

The Impact of Price, Product Quality, and Location on Purchasing Interest in Choosing a Complete Supermarket as a Place to Shop for Baby and Household Supplies

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Abstract: This research goals to investigate and prove the impact of Price, Product Quality, and Location on Purchasing Interest in choosing Complete Supermarket as a place to shop for baby and household supplies. Purchasing interest is a crucial element that determines the accomplishment of a retail business, and is impactd by various marketing elements. This study employs a descriptive quantitative approach with a study framework. The population in the research is consumers of Complete Self-Utility. Sampling was carried out using certain techniques (for example, Purposive Sampling or Simple Random Sampling) with a total of 100 respondents. Data were collected through questionnaire deployment and looked over using multiple linear regression analysis. The outcome of the research are expected to reveal that: (1) Price has a positive and substantial effect on Purchasing Interest; (2) Product Quality has a positive and substantial effect on Purchasing Interest; (3) The location has a positive and substantial effect on the Purchasing Interest; and (4) Price, Product Quality, and Location simultaneously have a substantial effect on purchasing Interest.

Keywords: Location; Price; Product Quality; Purchasing Interest; Self-Utility

1. Introduction

The growth of the retail sector in Indonesia has been very rapid in recent decades. The increasing needs of society and modern lifestyles are driving the emergence of various types of shopping centers, including supermarkets that provide household necessities and baby supplies. The Government of Indonesia, through Coordinating Minister for the Economy Airlangga Hartarto, emphasized that strengthening and optimism in the retail sector, supported by a strong domestic market, digitalization, and financing schemes such as KUR for MSMEs, are key to achieving the national economic growth target of 8% in 2028-2029 [1].

Purchasing interest is a crucial element that determines the achievement of a retail business. According to Kotler and Keller in [2], states that purchasing interest is a shopper behavior where shopper have a desire to choose, use, and consume or even want a good offered. In increasingly competitive retail competition, understanding the determinants of purchasing interest is essential for business continuity.

Price is one of the most sensitive variables in the marketing mix and is often the main consideration for consumers in purchasing decisions. Tjiptono in [3] states that price is a monetary unit or other assess exchanged for the right to own or use a good or utility. In dynamic economic conditions, consumers tend to be more selective and seek the best merit for their money. Setting competitive prices in accordance with the purchasing power of the target market is a strategy that must be considered by supermarket managers to attract consumer interest.

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In addition to price, product quality is also a determining element that affects purchasing interest. Stemmed from Wijaya in [4] Product quality is the overall combination of good characteristics outcoming from marketing, production engineering and maintenance that make the product usable to meet customer or consumer expectations. Especially for baby equipment products, consumers generally pay close attention to quality as it relates to the safety and health of their babies. Supermarkets that are able to provide quality products with guaranteed authenticity will have their own appeal for consumers.

The location element is also no less important in influencing consumers' purchasing interest in a retail store. Tjiptono in [5] Defining location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and utilities from producers to consumers. A strategic location, easy access, adequate parking, and being in a crowded area are important considerations for consumers in choosing a place to shop. Good location accessibility can reduce consumer time and transportation costs, thereby increasing convenience in shopping.

Supermarket Komplit as one of the retail business actors that focuses on baby and household equipment needs to understand the dynamics of consumer preferences. With the increasing number of choices of shopping places in both modern and traditional formats, as well as the rapid development of e-commerce, Swalayan Komplit is faced with the challenge of maintaining and increasing purchasing interest. A deep understanding of the impact of price, product quality, and location on purchasing interest is an important foundation in formulating an effective marketing strategy.

Several preceding studies have examined the impact of these variables on purchasing interest in various retail contexts. However, studies that specifically analyze the impact of price, product quality, and location on purchasing interest in supermarkets that focus on baby and household supplies are still limited. The characteristics of consumers of baby products who tend to be more selective and consider safety and quality aspects require a separate study to understand their purchasing behavior patterns.

The main research gap raised is the lack of specific research that examines and analyzes the elements (price, location, product quality, utility, and promotion) that impact purchasing interest in local supermarkets, such as Supermarket Komplit, especially in the context of the baby and household supply product segment, which is different from the focus of the majority of preceding journals that examined large-scale modern retail [6], [7], [8].

Stemmed from these phenomena and problems, the overseer is interested in conducting a study on the impact of price, product quality, and location on purchasing interest in choosing a Complete Supermarket as a place to shop for baby and household supplies. This research is expected to make a theoretical contribution in enriching the study of consumer behavior, especially in the baby and household product segment, as well as providing practical recommendations for the management of Complete Supermarket in increasing competitiveness and purchasing interest

2. Literature review

Pricing

Price is one of the elements that impact a person's purchase decision. Kotler and Amstrong in [8] explains that price is the amount of money charged for a goods or utility or the amount of merit that shopper exchange for the advantages of owning or using the product or utility. Consumers will buy a goods that suits their capabilities. Price Indicators according to Kotler and Keller in [6] are as follows: 1) List Price, 2) Discounts, 3) Allowances, 4) Payment Period, 5) Credit Terms

Product Agility

Product quality is one of the main elements that determine the company's competitiveness and sustainability in the market. Product quality conveys special characteristics that show the ability of a product or utility with the intention of providing satisfaction or fulfilling all the needs of life [9]. In the context of modern marketing, product quality is no longer only understood as technical excellence, but also includes the emotional experience and consumer's perception of the brand. Product Quality, products come from the word product which means processed products (production process) by human hands or machines [7]. Kotler and Keller in [7] There are 9 quality indicators of peoduk, including: shape, features, performance, accuracy/conformity, durability, reliability, utilityability, style, and design.

Location

Location is one of the important elements in determining the success of a retail business, including supermarkets. In general, location can be interpreted as a geographical location or a place where a business operates and carries out utility activities to consumers. According to Hidayat & Zuliarni in [10] Choosing a business location that is near to the target market is one of the important business tactics. This aims to make it easier for consumers to access and consume products or utilities offered by small restaurants. In the context of self-utility, location is not only about physical distance, but also includes supporting elements such as the availability of parking lots, environmental comfort, and proximity to residential areas or crowded centers. This makes location one of the key elements in attracting purchasing interest.

A strategic location can provide added merit in the form of convenience and reduce consumer transportation costs, thus influencing their perception of purchasing decisions. Therefore, research on the impact of location on purchasing interest is very important to understand how geographical and accessibility elements contribute to increasing the competitiveness of supermarkets in the midst of increasingly fierce retail competition. According to Tjiptono in [11] The location indicators are as follows: access; visibility; spacious; safe and comfort Table parking lots; expansion; the environment.

Purchasing Interest

Kotler and Keller in [8] Explains that purchasing interest is a manners that arises in response to an object that shows the shopper's desire to make a purchase. Interest is considered to be a catcher or intermediary of motivational elements that impacted behavior, interest also suggests how hard a person has the will to try. Purchasing interest is a psychological tendency of consumers that arises before the actual purchase decision is made. Willingness to purchase is something related to a shopper's plan to purchase a certain good within a certain time [7]. In the context of self-utility, purchasing interest is formed from a series of consumer evaluations of various elements such as competitive prices, adequate product quality, and convenient location that supports accessibility. Thus, purchasing interest can be seen as an initial indicator that impacts consumer consumption behavior and loyalty to a store or brand.

According to Saputra & Mahaputra in [12] Indicators of purchasing interest include: interest in seeking information about products, consider purchasing, interested in trying, want to know the product and desire to have a product

Hypothesis

Stemmed from the theoretical framework and preceding studies described above, the hypotheses of this paperp are as follows :

- H1: **Price has a positive effect on** purchasing interest in choosing a complete supermarket as a place to shop for baby and household supplies.
- H2: **Product quality has a positive effect on** purchasing interest in choosing a complete supermarket as a place to shop for baby and household supplies.
- H3: **Location has a positive effect on** purchasing interest in choosing a complete supermarket as a place to shop for baby and household supplies.
- H4: **Price, Product Quality, and Location Simultaneously Negatively Affect** purchasing Interest in Choosing a Complete Supermarket as a Place to Shop for Baby and Household Supplies.

3. Research Method

Data Types and Sources

Quantitative research is a paper method employed to research on natural conditions, (as opposed to experiments) where the overseer is the main instrument, data collection techniques are carried out in a triangulation (combined), data analysis is inductive, and qualitative research outcomes emphasize meaning rather than generalization. [13]. The type of research used in this study is quantitative research.

Population and Sample

The calculation method for the population and sample uses the Lemeshow formula. The Lemeshow formula is a formula used to determine the minimum number of samples required in quantitative research, if the population is unknown or unrestricted [14]. The minimum number of samples needed in this research is 96 respondents which will be rounded up to 100 respondents. The reason of overseer uses the Lemeshwo formula is because the target population is too large with different numbers.

4. Results and Discussion

Outcomes and Discussion

The data review in this research was carried out using research instruments, including validity checking, reliability checking, and hypothesis checking.

Validity Check Outcomes

The validity check is used to see the determination and precision of a research instrument in its function and assess the question items used in the form of questions to obtain valid data. In this validity check, *the Pearson Product Moment* validity check is used with the basic principle of collecting items or questions in the questionnaire with the total answer score of the respondents. The statistical checking used in this study uses the help of the SPSS *For Windows* version 25 program. Decision-making Stemmed from the calculation merit (*Pearson Correlation*) $> r$ Table of 0.227, then the question item is said to be valid at the significance level of $\alpha = 5\%$ (0.05). The outcomes of all question items in the questionnaire from each variable in this study are as follows:

Price X1

Table 1. Price Validity Check Outcomes (X1).

Question Items	R Count	R Table	Information
1	0.430**	0,198	Valid
2	0.314**	0,198	Valid
3	0.256**	0,198	Valid
4	0.321**	0,198	Valid
5	0.413**	0,198	Valid
6	0.525**	0,198	Valid
7	0.554**	0,198	Valid
8	0.516**	0,198	Valid
9	0.402**	0,198	Valid
10	0.513**	0,198	Valid

Source: Data Managed, 2025.

Stemmed from the check outcomes in Table 4.5, each statement produces a Correlation Coefficient that is greater than the R Table. In other words, a research instrument that consists of 10 statements for Price(X1) is assessed that all statements are valid. This is in line with the outcomes of Hafifudin et al's research which states that price affects the interest in purchasing online at Lazada stores, the statement means that the stronger the consumer price, the higher the purchasing interest will also be [15]

Product quality (X2)**Table 2.** Product Quality Validity Check Outcomes (X2).

Question Items	R Count	R Table	Information
1	0.378**	0,198	Valid
2	0.391**	0,198	Valid
3	0.351**	0,198	Valid
4	0.436**	0,198	Valid
5	0.364**	0,198	Valid
6	0.288**	0,198	Valid
7	0.450**	0,198	Valid
8	0.451**	0,198	Valid
9	0.220*	0,198	Valid
10	0.430**	0,198	Valid
11	0.454**	0,198	Valid
12	0.332**	0,198	Valid
13	0.369**	0,198	Valid
14	0.237*	0,198	Valid
15	0.540**	0,198	Valid
16	0.394**	0,198	Valid
17	0.390**	0,198	Valid
18	0.262**	0,198	Valid

Source: Data Managed, 2025.

Stemmed from the check outcomes in Table 4.6, each statement produces a Correlation coefficient of Rcalculate that is greater than R Table. In other words, the research instrument which amounted to 18 statements for Product Quality (X2) was assessed that all statement items were valid. This is in line with the outcomes of the research which stated that all variables of product quality, price, distribution, and brand simultaneously using the F Check concluded that these variables had a substantial effect on the variables of purchasing interest [16].

Location (X3)**Table 3.** Location Validity Check Outcomes (X3).

Question Items	R Count	R Table	Information
1	0.306**	0,198	Valid
2	0.288**	0,198	Valid
3	0.367**	0,198	Valid
4	0.216*	0,198	Valid
5	0.458**	0,198	Valid
6	0.526**	0,198	Valid
7	0.547**	0,198	Valid
8	0.377**	0,198	Valid
9	0.400**	0,198	Valid
10	0.217*	0,198	Valid

Source: Data Managed, 2025.

Stemmed from the check outcomes in Table 4.7, each statement produces a Correlation Coefficient that is greater than the R Table. In other words, a research instrument consisting of 10 statements for Location (X3) is assessed that all statement items are valid. The outcomes of this study are in accordance with preceding research on the positive impact of location on purchasing interest in the Borobudur Manado supermarket [17].

Purchasing Interest Y

Table 4. Outcomes of Validity Check Y.

Question Items	R Count	R Table	Information
1	0.363**	0,198	Valid
2	0.401**	0,198	Valid
3	0.389**	0,198	Valid
4	0.230*	0,198	Valid
5	0.296**	0,198	Valid
6	0.571**	0,198	Valid
7	0.549**	0,198	Valid
8	0.444**	0,198	Valid
9	0.392**	0,198	Valid
10	0.352**	0,198	Valid

Source: Data Managed, 2025.

Stemmed from the check outcomes in Table 4.8, each statement produces a Correlation Coefficient that is greater than the R Table. In other words, the research instrument which consists of 10 statements for purchasing interest (Y) is considered to be valid. Stemmed from the outcomes of the study, it is proven that price has a positive and substantial effect on purchasing interest [18].

Reliability Check

The reliability check is a continuation of the validity check where what is included in the check is only valid items. The instrument criteria can be said to be reliable using *Cronbach's alpha* if *Cronbach's alpha merit* is > 0.6 , then the questionnaire is said to be reliable with a significance level of 5.

Table 5. Reliability Check Outcomes.

Variabel	Cronbach's Alpha	N of Items	$\alpha = 0.60$	Information
Price (X1)	0,699	10	0,6	Reliable
Product Quality (X2)	0,697	18	0,6	Reliable
Location (X3)	0,716	10	0,6	Reliable
Purchasing Interest (Y)	0,766	10	0,6	Reliable

Source: Data Managed, 2025.

The outcomes of the check on the reliability of the Price questionnaire (X1) outcomeed in a Cronbac's Alpha number of 0.699 and the Product Quality Variable (X2) outcomeed in a Cronbac's Alpha number of 0.697. The Location variable (X3) yields a Cronbac's Alpha number of 0.716. The purchasing interest variable (Y) produces a Cronbac's Alpha number of 0.766. It can be concluded that all statements of each variable are checked for reliability so that they are declared reliable.

Classical Assumption Check

This check is carried out to check the quality of the data so that the validity of the data is known and avoids the occurrence of biased estimates. This classical assumption check uses four checks, namely the normality check, the multicollinearity check, the heteroscedasticity check, and the autocorrelation check.

Normality Check

According to [19], normality checking can be done through visual approaches, such as histograms or P-P plot graphs, or by specific statistical methods. The Kolmogorov-Smirnov (K-S) check was employed in this study to check normality using the following evaluation criteria:

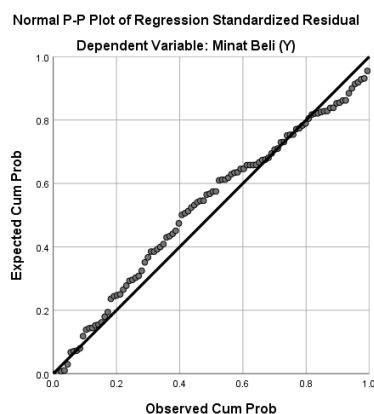


Figure 1. P-P plot chart.

Source: Data Managed, 2025.

The figure above reveals the outcomes of the normality check using the Normal P–P Plot of Regression Standardized Residual. Stemmed from the graph, it can be seen that the residual points are spread around the diagonal line and follow the direction of the line. This distribution pattern shows that the residual data is normally distributed.

Table 6. Normalitas Smirnov-Kolmogorov.

Check Statistics	Unstandardized Residual
N	102
Mean	0.0000000
Hours of deviation	3.65878479
Most Extreme Differences	
Absolute	0.099
Positive	0.066
Negative	-0.099
Check Statistic	0.099
Asymp. Sig. (2-tailed)	0.055

Source: Data Managed, 2025.

Stemmed from the outcomes of the Kolmogorov–Smirnov check in Table 4.1, the merit of Asymp. sig. (2-tailed) of 0.055, which is greater than the significance level of $\alpha = 0.05$. This shows that the residual data is normally distributed. These findings are also supported by the *Normal P–P Plot graph* which shows the distribution of residual points following a diagonal line. Thus, the assumption of normality is fulfilled and the regression model is feasible to use in subsequent analysis.

Multicollinearity Check

Two indicators *Variance Inflation Element* (VIF) and Tolerance merits that indicate how much independent variables can be explained by other independent variables in the model are used to perform multicollinearity checks [19].

Table 7. Tabel Multiikolinieritas.

Independent Variables	Tolerance	BRIGHT
Price (X1)	0.984	1.016
Product Quality (X2)	0.984	1.016
Location (X3)	1.000	1.000

Source: Data Managed, 2025.

Stemmed from the outcomes in Table 4.2 above, the Tolerance merit for all independent variables, namely *Price (X1)*, *Product Quality (X2)*, and *Location (X3)* is above 0.10, and the VIF (Variance Inflation Element) merit is all below 10. Criteria used: Multicollinearity does not occur if Tolerance > 0.10 and VIF < 10.

Thus, it can be concluded that there are no symptoms of multicollinearity between independent variables in this regression model. This means that each independent variable has an independent relationship to each other and can be used simultaneously in the model to predict Buy Interest (Y).

Heterokedasticity Check

The ideal regression model is expected to meet the assumption of homocedasticity because it reflects the error stability required in a valid model estimation [20].

In this research, heteroscedasticity was checked employing the Glejser method, which involves checking the significance of absolute residual regression outcomes on independent variables. The assessment was carried out using p-merit (p-merit) as the basis, with the following outcomes:

Table 8. Heteroscedasticity Check Outcomes.

Variabel	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Itself.
(Constant)	8.939	4.155	—	2.151	0.034
Price (X1)	0.008	0.061	0.012	0.127	0.899
Product Quality (X2)	0.007	0.034	0.020	0.202	0.840
Location (X3)	-0.075	0.065	-0.160	-1.670	0.089

Source: Data Managed, 2025.

The heteroscedasticity check aims to find out whether in the regression model there is a residual variance disparity between observations. This check uses the Glejser method, with the following criteria:

- If the Sig. merit > 0.05, then heteroscedasticity does not occur.
- If the Sig. merit < 0.05, then heteroscedasticity occurs.

Stemmed from the outcomes in Table 4.3, it can be seen that the significance merits of each independent variable are:

- Price (X1) = 0.899
- Product Quality (X2) = 0.840
- Location (X3) = 0.089

The overall significance merit > 0.05, so it can be concluded that there are no symptoms of heteroscedasticity in this regression model. Thus, the model fulfills the classical assumption of heteroscedasticity and can be used for further regression analysis.

Multiple Linear Regression Analysis Check

This method is used to ascertain the extent to which each independent variable, either wholly or partially, affects the dependent variable [21]. It is used to determine the simultaneous and partial impact of several independent variables (variation, location, and price) on dependent variables (consumer interest).

Table 9. Check Outcomes of Multiple Linear Regression Analysis Check.

Constanta Independent Variable	Variable Dependent: Minat Beli			
	Estimation Coefficients	T Count	T Table	Itself
Constant	13.669	2.055		0.043
Price	0.071	0.726	1.968	0.470
Product Quality	0.155	2.835	1.968	0.006
Location	0.310	2.954	1.968	0.004
R	0.695			
R ²	0.484			
WO R ²	0.321			
F Calculate	6.035			
Sig F	0.000			
F Table	3,09			

Source: questionnaire data (processed) 2025.

According to the t-check Table above, the coefficient of the independent variable Price (X1) = 0.071 the product quality variable (X2) = 0.155 and the variable (X3) = 0.310 and the constant of 13.669 Stemmed from the outcomes of the check with the multiple linear regression method above, the regression equation model obtained from this study is as follows:

$$Y = 13.669 + 0.071 X1 + 0.155 X2 + 0.310 X3 + e$$

The multiple linear regression equation model can be understood as follows:

- the regression coefficient of price to purchasing interest was 0.071. It can be interpreted that every increase in the price score (X1) by 1, can increase the purchasing interest score by 0.071 assuming that the merit of the product quality score and price are considered fixed.
- the regression coefficient of product quality to purchasing interest was 0.155. It can be interpreted that every increase in the product quality score (X2) by 1, can increase the purchasing interest score by 0.155 assuming the price and location score merits are considered fixed. This means that the better the consumer assessment of the quality of Kudus Complete Supermarket products, the higher the purchasing interest. On the other hand, if the product quality assessment is not good, then purchasing interest will decrease.
- the regression coefficient of location to purchasing interest was 0.310. It can be interpreted that every increase in the location score (X3) by 1, can increase the purchasing interest score by 0.320 assuming that the price score merit and product quality are considered fixed. This means that the better and more strategic the supermarket location, the higher the purchasing interest.

Uji T (Hypothesis)

F Check (Simultaneous)

The f-check aims to find out whether all the independent variables included in the regression model together have a substantial impact on the dependent variables[22]. In this study, checking was carried out to assess the extent to which the variables of price, product quality and location simultaneously affect Purchasing Interest. This check also uses a significance level of 5% or 0.05. The procedure for this F Check is as follows:

Table 10. The procedure for this F Check is as follows.

Model	Sum of Squares	df	Mean Square	F	Itself.
Regression	249.786	3	83.262	6.0350.001	
Residual	1352.057	98	13.797		
Total	1601.843	101			
Dependent Variable: Minat Beli (Y)					
Predictors: (Constant), Location (x3), Product Quality (X2), Price (X1)					

Source: questionnaire data (processed) 2025.

Stemmed from the Table above, the merit of F is calculated = 6.035 with a significance merit (Sig) = 0.001. This merit is smaller than $\alpha = 0.05$, which means that the regression model is simultaneously substantial. The variables of Price (X1), Product Quality (X2), and Location (X3) together have a substantial effect on Purchasing Interest (Y) in buyers at Swalayan Komplit Kudus.

Determination Coefficient Check r^2

The Coefficient of Determination (R^2) is used to assess how well a model is able to explain variations in dependent variables by looking at the R Square. The following are the outcomes of the determination coefficient processed using the SPSS program. The R Square merit was obtained of 0.484 (62.2 %). This means that 48.4% of the regression model in this study in explaining the free variables, namely price variables, product quality and location, was able to explain the bound variable, namely purchasing interest. While the rest ($100\% - 48.4\% = 51.6\%$) were impacted by other variables.

Hypothesis Check

To ascertain whether each independent variable substantially affects the dependent variable independently, a partial t-check is used [22]. This check is important to assess the individual contribution of each independent variable in the regression model. This check also uses a significance level of 5% or 0.05. The procedure of this T Check is as follows:

Table 11. Hypothesis Check Outcomes (t-check).

Constanta Independent Variable	Variable Dependent: Minat Beli		
	T Count	T Table	Itself
Price(X1)	0.726	1.968	0.470
Product Quality (X2)	2.835	1.968	0.006
Location (X3)	2.954	1.968	0.04

Source: questionnaire data (processed) 2025.

The Effect of Price on Purchasing Interest

The outcomes of statistical checking showed that price (X1) of 0.726. This figure is smaller than the t Table merit of 1.968 with a sig level. $0.470 > 0.05$. This means that the price has no substantial effect on the Purchasing Interest at the Kudus Complete Supermarket (Hypothesis 1 is rejected). This means that the high or low price of a product does not directly affect consumers' interest in purchasing, likely because consumers consider other elements such as quality and convenience of location more than price. The outcomes of this study are supported by Rizky Meisa Putri et al (2024) with the title "The Impact of Perceived Price and Merit on Repurchase Interest with Purchase Decisions as an Intervening Variable in Indomaret Consumers in Semarang". In consumer behavior theory, price is indeed a major component of the marketing mix (Kotler & Keller, 2016), but the effect is highly dependent on the level of engagement and merit perception of consumers. In the category of daily necessities products sold in supermarkets, prices are usually homogeneous and easy to compare, so consumers tend not to consider price as the main determinant, but rather utility quality, convenience, and practicality. In addition, according to *the theory of perceived merit* (Zeithaml, 1988), purchasing decisions are impacted by the perception of the total advantage rather than the costs incurred. If consumers assess other advantages

such as shopping convenience, cashier friendliness, or product availability are higher, then price is no longer a substantial variable.

The Effect of Product Quality on Purchasing Interest

The outcomes of statistical checking showed that product quality (X2) was 2,835 This figure is greater than the t Table merit of 1.968 with a sig level. $0.006 < 0.05$ The conclusion of hypothesis 2 submitted was accepted, it is indicated that product quality has a substantial effect on purchasing interest. Product quality is one of the main elements that shape consumer perception and desire to buy an item. In the context of self-utility, quality does not only include the durability or physical quality of the product, but also includes the appearance of the packaging, cleanliness, freshness of the product, and the consistency of the brand sold. The outcomes of this research are in line with those conducted by Kanisius Karo et al (2022) regarding the impact of price and product quality on purchasing interest. The outcomes of this study show that consumers of Komplit Kudus Supermarket have a high preference for quality products, so this aspect substantially affects their purchasing interest.

The Impact of Location on Purchasing Interest

The outcomes of statistical checking showed that the merit of Lokasi (X3) was 2,954 This figure is greater than the Table merit of 1.968 with a sig level. $0.004 < 0.05$ The conclusion of hypothesis 3 submitted was accepted. These outcomes show that the Location variable has a positive and substantial effect on Purchasing Interest in Kudus Complete Supermarket consumers. In other words, the more strategic and comfort the location of the supermarket, the higher the consumer's interest in shopping. These findings are in line with the outcomes conducted by Langi and Temunu (2022) in a study at Jumbo Manado Supermarket concluding that location has a substantial impact on purchase decisions, because ease of access and availability of facilities are the main elements for consumers to choose the supermarket.

5. Conclusions

The Price Variable (X1) has a insubstantial effect on Purchasing Interest. This shows that consumers at Swalayan Komplit Kudus do not consider the price element too much in deciding to buy. Most likely, the prices offered by supermarkets are relatively stable and not much different from competitors, so they are not the main differentiating element in growing purchasing interest.

The Product Quality Variable (X2) has a substantial positive effect on Purchasing Interest. This means that the higher the quality of the products offered, the greater the purchasing interest. These outcomes confirm that product quality is an aspect that is highly concerned by buyers, especially in the context of supermarkets that offer a wide selection of daily necessities.

The Location Variable (X3) also has a substantial positive effect on Purchasing Interest. This means that ease of access, convenient location, and strategic store layout have a real impact on purchasing interest. An easy-to-reach location and a comfortable environment are added merits for consumers in choosing a place to shop.

Simultaneously, the three independent variables, namely Price, Product Quality, and Location, together had a substantial effect on purchasing Interest, as shown by the outcomes of the F check with a merit of Sig = 0.001 (< 0.05). Thus, the regression model used in this study is feasible to explain the phenomenon of purchasing interest in Kudus Complete Supermarket.

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