

The Influence of Price, Promotion and Location on Consumer Purchase Decisions on Regen Perfume in Pringsewu

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ABSTRACT

This research aims to analyze the influence of price, promotion and location on consumer purchasing decisions for Regen Parfum products in Pringsewu. The research method used is quantitative with a survey approach. Data was collected through a questionnaire distributed to Regen Parfum consumers as respondents. The data analysis technique uses multiple linear regression to determine the extent to which each independent variable (price, promotion and location) contributes to purchasing decisions. The research results show that these three variables simultaneously have a significant influence on purchasing decisions. Partially, price has a significant positive influence because consumers tend to consider the suitability of price to product quality. Promotions also have a significant effect because they provide additional attraction for consumers to make purchases. Location, as the third variable, shows a significant influence because ease of access and convenience of store locations influence consumer decisions. These findings provide implications for Regen Parfum management to continue optimizing price, promotion and location strategies to increase consumer satisfaction and loyalty.

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1. INTRODUCTION

The perfume industry is a sector that is constantly experiencing development throughout the world, as well as in Indonesia. The perfume market has experienced significant growth in recent years, as consumers increasingly understand the importance of attractive appearance and aroma. Fragrance products are no longer only considered luxury products, but have been categorized as a main aspect needed in everyday lifestyle. According to reports [1] the perfume market in Indonesia is predicted to experience continuous growth, even

significant annual growth rates, in line with the increasing interest of all levels of society in personal care and beauty products. In Indonesia, perfume refills have experienced rapid development in recent years. Consumers are not only interested in the aroma, but also in the economic value offered by the product. This concept allows consumers to refill their perfume bottles with their favorite scents without the need to buy new packaging, making it more environmentally friendly and economical. This has triggered the emergence of many small and medium enterprises (SMEs) in the perfume refill sector, which compete to attract

the interest of a number of perfume users. One of the main factors influencing a product's appeal is affordable price. Consumers tend to prefer refill perfumes because they offer a variety of aromas at prices that tend to be easier to reach than branded perfume prices, so price has a position as one of the main factors among various other factors to encourage consumers to make purchasing decisions [2].

In this context, refill perfume products are increasingly receiving attention, especially among consumers who are smart in choosing products at affordable prices. Refill perfume offers quality that is equivalent to well-known brands, but the price offered does not empty the user's pockets. Seeing this trend, businesses such as Regen Parfum in Pringsewu, Lampung, are trying to take advantage of this opportunity by providing a variety of attractive aroma choices. However, even though it has great potential, Regen Parfum still faces challenges in terms of marketing strategies to attract consumers. Price is a factor that has a big impact on buyers in deciding to carry out a purchase transaction. Competitive pricing is the main strategy in attracting buyer interest. According to [3], price not only represents the quality of a product, but can also have an impact on the view of quality by potential buyers. Therefore, Regen Perfume must ensure that the price offer is commensurate with the quality offer presented to buyers. However, competitive prices alone are not enough to guarantee sales success.

Promotion also plays a major role in influencing buyers to decide to carry out purchase transactions. The promotion used at Regen Perfum is a type of sales promotion or commonly referred to as sales promotion with the aim of being able to attract consumers and increase sales directly. A promotion will be considered effective if it is able to trigger the buyer's instincts about the product being presented in front of them, thereby igniting their desire to carry out a purchase transaction. Unfortunately Regen Perfume still relies on word of mouth promotion methods which have limited coverage. Research [4], shows that successful digital

promotion strategies are able to expand market reach and increase customer interaction. Therefore, Regen Perfume should adopt a more modern promotional strategy, including the use of social media and online platforms to attract consumer attention. Promotions implemented at Regen Parfum include special discounts, loyalty programs and product bundling, which are designed to provide added value for consumers. Special discounts can be in the form of discounts for certain purchases or during certain promotional periods. Loyalty programs allow buyers to earn points that they can exchange for products after several purchases. Product bundling offers perfume refill packages that are more economical than purchasing individually.

In addition, Regen Parfum often provides free perfume samples to new and loyal customers, to attract more consumers and encourage them to try new scents. This promotion not only aims to increase sales volume, but also introduce new aroma variants to customers.

By implementing this sales promotion strategy, Regen Parfum is able to compete in the increasingly competitive refill perfume market, especially in Pringsewu, and strengthen relationships with its consumers. Location factors are also very important in the sales context. A strategic location can increase store visibility and accessibility which in turn can increase customer visits. However, Regen Parfum faces location challenges because its stores are located in less busy and less visible areas. Strategic locations can contribute to sales success and the difficulty of consumers in finding shop locations can influence this. Therefore, the location of Regen Perfume is one of the factors that must be evaluated in more detail.

The combination of these three factors (price, promotion and location) creates complex dynamics in consumer purchasing decisions. Even though competitive prices can attract attention, the lack of successful promotions and less strategic placement of business kiosks can become obstacles in increasing sales levels. [5] in his research emphasized that these three factors are

interrelated and even have an important impact on buyers in deciding whether to carry out a purchase transaction. Without good management of these three aspects, Regen Perfume has the potential to encounter difficulties in retaining and attracting new customers. This research has relevance in the context of Business Administration, especially in developing marketing strategies that suit local consumer needs. By understanding the influence of these three variables on consumers in determining the decision to carry out a purchase transaction, the researcher hopes that the description presented in this article will be able to help Regen Perfume in overcoming shortcomings in the field of promotion and maximizing the potential of the location to increase sales. This research can also be used as learning material for small and medium businesses in other retail sectors, especially those operating in the perfume refill sector, in formulating more effective strategies to compete in the local market [6].

Increases or decreases in sales can be caused by various factors, including promotions, pricing strategies, and certain times of the year, such as holidays or holidays which are usually accompanied by increased purchases. In April, sales of Regen Parfum experienced a significant increase with total revenue reaching IDR 10 million. This spike was most likely influenced by promotional strategies implemented during this period, such as special discounts or bundling packages that were attractive to consumers. Apart from that, April coincides with certain moments, such as the month of Ramadan or approaching holidays, which generally increase consumer interest in shopping for products such as perfume. This increase also shows the effectiveness of the combination of competitive prices and strategic store locations, which were able to attract more customers that month. This increase in income can be used as a reference for management in preparing marketing strategies for the following months, especially in planning similar promotions or even expanding market coverage to achieve optimal results.

From this analysis, it can be seen that even though competitors offer competitive prices, Regen Parfum is superior in terms of the large variety of aroma choices and relatively competitive price offers. However, there is still an opportunity to improve online promotional strategies so that Regen Perfume stands out in the market compared to competitors who also rely on discounts and coupons as an attraction." Based on the description behind this phenomenon, the author is interested in carrying out a study on the topic " "The Influence of Price, Promotion and Location on Consumer Purchasing Decisions at Regen Perfume in Pringsewu"

2. LITERATURE REVIEW

2.1 Price

Globally, the total cash that buyers must hand over to obtain the products, services and goods they want is called price. Price is the main aspect because it plays a role in having an impact on consumers in determining purchasing decisions [7]. Price can also be interpreted as a certain benefit or monetary unit that must be given up by consumers in order to get a service or product [8] Meanwhile, Kotler and Armstrong made a statement, as explained in research [9], price is an important component for companies because it is a source of profit that is necessary for business continuity. In conditions of increasingly tough competition in the business world, a number of new businesses have been born but have similar business variations, so companies need to be more innovative and strategic in setting prices. In conditions of increasingly tough competition in the business world, a number of new businesses have been born but have similar business variations, so companies are required to be able to determine product pricing appropriately. Price competition can determine the ability of a business entity to compete with its competitors or not. The nominal price of a service or item expressed as a unit of currency, for example rupiah, which reflects the costs that the buyer

must pay to obtain and enjoy the service or item is called the price. Based on the description of the various definitions of price above, the researcher concludes that price is the amount or nominal amount that must be given by consumers in order to get the services or goods they want. Price is also positioned as an aspect of the marketing mix that directly generates profits for a business entity from product sales. Therefore, management in a business entity has an obligation to make careful price considerations. This aims to ensure that the product is able to compete while being marketed.

2.2 Promotion

A series of work activities that function to provide information as an initial introduction about a service or product, with the aim of igniting the consumer's desire to carry out a transaction to purchase the service or item is called a promotion [10]. Apart from that, promotion can also be understood as a form of marketing communication that involves buying and selling activities, with efforts to expand information and spark interest in consumers so that they will continue to carry out repurchase transactions for the goods and services being offered [11]. Promotional activities aim to convince and influence buyers to buy the product being offered and switch from other products on the market [12]. The development of technology and information has had a significant impact on the world of marketing which has evolved into the digital era. So digital marketing is a form of activity in the form of efforts carried out by marketers in order to promote a product or brand through the use of digital information technology [13]. Therefore, promotion can be concluded as a marketing strategy that is implemented by introducing goods and services persuasively, and encouraging buyers to carry out purchase transactions and remain loyal to using the product [14].

2.3 Location

The main element that can ensure the success of a business, including the perfume industry, is location. Strategic location plays a big role in facilitating consumer access, which in turn can increase sales. According to [15], the right location makes it easier for consumers to find and access products, which ultimately increases sales volume and customer loyalty. In the perfume business, shops located in busy areas or activity centers have a greater opportunity to reach a wider market segment. [16]. states that strategic location influences how consumers view the products and services offered. Locations in strategic places such as shopping centers or busy business areas not only make it easier for consumers to come, but also increase brand awareness. Consumers usually visit locations that are easy to reach and provide a comfortable shopping experience. Geographical factors and accessibility are also major considerations in choosing a perfume business location. According to [17], locations that are not strategic or difficult to reach can reduce consumers' interest in shopping, even though the products offered are of high quality. Apart from that, the convenience and security of the location also play an important role in attracting consumers to come to the perfume shop.

Visibility is also an important element in location selection. [5], revealed that locations with high visibility, such as on the side of a main road or inside a large shopping center, increase the opportunity for a business to be visible to consumers, thereby attracting more potential buyers. A high level of visibility can increase the level of buyer awareness of a product offering and increase the image power of a label. [18] added that strategic locations also facilitate the product distribution process. In the perfume business, especially refill perfumes, proximity to suppliers or distribution centers makes it easier to replenish stock, which is very

important for maintaining consumer satisfaction. Placing a store in the right location provides a competitive advantage, especially in the face of intense competition in the market. Overall, choosing a strategic location not only affects consumer accessibility and shopping experience, but also the operational efficiency of the business. By choosing the right location, perfume businesses like Regen Parfum can strengthen their competitiveness and attract more consumers in an ever-growing market.

2.4 Purchase Decision

An important aspect of the buyer's attitude, which includes the process of considering a number of alternative choices based on a number of need factors, is the purchasing decision [19]. This process includes identifying needs, exploring various information, evaluating a number of options, and determining a decision to carry out a purchase transaction and the attitude shown after making a purchase transaction [20]. According to [21], after analyzing the various existing options, consumers will consider carefully to choose the most appropriate product according to their needs and expectations. Therefore, purchasing decisions can be considered as steps taken by consumers in choosing alternatives, which usually start from the activity of extracting various information related to the desired product.

A purchasing decision is a process carried out by consumers to determine whether to purchase a particular product or service based on needs and preferences. This process includes several stages, starting from recognizing needs, searching for information, evaluating alternatives, purchasing decisions, to post-purchase evaluation. Need recognition occurs when consumers realize there is a gap between the current condition and the desired condition. Next, consumers look for information about products or

services that can fulfill these needs, either through internal sources such as personal experience, or external sources such as advertising or recommendations. After that, consumers evaluate various alternatives based on factors such as price, quality, and brand before finally making a purchasing decision. The final stage, post-purchase evaluation, involves assessing the consumer's satisfaction with the product purchased, which may influence future purchasing decisions. This process is influenced by various factors, including psychological, social, cultural, and situational.

3. METHODS

This study uses a quantitative descriptive analysis approach. [18], states that descriptive quantitative studies are used to obtain a clear and systematic picture of a phenomenon using data in numerical form. The resulting data is then processed in a review process in order to understand the relationship between the variables studied. A process for obtaining information by utilizing numerical data as a tool in studying the phenomenon being explored is a quantitative study. This study applies a survey data collection method, namely distributing questionnaires and then analyzing them statistically in order to carry out the stages of identifying relationships with each variable being studied. This research is a field data study or is often also referred to as field research in the form of obtaining data by carrying out interviews, observations, or providing calculations that strengthen this study. Sources in this study can be based on primary data. This data can be understood as data that has been obtained directly from the main source without the intervention of other parties as intermediaries. Primary data in this study was collected by distributing questionnaires to a number of respondents. Thus, in this study the researcher carried out a direct study to obtain data regarding the influence of location, promotion and price on the formation of buyers' decisions to carry out or cancel purchase transactions at Regen

Parfum Pringsewu. The study was carried out at Regen Perfume Pringsewu which is located on Jl. Wismarini, South Pringsewu District. Pringsewu, district. Pringsewu, Lampung. The time for carrying out the study is October 2024-January 2025. The set of objects and individuals in a selected area that have special characteristics and are the focus of research (observation) is the definition of population. Thus, population does not only include

people, but can also include various objects or other objects in nature. Apart from just the number, population includes all the traits and characteristics found in the subjects and objects being explored. The population that will be used as research subjects includes all Regen Parfum consumers, with a population of 1,908 people.

4. RESULTS AND DISCUSSION

Table 1. Gender Distribution of Respondents

Gender	Frequency	Percentage	Cumulative Percentage
Female	55	58%	58%
Male	40	42%	100%

Source: Processed Primary Data, SPSS 2024

Explained that of the 95 participants according to gender, there were 40 (42%) men

and 55 (58%) women. It can be seen that the participants are dominated by taller women.

Table 2. Age Distribution of Respondents

Age (Years)	Frequency	Percentage	Cumulative Percentage
17-21	25	26%	26%
22-26	48	51%	77%
27-30	22	23%	100%

Source: Processed Primary Data, SPSS 2024

Explained that 95 participants according to age consisted of 17 - 21 years (26%) 25 people, 22 - 26 years 48 people (51%), and 27 - 30 years 22 people (23%). So it can be

seen that the largest number of respondents based on age was 22 - 26 years, 48 people (51%).

Table 3. Distribution of Respondents' Education Level

Education	Frequency	Percentage	Cumulative Percentage
SMA	49	52%	52%
D1 - D4	5	5%	57%
S1	41	43%	100%

Source: Processed Primary Data, SPSS 2024

Explained that the 91 participants according to education consisted of SMA/SMK totaling 49 individuals or 52%, D1-D totaling 5 individuals or 5%, S1 totaling 41

individuals or 43%. So it can be seen that respondents from the most dominant education, namely SMA, were 49 individuals or 52%.

Table 4. Description of Respondents' Answers

Answer	SS (5)	S (4)	N (3)	TS (2)	STS (1)	Total Score	Average
The price at Regen Perfume is quite affordable among the public	25	59	11	0	0	394	4.15
The price of the product at Regen Perfume is cheaper compared to other products	29	50	14	2	0	391	4.12

Answer	SS (5)	S (4)	N (3)	TS (2)	STS (1)	Total Score	Average
The prices given by Regen Perfume in Pringsewu are in accordance with the quality provided	11	29	9	6	0	330	3.47
The price of the product at Regen Perfume is in accordance with consumer capabilities	11	28	9	7	0	328	3.45
The price of the product at Regen Perfume is as expected	25	59	11	0	0	394	4.15
The price of products at Regen Perfume can compete with other products	29	50	14	2	0	391	4.12
The price of products at Regen Perfume is economical	31	51	12	3	0	396	4.17
Product prices at Regen Perfume vary	11	28	9	6	0	328	3.45
The price is given in accordance with the benefits obtained	11	29	9	6	0	330	3.47
The product price paid can satisfy consumers	31	51	11	2	2	396	4.17
Average Value							3.87

Source: Processed Primary Data, SPSS 2024

Respondents' responses regarding price, from 10 questions, had an average of 3.87. This proves that the variable is in the

good category, meaning that respondents rated it as good out of the ten questions.

Table 5. Description of Respondents' Answers

Answer	SS (5)	S (4)	N (3)	TS (2)	STS (1)	Total Score	Average
The advertisements displayed on Regen Perfume are interesting	16	50	18	11	0	356	3.75
The Regen Perfume membership program attracts consumer attention	16	50	18	11	0	356	3.75
Regen Perfume often provides discounts if you make a purchase	17	31	18	11	0	356	3.75
Regen Perfume often has buy 2 get 1 free promotions	17	31	18	11	0	356	3.75
Promotion from oral presentations attracts buying interest in Regen Perfume	16	31	26	22	0	330	3.43
Personal selling makes it easy for consumers to order from Regen Perfume	11	27	40	10	7	317	3.34
Regen Perfume has a good relationship with consumers	13	25	23	12	6	328	3.28
Regen Perfume holds interesting events on social media	31	21	24	12	0	396	4.17
Direct sales add to the ease of purchasing perfume Regen in Pringsewu	39	41	15	2	0	397	4.18
The advertisement displayed by Regen Perfume in Pringsewu made me interested in buying the product	16	31	26	22	0	326	3.43
Average Value							3.65

Source: Processed Primary Data, SPSS 2024

Respondents' responses regarding promotions, from 10 questions, had an average of 3.65. This proves that the variable

is in the good category, meaning that respondents rated it as good out of the ten questions.

Table 6. Description of Respondents' Answers

Answer	SS (5)	S (4)	N (3)	TS (2)	STS (1)	Total Score	Average
The perfume Regen in Pringsewu can be seen clearly from the main road	9	19	41	26	0	296	3.12
Regen Perfume has a strategic location	7	43	29	16	0	326	3.43

Answer	SS (5)	S (4)	N (3)	TS (2)	STS (1)	Total Score	Average
Access to the perfume Regen location in Pringsewu is easy to reach by public transportation	10	21	42	22	0	304	3.2
I feel the distance to this location is quite close	10	21	42	22	0	304	3.2
Road access to this location is in good condition	9	19	41	26	0	296	3.12
The parking lot provided by Regen Perfume in Pringsewu is quite spacious and safe	9	19	41	26	0	296	3.12
Parking facilities at this location are very adequate	7	43	29	16	0	326	3.43
Parking at this location is easy to reach	10	21	42	22	0	304	3.2
The entry and exit routes to the parking lot are easy to access	10	21	42	22	0	304	3.2
Traffic around the perfume Regen in Pringsewu is quite dense and busy	9	19	41	26	0	296	3.12
Average Value							3.21

Source: Processed Primary Data, SPSS 2024

Respondents' responses regarding location, from 10 questions, had an average of 3.21. This proves that this variable is in the

sufficient category, meaning that out of ten questions the respondent rated it as sufficient.

Table 7. Description of Respondents' Answers

Answer	SS (5)	S (4)	N (3)	TS (2)	STS (1)	Total Score	Average
I have a need for perfume	16	50	18	11	0	356	3.75
Perfume products really suit what I need right now	21	34	13	2	0	342	3.6
The need for perfume made me try to find more information about the products offered	21	34	13	2	0	342	3.6
I compare several brands or similar products before deciding	21	34	18	11	0	356	3.75
After receiving the information, I chose one of the perfume products at the Pringsewu perfume regen	16	31	26	7	0	330	3.43
I consider the advantages and disadvantages of each product choice	12	21	31	24	12	315	3.28
After evaluating, I decided to buy perfume regen products in Pringsewu	12	21	24	24	12	315	3.28
I feel my purchasing decision was the right one	33	31	15	7	0	387	4.07
I feel satisfied after using the perfume regen product in Pringsewu and it suits my needs	39	41	9	2	0	397	4.18
I would not hesitate to recommend this product to others	31	31	26	22	0	326	3.43
Average Value							3.64

Source: Processed Primary Data, SPSS 2024

Respondents' responses regarding purchasing decisions, from 10 questions, had an average of 3.64. This proves that the

variable is in the good category, meaning that respondents rated it as good out of the ten questions.

Table 8. Price Variable Validity Test Results (X1)

Item	R _{table}	Pearson Value	Information
X1.1	0.2017	0.738	Valid
X1.2	0.2017	0.723	Valid
X1.3	0.2017	0.604	Valid
X1.4	0.2017	0.653	Valid
X1.5	0.2017	0.738	Valid

Item	R _{table}	Pearson Value	Information
X1.6	0.2017	0.723	Valid
X1.7	0.2017	0.718	Valid
X1.8	0.2017	0.653	Valid
X1.9	0.2017	0.604	Valid
X1.10	0.2017	0.718	Valid

Source: Processed Primary Data, SPSS 2024

All items in the loyalty variable which consists of three questions create a corrected item total correlation (r_{count}) score > 0.2017 (r_(table)), in accordance with the validity test

tabulation. This indicates that all items are relevant to the research symptoms and are considered valid.

Table 9. Promotion Variable Validity Test Results (X2)

Item	R _{table}	Pearson Value	Information
X2.1	0.2017	0.716	Valid
X2.2	0.2017	0.716	Valid
X2.3	0.2017	0.757	Valid
X2.4	0.2017	0.716	Valid
X2.5	0.2017	0.755	Valid
X2.6	0.2017	0.51	Valid
X2.7	0.2017	0.232	Valid
X2.8	0.2017	0.436	Valid
X2.9	0.2017	0.272	Valid
X2.10	0.2017	0.755	Valid

Source: Processed Primary Data, SPSS 2024

All items in the loyalty variable which consists of three questions create a corrected item total correlation (r_{count}) score > 0.2017 (r_(table)), in accordance with the validity test

tabulation. This indicates that all items are relevant to the research symptoms and are considered valid.

Table 10. Location Variable Validity Test Results (X3)

Item	R _{table}	Pearson Value	Information
X3.1	0.2017	0.957	Valid
X3.2	0.2017	0.851	Valid
X3.3	0.2017	0.953	Valid
X3.4	0.2017	0.953	Valid
X3.5	0.2017	0.957	Valid
X3.6	0.2017	0.957	Valid
X3.7	0.2017	0.851	Valid
X3.8	0.2017	0.953	Valid
X3.9	0.2017	0.953	Valid
X3.10	0.2017	0.957	Valid

Source: Processed Primary Data, SPSS 2024

All items in the loyalty variable which consists of three questions create a corrected item total correlation (r_{count}) score > 0.2017 (r_(table)), in accordance with the validity test

tabulation. This indicates that all items are relevant to the research symptoms and are considered valid.

Table 11. Buying Decision Variable Validity Test Results (Y)

Item	R _{table}	Pearson Value	Information
Y.1	0.2017	0.539	Valid
Y.2	0.2017	0.73	Valid
Y.3	0.2017	0.73	Valid
Y.4	0.2017	0.539	Valid
Y.5	0.2017	0.746	Valid
Y.6	0.2017	0.63	Valid
Y.7	0.2017	0.576	Valid
Y.8	0.2017	0.455	Valid
Y.9	0.2017	0.36	Valid
Y.10	0.2017	0.746	Valid

Source: Processed Primary Data, SPSS 2024

All items in the loyalty variable which consists of three questions create a corrected item total correlation (r_{count}) score > 0.2017 (r_(table)), in accordance with the validity test

tabulation. This indicates that all items are relevant to the research symptoms and are considered valid.

Table 12. Reliability Test Results

Variable	Cronbach Alpha (> 0.6)	Information
Price (X1)	0.871	Reliable
Promotion (X2)	0.791	Reliable
Location (X3)	0.984	Reliable
Buying Decision (Y)	0.814	Reliable

Source: Processed Primary Data, SPSS 2024

Based on the tabulated findings of the reliability tests on the seven research variables, the Cronbach's alpha score for each variable indicates that the reliability tests

carried out on the three variables are considered reliable with a level of accuracy that meets the test criteria, which makes all variables applicable to this study.

Table 13. Descriptive Statistics Test Results

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Price (X1)	95	26	50	38.72	4.941
Promotion (X2)	95	26	50	36.54	5.453
Location (X3)	95	20	50	32.13	8.484
Buying Decision (Y)	95	22	50	36.36	5.902
Valid N (listwise)	95				

Source: Processed Primary Data, SPSS 2024

All variables show good results as indicated by a mean value that is greater than the standard deviation.

Table 14. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	2.446437
Most Extreme Differences	Absolute	0.082
	Positive	0.058

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
	Negative -0.082
Test Statistic	0.082
Asymp. Sig. (2-tailed)	0.13
a. Test distribution is Normal	
b. Calculated from data	
c. Lilliefors Significance Correction	

Source: Processed Primary Data, SPSS 2024

The research data is normally distributed and in accordance with sufficient normality assumptions, shown by the Histogram graphic test and P-P plot, in

accordance with the findings of statistical tests by using the Kolmogorov Smirnov test, where the A.sig score (0.130) > (0.05).

Table 15. Multicollinearity Test Results

Coefficients		
Model		
1	Price	0.842
	Promotion	0.733
	Location	0.716
		VIF
		1.187
		1.364
		1.397

a. Dependent Variable: Buying Decision

Source: Processed Primary Data, SPSS 2024

Through the statistical output of the multicollinearity test scores, it can be explained that the tolerance score results for each independent variable are price (0.842),

promotion (0.733), and location (0.716) > 0.01. Meanwhile the VIF value of price (1.187), promotion (1.364), and location (1.397) < 10.

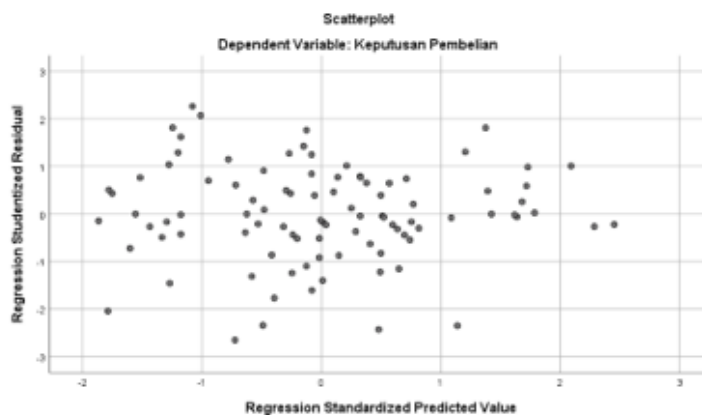


Figure 1. Graphic Scatterplot
Source: Processed Primary Data, SPSS 2024

As shown by the heteroscedasticity test results above, the points between the straight lines below/above 0.0 are clear data

distribution points. This helps explain why this research data does not have heteroscedasticity problems.

Table 16. Multiple Linear Regression Test Results

Model	Coefficients	B	Std. Error	Beta	t	Sig.
1	(Constant)	3.95	2.327	-	1.697	0.093
	Price	-0.124	0.057	-0.104	-2.193	0.031

Model	Coefficients	B	Std. Error	Beta	t	Sig.
	Promotion	0.895	0.055	0.827	16.291	0.000
	Location	0.141	0.036	0.202	3.935	0.000

a. Dependent Variable: Buying Decision

Source: Processed Primary Data, SPSS 2024

$$Y = 3.950 - 0.124X_1 + 0.895X_2 + 0.141X_3 + e$$

Based on the table and explanation, the t-test findings are explained that the sig. <0.05 and T_count >T_(table) which indicates that the independent variable has a significant effect on Y. Based on the table and

explanation, the t-test findings are explained that the sig. <0.05 and T_count >T_(table) which indicates the independent variable has a significant effect on Y.

Table 17. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2711.237	3	903.746	146.181	.000 ^b
	Residual	562.595	91	6.182	-	-
	Total	3273.832	94	-	-	-

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Location, Price, Promotion

Source: Processed Primary Data, SPSS 2024

Based on the table and explanation, the F-test findings are explained that the F_count value (146.181) > F_(table) (2.70) and significance (0.000 < 0.05), Ho is rejected and

H₁ is accepted, which indicates the independent variables have a simultaneous effect on Y.

Table 18. Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.910 ^a	0.828	0.822	2.486

a. Predictors: (Constant), Location, Price, Promotion

b. Dependent Variable: Buying Decision

Source: Processed Primary Data, SPSS 2024

The value produced by the independent variable in the partial context has an effect on (Y) of 82,2%, while other aspects not described in this study have an effect of 17,8%, according to the results of the coefficient of determination in the table. This is described by the adjusted R square score, which is 0.828.

5. CONCLUSION

The conclusions from this research are: (1) Price value has an influence on purchasing decisions. (2) Promotion value has an influence on purchasing decisions. (3) Location value has an influence on purchasing decisions. (4) Price, promotion and location have an influence on purchasing decisions.

The combination of appropriate prices, effective promotions and strategic locations creates convenience for consumers, thereby increasing purchasing decisions and the potential for repeat purchases.

6. SUGGESTIONS

The suggestions in this research are: (1) Researchers who are interested in exploring the same theme as this research are advised to use other variables not used in this research and increase the number of respondents so that the data obtained is more accurate. (2) The management of Regen Perfume in Pringsewu should maintain the prices and promotional strategies carried out, so as to attract consumers to make purchases.

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