THE INFLUENCE OF LOCATION AND QUALITY OF SERVICE ON PURCHASING DECISIONS AT THE 3 KG LPG STATION OF ASWANDI IN NGABANG DISTRICT LANDAK REGENCY

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Abstract

This study aims to examine the effect of location and service quality on purchasing decisions at the Aswandi 3 kg LPG gas station in Ngabang District, Landak Regency. This study was motivated by the increasing competition among LPG distributors and the importance of the role of strategic location and quality service in attracting consumers. This study uses a quantitative approach with an associative research strategy, with a total sample of 100 respondents selected by purposive sampling. Data collection used interviews and questionnaires, while the analysis included validity, reliability, classical assumption tests, and hypothesis testing using IBM SPSS 25. The results showed that location and service quality significantly influenced purchasing decisions. Multiple linear regression analysis shows positive coefficients for location (0.232) and service quality (0.460), which indicate a direct contribution to purchasing decisions. The correlation coefficient (R) of 0.712 indicates a strong relationship between these variables, while the coefficient of determination (R^2) indicates that 50.7% of purchasing decisions are explained by location and service quality. The F test confirms the simultaneous influence of these factors. The results of this study highlight the importance of strategic placement and good service in maintaining a competitive advantage in the LPG distribution market. These findings provide valuable insights for business owners to improve customer satisfaction and maintain market position amid increasing competition.

Keywords: Location, Service Quality, Purchasing Decisions, LPG Distribution

INTRODUCTION

One of the natural resources that is often used by the population is LPG gas. According to Pertamina's records, the consumption of 3-kilogram LPG gas cylinders continues to increase over time. Currently, 3-kilogram (KG) LPG gas is widely used by the Indonesian people. According to the Central Statistics Agency (BPS), the current gas usage is 86.91%. One of them is in West Kalimantan, where there has been an increase in the use of LPG gas from year to year. The Central Statistics Agency (BPS) revealed that gas usage in West Kalimantan is 95.84% (Statistics, 2024). The high rate of LPG gas usage can also be interpreted as meaning that the higher the need for LPG gas is in line with the increase in the distribution process, the more distribution outlets such as gas bases will be needed.

The distribution of LPG gas is not carried out directly by Pertamina, but through intermediaries. Each region, including West Kalimantan, especially in Landak Regency, Ngabang District, has several bases for this distribution process. The base system uses a quota set by the agent to obtain gas cylinders. Every month, agents provide cylinder quota schedules to the bases. The competition to obtain supplies is intensifying to meet consumer needs. In addition to competing for LPG gas quota supplies, the depot must also compete to choose a strategic and easily accessible location to speed up and facilitate the distribution of products from the producer to the consumer. On the other hand, if the location is not strategic, there will be problems in the process of supplying products to the depot. In addition to the location of the business, the gas station must also consider the service aspect. Providing services that meet consumer expectations can only be achieved by providing high-quality services that satisfy consumers. If the service received is perceived to be in accordance with what the customer expects, then the quality of the service can be perceived as good and satisfying (Fitriyani & Lestari, 2022).

The Aswandi 3 kg LPG gas station was founded by Mr. Aswandi, or Iwan as he is usually called, and is located on Jl. Seteher, Pulau Bendu Hamlet, RT/RW 01/02, Ngabang District, Landak Regency. Aswandi's gas station is easily accessible by both two- and four-wheeled vehicles and is located in a residential area, making it easily accessible to consumers. The more strategic the location chosen, the greater the potential to achieve the desired target (Chaniago & Hou, 2022). Due to the high level of demand for LPG gas, especially in Landak

Regency, Ngabang District, many entrepreneurs are interested in opening a gas station because it can provide significant profits.

The presence of competitors is proof that the 3 kg LPG gas station business in Ngabang District, Landak Regency is very developed. This existing competition makes the owner of the Aswandi 3 kg LPG gas station insufficient if he only relies on experience in running his business. To maintain a business during this intense competition, the Aswandi 3 kg LPG gas station must know its position and ability to compete to implement the right competitive strategy. Pangkalan Aswandi is a 3 kg LPG gas business that provides quality service and is easily accessible. The location or distribution channel refers to the place or container used to deliver services or goods to consumer segments, to facilitate purchasing decisions (Annisaa et al., 2022).

Depot Aswandi now focuses on 3 kg LPG gas cylinders. In general, among the community, 3 kg LPG gas cylinders are the main choice in daily household needs compared to 5.5 kg and 12 kg cylinders, which are rarely used by the community. Therefore, the Aswandi gas station prioritizes suppliers who distribute 3 kg LPG gas cylinders to the Aswandi gas station. By providing friendly service to consumers, the decision to purchase 3 kg of LPG gas can be influenced by sales at the Aswandi gas station. Because satisfactory service encourages consumers to make repeat purchases, thereby increasing sales (Oktaviani & Senen, 2025). Based on the data obtained from the Aswandi base, the following is the income data for the Aswandi base, which can be seen in Table 1.1 as follows:

Table 1
Revenue of the 3 kg LPG Base of Aswandi from 2022 to 2024

No	Year	Revenue (IDR)	Per (%)
1.	2022	104.828.000	-
2.	2023	100.820.000	- 3,82 %
3	2024	112.788.000	11,87 %

Source: 3 KG LPG Gas Depot Aswandi, 2024

Based on the results of an interview with the owner of the Aswandi base, the decrease in income was due to the emergence of competitors. The emergence of competitors caused obstacles for the Aswandi base, such as the ups and downs of the gas quota they received, which affected the sales of LPG gas cylinders. However, these things triggered the Aswandi gas station to try to maintain sales of LPG gas and strive to meet the criteria that are

considered in purchasing decisions, both in terms of location and quality of service, to provide satisfaction to consumers. Understanding consumer needs and improving services can be a determining factor in facing competition, both in terms of products and sales locations (Hanifah & Anggraini, 2025).

REVIEW OF LITERATURE

Location

According to Kotler & Armstrong (2018) argue that location encompasses various company activities aimed at ensuring that products produced or sold are accessible and available to target markets. This relates to the method of delivering products or services to consumers and the selection of strategic locations. According to Heizer & Render (2015) state that location acts as a driver of cost and revenue, so location often has the power to shape a company's business strategy. Careful placement aims to optimize the profit potential of the company's position.

Quality of Service

The quality of service is centered on the effort to fulfill the needs and desires of customers and the accuracy of delivery to keep up with customer expectations (Indrasari, 2019). According to Tjiptono (2014), service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Another definition says that service quality is the totality of the features and characteristics of a product or service that can satisfy stated or implied needs Kotler & Keller, (2016).

Purchase Decision

The decision to buy is a problem-solving activity carried out by individuals in choosing the appropriate behavioral alternative from two or more behavioral alternatives and is considered the most appropriate action in buying, by first going through the stages of the decision-making process (Firmansyah, 2019). According to Kotler & Armstrong (2016), purchasing decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy consumer needs and wants.

RESEARCH METHOD

Type of Research

The approach used in this study is a quantitative approach, according to Siregar, (2017), quantitative data is data in the form of numbers. In accordance with its form, quantitative data can be processed or analyzed using statistical calculation techniques. The strategy used in this study is to use an associative research strategy. According to Siregar (2017), associative research is research that aims to determine the relationship between two or more variables. In this study, the associative research strategy was used to identify the extent of the influence of variable X (independent variable) which consists of location (X1), and service quality (X2), on variable Y, namely purchasing decisions (dependent variable), both partially and simultaneously.

Data Collection Technique

The data collection technique in this study used primary and secondary data. Primary data was collected using interviews and questionnaires. The questionnaire was distributed using Google Forms with closed questions using a 1-5 Likert scale for the answers. Meanwhile, secondary data was taken from the Aswandi 3 kg LPG depot, namely annual income data and data on 3 kg LPG buyers.

Population and Sample

The population in this study was consumers who bought 3 kg of LPG gas at the Aswandi depot. According to Sugiyono (2019), the population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by the researcher to be studied, and then conclusions drawn. The sample in this study amounted to 100 people, calculated using the Rao Purba formula. The Rao Purba formula is used to calculate the sample size based on the consumer population at the Aswandi depot, thus ensuring statistical validity for the results. The sampling technique used in this study was purposive sampling. According to Sugiyono (2019), purposive sampling is a technique for determining samples with certain considerations. The sample determination criteria in this study were people in the Ngabang District who had made more than two purchases.

Research Variables and Measurements

The variables in this study are Location (X1), Service Quality (X2), and Purchase Decision (Y). In this study, the scale used is a 1-5 Likert scale.

Data Analysis Techniques

Data analysis techniques are divided into instrument tests, classical assumption tests, and hypothesis tests. In the instrument test, there is a validity test and a reliability test. In the classical assumption test, there is a normality test, a multicollinearity test, and a linearity test. In the hypothesis test, there is a multiple linear regression analysis test, a correlation coefficient, a determination coefficient (R^2), an F test, and a T test. This study used IBM SPSS 25 to calculate data and testing.

RESULTS AND DISCUSSION

Research Instrument Test

Validity Test

The validity test is carried out to determine the level of validity of a statement instrument from a research questionnaire. The validity test is carried out by correlating all the scores of statement items or questions, then the test results (r count) are compared with the r table value. The r table value can be obtained by the formula df = n (number of samples) -2 = 100-2 = 98, with a significance value of 0.05, the r table value in this study is 0.196. The following are the results of the validity test in Table 1 below:

Table 2
Validity Test Results

Variable	Indicator	r value	r table	Description
Location (X1)	X1.1	0,793	**0,196**	**Valid**
	X1.2	0,790		
	X1.3	0,743		
	X1.4	0,752		
	X1.5	0,749		
	X1.6	0,746		
	X1.7	0,699		
	X1.8	0,627		
	X1.9	0,667		
	X1.10	0,590		
Service Quality (X2)	X2.1	0,665	**0,196**	**Valid**
	X2.2	0,655		

	X2.3	0,667		
	X2.4	0,677		
	X2.5	0,694		
	X2.6	0,668		
	X2.7	0,595		
	X2.8	0,748		
	X2.9	0,689		
	X2.10	0,710		
	X2.11	0,660		
	X2.12	0,738		
	X2.13	0,678		
	X2.14	0,724		
	X2.15	0,775		
	X2.16	0,760		
Purchase Decision (Y)	Y1.1	0,565	**0,196**	**Valid**
	Y1.2	0,636		
	Y1.3	0,656		
	Y1.4	0,571		
	Y1.5	0,557		
	Y1.6	0,660		
	Y1.7	0,516		
	Y1.8	0,610		
	Y1.9	0,775		
	Y1.10	0,760		
	Y1.11	0,711		
	Y1.12	0,766		
	Y1.13	0,788		
	Y1.14	0,736		
	Y1.15	0,727		

Source: Processed Data, 2025

Based on Table 1 above, it can be seen that all statement items in this research questionnaire can be declared valid. This is because each statement item of all variables have a rcount> rtable value of 0.196. Thus, each question in the questionnaire has met the validity criteria, which means that these statements can be trusted to measure the variables referred to in this study.

Reliability Test

The reliability test was carried out to determine the level of reliability of a statement in a questionnaire as a measuring instrument. The reliability test in this study used the Cronbach's Alpha method; a measurement item can be said to be reliable if it has a Cronbach's

Alpha significance value of 0.60. The results of the reliability test can be seen in Table 2 below:

Table 3
Reliability Test Results

Variable	Cronbach's Alpha	Description
Location (X1)	0,895	Reliable
Service Quality (X2)	0,924	
Purchase Decision (Y)	0,906	

Source: Processed Data, 2025

Based on Table 2 above, it can be seen that the value of Cronbach's Alpha on all variables is > 0.60. So it can be concluded that all measurement items of all variables in this study are reliable. This means that the measurement instrument used in this study is consistent and reliable for measuring the variable in question.

Test of Classical Assumptions

Test of Normality

Based on the results of the analysis using SPSS, the results of the normality test can be seen in Table 3 below:

Table 3
Normality Test Results

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	.048
Asymp.Sig.(2-tailed)	.200[c]

Source: Processed Data, 2025

Based on Table 3 above, it can be seen that the significance value of the normality test is 0.200, which is greater than 0.05. So it can be said that the data in this study is normally distributed. This means that the data distribution follows the normal distribution pattern that is generally expected in statistical analysis, which allows us to proceed with further analysis without worrying about significant deviations from the normal distribution.

Linearity Test

Based on the analysis using SPSS, the results of the linearity test can be seen in Table 4 below:

Table 4
Linearity Test Results

Variable	Linearity	Description
Purchase Decision * Location	0,000	Linier
Purchase Decision * Quality of Service	0,000	

Source: Processed Data, 2025

Based on Table 4 above, it can be seen that the significance value of linearity between the Location and Purchasing Decision variables is 0.000, <0.05, meaning that there is a linear relationship between the variables Location (X1), Service Quality (X2) and Purchasing Decision (Y). In other words, changes in these variables will have a direct and proportional effect on purchasing decisions, which confirms the importance of the relationship between these three variables in this study.

Multicollinearity Test

Based on the results of the analysis using SPSS, the multicollinearity test results can be seen in Table 5 below:

Table 5
Multicollinearity Test Results

Variable	Tolerance	VIF
Location (X1)	.721	1.388
Service Quality (X2)	.721	1.388

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 5, it is known that the Location (X1) and Service Quality (X2) variables have a Tolerance value of 0.721, indicating a value greater than 0.10. And the VIF value of the Location Review (X1) and Service Quality (X2) variables has a value of 1.388, indicating a value less than 10.00. If we refer to the basis of decision making, it can be said that there are no symptoms of multicollinearity between the variables Location (X1) and Service Quality (X2). This shows that the two variables do not overly influence each other, so the regression analysis performed is reliable.

Multiple linear regression analysis

Multiple linear regression analysis is used to determine the state (up and down) of the dependent variable if two or more independent variables are used as predictor factors. Based

on the results of the analysis using SPSS, the regression coefficient results can be seen in Table 6 below:

Table 6
Multiple Linear Regression Test Results

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.378	5.106	.000
Location	.232	3.433	.001
Service Quality	.460	6.141	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 6 above, the multiple linear regression coefficient equation can be created, and the following results are obtained:

$$\mathbf{Y = 1.378 + 0.232\ X_1 + 0.460\ X_2}$$

a. The constant (a) has a value of 1.378, which means that if the variables Location (X1) and Quality of Service (X2) are zero. Then the Purchase Decision (Y) will increase by 1.378.
b. The Location Coefficient (X1) has a value of 0.232 and is positive, meaning that the more strategic and better the location, the more likely it is to increase the Purchase Decision. And vice versa, if the location is not strategic and bad, it can reduce the Purchase Decision.
c. The Service Quality Coefficient (X2) has a value of 0.460 and a positive value, meaning that the better the Service Quality provided, the more it can increase the Purchase Decision. And vice versa, if the Service Quality provided is getting worse, it can reduce the Purchase Decision.

Correlation Coefficient

The correlation coefficient is used to determine the strength of the relationship between two or more variables, which can also determine the direction of the relationship between the two variables. The technique used is the product-moment correlation. The results of the correlation coefficient test can be seen in Table 7 below:

Table 7
Correlation And Determination Coefficient (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712[a]	.507	.496	.51569

Predictors: (Constant), Service Quality, Location

Source: Processed Data, 2025

Based on the results of the correlation coefficient in Table 7 above, it shows a correlation coefficient (R) value of 0.712, which means that the relationship between Location and Service Quality on Purchasing Decisions has a strong level of relationship, this is because the interval value is at the level of 0.60-0.799. This indicates that the two variables have a significant and close influence on purchasing decisions, which shows the importance of these factors in determining consumer decisions.

Coefficient of Determination (R^2)

The results of the coefficient of determination test (R^2) in Table 7 above show that the R-Square value is 0.507, which means that the variables of Location and Service Quality in explaining their effect on Purchasing Decisions are 50.7% (1x0.507x100%), while the remaining 49.3% of Purchasing Decisions are influenced by other variables outside of this study. This means that even though these two variables have a significant influence, there are still other external factors that play a role in determining purchasing decisions. These external factors include the price of competing products or products that match their quality, a strong and positive brand image that creates trust, attractive promotional offers or discounts, and recommendations from friends or family, which are often important considerations in choosing a product.

F Test

Based on the results of the simultaneous hypothesis test (F test) using SPSS, the simultaneous test results can be seen in Table 8 below:

Table 8
Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	18.269	9.135	15.905	.000[b]
Residual	55.711	.574		

Dependent Variable: Purchase Decision

Predictors: (Constant), Service Quality, Location

Source: Processed Data, 2025

Based on the results of the simultaneous hypothesis test (F test) in Table 8 above, the calculated F value is 15.905 > F table 3.09 and the significance value is 0.000 < 0.05. So it

can be concluded that the Location and Service Quality variables simultaneously have a positive and significant effect on Purchasing Decisions.

T-Test

Based on the results of the partial hypothesis test (T-Test) using SPSS, partial test results are obtained, which can be seen in Table 9 below:

Table 9
Partial Test Results (T Test)

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.378	5.106	.000
Location	.232	3.433	.001
Service Quality	.460	6.141	.000
Dependent Variable: Purchase Decision			

Source: Processed Data, 2025

Based on the results of the partial hypothesis (T test) in Table 9 above, then the t-test results will be compared with t-table. The $_{table}$ Value is 1.660. The t-test results (partial) in Table 9 can be interpreted as follows:

1. The t-value of the location variable (X1) is 3.433 > t-table of 1.660 and the significance value is 0.001 < 0.05, so it can be concluded that the location variable (X1) partially has a positive and significant effect on purchasing decisions (Y).
2. The t-value of the Service Quality variable (X2) is 6.141 > t-table of 1.660 and the significance value is 0.000 < 0.05, so it can be concluded that the Service Quality variable (X2) partially has a positive and significant effect on Purchasing Decisions (Y).

The Influence of Location on Purchasing Decisions

Based on the results of the partial hypothesis (T test), the location variable (X1) was partially found to have a positive and significant influence on purchasing decisions (Y1). This result is in line with the research of Sari & Mujito, (2021) and Safitri, (2024), which shows that location partially has a positive and significant influence on purchasing decisions. A strategic location can provide convenience when visited, besides that, a safe location can make consumers feel more calm and comfortable when shopping.

The Effect of Service Quality on Purchasing Decisions

Based on the results of the partial hypothesis (T test), the service quality variable (X2) was partially found to have a positive and significant effect on purchasing decisions (Y1).

These results are in line with research by Cynthia et al., (2022) and Chaniago & Warganegara, (2023), which shows that service quality partially has a positive and significant effect on purchasing decisions. Good service quality towards consumers will leave a positive impression on consumers, which can be the reason for consumers to make purchasing decisions.

CONCLUSION

On purchasing decisions at the Aswandi 3 kg LPG base located in Ngabang District, Landak Regency. The results show that easy access and superior service play an important role in influencing consumer decision-making, as shown by the application of multiple linear regression analysis. The correlation coefficient (R) of 0.712 indicates a strong relationship between these variables and purchasing decisions, while the coefficient of determination (R^2) reveals that 50.7% of purchasing decisions can be explained by location and service quality. The F-test provides additional validation of their simultaneous influence. This study theoretically improves the current literature on consumer behavior by highlighting the importance of location and service quality in shaping purchasing decisions, especially in the field of LPG distribution. This study further reinforces the idea that determining the strategic positioning of resources and providing exemplary services are important elements in maintaining a competitive advantage. Pragmatically, this discovery offers valuable guidance for entrepreneurs in the LPG distribution industry. To maintain a competitive advantage, companies must emphasize the selection of strategically advantageous and easily accessible locations, as well as continuously improve service quality to align it with consumer expectations. This methodology not only improves customer satisfaction but also fosters loyalty, which in turn encourages repeat purchases. To increase the scope of the research, it would be better to investigate additional variables that can influence purchasing decisions, including pricing strategies, promotional activities, or levels of consumer confidence. Expanding the scope to include additional regions or industries can result in a more comprehensive understanding of the various factors that shape consumer behavior in different contexts.

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