

THE EFFECT OF PRODUCT QUALITY, PROMOTION, AND BUSINESS LOCATION ON CONSUMER PURCHASE DECISIONS AT D'TOP CHICKEN & BURGER PARUNGKUDA 2 BRANCH

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Abstract. This study aims to identify and analyze the influence of product quality, promotions, and business location on consumer purchasing decisions at D'Top Chicken & Burger Branch Parungkuda 2. This background is based on the increasing competition in the culinary business, prompting every business actor to continually improve product quality, promotional strategies, and the selection of strategic business locations to attract consumer attention. D'Top Chicken & Burger is one of the culinary businesses facing this challenge, especially in maintaining and increasing the number of buyers amid the proliferation of similar businesses in the Parungkuda area. This research uses a quantitative approach with a survey method. The sample in this research consists of 100 respondents selected using purposive sampling techniques, namely consumers of D'Top Chicken & Burger Branch Parungkuda 2 aged over 17 years who reside in Parungkuda District. Data was collected through the distribution of questionnaires and analyzed using multiple linear regression methods to test the simultaneous and partial effects of each independent variable on the dependent variable. The results of the study are expected to contribute to the field of marketing, particularly in understanding the determinants of purchasing decisions in local culinary businesses.

Keywords: Product Quality, Promotion, Business Location, Purchase Decision.

I. INTRODUCTION

The development of the culinary business sector in Indonesia has increased rapidly due to the lifestyle of people who tend to consume ready-to-eat food. Many business actors compete to create innovative food products. This phenomenon encourages culinary entrepreneurs to be more careful in considering marketing strategies to attract and retain customers. It is reflected in the growing number of fast-food outlets, such as fried chicken restaurants, in various regions. These dynamics push business actors to compete not only through taste but also through effective marketing strategies and strategic business location selection (Hidayat et al., 2022).

Fried chicken, as one of the favorite menus in the fast-food sector, has become a culinary icon that is highly favored by various segments of society. Several major brands such as KFC, McDonald's, and Texas Chicken have secured strong market shares due to their maintained product quality, nationwide promotional strategies, and outlets located in various strategic points. These major brands often become benchmarks in consumers' perceptions of good-quality fried chicken.

On the other hand, local brands such as D'Top Chicken & Burger attempt to compete within the same ecosystem. D'Top Chicken & Burger Parungkuda 2 Branch, located in Parungkuda District, faces challenges in competing with these major brands. Although D'Top Chicken & Burger offers relatively more affordable prices and distinctive local flavors, consumers often still choose major brands due to factors such

as trust in quality, massive promotional activities, or more recognizable locations.

Purchase decision is an important process in consumer behavior that reflects the final choice of a product or service. This decision is influenced by various factors, both internal to the consumer and external through the strategies implemented by business actors. One of the main factors influencing purchase decisions is product quality. In the fast-food industry, quality includes taste, hygiene, presentation, and product consistency. Consumers tend to make repeat purchases if they are satisfied with the quality of the food consumed.

The promotional strategies implemented by business actors also play a crucial role in influencing consumer decisions. According to Belch & Belch (2021), promotional effectiveness can be enhanced by combining direct promotions (such as discounts, vouchers, and bundling) and indirect promotions (such as digital advertising, social media, and endorsements). Another equally important factor is business location. A strategic location that is easily accessible and has good accessibility provides convenience for consumers and encourages them to make purchases. According to research by Prasetya & Lestari (2020), business locations situated near crowded centers or areas with high mobility have greater opportunities to attract consumers directly.

Based on this background, this study aims to analyze the influence of product quality, promotion, and business location on purchase decisions at D'Top Chicken & Burger Parungkuda 2 Branch.

II. RESEARCH METHODS

The sampling method used in this study was purposive sampling, which is a technique of selecting samples based on specific criteria relevant to the research objectives. The respondents were selected from consumers or residents domiciled in Parungkuda District who had made a purchase at D'TOP Chicken & Burger Parungkuda 2 Branch, were over 17 years old, and were willing to complete the questionnaire honestly. This technique was chosen to ensure that respondents had direct experience in making purchase decisions regarding D'Top Chicken products.

The formula used to determine the sample size was the Slovin formula. By applying the Slovin formula, the sample obtained consisted of 100 consumers.

Based on official data from the Central Bureau of Statistics (BPS) of Parungkuda District (2023), the population of Parungkuda District reached 82,009 people. Therefore, the sample size was calculated using the Slovin formula as follows:

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

$$n = \frac{82,009}{1 + 82,009(10\%)^2}$$

$$n = \frac{82,009}{8,201}$$

$$n = 99.9 \approx 100$$

Where:

n = Sample size

N = Population size

d = Margin of error

III. RESULTS AND DISCUSSION

Descriptive Analysis Results

Description of Respondent Characteristics

In this study, 100 respondents were obtained as the research sample, namely consumers of D'top Chicken & Burger Parungkuda 2 Branch, by distributing questionnaires. The characteristics of respondents in this study were grouped based on gender, age, and occupation, which are explained as follows:

Description of Respondents Based on Gender

The following data were obtained from 100 respondents based on gender of consumers at D'top Chicken & Burger Parungkuda 2 Branch:

Table 1. Characteristics of Respondents Based on Gender

Gender	Number (persons)	Percentage (%)
Female	59	59%
Male	41	41%
Total	100	100%

Source: Processed by the Researcher, 2025

Based on the table above, the majority of respondents were female, totaling 59 people or 59%, while male respondents amounted to 41 people or 41%. This indicates that the consumers of D'top Chicken & Burger Parungkuda 2 Branch in this study were predominantly female.

Description of Respondents Based on Age

The following data were obtained from 100 respondents based on the age of consumers at D'top Chicken & Burger Parungkuda 2 Branch:

Table 2. Characteristics of Respondents Based on Age

Age (years)	Number (Persons)	Percentage (%)
17–25	75	75%
26–30	16	16%
31–40	9	9%
Total	100	100%

Source: Processed by the Researcher, 2025

Based on the table above, the majority of respondents were in the 17–25 year age range, totaling 75 people or 75%. This indicates that consumers of D'top Chicken & Burger Parungkuda 2 Branch are predominantly from the younger age group. Respondents aged 26–30 accounted for 16%, and those aged 31–40 accounted for 9%, indicating that the product is also of interest to adult consumers.

Description of Respondents Based on Occupation

The following data were obtained from 100 respondents based on the occupation of consumers at D'top Chicken & Burger Parungkuda 2 Branch:

Table 3. Characteristics of Respondents Based on Occupation

Occupation	Number (Persons)	Percentage (%)
Students	44	44%
Housewives	11	11%
Employees	39	39%
Others	6	6%
Total	100	100%

Source: Processed by the Researcher, 2025

Based on the table above, respondents were predominantly students (44%) and employees (39%). This indicates that the main consumers of D'top Chicken & Burger Parungkuda 2 Branch come from the productive age group. Meanwhile, housewives and other occupations represent a smaller percentage; however, they still form part of the consumer segment.

Instrument Testing Results

Validity Test

Table 4. Validity Test Results

Variable	Item	r-count	r-table	Significance	Significance Level	Description
Product Quality (X1)	X1.1	0.719	0.195	0.000	0.05	Valid
	X1.2	0.591	0.195	0.000	0.05	Valid
	X1.3	0.680	0.195	0.000	0.05	Valid
	X1.4	0.677	0.195	0.000	0.05	Valid
	X1.5	0.723	0.195	0.000	0.05	Valid
Promotion (X2)	X2.1	0.761	0.195	0.000	0.05	Valid
	X2.2	0.667	0.195	0.000	0.05	Valid
	X2.3	0.611	0.195	0.000	0.05	Valid
	X2.4	0.724	0.195	0.000	0.05	Valid
	X2.5	0.708	0.195	0.000	0.05	Valid

Variable	Item	r-count	r-table	Significance	Significance Level	Description
Business Location (X3)	X3.1	0.714	0.195	0.000	0.05	Valid
	X3.2	0.695	0.195	0.000	0.05	Valid
	X3.3	0.639	0.195	0.000	0.05	Valid
	X3.4	0.754	0.195	0.000	0.05	Valid
	X3.5	0.606	0.195	0.000	0.05	Valid
Purchase Decision (Y)	Y1	0.714	0.195	0.000	0.05	Valid
	Y2	0.695	0.195	0.000	0.05	Valid
	Y3	0.639	0.195	0.000	0.05	Valid
	Y4	0.754	0.195	0.000	0.05	Valid
	Y5	0.606	0.195	0.000	0.05	Valid

Source: SPSS Output (2025)

Based on the validity test results for variables X1 (Product Quality), X2 (Promotion), X3 (Business Location), and Y (Purchase Decision), all statement items have an r-count value greater than the r-table value (0.195). This indicates that each statement item is declared valid and is therefore able to measure its respective variable accurately and consistently.

Reliability Test

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Threshold	Description
X1	0.709	> 0.60	Reliable
X2	0.730	> 0.60	Reliable
X3	0.716	> 0.60	Reliable
Y	0.734	> 0.60	Reliable

Source: Primary Data Processed, 2025

Based on the reliability test results in the table above, it is known that all research variables have a Cronbach's Alpha value greater than the minimum threshold of 0.60. Variable X1 has a value of 0.709, variable X2 is 0.730, variable X3 is 0.716, and variable Y is 0.734.

This indicates that all research instruments are declared reliable, meaning that each statement item in the questionnaire is capable of providing consistent and trustworthy results in measuring the variables studied.

Classical Assumption Test Results

Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Normal Parameters ^{a,b}	
Mean	0.0000000
Std. Deviation	2.31916112
Most Extreme Differences	
Absolute	0.083
Positive	0.056
Negative	-0.083
Test Statistic	0.083
Asymp. Sig. (2-tailed) ^c	0.086
Monte Carlo Sig. (2-tailed) ^d	0.086
99% Confidence Interval – Lower Bound	0.079
99% Confidence Interval – Upper Bound	0.093

Notes:

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- Lilliefors' method based on 10,000 Monte Carlo samples with starting seed 299883525.

Source: Primary Data Processed, 2025

Based on the results of the Kolmogorov-Smirnov normality test, the Asymp. Sig. (2-tailed) value is 0.086, which is greater than the significance level of 0.05. This indicates that the data are normally distributed, as there is no significant difference between the distribution of the research data and a normal distribution.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Coefficients^a

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	3.977	0.811	—	4.902	0.000
Product Quality (X1)	-0.044	0.047	-0.116	-0.951	0.344
Promotion (X2)	-0.067	0.048	-0.177	-1.403	0.164
Business Location (X3)	-0.017	0.046	-0.044	-0.375	0.708

a. Dependent Variable: ABS_RES

Source: Primary Data Processed, 2025

Based on the results of the Glejser test shown in the table above, the significance value for product quality (X1) is 0.344, promotion (X2) is 0.164, and business location (X3) is 0.708. All significance values are greater than 0.05.

This indicates that none of the independent variables have a significant effect on the absolute residual values. Therefore, it can be concluded that the regression model does not experience heteroscedasticity. In other words, the residual variance is constant, and the regression model satisfies the classical assumption of homoscedasticity, making it appropriate for further analysis.

Multicollinearity Test

Table 8. Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
(Constant)	2.516	1.343	—	1.874	0.064	—	—
Product Quality (X1)	0.212	0.077	0.225	2.750	0.007	0.647	1.546
Promotion (X2)	0.463	0.079	0.498	5.856	0.000	0.598	1.673
Business Location (X3)	0.176	0.076	0.182	2.328	0.022	0.708	1.413

a. Dependent Variable: Purchase Decision (Y)

Based on the multicollinearity test results shown in the Coefficients table, the product quality variable (X1) has a tolerance value of 0.647 and a VIF value of 1.546; the promotion variable (X2) has a tolerance value of 0.598 and a VIF value of 1.673; and the business location variable (X3) has a tolerance value of 0.708 and a VIF value of 1.413.

All independent variables have tolerance values greater than 0.10 and VIF values less than 10. This indicates that there is no multicollinearity among the independent variables in the regression model.

Multiple Linear Regression Results

Table 9. Multiple Linear Regression Results

Coefficients^a

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
(Constant)	2.516	1.343	—	1.874	0.064	—	—
Product Quality (X1)	0.212	0.077	0.225	2.750	0.007	0.647	1.546
Promotion (X2)	0.463	0.079	0.498	5.856	0.000	0.598	1.673
Business Location (X3)	0.176	0.076	0.182	2.328	0.022	0.708	1.413

a. Dependent Variable: Purchase Decision (Y)

Source: Primary Data Processed, 2025

Based on the Coefficients table output, the multiple linear regression equation formed is:

$$Y = 2.516 + 0.212X_1 + 0.463X_2 + 0.176X_3 + e$$

Note:

Y = Purchase Decision

X₁ = Product Quality

X₂ = Promotion

X₃ = Business Location

e = Error

Regression Coefficient Results

1. Constant = 2.516

The constant value of 2.516 indicates that if product quality, promotion, and business location are equal to zero or assumed to be constant, the purchase decision has a baseline value of 2.516. This value reflects the level of purchase decision before being influenced by the three independent variables in the research model.

2. Product Quality Coefficient (X₁) = 0.212

The regression coefficient for product quality is positive at 0.212. This means that every 1-unit increase in product quality will increase the purchase decision by 0.212 units, assuming promotion and business location remain constant. In other words, the better the product quality perceived by consumers, the higher the purchase decision.

3. Promotion Coefficient (X₂) = 0.463

The regression coefficient for promotion is positive at 0.463. This means that every 1-unit increase in promotion will increase the purchase decision by 0.463 units, assuming other variables remain constant. This indicates that more attractive and intensive promotional activities can increase consumers' purchase decisions.

4. Business Location Coefficient (X₃) = 0.176

The regression coefficient for business location is positive at 0.176. This means that every 1-unit improvement in business location quality will increase the purchase decision by 0.176 units, assuming other variables remain constant. This indicates that a strategic and easily accessible business location contributes to increasing purchase decisions.

Model Feasibility Test Results

Partial Significance Test (t-test)

Table 10. t-Test Results

Coefficients^a

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	0.474	1.078	—	0.439	0.661
Product Quality (X1)	0.294	0.106	0.258	2.769	0.007
Ease of Access (X2)	0.264	0.078	0.287	3.379	0.001
Lifestyle (X3)	0.474	0.125	0.365	3.792	0.000

a. Dependent Variable: Purchase Intention (Y)

Source: Primary Data Processed, 2025

Based on the regression analysis results with a total of 100 respondents, the degree of freedom (df) is calculated using the formula:

$$df = n - k - 1 = 100 - 3 - 1 = 96$$

At a significance level of 0.05 (two-tailed), the t-table value is 1.985. The t-test results for each independent variable are as follows:

1. Product Quality (X1)

The product quality variable has a t-value of 2.750. Since t-count > t-table (2.750 > 1.985), it can be concluded that product quality has a significant effect on purchase decisions. Therefore, the hypothesis is accepted.

2. Promotion (X2)

The promotion variable has a t-value of 5.856. Since t-count > t-table (5.856 > 1.985), it can be concluded that promotion has a significant effect on purchase decisions. Therefore, the hypothesis is accepted.

3. Business Location (X3)

The business location variable has a t-value of 2.328. Since t-count > t-table (2.328 > 1.985), it can be concluded that business location has a significant effect on purchase decisions. Therefore, the hypothesis is accepted.

F-Test

Table 11. F-Test Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	752.518	3	250.839	45.224	.000 ^b
Residual	532.472	96	5.547		
Total	1284.990	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Business Location (X3), Product Quality (X1), Promotion (X2)

Source: Primary Data Processed, 2025

Based on the results of the F-test (ANOVA), the calculated F-value is 45.224. With a total of 100 respondents, $df_1 = 3$ and $df_2 = 96$. At a significance level of 0.05, the F-table value is approximately 2.70. Since $F_{\text{count}} > F_{\text{table}}$ ($45.224 > 2.70$), it can be concluded that product quality, promotion, and business location simultaneously influence purchase decisions. Therefore, the regression model is declared significant and feasible to use. Thus, H4 is accepted.

Coefficient of Determination Test (R^2)

Table 12. Coefficient of Determination Test Results (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	0.586	0.573	2.35512

a. Predictors: (Constant), Business Location (X3), Product Quality (X1), Promotion (X2)

b. Dependent Variable: Purchase Decision (Y)

Source: Primary Data Processed, 2025

Based on the Model Summary output, the Adjusted R Square value is 0.573. This indicates that 57.3% of the variation in purchase decisions can be explained by the variables of product quality, promotion, and business location in the research model. The remaining 42.7% is influenced by other factors outside the model that were not examined in this study. This value indicates that the model has a fairly strong ability to explain the influence of independent variables on purchase decisions.

Based on the results of the multiple linear regression analysis, it was found that the three variables—Product Quality, Promotion, and Business Location—have a positive and significant influence on Purchase Decisions at D'top Chicken & Burger Parungkuda 2 Branch.

The regression analysis results show that product quality (X1) has a positive and significant effect on purchase decisions (Y), with a t-value of 2.750 and a significance level of 0.007 (< 0.05). The regression coefficient of 0.212 indicates that every increase in perceived product quality will increase the purchase decision by 0.212 units, assuming other variables remain constant. Good product quality creates higher perceived value, thereby strengthening consumer confidence in making purchase decisions.

The promotion variable (X2) has the most dominant influence on purchase decisions, with a regression coefficient of 0.463 and a t-value of 5.856 (sig. 0.000 < 0.05). This

indicates that promotion provides the greatest contribution compared to other variables in encouraging purchase decisions.

Business location (X3) is also proven to have a positive and significant effect on purchase decisions, with a t-value of 2.328 and a significance level of 0.022 (< 0.05). The regression coefficient of 0.176 indicates that the more strategic the business location, the higher the level of consumer purchase decisions.

The F-test results show an F-value of 45.224 with a significance of 0.000 (< 0.05), meaning that product quality, promotion, and business location simultaneously have a significant effect on purchase decisions. The Adjusted R Square value of 0.573 indicates that 57.3% of the variation in purchase decisions can be explained by the three independent variables in the model. Meanwhile, 42.7% is influenced by other factors outside the study, such as price, service quality, brand image, and psychological factors of consumers.

Overall, the results of this study confirm that consumers of D'top Chicken & Burger highly consider product quality, promotion, and business location, which play an important role in the purchase decision-making process.

IV. CONCLUSIONS

Based on the results of the research and the discussion conducted, it can be concluded that product quality, promotion, and business location have a positive and significant influence on purchase decisions. Product quality significantly affects purchase decisions, indicating that the better the quality offered, the higher the likelihood that consumers will make a purchase. Promotion is also proven to have a positive and significant effect and is identified as the most dominant variable in this study, meaning that effective and attractive promotional activities play a major role in increasing consumer interest and encouraging purchasing decisions. In addition, business location has a positive and significant impact, suggesting that a strategic and easily accessible location increases the probability of purchase. Simultaneously, these three variables significantly influence purchase decisions, contributing 57.3% to the variation in purchase decisions, while the remaining percentage is affected by other factors outside the research model. Based on these findings, business owners are advised to maintain and consistently improve product quality, particularly in terms of taste, cleanliness, and presentation, to preserve and strengthen consumer trust. Promotional strategies should also be continuously developed by utilizing digital media, offering discount programs, and creating innovative promotional campaigns that match the characteristics of the target market, given that promotion has the most dominant influence on purchase decisions. Furthermore, business management should ensure that the location remains comfortable, easily accessible, and supported by adequate facilities in order to enhance the overall consumer experience. For future research, it is recommended to include additional variables such as price, service quality, brand image, or customer satisfaction to increase the coefficient of determination and provide a more comprehensive understanding of the factors influencing purchase decisions.

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