

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND LAYOUT ON CONSUMER PURCHASE DECISIONS AT THE SHADE OF THE EQUATOR STORE IN JEMBER REGENCY

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ABSTRACT

Retail business development shows strong potential in the current era. The retail industry delivers products and services while adding value to fulfill the needs of individuals, families, groups, or end users. Most products sold in retail cater to household requirements. The growing retail industry has made a substantial contribution to the Gross Domestic Product (GDP). This study aims to examine and analyze the impact of product quality, price, and layout on consumer purchasing decisions at the Rindang Khatulistiwa store in Jember. This research employs a quantitative approach with a sample size of 100 respondents, using the Non-Probability Sampling Technique combined with purposive sampling and questionnaires as the primary data collection tool. The data analysis process includes instrument validation, classical assumption testing, multiple linear regression, hypothesis testing, and calculation of determination coefficients. The analysis indicates that product quality, price, and layout each exert a positive and significant partial effect on consumer purchasing decisions at the Rindang Khatulistiwa store in Jember, contributing 85%..

INTRODUCTION

Globalization has led to increased economic development, especially in the business sector. Many types of businesses have emerged, offering promising

opportunities in clothing, equipment, and food (Iswahyudi & Prabawati, 2022). The retail business is one of the most promising in this era. The retail industry delivers products and services, adding value to meet the needs of individuals, families, groups, or end users. Products sold in retail mainly meet household needs and essential staples. Retail growth has greatly boosted Gross Domestic Product (GDP) and created many jobs. The industry grows quickly by offering convenient and accessible shopping (Ong et al., 2020).

A business is considered successful if it attracts many consumers, leading to high sales and profits. Increased consumers result from factors influencing purchasing decisions. These decisions are the final outcome of an individual's or household's intent to buy goods and services. The purchase decision is when consumers actually buy their chosen products, benefiting the company with higher profits. Susanto (2019) describes purchase decision as a process involving various buying stages. Assauri (2018) adds that buyer habits—such as timing, quantity, and location—influence these decisions. In stores, consumers consider not only basic needs but also product quality, price, and layout. These factors shape consumer perception, preference, and store loyalty (Angala et al., 2022).

Every entrepreneur must increase the strength of his business by creating his own uniqueness that is different from others, such as providing good product quality for consumers. Product quality is something that is offered to the market to attract attention, to be owned, used, or consumed, with the aim of satisfying the wants or needs of an individual. A store should develop products that suit the needs and desires of consumers. Quality reflects all aspects of the product that provide benefits to the customer. The term *value* is often used to describe the relative quality of a product when compared to its price. The influence of quality on market share usually depends on how it is defined. If quality is considered to be high reliability and aesthetics (to the extent that the product meets the set standards), then the relationship with market share is likely to be positive. However, if the quality of a product is defined based on excellent appearance or greater appeal, it may be more expensive to produce and may be sold in smaller quantities due to higher prices (Ashuri, 2021).

Product quality is a characteristic of a product, which has an involvement in the ability to meet consumer demands. Product quality is *feedback* obtained from consumers, not from companies, so after consumers buy a product, there will be factors that can affect the quality of the product expected by consumers. According to Erawati, (2019) product quality is an important factor that affects a decision of each customer in buying a product. The better the quality of the product, the more interest consumers will be in buying the product. On average, consumers are faced with various considerations before buying a product, consumers will pay attention to the quality of the product they will buy, the better the quality of the product, the more the number of sales of the product will increase. Research according to Saribu et al., (2020) states that product quality has a positive and significant effect on purchase decisions. The better the quality of a product, the more the purchase decision will be made. This means that product quality can be defined as the ability to meet customer needs and expectations.

Another factor that influences consumer decision-makers to buy a product is price. Price is the value expressed in rupiah. However, in other contexts, price can be interpreted as the amount that must be paid by the buyer to obtain goods or services. In this case, pricing serves as a way to differentiate the product or service offered from competitors.

Therefore, pricing can be considered part of a product differentiation strategy in marketing. Price has a very important role and has a big impact on consumers. For some consumers, price can be a factor that influences their decision in choosing the product to buy. Meanwhile, each entrepreneur has its own policy in determining the percentage of price applied to each product or item they sell (Kholid & Santoso, 2023). Price can also influence purchase decisions, prices that are too high are often a consideration for consumers before buying products, and it is not uncommon for people to argue that prices at supermarkets are relatively cheap to be one of the factors that influence purchasing decisions by consumers. Purwanto & Sumiyati, (2024) explained that price also affects purchase decisions, prices that are too expensive are also a consideration for consumers before buying products, it is not uncommon for people to think that prices in supermarkets are relatively cheap, which is one of the problems that can affect purchase decisions.

There are four criteria that describe prices, namely: price affordability, price suitability with quality, price suitability with benefits, and price matching purchasing power. First, affordability for consumers, so that consumers can buy products at prices that have been set by the company. Usually, a brand has different types of products at varying prices, ranging from the cheapest to the most expensive. With the price set, many consumers are interested in buying the product. Second, the price is in accordance with the ability or price competitiveness because consumers often compare the price of products with other products. In this case, the price of a product greatly influences the purchase decision, as consumers consider whether the price is too expensive or affordable. Third, the suitability of price with product quality because price is often used as a quality indicator by consumers. Many people choose a product with a higher price between the two options because they feel there is a difference in quality. If the price is higher, consumers tend to think that the quality is also better. Fourth, the suitability of the price with the benefits obtained by consumers who will buy the product, if the perceived benefits are appropriate or greater than the costs incurred, then consumers will be inclined to buy the product. If the benefits of the product are felt to be less than the price paid, consumers will consider the product expensive and may hesitate to make a repurchase (Ambarwati et al., 2020)

The next factor of layout is a very important decision because it affects operational efficiency in the long run. The layout has a great strategic influence because it determines the company's competitiveness related to processes, flexibility, capacity, quality of the work environment, costs, interaction with customers, and company image. Layout in a business can be related to store *layout* and also product *layout*. Store *Layout* is a space arrangement that includes product arrangements, cashier positions, and consumer movement paths when shopping in a store. Business owners need to develop an effective *store layout* to attract the attention of consumers. A good layout of the space will make it easier for consumers to find the items they are looking for, thus increasing their convenience when browsing the store. In addition, an effective *store layout* will increase consumer comfort when shopping and make it easier for business owners to display new products. It also helps consumers to more easily find the items they need according to their needs. The right store layout will have a positive effect on store development, by facilitating the achievement of consumer purchase decisions. Thus, the store's business goals can be achieved by obtaining a predetermined revenue target from sales (Iswahyudi

& Prabawati, 2022).

Product *Layout* is a method of arranging goods or products in a store or storefront. An attractive arrangement will make consumers more interested in seeing the product and finally decide to buy it. Usually, product arrangements are also placed around the cashier area and space that facilitates the movement of customers in the store. A proper and strategic product layout will be very advantageous, as consumers tend to prefer a neat, organized, and easy-to-reach setting. With appropriate prices and a complete variety of products, good arrangement can influence consumers' interest in making purchasing decisions (Kholid & Santoso, 2023)

Now in cities and even small cities in Indonesia, the retail business is starting to be looked at by many entrepreneurs, because it has a positive influence on the number of jobs and profits that are generous, with a self-service format marketing system, where consumers pay at the cashier that has been provided. The existence of a touch of technology, which is integrated into the software, makes it easier to record by using a computer, be it recording activities and transactions from administrators, cashiers, warehouse heads and so on, making the management or management neat and controlled and transaction reports can be evaluated every month.

From the explanation of the variables above, there is a research gap conducted by (Sutrisno et al., 2023) entitled The Influence of Product Quality and Price on the Decision to Buy Wardah Products. The sampling techniques were *probability sampling* and *incidental sampling* and 134 respondents were obtained as samples. The multiple regression analysis method was used to analyze the influence of independent variables on dependent variables. The results of the study show that product quality has a negative and insignificant effect on purchase decisions.

One of the retail businesses in Jember district is the Rindang Khatulistiwa store, this store has been established since 2011. This store is a subsidiary of Senyum Media Group which was founded by Mr. Khalid Ansari. The location of the Equator Rindang store is on Jl. Kalimantan No.23, East Krajan, Summersari, Jember Regency. The Equatorial Shady Store is included in the type of specialty store because it only sells household necessities such as pots, pans, cabinets, and others. Many retail business people, especially in the field of household appliances, are developing in Jember by offering products that are no less attractive, but still many consumers choose to visit the Rindang store. Because the location is not far from the campus and has a wide footprint, it brings in consumers from among students to buy boarding house equipment needs.

The results of the survey show that consumers who often make purchase transactions at Toko Rindang Khatulistiwa have three main reasons, namely product quality, price, and *layout*. In terms of the products sold, they have good and diverse product quality, and in terms of price, some consumers feel that the price is pegged higher or more expensive than other stores. In addition, in terms of *layout*, Toko Shady Khatulistiwa is relatively neat, unique, and creative in the arrangement of its products. The products are arranged according to the category or type of goods, such as the arrangement of glassware which is arranged in the order of plates and bowls in a series of shelves, as well as various other types of products that are neatly arranged based on the category of their respective products. The unique and neat layout of the store makes it easier for consumers to search and choose goods and must involve store employees to ask

questions.

Table 1 Sales Data of Shady Shops in the Equator Jember in 2023

Yes	Moon	Sales/Month
1	January	IDR 1,044,000,000
2	February	IDR 1,141,550,000
3	March	IDR 1,301,392,000
4	April	IDR 1,381,982,000
5	May	IDR 1,230,082,000
6	June	IDR 1,007,880,000
7	July	IDR 1,291,088,000
8	August	IDR 2,018,224,000
9	September	IDR 1,276,213,000
10	October	IDR 1,259,938,000
11	November	IDR 1,123,757,000
12	December	IDR 1,182,206,000

Source : Toko Shady Khatulistiwa

Table 1.1 shows the number of monthly fluctuations in 2023. The problem that causes this to happen is due to situations where in the months there are large purchases. In June 2023, Toko Rindang experienced a huge decrease in the number of purchases, but in the following month in August 2023 it experienced a significant increase. This can be caused by the existence of new shopping places that are cheaper in Jember. Therefore, the management is required to be able to give confidence to the public or loyal consumers of the Equatorial Shady Shop in a way that they can return to making purchases at the store. Therefore, based on this background, the researcher is interested in conducting a research entitled "The Influence of Product Quality, Price and *Layout* on Consumer Purchase Decisions in Shady Equatorial Stores"

Product Quality

According to Kotler & Armstrong, (2019) product quality is something that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a desire or need.

Price

Price is the only element of the marketing mix that is flexible in nature and can change at any time. According to Kotler & Amestrong, (2019), price is the amount of money charged for a product or service, or the amount of value that customers exchange to benefit from owning or using a product or service.

Store Layout

According to Berman and Evans in Hubba (2018) Store Layout is how to make a division between floor space allocation, determination of traffic flow or patterns, roads, determination of room needs and individual product arrangements. Layouts can invite in

or cause customers to walk away from the store through windows or entrances.

Purchase Satisfaction

Hidayatullah & Tuti, (2022) stated that a purchase decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, location, promotions, physical evidence, people and processes, so as to form an attitude in consumers to process all information and draw conclusions in the form of responses that emerge what product to buy. Islami & Santo, (2024) states that a purchase decision is a decision as a choice of action from two or more alternative choices. In other words, for someone to make a decision, there must be alternative options available. A decision is a choice of action from two alternative choices.

LITERATURE REVIEW

Table 2 Previous Research

NO	Researcher Name	Heading	Variable	Research results	Publication
1.	Manambe & Lopian, (2019)	Product Quality, Price and <i>Servicecape</i> Affect the Decision to Buy Which House Rosita Manado	Product Quality (X1), Price (X2), <i>Servicecape</i> (X3), Purchase Decision (Y)	The results of the study show that Product Quality and price simultaneously affect the purchase decision and <i>Servicecape</i> has no effect on the Purchase decision	EMBA Journal Vol.7 No. 4 October 2019, p. 5456-5465
2.	Utami, Darmawan & Robustin (2019)	The Influence of Product Quality and Price on Purchase Decisions at Setia Kawan Stationery Stores in Lumajang Regency	Product Quality (X1), Price (X2), Purchase Decision (Y)	The results of the study show that simultaneously the influence of product quality and price has a significant effect on purchase decisions at Toko Setia Kawan Stationery	JIGABI Vol. 11 No.1 (2022) https://jim.unisma.ac.id/index.php/jigabi/article/view/14986/11487

3.	Anggreini & Suwitho, (2020)	Influence of Price, Quality Products and services to the purchase decision of Herbal Medicine	Price (X1), Product Quality (X2), Service (X3) Purchase Decision (Y)	The results of the study show the quality of the product, price, and service have a significant effect on purchasing decisions	Journal of Management Science and Research, Vol 2, No 8,(2020)
4.	Junaidi & Meirisa, (2021)	The Influence of Promotions, Prices, <i>Word of Mouth</i> , and <i>Layout</i> on Purchase Decisions at Diamond Supermart Palembang City	Promotion (X1), Price (X2), Word Or mouth,(X3) <i>Layout</i> (X4) Decision purchase (Y)	Result research Show that the variable promotions, pricing, <i>Word of mouth</i> and <i>Layout</i> Simultaneous Influential positive and Significant towards decision purchases in supermarket Hosted by the City Palembang	Student Research Management Vol.03 No.1 November2021 ISSN: 2714-8475 ISSN: 2797-2933
5	Angala & Jatmiko, (2022)	The Influence of Product Layout, Price and Completeness on Purchase Decisions (Case Study	Layout (X1), Price (X2), Completeness Products (X3), Decision Purchase (Y)	Research results show that there is influence Simultaneous Tata location, price and completeness poduk against	Scientific Journal Management, Vol. 1 NO. 03 October 2022 Pages 84-90

		on Berkah Mandiri Mojo Supermarket Kediri)		decision Blessing Purchase Self-Driving Mojo Kediri	
6.	Suwanta & Rahman, (2022)	Influence Quality Product Price Service and Location Towards Decision Purchase At the Depot Leoginta Rawang Panca Arga	Quality Products (X1), Price (X2), Service (X3), Location (X4), Decision Purchase (Y)	Research results show that Quality Products, Prices, Service, location Simultaneously Influential Significant towards decision purchase	Scientific Journal of Education (JIIP) p-ISSN: 2685- 8754 e-ISSN: 2686-0759
7.	Marul, Andriani, (2022)	Influence Quality Products and Price Towards Decision Purchase Water Pump Submersible Dab Decker in CV. Image São Paulo Electicsindo	Quality Products (X1), Price (X2), Decision Purchase (Y)	Research results show that quality Products and Prices Influential Significant towards decision purchase	Digital Financial Accounting Management Economics Journal (DFAME) Jukim Journal Vol. 1 No. 4 July 2022
8.	Sutrisno & Estiana, (2023)	Influence Quality Products and	Quality Products (X1), Price (X2),	Research results show that Variable Product Quality	Multi-Disciplinary Cyber Journal (JSMD) JAB Vol 09, No 1,

		Price Towards Decision Shopping Product Wardah	Decision Purchase (Y)	and price Simultaneous Influential positive and Significant towards decision purchase Wardah Products	June 2023
9.	Farizy & Sabir (2023)	Influence Quality Product Location and Layout Towards Decision Purchase At Superindo Tlogo More	Quality Products (X1), Location (X2), Layout (X3) Decision Purchase (Y)	Research results show that Variable product quality, Location and layout Influential Placement Significant towards decision purchase On Superindo Tlogo Gold	e- Research Journal Vol Management 03 May 02, 2023
10.	Ramadhani, & Zebua (2024)	Influence Quality Service Quality Product Pricing and Satisfaction User Towards Purchase Decision	Quality Service (X1), Quality Products (X2), and price (X3), Decision Purchase (Y)	Research results show that the variable Quality Service Product Quality, Pricing, and Satisfaction User Affects purchasing decisions	Management studies and Enterepreneurship Journal Vol 5 (2) 2024 : 4850- 4864
11.	Maulana Setianingsih, Happy (2024)	Influence Quality	Quality Products (X1), Price (X2),	Research results show that Variable Product Quality,	Juarnal Economics Accounting and Organization Vol.

Product	Promotion	Pricing and	02 No 01
Prices and	(X3)	Promotion	August 2024
Promotions	Decision	Simultaneous	
Towards	Purchase	Influential	
Decision	(Y)	positive and	
Purchase at		Significant	
CV		towards	
products.		decision	
Teak Teak,		purchase	
Düsseldorf			
Bondowoso,			
East Java			

Source : Data processed by the author in 2024

The Influence of Product Quality on Purchase Decisions

Product quality is closely associated with purchasing decisions, where product quality is one of the aspects of consumer consideration in making a purchase. The company must be able to provide quality in accordance with the desires and needs of consumers by paying attention to existing market quality standards. Because good quality will lead to consumer satisfaction, so it will make these consumers loyal to the product. This also supports the theory of Firmansyah, (2019) product quality is the understanding that the product sold has more selling value that competitors do not have. This means that the quality of the products offered by the company must have a superior selling value than the quality of the products provided by competitors. It can be concluded that companies must pay attention to the quality of the products provided in order to win the competition because product quality is very influential in purchasing decisions. The results of the research conducted are the same as Sahir, (2020), The results of the study state that product quality has a significant effect on product purchase decisions. A similar study was also conducted by Manoy & Mananake, (2021) Liandari, & Casandra, (2019) the results of this study found that product quality has a positive and significant effect on purchase decisions, and service quality has a significant positive effect on purchase decisions.

H1: Product quality has a significant effect on purchasing decisions

The Influence of Price on Purchase Decisions

Price is an exchange rate that can be exchanged with money or other goods for the benefit obtained from a good or service for a person or group at a certain time and place. The term price is used to give financial value to a product, goods or services Tua et al., (2022). Malau, (2018) price is the exchange rate of goods or services, in other words, it is a product or brand that competes with each other. Research conducted by Nasution, (2020), the results of the study stated that price and service quality are directly and simultaneously having a positive and simultaneous effect on purchase decisions. Research conducted by Arianto and Giovanni, (2020) with the title Research on the

Influence of Product Quality and Price on Purchase Decisions states that product quality and selling price have a positive and significant effect on purchase decisions.

H2: Price has a significant effect on the purchase decision..

The Influence of *Layout* on Purchase Decisions

Product layout refers to the practice of promoting products in a specific area and with eye-catching visuals to capture the interest of customers and encourage them to make a purchase. By grouping products according to size or type easily for consumers to find the desired product, good arrangement is one that can attract the attention of visitors and help them to easily observe, inspect and select goods and finally make a purchase (Astari, 2019). Research conducted by (Masibbuk et al., 2019) shows that store layout has a positive effect on purchase decisions. The results of a previous study conducted by Denny & Prasetyo, (2018) entitled *The Influence of Layout and Service Quality on the Decision to Purchase Services in Broadway Barbersop Malang*. Stating that *the Layout* deposit has a positive and significant effect on the purchase decision.

H3: *Layout* has a significant impact on purchasing decisions

RESEARCH METHOD

The quantitative method of this research is carried out by observation, questionnaire, and literature research (Sugiyono, 2018). In addition, this research is quantitative exploratory, specifically this research aims to better understand In addition, this research is descriptive, specifically this research aims to better understand prices, value perceptions, lifestyle and purchasing decisions (Y). The collected data is then processed through validity and reliability tests. Furthermore, the results of the analysis are presented along with conclusions and recommendations. The analysis method used in this study is a validity and reliability test, multiple linear regression analysis with the help of SPSS for Windows. The stages of data analysis in this study are data processed using the help of SPSS software for Windows which starts from validity and reliability tests, multiple linear regression tests, classical assumption tests, hypothesis tests, determination coefficients and then finally conclusions

RESEARCH RESULTS

Validity Test Results

The validity test is used to test the extent to which the accuracy of a measuring device can reveal the concept of the symptoms or events being measured. The statement in the questionnaire is declared valid if the value of r is calculated $> r$ of the table and is significant < 0.05 . This validation test can be seen in the following table:

Table 3 Validity Test Results

Table 3 Validity Test Results						
Yes	Statement Items	Criterion 1		Criterion 2		Information
		Table r values	Calculated r-value	Sig value	Alpha	
Product Quality (X1)						

1	Item 1	0,197	0,683	0.000	0,05	Valid
2	Item 2	0,197	0,711	0.000	0,05	Valid
3	Item 3	0,197	0,705	0.000	0,05	Valid
4	Item 4	0,197	0,481	0.000	0,05	Valid
5	Item 5	0,197	0,230	0.000	0,05	Valid
6	Item 6	0,197	0,517	0.000	0,05	Valid
7	Item 7	0,197	0,587	0.000	0,05	Valid
8	Item 8	0,197	0,660	0.000	0,05	Valid
Price (X2)						
1	Item 1	0,197	0,821	0.000	0,05	Valid
2	Item 2	0,197	0,831	0.000	0,05	Valid
3	Item 3	0,197	0,704	0.000	0,05	Valid
4	Item 4	0,197	0,643	0.000	0,05	Valid
Layout (X3)						
1	Item 1	0,197	0,910	0.000	0,05	Valid
2	Item 2	0,197	0,898	0.000	0,05	Valid
3	Item 3	0,197	0,854	0.000	0,05	Valid
Purchase Decision(Y)						
1	Item 1	0,197	0,739	0.000	0,05	Valid
2	Item 2	0,197	0,863	0.000	0,05	Valid
3	Item 3	0,197	0,825	0.000	0,05	Valid
4	Item 4	0,197	0,880	0.000	0,05	Valid
5	Item 5	0,197	0,820	0.000	0,05	Valid

Source : Data processed by researchers (2025)

Based on the results of the validity test in table 4.7, the validity test results can be found that the correlation between the indicators X1 (product quality), X2 (price), X3 (*Layout*) and Y (Purchase Decision) respectively. Showing valid test results, this is because R calculates $> R$ of the table (0.197) and the significance value < 0.05 (5%). It can therefore be concluded that of all the statement items the variables X1 (product quality), X2 (price), X3 (*Layout*) and Y (Purchase Decision) are declared valid.

Reliability Test Results

The reliability test is used to determine the level of constraints of a research instrument. A realistic instrument is an instrument that when used repeatedly to measure the same object will produce the same data. A variable is said to be reliable if it produces Cronbach's alpha value > 0.06 (Scott, 2016). The results of the reliability test in this study can be seen in the following table:

Table 4 Reliability Test Results

Variable	Cronbach Alpha Values	Standart Alpha	Information
Product Quality (X1)	0,737	0,06	Reliable
Price (X2)	0,798	0,06	Reliable

Layout (X3)	0,858	0,06	Reliable
Purchase Decision (Y)	0,812	0,06	Reliable

Source : Data processed by researchers (2025)

Based on the results of the reliability test in table 4 of the Reliability Test Results, it is known that in the variable instruments X1 (product quality) with a value of *Cronbach's Alpha* of 0.737, X2 (price) with a value of *Cronbach's Alpha* of 0.798, X3 (Layout) with a value of *Cronbach's Alpha* of 0.858, and Y (Purchase Decision) with a value of *Cronbach's Alpha* 0.812. It can be stated that the instrument in this study has been reliable because the *Cronbach Alpha* value is greater than 0.06.

Hypothesis Test-T Test (Partial)

Table 5 Results of the t-test (partial)

Variable	Significance of Calculation	Significance Levels	t count	t table
Product Quality (X1)	0,000	0,05	11.494	1.985
Price (X2)	0,000	0,05	6.060	1.985
Layout (X3)	0,000	0,05	11.539	1.985

Based on table 5, the results of the t test (Partial) can be obtained as follows, The variables of product quality, price and layout have a significance value of 0.000 that the value is smaller than the significance level of 0.05. As for t, calculate > of t table of 1.985. Therefore, based on these results, it can be stated that the variables of product quality, price and layout have a partial significant effect on the variables of purchase decisions.

DISCUSSION

The Influence of Product Quality on Purchase Decisions

Product quality is closely associated with purchasing decisions, where product quality is one of the aspects of consumer consideration in making a purchase. Empirical studies show that product quality is a key factor in influencing consumer purchase decisions. Quality improvement not only has the potential to increase consumer satisfaction but can also strengthen the market position of Rindang stores and encourage sustainable business growth. The high quality of products sold by Rindang stores creates consumer trust in certain brands and models (Citra & Santoso, 2016). Consumers tend to be more confident and confident if the products they buy have a good quality reputation (Adabi, 2020).

The results of this study based on the results of multiple linear regression analysis provide a positive contrusion, meaning that if the product quality variables continue to be improved, purchasing decisions will also increase. The results of the t-test analysis showed that the quality of the product had a significance value of 0.000 that this value was smaller than the significance level of 0.05. Meanwhile, for t calculation, a value of 11.494 > from t table of 1.985. So based on these results, it can be stated that the product quality variable has a significant effect on the purchase decision variable.

The results of these findings show that consumers are generally looking for products

that are reliable and have good quality. High product quality is usually identified through good quality and a variety of products will make consumers more wide in choosing the options to buy, Rindang store products that can meet consumer expectations, When the product has met consumer expectations, it means that the product has met the expected quality, various kinds of models sold by Rindang stores that are in accordance with the latest trends will provide consumer attraction to do Purchases, shady store products have a long product durability is also a trigger for consumer attraction in deciding to buy, products that have a long economic life usually already have good quality. Not only products that can trigger consumers to make purchases, the quality of service provided by the Rindang store is also a factor that underlies the purchase decision, by providing good service quality will make consumers more comfortable and satisfied when shopping at the Rindang store.

Good product quality will lead to consumer purchase decisions, so that it will make these consumers will buy products at Rindang stores in the future, the results of this research are in line with what was done by (Pranata et al, 2022), (Gitama et al., 2023), Sahir, (2020) and Manoy & Mananake, (2021) The results of the study stated that product quality has a significant effect on product purchase decisions. The quality of the products offered by the Rindang store must have a selling value that is superior to the quality of the products provided by competitors.

The Influence of Price on Purchase Decisions

Price is a process in which consumers interpret the price value or the expected attributes of goods and services, Valuation of a product is said to be expensive or ordinary depending on individual perceptions based on the environment and individual conditions Sabran, (2019). When consumers evaluate and research, the more in accordance with the pricing of the product or food set, it will further improve purchasing decisions.

The findings in this study based on the results of multiple linear regression analysis have a positive relationship, meaning that if the price continues to be considered in accordance with the quality provided, it will trigger an increase in purchasing decisions. Based on the results of the t-test hypothesis analysis, the price has a significance value of 0.000 that this value is smaller than the significance level of 0.05. As for t, the value of 6.060 > from t in the table was 1.985. So based on these results, it can be stated that the price variable has a significant effect on the purchase decision variable.

The results of this finding show that, by providing affordability at a price that meets consumer expectations will make consumers more confident in deciding to buy products at the Rindang store, each individual has different product desires, this is what makes consumers choose products and prices that suit their desires. Rindang stores also have prices that are able to compete with similar competitors, with the ability to compete these prices can trigger consumers to decide to buy at the Rindang store because there is a price difference, and the price of the product is also set in accordance with the benefits that consumers get, products that have direct benefits to consumers usually tend to have a fairly high price. Because it is detrimental to the benefits that will be obtained by the consumer. Price influences purchasing decisions, forming consumer confidence in the price offered is important correlation with standard size tends to be higher than when measured on the basis of intuitive confidence selection even though the most important

confidence is used. So the price affects the purchase decision at the Rindang store,

The results of this study are in line with the research conducted by, (Pranata et al, 2022), (Ummah, 2019), (Winarsih et al., 2022), (Ananto et al., 2023), (Satoto, Valentha, 2022) and (Bimantara et al., 2022) The results of the research show that price has a significant effect on purchasing decisions.

The Influence of *Layout* on Purchase Decisions

Product layout refers to the practice of promoting products in a specific area and with eye-catching visuals to capture the interest of customers and encourage them to make a purchase. By grouping products according to size or type easily for consumers to find the desired product, good arrangement is one that can attract the attention of visitors and help them to easily observe, inspect and select goods and finally make a purchase (Astari, 2019).

Based on the results of the analysis of multiple linear regression, *Layout* variables make a positive contribution to purchasing decisions, meaning that if *the layout* in the Rindang store continues to be improved properly, it will trigger the growth of purchase decisions. Based on the results of the analysis of the t-hypothesis test, *the layout* has a significance value of 0.000 that this value is smaller than the significance level of 0.05. As for t, the value of 11.539 > from the t table of 1.985. So based on these results, it can be stated that the *Layout variable* has a significant effect on the purchase decision variable.

The findings of this study based on the results of the respondents' answers show that, the determination of each room at the Shady Equator Jember Store is marked with directions, making it easier for consumers to move around the store, this can trigger consumers in making decisions to buy products at the Rindang store. The arrangement of products at Toko Rindang is in accordance with the category or type of goods, such as the arrangement of glassware products that are arranged in a sequence of plates and bowls in a row of shelves, so that it is easier for consumers to choose the goods they want, and from the many aisles that exist in the Toko Rindang Khatulistiwa Jember, with a neat product arrangement that makes consumers interested in going around the store, of some of the factors above that can affect consumers in deciding to buy.

The consistency of these findings provides strong support for the hypothesis in this study, confirming that the *Layout* It does have a meaningful impact on consumer behavior in making purchasing decisions. Through a deeper understanding of the relationship between *Layout* and purchasing decisions found in previous studies (Kholid & Santoso, 2023), (Setyani & Abdul, 2021), (Silvester Langitan et al., 2024) and (Akhiryandana, 2021) The results of the study show that *Layout* has a significant effect on purchasing decisions.

CONCLUSION

The research was conducted to determine the influence individually (partially), between independent variables (product quality, price, *layout*) and dependent variables (purchase decisions). Based on the results of the research, discussion and interpretation that have been described in the previous chapter, the following conclusions are obtained. The results of this study show that product quality has an influence on the purchase

decision of the Jember Equatorial Shady Shop. The results of this study show that price has an influence on the purchase decision of the Jember Equatorial Shady Shop. The results of this study show that *Layout* has an influence on the purchase decision of the Jember Equatorial Shady Shop.

Suggestion.

From the results of the research related to the results on product quality variables, prices and *layouts* in influencing purchase decisions, the Rindang Equator store to further develop, especially in the economic life of the product, pay more attention to defective goods to be replaced with new goods, for prices to be more concerned with the price competition of similar competitors, in order to be able to compete in increasing sales and goods in the Rindang store aisle more in the Sterilize it somewhat the impression looks more pleasing to the eye so that consumers are comfortable in making purchases. Of these three factors, they are the result of respondents' answers regarding the lowest product quality, price and *layout* variables that need to be considered and developed by the Rinda Khatulistiwa store. For researchers, it can be done by expanding the scope of the research object by researching other variables, namely service quality, online promotion, endorsement and marketing strategy, further research can use customer satisfaction as a front variable, increase the time period and the number of research samples so that they can obtain maximum results and conduct research in a wider scope.

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