoh (2024) found that price has a positive and significant effect on

purchase decisions, while Susilowati and Utari (2022) also showed that price has a positive and significant effect on purchase decisions. Regarding product quality, Syaifuddin (2024) stated that product quality has a positive and significant effect on purchase decisions, and similar findings were obtained by Aldini et al. (2021). Based on the available data, there has been no study that specifically places Puncak Kapuas Restaurant in Sanggau as the research object with an empirical background of declining sales from 2023 to 2025.

The position of this study lies in the analysis of consumer purchase decisions at Puncak Kapuas Restaurant using product quality, price, and location as research variables. This study refers to local competition in Penyeladi Village as indicated by the presence of 8 registered restaurant competitors in OSS in 2025 (Department of Investment and One-Stop Integrated Services of Sanggau Regency, 2025). This study also uses internal data from Puncak Kapuas Restaurant regarding menu variations, pricing, and sales from 2023 to 2025 (Puncak Kapuas Restaurant, 2025). With these limitations, this study has a different object and location compared to the studies conducted by Hidayat (2020) and Asamani (2023).

Based on data on restaurant business competition in Penyeladi Village, sales data of Puncak Kapuas Restaurant from 2023 to 2025, and findings from previous studies regarding purchase decisions, this study is directed to analyze the effect of product quality, price, and location on consumer purchase decisions at Puncak Kapuas Restaurant in Sanggau.

THEORETICAL REVIEW

Product Quality

Product quality is defined as the ability of a product to perform its functions, which include durability, reliability, accuracy, ease of operation and repair, and other valuable attributes (Kotler & Armstrong, 2014, in Daga, 2017). The product quality variable is measured using five indicators, namely comfort, durability, material quality, freedom from defects and failures, and consistency (Kotler, 2010, in Daga, 2017). Product quality is also described as the overall characteristics of a product that enable it to meet consumer needs according to its intended use (Palonna et al., 2021). Previous research conducted by Sijabat and Martini (2024) shows that product quality has a positive and significant effect on consumer purchase decisions. Meanwhile, Saputra and Fachri (2025) found that product quality does not have a direct effect on repurchase intention. Research conducted by Syaifuddin (2024) shows that product quality has a positive and significant effect on purchase decisions. Similar findings were also obtained by Aldini et al. (2021), who state that product quality has a positive and significant effect on purchase decisions.

H1: Product Quality (X1) has a positive and significant effect on Purchase Decision (Y) of consumers at Puncak Kapuas Restaurant in Sanggau.

Price

Price is defined as the amount of money paid for goods or services, or the value exchanged by consumers to obtain the benefits of owning or using a product or service (Alma, 2013, in Indrasari, 2019). The price variable is measured through four indicators, namely price affordability, price suitability with product

quality, price competitiveness, and price suitability with product benefits (Kotler, 2008, in Indrasari, 2019). Research conducted by Nira (2023) shows that price perception has a positive and significant effect on purchase decisions. Research conducted by Piyoh (2024) shows that price has a positive and significant effect on purchase decisions. The results of research by Susilowati and Utari (2022) also show that price has a positive and significant effect on purchase decisions.

H2: Price (X2) has a positive and significant effect on Purchase Decision (Y) of consumers at Puncak Kapuas Restaurant in Sanggau.

Location

Location is defined as the place where a business operates (Said, 2022). The measurement of the location variable uses five indicators, namely place, parking, accessibility, visibility, and infrastructure (Homburg et al., 2002, in Said, 2022). Location plays a role in supporting ease of access and consumer convenience, and it is often viewed as one of the factors related to business success (Dudziak et al., 2023). Previous research by Nira (2023) shows that location has a positive and significant effect on purchase decisions. Research conducted by Nurlia (2021) shows that location has a positive and significant effect on purchase decisions. Cynthia et al. (2022) found that location does not have a significant effect on purchase decisions.

H3: Location (X3) has a positive and significant effect on Purchase Decision (Y) of consumers at Puncak Kapuas Restaurant in Sanggau

Purchase Decision

Purchase decision is an individual activity that is directly involved in the decision-making process to make a purchase of products offered by sellers (Indrasari, 2019). The purchase decision variable is measured based on five dimensions, namely need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler, 2009, in Indrasari, 2019). A purchase decision is the final decision of consumers to buy or use a product after going through certain considerations (Lim & Laia, 2023). Research conducted by Pristiawan et al. (2022) shows that product quality, price, and location simultaneously have a significant effect on purchase decisions.

H4: Product Quality (X1), Price (X2), and Location (X3) simultaneously affect Purchase Decision (Y) of consumers at Puncak Kapuas Restaurant in Sanggau.

Based on the theoretical review and findings of previous studies, this study proposes that product quality, price, and location influence consumer purchase decisions at Puncak Kapuas Restaurant in Sanggau. These relationships are formulated into four hypotheses, covering the partial effects of each independent variable and their simultaneous effect on purchase decisions. The conceptual relationships among the variables examined in this study are presented in Figure 1.

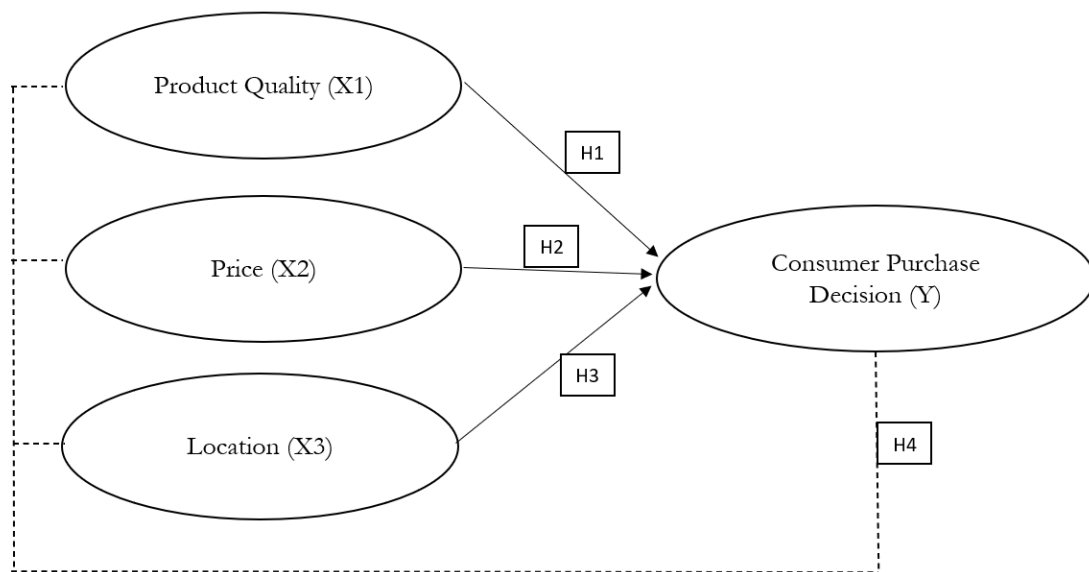


Figure 1. Conceptual Framework

METHODOLOGY

This study uses an associative research method to analyze the influence of product quality, price, and location on consumer Purchase Decisions at Puncak Kapuas Restaurant in Sanggau. Associative research aims to determine the relationship or influence between two or more variables (Siregar, 2017). Primary data were obtained through the distribution of questionnaires to consumers, while secondary data were obtained from competitor data of Puncak Kapuas Restaurant in 2025, menu data in 2025, and sales data from 2023–2025. The population of this study consists of all consumers of Puncak Kapuas Restaurant in Sanggau, while the sample size was determined using the Rao Purba formula (1996) in Sujarweni (2015), resulting in a minimum of 96 respondents and set at 100 respondents using purposive sampling technique based on the criteria of being at least 18 years old and having made at least two purchases (Sugiyono, 2023).

The research variables consist of Product Quality (X_1), Price (X_2), and Location (X_3) as independent variables, while Purchase Decisions (Y) serves as the dependent variable (Sugiyono, 2023). Product Quality was measured using five indicators, namely comfort, durability, material quality, freedom from defects and failures, and consistency (Kotler, 2010, in Daga, 2017). These indicators were operationalized into 14 questionnaire items. Price was measured using four indicators consisting of price affordability, price suitability with product quality, price competitiveness, and price suitability with product benefits (Kotler, 2008, in Indrasari, 2019), which were operationalized into 12 questionnaire items. Location was measured using five indicators, namely place, parking, accessibility, visibility, and infrastructure (Homburg et al., 2002, in Said, 2022), which were operationalized into 10 questionnaire items. Meanwhile, Purchase Decisions were measured through five dimensions consisting of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler, 2009, in Indrasari, 2019), which were operationalized into 14 questionnaire items. Data were collected using a

questionnaire with a five-point Likert scale (Sugiyono, 2023). The response categories and their corresponding scores were: Strongly Agree = 5, Agree = 4, Less Agree = 3, Disagree = 2, and Strongly Disagree = 1.

Before analysis, the instrument was tested through validity testing using product moment correlation with the criterion of $r\text{-count} \geq r\text{-table}$ and reliability testing using Cronbach's Alpha coefficient to ensure the consistency of the research instrument (Purnomo, 2016). Data were analyzed using multiple linear regression after conducting classical assumption tests consisting of normality, linearity, and multicollinearity tests (Purnomo, 2016). Normality was assessed using the Kolmogorov-Smirnov test, with data considered normally distributed when the Asymp. Sig. value was > 0.05 . Linearity was assessed using the Test for Linearity, where a linear relationship was indicated by a Sig. Linearity value < 0.05 and a Sig. Deviation from Linearity value > 0.05 . Multicollinearity was assessed based on Tolerance and Variance Inflation Factor (VIF), with the model considered free from multicollinearity when Tolerance was > 0.10 and VIF was < 10.00 (Purnomo, 2016).

The multiple linear regression model was expressed as: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$, where Y represents Purchase Decisions, α is the constant, β_1 - β_3 are regression coefficients, X_1 is Product Quality, X_2 is Price, X_3 is Location, and ε is the error term. The correlation coefficient (R) was used to measure the strength of the relationship among variables, while the coefficient of determination (R^2) was used to determine the proportion of Purchase Decisions explained by the independent variables (Siregar, 2017). Hypothesis testing was conducted using the F-test and t-test at a 5% significance level ($\alpha = 0.05$) with SPSS for Windows (Purnomo, 2016). The F-test was used to examine the simultaneous effect of Product Quality, Price, and Location on Purchase Decisions, while the t-test was used to examine the partial effect of each independent variable. A significant effect was concluded when the significance value was < 0.05 or when the calculated test value exceeded the corresponding critical value (Purnomo, 2016).

RESEARCH RESULTS

Test Research Instruments

Validity Test

The validity test was conducted to assess the ability of each statement item to measure the research construct. The testing was carried out by comparing the $r\text{-count}$ value with the $r\text{-table}$. With a sample size of 100 respondents, the degree of freedom (df) was 98 ($n - 2$) and the $r\text{-table}$ value was 0.196 at a 5% significance level. The results of the validity test for all statement items are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.548	0.196	Valid
	X1.2	0.390		
	X1.3	0.544		
	X1.4	0.429		
	X1.5	0.546		
	X1.6	0.437		

	X1.7	0.208		
	X1.8	0.220		
	X1.9	0.416		
	X1.10	0.558		
	X1.11	0.327		
	X1.12	0.477		
	X1.13	0.320		
	X1.14	0.616		
	X2.1	0.518		
	X2.2	0.355		
	X2.3	0.342		
	X2.4	0.597		
	X2.5	0.404		
Price (X2)	X2.6	0.419	0.196	Valid
	X2.7	0.441		
	X2.8	0.503		
	X2.9	0.386		
	X2.10	0.652		
	X2.11	0.449		
	X2.12	0.542		
	X3.1	0.550		
	X3.2	0.455		
	X3.3	0.505		
	X3.4	0.421		
Location (X3)	X3.5	0.437	0.196	Valid
	X3.6	0.291		
	X3.7	0.563		
	X3.8	0.438		
	X3.9	0.476		
	X3.10	0.613		
	Y.1	0.631		
	Y.2	0.403		
	Y.3	0.396		
	Y.4	0.591		
	Y.5	0.549		
	Y.6	0.569		
Purchase Decisions (Y)	Y.7	0.370	0.196	Valid
	Y.8	0.505		
	Y.9	0.355		
	Y.10	0.491		
	Y.11	0.486		
	Y.12	0.434		
	Y.13	0.476		
	Y.14	0.402		

Source: Processed Data, 2026

Based on the validity test results in Table 1, all statement items for the variables Product Quality (X1), Price (X2), Location (X3), and Purchase Decisions

(Y) have r-count values greater than the r-table value (0.196). Thus, all research instruments are declared valid and suitable for further analysis.

Reliability Test

The reliability test was conducted to measure the consistency level of the research instrument using the Cronbach's Alpha method. The instrument is considered reliable if it has a Cronbach's Alpha value > 0.60 . The results of the reliability test for all research variables are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Product Quality (X1)	0.672	14	0.60	Reliable
Price (X2)	0.680	12		
Location (X3)	0.690	10		
Purchase Decisions (Y)	0.791	14		

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables have Cronbach's Alpha values above 0.60. Thus, all research instruments are declared reliable and suitable for data collection.

Classical Assumption Test

Normality Test

The normality test was conducted to determine whether the research data are normally distributed. The testing used the Kolmogorov-Smirnov method, with the criterion that the significance value (Asymp. Sig.) > 0.05 . The results of the normality test are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.082
Asymp.Sig.(2-tailed)	.090c

Source: Processed Data, 2026

The results of the normality test in Table 3 show that the Asymp. Sig. (2-tailed) value is 0.090, which is greater than 0.05. Thus, the research data are declared normally distributed.

Linearity Test

The linearity test was conducted to examine the linear relationship between independent and dependent variables using the Test for Linearity method. The relationship is considered linear if the Sig. Linearity value < 0.05 and Sig. Deviation from Linearity > 0.05 . The results of the linearity test are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Purchase Decisions * Product Quality	.001	.062	Linear
Purchase Decisions * Price	.000	.718	
Purchase Decisions * Location	.000	.060	

Source: Processed Data, 2026

The results of the linearity test in Table 4 show that the variables Product Quality (X1), Price (X2), and Location (X3) each have Sig. Linearity values < 0.05 and Sig. Deviation from Linearity values > 0.05 with respect to Purchase Decisions (Y). Thus, the relationship between each independent variable and the dependent variable is declared linear.

Multicollinearity Test

The multicollinearity test was conducted to examine the presence of correlation among independent variables in the regression model. The results of the multicollinearity test are presented in Table 5.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Quality	.887	1.128
	Price	.806	1.240
	Location	.851	1.176

a. Dependent Variable: Purchase Decisions

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, the variables Product Quality (X1), Price (X2), and Location (X3) each have Tolerance values above 0.10 and Variance Inflation Factor (VIF) values below 10.00. Thus, all independent variables meet the multicollinearity test criteria, indicating that the regression model is free from multicollinearity symptoms.

Hypothesis Test

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of independent variables on the dependent variable, both partially and simultaneously. The results of the multiple linear regression analysis are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	1.622	.561		2.893

Product Quality	.144	.070	.197	2.048	.043
Price	.255	.123	.209	2.067	.041
Location	.232	.103	.221	2.253	.027
a. Dependent Variable: Purchase Decisions					

Source: Processed Data, 2026

Based on the results of the multiple linear regression analysis in Table 6, the following findings were obtained, which will be explained as follows:

$$Y = 1.622 + 0.144X_1 + 0.255X_2 + 0.232X_3$$

The interpretation of the regression equation is as follows:

- 1) The constant of 1.622 indicates that Purchase Decisions (Y) is 1.622 when all independent variables are equal to zero.
- 2) The regression coefficient of Product Quality (b₁) of 0.144 indicates that every one-unit increase in Product Quality will increase Purchase Decisions by 0.144 units.
- 3) The regression coefficient of Price (b₂) of 0.255 indicates that every one-unit increase in Price will increase Purchase Decisions by 0.255 units.
- 4) The regression coefficient of Location (b₃) of 0.232 indicates that every one-unit increase in Location will increase Purchase Decisions by 0.232 units.

Correlation Coefficient Analysis (R)

Correlation coefficient analysis was conducted to measure the strength and direction of the relationship between variables using Product Moment correlation. The results of the correlation coefficient analysis are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812a	.659	.649	.12678
Predictors: (Constant), Location, Product Quality, Price.				

Source: Processed Data, 2026

Based on the results of the correlation analysis in Table 7, the correlation coefficient (R) is 0.812. This value indicates that the relationship between Product Quality, Price, and Location with Purchase Decisions is in the very strong category. This is because the coefficient value lies within the interval 0.80–1.000.

Determination Coefficient (R²)

Based on the results of the determination coefficient (R²) analysis in Table 7, the R-Square value is 0.659. This value indicates that the variables Product Quality, Price, and Location simultaneously are able to explain 65.9% of the variation in Purchase Decisions, while 34.1% is explained by other factors outside the research model.

Simultaneous Test (F Test)

The simultaneous test (F test) was conducted to examine the effect of all independent variables on the dependent variable simultaneously. The results of the simultaneous test (F test) are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	.763	.254	8.566	.000 ^b
Residual	2.849	.030		

Dependent Variable: Purchase Decisions
Predictors: (Constant), Location, Product Quality, Price.

Source: Processed Data, 2026

Based on the results of the simultaneous test (F test) in Table 8, the calculated F value is 8.566, which is greater than the F-table value (2.70) with a significance value of 0.000 (< 0.05). These results indicate that Product Quality, Price, and Location simultaneously have a significant effect on Purchase Decisions.

Partial Test (t Test)

Partial tests (t-tests) were conducted to examine the effect of each independent variable on the dependent variable. The results of the partial tests (t-tests) are presented in Table 9.

Table 9. Partial Test Results (t Test)

Table 1. Partial Test Results (N = 100)						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.622	.561		2.893	.005
	Product Quality	.144	.070	.197	2.048	.043
	Price	.255	.123	.209	2.067	.041
	Location	.232	.103	.221	2.253	.027
a. Dependent Variable: Purchase Decisions						

Source: Processed Data, 2026

Based on the results of the partial test (t test) in Table 9, with a t-table value of 1.660, the results are as follows:

- 1) The Product Quality variable (X1) has a t-count value of 2.048 (> 1.660) with a significance value of 0.043 (< 0.05), thus it has a positive and significant effect on Purchase Decisions.
- 2) The Price variable (X2) has a t-count value of 2.067 (> 1.660) with a significance value of 0.041 (< 0.05), thus it has a positive and significant effect on Purchase Decisions.
- 3) The Location variable (X3) has a t-count value of 2.253 (> 1.660) with a significance value of 0.027 (< 0.05), thus it has a positive and significant effect on Purchase Decisions.

DISCUSSION

The Effect of Product Quality on Purchase Decisions

The findings indicate that Product Quality has a positive and significant effect on consumer Purchase Decisions at Puncak Kapuas Restaurant. This result

suggests that consumers consider the quality of the products they receive when deciding whether to make a purchase. In this study, Product Quality is reflected through comfort, durability, material quality, freedom from defects and failures, and consistency (Kotler, 2010, in Daga, 2017). In the restaurant context, the consistency of the products offered becomes particularly important because consumers expect the quality, they receive to remain reliable across different purchase occasions.

This finding is relevant to the condition of Puncak Kapuas Restaurant, which offers 15 food menu items and 13 beverage menu items. The variety of products provides consumers with several choices, but it also requires the restaurant to maintain consistent product quality across its menu. Maintaining product quality is therefore important in encouraging consumers to choose Puncak Kapuas Restaurant, particularly amid increasing competition in the surrounding area. The finding supports Syaifuddin (2024) and Aldini et al. (2021), who found that product quality positively and significantly influences purchase decisions.

The Effect of Price on Purchase Decisions

Price has a positive and significant effect on consumer Purchase Decisions at Puncak Kapuas Restaurant. This finding indicates that consumers evaluate not only the nominal price of the menu but also whether the price is affordable, competitive, appropriate to product quality, and consistent with the benefits received (Kotler, 2008, in Indrasari, 2019). Thus, consumers are more likely to make a purchase when they perceive that the price offered represents reasonable value.

This relationship is particularly relevant to Puncak Kapuas Restaurant because its food prices range from Rp10,000 to Rp50,000, while beverage prices range from Rp5,000 to Rp15,000. At the same time, consumers have alternative dining options in the Penyeladi area. Under these conditions, consumers can compare the prices and perceived value offered by different restaurants before making a purchase decision. Therefore, maintaining prices that are consistent with product quality and consumer benefits is important for the restaurant's competitiveness. This finding supports Piyoh (2024) and Susilowati and Utari (2022), who also demonstrated that price has a positive and significant effect on purchase decisions.

The Effect of Location on Purchase Decisions

The results show that Location has a positive and significant effect on consumer Purchase Decisions at Puncak Kapuas Restaurant. Location in this study is reflected through place, parking, accessibility, visibility, and infrastructure (Homburg et al., 2002, in Said, 2022). These aspects can reduce the effort required by consumers to reach the restaurant and can increase convenience during the purchasing process. Consequently, a restaurant that is easier to access and supported by adequate location-related facilities is more likely to be considered by consumers.

The importance of location becomes more apparent in the competitive environment surrounding Puncak Kapuas Restaurant. There are eight registered competing restaurants around its operational area, while Sanggau Regency has 227 registered restaurant and food service businesses. This situation provides

consumers with several alternative places to dine, making accessibility and convenience increasingly relevant when choosing among competing restaurants. The finding supports Nurlia (2021), who found a significant relationship between location and purchase decisions, but differs from Cynthia et al. (2022), who reported that location did not significantly affect purchase decisions. This difference indicates that the role of location may depend on the characteristics of the business environment and the alternatives available to consumers.

The Effect of Product Quality, Price, and Location on Purchase Decisions

The simultaneous results demonstrate that Product Quality, Price, and Location jointly influence consumer Purchase Decisions at Puncak Kapuas Restaurant. This finding indicates that consumer decisions cannot be explained by a single consideration. Consumers may simultaneously evaluate the quality of the products offered, the suitability of the prices, and the convenience of the restaurant's location before deciding to purchase.

This finding is important considering the business condition of Puncak Kapuas Restaurant. Sales declined from Rp417,000,000 in 2023 to Rp371,200,000 in 2024 and further to Rp328,300,000 in 2025. At the same time, competition in the surrounding area has increased, including the emergence of new dining establishments and franchise-based culinary businesses. These conditions suggest that maintaining only one aspect of the marketing offering may not be sufficient. Product quality needs to be maintained consistently, prices need to remain appropriate to the value perceived by consumers, and location-related convenience needs to support easy access to the restaurant.

The finding supports Pristiawan et al. (2022), who found that product quality, price, and location simultaneously influence purchase decisions. In the context of Puncak Kapuas Restaurant, the results emphasize that these three factors should be managed in an integrated manner to strengthen consumers' consideration of the restaurant amid increasingly competitive dining alternatives.

CONCLUSIONS AND RECOMMENDATIONS

This study shows that Product quality has a positive and significant effect on Purchase Decisions. Price has a positive and significant effect on Purchase Decisions. Location also has a positive and significant effect on Purchase Decisions. The results of the simultaneous test indicate that product quality, price, and location simultaneously have a significant effect on Purchase Decisions. The correlation coefficient (R) value of 0.812 indicates a very strong relationship between the three independent variables and Purchase Decisions. The coefficient of determination (R^2) value of 0.659 indicates that 65.9% of the variation in Purchase Decisions can be explained by product quality, price, and location, while 34.1% is influenced by other factors outside the research model.

Theoretically, the results of this study strengthen the study of product quality, price, and location as factors influencing Purchase Decisions in the culinary business sector. Practically, the results of this study can serve as a consideration for the management of Puncak Kapuas Restaurant in Sanggau to maintain product quality, set prices in accordance with the value received by

consumers, and maintain ease of location access in order to increase consumer Purchase Decisions.

FURTHER STUDY

Therefore, future research is suggested to add other variables that have the potential to influence Purchase Decisions, such as service quality, promotion, brand image, consumer satisfaction, restaurant atmosphere (store atmosphere), and customer experience, as well as to expand the research objects and locations in order to obtain more comprehensive results with a broader level of generalization.

ACKNOWLEDGMENT

The author would like to express gratitude to all parties who have provided support and contributions during the process of preparing this research. The author also expresses gratitude to all consumers of Puncak Kapuas Restaurant in Sanggau who were willing to become respondents and took the time to complete the questionnaire as a source of research data. The author also extends gratitude to the lecturers and academic supervisors at the Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, for their direction, input, and academic guidance provided during the research process. In addition, the author expresses appreciation to family and colleagues who continuously provided prayers, motivation, and moral support so that this research could be completed properly.

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