The Influence of Store Location, Brand Image, and Service Quality on Purchase Decisions

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Article Info	ABSTRACT
	UMKM are the spearhead of a country's economy. Reyogfoody is one of the UMKM in Ponorogo City that provides a variety of food menus that are popular with young people by implementing a takeaway service system to improve service quality. However, with the limitation of employees that are not proportional to the number of orders, this causes problems with service quality, namely the wrong orders made. This study aims to analyze the influence of the location of the store, brand image and service quality on consumer purchase decisions in UMKM Reogfoody. This study implements a quantitative approach with a random sampling technique with a total of 96 respondents. The data collection technique used was in the form of a questionnaire which was then tested with multiple linear regression. The results of this study show that brand image and service quality have a positive and significant effect on purchase decisions. Meanwhile, the location of the store does not have a positive and significant influence

Introduction

Micro, small, and medium enterprises (MSMEs) are very important for the Indonesian economy. MSMEs make a significant contribution to the country's economy because this sector covers the largest number of businesses and has grown rapidly (Nursini, 2020; Sondakh et al., 2023; Tumiwa & Nagy, 2021; Utami et al., 2021). Based on data from the Ministry of Cooperatives and SMEs, around 65.4 million small and medium enterprises (MSMEs) operate in Indonesia,

employing 123.3 thousand people, which emphasizes the importance of the role of MSMEs in reducing the unemployment rate in the country. The increasing number of workers involved in MSMEs can help reduce the unemployment rate in Indonesia.

MSMEs this year, especially in Ponorogo Regency, continue to grow rapidly. The number of MSME actors continues to increase from year to year. The Central Statistics Agency (BPS) recorded an increase in the number of MSMEs in 2019 reaching 31,328 and increasing in 2020 to 35,025. In 2021, the number of MSMEs continues to increase with a total of 38,387 and in 2022 to 39,650. One of the MSME sectors that is experiencing rapid development in Ponorogo Regency is the culinary business of Reogfoody, an MSME in the culinary sector located on Jl. Pramuka no.65 Ponorogo. Reogfoody is known for its spicy menus that are very popular among teenagers to adults. One of the best selling menus at Reogfoody is crispy chicken, which is served with 2 kinds of chili sauce, namely sambal matah and sambal onion. In addition, richese chicken is also a best-selling menu, namely chicken fried in flour and cooked with Reogfoody's typical richese sauce. The sauce has an alluring sweet and spicy taste, making it one of the featured menus at reogfoody.

Consumer behavior refers to a series of stages that consumers go through as they search, select, buy, consume, and rate a product, service, idea, or experience, with the primary goal of ascertaining their personal requirements and desires (Aulia & Briliana, 2017; De Mooij, 2019; Nassè, 2021; Putri & Albari, 2024; Staff, 2023). In addition, this process also involves considering various factors that can affect the purchase decision. Purchase decision, according to Firmansyah (2019) is a process in which individuals solve problems determine one of two or more options, which is believed to be the best choice in making a purchase. This process is a very important moment and is awaited by business actors. Emotional factors that arise in individuals, as well as influences from others such as friends or family who have made similar product purchases, are often the main drivers for making purchasing decisions. In this process, buyers evaluate various aspects such as cost, product quality, brand, venue, and other factors. As a result, consumers often face difficulties in making product choices, which makes them have to consider their choices carefully before making a decision. Moreover, at this time with many MSMEs competing to offer quality products with good prices, brands, and services, consumers today are faced with greater challenges in making purchasing decisions.

In the context of culinary MSMEs, there are several important factors that affect the decision-making process. One of them is the store location or business location. Easy access and strategic business locations can easily attract the attention of consumers. With ease of accessibility, visaliability, traffic, parking areas, environment, competition, and development around a good location, all of these factors become crucial elements to consider in the process of making a purchase decision.

The second important factor that affects consumer purchase decisions, besides store location is brand image, brand image has a very big role in the culinary business. According to Keller (2013) a brand is a name, symbol, or sign that the product will use as the identity of the product so that it is different from other products. Brand image is also one of the scopes in business management

communication. The identity of a priceless product, service, or asset is a well-known and well-maintained brand reputation. Brand image is a very easy thing for consumers to remember the brand on a certain product. Shoppers tend to choose items they already know because of their personal experience and the information they get from various sources.

An equally important factor in purchasing decisions is service quality. Service quality is the most important factor in making purchasing decisions. According to Aviva (2021) service quality refers to performance in fulfilling consumer needs, which includes a series of activities ranging from ordering, processing, to providing results through effective communication, so that the relationship between business actors and consumers becomes faster and more efficient. With good service quality, consumers have a sense of comfort and are more likely to make purchase decisions. In Reogfoody's MSME business, technology is used to improve service quality, especially through the Whatsapp Business application for takeaway services. Consumers can order in advance what they want to consume, and after completion, the admin of reogfoody will confirm so that consumers can pick up their order. This allows consumers to avoid long queues at shops and wait for orders at home until they are ready to be picked up.

There have been many studies on the factors that influence consumer purchasing decisions in the culinary MSME sector. For example, research by Lestari E. (2020) shows that brand image and business location have a significant effect on consumer purchasing decisions at snack food businesses in Jakarta. In addition, a study by Fauziah E. (2022) found that good service quality can increase customer loyalty in the local culinary business. However, the novelty of this study lies in the location context and holistic approach that combines three main variables (store location, brand image, and service quality) in one analysis model for Reogfoody MSMEs in Ponorogo. In addition, Reogfoody has unique characteristics in terms of products, a strong local customer base, as well as the use of technology such as WhatsApp Business for takeaway services, which has not been studied much before.

There is a phenomenon that occurs at Reogfoody related to this service quality, especially for consumers who order takeaway. With the high number of consumers and the limited number of employees, there are often mistakes in the orders made. In line with the research according to Cahya et al. (2021), service quality has a positive and significant impact on purchasing decisions at Roti Bakar 97. The study aims to analyze the influence of the location of the store, brand image and service quality on consumer purchase decisions in UMKM Reogfoody.

Research Methods

This study employs a quantitative approach using a survey method to examine the influence of store location, brand image, and service quality on consumer purchase decisions at Reogfoody MSME in Ponorogo Regency. The type of research is associative, aiming to determine the relationship between variables. The population in this study consists of all Reogfoody consumers who make takeaway purchases. A total of 96 respondents were selected using a simple random sampling technique to ensure representativeness and eliminate bias in the selection process.

The research instrument used is a structured closed-ended questionnaire with a 5-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire includes items that reflect the variables of store location, brand image, service quality, and purchasing decisions. To test the validity of the instrument, the Corrected Item-Total Correlation was used, with a minimum threshold of 0.30. Meanwhile, reliability was measured using Cronbach's Alpha, with a threshold of 0.70 indicating good internal consistency. Both validity and reliability tests were conducted prior to the full distribution of the questionnaire.

Data collection was carried out by directly distributing the questionnaire to consumers who made takeaway purchases at Reogfoody during the research period. After data collection, the process included coding, editing, data entry, and statistical analysis. Data processing was conducted using SPSS version 26 software. The analysis technique applied in this study is multiple linear regression to determine the effect of each independent variable on the dependent variable. Classical assumption tests such as normality, multicollinearity, and heteroscedasticity were also performed to ensure the regression model met standard criteria.

Results and Discussion
T Test Results

Table 1. Validity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.406	1.652		1.456	.149
	TOTAL	.056	.095	.048	.590	.557
	TOTALX2	.617	.106	.447	5.837	.000
	TOTALX3	.524	.103	.434	5.113	.000

a. How Store Location (X1) Affects Purchase Decisions (Y)

The store location variable shows that the calculated t value is higher than the table t, which is 0.590 which is greater than 0.201. In addition, the significance level of 0.557 is greater than 0.05, which indicates acceptance of the H1 hypothesis. Based on these results, it is known that the store location factor has a small positive impact on purchase decisions for Reogfoody MSMEs.

While store location has the potential to influence purchase decisions, it is not strong enough or statistically relevant to be considered significant. The location factor does not seem to be the main element that influences consumers in choosing to buy products at Reogfoody MSMEs. The results are in line with previous research conducted by Winmarsyah S. R. (2017), which concluded that location does not have a significant impact on purchasing decisions. The results of this study show that customers do not consider location too much when making purchasing decisions, so changes in location quality do not sufficiently influence their decisions.

b. The Influence of Brand Image (X2) on Purchase Decisions (Y)

The calculated t-value for the brand image variable is greater than the t-value of the table, which is 5.837 greater than 0.201. Since the significance level of 0.00 is less than 0.05, the H2 hypothesis is also accepted. From the results of the analysis, it can be decided that the brand image in Reogfoody MSMEs significantly affects the purchase decision.

Brand reputation plays an important role for Reogfoody MSME customers in deciding to buy products. A customer's decision to purchase Reogfoody goods greatly influences their perception of the brand, including its reputation, quality, and perceived value. The better the reputation of the Reogfoody brand, the more likely consumers will buy the product. These results are consistent with research by Citizens & Safitri (2023) which argues that brand image has a positive and significant impact on purchase decisions. The study also shows that brand image is a key element in introducing products and companies to customers, helping them stay memorable, as well as differentiating them from competitors' products. Brand image is also crucial in building customer loyalty and establishing long-term relationships, which in turn can strengthen the company's competitive position in the market.

c. The Effect of Service Quality (X3) on Purchase Decisions (Y)

The service quality variable showed a calculated t value greater than the t table, which was 5.113, which was greater than 0.201, and the H3 hypothesis was recognized with a significance level of 0.00, which was lower than 0.05. Therefore, it can be concluded that consumers' decision to buy Reogfoody MSME products is significantly influenced by the quality of services provided.

Various aspects that reflect service quality, such as responsiveness, reliability, friendliness, and the ability to meet consumer needs, have a very important role in influencing purchasing decisions. The higher the service quality provided by Reogfoody, the greater the likelihood that consumers will make a purchase. This research is in line with the findings revealed by Adzly (2023), which states that service quality affects purchasing decisions. This shows that the better the service provided, the more positive the impact on the consumer experience, which in turn increases the consumer's desire to buy the product.

Superior service quality not only creates customer satisfaction, but also strengthens the relationship between consumers and the company, encourages loyalty, and influences long-term purchasing decisions. Reogfoody, by providing responsive and reliable service, can differentiate itself from competitors, create a positive image in the eyes of consumers, and increase the frequency of purchases. Therefore, attention to aspects of service quality is the main key in attracting and retaining consumers in a competitive market.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test Results

	Coefficients^a					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	2.406	1.652		1.456	.149

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Store Location	.056	.095	.048	.590	.557
Brand Image	.617	.106	.447	5.837	.000
Service Quality	.524	.103	.434	5.113	.000

a. Dependent Variable: TOTALLY

Source : Data processed in 2025

The results of the regression contained in table 14, can be applied to the regression formula below :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$
$$Y = 2{,}406 + 0{,}056X_1 + 0{,}617X_2 + 0{,}524X_3 + e$$

a. Constant

The constant value in this study is 2.406, which shows that if the values of the variables store location, brand image, and service quality are considered zero, then the purchase decision will remain at 2.406 units. In other words, without the influence of these three variables, consumer purchase decisions in Reogfoody MSMEs remained constant at a value of 2,406.

b. Variabel Store Location (X1)

Assuming the other variables remain constant, the value of the store location variable (X1) of 0.056 confirms that each increment of one unit on the store location (X1) will increase the purchase decision by 0.056 or the equivalent of 0.56%.

c. Brand Image Variable (X2)

With a value of the brand image variable (X2) of 0.617, each unit increase in the brand image (X2) will increase the purchase decision by 0.617 or 61.6%, assuming the other variables remain constant.

d. Variabel Service Quality (X3)

Assuming the other variables remain constant, the value of the quality of service variable (X3) of 0.524 illustrates that each unit increase in quality of service (X3) will increase the purchase decision by 0.524 or 52.4%.

Coefficient of Determination Test

Table 3. Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819^a	.671	.660	1.714

a. Predictors: (Constant), TOTALX3, TOTALX2, TOTAL

Source: Primary data processed in 2025

The results seen in the table show that store location, brand image, and service quality have an influence on purchase decisions by 67.1%, or on independent variables (X). The independent variable (X) can also explain 32.9% of the variation in purchase decisions (Y). Other variables that were not discussed in this study include word of mouth (WOM), store atmosphere, promotion, and many more.

The findings of this study reinforce consumer behavior theory, which emphasizes that purchasing decisions are influenced by a combination of internal and external factors such as perception, experience, product attributes, and service quality (Kotler & Keller, 2021). In this context, both service quality and brand image were found to play critical roles, aligning with the results of Anggraini A. (2020), who concluded that these two factors significantly influence purchasing decisions in the culinary MSME sector. This is further supported by Handayani (2022), who highlighted that customer trust and comfort—both strongly linked to service quality—are essential in forming buying intentions. The insignificant influence of store location observed in this study is consistent with Winarsyah A. (2017) findings, which suggested that location is not always the dominant factor, especially when customers already have a strong preference toward a brand or are drawn by excellent service. The novelty of this study lies in its focused quantitative approach on a local culinary MSME, Reogfoody, in Ponorogo, and its simultaneous assessment of three key variables—store location, brand image, and service quality—through multiple linear regression analysis. These findings not only enhance the current body of knowledge but also offer practical implications for MSME practitioners to prioritize service excellence and brand-building strategies in order to improve consumer purchasing decisions.

Conclusion

Based on the findings of the study on the influence of "Store Location, Brand Image, and Service Quality on Purchase Decisions in Reogfoody MSMEs (Case Study on Consumers Who Make Takeaway Purchases)", the conclusions that can be drawn are as follows: 1.) The Store Location variable (X1) partially has a positive and insignificant effect on Purchase Decisions in Reogfoody MSMEs. This shows that store location has a tendency to increase purchase decisions, having an effect that is not large enough or significant to be the main determining factor. 2.) The Brand Image variable (X2) has a positive and significant influence on purchase decisions in Reogfoody MSMEs. This shows that brand image has a significant impact on customer trust and their decision to buy products at Reogfoody MSMEs. 3.) The Service Quality (X3) variable partially has a positive and significant impact on purchasing decisions in Reogfoody MSMEs. This shows that service quality has a significant role and has a big impact on purchasing decisions in Reogfoody MSMEs.

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