The Effect of Location and Price on Purchasing Decision at DMOONT KIDS Stores in Bandung

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Abstract

Business competition is getting tougher in the current era of globalization, especially in fashion clothes, which is no less competitive with adult clothing models, which has led to many competitors competing to innovate in this business. One of the children's clothing store entrepreneurs is Dmoont Kids, an entrepreneur who offers children's clothing. The center of consumer attention besides the non-strategic location is that the prices in this shop are very expensive compared to other stores which greatly influences consumer purchasing decisions. From the research conducted, it aims to determine how the conditions of Location, Price, and Purchasing Decisions. The method used in this research is descriptive and associative analysis method. The population in this study were consumers at the Dmoont Kids Store, with a sample size of 83 respondents. The analysis methods used in this study are validity test, reliability test, MSI, classical assumption test, multiple linear regression analysis, correlation, determination, t test and f test. Therefore, the conclusion can be seen that the location variable obtained a significant value of 0.000 < 0.05 and the t count value is greater than the t table (5.047) > (1.990). It means that the regression coefficient on the location variable has a positive sign. That the price variable obtained a significant value of 0.000 < 0.05 and the t count value was greater than the t table (4.328) > (1.990). It means that the regression coefficient on the price variable has a positive sign. The results of data processing in the simultaneous test obtained a significant value of 0.000 < 0.05 and f count (76.279) > f table (1.990) indicating that there is a simultaneous significant influence between Location and Price on purchasing decisions, it can be concluded that Ho is rejected and Ha is accepted.

Keywords: Location, Price, Purchase Decision

1.Introduction

In business clothes produce product Good That Already must The law is for consumers satisfied with quality the clothes he needs . But with quality just No enough, without comfortable material for people who wear them, innovate clothing models and marketing. Development business dynamic clothing full possible competition roll mat If No strong with the competition with increasing competitors strict, firm will difficult maintain If only endure with current product. So, company must set the right strategy to do it maintain superiority product of course will push consumer for buy product the so that can get expected results.

One businessman children's clothing shop is Dmoont Kids is entrepreneur offering children's clothing. Shop clothes children located at Jl. Nagrog No.16 Kel Pasirjati District Ujungberung, Bandung , West Java, which is where area the become center the shopping clothes children. No only sell product local just but clothes import too. For product local businessman This produce yourself and for product import Work The same with *brands* import from china .

In activity business This Shop Dmoont Kids has Lots brands that can interesting attention his customers like brands famous among clothes kids who don't lost *branded* with others. There is a request For quality products more high, offer from company that owns brand unique sales and characteristics this is what makes the difference One product with other products although similar.

Factor location also becomes factor main for consumer for committed buy return or subscribe in store this. Something things that don't easy For retain and attract attention consumer with exists competition strict This should be clever determine location strategic business easy reachable by consumers with prices Still affordable for consumer

intermediate down nor medium to above. Every children's clothing shop will compete give your best for consumer from facet place and price offered.

Determination price very important Because influence on interest buy consumer, price become reject measuring determination purchase something products in the company this. In the purchasing process product price very relatively important . Determination price is determination how much big something mark to consumers to get the product he wants . Component determination marketers ' prices must appropriate the target Because For get profit from products offered to consumer that.

Center of attention consumer besides the location is not strategic that is price in store This very expensive than very other shop influences the decision purchase consumer. Lots of its competition more price cheap make strategy for win competition in the shop market This No easy compete. Following table comparison price shop Dont Kids:

Table 1.1
Prices of Clothes at Dmoont Kids and competitors

Product Name	Price Dmoont Kids (Rp)	Price Competitor (Rp)
Children's daisy cardigan	89,000	56,000 – 70,000
Crinkle polka suit	60,000	41,000 – 50,000
Toyobo hoodie kurta	45,000	35,000 – 39,000
Pretty kids cardigan	100,000	68,000 – 85,000
Shirt child Coolboy	60,000	48,000 – 57,000
Korean style summer children's set	160,000	134,000 – 152,000
Children's pajamas set	60,000	45,000 – 52,000

Data source : Price list Dmoot Kids and competitors , 2022

Based on table 1.1 above show that price in store Dmoont Kids and competitors very Far different, the comparison more expensive in shop Dmoont Kids caused it exists phenomenon in research this is what makes it consumer No feel satisfied with the price is not affordable .

As for sales data Shop Dmoont Kids period month July 2022 until December 2022 can be seen in the table under this :

Table 1. 2
Sales Data Dmoont Kids Period July 2022 – December 2022

No	Month	Sales (volume)	Sales (Rp)	Change _ (Rp)	percent (%)
1	July	897	90,473,000	-	-
2	August	535	83,165,000	- 7,308,000	-12.3%
3	September	849	89,756,000	6,591,000	1.2%
4	October	576	52,985,000	- 36,771,000	-2.4%
5	November	764	73,373,000	20,338,000	2.5%
6	December	415	31,960,000	- 41,413,000	-1.7%
	TOTAL	4,036	415,712,000		

Data source : Sales Dmoont kids,2022

Based on Table 1.2 states sales data Shop Dmoont Kids period July 2022 – December 2022 shows ups and downs for 6 months lastly, in the month November experience increase highest namely 2.5%, the cause Because shop Dmoont Kids sells existing products famous . This thing cause rise and fall occurs turnover and arrivals consumer state that appetite consumer can changed at any time causing it compete with competitors others. If consumer want to buy desired product, consumers own good choice from facet location, price, and so on.

1.1 Objectives

Objective from study This are : ntuk knowing , drawing and analyzing location and price to decision purchase at the store Dmoont Kids in Bandung; For knowing , describing and analyzing how much big influence

location to decision purchase at the store Dmoont Kids in Bandung; For knowing , describing and analyzing how much big influence price to decision purchase at the store Dmoont Kids in Bandung; For knowing , describing and analyzing how much big influence location and price to decision purchase at the store Dmoont Kids in Bandung.

2. Literature Review
2.1. Management Theory
According to John D. Millett in book (Bedjo Siswanto, 2018:15) *"is the process of directing ang facilitating the work of people organized in formal groups to achieve a desired goal"* Definition This contain meaning that management is a regulatory process directing and managing plan through organization For reach something the same goal .

According to Robert L. Kats in book (Sadikin et al., 2020:3) Management is something appropriate profession _ condition certain . A manager must own three essential skills , namely _ competence in a way conceptual , social and technical .

Definition on state that management is something profession that has three skill condition certain that is competence in a way conceptual , social and technical .

According to George R. Terry in book (Sadikin et al., 2020:2) he say that management is achievement set goals _ moreover formerly with use other people's activities .

Definition on state that management have set goals _ with activities used by other people .

2.2. Management Marketing Theory
According to Mcleod and Schell in journal (Hj et al., 2022) says that marketing is activity individuals and organizations that accelerate connection satisfying exchange _ in dynamic environment _ through creation , distribution , promotion and determination prices , services and ideas .

Definition on state that management marketing is speed up activities connection exchange with organization or individual create dynamic environment _ covers distribution , promotion , determination price and service .

According to Kotler & Keller (2016) in the book (Indrasari, 2019:9) states that management marketing is art and science selecting target markets and reaching, retaining, delivering and communicating mark superior customers.

Definition on management marketing have meaning market knowledge that chooses growing goals customer with create communication superior value.

According to Assuari (2019:12) in journal (Yayuk et al., 2022) suggests that "Management marketing is activity analyze, plan, implement, and control plan designed controls _ For establish and maintain benefit exchange through the target market in order to reach objective organization." Management marketing covers all philosophy , concepts , tasks and management processes marketing .

Definition on state that management marketing is planned activities For maintain draft target market exchange in order to reach objective organization.

2.3. Location Theory
Location according to Tjiptono in journal (Indahsari & Roni, 2022) Location refers to various activity marketing effort expedite and simplify delivery or distribution goods and services from producer to consumer.

Definition This state that Location is activity marketing that makes things easier and smoother access distribution goods / services producer to consumer. According to Kotler and Armstrong in journal (Indahsari & Roni, 2022) stated that "place includes company activities that make the product available to target consumers."

Definition on put forward that Location is place activity the company that makes it product available the target for customer . According to Lupiyoadi and Ham Dani in journal (Indahsari & Roni, 2022) Location is decisions made by the company or related educational institutions with Where operations and staff will placed . Definition on state that location is decisions made by related companies with operations and staff that will be placed.

2.4. Price Theory
According to Fandy Tjiptono in journal (Indahsari & Roni, 2022), states that price is the only one element mix marketing that delivers insertion or income for company. Definition on state that Price is one mix meaningful marketing _ income and income from consumer to company.

Price according to William J. Stanton in (Indahsari & Roni, 2022) Price is amount money needed For get a number of combination A accompanying products and services. Based on definition on Price is price a number money paid by consumers For get something product join good service from company that.

According to Kotler and Armstrong in book (Indrasari, 2019:36) price is a number mark or money charged on something product or service For amount from exchanged value consumer on benefits price. Based on definition on state that price a number mark swap consumer obtain goods or services .

2.5. Purchasing Decision Theory

According to Peter Jerry C. Olson in journal (Wiharso & Alexandri, 2020) Purchase decisions is a decision includes something choice between two or more action or behavior alternative. Definition on state that decision purchase is something encompassing decisions exists two or more meaningful choice alternative behavior.

According to Kotler & Keller in journal (Juliana & Palasara , 2021), defines decision gift as "Consumer behavior is the study of how individuals, groups, and organizations select, buy use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants" which means decision purchase is part from behavior like consumers _ studies about How individual , group, and organization choose , buy , use , and how goods, services , ideas, or experience For satisfying needs and desires them .

Purchase decision according to (Mujahid, 2017) in journal (Juliana & Palasara , 2021) decision purchase that is is session in the retrieval process decision purchase Where consumer true, true buy . Definition on state that decision purchase is a decision process consumer For true, true buy their products want .

3. Methods

Object in study This is what the author applies in preparation is Location as the independent variable (X_1), Price as the independent variable (X_2) or often called *independent variable* and Purchase Decision (Y) as the dependent variable or *dependent variable* .

Subject study This have very role _ important Because in object study will get data about the observed variables . Research data subjects This is at the Shop Dmoont Kids in Bandung. Dmoont Kids is located at Jl. Nagrog No.16 Subdistrict Pasirjati Subdistrict Ujungberung, Bandung. Shop Dmoont Kids stand up since 2017. Shop Dmoont Kids originally open shop on the street paledang in 2017 – 2019. In 2019 the shop Dmoont have branch on the street nagrog but in the middle 2019 is official to be 1 Shop on the street nagrog until current year . Shop Dmoont Kids has timetable operational from 10 am – 7 pm , open from day Monday until Saturday .

4. Data Collection

 4.1 Population and Data Sources

 4.1.1   Population

In book (Sugiyono, 2021:61) state population is the area of generalization that consists on objects and subjects that have quantity and characteristics certain conditions determined by the researcher For studied and then withdrawn conclusion .

Table 3. 1
Population customer from month July – December 2022

No	Month	Amount Visitors
1	July	696
2	August	379
3	September	662
4	October	375
5	November	542
6	December	226
TOTAL		**2,880**
AVERAGE		**480**

Source : Management Dmoont Kids

 4.1.2   Sample

Understanding sample according to Sugiyono in the book (Nurdin & Hartati, 2019) is part or the number and characteristics possessed by the population that . When population big , and researcher No Possible learn everything

in the population , for example because limited funds, energy and time , then researcher will take sample from population that . What to learn from sample that's the conclusion will enforced For population . For That samples taken _ from population must true, true representative

Procedure taking sample used by the author that is taking sample in a way *random* or *probability sampling.* *Probability sampling* is taking sample that gives opportunity For all subject / object study For represent population in research . *Probability sampling* is used that is *simple random* which means taking samples that provide opportunity for every its population.

Researcher use method slovin with formula as following :

$$n = \frac{N}{1 + N.e^2}$$

Source : Sugiyono (2018)

Information
n = Sample
N = Population
E = Percentage leeway Because error taking available samples _ tolerated
So :

$$n = \frac{480}{1 + 480.(0,1)^2}$$

= 82,75
= 83 (dibulatkan)

Amount samples obtained _ from visitor data consumer shop in period July – December 2022 as many as 480 consumers . Researcher use method *Simple random sampling* technique namely 82.75 consumers in the store The rounded Dmoont Kids to 83 respondents .

5 . Results and Discussion
5.1 Numerical Results

Descriptive Statistical Analysis, which is testing is carried out to show the characteristics of each sample and explain each variable, as for the data seen, namely the mean, maximum, minimum, and standard deviation. The following are the results of Descriptive Statistics from data that has been sorted according to characteristics.

5.1.1 Validity Test

Table 4.7
Validity Test

Variable	No. items	r Count	r Table	Conclusion
Location	1	0.745	0.2133	Valid
	2	0.766	0.2133	Valid
	3	0.640	0.2133	Valid
	4	0.672	0.2133	Valid
Price	5	0.559	0.2133	Valid
	6	0.719	0.2133	Valid
	7	0.449	0.2133	Valid
	8	0.581	0.2133	Valid
Decision Purchase	9	0.513	0.2133	Valid
	10	0.661	0.2133	Valid
	11	0.612	0.2133	Valid
	12	0.782	0.2133	Valid

Source : results data processing , 2023

Based on table 4.7 above state that results data processing in validity testing with variable free (location and price) and variable bound (decision purchase) can concluded from all question items in study This declared valid because r is calculated more big from r table of 0.2133, then all indicator question declared valid or legitimate to test the validity of the research this .

5.1.2 Reliability Test

In reliability testing have objective For know answer respondents who have obtained is consistent or No from time to time . Answer reliable questionnaire that's what it is tested try with measurement in a way over and over again to the same subject at different times. Test reliability in study This using Cronbach's alpha calculated by SPSS version 22.0 with own provision realistic Cronbach's alpha value >0.6 is stated consistent or the data is stable . Following results processing reliability data on variables location :

Table 4.8
Reliability Test Results Location
Reliability Statistics

Cronbach's Alpha	N of Items
,781	4

Source : SPSS Data Processing Results , 2023

Based on table 4.8 , it states that results data processing on variables location with sample of 83 respondents obtained mark cronbach of 0.781 which means Cronbach's Alpha value is more big of 0.6 then Can concluded the reliability test data on the variables location stated realistic , all of them answer questionnaire Already Trusted as tool deep data collection study this .

As for results of reliability test data on variables price already spread questionnaire question to 83 respondents , as following :

Table 4.9

Reliability Test Results Price

Reliability Statistics

Cronbach's Alpha	N of Items
,705	4

Source : SPSS data processing results , 2023

Based on results data processing in table 4.9 that can concluded results spread questionnaire question as many as 83 respondents about variable price can obtain mark Crobach'h Alpha 0.705 where r is calculated more big from r table can concluded the data obtained reliable and trustworthy as tool deep data collection research this .

As for results processing reliability test data on variables decision purchase , as following :

Table 4.10
Purchasing Decision Reliability Test Results
Reliability Statistics

Cronbach's Alpha	N of Items
,751	4

Source : SPSS Data Processing Results , 2023

Based on the data in table 4.10 above that reliability test results on variables decision possible purchases obtained Cronbach's Alpha value of 0.751 results from spread questionnaire question to 83 respondents , meaning Cronbach's Alpha value is more big of 0.6 then on the variable decision purchase stated realistic , all of them answers used in research This can trusted .

5.2 Proposed Improvements

For the next research, in addition to extending the study period, so that the research can provide better results, it also expands the research sample with other sectors, especially the transportation sector whose capital structure has not obtained definite research results regarding its magnitude while still based on previous studies.

5.3 Validation

5.3.1 Classical Assumption Testing Results

The classical assumption test is carried out in a study before carrying out panel data regression analysis, aiming to provide certainty that the regression equation obtained has accuracy in estimation, is unbiased, and is also consistent. Before conducting regression analysis, the data used must pass four classic assumption tests for regression models, namely normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.

5.3.1.1 Normality Test

Normality test aim For test is in the regression model , variables independent and dependent own mark normal distribution or no .
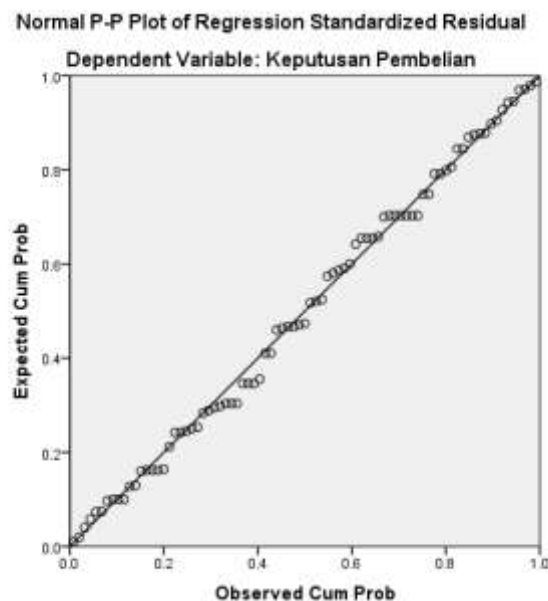
Figure 4.4
P-Plot Normality Test Results Graph

Based on chart on can concluded that normality test results variable dependent (decision purchase) dots the residual approach normal line and not There is experience defiation or difference too much distance Far than line normally so can concluded that regression model own nice normality .

For get normal category or No so will non- parametric tests are used Kolmogrov -Smirnov (KS) the basic one used in taking decision can seen from value data provisions significance or mark probability is at > 0.05, then hypothesis accepted because the data is normal. Following results processing data from normality tests in tables under this :

Table 4.11
Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		83
Normal Parameters [a, b]	Mean	.0000000

|		
	Std. Deviation	2.16704907
Most Extreme Differences	Absolute	,060
	Positive	,060
	Negative	-.042
Statistical Tests		,060
Asymp . Sig. (2-tailed)		,200 c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
    Source : SPSS Data Processing Results , 2023

Based on Kolmogorov-Smirnov test results in table 4.11 can be concluded that mark significance obtained of $0.200 > 0.05$ which indicates that distribution of regression models is normal because more big from 0.05.

5.3.1.2 Heteroscedasticity Test

Heteroscedasticity test aim For test is there is inequality variant from residual one observation to observation other . Heteroscedasticity test with use method *scatterplot* should point No patterned and point data must spread on nor under or the number is 0 and the data is not only gather on nor below . Following picture heteroscedasticity test results method good scatter *plot* :
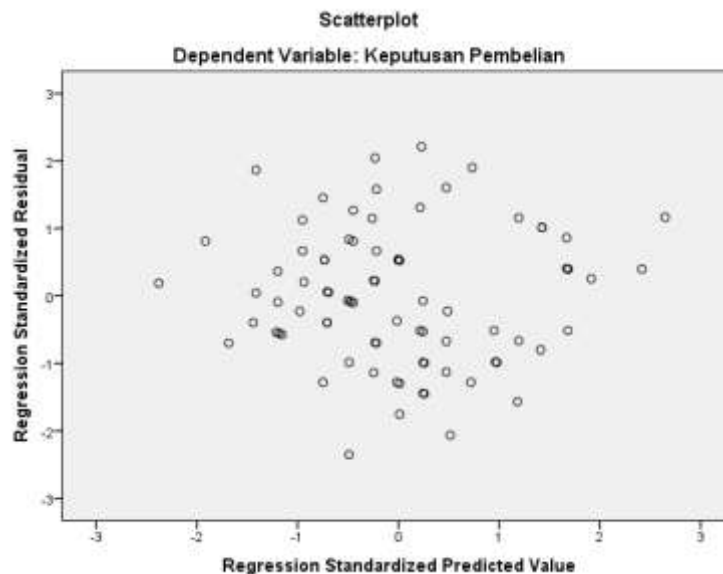
Figure 4.5
Heteroscedasticity Test Results

Based on Figure 4.5 results from the heteroscedasticity test can concluded that regression model No experience heteroscedasticity Because seen No There is visible pattern _ clear and dotted spread which means hypothesis accepted , variant cell own similarities .

5.3.1.3 Multicollinearity Test

Multicollinearity Test aim For test is there is correlation between variable free in the regression model . Following results testing multicollinearity from respective VIF (*Variance Inflation Factor*) values variables :

Table 4.12
Multicollinearity Test

Coefficients ᵃ

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Location	,733	1,364
	Price	,733	1,364

a. Dependent Variable: Purchase Decision

Source : SPSS data processing results , 2023

Based on table 4.12 above state that the tolerance value is 0.733 where mark the more big of 0.10 means a regression model free multicollinearity . If use VIF value get is 1.364 < 10 then the regression model free in study This No experience multicollinearity .

5.3.1.4 Analysis Multiple Linear Regression

Analysis multiple linear regression aim For test influence Location (X_1) and Price (X_2) on Purchasing Decisions (Y). with use data processing by SPSS version 22.0. following results analysis multiple linear regression in the table under this :

Table 4.13
Analysis Multiple Linear Regression
Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,739	1,591		2,350	.021
	Location	,333	.102	,362	3,274	,002
	Price	,315	.141	,246	2,230	,029

a. Dependent Variable: Purchase Decision

Source : SPSS Data Processing Results , 2023

Based on table 4.13 there is form something equality with estimates in analysis multiple linear regression namely:

$$Y = 3{,}739 + 0{,}333X_1 + 0{,}315X_2 + \in$$

1. Constant amounting to 3,739 which means if variable independent consists from Location (X_1) and Price (X_2) have value 0, then variable dependent Purchase decision (Y) will own mark amounting to 3,739.
2. Coefficient value regression on variables location (X_1) get mark amounting to 0.333 stated that if variable location (X_1) experienced enhancement equal to 1 unit , while in variables independent other that is Price (X_2) has value 0, then variable dependent decision purchase (Y) will experience enhancement of 0.333.
3. Coefficient value regression on variables Price (X_2) get mark of 0.315 states that if variable Price (X_2) experiences enhancement equal to 1 unit , while in variables other that is Location (X_1) has value 0, dependent decision purchase (Y) will experience enhancement of 0.315.
4. $\in$ is variables that are outside the research .

5.3.1.5 Coefficient Correlation

Analysis coefficient correlation is about connection between variable independent and dependent who have objective For know how much strong connection variable independent and variable dependent . Following results data processing in the coefficient test correlation in the table under this :

Table 4.14
Coefficient Correlation
Correlations

		Location	Price	Purchase Decision

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Location	Pearson Correlation	1	,517 **	,489 **
	Sig. (2-tailed)		,000	,000
	N	83	83	83
Price	Pearson Correlation	,517 **	1	,433 **
	Sig. (2-tailed)	,000		,000
	N	83	83	83
Purchase Decision	Pearson Correlation	,489 **	,433 **	1
	Sig. (2-tailed)	,000	,000	
	N	83	83	83

**. Correlation is significant at the 0.01 level (2-tailed).
Source : SPSS data processing results , 2023

Based on the results in table 4.14 state that results data processing on coefficients correlation can is known mark significance between variable location (X_1) and Price as (X_2) against decision purchases (Y) $0.000 < 0.05$ meaning there is connection correlation .

Correlation value for variables location (X_1) against decision purchases (Y) of 0.489 incl category range $0.400 – 0.599$ so variable location own connection in a way positive to decision purchase with interpretation connection correlate medium .

Correlation value for variables price (X_2) against decision purchases (Y) of 0.433 incl category range $0.400 – 0.599$ so variable price own connection in a way positive to decision purchase with interpretation connection correlate medium .

5.3.1.6 Coefficient Determination

Analysis coefficient determination own objective that is For know extent of ability a number variable free available in the equation model multiple linear regression in a way simultaneously able to explain variable No free . Following results data processing on coefficients determination under this :

Table 4.15
Coefficient Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 a	,284	,266	2,194

a. Predictors: (Constant), Price , Location
Source : SPSS Data Processing Results , 2023

Based on table 4.15 results from coefficient data processing determination of 0.533 or 53.3%, which means big influence location and price to decision purchase is 53.3% and the remaining 46.7% is influenced by other factors that are not included in study These include : _ quality product , image brand , promotion , service and others.

5.3.1.7 Hypothesis Testing

Hypothesis testing is statement while related with purposeful phenomenon For know how much big influence location (X_1) and price (X_2) against decision purchases (Y) on a regular basis partial and simultaneous. Wrong hypothesis will be rejected but If hypothesis Correct will accepted .

5.3.1.8 t test (Partial)

T test or partial test own utility that is For test How influence each variable free (location and price) for free Alone Alone to variable bound (decision purchase). Following method see testing with formulation hypothesis on each variable X against variable Y:

Hypothesis testing X_1 :
1. $H_o : \beta_1 = 0$: Location (X_1) no influential to decision purchase (Y)
2. $H_a : \beta_1 \neq 0$: Location (X_1) has an effect to decision purchase (Y)

Hypothesis testing X_2 :

1. $H_o : \beta_1 = 0$: Price (X_2) no influential to decision purchase (Y)
2. $H_a : \beta_1 \neq 0$: Price (X_2) has an effect to decision purchase (Y)
   Following partial t test results in research This namely :

Table 4.16
T test (Partial) Concerning Location
Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,314	1,121		5,635	,000
Location	,451	,089	,489	5,047	,000

a. Dependent Variable: Purchase Decision
Source : SPSS Data Processing Results , 2023

Based on the results in table 4.16 t test results (partial) can be concluded that obtained mark significance $0.000 < 0.05$ and t value > t table = t count equal to $5.047 >$ t table amounted to 1,990. Where his interpretation from t test results (partial) show that there is influence location (X_1) against decision purchase (Y) directly significant , then can means that Ho is rejected and Ha is accepted .

Table 4.17
T test (Partial) Concerning Price
Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,777	1,650		2,895	,005
Price	,553	.128	,433	4,328	,000

a. Dependent Variable: Purchase Decision
Source : SPSS Data Processing Results , 2023

Based on table 4.17 on the t test (partial) regarding price can concluded that obtained mark significance equal to $0.000 < 0.05$ and t calculated value > t table = t calculated amounting to $4.328 >$ t table 1,990. Where the interpretation from t test results (partial) show that there is influence price (X_2) against decision purchase (Y) directly significant , then can means that Ho is rejected and Ha is accepted .

5.3.1.9 f Test (Simultaneous)

F test or simultaneous test own objective that is For see How influence all variable free (location and price) for free together The same to variable bound (decision purchase). Following results data processing using the f test or simultaneous test with table under this :

Table 4.18
F Test (Simultaneous)

ANOVA [a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	152,558	2	76,279	15,847	,000 [b]
Residual	385,080	80	4,814		
Total	537,639	82			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Price , Location

Source : SPSS Data Processing Results , 2023

Based on results f test data processing in table 4.18 states that calculated F value amounting to 76,279. Because it's deep study This uses 3 variables consisting _ of 2 variables free (location and price) and 1 variable bound (decision purchase) with amount sample as many as 83, then table F value amounted to 1,990. In this f test obtain mark significant equal to $0.000 < 0.05$ and the calculated F value > F table = F calculated $(76.279) >$ F table (1.990). So can interpreted that there is significant influence _ in a way simultaneous or together between Location and Price on Purchasing Decisions , then can concluded that Ho _ rejected and H $_a$ accepted .

6. Conclusion

Based on results data analysis from research on Stores Dmoont Kids in Bandun can concluded that , as following :

- From the results analysis testing on variables Location (X_1) obtains the average score of 2.80 of every indicator question , value on variable Price (X_2) obtains the average value of 3.10 of every indicator questions and the Purchase Decision variable (Y) obtains the average value is 2.9 of every indicator question . Average results already obtained from all variable state that location and price to decision purchase including category Enough good .
- Test results in a way partial on variables Location (X_1) get mark significance of $0.000 < 0.05$ and the calculated t value $(5.047) >$ t table (1.990) shows that there is influence positive in a way partial on location to decision purchase , then can means that Ho $_{is}$ rejected and Ha $_{is}$ accepted .
- Test results on variables Price (X_2) get mark significance of $0.000 < 0.05$ and the calculated t value $(4.328) >$ t table (1.990) shows that there is influence positive in a way partial on price to decision purchase , then can means that Ho $_{is}$ rejected and Ha $_{is}$ accepted .
- Results of data processing in simultaneous tests get mark significant of $0.000 < 0.05$ and f count $(76.279) >$ f table (1.990) shows that there is significant influence _ in a way simultaneous between Location and Price to decision purchase , then can concluded that Ho $_{is}$ rejected and Ha $_{is}$ accepted .

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