

Factors Influencing Consumer Purchasing Decision-Making (Case Study of the MSME Craft Industry in Yogyakarta City, Special Region of Yogyakarta Province)

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ABSTRACT

The purpose of this study was to use a simple random sampling method to distribute questionnaires to consumers of small and medium-scale handicraft industries in Yogyakarta, Yogyakarta Special Region, to determine the influence of price, location, promotion, and service on their purchasing decisions. Price, location, promotion, and service are independent factors in this study, while consumer purchasing decisions in the MSME handicraft industry in Yogyakarta City are the dependent variables. We conducted a survey of micro, small, and medium enterprise (MSME) customers in Yogyakarta City, Yogyakarta Special Region, by sending questionnaires directly to them. Using SPSS Version 25.00 and consumer data from Yogyakarta City, Yogyakarta Special Region This study uses multiple regression analysis, coefficient of determination analysis, F test, and t test for analysis. The adjusted R² value in this study means that the variance in decision making can be explained by price, location, promotion and service through a model of 84.4% and the remaining 15.6% comes from other variables outside the price, location, promotion and service variables. The t test shows that price (X1), location (X2), promotion (X3) and service (X4) partially have a positive and significant effect on consumer purchasing decision making in the MSME Craft Industry in Yogyakarta City, Special Region of Yogyakarta, where the calculated t value of price is 2.602. > t table 1.65 and .0011 < 0.05, the calculated t value of location is 2.111 > t table 1.65 and .0037 < 0.05, the calculated t value of promotion is 6.101. > ttable 1.65 and .0000 < 0.05 and the calculated t value of service 6.648 > ttable 1.65 and .0000 < 0.05 The F test shows a simultaneous (together) influence between price, location, promotion and service, on (consumer purchasing decision making) in the MSME Craft Industry in Yogyakarta City, Special Region of Yogyakarta, obtained the calculated F value > F table or 128,419 > 3.87 or a significance level (sig) of 0.000 < 0.05.”

Keywords: Price, Location, Promotion, Service and Consumer Purchasing Decision Making

INTRODUCTION

Small businesses are small and medium-sized enterprises (SMEs) operating within Indonesian society. Although they operate various types of businesses and generate small revenues, these micro-enterprises play a significant role in the financial cycle and contribute significantly to the economy. (Afriani, 2016)

Indonesian MSMEs represent every strategic interest in the economy. The existence of MSMEs is crucial for the survival of surrounding communities as they support the Indonesian economy. They also indirectly impact the economic well-being of lower-income communities by creating jobs in various sectors, which automatically increases incomes in the surrounding community. (Jaidan Jauhari, 2010)

The success or failure of a business in marketing depends on how it is managed. This is evident in the level of competition between similar companies. (Sularsih & Nasir, 2021) The increasingly fierce market demands that companies be more innovative, creative, and have market value. This requires that company activities continue to run sustainably, in a structured, detailed, and programmed manner, with marketing policies and implementation tailored to the market conditions faced. Developing products, strive for broader and more accessible marketing reach across all levels of society by actively engaging on social media. Product quality must be maintained to ensure consumer satisfaction. Product packaging, including gold products, must also be attractive, and information, especially service-oriented, regarding the products they need, will ensure satisfaction and loyalty. (Darnilawati Darnilawati, 2018)

Various requirements for business actors, including being more innovative, creative, and having market value, must be proactive in identifying business opportunities in marketing through social media. In addition to the marketing aspect, the product aspect also pays attention to product quality and customer satisfaction, consumers and end users in terms of product development, innovation, gold creativity and product packaging, to increase share in wider market development, improve workforce, skills, knowledge and professionalism for business continuity. So that it is better and develops in carrying out its business activities. (Erwan Agus Purwanto, 2007)

Price is a very important factor in influencing consumer purchasing decisions in addition to other factors such as service, promotion and location. Price is one part of the marketing mix that has dynamic and flexible characteristics to suit market environmental conditions. The benchmark for price indicators for product quality standards is seen from the quality itself. The majority of buyers in making purchasing decisions will consider product quality, whether or not the quality of the product produced and sold is good. Therefore, entrepreneurs must be smart and precise in determining the selling price of products that are able to compete with the prices of competitors' products. Entrepreneurs must determine the market segmentation and target market they want to target, in order to determine the price, whether the product is premium class, middle class, or lower class. Because of consumer behavior in purchasing goods or products, price becomes the main factor considered in the purchasing process. Facing increasingly fierce competition, every business actor is competing to be able to market the products or services they produce. (Jaidan Jauhari, 2010)

Promotion issues are one of the determinants of success in carrying out company activities in achieving the desired maximum profit. Therefore, a good integrated marketing program is needed in order to develop market share, an effective marketing policy is needed so that the company can enter market segmentation and target markets so that sales targets can be achieved. Based on (Stanton Wiliam, 2011) says: "Promotion is an element in the marketing mix of an organization that functions to inform, persuade, and attract the organization's market and/or its products." The level of continuity and success in carrying out all business activities of business actors in marketing is how business actors are able to inform and communicate the values contained and benefits of the products provided to customers and build customer

relationships to influence consumer behavioral attitudes in marketing. buy or consume the product, in a way that is profitable for the company and its shareholders in carrying out business activities to achieve maximum profits by utilizing the potential and other resources it has. (Dharma T Ediraras, 2010)

The level of competition between competitors is getting tighter, companies in terms of business actors must improve the quality of distribution channels to establish communication relationships and maintain loyal and loyal customers who can benefit the company in the future. Loyal customers are very dominant in determining the success and continuity of running business activities in the company in the future. (Chaerani et al., 2020) To attract the purchasing power of consumer interest in buying products produced and offered by consumers in the market, prices are needed that are in accordance with competitive market desires in the competition of product prices offered by competitors in competitive competition in the market. The existence of effective and efficient promotions supported by product quality. which is well produced by providing perfect service, especially distribution channels that are able to provide a sense of satisfaction for buyers, product users and customers.

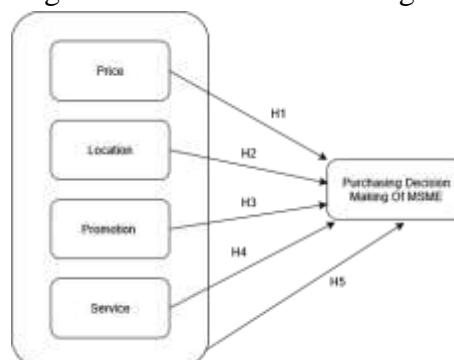
Of the several marketing mix variables, promotion is used as a reference for consumers regarding the selection and use of goods and services that consumers want and expect. (Raharja & Natari, 2021) The relationship between promotion and purchasing decisions is the overall introduction of the product, providing real information about the value and benefits of products and services and influencing consumers to buy and use the products offered. If buyers are interested in using the products or services offered that are advertised, it will have a major impact on product demand in the market. Conversely, if consumers have never heard, seen, used and do not have confidence and trust in the goods and services offered and advertised in the market, this will have an impact on product demand in the consumer market that does not occur. (Anugerah Christian Putra, 2022)

To survive and thrive in today's business climate, companies, especially MSMEs, need to improve their customer service. This is because good communication with customers and customer loyalty will generate greater revenue for the company in the future. The future of a company's operations depends heavily on customer loyalty. Competitive pricing compared to competitors' offerings is crucial to attracting customers to purchase products produced and offered to consumers. Efficient and effective promotions, supported by high-quality products and exceptional service, will attract consumers.

FRAMEWORK

In this study, the researcher aims to examine the individual and collective influence of Price (X1), Location (X2), Promotion (X3), and Service (X4) on consumer purchasing decisions in the MSME craft industry in Yogyakarta City, Special Region of Yogyakarta. Therefore, the author can conclude the framework of this study as follows:

Figure 1. Framework of Thought



Source: Author, 2025

HYPOTHESIS

- H1. Price has a positive influence on consumer purchasing decisions in the MSME craft industry in Yogyakarta City, Special Region of Yogyakarta Province.
- H2. Location has a positive influence on consumer purchasing decisions in the MSME craft industry in Yogyakarta City, Special Region of Yogyakarta Province.
- H3. Promotion has a positive influence on consumer purchasing decisions in the MSME craft industry in Yogyakarta City, Special Region of Yogyakarta Province.
- H4. Service has a positive influence on consumer purchasing decisions in the MSME craft industry in Yogyakarta City, Special Region of Yogyakarta Province.
- H5. Price, location, promotion, and service have a positive influence on consumer purchasing decisions in the MSME craft industry in Yogyakarta City, Special Region of Yogyakarta Province.

RESEARCH METHOD

This research analysis used a quantitative approach, with the object of this study being the MSME Craft Industry in Yogyakarta City, Special Region of Yogyakarta.

The population in this study was consumers of MSMEs in Yogyakarta City, Special Region of Yogyakarta Province. According to (Sugiyono, 2011), a sample is the characteristics of the research items found in the sample. Due to the large population in this study and the limited time available to the researcher, the sample size was determined using statistical calculations based on the Lemeshow formula. This is why the population size is infinite or unknown (Sarjono, Haryadi & Winda, 2013). The level of precision set in determining the sample was 10%.

$$n = \frac{Z_1 - \alpha^2 P (1 - P)}{d^2}$$

Description: n: Number of Samples, z: z score at 95% confidence, p: maximum Alpha estimate (0.1) or sampling error = 10%

Sample calculation:

$$n = \frac{1,96^2 \times 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416.0,25}{0.01} = 98.64$$

Thus, based on the sample calculation formula above, it can be concluded that the sample size of 98.64, then rounded to 100 respondents is used for data accuracy. In this study, the operational table for the independent variables is Price (X1), Location (X2), Promotion (X3) and Service (X4) while the dependent variable is Consumer Purchasing Decision Making (Y).

Table 1. Operational Variables

Variable	Sub Variable	Indicator	Description
Price (X1)	1. Price Level 2. Discounts 3. Payment Terms	1. Price List 2. Price Discounts 3. Pricing 4. Affordable Prices 5. Price Discounts 6. Price Suitability 7. Price Promotions 8. Price Comparisons 9. Price Effectiveness 10. Payment System	Ordinal

Source:(P. & A. G. Kotler, 2007)			
Location (X2)	1. Access 2. Visibility 3. Traffic 4. Ample parking 5. Expansion 6. Environment 7. Competition 8. Government Regulations containing provisions for regulating the Location	1. Access 2. Environment 3. Strategic Location 4. Ample Parking 5. Expansion 6. Easy Transportation 7. Traffic 8. Cleanliness 9. Spacious Building 10. Visibility	Ordinal
Source: (Tjiptono Fandy, 1997b)			
Promotion (X3)	1. Advertising 2. Public Relations 3. Direct Marketing 4. Word of Mouth	1. Distributing brochures 2. Banners 3. Messages 4. Providing coupons 5. Providing facilities 6. Through the company website 7. Holding events 8. Through social media 9. Building good relationships 10. Recommendations	Ordinal
Source: (Rambat, 2012)			
Service (X4)	1. Direct Evidence 2. Reliability 3. Responsiveness 4. Guarantee 5. Empaty	1. Location 2. Staff Appearance 3. Cleanliness 4. Speed of Service 5. Providing Appropriate Service 6. Responsiveness to Complaints 7. Staff Politeness 8. Friendly Service 9. Understanding Skills 10. Providing Positive Responses	Ordinal
Source: (Lupiyoadi, 2001)			
Purchase Decision (Y)	1. Need Recognition 2. Information Search 3. Alternative Evaluation 4. Post-Purchase Behavior 5. Purchase Decision	1. Needs 2. Good service 3. Product satisfaction 4. Product benefits 5. Payment methods 6. Product variety 7. Easy installation 8. Delivery time 9. Product trust 10. Complaint handling	Ordinal
Source: (P. dan K. L. K. Kotler, 2012)			

Measurement All variables used in this study use a Likert scale (value range 1 to 5), where respondents' answers are given the following values: strongly agree (ss) value 5, agree (s) value 4, less agree (ks) value 3, disagree (ts) value 2 and strongly disagree (sts) value 1. This research model to explain how much influence the independent variable has on the dependent variable, is shown by the following equation: $= \beta + \alpha_1 b_1 + \alpha_2 b_2 + \alpha_3 b_3 +$

$\alpha_4 b_4 + e$, Where, Y, Consumer Purchasing Decision Making of UMKM Craft Industry in Yogyakarta City, Special Region of Yogyakarta, B, Interception Constant, $\alpha_1 \alpha_2 \alpha_3 \alpha_4$ Regression coefficient, b_1 Price, b_2 Location, b_3 Promotion, b_4 Service, e Error. To validate the accuracy and dependability of the questionnaire, statistical tests were conducted to ensure reliability, including normality, multicollinearity, and heteroscedasticity tests. To test the research hypothesis, the following were used:

a. Determination (R2)

To determine the extent to which the independent variables influence the dependent variable.

b. Partial Test (t-test)

To determine the extent of the influence of the independent variables partially/individually on the dependent variable, with a test level of $t_{count} < t_{table}$ and a probability value > 0.05 . The independent variables have no influence and a positive and significant relationship with the dependent variable, with $t_{count} > t_{table}$ and a probability value < 0.05 . The independent variables have a positive relationship and a significant influence on the dependent variable (V. Wiratna Sujarweni, 2015).

c. Simultaneous Test (F-test)

To determine the extent to which the independent variables jointly influence the dependent variable. With $F_{count} > F_{table}$ and a probability value < 0.05 , the independent variables simultaneously (together) have a positive relationship and influence on the dependent variable. With $F_{count} < F_{table}$ and a probability value > 0.05 , the independent variables simultaneously have no positive relationship and influence on the dependent variable.

RESULTS AND DISCUSSION

Descriptive Statistical Test

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	100	21	43	31.51	5.674
Location	100	27	46	37.08	6.038
Promotions	100	21	48	35.33	7.417
Service	100	21	42	31.61	5.123
Purchase Decision	100	20	41	30.20	6.039
Valid N (listwise)	100				

Source: SPSS, 2025

Based on the descriptive results, the price has a sample size of 100 respondents with a minimum value of 21, a maximum value of 43, the average price obtained is 31.51 with a standard deviation of 5.674, the location has a sample size of 100 respondents with a minimum value of 27, a maximum value of 46, the average location obtained is 37.08 with a standard deviation of 6.038, the promotion has a sample size of 100 respondents with a minimum value of 21, a maximum value of 48, the average promotion obtained is 35.33 with a standard deviation of 7.417, the service has a sample size of 100 respondents with a minimum value of 21, a maximum value of 42, the average service obtained is 31.61 with a standard deviation of 5.123, and consumer purchasing decision making has a sample size of 100 respondents with a minimum value of 20, a maximum value of 41, the average consumer purchasing decision making obtained is 30.20 with a standard deviation of 6.039

Normality Testing

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100

Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.50170591
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.033
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS, 2025

Based on the results of the Kolmogorov-Smirnov Test, the residual value for the variables price, location, promotion, service, and consumer purchasing decision-making is greater than 0.05. Thus, it can be concluded that all variable data are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

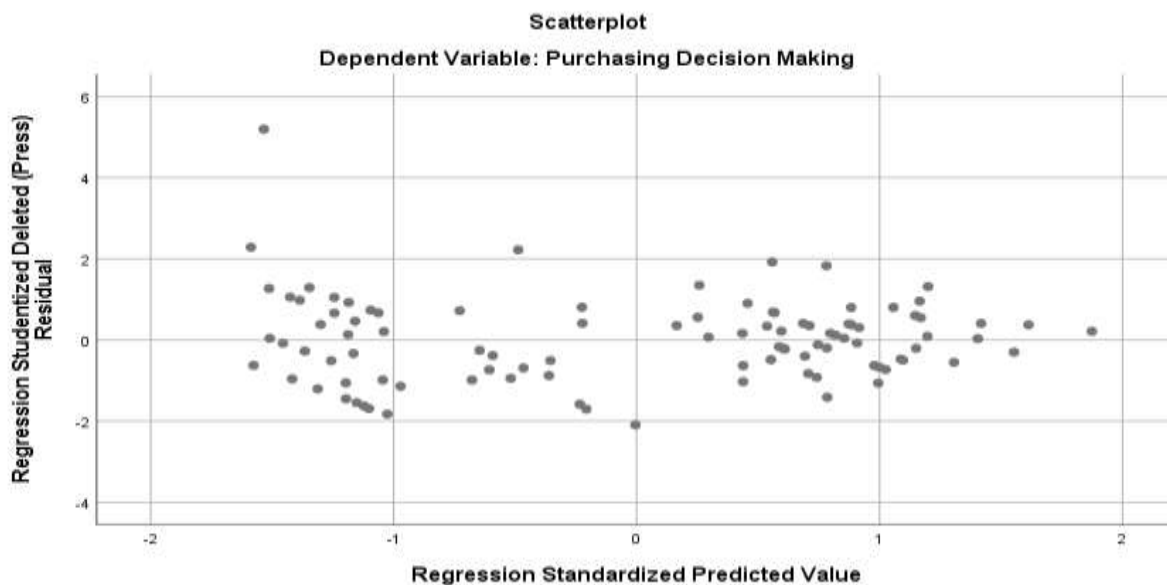
Model	Statistik Kolinearitas	Toleransi	
		Toleransi	VIF
1	(Konstan)		
	Price	,749	1.335
	Location	,216	4.623
	Promotions	,182	5.499
	Service	,208	4.808

Source: SPSS, 2025

Table 4 shows that the VIF (Variance Inflation Factor) for price, location, promotion, and service is in the range of 1 (1.335, 4.623, 5.499, and 4.808). The tolerance values for price, location, promotion, and service are above 0.10 (0.749, 0.216, 0.182, and 0.208), so there are no symptoms of multicollinearity in the regression.

Heteroscedasticity Test

Figure 2. Scatterplot



Source: SPSS, 2025

Figure 2, .this produces a distribution of points with a certain pattern obtained in data processing without the distribution of points forming a certain pattern, so that the regression model is free from heteroscedasticity.

Validity and Reliability Test

In this study, the author made 10 statements each about price, location, promotion, service, purchasingdecision making and conducted validity and reliability tests with the following test results:

Table 5. Validity Test Results

Butir Pertanyaan	r Tabel	r hitungan	Keterangan
X1.1	0,1966	0.661	Valid
X1.2	0,1966	0.776	Valid
X1.3	0,1966	0.735	Valid
X1.4	0,1966	0.735	Valid
X1.5	0,1966	0.702	Valid
X1.6	0,1966	0.785	Valid
X1.7	0,1966	0.770	Valid
X1.8	0,1966	0.700	Valid
X1.9	0,1966	0.809	Valid
X1.10	0,1966	0.601	Valid
X2.1	0,1966	0.492	Valid
X2.2	0,1966	0.551	Valid
X2.3	0,1966	0.631	Valid
X2.4	0,1966	0.564	Valid
X2.5	0,1966	0.569	Valid
X2.6	0,1966	0.428	Valid
X2.7	0,1966	0.457	Valid
X2.8	0,1966	0.352	Valid
X2.9	0,1966	0.323	Valid
X2.10	0,1966	0.630	Valid
X3.1	0,1966	0.450	Valid
X3.2	0,1966	0.322	Valid
X3.3	0,1966	0.341	Valid
X3.4	0,1966	0.545	Valid
X3.5	0,1966	0.666	Valid
X3.6	0,1966	0.406	Valid
X3.7	0,1966	0.648	Valid
X3.8	0,1966	0.691	Valid
X3.9	0,1966	0.755	Valid
X3.10	0,1966	0.638	Valid
X4.1	0,1966	0.784	Valid
X4.2	0,1966	0.854	Valid
X4.3	0,1966	0.744	Valid
X4.4	0,1966	0.708	Valid
X4.5	0,1966	0.763	Valid
X4.6	0,1966	0.577	Valid
X4.7	0,1966	0.628	Valid
X4.8	0,1966	0.447	Valid
X4.9	0,1966	0.385	Valid
X4.10	0,1966	0.242	Valid
Y1	0,1966	0.759	Valid
Y2	0,1966	0.775	Valid
Y3	0,1966	0.737	Valid
Y4	0,1966	0.636	Valid
Y5	0,1966	0.733	Valid
Y6	0,1966	0.515	Valid

Y7	0,1966	0.751	Valid
Y8	0,1966	0.573	Valid
Y9	0,1966	0.781	Valid
Y10	0,1966	0.682	Valid

Source: SPSS, 2025

The data table above explains that:

The Item-Total Statistics Table shows the results of the validity calculation for 10 statements. The significance test is performed by comparing the calculated r value with the table r value for (degrees of freedom = df) = n – k, where n is the number of samples and k is the number of independent variables. Therefore, the df used is 100 – 2 = 98 with an alpha (α) of 5%, resulting in a table value of 0.1966. To test the validity of each indicator, compare the total correlation output of the correlated items with the calculated r value. Since the calculated r value is greater than the table r value and is positive, the indicator is considered valid.

Table 6. Reliability Test

Variable	Alfa Cronbach	Information
Price	0,928	Reliabel
Location	.0.819	Reliabel
Promotions	0,849	Reliabel
Service	0,883	Reliabel
Purchase Decision	0,917	Reliabel

Source: SPSS, 2025

Based on calculations using the SPSS for Window 25 computer program, the Cronbach's Alpha value is greater than α = 0.70. Therefore, it can be concluded that all statements used in this variable are reliable.

Multiple Linear Regression Analysis

Table 7. Calculation Results of Multiple Linear Regression

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF	
		B	Std. Error	Beta	T	Sig.		
1	(Constant)	.755	1.690		.446	.656		
	Price	.099	.038	.122	2.602	.011	.749	1.335
	Location	.217	.103	.184	2.111	.037	.216	4.623
	Promotions	.580	.095	.580	6.101	.000	.182	5.499
	Service	.629	.095	.591	6.648	.000	.208	4.808

a. Dependent Variable: Consumer Purchasing Decision Making

Source: SPSS, 2025

The multiple linear regression equation is:

$$Y = 0.755 + 0,099 X_1 + 0,217 X_2 + 0,580 X_3 + 0,629 X_4 + \dots \beta$$

The interpretation of this equation is:

The dependent regression coefficient (consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region) of 0.755 indicates that by holding other factors such as price (X1), location (X2), promotion (X3), and service (X4) constant, the value of consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region (Y) is 0.755.

Each one-unit change in the price variable (X1) will result in a change in the dependent variable (consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region) of 0.099, meaning a positive b1 value indicates that if the

price increases, then consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region can be predicted to increase, and vice versa, if the price decreases, consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region is predicted to also decrease.

Each one-unit change in the location variable (X2) will result in a change in the dependent variable (consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region) of 0.217, meaning a positive b2 value indicates that if the location increases, then consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region can be predicted to increase, and vice versa, if the location decreases, consumer purchasing decision-making in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region is predicted to also decrease.

Hypothesis Testing

Testing the Coefficient of Determination (R2)

Table 8. Testing the Coefficient of Determination (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
.1	.919	.844	8.37	2.435

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

b. Dependent Variable: Making Product Purchase Decisions

Source: SPSS, 2025

From the table above, the multiple determination value R2 for price, location, promotion and service is 84.4% and the remaining 15.6% comes from other variables outside the price, location, promotion and service variables.

Partial Testing (t-test)

Table 9. t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.755	1.690		.446	.656
	Price	.099	.038	.122	2.602	.011
	Location	.217	.103	.184	2.111	.037
	Promotions	.580	.095	.580	6.101	.000
	Service	.629	.085	.591	6.648	.000

Source: SPSS, 2025

The price variable (X1) on consumer purchasing decision making in the MSME Craft Industry in Yogyakarta City, Special Region of Yogyakarta, individually has a positive and significant influence and relationship where the calculated t value of price is 2.602 > t table 1.65 and the probability is .011 < 0.05

The location variable (X2) has a positive and significant influence and relationship on consumer purchasing decisions in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region, with a calculated t-value of 2.111 (> t-table 1.65) and a probability of 0.037 (< 0.05).

The promotion variable (X3) has a positive and significant influence and relationship on consumer purchasing decisions in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region, with a calculated t-value of 6.101 (> t-table 1.65) and a probability of 0.000 (< 0.05).

The service variable (X4) has a positive and significant influence and relationship on consumer purchasing decisions in the MSME Craft Industry in Yogyakarta City, Yogyakarta

Special Region, with a calculated t-value of 6.648 ($>$ t-table 1.65) and a probability of 0.000 ($<$ 0.05).

Simultaneous test (F test)

Table 10. F test results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3046.564	4	761.641	128.419	.000 ^b
	Residual	563.436	95	5.931		
	Total	3610.000	99			

a. Dependent Variable: Making Consumer Purchasing Decisions

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

Source: SPSS, 2025

Fcount = 94.925 probability value = 0.000 then Fcount $>$ Ftable (128.419 $>$ 3.87 probability value 0.000 $<$ 0.05, it is concluded that the independent variables simultaneously have a positive relationship and influence on the dependent variable in the MSME Craft Industry in Yogyakarta City, Special Region of Yogyakarta.”

DISCUSSION

1. The Influence of Price on Consumer Purchasing Decision-Making

The test results show that price has a significant and positive influence on consumer purchasing decisions in the MSME Craft Industry in Yogyakarta City, Yogyakarta Special Region. Based on these findings, it is clear that MSMEs in Yogyakarta City can improve their pricing strategies to attract more customers. Of the four marketing elements (4Ps), only price actually generates monetary expenditure. Price directly generates revenue from sales. Unlike other marketing elements, it typically does not incur additional costs. To understand the core of pricing decisions, sales and marketing management can focus on two controllable factors: price and availability (P. Kotler, 2015). While business strategy is a primary consideration, there are other aspects to consider. The relative affordability of a service is often subjective. This can be determined by comparing prices with similar products or services offered by other businesses. Consumers are expected to have sufficient information and be given the opportunity to consider purchasing a product or service when prices are set at a reasonable level, in accordance with their purchasing power and the value they receive (Pratiwi, 2012). The Yogyakarta City MSME Craft Industry uses a pricing approach that is considered reasonable by customers. One of the most important aspects of a pricing strategy in a highly competitive market where there are several comparable companies or brands and customer tastes are constantly evolving is encouraging people to buy

2. The Influence of Location on Consumer Purchasing Decisions

According to findings, in the handicraft industry of MSMEs in Yogyakarta City, Yogyakarta Special Region, location has a significant and positive influence on customer purchasing decisions. Customers are more likely to choose micro, small, and medium enterprises (MSMEs) in Yogyakarta City if the business is easily accessible or has a strong presence in the city. The selection of a location for a commercial enterprise must be done carefully. A company's location is an important consideration, but it is not the sole determining factor in a company's success. When choosing a store to shop at, customers always consider location. Because this is a crucial decision, business owners must plan their location strategically. Customers' choice to purchase or use a product is closely related to its strategic placement. MSMEs in Yogyakarta City. Yogyakarta is strategically located on a major highway and is not in a particularly busy area, so customers appreciate the quick travel time it offers. Customers can visit this MSME without incurring high transportation costs. This opinion aligns with research (P. and

K. L. K. Kotler, 2012), which states that a company's location determines the number of consumers it can reach. Even if two stores have identical product offerings, the same number of salespeople, and a comfortable environment, the store in the ideal location will have a greater impact on customer purchasing decisions.

3. The Influence of Promotion on Consumer Purchasing Decision Making

Companies engage in promotions as a marketing strategy to educate, attract, and encourage customers to become familiar with, interested in, and purchase their products. The promotion of small and medium-sized handicrafts in Yogyakarta City, Yogyakarta Special Region, positively and significantly influences customer purchasing choices, according to the findings of this study. Based on these findings, it appears that the craft industry in Yogyakarta City benefits from increased consumer interest in MSME products and services when business management actively promotes their products through banners, brochures, and social media. The goal of this campaign is to raise the profile of MSMEs in Yogyakarta City to become the primary choice for customers looking to purchase products from the craft sector. The marketing campaign run by small and medium enterprises (MSMEs) in Yogyakarta City to promote their services has been successful in terms of Price, Location, Promotion, and Service. In general, respondents stated that promotions run by MSMEs in Yogyakarta City in print media and social media are the reason they use the services.

4. The Influence of Service on Consumer Purchasing Decision Making

In Yogyakarta City, Special Region of Yogyakarta, the results of a partial trial of the MSME handicraft industry show that service significantly and positively influences customer purchasing decisions. This condition indicates that customers are more likely to make purchases from MSMEs when hotel service is excellent. It is important for a company to have good customer service. Profits depend on satisfied customers, which is why. Customer loyalty, word of mouth, and the purchase of additional goods or services all contribute to a company's profits. Based on costs, a company can earn ten times more profit from a customer who voluntarily returns compared to a customer who responds to advertising or other incentives. As long as it does not involve the transfer of ownership of goods or other tangible assets, any activity provided by one party to another is considered a service. According to Tjiptono Fandy (2012), services can relate to tangible or intangible goods. Customers in Yogyakarta City have a positive response to the services offered by MSMEs. In general, they believe that MSMEs in Yogyakarta City can provide promised services on time, without errors, and to their satisfaction.

CONCLUSION

Price variables (X1), location (X2), Promotion (X3) and Service (X4) partially have a positive and significant relationship to consumer purchasing decision making in the UMKM Craft Industry of Yogyakarta City. Price variables (X1), location (X2), Promotion (X3) and Service (X4) simultaneously have a positive and significant relationship to consumer purchasing decision making in the UMKM Craft Industry of Yogyakarta City, Special Region of Yogyakarta. And for the multiple determination value R^2 is 84.4% of consumer purchasing decision making in the UMKM Craft Industry of Yogyakarta City explained by independent variable factors and the rest outside the independent factors.

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