

THE INFLUENCE OF TASTE, PRICE AND LOCATION ON PURCHASING DECISIONS AT AA SEBLAK STALL IN TEBING TINGGI CITY

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Abstract

This study aims to analyze and determine the influence of taste, price, and location on purchasing decisions at Warung Seblak AA in Tebing Tinggi City. This type of research is quantitative. The population in this study were consumers of Warung Seblak AA in Tebing Tinggi City with sampling using a purposive sampling technique. The data collection method was carried out using a questionnaire. Hypothesis testing used multiple linear regression analysis. The results of this study indicate that partially, Taste, Price, and Location each have a positive influence on Purchasing Decisions. Simultaneously The three variables together have a significant influence on purchasing decisions.

Keywords: *Taste, Price, Location and Purchasing Decisions*

INTRODUCTION

Seblak is a traditional dish originating from the Sunda region of West Java. It is a popular Indonesian culinary dish. It is renowned for its spicy, spicy flavor and chewy texture, derived from its main ingredient, crackers. In recent years, Seblak has experienced significant development and has become widely known in various regions, including Tebing Tinggi City, North Sumatra. Tebing Tinggi City is rich in cultural and ethnic diversity. Its population consists of various ethnicities, including native North Sumatrans and immigrants from outside the region. This diversity creates unique social and cultural dynamics. In this context, Seblak is well-received and popular among the local community, despite the differences in taste between West Javanese cuisine and local North Sumatran cuisine.

Generally, West Javanese cuisine tends toward light, savory, and slightly sweet dishes. North Sumatran cuisine, on the other hand, is spicier, richer in spices, and often more sour and savory. Seblak, as a food originating from outside the region, shows the dynamics in consumer preferences. The people of Tebing Tinggi City seem to be able to accept and enjoy the taste of Seblak even though the characteristics of the taste offered are different from the food they usually consume. Warung Seblak AA in Tebing Tinggi City is one example of a Seblak business founded by native residents of the Bandung area, West Java. They brought the authentic taste of this Sundanese specialty to be introduced in the Tebing Tinggi City area and currently the business has successfully attracted many customers from the local area of Tebing Tinggi City. The prices of the menu at Warung Seblak AA Tebing Tinggi City are Original Seblak for IDR 8,000 and Add Topping (Buffet) starting from IDR 500 to IDR 5,000 (depending on the topping chosen). This raises the question of what factors influence Seblak purchasing decisions in this city. Purchasing decisions are the process consumers undertake to make decisions about purchasing goods or services, which influences the success of a business. In this context, researchers focused on three main factors:

1. Taste: How the taste of authentic Seblak from West Java can be accepted in North Sumatra, especially by the people of Tebing Tinggi City.
2. Price: Does the price of Seblak offered match consumer perceptions so that it influences consumer purchasing decisions.
3. Location: Does location play an important role in attracting consumer purchasing decisions.

The problem formulation of this research is:

1. Does Taste Influence Purchasing Decisions at AA Seblak Stall in Tebing Tinggi City?
2. Does Price Influence Purchasing Decisions at Warung Seblak AA in Tebing Tinggi City?
3. Does Location Influence Purchasing Decisions at Warung Seblak AA in Tebing Tinggi City?

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The objectives of this research are:

1. To determine the influence of taste on purchasing decisions at Warung Seblak AA, Tebing Tinggi City.
2. To determine the influence of price on purchasing decisions at Warung Seblak AA, Tebing Tinggi City.
3. To determine the influence of location on purchasing decisions at Warung Seblak AA, Tebing Tinggi City.

Benefits of research :

1. For Researchers
 - This research can provide new insights and in-depth understanding of the relationship between taste, price, location and purchasing decisions in academic literature.
 - The results of this study can be used as a reference for further research in the field of marketing and consumer behavior.
2. For Business Owners
 - Can find out what factors influence consumer purchasing decisions and can also help to create better loyalty programs.
3. For future students or researchers
 - This research can be an inspiration for conducting new research, either in the form of a thesis, journal or dissertation.

LITERATURE REVIEW

Taste

According to(Drummond & Brefere, 2016)Flavor is a method of determining food that must be clarified by its taste. Flavor is a characteristic of food that encompasses appearance, smell, taste, composition, and temperature. Flavor is the taste that emerges and can be felt by consumers when tasting a processed food or drink. According to(Meiliana & Yani, 2021)The taste of food plays a crucial role in a restaurant. Because satisfying consumer demand for food inevitably places a premium on taste, entrepreneurs compete to create distinctive flavors for each dish to gain wider recognition. Research results(Indrayani & Syarifah, 2020)states that taste has a partial positive and significant influence on purchasing decisions for the Pia Fatimah Azzahra cake business in Tanjung Tiram District. According to(Drummond & Brefere, 2016)Taste can be measured by the following indicators:

1. Appearance
2. Smell
3. Flavor
4. Temperature.

Price

According to (Kotler & Armstrong, 2018)Price is the amount of money that will be exchanged for a product or service. According to(Kurnia, 2022)Another meaning of price is the amount of value that consumers exchange for a number of benefits by having a product or service. Meanwhile, according to(Prasetyo & Santoso, 2023)Price is the amount of value used to exchange what one desires to obtain. Price is also something in the form of money to satisfy a need. Research results(Al'amudi et al., 2024)states that price influences purchasing decisions on the Bukalapak Marketplace (Case Study on Bukalapak Instagram Followers). (Kotler & Armstrong, 2018)explains that there are four measures or price indicators as follows:

1. Price Affordability: Consumers can afford the prices set by the company.
2. Price Matching with Product Quality: Consumers often choose the higher price between two goods because they are comparing product quality.
3. Price-Benefit Match: Consumers decide to buy a product if the benefits they feel are equal to the amount they have spent to obtain it.
4. Price according to Ability or Price Competitiveness: Consumers often compare the price of a product with other products, meaning that the price of a product is highly considered by consumers when purchasing.

Location

(Kotler & Armstrong, 2018)states that place or location, namely various company activities to make the products produced or sold affordable and available to the target market. According to the opinion of(Jamlean et al., 2022)Choosing a trading location is a crucial decision for businesses, as it involves attracting customers to the business premises to meet their needs. Location selection plays a strategic role because it can contribute to the

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achievement of a business's goals. Research results (Indrayani & Syarifah, 2020) states that location has a partial positive and significant influence on the purchasing decision of the Pia Fatimah Azzahra cake business in Tanjung Tiram District.

Location indicators according to (Tjiptono, 2020) namely as follows:

1. Access: such as locations that are frequently passed or easily accessible by means of transportation.
2. Visibility, is a location or place that can be seen clearly from a normal viewing distance.
3. Spacious, safe and comfortable parking area.
4. Expansion, namely the availability of a sufficiently large space if there is expansion in the future.
5. Environment, namely the surrounding area that supports the products offered.

Buying decision

According to (Kotler & Armstrong, 2018) The purchase decision is to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. According to (Wulandari, 2021) Purchasing decisions are influenced by the company's ability to attract buyers and are also influenced by factors outside the company. The purchasing decision process consists of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. There are six indicators of purchasing decisions made by consumers, namely:

1. Product Selection
2. Brand Choice
3. Choice of distributor
4. Time of purchase
5. Purchase amount
6. Payment methods

RESEARCH METHODS

The type of research used in this study is quantitative research.. Quantitative research is a systematic approach that uses numerical data to test hypotheses and answer research questions. According to (Sugiyono, 2022) Quantitative research methods are research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/artistic data analysis with the aim of testing established hypotheses. The population of this study were consumers who had purchased food/drinks at Warung Seblak AA, Tebing Tinggi City. The sampling used in this study used the Purposive Sampling technique with the criteria of respondents who had made at least 2 purchases at Warung Seblak AA, Tebing Tinggi City. The sample size was determined using the Cochran formula. In this study, the exact population size was unknown, so the sample size was calculated using the Cochran formula. (Sugiyono, 2017):

$$n = \frac{z^2 p \cdot q}{e^2}$$
$$n = \frac{(1,96)^2 \cdot (0,5) \cdot (0,5)}{(0,10)^2}$$
$$n = \frac{3,8416 \cdot 0,25}{0,01}$$
$$n = \frac{0,9604}{0,01}$$
$$n = 96,04$$
$$n = 96 \text{ (Rounded)}$$

Information :

n = sample

z = price in the normal curve for a 5% deviation, with a value of 1.96

p = probability of being correct 50% = 0.5

q = probability of being wrong 50% = 0.5

e = margin of error 10%

Based on the calculation results above, the minimum number of samples required in this study is 96 respondents.

The data collection method was carried out by providing questions (questionnaires) to respondents. This study used the Multiple Linear Regression Analysis Method. Multiple Linear Regression is a statistical method used to analyze the relationship between one dependent variable and two or more independent variables. To determine the influence of these variables, the following equation is used:

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

Where :

Y : Buying decision

a : Constant

b₁ : Price Regression Coefficient

b₂ : Taste Regression Coefficient

b₃ : Location Regression Coefficient

X₁ : Price

X₂ : Taste

X₃ : Location

E : *Term of Error*

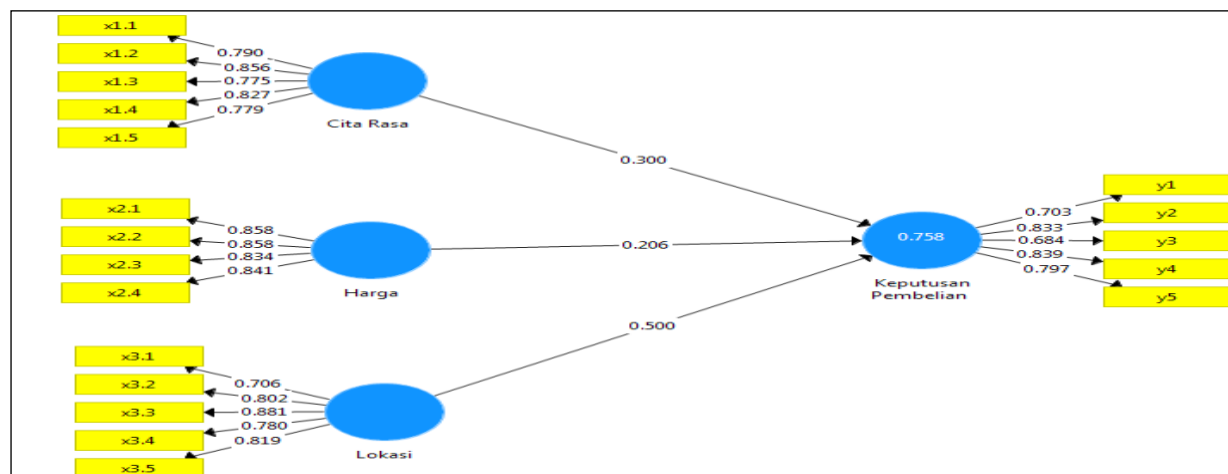
To measure the accuracy and consistency of the measuring instrument in this study, validity and reliability tests were used. Hypothesis testing in this study uses partial tests (t-tests) and simultaneous tests (F-tests).

RESULTS AND DISCUSSION

Outer Model Testing

Validity Test

This study used Smart PLS 3.0 software to test the validity and reliability of the research instrument. Reflective measures are considered high if they have a correlation greater than 0.5.



Source: Processed Data (2025)

Figure 1. Outer Model

To test the validity of data, convergent validity can be used by looking at the loading factor value and discriminant validity can be used by looking at the cross loading value.

Convergent Validity

A reflective measure is considered high if it correlates more than 0.70 with the construct being measured. However, for initial research with measurement scale development, a loading factor of 0.5 to 0.60 is considered sufficient (Ghozali and Latan, 2015). In this study, a loading factor of 0.5 was used, calculated using the SmartPLS 3.0 algorithm. The results of the convergent validity measurement model using loading factors are shown in Table 2.

**Table 2. Validity Test Results
Using Loading Factor**

	Taste	Price	Buying decision	Location
x1.1	0.790			
x1.2	0.856			
x1.3	0.775			
x1.4	0.827			
x1.5	0.779			
x2.1		0.858		
x2.2		0.858		
x2.3		0.834		
x2.4		0.841		
x3.1				0.706
x3.2				0.802
x3.3				0.881
x3.4				0.780
x3.5				0.819
y1			0.703	
y2			0.833	
y3			0.684	
y4			0.839	
y5			0.797	

Source: Processed Primary Data (2025)

Based on Table 2 above, it can be seen that all loading factor values have exceeded the 0.5 limit, thus concluding that each indicator in this study is valid. Therefore, these indicators can be used to measure the research variables.

Discriminant Validity

Discriminant validity Compare the Average Variance Extracted (AVE) value of each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good discriminant validity value. The following results of testing the discriminant validity measurement model using cross-loading can be seen in Table 3:

Table 3. Cross Loading Values

	Taste	Price	Buying decision	Location
x1.1	0.790	0.432	0.533	0.366
x1.2	0.856	0.467	0.544	0.454
x1.3	0.775	0.521	0.496	0.301

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x1.4	0.827	0.443	0.614	0.480
x1.5	0.779	0.470	0.546	0.499
x2.1	0.419	0.858	0.583	0.619
x2.2	0.448	0.858	0.633	0.616
x2.3	0.488	0.834	0.589	0.543
x2.4	0.588	0.841	0.682	0.641
x3.1	0.422	0.459	0.603	0.706
x3.2	0.443	0.474	0.620	0.802
x3.3	0.437	0.602	0.669	0.881
x3.4	0.387	0.687	0.635	0.780
x3.5	0.414	0.624	0.684	0.819
y1	0.713	0.613	0.703	0.473
y2	0.610	0.581	0.833	0.685
y3	0.327	0.515	0.684	0.676
y4	0.534	0.605	0.839	0.688
y5	0.425	0.527	0.797	0.582

Source: Processed Primary Data (2025)

Based on Table 3 above, it can be seen that all cross-loading values for each of the targeted indicators have a higher correlation with each of their respective variables compared to other variables. It can be concluded that the above indicators are valid overall.

Reliability Test

An instrument can be considered reliable if its Average Variance Extracted value is greater than 0.5, Cronbach's Alpha value is greater than 0.6, and Composite Reliability value is greater than 0.7. The following table shows the results of the reliability calculations using Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability:

Table 4. Calculation of AVE, Cronbach Alpha, and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Taste	0.865	0.868	0.902	0.649
Price	0.870	0.872	0.911	0.719
Buying decision	0.830	0.836	0.881	0.599
Location	0.857	0.860	0.898	0.639

Source: Processed Primary Data (2024)

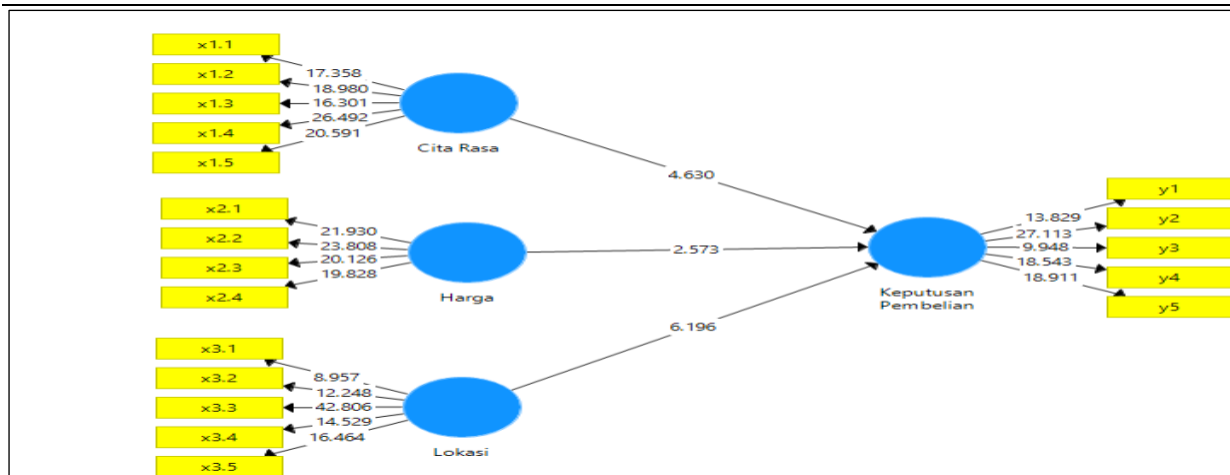
Based on Table 4. above, it can be seen that the Cronbach Alpha value of the variable Taste as big as 0.865, variables Price as big as 0.870, Location variable is 0.857 and the variable Purchase Decision of 0.830. From the calculation results above, it can be seen that all indicators are reliable in measuring the variables.

Inner Model Testing

Evaluation of the inner model can be seen from several indicators, including the coefficient of determination (R²), Predictive Relevance (Q²), and Goodness of Fit Index (GoF) (Hussein, 2015). The results of the structural model displayed by SmartPLS 3.0 in this study are as follows:

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Source: Processed Data (2025)

Figure 2. Inner Model

R2(R-Square) Results

In assessing a model with PLS, we begin by looking at the Adjusted R-square for each dependent latent variable. The results of the r2 calculation in this study are as follows:

Table 5. Correlation Values

	R Square	R Square Adjusted
Buying decision	0.758	0.750

Source: Processed Primary Data (2025)

Based on the calculation results using bootstrapping in Table 5 above, the r2 value of the variable is known. Buying decision of 0.750 which means that Buying decision influenced by Taste, Price and Location by 75% while the remaining 25% is the contribution of other variables not discussed in this study such as product quality, brand trust and others.

Hypothesis Testing

Statistics ≥ 1.960 or probability value $\leq \text{level of significance} (\alpha = 5\%)$. The 0.05 limit means that the probability of deviation is only 5%, and the remaining 95% indicates that the hypothesis can be accepted. Hypothesis testing in this study is divided into two parts: testing the direct effect and testing the indirect effect (mediation). Testing the direct effect will use bootstrapping in SmartPLS 3.0 software, while testing the indirect effect will use the t-statistic on the indirect effect.

1. T-Test (Partial)

Table 6. Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Taste -> Purchase Decision	0.300	0.299	0.066	4,559	0,000
Price -> Purchase Decision	0.206	0.211	0.084	2,462	0.014
Location -> Purchase Decision	0.500	0.500	0.083	6,050	0,000

Source: Processed Primary Data (2025)

Based on Table 6, the test results for each hypothesis are as follows:

a. H1: Influence of Taste (X1) on Purchasing Decisions (Y)

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between X1 and Y is 4,559 with a sig. of 0.000. The test results show that the t-statistic is ≥ 1.96 and the sig. value is $\leq$ the level of significance ($\alpha=5\%$). This indicates that X1 has an effect on Y, thus hypothesis 1 is accepted.

b. H1: Effect of Price (X2) on Purchasing Decisions (Y)

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between X2 and Y is 2,462 with a sig. of 0.014. The test results show that the t-statistic is ≥ 1.96 and the sig. value is $\leq$ the level of significance ($\alpha=5\%$). This indicates that X2 has an effect on Y, thus hypothesis 2 is accepted.

c. H1: Influence of Location (X3) on Purchasing Decisions (Y)

Based on the test results in Table 6, it can be seen that the t-statistic value of the relationship between X3 and Y is 6,050 with a sig. of 0.000. The test results show that the t-statistic is ≥ 1.96 and the sig. value is $\leq$ the level of significance ($\alpha=5\%$). This indicates that X3 has an effect on Y, thus hypothesis 3 is accepted.

2. F Test (Simultaneous)

The test conducted was a b parameter test (correlation test) using the statistical F test. To test the influence of independent variables simultaneously on the dependent variable, the F test was used. According to Sugiyono (2013:257), it is formulated as follows:

$$F_h = \frac{R^2/k}{(1 - R^2)/(n - k - 1)}$$

Information :

F : F Test Value

R² : The multiple correlation coefficient that has been put forward

k : Number of Independent Variables

n : Number of Respondents

It is known that:

R = 0.750

k = 3

n = 96

$$F_h = \frac{0,750^2/3}{(1 - 0,750^2)/(96 - 3 - 1)}$$

$$F_h = \frac{0,1875}{0,0047} \quad F_h = 39,8936$$

From the manual calculation results, the calculated F value was 39.8936. With $\alpha = 5\%$, dk numerator: k, dk denominator: nk-1(5%; 3; 96) the Ftable value is 2.69. From this description it can be seen that Fhitung (39,8936) > Ftable (2.69), then it can be concluded Thus the third hypothesis is accepted, meaning that X1, X2, and X3 have a simultaneous effect on Y.

CONCLUSION

Based on the results of the analysis that has been carried out, it can be concluded that sAll independent variables, namely Taste, Price, and Location, have a significant influence on Purchasing Decisions. Partial testing shows that each of these variables individually can influence Consumer Decisions in making purchases. In addition, the results of simultaneous testing also prove that the three variables together make a significant contribution to Purchasing Decisions. Thus, it can be concluded that Taste, Price, and Location have a positive influence on Purchasing Decisions at Warung Seblak AA in Tebing Tinggi City.

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