

EFFECT ON QUALITY OF SERVICE, LOCATION AND THE PRICE ON THE DECISION PURCHASE OF CONSUMERS (Pharmacy Case Study Rini Rawamangun)

Achmad Yusuf Pariyanto

Indonesian College of Economics, Jakarta

achmady019@gmail.com

Abstract

The purpose of this study describes the effect of Service Quality, Location, and Price on Consumer Purchasing Decisions at Rini Pharmacy. In this study, the collection and analysis of data by seeking the opinion of the subject, namely from as many as 98 consumers who were selected through questionnaire data selected by the sampling technique Slovin formula. The results show that the reliability test of each variable Service Quality (X_1), Location (X_2) and Price (X_3) and Purchase Decision (Y) is greater than 0.6, namely 0.783 for Service Quality, 0.780 for Location, 0.783 Price, and 0.780 for the Purchasing Decision variable, it means that all variables in this study are declared reliable. The results of the study concluded that there was a significant influence between all variables on consumer purchasing decisions.

***Keywords* : Service Quality, Location, Price to Decision Purchase**

I. INTRODUCTION

With the era of globalization and the rapid development of technology, we are required to be smarter and more alert in choosing and purchasing a drug, especially at pharmacies that are widely scattered so that consumers are more careful in choosing competitive prices and the best quality. Advances in communication technology also play a role in increasing the intensity of competition, because they provide customers with access to more information about the various kinds of products offered.

With many choices of places and drug sales prices, the competition between pharmacies is increasing rapidly, there is a lot of diversification and service being developed by pharmacies in sales methods so that consumers are increasingly tempted to become attracted and become loyal to pharmacies. (Sulistyanto: 2015)

For service provider organizations, service quality is a measure of how precisely the level of service offered by the company or service provider can meet the service standards expected by customers. According to Kotler in Lupiyoadi (2014) "service quality is any action or activity that can be offered by one party to another, basically intangible and does not result in any transfer of ownership. The production of services may or may not be related to physical products.

Service quality and efficient strategic location selection are marketing strategies that encourage companies to achieve success. One way is by improving service quality, understanding, and treating employees appropriately. Because, employees who have contact with customers are a key source for service companies. Consumers are people who convey their wishes to the company. The company's job is to handle it in order to make a profit. More and more companies are recognizing the importance of satisfying and retaining existing customers. Satisfied consumers are usually associated with customer survival.

In establishing a pharmacy is a strategic location and place. Where

it must still consider the distribution and distribution of health services, population, and the purchasing power of the population around the pharmacy location, environmental health, security and easily accessible to the public by vehicle.

With the best and mature management and strategy, this line of pharmacy will be able to grow rapidly, be famous, be able to compete with other pharmacies and of course sell and can be trusted to provide maximum service to all people.

Research Purposes

The objectives of this study are:

1. To find out how much influence the quality of service has on purchasing decisions.
2. To find out how much influence location has on purchasing decisions.
3. To find out how much influence the price has on purchasing decisions.
4. To find out how much influence service quality, location, and price have on purchasing decisions.

II. LITERATURE REVIEW

2.1 Research Review

The first research in this study was conducted by Hari Kurniawan with the title of research on the Relationship between Service Quality and

Purchase Intention at Pharmacy X Yogyakarta (2015). This study used a descriptive cross-sectional research design. The results showed that 46.8% of the independent variables were able to explain the dependent variable, while 53.2% were influenced by other independent variables not included in this study.

The second research in this study was conducted by Marwan Jhon Erixson Sinaga with the research title The Effect of Product Quality, Price and Promotion on Purchasing Decisions at PT. Surgika Alkesindo Medan (2019). The results of the research on the hypothesis show that product quality, price and promotion simultaneously or partially have a significant effect on purchasing decisions and price is the most dominant factor in influencing purchasing decisions.

The third research in this study was conducted by Irzaldi Yazid with the title of research The effect of service quality and price on purchasing decisions. The results showed the effect of service quality on purchasing decisions of Gadjah Mada K-24 Pharmacy, to analyze the effect of price on purchasing decisions of Gadjah Mada K-24 Pharmacy, and to analyze the effect of service quality and price on purchasing decisions at the K-24 Gadjah Mada Pharmacy.

The fourth research in this study was conducted by Ni Putu Novia Karlina (2015). The purpose of this research is to determine how the influence of brand image and product quality on product purchasing decisions of PT. Pak Oles Tokcer's work. Based on the research, it has a significant effect on the purchase decision of PT. The work of Mr. Oles Tokcer Denpasar.

The fifth research in this study was conducted by Nani Ernawati (2017). The results showed that satisfaction is a moderating variable that strengthens the effect of service quality on community loyalty who uses health clinic services in Bandung.

The sixth research in this study was conducted by Chia-Nan Wang,

Dinh-Chien Dang, Nguyen Van Thanh² & Pham Ky Quang in (2018). A brief analysis of quantitative studies shows that the factors affected are price and process, convenience, and people. who answered the interview agreed that price and product were important factors for them to go to the drugstore. Hence, policy and sales makers must pay attention to customer needs in conducting the drugstore business.

The seventh research in this study was conducted by Jose with the title of research on consumer buying behavior and attitudes towards drugs (2019) The pharmaceutical industry is the fastest growing industry in India. The value is over US 40 billion dollars. India exports large quantities of drugs to various parts of the world.

The eighth research in this study was conducted by Mohd. Ayub, Prof. M. Mustafa (2017) Consumer purchasing behavior from customers to buy drugs is much different from other products. Customers can avoid many things but cannot ignore drugs. Purchasing behavior of customers cannot be the same all across India it may differ from location to location. There are various factors that are responsible for consumer purchasing behavior in retail pharmacies. The purpose of this study was to find consumer purchasing behavior from unorganized retail pharmacies in Delhi and NCR. The aim of this study is to understand the challenges that arise from disorganized pharmaceuticals due to consumer purchasing behavior. emerged as an online retail center and organized retail pharmacy.

2.2 Definition of Marketing

According to Kotler and Armstrong (2014) states The process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. This definition implies that, Marketing is the process by which companies create value for customers and build strong relationships with customers,

with the aim of capturing value from customers in return.

According to Hasan (2013: 4), "Marketing is the process of identifying, creating and communicating value, as well as maintaining satisfying customer relationships to maximize company profits. According to Jhon w. Mullins & Orville C. Walker, Jr (2013: 5), marketing is a social process involving the activities necessary to enable ion individuals and organizations to obtain what they need and want through exchange with others and to develop ongoing exchange relationships. This definition implies that marketing is a social process that involves activities that are required to enable individuals and organizations to get what they need and want through exchanging with others and developing sustainable exchange relationships.

2.3 Quality of Service

Kotler in Lupiyoadi (2014: 7) "Service Quality is any action or activity that can be offered by one party to another, basically it is intangible and does not result in any transfer of ownership. The production of services may or may not be related to physical products.

According to Kotler in Tjijptono (2014), in general, service characteristics consist of intangibility, inseparability, variability / heterogeneity, perishability and lack of ownership:

1. Intangibility: Services are different from goods. If goods are an object, tool or thing, service is an act, action, experience, process, performance or effort. Therefore, services cannot be seen, tasted, smelled, heard or touched before they are bought and consumed.
2. Inseparability: Goods are usually produced then sold and then consumed. Meanwhile, services are generally sold first, then produced and consumed at the same time and place.
3. Heterogeneity / variability / inconsistency: Services are highly variable because they are non-standardized outputs, meaning that there are many

variations in shape, quality and type, depending on who, when and where the service is produced.

4. Perishability: Means that the service cannot be stored and does not last long.

5. Lack of Ownership: The basic difference between goods and services. In purchasing goods, consumers have full rights to the use and benefits of the products they buy. They can consume, deviate or sell it. On the other hand, when purchasing services, customers will only have personal access and for a limited period of time.

2.4 Location

Location according to Tjiptono (2015: 345) Location refers to various marketing activities that try to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. Meanwhile, according to Kotler and Armstrong (2014: 76) "place includes company activities that make the product available to target consumers".

The key factor in determining the location, was also stated by Hendra Fure (2013: 276) as follows:

1. The location is easy to reach.
2. Availability of parking space.
3. Ample place.
4. Comfortable environment.

2.5 Price Perception

Every company always pursues profit for sustainable production.

The profit earned is determined by the pricing offered. The price of a product is determined from the sacrifices made to produce services and the expected profit or profit. Therefore, determining the product price of a company is an important issue.

According to Suparyanto and Rosad (2015: 141), price is the amount of something that has a general value in the form of money that must be sacrificed to get a product.

According to Kotler and Armstrong (2013: 151), the amount of money charged for a good or service or the amount of money that consumers exchange for the benefits of owning or using the product or service.

According to Kotler and Armstrong, translation of Sabran (2012: 278), there are four indicators that are price, namely:

1. Price affordability, namely the ability of consumers to buy the products or services offered.
2. The suitability of price with product quality, which is a positive relationship with the quality of a product, so consumers will compare one product to another, then consumers make the decision to buy a product.
3. Price competitiveness is defined as the relative price position of one competitor to another.
4. The suitability of price and benefits, there is a positive relationship between price and benefits obtained after consumers use a product.

2.6 Purchasing Decisions

According to J. Paul Peter Jerry C Olson (2013: 06) The definition of consumer behavior (Customer Behavior) is a dynamic interaction between

influence and awareness, behavior, and the environment in which humans exchange aspects of life.

Indicators of purchasing decisions according to Kotler and Keller which have been translated by Bob Sabran (in Aldy Zulyanecha 2013: 52) there are five purchase decisions made by buyers, namely

1. Product Options: The buyer can decide to buy a product or use the money for other purposes. In this case the company must decide its attention to the people who are interested in buying a product and the alternatives they are considering.
2. Brand Choice: The buyer has to make a decision about which brand to buy. Each brand has its own differences. In this case the company must know how consumers choose all brands.
3. Choice of Reseller: The buyer must make a decision on which coating to visit. Every buyer has different considerations in terms of determining a supplier, which can be due to factors of close location, low prices, complete inventory and others.
4. Purchase Time: Buyer's decision in choosing the time varies, for example, every day, every week, every month and others.
5. Purchase Quantity: Buyers can make decisions about how many products to buy. In this case the company must prepare the number of products according to the different desires of the buyers.
6. Payment methods: Consumers can make decisions about the payment methods that will be made in making decisions to use products or services. Currently, purchasing decisions are not only influenced by cultural, environmental and family aspects, purchasing decisions are also influenced by the technology used in the purchase transaction.

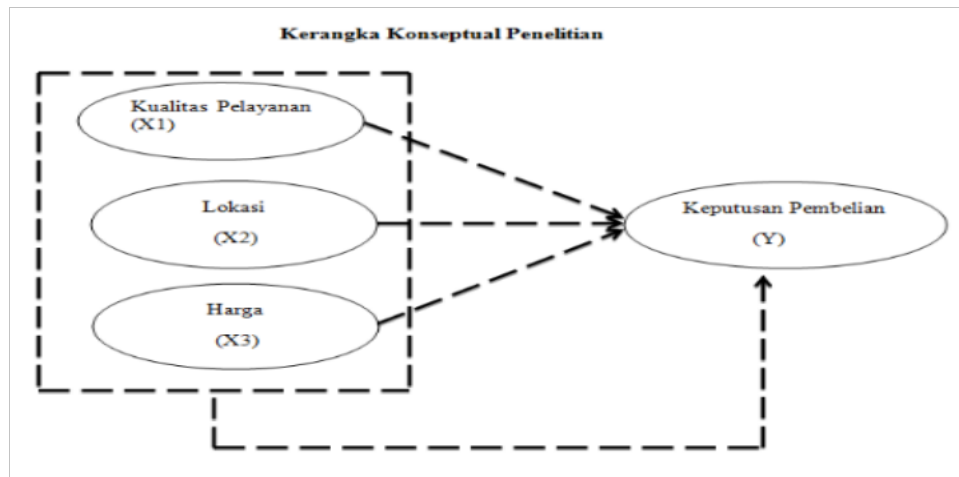
2.7 Relationship Between Research Variables

Service quality, location, and price are important things that can influence consumer post-purchase decisions stating that high service quality results in a high purchasing decision as well. If the service received or felt by consumers matches or even exceeds consumer expectations, then the service is considered to be of quality and satisfactory. The second factor that influences consumer decisions is price. If the price set by a company is not in accordance with the benefits of the product, it can reduce the level of consumer purchasing decisions, and vice versa, if the price set by a company is in accordance with the benefits received, it will increase consumer purchasing decisions. Location can also influence consumer purchasing decisions. because the exact location of a company will have a beneficial impact, while the wrong location will be detrimental to the company. The right location facilitates access for potential customers to meet their needs and will provide a distinct advantage for a business to indirectly influence consumer purchasing decisions.

2.8 Hypothesis

Hypotheses are temporary answers to the formulation of research problems, therefore the formulation of research problems is usually arranged in the form of a question sentence. hypothesis as follows:

1. Service quality (X1) affects consumer purchasing decisions (Y).
2. Location (X2) affects consumer purchasing decisions (Y).
3. Price (X3) affects consumer purchasing decisions (Y).
4. Service Quality (X1), location (X2) and price (X3) affect the Purchasing Decision (Y).



III. RESEARCH METHODS

3.1 Research Strategy

The research strategy used by the researcher is an associative strategy which aims to determine the effect between variables, in this case the study identifies the extent of the influence of service quality (X1), location (X2), and price (X3), which are exogenous variables on purchasing decisions (Y) which is an endogenous variable.

3.2 Population and Research Sample

The population is all members of the subject under study. In this study the population is consumers who make purchases at the pharmacy rini on Jl. Balai Pustaka Timur No.11.

According to Anwar Sanusi (2017: 101) Slovin, including inaccuracy due to sampling errors that can still be tolerated. The formula used is as follows:

$$n = N / (1 + Ne^2)$$

Source: Anwar Sanusi (2017)

information :

n = Sample Size

N = Population Size

e = Error Rate (5%)

By using the calculation of the Slovin formula, the number of samples used in this study were 98 consumers who made transactions at the Rini Pharmacy, East Jakarta.

3.3 Research Instrument

This research instrument is a questionnaire. The questionnaire is a data collection technique that is carried out by providing a set of written statements to the respondent, which is efficient if the researcher knows exactly what variables to measure and what the respondent expects. To assess respondents' attitudes and perceptions, this study uses a likert scale research, which is a scale used to measure attitudes, opinions, perceptions of a person or group of people about certain events. Where the answer to each instrument item has a weighted value.

3.4 Test Instruments

Validity Test

Validity testing is done using the SPSS 23 for Window program, according to Dwi Priyatno (2014) the validity of the questionnaire questions is as follows:

1. If the Pearson Co
2. Relation > 0.3 then it can be declared valid
3. If the Pearson Correlation value < 0.3 , it can be declared invalid

Reliability Test

The variable is declared reliable with the following criteria:

1. If the Cronbach's Alpha value is > 0.6 then it is reliable
2. If the Cronbach's Alpha value < 0.6 then it is not reliable

A variable is said to be good if it has a Cronbach's Alpha value > 0.6 (Dwi Priyatno: 2014).

3.5 Partial Determination Coefficient Test

To find out the statistical data analysis tools used in this study using the coefficient of determination (R^2). According to Ghazali (2013: 97), the coefficient of determination (R^2) essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. A small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one independent variable provides almost all the information needed to predict the variation in the dependent variable.

Hypothesis Test

a. Effect of X_1 (Service Quality), X_2 (Location), and X_3 (Price) on Y (Purchase Decision).

$H_0: \rho_{y_{123}} = 0$: Population correlation coefficient between service quality, location, and the price with the purchase decision is insignificant.

$H_0: \rho_{y_{123}} \neq 0$: Population correlation coefficient between service quality, location, and prices with significant purchase decisions.

b. Determine the real level (α) of 5% (0.05)

c. Test criteria: H_0 is rejected, if the significance of $F < 0.05$

H_0 is accepted, if the significance $F \geq 0.05$

d. Conclusion.

If the results of hypothesis testing, either partially or simultaneously, H_0 is rejected, in other words the population correlation coefficient is significant,

it means that the value of KD can be used to explain the effect of changes in the independent variable on the dependent variable.

VI. RESEARCH RESULTS AND DISCUSSION

4.1 Description of Respondents

In this study, data sampling using a questionnaire, which is given to 98 consumers who make transactions at the pharmacy rini.

A. Characteristics of Respondents

The following will describe the characteristics of respondents consisting of gender and age, as follows:

1. Based on Gender

Based on the number of respondents who answered the statement, data was obtained about the gender of the respondents as can be seen from the following table:

Tabel 1. Distribution of Respondents by Gender

No	Jenis Kelamin	Frekuensi	Presentase
1	Laki-Laki	40	40.8%
2	Perempuan	58	59.2%
Jumlah		98	100%

Sumber: Data Primer yang telah diolah, 2020

Based on Table 1, it can be seen that the highest respondents are women as many as 58 people or 59.2%.

2. Based on Age

Based on the number of respondents who answered the statements from the distributed questionnaires, data was obtained regarding the age limit of respondents from the youngest to the oldest, as can be seen from the following table:

Tabel 2. Distribution of Respondents by Age

No	Usia (Tahun)	Frekuensi	Presentase
1	18-30	45	45.9%
2	31-40	39	39.8%
3	> 40	14	14.3%
Jumlah		98	100%

Sumber : Data Primer yang diolah, 2020

Based on Table 2, it can be seen that based on the age of the most respondents are 18-30 years old as many as 45 or 45.9%.

4.2 Validity Test Results

This validity test uses the Pearson correlation. Based on the Pearson Product Moment table for $n = 98$ with a significant level of 5%, then $df = 98 - 2$, and the value of r table is 0.198. If the value of each statement is more than 0.198, it is declared valid.

Tabel 3. Results of Testing the Validity of Service Quality Variables

Pernyataan (X1)	R Hitung	R tabel	Keterangan
P1	0,500	0,198	Valid
P2	0,464	0,198	Valid

P3	0,732	0,198	Valid
P4	0,542	0,198	Valid
P5	0,744	0,198	Valid
P6	0,711	0,198	Valid

Tabel 4. Results of Testing the Validity of Location Variables

Pernyataan (X2)	R Hitung	R tabel	Keterangan
P1	0,792	0,198	
P2	0,592	0,198	Valid
P3	0,747	0,198	Valid
P4	0,768	0,198	Valid
P5	0,842	0,198	Valid
P6	0,539	0,198	Valid

Tabel 5. Results of Testing the Validity of Price Variables

Pernyataan (X3)	R Hitung	R tabel	Keterangan
P1	0,819	0,198	
P2	0,804	0,198	Valid
P3	0,655	0,198	Valid
P4	0,686	0,198	Valid
P5	0,823	0,198	Valid
P6	0,587	0,198	Valid

Tabel 6. Results of Testing the Validity of Purchasing Decision Variables

Pernyataan (Y)	R Hitung	R tabel	Keterangan
P1	0,792	0,198	
P2	0,592	0,198	Valid
P3	0,747	0,198	Valid
P4	0,768	0,198	Valid
P5	0,842	0,198	Valid
P6	0,539	0,198	Valid

Based on Table 6, it is known that all the correlation values of the statement items that form the Purchasing Decision variable state that according to the $r_{count} > r_{table}$ criteria so that all statements of the Purchasing Decision variable in this study are declared valid.

4.3 Reliability Test Results

For reliability testing, Cronbach's Alpha method was used. A variable can be said to be reliable if it provides a reliability coefficient value of Cronbach's Alpha > 0.6

Tabel 7. Research Reliability Test Results

Variabel	Cronbac's	Reability	Keterangan
-----------------	------------------	------------------	-------------------

	Alpha Item		
X1	0,780	0,600	RELIABEL
X2	0,780	0,600	RELIABEL
X3	0,783	0,600	RELIABEL
Y	0,780	0,600	RELIABEL

Sumber: Data olah SPSS 23, 2020

Based on Table 7, there is a Cronbach's Alpha value of each variable Service Quality (X_1), Location (X_2) and Price (X_3) and Purchase Decision (Y) is greater than Cronbach's Alpha of 0.6 which is 0.783 for Service Quality (X_1), 0.780 for Location (X_2) and 0.783 for Price (X_3) and 0.780 for the Purchasing Decision variable (Y) means that all variables in this study are declared reliable. So it can be concluded that the indicators used by each dependent and independent variable can be trusted or reliable to be used as a variable measuring tool.

4.4 Analysis of Partial Determination Coefficients

1. The coefficient of determination of partial X_1 against Y

Table 8. Partial Correlation of Service Quality with Purchasing Decisions

Based on the results of table 8, the partial correlation coefficient between X_1 and Y is 0.585, thus the coefficient of determination of service quality on purchasing decisions can be calculated as follows:

Correlations

	Kualitas_Pelayanan	Keputusan_Pembelian
Kualitas_Pelayanan Pearson Correlation	1	.585**
Sig. (2-tailed)		.000
N	98	98

Keputusan_Pembelian	Pearson	.585**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	98	98

Sumber: Data diolah SPSS 23, 2020

$$KD2.13 = r_y2.132 \times 100\%$$

$$= 0.5852 \times 100\%$$

$$= 34.22\%$$

The coefficient value of service quality determination on purchasing decisions is 34.22%. Furthermore, it can be concluded that the effect of service quality on purchasing decisions is 34.22%, the rest is 65.78% influenced by other variables.

2. Partial Determination Coefficient X2 Against Y

Tabel 9. Partial Correlation of Location and Purchase Decisions

		Lokasi	Keputusan Pembelian
Lokasi	Pearson	1	.812**
	Correlation		
	Sig. (2-tailed)	.000	
	N	98	98
Keputusan Pembelian	Pearson	.812**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	98	98

Sumber: Data diolah SPSS 23, 2020

Contoh

Based on the results of table 9, the partial correlation coefficient between X2 and Y is 0.812, thus the location determination coefficient value on purchasing decisions can be calculated as follows:

$$KD_{2.13} = r_{y2.132} \times 100\%$$

$$= 0.8122 \times 100\%$$

$$= 65.93\%$$

The coefficient value of location determination on purchasing decisions is 65.93%. Furthermore, it can be concluded that the effect of location on purchasing decisions is 65.93%, the remaining 34.07% is influenced by other variables.

3. Coefficient of Partial Determination X3 to Y

Table 10. Partial Correlation of Price and Purchase Decisions

Correlations

		Harga	Keputusan Pembelian
Harga	Pearson Correlation	1	.826**
	Sig. (2-tailed)		.000
	N	98	98
Keputusan Pembelian	Pearson Correlation	.826**	1
	Sig. (2-tailed)	.000	
	N	98	98

Sumber: Data diolah SPSS 23, 2020

Based on the results of table 10, the partial correlation coefficient between X3 and Y is 0.826, thus the coefficient of price determination on purchasing decisions can be calculated as follows:

$$KD2.13 = r_{y2.132} \times 100\%$$

$$= 0.8262 \times 100\%$$

$$= 68.22\%$$

The coefficient value of price determination on purchasing decisions is 68.22%. Furthermore, it can be concluded that the effect of price on purchasing decisions is 68.22%, the remaining 31.78% is influenced by other variables.

4.5 Simultaneous Determination Coefficient Analysis

Table 11. Simultaneous Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.730	1.426

a. Predictors: (Constant), Harga, Kualitas_Pelayanan, Lokasi

b. Dependent Variable: Keputusan_Pembelian

Sumber : Data diolah SPSS 23,2020

Based on the results of the summary model, the simultaneous coefficient of determination between service quality, location and price on purchasing decisions is seen from the Adjusted R Square value of 0.730 or 73%, while the remaining 27% is influenced by other variables not examined in this study.

4.6 Hypothesis Test Results (F-Test)

Table 12. Simultaneous Hypothesis Results (F-Test)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	539.477	3	179.826	88.395	.000 ^b
	Residual	191.227	94	2.034		
	Total	730.704	97			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Harga, Kualitas_Pelayanan, Lokasi

Sumber : Data diolah SPSS 23,2020

Based on Table 4.12 it can be seen that the calculated F value is $88.395 > F_{table 2,700}$, with the real level (α) = 5%, with the denominator $(nk-1) = (98-3-1) = 94$ and the numerator $(k = 3)$. Significant value (Sig F) $(0.000) < \alpha (0.05)$, so that H_0 is rejected, and H_a is accepted, this means that there is a significant influence between the effect of service quality, location and price simultaneously on consumer purchasing decisions at the pharmacy line.

4.7 Hypothesis Test Results (T-Test)

Table 13. Partial Hypothesis Results (t test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.992	1.639		1.826	.071

Kualitas_Pelayanan	.157	.074	.139	2.123	.036
Lokasi	.312	.100	.328	3.134	.002
Harga	.421	.089	.473	4.711	.000

a. Dependent Variable: Keputusan_Pembelian

Sumber : Data diolah SPSS 23,2020

4.8 Discussion of Research Results

a. Effect of Service Quality on Purchasing Decisions

Based on the test results, it is proven that there is a significant effect of service quality on purchasing decisions. This strengthens the theory by Fandy Tjiptono (2014: 268) Service Quality focuses on efforts to meet the needs and desires of consumers and the accuracy of their delivery to balance consumer expectations of repurchase.

The results of this study are in line with that carried out by Hari Kurniawan (2015) that from the significant level t in this study rejected Ho and accepted Ha. The hypothesis states that Ho rejects and shows that the service quality variable has a significant effect on purchasing decisions. This is because the existing indicators are reasons for consumers to repurchase the product.

b. The Influence of Location on Purchasing Decisions

Based on the test results, it is evident that location has a significant effect on purchasing decisions. This strengthens the theory by Fandy Tjiptono (2016: 15). Location focuses on access that is often passed or easily accessible by means of transportation by buyers so that it provides great opportunities for purchases.

The results of this study are in line with the initial hypothesis of rejecting Ho and accepting Ha. The hypothesis states that Ho is rejected and shows that the location variable has a significant effect on purchasing decisions.

This is because indicators such as easy-to-reach location, availability of parking space, sufficient space and a comfortable environment meet consumer purchasing expectations.

c. The Effect of Price on Purchasing Decisions

Based on the test results, it is proven that there is a significant effect of price on purchasing decisions. This reinforces the theory by Kotler and Armstrong (2012: 278) that prices focus on indicators that affect purchases such as affordability, price suitability, price competitiveness and price compatibility with benefits.

The results of this study are in line with what was done by Irzaldi (2018) that from the significant level t in this study rejected H_0 and accepted H_a . The hypothesis states that H_0 is rejected and shows that the price variable has a significant effect on purchasing decisions. This is due to indicators such as price affordability, price suitability, price competitiveness and price compatibility with benefits.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

1. There is a positive and significant influence between the service quality variable (X_1) on purchasing decisions (Y), the results show that the value in the X_1 variable is 0.036, which means it is smaller than 0.05. So it can be concluded that service quality has a significant effect on purchasing decisions.

2. There is a positive and significant influence between the location variable (X_2) on purchasing decisions (Y), the results show that the value on variable X_2 is 0.002 which means it is less than 0.05. So it can be concluded that location has a significant effect on purchasing decisions.

3. There is a positive and significant influence between the price variable (X_3) on purchasing decisions (Y), the results show that the variable X_3 is 0.000, which means it is smaller than 0.05. So it can be concluded that the price has a significant effect on purchasing decisions.

4. From the overall results, 3 independent variables together show a significant influence on purchasing decisions. This is shown by the results of the hypothesis test which shows $F_{count} > F_{table}$ ($88,395 > 2,700$), so that H_a is accepted, and there is a significant influence between the variables of service quality, location and price simultaneously on consumer purchasing decisions at the Rini Pharmacy.

5.2 Suggestions

Based on the conclusions that have been stated above, the authors provide suggestions for this study as follows:

1. For the pharmacy Rini

Based on the results of the study, it shows that the service quality of the line pharmacy is good and it is hoped that it can be maintained for the continuity of re-purchases made by consumers. Better service will encourage consumers to repurchase the product. The strategic location factor encourages convenience for consumers to get products and easy access to locations, *aptek* locations that are centrally located and easily accessible from the transportation side make it easier for consumers to make repurchases. The price offered by Rini Pharmacy is currently very competitive and relatively affordable compared to other competitors, so this can be a factor that can be maintained by Rini Pharmacy in meeting consumer satisfaction expectations which will encourage repeat

purchases.

2. For related disciplines

It is hoped that in future studies to use a larger and wider sample size, and add other independent variables in order to answer what factors influence purchasing decisions such as product images or promotions because researchers realize that they are not optimal in doing research due to time factors. insufficient and adequate.

REFERENCES

Armstrong Garry, and Kotler Philip. 2013. Principles of Marketing. 12th Edition. Erlangga Publisher.

Armstrong, N. Kotler, P. 2012. Marketing Principles. Edition 12. Volume 1. Erlangga. Jakarta.

Brutu Feronika. 2015. Downloaded in September 2016.

Quality of Service with Consumer Decisions.

<http://ejournal.unp.ac.id/index.php/jhet/article/viewFile/5463/4318>

Dzikrina, Nisa. 2014. Downloaded in June 2015. Detailed Pharmacy Chart. Depok.

[http://lib.ui.ac.id/file?file=digital/2016-3/20391085-PR-Nisa%20Dzikrina%20Istighfaroh Report.pdf](http://lib.ui.ac.id/file?file=digital/2016-3/20391085-PR-Nisa%20Dzikrina%20Istighfaroh%20Report.pdf)

Fandy, Tjiptono 2014 Marketing Services in Service Quality. Gramedia Cawang. Jakarta.

Fandy, Tjiptono, PH.D. 2015. Onsite Marketing Strategy. Fourth Salemba Edition. Yogyakarta.

Ghozali, Imam. 2013. Multivariate Analysis Applications. Diponegoro University. Semarang.

Hawkins, D. I. and Mothersbaugh, D. L. 2013. Consumer Behavior Building Marketing Strategy. Vol. XII. McGraw: Hill.

Hendra, Fure. 2013. Location, Product Diversity, Price, and Service Quality Influence on Purchase Intention at Besehati Celaca Traditional Market. EMBA Journal. FE-USRM. Manado.

Hurriyati, Ratih 2015. Marketing Mix and Consumer Loyalty. Alfabeta. Bandung.

Orville C. Walker, and Jr. Jhon w. Mullins 2013. Downloaded 2014. Marketing Management. <http://library.binus.ac.id/eColls/eThesisdoc/Bab2/BAB%20%201801475185%20Lei%20kristina.pdf>

Murdiana 2018. Accessed 2020 pharmacy rini background

<https://swa.co.id/swa/listed-articles/apotek-rini-bertahan-40-tahun-dan-tetap-dicintai>

Paul, J. Peter Olson et al. 2013. Consumer Behavior and Marketing Strategy in Purchasing Decisions. Edition 9. Salemba Empat. Jakarta.

Philip, Kotler and Garry, et al. 2008 & 2012. Marketing Principles. Edition 13. Volume 1. Erlangga. Jakarta.

Priyatno, Dwi. 2013. Human Resource Management. CAPS. Yogyakarta.

Rambat, Lupiyoadi, et. al. 2014. Service Marketing Management Theory and Practice. Four Salemba. Jakarta.

Rambat, Lupiyodi and Hamdani, A. 2011. Service Marketing Management. Second edition. Four Salemba. Jakarta.

Rosad, Suparyanto 2015. Marketing Management in Price. In Media. Bogor.

Sugiyono. 2018. Quantitative Research Sample Method. Alfabeta. Bandung.

Sunyoto and Tjiptono 2012. Downloaded in 2013. Marketing Management.

<http://repository.umy.ac.id/bitstream/handle/123456789/22254/E.%20BA%202.pdf?sequence=5&isAllowed=y>

Sunyoto. 2012. Marketing Management. 2nd Edition. Erlangga. Jakarta.

Saban, Echdar. 2015. Entrepreneurship Management: Tips for Being an Entrepreneur. Yogyakarta.

Sri Yuni Widowati, and Aprih Santoso. 2015. The Effect of Service Quality, Facilities and Location on Purchasing Decisions Case Studies at USM Kopima.

Now, Uma. 2011. Research Methodology for Business. Four Salemba. Jakarta.

Salomon, Michael R. 2015. Consumer Behavior: buying, having, and being. Person International Edition. Pearson Education.

Sumarwan Ujang. 2011. Consumer Behavior Theory and Its Application in Marketing. 2nd edition. PT Ghalia Indonesia. Bogor.

Soferi. 2018. Downloaded in 2018. Effect of price and service quality <http://repository.unpas.ac.id/33519/4/10%20BAB%20II.pdf>

Tjiptono, Fandy PH.D. 2015. Marketing Strategy. Fourth Salemba Edition. Publisher Andi. Yogyakarta.

V. Wiratna. Sujarweni. 2015. Business & Economic Research Methodology. First Printing. New Library Press. Yogyakarta.

Hidayat Wahyu. Yazid Irzaldi 2018. The Effect of Service Quality and Price on Purchasing Decisions (Apotek K-24 Jl. Gadjah Mada Yogyakarta). Diponegoro University Business Administration Journal.

Tony P Jose. 2019. Consumer buying behavior and attitudes towards drugs

International Journal of research in pharmaceutical sciences. 10 (4)

Kurniawan Hari. 2015. The Relationship between Service Quality and Purchase Intention at Pharmacy X Yogyakarta. Permata Indonesia Journal. 6 (2): 10-22.

Ardian Pandiangan, Marwan Jhon Erixson Sinaga. 2019. The Effect of Product Quality, Price and Promotion on the Purchase Decision for Suture & Gloves Products at Pt. Surgika Alkesindo Medan. Journal of Financial Economics and Public Policy. 1 (2).

Ni Ketut Seminary SE, M.Si. and Ni Putu Novia Karlina 2015. The Influence of Brand Image and Product Quality on Product Purchasing Decisions of Pt. The work of Mr. Oles Tokcer Denpasar. Bali: Management E-Journal of Udayana University. 4 (6): 1610-1623.

Contoh

Yupi Yuliawati and Nani Ernawati 2017. Impact of Service on Loyalty & Trust Moderated by Consumer Satisfaction in Health Clinic Cases in Bandung City. Ekubis Journal. 2 (1).

Chia-Nan Wang, et al. 2018. Study of Customer Behavior in Vietnam Drugstore Pharmacy Services. Journal of Research in World Economy. 9 (1).

Prof. M. Mustafa. And Mohd. Job. 2017. Consumer Purchasing Behavior of Retail Pharmaceutical Industry With Special Reference To Delhi And NCR. International Journal of Management Studies. 4 (2).