

The Effect of Price, Product Quality, and Location on Clothing Purchase Decisions at Moodzy Store Samarinda

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Abstract

Fashion trends in local brands in Indonesia are currently known to be increasingly widespread and in demand among young people. Moodzy store is one of the local fashion brands in Samarinda that offers fashion products at affordable prices for young people, so it is hoped that it can increase purchasing decisions. Purchasing decisions can also be influenced by price, product quality and location. This research aims to determine the influence of price, product quality and location on purchasing decisions at Moodzy Store Samarinda. The research method used is quantitative research with a causal comparative approach. The population in this study were Moodzy Store Samarinda consumers, and the research sample was obtained from 100 respondents using a purposive sampling technique. Data collection was carried out using a questionnaire instrument sheet. The data analysis technique is carried out using quantitative analysis which includes descriptive analysis and multiple linear regression analysis. The research results show (1) price does not have a significant effect on purchasing decisions, (2) product quality partially has a significant effect on purchasing decisions, (3) location partially has a significant effect on purchasing decisions, (4) simultaneously price variables, Product quality and location have a significant influence on purchasing decisions for Moodzy store Samarinda products.

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Introduction

In Current fashion trends are still in great demand among young people. This is comparable to the advancement of modern technology and the interest of young people in fashion in Indonesia. Current fashion trends are still widely liked and followed by people in Indonesia lately, this is because of the various characters that are quite qualified and able to compete with foreign fashion brands. The existence of these distinctive characters in local fashion brands indirectly supports the success of local brands in reaching the international market.

The fashion trend for local brands has begun to develop among young people, especially students (Pradana & Wijaya, 2023). Local brands are the main choice for the community and occupy the main ranking position compared to international brands. The growth of the local fashion brand industry over the past few years has been supported by the advantages of local brands, namely understanding consumers and word of mouth is used to market the product. In other words, the increasing public interest in local fashion bands will indirectly increase the decision to purchase the product.

Purchasing decisions are the process of consumers in deciding to buy the most preferred and interesting brand, where before consumers decide to buy, they will first look for information related to the quality of the product offered (Kotler & Amstrong, 2015). In addition, consumers will usually also decide to buy a product based on the experience they feel. Experience in buying products in the past can be used as an internal source of information that can influence consumer purchasing decisions (Hanaysha, 2018).

Consumer purchasing decisions are also influenced by location factors or distribution places of products and services. Determining the location of a product offered can be said to be difficult to change, and must consider consumer characteristics and environmental characteristics. If the location of the distribution and marketing process between producers and consumers is in a strategic and easily accessible area, this will be very beneficial for the company. An easily accessible location supported by adequate, safe and comfortable environmental conditions can increase consumer purchasing decisions. Product quality, price, promotion, and location are also known to influence purchasing decisions (Brata et al., 2017). In terms of the marketing mix, location is included in one of the 4P concepts, namely place or place or business location. The company's distribution channels or known as business locations will usually interact directly with potential consumers so that if the location of a company is strategic and accessible, this will certainly influence potential consumers to make purchases of the products offered (Rizal et al., 2017).

Price includes the value of an item that can be exchanged for a certain amount of money and will be spent by consumers to obtain the goods or services. Price can be said to be an important part that cannot be separated from the marketing mix or marketing strategy, where according to existing theory, price is found to be a strong predictor of consumer purchasing decisions (Rizal et al., 2017). The pricing of a product can be seen from the price list indicators, discounts, allowances and payment methods (Schiffman & Joseph, 2015). Muthmainnah et al. (2023), added the results of their research if purchasing decisions are also influenced by price and product quality factors.

Samarinda is the capital city of East Kalimantan Province, with the largest population in the entire island of Kalimantan, which in 2022 was 834,824 people consisting of 424,837 male residents and 409,987 female residents (BPS, 2023). Based on BPS data, the city of Samarinda shows that the number of teenagers in Samarinda City in 2022 in the age range of 10-24 years is 212,312 people. The number of teenagers who continue to grow rapidly in the city of Samarinda indirectly has an impact on the development of increasingly high teenage fashion trends.

One of the local fashion brands from Samarinda is Moodzy store. Moodzy store is one of the fashion stores that offers local Indonesian clothing brand products located in Samarinda, East Kalimantan, specifically located on Jl. Ahmad Yani Simpang 4 Pemuda 1 Samarinda. Moodzy store is known to sell several local brand products that are widely favored by teenagers, such as fashion accessories, sandals, shoes, sling bags, clothes, and wallets. The price of the products is known to be affordable and in accordance with the quality of the products, with the cheapest price range priced from 20,000 to 225,000. The following are the results of direct observations by researchers regarding the prices of several products offered by local fashion brands in Samarinda.

Table 1 1 Local Fashion Brand Product Price Data from Samarinda

| Fashion Brand Items | Moodzy store | Syamstore | Hd |
|---------------------|---------------------------|---------------------------|---------------------------|
| T shirts | Rp. 100,000 - Rp. 140,000 | Rp. 145,000 - Rp. 180,000 | Rp. 145,000 - Rp. 160,000 |
| Hoodie | Rp. 195,000 - Rp. 300,000 | Rp. 328,000 - Rp. 340,000 | Rp. 285,000 - Rp. 340,000 |

| | | | |
|-------|---------------------------|---------------------------|---------------------------|
| Shirt | Rp. 160,000 - Rp. 225,000 | Rp. 255,000 - Rp. 270,000 | Rp. 199,000 - Rp. 219,000 |
| Pants | Rp. 160,000 - Rp. 225,000 | Rp. 165,000 - Rp. 329,000 | Rp. 150,000 - Rp. 330,000 |

The location of the moodzy store is also strategic and the strategic location and affordable prices according to the quality of the products offered are the advantages of this local clothing brand. This is certainly a consideration for consumers in deciding to purchase moodzy store products. Based on data from field observations, it shows that the selling price of moodzy store products when it is busy can sell a maximum of 80-100pcs of products, while when it is not busy it can only sell an average of around 50 products. Although moodzy store is able to sell quite a lot of fashion products every month, it is undeniable that the local brand products will lose out to local brand products from its competitors.

Another store that is a competitor of Moodzy store is Hd store located on Jl. Pramuka no 95, Samarinda. Hd store is a fashion store that sells men's clothing from local brands, fashion accessories, shoes, watches, men's bags, and women's bags with a price range of 55,000 to 400,000. Another competitor that is also engaged in the local fashion industry is Syamstore located on Jl. Perjuangan no 27, Samarinda. Syamstore is known to only sell original men's fashion products such as Wadezig, shining bright, hanaka, bronze which are sold at the lowest price range of 50,000 to 400,000. The lower service assessment at Moodzy store shows that product sales are still low compared to Syamstore, so it is necessary to make in-depth efforts so that consumer buying interest can survive by implementing various marketing strategies.

The marketing strategy that can be applied by Moodzystore is to pay more attention to price factors, product quality and affordable locations. In line with the results of Marlia's research (2018), which explains that increasing purchasing decisions can be done and supported by product strategies, affordable selling prices, promotion, service, and physical facilities are included in the 5P marketing strategy. This illustrates the large role of price factors, product quality and location on Purchasing Decisions.

If we look at the problems above, further studies are needed regarding this. "The Influence of Price, Product Quality, and Location on Purchasing Decisions at Moodzy Store Samarinda".

This research is a quantitative research, which is expressed in numbers and analyzed statistically (Sugiyono, 2015). The use of quantitative methods aims to explain the relationship between variables forming the model. The survey method is used to obtain data using an instrument in the form of a questionnaire, and the data collected is limited to the sample. The research approach in the study is causal comparative or cause and effect relationship, where variables are compared in different subjects without giving treatment to the variables (Ibrahim et al., 2018).

The population referred to in this study is a group of people, events or interesting things determined by the researcher to be studied and then draw conclusions (Sekaran & Bougie, 2016). The population in this study is consumers of Moodzy Store Samarinda.

Samples are part of the population (Sekaran & Bougie, 2016). Nonprobability sampling is used for sampling, where the type of sampling technique does not provide equal opportunities or chances for each population. The sampling method uses purposive sampling, namely samples taken based on the opinion of the researcher regarding which sample is most appropriate (Sugiyono, 2015). The sample is calculated based on the Lameshow formula, because the number of research populations is unknown.

In this study, data sources come from primary and secondary data. Primary data is obtained directly in the field and given to data collectors. Primary data also comes from

data directly on the object to be researched, while secondary data comes from document studies and previous research journal information.

Result

The normality

Validity and Reliability Test Results

Table 1. Validity Test Results

| Variables | Item | Correlation Coefficient (r count) | r table | Information |
|-------------------------|------|--------------------------------------|---------|-------------|
| <i>Price(X1)</i> | X1.1 | 0.773** | 0.196 | Valid |
| | X1.2 | 0.703** | 0.196 | Valid |
| | X1.3 | 0.765** | 0.196 | Valid |
| | X1.4 | 0.727** | 0.196 | Valid |
| | X1.5 | 0.772** | 0.196 | Valid |
| | X1.6 | 0.799** | 0.196 | Valid |
| | X1.7 | 0.774** | 0.196 | Valid |
| | X1.8 | 0.748** | 0.196 | Valid |
| Product quality (X2) | X2.1 | 0.792** | 0.196 | Valid |
| | X2.2 | 0.804** | 0.196 | Valid |
| | X2.3 | 0.767** | 0.196 | Valid |
| | X2.4 | 0.810** | 0.196 | Valid |
| | X2.5 | 0.791** | 0.196 | Valid |
| | X2.6 | 0.828** | 0.196 | Valid |
| | X3.1 | 0.823** | 0.196 | Valid |
| | X3.2 | 0.756** | 0.196 | Valid |
| | X3.3 | 0.762** | 0.196 | Valid |
| | X3.4 | 0.743** | 0.196 | Valid |
| | X3.5 | 0.776** | 0.196 | Valid |
| | X3.6 | 0.750** | 0.196 | Valid |
| | X3.7 | 0.714** | 0.196 | Valid |
| | X3.8 | 0.753** | 0.196 | Valid |
| | Y1 | 0.827** | 0.196 | Valid |
| | Y2 | 0.764** | 0.196 | Valid |
| | Y3 | 0.750** | 0.196 | Valid |
| | Y4 | 0.745** | 0.196 | Valid |
| | Y5 | 0.777** | 0.196 | Valid |
| | Y6 | 0.749** | 0.196 | Valid |
| | Y7 | 0.792** | 0.196 | Valid |
| | Y8 | 0.739** | 0.196 | Valid |
| | Y9 | 0.761** | 0.196 | Valid |
| | Y10 | 0.765** | 0.196 | Valid |

Source: SPSS 26 test results (Primary data processed, 2024)

When viewed from the results of the analysis of the validity test of the four variables, it shows that each statement item in the four variables of price, product quality, location and purchasing decision has a calculated r result that is greater than

the r table value, namely 0.196, so that r indicates that all statement items from the four variables, namely price (X1), product quality (X2), location (X3), and purchasing decision (Y) are valid.

Table 2. Reliability Test Results

| Variables | <i>Cronbach's Alpha</i> | Standard Criteria | Information |
|-----------------------|-------------------------|-------------------|-------------|
| Price(X1) | 0.894 | ≥ 0.6 | Reliable |
| Product quality (X2) | 0.884 | ≥ 0.6 | Reliable |
| Location (X3) | 0.894 | ≥ 0.6 | Reliable |
| Purchase decision (Y) | 0.921 | ≥ 0.6 | Reliable |

Source: SPSS 26 test results (Primary data processed, 2024)

The reliability data above shows that each variable tested in this study, namely price (X1), product quality (X2), location (X3), and purchasing decision (Y) has a Cronbach's alpha value ranging from 0.884 to 0.921 or greater than > 0.6 , so it can be concluded that the questionnaire used in this study is reliable and can be used as a data collection instrument.

A. Classical Assumption Test Results

Table 3.

| Normality Test Results | | |
|-------------------------|------------------------|-------------------------|
| Kolmogorov-Smirnov test | | Unstandardized Residual |
| X1,X2,X3>Y | Test Statistics | 0.073 |
| | Asymp. Sig. (2-tailed) | 0.200 |

Source: SPSS 26 test results (Primary data processed, 2024)

If we look at the data from the results of the normality test analysis above with the Kolmogorov-Smirnov statistical test, it shows a Sig (2-tailed) value of 0.200 or greater than 0.05, so it can be concluded that the data is normally distributed.

Table 4. Multicollinearity Test Results

| Variables | Tolerance | VIF | Information |
|----------------------|-----------|-------|-------------------------------|
| Price (X1) | 0.157 | 6.365 | There is no multicollinearity |
| Product quality (X2) | 0.173 | 5,795 | There is no multicollinearity |
| Location (X3) | 0.164 | 6,083 | There is no multicollinearity |

Source: SPSS 26 test results (Primary data processed, 2024)

The data from the analysis results above can be seen that the results of the calculation of the tolerance of the three variables (price, product quality, location) show that there are no independent variables that have a tolerance value ≤ 0.10 and

a VIF value > 10. When viewed from the tolerance value of the price variable (0.157), product quality (0.173), and location (0.164), where each value is greater than 0.10 with the VIF value of all independent variables less than 10. This means that no symptoms of multicollinearity were found in all research variables in the regression test analysis.

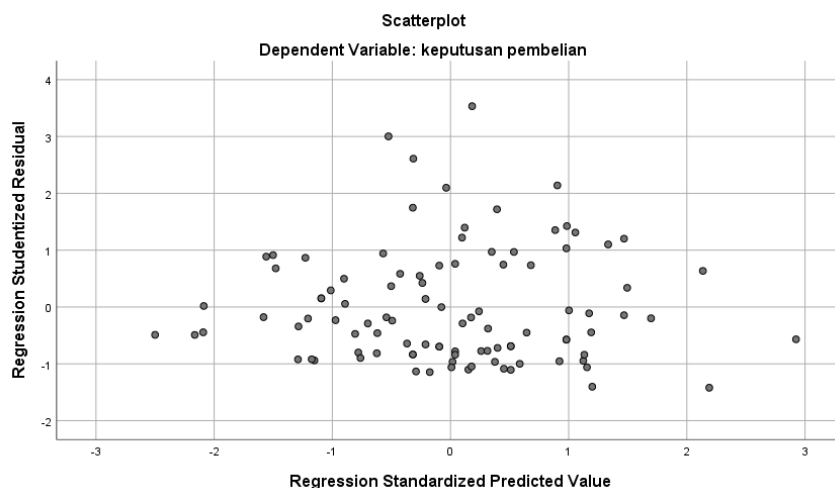


Figure 1. Heteroscedasticity Test Results

Based on the graph above, it can be seen that the distribution of points is far apart and spread randomly without forming a pattern, so it can be said that there is no heteroscedasticity problem in the regression model.

Multiple Linear Regression Analysis Test Results

Table 5. Regression Equation Test Results

| Variables | Regression coefficient | t | Sig. | Information |
|----------------------|------------------------|---------|-------|-------------|
| (Constant) | 2,462 | 1,545 | | |
| Price (X1) | 0.222 | 1,872 | 0.064 | Ha rejected |
| Product quality (X2) | 0.630 | 4.415 | 0.000 | Ha accepted |
| Location (X3) | 0.490 | 4.366 | 0.000 | Ha accepted |
| F count | | 211.066 | | |
| F-sig | | 0,000 | | |

Source: SPSS 26 test results (Primary data processed, 2024)

Based on the results of the analysis above, the multiple linear regression equation in this study is as follows:

$$(Y) = 2,462 + 0.222X1 + 0.630X2 + 0.490X3 + 0.05$$

If we look at the results of the regression equation above, it can be explained as follows:

- The constant value (a) has a positive value of 2.462, where the positive sign indicates a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables of price (X1),

- product quality (X2) and location (X3) are worth 0 percent or do not change, then the value of the purchasing decision is 2.462.
- The coefficient value for the price variable (X1) is 0.222, indicating that the price variable has a positive and significant influence on purchasing decisions, meaning that each unit increase in the price variable will influence purchasing decisions by 0.222.
 - The coefficient value for the product quality variable (X2) is 0.630, indicating that the product quality variable has a positive and significant influence on purchasing decisions, which means that each unit increase in the product quality variable will influence purchasing decisions by 0.630.
 - The coefficient value for the location variable (X3) is 0.490, indicating that the location variable has a positive and significant influence on purchasing decisions, meaning that each unit increase in the location variable will influence purchasing decisions by 0.490.

| Correlations | | | | | |
|---------------------|---------------------|--------|-----------------|--------|---------------------|
| | | harga | kualitas produk | lokasi | keputusan pembelian |
| harga | Pearson Correlation | 1 | .888** | .893** | .881** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| kualitas produk | Pearson Correlation | .888** | 1 | .882** | .901** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| lokasi | Pearson Correlation | .893** | .882** | 1 | .902** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| keputusan pembelian | Pearson Correlation | .881** | .901** | .902** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

Figure 2. Correlation Coefficient Test Results

Based on the results of the correlation analysis above, it shows that there is a significant relationship between the variables of price, product quality and location with the decision to purchase Moodzy store products. This is indicated by the p value of each <0.05. The correlation coefficient value is in the interval of 0.881-0.902 or is included in the category of a very strong correlation so that the relationship between each variable is quite high.

Table 6. Results of the Coefficient of Determination (R²)

| Model Summary ^b |
|----------------------------|
|----------------------------|

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|----------|-------------------|----------------------------|
| a. Predictors: (Constant), location, product quality, price | | | | |
| b. Dependent Variable: purchasing decision | | | | |

Source: SPSS 26 test results (Primary data processed, 2024)

The results of the determination coefficient analysis above obtained a determination coefficient value (Adjusted R Square) of 0.864, which shows that 86.4% of the purchasing decision variables can be explained by the independent variables (price, product quality, location), the rest ($100\% - 86.4\% = 13.6\%$) is explained by other factors outside the variables that are not included in this study.

Hypothesis Test Results

| Coefficients ^a | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|-------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.462 | 1.594 | | 1.545 | 0.126 |
| | harga | 0.222 | 0.119 | 0.175 | 1.872 | 0.064 |
| | kualitas produk | 0.630 | 0.143 | 0.394 | 4.415 | 0.000 |
| | lokasi | 0.490 | 0.112 | 0.399 | 4.366 | 0.000 |

a. Dependent Variable: keputusan pembelian

Figure 3. Statistical t-Test Results

Based on the data from the regression analysis results shown in the table above, the results of testing the hypothesis of each variable are as follows:

H1 :The statistical value of the first hypothesis t count is 1.872 and the t table value is 1.984 so it can be said that the t count value is smaller than the t table and the significant value obtained is 0.064 or greater than 0.05 so it can be said that the hypothesis is rejected or the price does not have a significant effect on the decision to purchase products at the Moodzy store.

H2 :The statistical value of the second hypothesis t count is 4.415 and the t table value is 1.984 so it can be said that the t count value is greater than the t table and the significant value obtained is 0.000 or less than 0.05 so it can be said that the hypothesis is accepted or product quality has a significant effect on the decision to purchase Moodzy store products.

H3 :The statistical value of the third hypothesis t count is 4.366 and the t table value is 1.984 so it can be said that the t count value is greater than the t table and the significant value obtained is 0.000 or less than 0.05 so it can be said that the hypothesis is accepted or the location has a significant effect on the decision to purchase Moodzy store products.

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2533.876 | 3 | 844.625 | 211.066 | .000 ^b |
| | Residual | 384.164 | 96 | 4.002 | | |
| | Total | 2918.040 | 99 | | | |

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), lokasi, kualitas produk, harga

Figure 4. Results of the F Statistical Test

In this study, namely price (X1), product quality (X2), and location (X3), simultaneously relate to the dependent variable, namely purchasing decisions (Y). Based on the table above, the calculated F value is 211.066 where this value is greater than the F table = 3.090 with a significance value of 0.000, where this value is much smaller than 0.05, so it can be said that the price variables (X1), product quality (X2), and location (X3) together or simultaneously have a significant effect on purchasing decisions for Moodzy store products.

The Influence of Price (X1), Product Quality (X2) and Location (X3) on Purchasing Decisions (Y)

The analysis data shows the influence of independent variables simultaneously or together, namely price, product quality and location on purchasing decisions. This means that there is a significant simultaneous influence between price, product quality on purchasing decisions for Moodzy store products. The higher and better the price, product quality and location of the Moodzy store, the higher the respondent's purchasing decision. In other words, the price, product quality and location of the Moodzy Store product are considered quite good and really need to be considered for making a purchase. The results of this study are not much different from previous studies, which explain that product quality, price perception and location strategy have a significant effect on the purchase decision of Raza Distro Rantauprapat (Panjaitan et al., 2019). This statement is reinforced by the results of the study, Abdullah et al., (2022) that the independent variables (Product Quality, Price and Location) together have a significant effect on (Purchase Decisions) at JANETA Fashion.

The influence of each variable of price, product quality and location simultaneously on the decision to purchase moodzy store products is also indicated by the determination coefficient value of 0.864 or 86.4%. When viewed from the correlation coefficient value, the location variable has the largest value of 0.902 or is included in having the strongest relationship with purchasing decisions compared to the product quality and price variables which have correlation coefficient values of 0.901 and 0.881 respectively.

Influence of Price (X1) on Purchasing Decisions (Y)

Based on the results of data analysis with multiple linear regression, it can be seen that the price variable does not significantly affect the purchasing decision of Moodzy store products or the hypothesis is rejected. This means that the presence of the product price variable does not affect the purchasing decision of respondents on Moodzy store products. In other words, the presence of price variable indicators such as price affordability, competitiveness, product quality, and benefits of Moodzy store products have not been able to influence respondents' purchasing decisions. The test

results also show that the competitiveness indicator obtained the lowest average value, which illustrates that the competitiveness of Moodzy store products is still low so that it can indirectly influence respondents' purchasing decisions. However, the prices of local brands at Moodzy store can also be said to be quite affordable and often provide discounts or price cuts to consumers so that they can be used well to attract potential consumers. Providing discounts and price cuts is one of the strategies marketing chosen by Moodzy store to attract attention and increase purchasing decisions. This is in accordance with the theory of Kotler & Keller (2016) which defines price as the cost that must be paid and incurred by buyers for goods or services. The provision of discounts on Moodzy store products will indirectly provide benefits to prospective consumers to make payments at special prices and they will benefit from the products purchased.

Based on the data from the questionnaire findings for each price variable, it can be seen that Affordability, where the majority of respondents stated that they agreed regarding the local brand Moodzy store. There are two sub-indicators in the price affordability indicator, namely suitability and comparison. The results obtained indicate that the prices offered by Moodzy store products are affordable and the prices of Moodzy Store products are relatively cheaper compared to other similar products.

Competitiveness, shows that the majority of respondents agree, where there are two sub-indicators in the competitiveness indicator, namely innovation and recommendations. The results of the questionnaire analysis show that Moodzy store products offer unique innovations compared to other brands and the average consumer buys Moodzy products after being recommended by someone close to them.

Product quality, can be interpreted that the majority of respondents agreed with the product quality statement item. Product quality consists of two sub-indicators, namely stitching and raw materials. The results of the analysis show that the stitching of the Moodzy brand product is neat and the raw materials of the product are of high quality.

Benefits, shows the majority of respondents agree with the benefit statement item. Benefits consist of two sub-indicators, namely durability and comfort. The results of the analysis show that Moodzy brand products have good durability and are comfortable when used.

The absence of a significant influence between price and the decision to purchase Moodzy store products in this case illustrates that the price of Moodzy store products is not diverse enough and is still unable to compete with competitors who sell similar products or in other words the product price is not competitive (Abdullah et al., 2022). The price variable that does not affect the decision to purchase Moodzy store products can also be caused by the price of the products offered by Moodzy store for some young people is still not affordable, and there are still no programs such as discounts, cashback and free shipping for online purchases (Aisyah et al, 2021). The results of this study are known to be in line with the research of Yakin & Hutaaruk (2023), which explains that price is stated to have a negative and insignificant influence on the Purchase Decision variable. This is supported by the results of the research analysis, which shows that not many people recommend buying Moodzy store products, especially from the lower middle class. This also illustrates that the Moodzy store purchasing decision is not influenced by the price of the product, where respondents will see and consider other variables such as product quality and location before buying. The absence of price influence on purchasing decisions partially was also revealed by, that price does not have a partial effect on purchasing decisions for jackets at the happythriftstuff thriftshop (Larasati & Hegiarto, 2024).

The Influence of Product Quality (X2) on Purchasing Decisions (Y)

When viewed from the results of the analysis of the second hypothesis, it is known that the product quality variable has a significant effect on the decision to purchase Moodzy store products or the second hypothesis is accepted. This means that product quality indicators ranging from performance, features, and style or design of products from the moodzy store can increase purchasing decisions for respondents. Based on the test results on each indicator, it is known that the features of the moodzy store product play an important role and are indicators with the highest average value so that respondents agree with the existence of these features. The existence of features from the moodzy store is able to shape the perception of respondents to make product purchases.

The good quality of Moodzy store products, supported by respondent satisfaction regarding the diversity of designs offered and product designs that look up to date can indirectly also increase consumer purchasing decisions. In line with the results of Yuliantie's research analysis (2021), which explains that the quality of Moodzy store products in terms of comfort of use and attractive models is one of the superior factors that can improve product quality. The existence of products with various and attractive models starting from fashion product designs will increase purchasing decisions for products. This statement is in line with the theory of Kotler et al., (2018) that a product is something that is offered to prospective consumers and needs to pay attention to and consider the quality, features and design of the product in order to describe the product.

Based on the results of the questionnaire analysis, the Moodzy store product quality variable indicators are presented as follows:

1. Performance, can be interpreted that the majority of respondents agreed with the statement. There are two sub-indicators in the performance indicator, namely product consistency and fashionable. The results obtained show that moodzy products are always consistent in quality and have the latest models.
2. Features, can be interpreted that the majority of respondents agreed with the statement related to the feature variable. There are two sub-indicators in the feature indicator, namely size and design. The results obtained show that moodzy products have various types and consumers are satisfied with the diversity of designs.
3. Product style and design, it can be interpreted that the majority of respondents agreed with the statement. There are two sub-indicators in the product style and design indicator, namely aesthetics and trendiness. The results obtained show that moodzy products have attractive designs and their designs are always up to date.

The results of subsequent studies have also concluded that in testing the product quality hypothesis (X2) on purchasing decisions, it has been proven to have a positive and significant effect. When viewed from the results of this study, it can be concluded that the better the quality of the Moodzy store product, the higher the respondent's purchasing decision. In this case, the quality of the product that is appropriate and in accordance with the quality and benefits that consumers will obtain plays a very important role and increases consumer interest in buying. In other words, the products offered by the Moodzy store must be able to meet the standards required by consumers. Consistency in fulfilling the expectations and needs of the community can increase consumer purchasing decisions (Septiyani et al., 2023).

The Influence of Location (X3) on Purchasing Decisions (Y)

The results of data analysis with multiple linear regression show that the location variable has a significant positive effect on the purchasing decision of Moodzy store products. This means that the third hypothesis is accepted and the better the location of the Moodzy store, the higher the respondent's purchasing decision. Conversely, if the location is not strategic, this can affect the purchasing decision. This means that the better and more strategic the location indicators of the Moodzy store, namely access, visibility, parking and the environment of the Moodzy store are quite strategic so that it makes it very easy for potential consumers to buy products. When viewed from the results of the questionnaire analysis, it is also known that the indicator that plays the most role in influencing purchasing decisions from the location variable is access from the Moodzy store itself which is easy to reach and clearly visible. The existence of access from a Moodzy store that is already strategic is in line with previous theories, where the location of a company is strategic and affordable will influence potential consumers to make purchases of the products offered (Rizal et al., 2017).

Based on the findings of the sub-indicator indicator questionnaire from the location:

1. Access, can be interpreted that the majority of respondents chose the agree option. There are two sub-indicators in the access indicator, namely easy to reach and strategic location, where when viewed from the analysis results, the location of the moodzy store is easy to reach with its location on the side of the road, making it easier for consumers and easy to find placement.
2. Visibility, it can be interpreted that the majority of respondents agreed. There are two sub-indicators in the visibility indicator, namely store signs and lighting. The results obtained indicate that moodzy has clear signs that help consumers and lighting at night that looks attractive.
3. Parking, it can be interpreted that the majority of respondents agreed. There are two sub-indicators in the parking indicator, namely spacious and safe. The results obtained show that the area of the moodzy parking area is sufficient to accommodate the number of consumer vehicles so that this can satisfy consumers and the parking area is safe.
4. Environment, it can be interpreted that the majority of respondents stated that they agreed with the statement item. There are two sub-indicators in the environmental indicator, namely ease of accessibility and environmental safety. The results obtained show that the moodzy location is easily accessible by all transportation and the environment is considered safe for shopping.

The location of the Moodzy store is quite good and strategic, supported by the results of the questionnaire analysis, where the location of Moodzy is easy to reach because it is located on the side of the road and has a fairly adequate parking area. The significant influence of location on the decision to purchase Moodzy store products is in line with previous research, that the location variable has a significant effect on the purchasing decision of Naja Putra Demak Clothing Store (Nurkholifah et al., 2024). The same results also show that location has a significant positive effect on purchasing decisions. This means that the strategic location of the Moodzy store is able influence respondents' decisions in purchasing products (Yakin & Hutaaruk, 2023).

The results of this study are inversely proportional to the results of previous studies, which revealed that partially Location (X3) does not have a significant influence on Purchasing Decisions (Y). This can be influenced by technological advances, where currently more and more consumers are making purchases online through digital platforms, so consumers will prefer to make purchases practically and easily online without coming directly to the offstore (Abdullah et al., 2022).

Conclusion

Based on the results of the research analysis and discussion that have been described previously, it can be concluded that the results of the statistical analysis show that simultaneously the variables of price, product quality and location have a significant effect on purchasing decisions on Moodzy store Samarinda products. The results of this study prove that price, product quality and location of the Moodzy store are important factors included in the marketing strategy to increase purchasing decisions. Products with affordable prices, trusted product quality and strategic locations can increase purchasing decisions for Moodzy store consumers. The results of the statistical analysis show that partially the price variable does not have a significant effect on purchasing decisions on Moodzy store Samarinda products. The results of this study indicate that the problem of the price of local fashion brand products offered by Moodzy store has not been able to influence consumers to make purchases. The product quality variable partially has a significant effect on purchasing decisions on Moodzy store Samarinda products. The results of this study state that the quality of local fashion brand products Moodzy store is one of the factors that most influences consumer purchasing decisions. Because if a product has superior product quality, it can indirectly encourage potential consumers to make purchases. The location variable partially has a significant effect on purchasing decisions on Moodzy store Samarinda products. The results of this study prove that location is a marketing strategy that can be used to increase purchasing decisions.

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