

The Influence of Location, Facilities and Advertising on Buying Decision of Sate Bu Ngantuk

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Abstract- Currently, the culinary business, especially in Bandung, is increasing. This opens up opportunities for investors to make a business in the culinary field, especially the satay stall business. Seeing the increasingly fierce competition spurred several restaurants to compete in Location, Facilities, and Advertisements against Purchasing Decisions to attract the attention of their customers. One of them is by providing the best possible service. This study aims to determine consumer responses to the marketing mix at Warung Satay Ibu Ngantuk, Bandung. Where it is hoped that this research can further improve the marketing mix of Warung Satay Ibu ngantuk to its customers. The method used in analyzing the data is descriptive analysis, that is, the analysis is carried out by interpreting existing tables or data, then doing descriptions, explanations and interpretations with or without comparing indicators to draw conclusions. The data collection technique used was the source of the questionnaire. The variables studied consisted of location, facilities, and advertisements on purchasing decisions. Sampling was done by using the questionnaire method with a total sample of 100 respondents. The results of the research conducted show that the consumer's response to the marketing mix includes location, facilities, and advertisements towards purchasing decisions at the Warung Satay Ibu Ngantuk in Bandung, mostly good.

Keywords: Location, Facilities, and Advertising on Purchasing Decisions.

Introduction

Bandung is one of the culinary cities that sells food and drinks that are very delicious to eat and drink, culinary in Bandung is also a target for tourists, both from outside the city of Bandung itself or local tourists. One of them is Sate, Sate cannot be separated from the history of the Indonesian state. Early satay sold by street vendors in Java. Sate became known to many people in Indonesia in the 19th century at which time Indian and Arabic immigrants were busy coming to Indonesia. At that time, the Dutch also began to colonize Indonesia because they were lured by the charm of cloves and nutmeg spices at that time had a high selling value.

To maintain the market share of the Sleepy Ibu Sate stall business continues to increase, the manager of the Sleepy Ibu Sate Warung has to show the right strategy in running this business. Managers must start thinking like consumers, in order to know what the consumer needs, so that consumers will be satisfied by their products, satisfying consumer needs can increase their advantage in competition Consumers who are satisfied with products and affordable prices tend to repurchase products and reuse services when the same need came

back later. The following is a table of sales data for the portion of Warung Sate Bu Ngantuk.

From the results of the pre-survey interview conducted by the author to 30 customers of Warung Sate Ibu Ngantuk at random, the results obtained are shown in the table above. In the table above, it is known that consumers of sleepy mother's satay stalls with less strategic locations provided by sleepy Ibu satay stalls are less satisfying to consumers because it is evident from the 30 consumers who were interviewed there were 27 answers who chose no. In terms of facilities, there are also 23 consumers who think the sleepy mother's Warung Satay facility is unsatisfactory, while 7 other consumers think otherwise that the facilities and in terms of price, there are 5 consumers who disagree and the remaining 25 consumers think they strongly agree, in terms of advertising there are 28 consumers who stated their decision. and 2 consumers vice versa.

The formulation of the problem formulation

Based on the above background, then this study are:

1. How are the satay bu ngantuk facilities provided to consumers
2. What is the strategic location for selling satay bu ngantuk
3. How do you find out the satay bu ngantuk ads
4. How are consumer purchasing decisions to satay bu ngantuk
5. How much influence does location have on purchasing decisions for satay bu ngantuk
6. How much influence does the facility have on purchasing decisions for satay bu ngantuk
7. How much influence does advertising have on purchasing decisions for satay bu ngantuk
8. How much influence does the facility, location and advertising have on the decision to purchase satay consumers, not sleepy.

LITERATURE REVIEW

Location

According to Kotler and Amstrong (2014), "place includes company activities that make the product available to target consumers".

Facilities

According to Tjiptono (2012), "facilities are everything that makes it easier for consumers to use the company's services. Facilities are physical resources that exist before a service can be offered to consumers."

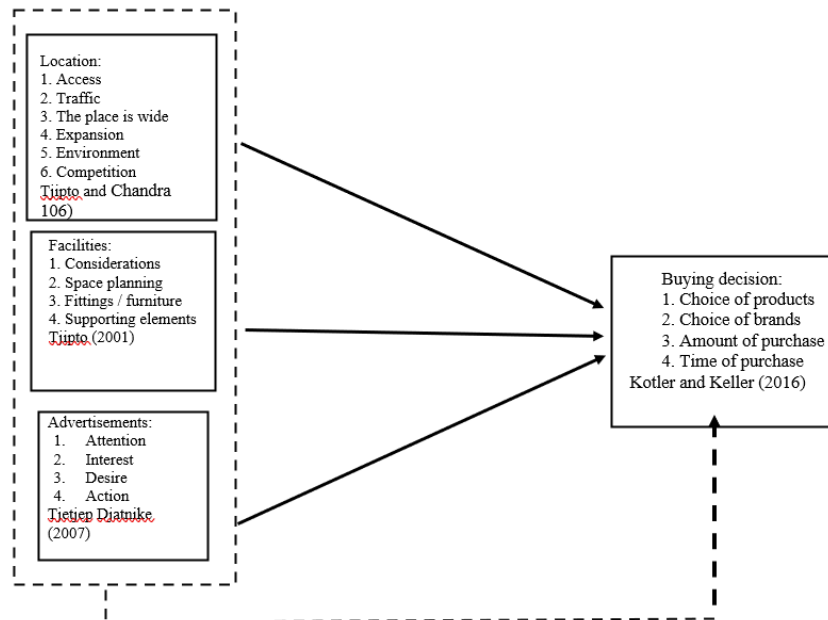
Advertisement

According to Junaedi (2013), advertising must use a medium to reach audiences. An advertising medium is a medium that is paid for by an advertiser to place an advertisement so that it is able to reach many people, from this medium it is known to share the forms of advertising used, such as television, radio, newspaper, outdoor advertising and so on.

Purchasing Decisions

According to Kotler (2016) states that the final consumer purchasing decisions of individuals and households who buy goods and services for private consumers.

Shellfish Thought



Research Hypothesis

- H1: Locations positive influence on the buying decision
- H2: Facility positive influence on purchase decisions
- H3: Advertisements positive influence on purchase decisions
- H4: Location, facilities and rent a positive influence on purchase decisions

Research Object

Based on the background and framework that has previously explained, the object of this research will discuss the location, facilities and advertisements of the purchase decision of satay bu ngantuk.

Types and Research Methods

This research uses explanatory and descriptive research types. Explanatory research is research that aims to examine the causality between Zulganef (2018). While, the research method approach is descriptive verification methods.

Data and Data Source

- 1. Qualitative Data
- 2. Quantitative Data

Data Source

In the collection of research data collection techniques of field research and decision based on the data used include primary and secondary data.

Population

Population and territory generalization of this study is that consumers Sate bu sleepy located in the city of Bandung region Parahyangan University.

Samples

In this study the authors used a non-probability sampling method, which is a sampling technique that does not provide equal opportunities / opportunities for each element of the population to be selected as a sample. By using accidental techniques (accidental sampling).

Data Collection Methods The data

collection techniques used in this study, including Field Study (Field Research), Structured Interview, Questionnaire and Internet Research (Online Research).

Research Variables

In this study, there are two types of variables, namely independent variables (X1, X2, and X3). and the dependent variable (Y). From each variable that exists, an explanation will be given, then determine the indicators to be measured, so that it becomes a statement item, as in the following table:

Operational Variable

Variable	Definition of	Indicator	Scale
Location (X1)	Location refers to various marketing activities that try to smooth and facilitate delivery or distribution of goods and services from producers to consumers	<ul style="list-style-type: none"> • Access. • Visibility. • Traffic • parking places • Expansion • Environment 	Likert scale
Facilities (X2)	Kotler (2012) defines: everything that is physical equipment and is provided by the service seller to support consumer comfort.	<ul style="list-style-type: none"> • Consideration • of space planning • Furniture equipment • Supporting elements 	Likert scale

Advertising (X3)	According to Junaedi (2013): Advertising must use the medium to reach the audience. Advertising medium is a medium which is paid for by advertisers to put their ads so that they can reach the people, of medium it is known to share a form of advertising that is used, such as television advertising, radio, newspapers, outdoor advertising and so	<ul style="list-style-type: none"> • to draw attention • of Interest • to create a need • Producing measures 	Likert scale
Purchasing Decisions (Y)	According to Kotler (2016) states that the final consumer purchasing decisions of individuals and households who buy goods and services for private consumers.	<ul style="list-style-type: none"> • Stability of a product • Habits of purchasing a product • Speed of buying a product 	Likert scale

Data analysis techniques

To perform data analysis, the data obtained is summarized and compared with the indicators set by the questionnaire. And the results of the comparison can be seen whether there are locations, facilities and advertisements on the purchase decision.

Validity The validity

Test was conducted to test the validity of the questionnaire items and which were not.

Reliability Test Reliability

Test with regard to the degree of consistency and stability of data or findings. In a quantitative view, a data is declared reliable if two or more researchers in the same object produce the same data, or the same researcher produces the same data at different times, or a group of data when broken down into two shows that data is not different.

Descriptive Analysis

This research uses descriptive data analysis to create a systematic picture of actual and accurate data regarding the facts and phenomena to be investigated. Descriptive data analysis helps to simplify data into a form that is easier to read and interpret.

Multiple Linear Regression Analysis Multiple

linear regression analysis is used to predict the state (rise and fall) of the independent variable. If two or more independent variables as predictor factors are manipulated (increase or decrease the value). This analysis model

was chosen because it is to examine the independent variables that affect the dependent variable. The double linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y = Purchase Decision a = Constant

b₁ + b₂ = Independent variable regression coefficient

X₁ = Location

X₂ = Facility

X₃ = Advertising

e = Error term, namely the level of user error in their search

Classical Assumption Test. This

test is conducted to test the quality of the data so that the data is known to be valid and avoid bias or inaccuracy. This classic assumption test uses 3 tests, namely the normality test, multicollinearity test, and heteroscedasticity test.

Hypothesis Testing Hypothesis

testing is useful for knowing the truth of the statement (hypothesis) so that it can be seen whether the hypothesis is accepted or rejected. Hypothesis testing used in this study is related to the presence or absence of influence from independent variables, namely the location (X₁) of the facilities (X₂) and advertising (X₃) on the dependent variable (Y), namely the purchase decision. In statistical testing a result can be said to be significant if the incident is almost impossible to be caused by accidental factors, in accordance with the predetermined profitability limits, then the F-test (simultaneous test) is carried out.

RESULTS AND DISCUSSION

Research respondent profile

Effect of location, facilities and advertisements on the decision to purchase satay bu ngantuk Based on gender

As many as 100 people with a percentage of 42.0% were male, while the questionnaire that was filled with female gender was 58.0%, thus it can be said that the number of consumers of satay Bu More women are sleepy than men, this is because female consumers prefer satay bu ngantuk compared to men.

Based on age

as many as 100 people aged 15-20 years were 13 people (13.0%), and ages 21-29 were 86 people (86.0%). The questionnaire filled with age > 30 years was 1 person (1.0 %) thus it can be stated that there are more sleepy satay consumers aged 21-29 compared to consumers aged 15-20 and aged > 30 years, this is because at that age is the age who still often buys sleepy satay bu.

Employment

A total of 100 people with student / student status as many as 83 people (83.0%), this shows that the majority of satay consumers are students. Private employees are respondents with the second largest occupation with 11 people (11.0%), respondents with the fewest other jobs are entrepreneurship as many as 6 people (6.0%).

Domicile

As many as 100 people with domicile of Bandung people 80 people (80.0%) who come to satay bu ngantuk the most than people outside Bandung, namely as many as 20 people (20.0%).

Eating at Place or Takeaway

As many as 100 people eating at a place with 74 people (74.0%) more than eating at take away as many as 26 people (26.05%).

Validity testing analysis

results of testing the validity of the questionnaire items show that all statement items in each location variable (X1) have a correlation value above 0.1654 as the limit value of a research questionnaire item that can be used (acceptable, so it can be said that the questionnaire item for the location variable (X1) is valid and can be used to measure the variables under study. The results of testing the validity of the questionnaire items show that all statement items in each facility variable (X2) have a correlation value above 0.16 as the limit value of a research questionnaire item that can be used (acceptable), so that it can be It is said that the item kueisoner facility variable (X2)) is valid and can be used to measure the variables under study. The results of testing the validity of the questionnaire items show that all statement items in each advertising variable (X3) have a correlation value above 0.1645 as the limit value of a research questionnaire item can be used (can be accepted), so it can be said that the advertising variable kueisoner item (X3) is valid and can be used to measure the variable under study. Based on the validity test carried out on the statements of variable Y, the correlation of the items is above 0.1645. The conclusion is that all items can be used in the questionnaire statement, because all items are declared valid. The correlation coefficient value of the variable Y on the total score. The results of testing the validity of the questionnaire items show that all items in the Purchase Decision variable (Y) have a correlation value above 0.165 as the limit value of a research questionnaire item can be used (can accepted) so that it can be said that the variable questionnaire item Supervision Decision (Y) is valid and can be used to measure the variable under study.

Analysis of Reliability Testing

The results of reliability testing carried out using the SPSS program with a number of respondents 100 sleepy satay consumers are as follows.

Reliability Test of Variable X1 Reliability Statistics

Cronbach's Alpha	N of Items.
917	6

Source: Processed Primary Data Questionnaire Results

Location variable (X1) is obtained by Cronbach's alpha of 0.917, so the questionnaire for this variable is declared reliable because it is greater than 0.6 (> 0.60).

Reliability Test Variable X2

Reliability Statistics

Cronbach's Alpha	N of Items.
939	4

Source: Primary Data Processed Questionnaire Results

Facility variable (X2) obtained *Cronbach's Alpha* of 0.939, so the questionnaire for this variable is declared reliable because it is greater than 0.6 (> 0.60).

Reliability test for the X3 variable

Reliability Statistics

Cronbach's Alpha	N of Items.
968	4

The Product Quality variable (X3) obtained by *Cronbach's Alpha* was 0.968, so the questionnaire for this variable was declared reliable because it was greater than 0.6 (> 0.60).

Reliability test variable Y

Reliability Statistics

Cronbach's Alpha	N of Items.
920	3

Decision variables (Y) obtained by *Cronbach's Alpha* of 0.920, so the questionnaire for this variable is declared reliable because it is greater than 0.6 (> 0.60). Based on the reliability test results conducted on all items in this research shows that all research items can be said to be reliable (the value of the reliability coefficient is greater than 0.60 Thus it can be used as an instrument in measuring the variables set in this study.

Analysis of Respondents' Response Description

Respondents in this study are Buying satay bu ngantuk. In accordance with the method used for weighting the questionnaire items for variables X and Y is the scale *Likert*.

Respondents' Responses Regarding Location

From the results of the questionnaire that was distributed to 100 respondents in this study, the respondent's response to the location indicator for sleepy consumers can be said from 100 respondents who stated that "the location to the satay bu ngantuk shop is easy to reach" respondents who stated strongly agree as many as 9 people (9 %), respondents who agreed were 39 people (39%), respondents who disagreed were 40 people (40%), respondents who disagreed were 10 people (10%), and respondents who strongly disagreed were 3

people (3%). Thus, of the 100 respondents regarding this opinion, overall it can be categorized as Good as seen from the average score of 3.44 because it is in the interval 3.40 - 4.19.

Respondents' Responses Regarding the location of the satay bu Ngantuk are easy to find

It can be said that from 100 respondents who stated "The location of Sate Bungantuk is easy to find", 9 people (9%) stated that they strongly agreed, 35 respondents (35%) stated that they disagreed (45. %), respondents who disagreed were 8 people (8%), and respondents who strongly disagreed were 3 people (3%). Thus, from 100 respondents regarding this opinion, as a whole, it can be categorized as Good as seen from the average score of 3.39 because it is in the interval from 3.40 to 4.19.

Respondents' responses regarding the flow of transportation to the bu ngantuk satay shop are easily found

It can be said from 100 respondents who stated "the flow of transportation to the satay bu ngantuk shop is found easily" Respondents who strongly agreed were 8 people (8%), respondents who agreed were 33 people (33%), respondents who disagreed were as many as 46 people (46%), 11 respondents (11%) who stated that they disagreed, and 2 respondents who strongly disagreed (2%). Thus, of the 100 respondents regarding the income as a whole it can be categorized as good as seen from the average score, namely 3.34 because it is in the interval 3.40 - 4.19.

Respondents' responses regarding parking lots at strategic Bu Ngantuk satay stalls

It can be said that from 100 respondents who stated "the parking space at a strategic bu ngantuk satay stall" respondents who strongly agreed were 6 people (6%), respondents who agreed were 20 people (20%), respondents who disagreed were 30 people (30%), respondents who disagreed were 14 people (14%), and respondents who strongly disagreed were 30 people (30%). Thus, from 100 respondents regarding this opinion, as a whole, it can be categorized as unfavorable as seen from the average score of 2.28 because it is in the interval 1.80 - 2.59.

Respondents' responses regarding the place to eat, the bu ngantuk satay stall have a large size

It can be said that from 100 respondents who stated "the place to eat satay bu ngantuk food stalls has a wide size" respondents who strongly agreed were 4 people (4%), respondents who agreed as many as 19 people (19%), respondents who said they quite agreed were as many as 31 people (31%), respondents who disagreed were 15 people (15%), and respondents who strongly disagreed were 31 people (31%). Thus, from 100 respondents regarding this opinion, as a whole, it can be categorized as poor as seen from the average score, namely 2.50 because it is in the interval 1.80 - 2.59.

Respondents' responses regarding the conditions where they eat satay, Bu Ngantuk, are comfortable

It can be said that from 100 respondents who stated "the condition of the place to eat satay Bu Ngantuk is comfortable " respondents who strongly agreed were 4 people (4%), respondents who agreed were 25 people (25%), respondents who disagreed were 33 people (33%), respondents who disagreed were 35 people (35%), and respondents who strongly disagreed were 53 people (53%). Thus, from 100 respondents regarding this opinion, overall it can be categorized as Good as seen from the average score of 3.42 because it is in the interval

2.60 - 3.39.

Respondents' responses regarding satay bu ngantuk have a sufficient waiting room

It can be said that of the 100 respondents who stated "satay bu ngantuk has a sufficient waiting room" respondents who strongly agreed were 3 people (3%), respondents who agreed were 20 people (20%), respondents who disagreed were 32 people (32%), respondents who disagreed were 43 people (43%), and respondents who strongly disagreed were 2 people (2%). Thus, from 100 respondents regarding this opinion, as a whole, it can be categorized as unfavorable as seen from the average score of 2.81 because it is in the interval 1.80 - 2.59.

Respondents' responses regarding the table and chairs provided are sufficient for consumers

It can be said that from 100 respondents who stated "enough tables and chairs for consumers" respondents who strongly agreed were 5 people (5%), respondents who agreed were 20 people (20%), respondents who disagreed were 29 people (29%), respondents who disagreed were 41 people (41%), and respondents who strongly disagreed were 5 people (5%). Thus, of the 100 respondents regarding this opinion, overall it can be categorized as quite good as seen from the average score of 2.79 because it is in the interval 2.60 - 3.39.

Respondents' responses regarding satay bu ngantuk have a large parking area

It can be said that out of 100 respondents who stated "satay bu ngantuk has a large parking area" respondents who strongly agreed were 5 people (5%), respondents who agreed were 17 people (17%), respondents who disagreed were 32 People (32%), respondents who disagreed were 40 people (40%), and respondents who strongly disagreed were 6 people (6%). Thus, of the 100 respondents regarding this opinion, overall it can be categorized as unfavorable as seen from the average score of 2.75 because it is in the interval 1.80-2.59.

Respondents' responses regarding the advertisement for satay bu sleepy show interest

It can be said that out of 100 respondents who stated "Sate Bu Ngantuk advertisements show interest", 8 people (8%) stated that they strongly agreed, 28 respondents (28%) stated that they disagreed (26%), respondents who disagreed were 35 people (35%), and respondents who strongly disagreed were 3 people (3%). Thus, from 100 respondents regarding this opinion, as a whole, it can be categorized as quite good as seen from the average score of 3.03 because it is in the interval 2.60-3.39.

The response of the respondents regarding the advertisement for the Bu Ngantuk satay shop was liked by the consumers

It can be said that of the 100 respondents who stated that "advertisements for Bu Ngantuk satay stalls are preferred by consumers" 10 respondents (10%) stated that they strongly agreed, 32 respondents (32%) stated that they disagreed with 19 people. (19%), respondents who disagreed were 34 people (34%), and respondents who strongly disagreed were 5 people (5%). Thus, out of 100 respondents regarding this opinion, overall it can be categorized as poor as seen from the average score of 3.08 because it is in the interval 1.80-2.59.

Respondents' responses regarding the advertisement for the Bu Ngantuk satay shop are easy to remember

It can be said of the 100 respondents who stated "satay stall ad Bu Ngantuk easy to remember" respondents stated strongly agree as many as 11 people (11%), respondents who agreed were 32 people (32%), respondents who disagreed were 22 people (22%), respondents who disagreed were 31 people (31%), and respondents who strongly disagreed as many as 4 people (4%). Thus, of the 100 respondents regarding this opinion, as a whole, it can be categorized as quite good as seen from the average score of 3.15. because it is in the interval 2.60-3.39.

The response of the respondents regarding the advertisement for the Bu Ngantuk satay shop is trustworthy

It can be said that of the 100 respondents who stated "you can trust the advertisement for the satay shop, 9% of respondents who strongly agree (9%), 36 respondents (36%) who stated that they disagreed people (20%), respondents who disagreed were 32 people (32%), and respondents who strongly disagreed were 3 people (3%). Thus, of the 100 respondents regarding this opinion, as a whole, it can be categorized as quite good which is seen from the average score of 3.16 because it is in the interval 2.60-4.19.

Respondents' responses regarding the feeling of Bu Ngantuk satay make you want to come back again

It can be said that from 100 respondents who stated "the image of the feeling of satay Bu Ngantuk makes you want to come back again" 21 respondents (21%) stated that they strongly agreed, 66 respondents (66%) stated that they disagreed 10 people (10%), respondents who disagreed were 0 (0%), and respondents who strongly disagreed were 3 people (3%). Thus, from 100 respondents regarding this opinion, overall it can be categorized as Good as seen from the average score of 4.02 because it is in the interval from 3.40 to 4.19.

Respondents' responses regarding satay Bu Ngantuk make them want to buy again

It can be said that from 150 respondents who stated "satay bu ngantuk makes you want to buy again" respondents who strongly agreed were 24 people (24%), respondents who agreed were 62 people (62%), respondents who disagreed were 11 People (11%), respondents who disagreed were 1 person (1%), and respondents who strongly disagreed were 2 people (2%). Thus, from 100 respondents regarding this opinion, overall it can be categorized as Good as seen from the average score of 4.05 because it is in the interval from 3.40 to 4.19.

Respondents' response regarding satay bu ngantuk being the main choice for dishes with satay

It can be said that from 100 respondents who stated that "satay bu ngantuk is the main choice for a meal with satay", 15 respondents (15%) stated that they strongly agreed, 61 respondents (61%) stated that they disagreed as many as 18 people (18%), respondents who disagreed were 4 people (4%), and respondents who strongly disagreed were 2 people (2%). Thus, from 100 respondents regarding this opinion, overall it can be categorized as Good as seen from the average score of 3.83 because it is in the interval 3.40-4.19.

Verification Research Results

Analysis of Multiple Linear Regression Analysis Multiple

linear regression analysis is used to know the effect of two or more independent variables (X) on the dependent variable (Y). From the data processing that has been done, the following are obtained.

Results of multiple linear regression tests
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	8,797 .691 12,730 .000					(Constant)
	TOTAL_LOCATI ON	.093 .904.000			3,794	.352
	TOTAL_FACILIT Y	-.151 .112		-.267	-1 346	.182
	TOTAL_ ADVERTISING	-.132 .095		-.270	-1 386	.169

Based on the results Multiple regression analysis in table above shows the coefficients for the variables X1 = 0.352, X2 = -0.151 X3 = -0.132 so that the regression equation model obtained is as follows:

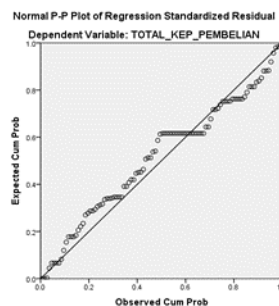
$$Y = 8,797 + 0.352X_1 + -0.151X_2 + -0,132X_3 +$$

Classical Assumption Test

To produce accurate data, a regression equation should be free from classical assumption tests. The assumption tests used in this research are normality test, multicollinearity test and heteroscedasticity test. The researcher did not carry out the autocorrelation test, because the data in this study were cross section data, which means that the measurement of a variable was carried out simultaneously at the same time and used a questionnaire measuring tool.

Normality Test It

can be seen that the Probability Plot is fairly evenly distributed around the estimate line (diagonal line). This means that this data is normally distributed.



Normality Probability Plot

Multicollinearity Test

How to detect multicollinearity is to observe the value of Variance Factor (VIF) and Tolerance. The VIF limit is 10 from Tolerance, if the VIF value is greater than 10 and the Tolerance value is less than 0.1 then multicollinearity occurs. Can be viewed below:

**Test Data Multicollinearity
 Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TOTAL_LOCATION	.143	7.000
	TOTAL_FACILITY	.206	4,861
	TOTAL_ADVERTISING	.214	4,682

a. Dependent Variable: purchase decision

Source: Processed Primary Data Questionnaire Results

From the calculation results, it is found that the Tolerance Value is above 0.10 and the Value Influence Factor (VIF) is below 10, so it can be said that there is no multicollinearization between the independent variables.

Heteroscedasticity Test

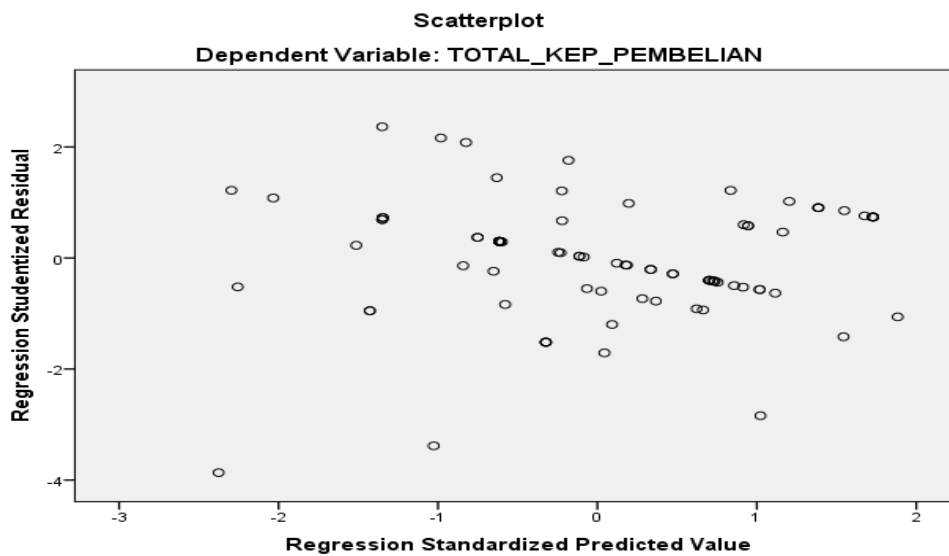


Figure 1. Scatterplot radiating

Based on the diagram, it can be seen that the residual distribution is not homogeneous. This can be seen from the plot that spreads out and does not form a certain pattern. With these results it is evident that H_0 , okedastis symptoms or regression equations meet the non-heteroscedastic assumptions.

F Test (Simultaneous Test)

**Effect of F Test
 ANOVA^a**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90,549	3	30,183	9,106	.000 ^b
	Residual	318,201	96	3,315		
	Total	408,750	99			

a. Dependent Variable: TOTAL PURCHASE DECISION

b. Predictors: (Constant), TOTAL_ADVERTISING, TOTAL_FACILITY, TOTAL_LOCATION

Source: Processed Primary Data Questionnaire Results

In this study, the independent variables are location, facilities and advertising, while the dependent variable is interest in purchasing decisions. The steps for testing the hypothesis partially are as follows:

a. Formulating a Hypothesis, the hypothesis to be tested in this study relates to whether or not the independent variable influences the dependent variable partially. where the null hypothesis (H0) is the hypothesis about the absence of influence, it is generally formulated to be rejected. While the alternative hypothesis (H1) is the hypothesis proposed by researchers in this study. Each of these hypotheses is described as follows:

- a. $F_{count} > F_{table}$: then H0 is rejected, meaning that the independent variable simultaneously has no effect on the dependent variable.
- b. $F_{count} < F_{table}$: then H1 is accepted, it means that the independent variable simultaneously has no effect on the dependent variable.

b. Determining the Significance

Level The significance level used is 0.05 or 5%, which means that the probability of drawing conclusions has a probability of 95% (error tolerance of 5%). The calculation is as follows:

$$\begin{aligned}
 Df &= n - (k + 1) \\
 &= 100 - (2 + 1) \\
 &= 97
 \end{aligned}$$

Hypothesis Test (t test)

From the results of data analysis, the following results are obtained:

1. Hypothesis test X1

- 1. H0: $\beta_1 = 0$, meaning that there is no significant positive effect of location on purchasing decisions
- 2. Ha: $\beta_1 \neq 0$, meaning that there is a significant positive effect of location on the decision. purchase with a significance level of 0.05

Criteria: Reject H0 if $t_{count} > t_{table}$, accept in other cases.

The test results show the coefficient of the location variable (X1) of 0.352 and the resulting tcount value of 3.794. The value will be compared with the t table value. With $\alpha = 0.05$, $df = nk-1 = 100-2-1 = 97$, the t table value is 1.976. The t-count value is greater than the t-table ($3,794 > 1,976$) with a significance value of 0,000

<0.05 , which means that the hypothesis is significant and positive. Thus partially the location has a positive and significant effect on purchasing decisions can be accepted. In accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted, thus it is said that there is a positive influence.



Hypothesis test X2

1. $H_0: \beta_1 = 0$, meaning that there is no significant positive effect of facilities on purchasing decisions
2. $H_a: \beta_1 \neq 0$, meaning that there is a significant positive effect of facilities on purchasing decisions

with a significance level of 0.05

Criteria: Reject H_0 if $t_{count} > t_{table}$, accept in another case.

The test results show the results of the facility variable coefficient (X2) of -0.151 and the resulting t_{count} value of -1.346. The value will be compared with the t table value. With $\alpha = 0.05$, $df = nk-1 = 100-2-1 = 97$, the t table value is 1.976. The value of t is greater than t table, namely $(-0.151 < 1.976)$ with a significance value of $0.000 < 0.05$, which means that the hypothesis is not significant and negative. Thus, partially the facility has no effect

1. Hypothesis test X3

$H_0: \beta_1 = 0$, meaning that there is no significant positive effect of advertising on purchasing decisions

$H_a: \beta_1 \neq 0$, meaning that there is a significant positive effect of advertising on purchasing decisions

with a significance level of 0.05

Criteria: Reject H_0 if $t_{count} > t_{table}$, accept in other cases.

The test results show that the coefficient of advertising variable (X3) is -0.132 and the resulting t_{count} is -1.386. The value will be compared with the t table value. With $\alpha = 0.05$, $df = nk-1 = 100-2-1 = 97$, the t table value is 1.976. The value of t is greater than t table, namely $(-1.386 > 1.976)$ with a significance value of $0.000 < 0.05$, which means that the hypothesis is not significant and negative. Thus, partially, advertising has no and insignificant effect on purchasing decisions cannot be accepted. In accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted, thus it is said that there is no effect.

Discussion of Research Results

This study aims to determine the effect of location, facilities and advertisements on purchasing decisions for satay bu ngantuk.

The influence of location on the decision to purchase satay bu ngantuk

The results of the descriptive analysis show that the consumer's response to the location of the buyers' decision for Warung Sate Bu Ngantuk, all statements meet the criteria of 3.15 and are in the interval of 3.40 - 4.19 which is not good. This shows that the location at Warung Sate Bu Ngantuk is not strategic. The lowest average value is 2.28, which means that according to the respondent, the lowest value is in a parking area that is not large or

uncomfortable. The level of relationship between location and purchasing decisions has a low level of relationship. The test results show that the coefficient of the location variable (X_1) is 0.352 and the resulting tcount is 3.794. The value will be compared with the t table value. With $\alpha = 0.05$, $df = nk-1 = 100-2-1 = 97$, the t table value is 1.976. The t-count value is greater than the t-table ($3,794 > 1,976$) with a significance value of $0,000 < 0.05$, which means that the hypothesis is significant and positive. Thus partially the location has a positive and significant effect on purchasing decisions can be accepted. In accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted, thus it is said that there is a positive influence.

The effect of facilities on purchasing decisions for satay bu ngantuk

The results of the descriptive analysis show that the consumer's response to the location of the buyers' decision for Warung Sate Bu Ngantuk 2.99 and are in the interval 1.80-2.59 which means less good. This result shows that the facilities are not supportive or not strategic. The lowest average value is 2.27 which means according to respondents. This lowest value is at the Bu ngantuk satay stall that does not have a parking space. The test results show the results of the facility variable coefficient (X_2) of -0.151 and the resulting tcount value of -1.346. The value will be compared with the t table value. With $\alpha = 0.05$, $df = nk-1 = 100-2-1 = 97$, the t table value is 1.976. The value of t is greater than t table, namely ($-0.151 < 1.976$) with a significance value of $0.000 < 0.05$, which means that the hypothesis is not significant and negative. Thus, partially the facility has no effect on purchasing decisions.

The effect of advertising on purchasing decisions for satay bu ngantuk

The results of the descriptive analysis show that the consumer's response to the location of the buyers' decision for Warung Sate Bu Ngantuk all statements do not meet the amount of 3.10 and are in the interval 2.60– 3.39 which means less good. The lowest average value is 3.03 which means according to respondents. The lowest score is at the Bu Ngantuk satay stall which does not have attractive advertisements. The test results show the results of the advertising variable coefficient (X_3) of -0.132 and the resulting t-count value of -1.386. The value will be compared with the t table value. With $\alpha = 0.05$, $df = nk-1 = 100-2-1 = 97$, the t table value is 1.976. The value of t is greater than t table, namely ($-1.386 > 1.976$) with a significance value of $0.000 < 0.05$, which means that the hypothesis is not significant and negative. Thus, partially, advertising has no and insignificant effect on purchasing decisions cannot be accepted. In accordance with the hypothesis testing criteria that H_0 is rejected and H_a is accepted, thus it is said that there is no effect.

CONCLUSION

1. The location of the Warung satay Bu Ngantuk stall in the minds of consumers is good. The location of the Bu Ngantuk satay stall as a satay shop that is quite well known and able to increase consumer power, although the location owned by Ibu Ngantuk's satay stall is less strategic, it has a different time than other satay sellers. That is, it is open for 24 hours, but during the pandemic there is a change in the time it is open from 08:00 to 22:00 WIB. However, that did not spark the buyers' intentions, but the Bu Ngantuk satay stall was still busy with satay connoisseurs.
2. The existing facilities at the Bu Ngantuk satay stall are deemed inadequate, because the seats available at this location are only limited, the facilities are not comparable to the number of consumers who come so that many consumers who eat do not get seats so they choose to eat outside near the parking lot available.

3. The advertisement offered by Ibu Ngantuk's satay shop is not very attractive, in fact, it can be said that there is no advertisement for Ibu Ngantuk's satay shop itself. It's just that it is crowded with visitors because word of mouth among millennials makes someone's curiosity to want to try the satay.
4. The decision to buy a Bu Ngantuk satay shop, consumers always keep coming to enjoy the satay Bu Ngantuk itself, maybe someone is curious for the first time or maybe even a regular customer because the satay is delicious and that's what makes the satay shop sleepy always busy with consumers whether it is morning, noon, evening and even night, it is always filled with consumers.

SUGGESTIONS

1. The increase in buyers in Bu Ngantuk satay stalls makes consumers less comfortable with existing facilities, so a good place and facilities are needed to make consumers comfortable with the place so that buyers can feel the place where the Bu Ngantuk satay is one of the satay menus that are always featured.
2. Completing the existing facilities, Bu ngantuk satay stalls need extensive parking facilities so that consumers can freely so they don't, jostle with other consumers to park and not disturb the order of the local residents with the presence of Bu Ngantuk satay stalls because Bu Ngantuk satay shop consumers can park. causing congestion that makes local residents less comfortable.
3. A less strategic location makes it a bit difficult for new prospective buyers to find the satay place, because there is no social media or signs / banners visible from the side of the road to find out to the Bu ngantuk satay stall road which makes it easy for consumers who don't know.

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