The Influence of Price Perception, Location, and Word of Mouth on Purchasing Decisions at UMKM Ayam Penyet Meranti in Medan

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Abstract

UMKM actors often feel a decrease in revenue turnover can be caused by a decrease in the level of purchase decisions that occur and by several factors. The purpose of this study was to determine the influence of price perception, location and word of mouth on purchasing decisions at UMKM Ayam Penyet Meranti in Medan. This research method is quantitative. The population of this study were all consumers who made a purchase on chicken penyet meranti in June. The number of samples in this study is 315 respondents. Data analysis techniques used in this study using SPSS software. Sample technique in this study using non probability sampling techniques. The nonprobability sampling method used is accidental sampling. The results of this study stated that the perception of price, location, and Word of Mouth have a positive and significant influence on purchasing decisions on chicken penyet meranti in Medan. as evidenced by the price variable has a value of 2,173 ttitung > ttable 1,650 and the value of GIS. 0.000 < 0.05. The location has a value of 3,193 > t table and 1,650 TG value. 0.002<0.05. and Word of Mouth has a value of thitung10.070 > ttabel1.650and the value of GIS. 0.000<0.0

Keywords: *Price Perception, Location, Word Of Mouth, Purchase Decision*

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INTRODUCTION

Every Micro, Small and Medium Enterprise (UMKM) in Indonesia must have a marketing strategy to market their products and services so that the business can achieve the desired goals. This requires them to be more innovative and creative in running their business. The owners of Micro, Small and medium enterprises (UMKM) must be able to keep up with the current times in order to survive in market competition. In the era of 4.0 competition in the business world is getting higher, all business actors are competing to increase their business sales. Therefore, business actors are required to continue to carry out strategies, innovations and breakthroughs that are able to compete with this increasingly modern era. MSMEs must know the desires and needs of consumers, and provide benefits as well as the value of products or services that are more economical than their competitors.

One of the culinary products that are popular with consumers at this time is a type of processed chicken. One of them is penyet chicken which is a phenomenal food and popular with the public until now. because the presentation process does not require a long time, a distinctive taste, and has an affordable price. Community enthusiasm for chicken penyet clearly visible that chicken penyet including ranked 4 into 10 Best Fried chicken Dishes or processed fried chicken Terenak in the world version of taste Atlas (www.tasteatlas.com/fried-chicken-dishes)
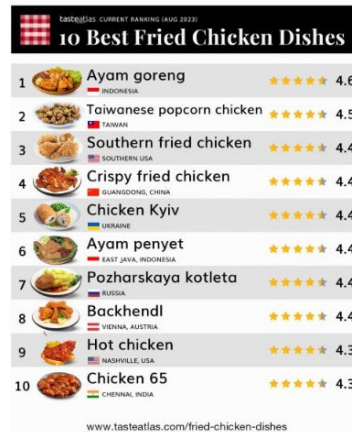

Figure 1. Best Fried Chiken Dishes

One of the culinary UMKM businesses of penyet chicken in Medan city such as penyet chicken Meranti. One of the MSMEs that strives to be able to attract the attention of buyers so that consumers have the decision to buy at Warung Ayam Penyet Meranti which is located on Jalan Letda Sujono, Kec.Medan Tembung. The chicken coop changes every month. Experience a revenue cycle that sometimes goes up sometimes down.

Figure 2 UMKM Ayam Penyet Meranti Income Data for 2023
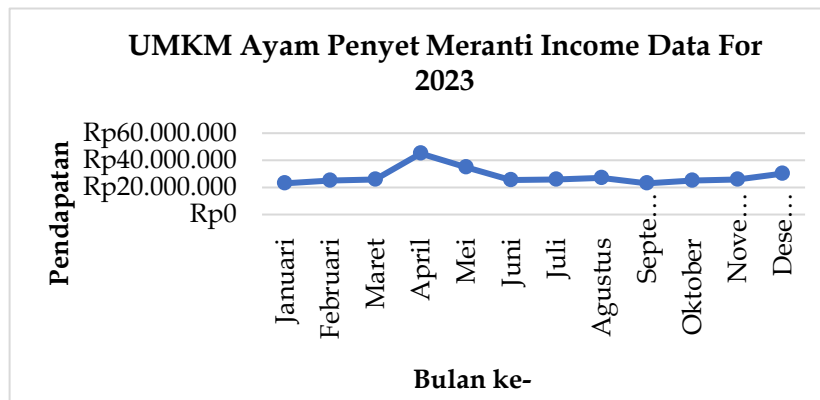
Source: Ayam Penyet Meranti Financial Records 2023

The table above is the monthly income obtained by Warung Ayam Penyet Meranti from January to December in 2023, where the highest income was obtained in April with a total of Rp. 45,000,000 due in april entering the month of Ramadan which causes a lot of orders and enthusiasts in buying chicken Penyet Meranti and the lowest income in January and September with a total of Rp. 23.000.000. The decrease in income can be caused by a decrease in the level of purchase decisions that occur by several factors. In recent months, this business has found obstacles where sales turnover tends to fall. The cause of this occurrence, among others, due to the perception of price, location and worth of mouth the increasing number of competitors

penyet chicken in the city of Medan. Of course, this problem cannot continue to be left without being repaired, solved or developing a sales strategy to increase sales turnover again, it will have a negative impact on this business, hinder its development and even threaten the sustainability of the business. Based on various previous studies on the influence of price perception, location and word of mouth on purchasing decisions states that the influence of price perception has a positive (significant) effect on purchasing decisions. Thus proving that consumers tend to choose products that match the price and quality of the products they will get (Permatasari, 2024). Based on initial observations made by researchers at Ayam Penyet Meranti by conducting interviews with business owners named Ibu Meranti. Location selection is very strategic. But there are still some consumers who complain about the location of the parking is not strategic which led to the assessment of the value of less than UMKM Ayam Penyet Meranti. New customers will therefore have to wait until a parking space is available. Generally, customers also complain about parking on the road which is a problem because it will cause traffic jams because it clearly reduces road capacity.

One of the most important factors in making purchasing decisions besides price and location perception is Word of Mouth (WOM). This strategy has been used by Chicken Penyet Meranti for a long time. The customer satisfaction of chicken Penyet Meranti facilitates Word of Mouth marketing strategy. Customers often share their experiences after making a purchase at warung Ayam Penyet Meranti with others, making it easier for others to be influenced to try Ayam Penyet Meranti products. Based on the above, economic actors should clearly understand that they need to develop a strategy to attract consumers and enter the market in conditions of competition. Especially in the field of business, a business needs to find solutions and generate creative ideas to improve its business activities. So the authors want to conduct research on "the influence of price perception, location, and Word of Mouth (WOM) on purchasing decisions at UMKM Ayam Penyet Meranti"

The purpose of this study is 1) to determine whether the price presepi effect on purchasing decisions. 2) to find out whether the location affects the purchase decision. 3) Whether Word of Mouth affects the purchase decision. 4) to find out whether the perception of price, location, and word of mouth affect the buyer's decision.

Theoretical Studies
Price Perception
The main thing that needs to be realized by entrepreneurs is what is actually expected by buyers by paying a certain amount of money to buy the production. The perception of consumer prices can influence the decision to purchase products, therefore, the company must be able to provide a good perception of the products and services it sells. "Price is the sum of all the value provided by customers to benefit from owning or using a product, both goods and services" (Kotler, 2008) . "Price perception is concerned with how Price Information is fully understood by consumers and gives meaning to Price Information" (Peter, 2000).

Location
Location is a decision made by the company with regard to where operations and staff will be placed, and location is a combination of location and decisions on

distribution channels, in this case related to the way of delivering services to consumers and where the location of the strategy (Lupiyoadi, 2001).

In this case it is related to how to deliver services to consumers and where the location of the strategy. To measure and determine the size of the contribution of location in influencing purchasing decisions can be measured using location indicators consisting of ease of reaching the location, smooth access to the location, and the proximity of the location (F. Tjiptono, 2015).

Word Of Mouth

"WOM is a process of personal influence between the sender and receiver in interpersonal communication which can change the behavior and thoughts of the recipient" (Sernovitz, 2006). "WOM as an interpersonal communication about the product between the buyer and the people around him" (Kotler, 2015). "WOM is a means of marketing communication that is effective, cheap, and credible" (Kertajaya, 2007). "Word of Mouth is a marketing activity carried out by a brand so that consumers talk about, promote and want to sell our brand to others" (Silviana, 2011).

Purchase decision

Purchase decision is a process where consumers get to know a particular product or brand and evaluate how well each of these alternatives can solve their problem, which then leads to a purchase decision (Tjiptono, 2020). Purchase decision is an action of consumers in choosing a purchase of goods or services that have been selected properly and in accordance with the wishes of consumers to meet a need, then there will be a decision in the purchase (Tua et al., 2022).

Influence Of Price Perception On Purchasing Decision

price perception is a psychological factor from various aspects that have an important influence on consumer reactions to prices (Darmansah, A., & Yosepha, 2020). and the price also has a big effect on a product often a price that is too low will also be one of the influences on purchasing decisions because it will build a bad perception of the product and vice versa with prices that are too high with compotitors it will also be more difficult for consumers to make purchases (Liyana Warningrum, 2023).

The Influence Of Location On Purchasing Decisions

Strategic location selection suppose the placement of business premises in a crowded place, near urban areas, close to schools, offices and can be reached by the public, will increase decision-making for buyers of products or services offered by marketers (Saota et al., 2021).

The Influence Of Word Of Mouth On Purchasing Decisions

Delivery of information submitted both personally and non-personally submitted by the customer to others who are not part of the service provider may also affect the purchase decision (Cahyani et al., 2022). Word of Mouth is an activity in which consumers provide information about a brand or product to other consumers, where consumers who provide information have used the product and are satisfied so that they encourage other consumers to try and even buy (Nisa, 2022).

Frame Of Mind

To understand more clearly the relationship between them, namely, the dependent variable (dependent variable) is the purchase decision (Y) and the independent variable (independent variable) is, price perception (X1) location (X2) and, Word of Mouth (WOM) (X3) used in this study. Based on the explanation above, it can be described the framework with the structure of research that can be seen in Figure 1
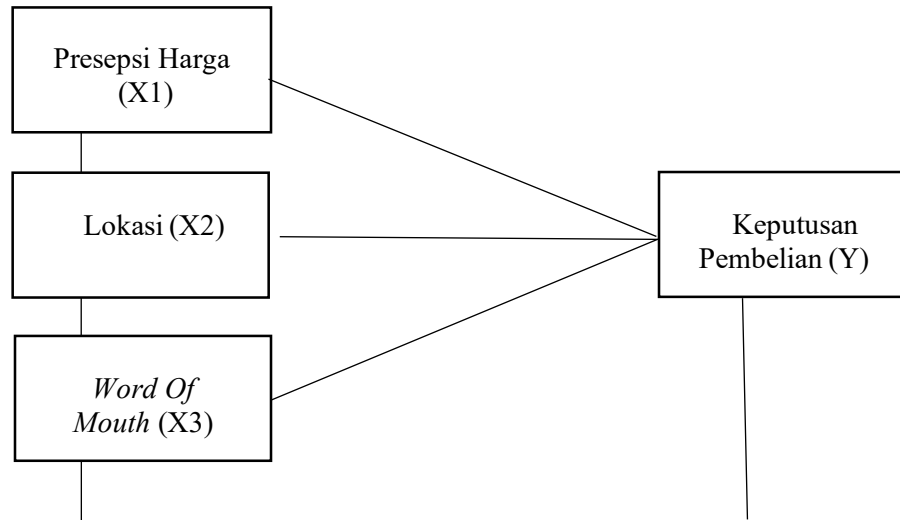
METHODOLOGY

This research method is quantitative research. In this study the population used is people who have ever made a purchase on chicken Penyet Meranti amounting to 1,500 people. This Data is taken through the average sales of chicken penyet Meranti in June per day 50 people multiplied by 30 days of 1,500 people. Sample technique in this study using non probability sampling techniques. Non probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2018). The nonprobability sampling method used is accidental sampling, which is a sampling technique based on Chance, who is the subject who by chance / incidental encounter with the researcher can be used as a sample, when viewed by the person who happened to meet it is suitable as a source of data.

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

Where:

N = Number of Samples

N = Number of Population

e = Standard Error in selecting the sample (5%)

$$n = \frac{N}{1+N(e^2)}$$
$$= \frac{1.500}{1+1.500(0{,}05^2)}$$
$$= \frac{1.500}{1+1.500(0{,}0025)}$$
$$= \frac{1.500}{4{,}74}$$
$$= 315$$

The sample in this study was 315 respondents. This research uses purposive sampling technique. This study uses primary data that is data obtained directly from

respondents from the results of filling out questionnaires regarding statements related to the influence of price perception, location, and word of mouth on purchasing decisions. Data collection methods in this study using:

1) interview

The interview method is a technique of collecting data by asking questions directly to parties related to the research. Interviews are used as a data collection technique because researchers want to know the problems that need to be studied. interviews were conducted directly with the owner of the chicken Penyet Meranti UMKM owner. The interviews were conducted to find out information about the picture of problems, obstacles and consumer responses to purchasing decisions at UMKM Ayam Penyet Meranti

2) observation

Observation is data obtained by direct observation at the place of business. This Data is useful to determine the condition of the reporting object. This data collection technique is done by observing a phenomenon that exists and occurs. The observation is expected to obtain data that is appropriate or relevant to the research topic. So in this study the authors used direct observation of the location of the research UMKM Ayam Penyet Meranti.

3) Questionnaire Method

Questionnaire method is a list that contains a series of questions or statements about a problem or field to be studied. To obtain the data, questionnaires were distributed to respondents (people who answered the questions posed for research purposes). In this case the author makes a question or written statement and then answered by the respondent/sampling. The method of data collection in this study is to distribute questionnaires in the form of google Forms that are distributed to respondents through share links that are filled using a likert scale so that respondents simply choose the desired answer.

RESULTS AND DISCUSSION
Validity and reliability test

Validity Test

Validity test is used to see the determination of the instruments used in the study. The instrument is said to be valid if rhitung > rtable. The results of the validity of each variable statement of the study are as follows:

Table 1. Validity Of Price Perception Variable Instrument (X1)

Instrument	Validity Value		Conclusion
	r count	r table	
Influence Of Price Perception 1	0,768		Valid
Influence Of Price Perception 2	0,805	0,373	Valid
Influence Of Price Perception 3	0,832		Valid

Influence Of Price Perception 4	0,867		Valid

From the table it can be seen that the test results of each instrument variable price perception (X1) has a table of 0.373 thus it can be concluded that the overall instrument statement of the variable influence of price perception in use is valid.

Table 2. Validity Of Location Variable Instrument (X2)

Instrument	Validity Value		Conclusion
	r count	r table	
Location Influence 1	0,875		Valid
Location Influence 2	0,871		Valid
Location Influence 3	0,792	0,373	Valid
Location Influence 4	0,814		
Location Influence 5	0,843		Valid

From the table it can be seen that the test results of each instrument location variable (X2) has a rtabel value of 0.373 thus it can be concluded that the overall instrument statement of the location variable used is valid.

Table 3. Validity Of Influence Variable Instrument Word Of Mouth (X3)

Instrument	Validity Value		Conclusion
	r count	r table	
Word Of Mouth Influence 1	0,905		Valid
Word Of Mouth Influence 2	0,889	0,373	Valid
Word Of Mouth Influence 3	0,923		Valid

From the table it can be seen that the test results of each instrument variable Word of Mouth (WOM) (X3) has a rtabel value of 0.373 thus it can be concluded that the overall instrument statement of the variable Word of Mouth used is valid.

Table 4.Validity Of Purchase Decision Variable Instrument (Y)

Instrument	Validity Value		Conclusion
	r count	r table	
Influence of Purchase Decisions 1	0,828		Valid
Influence of Purchase Decisions 2	0,802		Valid

Influence of Purchase Decisions 3	0,741	0,373	Valid
Influence of Purchase Decisions 4	0,880		Valid
Influence of Purchase Decisions 5	0,822		Valid
Influence of Purchase Decisions 6	0781		Valid

From the table it can be seen that the test results of each instrument purchase decision variable (Y) has a rtabel value of 0.373 thus it can be concluded that the overall instrument statement of the purchase decision variable used is valid.

Reliability Test
Reliability test is performed to ensure that the instrument used is a reliable, consistent and stable instrument if used repeatedly at different times. The instrument is said to reliably value cronbach's alpa count > cronbach's alpha tolerance (0.6). The results of reliability testing seen as follows:

Table 5 Of Results Of Reliability Of Research Instruments

No	Variabel	Nilai Cronbach's Alpha	Kesimpulan
1	Presepsi Harga (X1)	0,875	Reliabel
2	Location (X2)	0,898	Reliabel
3	Word Of Mouth (X3)	0,902	Reliabel
4	Purchase Decision (Y)	0,914	Reliabel

Reliability test results showed that the value of cronbach's alpha all variables greater than 0.6 then it can be concluded that this research questionnaire is said to be reliable.

Linear Regression Test
This test was conducted to determine the effect of price perception, location, and word of mouth on purchasing decisions on chicken Penyet Meranti. The following table shows the results of multiple linear regression testing on each variable, namely:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.895	1.843		5.369	.000
	Price Perception	.158	.073	.105	2.173	.031
	Location	.177	.055	.154	3.193	.002
	Word Of Mouth	.763	.076	.483	10.070	.000

a. Dependent Variable: Keputusan Pembelian

Based on the test results above, the obtained multiple linear regression equation as follows:
$$Y = 9.895 + 0.158X_1 + 0.152X_2 + 0.763X_3$$

In the multiple linear regression model obtained the value of the purchase decision constant of 8.879 means that if the value of the independent variable price perception, location, and word of mouth value is 0, then the dependent variable purchase decision value of 8.879. Regression coefficients of each independent variable is positive, meaning that the purchase decision on chicken Penyet Meranti can be influenced by the perception of price, location, and word of mouth.

Hypothesis Testing

Hypothesis testing is used to determine the presence or absence of influence between independent variables to the dependent variable, while the results of hypothesis testing are as follows:

Coefficient Of Determination (R2)

Coefficient of determination aims to measure how much the ability of the independent variable in explaining the dependent variable. The value of the coefficient of determination can be seen in the following table:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.548[a]	.301	.294	2.219	1.683

a. Predictors: (Constant), Word Of Mouth, Lokasi, Presepsi Harga
b. Dependent Variable: Keputusan Pembelian

Coefficient of determination (Adjusted R2) aims to determine how much the ability of the independent variable (price perception, location and word of mouth) is able to explain the dependent variable (purchase decision). Based on the table above, it is known that the Adjusted R square value is 0.294 (29.4%), this shows that by using the regression model obtained where the independent variables, namely price perception, location and word of mouth have an influence on the purchase decision variable by 29.4%. While the remaining 70.6% (100% -66.5%) is explained by factors or other variables that are unknown and not included in this regression analysis, such as, product quality, service quality, promotion and others.

Simultaneous Test (F Test)

Simultaneous hypothesis testing aims to measure the magnitude of the influence of the independent variable together with the dependent variable. The hypothesis in this test is:

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	658.965	3	219.655	44.598	.000[b]
	Residual	1531.746	311	4.925		
	Total	2190.711	314			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Word Of Mouth, Lokasi, Presepsi Harga

In the table of analysis of variance (Anova) F test results are displayed that can be used to predict the contribution of aspects of price perception variables, location and word of mouth to purchase decision variables. From the calculation obtained Fhitung value of 44,598. With a significance level of 5% and df1 = 3 and df2 = 311 obtained $_{Ftable}$ value = 2.63. Because the value F_{hitung} 44.598 > value F_{table} 2.63, then the decision taken H0 rejected H1 accepted. With the receipt of H1 shows that the independent variable consisting of price perception (X1) and location (X2) and word of mouth (X3) is able to explain the diversity of the dependent variable (Y), thus the variable perception of price, location, and word of mouth simultaneously affect the positive and significant influence on purchasing decisions.

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.895	1.843		5.369	.000
	Price Perception	.158	.073	.105	2.173	.031
	Location	.177	.055	.154	3.193	.002
	Word Of Mouth	.763	.076	.483	10.070	.000

a. Dependent Variable: Keputusan Pembelian

Based on the t test results table above to determine the magnitude of the influence of each independent variable partially (individually) on the dependent variable is as follows:

1) Testing the significance of price perception (X1) on purchasing decisions (Y).

It can be seen that the calculated Price Presepai coefficient is 2.173, while the ttable can be calculated in the t-test table, with α = 0.05, obtained from the formula n – k, where n is the amount of data, k is the number of variables so (315 – 4 = 311) the t_{table} value obtained is 1,650 So the price perception variable has a t_{count} value of 2.173 > t_{table} 1.650 and a sig value. 0.000 < 0.05, then Ho is rejected and H1 is accepted, so it can be concluded that the Price Perception coefficient partially has a significant effect on purchasing decisions (Y)

2) Test the significance of location (X2) on purchasing decisions (Y).

It can be seen that the tcalculated Location coefficient is 3.193, while the ttable can be calculated in the t-test table, with α = 0.05, obtained from the formula n – k, where n is the amount of data, k is the number of variables so (315 – 4 = 311) The obtained t_{table} value is 1,650 So the Location variable has a t_{count} value of 3.193 > t_{table} 1.650 and a sig value. 0.002<0.05, then Ho is rejected and H1 is accepted, so it can be concluded that the Location coefficient partially has a significant effect on purchasing decisions (Y)

3) Test the significance of word of mouth (X2) on purchasing decisions (Y).

It can be seen that the tcalculated Location coefficient is 10,070, while the ttable can be calculated on the t-test table, with α = 0.05, obtained from the formula n – k, where n is the amount of data, k is the number of variables so (315 – 4 = 311) The obtained ttable value is 1,650

So the Location variable has a value of t_{count}10,070 > t_{table} 1,650 and a sig value. 0.000<0.05, then Ho is rejected and H1 is accepted, so it can be concluded that Word of Mouth partially has a significant effect on purchasing decisions (Y)

Discussion

Influence Of Price Perception Variables On Purchasing Decisions

The results of the study stated that there is a positive and significant influence between the price of the purchase decision it is proved that the price variable is t_{count}2,173 > t_{table} 1,650 and a sig value of less than 0.05. This proves that consumers decide to purchase if the price given is in accordance with purchasing power and cheap relative to the quality of existing taste. The results of the study are in line with previous research which states that consumers tend to choose products that match the price and quality of the products they will get (Permatasari, 2024). The results are also in accordance with previous research which states that the price perception variable has a positive and significant influence on purchasing decisions evidenced by a significant value of less than 0.05 (Qadrina et al., 2023). So in this case the price perception affect the purchase decision on Ayam Penyet Meranti

Influence Of Location Variables On Purchasing Decisions

The results stated that there is a positive and significant effect is evidenced by the value of t_{hitung}3.193>t_{tabel}1.980 and seen based on a significant value of less than 0.05. This proves that the better the location, the greater the purchase decision. This is in line with research that shows that location has a significant effect on purchasing decisions at CFC Grande Karawaci, in addition, the results of the study also state that the location at CFC Grande Karawaci is quite strategic and easily accessible which is one of the leading factors for CFC Grande Karawaci in

getting its consumers (Clarita, 2023) . This study is also in line with the results that state that location has a positive and significant effect on purchasing decisions. The results of previous studies also state that location has a positive and significant effect on purchasing decisions, the results of the study also state that with a strategic location, good price presepis can influence purchasing decisions by consumers in buying products at Nusantara meat stores (Rinjani & Paludi, 2023). So in this case the location affects the purchase decision on chicken Penyet Meranti.

Influence Of Location Variables On Purchasing Decisions

The results of the study stated that there is a positive and significant influence between Word of Mouth on purchasing decisions based on the value of thitung10.070 > ttabel1.980 and the value of sig. 0.000<0.05. This proves that positive word of mouth will attract customers ' interest in goods and services, with word of mouth making it easier for customers to find information about products and services through individuals or social groups that will cause them to make purchasing decisions. The results of the study in accordance with the theory expressed by "WOM is a process of personal influence between the sender and recipient in interpersonal communication which can change the behavior and thoughts of the recipient" (Sernovitz, 2006). "WOM is a means of marketing communication that is effective, cheap, and credible" (Kertajaya, 2007). The results of this study are also in line with previous research which states that variable word of mouth has a positive and significant effect on purchasing decisions (Damanik et al., 2023). His previous research also stated the results that the Word of mouth variable had a positive and significant influence on purchasing decisions as evidenced by the sgnifikan value of less than 0.05 in addition, previous research stated that UMKM should always pay attention to the quality of the products they offer so that the message in Word of Mouth that is implicated in consumers can maintain consumer confidence who will or have bought the Cahsaiki Bekasi product (Arafah, 2023). So in this case WOM influence on purchasing decisions on chicken Penyet Meranti

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