

## The Influence of Location on Customer Purchase Decisions at Amanah Water, Sipolu-Polu Village, Panyabungan District, Mandailing Natal Regency

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### ABSTRACT

This research is motivated by a decline in sales at the Amanah Water Refill Drinking Water Depot during the 2021–2024 period. The decline in the Amanah Water Refill Drinking Water Depot is thought to be influenced by location factors, such as limited parking areas, unclear business signs, and punctuality of delivery times, which can reduce consumer comfort in making purchases. The type of research used is field research with a quantitative approach. The research population is all Amanah Water consumers, with a sample of 96 respondents determined through accidental sampling techniques. Data were collected through observation, questionnaires, and documentation, then analyzed using validity tests, reliability tests, classical assumption tests, simple linear regression analysis, t-tests, and coefficients of determination ( $R^2$ ) with the help of SPSS version 21. The results of the analysis show a regression equation  $Y = 3.327 + 0.916X$ . The t-test obtained a t-value of  $18.039 > t\text{-table } 1.98552$  with a significance of  $0.000 < 0.05$ , so the location variable has a positive and significant effect on purchasing decisions. The  $R^2$  value of 0.776 indicates that the location contributes 77.6% to purchasing decisions, while the remaining 22.4% is influenced by other factors outside the study. The conclusion of this study is that the location has a positive and significant effect on consumer purchasing decisions at Amanah Water, although the contribution is relatively small. Therefore, improving supporting facilities such as parking areas, waiting rooms, and increasing the timeliness of delivery are important things to increase the attractiveness of the location in influencing consumer purchasing decisions.

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### INTRODUCTION

The influence of current technological advances often gives rise to new products that meet consumer needs, one of which is refillable drinking water. This product is welcomed by consumers as an alternative solution for obtaining drinkable water. Refillable drinking water businesses are mushrooming, offering prices significantly lower than bottled mineral water. The importance of providing clean water creates business opportunities, with drinking water refilling services becoming increasingly popular. Drinking water refilling

businesses are generally operated on a small scale, and infrastructure strategies sometimes require compliance with environmental health standards. The need for healthy, drinkable drinking water presents a business opportunity for mineral water refilling businesses in the future (Heizer & Render, 2020).

For a company to thrive, it must anticipate increasingly competitive economic developments by implementing appropriate strategies and providing high-quality service. Service quality is the benefit provided by one party to another, which motivates consumers to forge strong relationships with a business. Consumers are a key factor in the consumption process and purchasing decision-making, with the hope of encouraging them to make a purchase. Consumers are often faced with a variety of product choices that influence their purchasing decisions. (Chelviani, Meitriana, & Haris, 2020).

According to Suharto (2016), a purchasing decision is the entire process of determining a choice from several available alternatives, which goes through several stages such as problem recognition, information search, alternative evaluation, purchasing decision-making, and post-purchase behavior. Meanwhile, Khafidin (2020) explains that purchasing decisions are part of consumer behavior that studies how individuals, groups, and organizations select, purchase, use, and utilize goods, services, ideas, or experiences to satisfy their needs and desires. Therefore, marketers must be able to convey a positive impression and understand the various factors that influence consumers in order to develop effective strategies in the purchasing decision-making process. In general, a purchasing decision is consumer behavior in selecting a product to achieve satisfaction according to needs and desires, which involves stages ranging from problem recognition, information search, evaluation of purchasing alternatives, decision-making, and post-purchase behavior (Andriyani, Y., & Zulkarnaen, W., 2017:87).

Location is an important factor that can influence consumers' decisions to visit and purchase products. Location choice is often a consideration. Location is a key factor in purchasing decisions, influenced by factors such as the political climate, potential economic growth, and stability. (Fandy Tjiptono, 2020) states that choosing a strategic and convenient location is an asset for a company, as it makes it easier for customers to access products and services. Location also plays a crucial role in the transaction process between sellers and buyers, which involves cash flow and negotiation. When choosing a location, it is important to consider a location that is easily accessible to consumers. The right location can streamline marketing activities and simplify sales transactions, which ultimately influence purchasing decisions. To retain customers and differentiate products from others, a commitment to consistent taste and quality is crucial to providing consumer satisfaction. Location is a crucial factor that can influence consumers' decisions to visit and purchase products. Location choice is often a key consideration in purchasing decisions, influenced by factors such as the political climate, potential economic growth, and stability.

The role of refillable drinking water depots is growing, as evidenced by the numerous water depots offering a wide variety of products and facilities. Competition dictates that the location and development of depots are heavily influenced by purchasing decisions. For a business to thrive, companies must anticipate increasing economic growth, implement agile strategies to anticipate future economic trends, and compete with other companies operating in the same sector. This is essential to maintain the company's continuity and progress.

This situation is also evident in Mandailing Natal Regency, particularly in Panyabungan District. Several competing refillable drinking water depots exist, leaving consumers with numerous options to choose from. Amanah Water, one such depot, has been operating since 2015 and has faced challenges in the form of declining sales over the past four years. This is strongly suspected to be influenced by location factors, such as limited parking, unclear signage, and a lack of customer comfort while waiting.

The first obstacle identified by researchers to the decline in Amanah Water sales was the location of the Amanah Water Drinking Water Depot, which is located on the roadside, making it relatively easy for consumers to access. However, the convenience aspect for consumers making in-person purchases has not been fully addressed. This is evident in the depot's location being too close to the main road, the lack of parking, and the lack of a waiting room for consumers. These conditions result in consumers who purchase water in person having to wait standing while the refill process takes place (Rizky, August 27, 2025).

Based on the background outlined above, the authors conducted a study entitled "The Influence of Location on Customer Purchasing Decisions at Amanah Water, Sipolu-Polu Village, Panyabungan District, Mandailing Natal Regency."

## METHOD

This type of research uses the Field Research method (Field Research) with a descriptive quantitative approach. This research is used to observe or determine the influence of the method used in research on the sample and research population. is research based on the philosophy of positivism, used to study a specific population or sample, with data collection through research instruments and quantitative/statistical data analysis, with the aim of testing a predetermined hypothesis. This method will determine whether location influences customer purchasing decisions at Amanah Water in Sipolu-Polu Village, Panyabungan District, Mandailing Natal Regency (Sugiyono, 2020).

The research period was June 2025 to October 2025. This study selected Amanah Water in Sipolu-Polu Village, Panyabungan District, Mandailing Natal Regency as the research location to determine the extent of location's influence on customer purchasing decisions at Amanah Water in Sipolu-Polu Village, Panyabungan District, Mandailing Natal Regency.

A population is all objects or subjects within a given area and meet certain requirements related to the research problem. Since the exact size of the population cannot be accurately determined, the Lemeshow formula was used. In this study, the population size could not be accurately determined. Therefore, when the population is large and the number is unclear, the sample size was determined using the Lemeshow formula. The total number of respondents selected for the sample was 96.

A hypothesis test was conducted, namely the t-statistic test, which basically shows how far the influence of an independent variable individually in explaining the variation of the location variable really influences the purchasing decision variable. This study uses the SPSS analysis program which is carried out by looking at the Coefficient which distinguishes the Unstandardized Coefficient B and the Standard error of estimates to obtain a result called  $t_{count}$ .

## RESULTS

**Table. 1 Validity Test on Location Variable (X)**

Statement	r count	r table	Information
X1	0,590	0,2006	Valid
X2	0,710	0,2006	Valid
X3	0,652	0,2006	Valid
X4	0,675	0,2006	Valid
X5	0,635	0,2006	Valid
X6	0,688	0,2006	Valid
X7	0,672	0,2006	Valid
X8	0,731	0,2006	Valid
X9	0,427	0,2006	Valid
X10	0,631	0,2006	Valid

The table above is a bar chart showing the comparison of the calculated R values (shown by the brown bars) and the R table (shown by the orange) for the ten items of the research instrument validity test statement on the location variable. The R table value for all items is the same, namely 0.2006, which is the minimum limit for determining whether an item is declared valid or not. Meanwhile, the calculated R value varies for each item, ranging from 0.752 to 0.531. It can be seen that all calculated R values are greater than the R table, so it can be concluded that all items in this research instrument are declared valid and suitable for use for data collection. The difference in the height of the green and blue bars indicates the extent to which each item meets the validity criteria.

**Table 2. Results of the Purchase Decision Validity Test (Y)**

Statement	r count	r table	Information
Y1	0,752	0,2006	Valid
Y2	0,731	0,2006	Valid
Y3	0,753	0,2006	Valid
Y4	0,754	0,2006	Valid
Y5	0,778	0,2006	Valid
Y6	0,753	0,2006	Valid
Y7	0,687	0,2006	Valid
Y8	0,559	0,2006	Valid
Y9	0,493	0,2006	Valid
Y10	0,531	0,2006	Valid

The table above is a bar chart showing the comparison of the calculated R values (indicated by the brown bars) and the R table (indicated by the orange bars) for ten statements of the validity test of the research instrument on the purchasing decision variable. The R table value for all items is the same, namely 0.2006, which is the minimum limit for determining whether an item is declared valid or not. Meanwhile, the calculated R value varies for each item, ranging from 0.752 to 0.531. It can be seen that all calculated R values are greater than the R table, so it can be concluded that all items in this research instrument are declared valid and suitable for use for data collection. The difference in the height of the green and blue bars indicates the extent to which each item meets the validity criteria.

**Table 3. Results of the Location Reliability Test (X)**  
**Reliability Statistics**

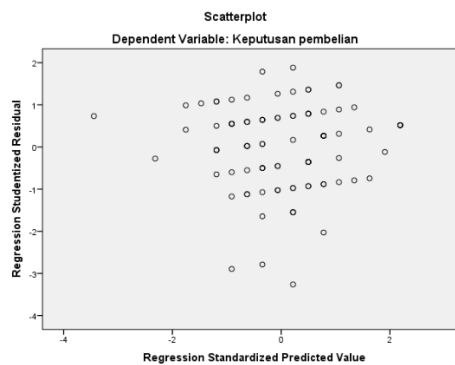
Cronbach's	
Alpha	N of Items
.838	10

The table above shows a comparison between the minimum reliability threshold (Alpha) of 0.60 and the Cronbach's Alpha value from the reliability test of 0.838. The Cronbach's Alpha value is higher than the minimum threshold, indicating that the research instrument has good reliability and is reliable.

**Table 4. Results of the Purchase Decision Reliability Test (Y)**  
**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.868	10

The table above shows a comparison between the minimum reliability threshold (Alpha) of 0.60 and the Cronbach's Alpha value from the reliability test of 0.868. The Cronbach's Alpha value is higher than the minimum threshold, indicating that the research instrument has good reliability and is reliable.



**Figure 1. Heteroscedasticity Test Scatterplot Graph**

The figure above shows a Normal P-P Plot of Regression Standardized Residuals for the dependent variable performance. This graph is used to test the assumption of normality in regression analysis. The graph shows that the dots (circles) are spread around the diagonal line and follow the direction of the line. This pattern indicates that the residual data has a near-normal distribution.

**Table 5. Simple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.327	2.151		1.546	.125
Lokasi	.916	.051	.881	18.039	.000

a. Dependent Variable: Keputusan Pembelian

The regression value (a) = 3.327 means that if the value of the location variable is considered constant equal to 0 (zero), then the value of the purchasing decision variable will increase by 3.327. The coefficient value of X = 0.916 if the location variable increases by 1 unit, then the location variable increases by 0.916. The location variable has a positive effect on purchasing decisions because the results of the simple linear regression test analysis do not produce negative numbers.

**Table 6. Partial Test (T)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.327	2.151		1.546	.125
Lokasi	.916	.051	.881	18.039	.000

a. Dependent Variable: Keputusan Pembelian

In the location variable (X1) obtained a t-value of 18.039 greater than the t-table value of 1.98552 (t-value 18.039 > t-table 1.98552). And obtained a significance value of 0.000 smaller than 0.05 (0.000 < 0.05). So it can be concluded that there is an influence of location on customer purchasing decisions at Amanah Water, Sipolu-Polu Village, Panyabungan District, Mandailing Natal Regency.  $H_a$  is accepted and  $H_o$  is rejected.

**Table 7. R2 Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 <sup>a</sup>	.776	.773	1.758

a. Predictors: (Constant), Lokasi

b. Dependent Variable: Keputusan Pembelian

Based on the results of the determination test in the Model Summary table, the R Square value is known to be 0.776, then taken using the formula  $KP = r^2 \times 100\%$  resulting in an R Square of 77.6%. This shows that the location variable is able to explain variations in changes in purchasing decisions by 77.6% while the remaining 22.4% is influenced by other factors not examined in this study, such as price, cleanliness, promotion, quality, store appearance, and service. This high determination value indicates that digital marketing has a very large role in increasing revenue.

## DISCUSSION

Hypothesis testing using a t-test showed that the calculated t-value of 18.039 was greater than the t-table of 1.98552, with a significance level of  $0.000 < 0.05$ . This means that the alternative hypothesis ( $H_a$ ) is accepted and the null hypothesis ( $H_0$ ) is rejected. Therefore, it can be concluded that location significantly influences consumer purchasing decisions at Amanah Water.

The coefficient of determination ( $R^2$ ) test results were 0.776, indicating that location contributed 77.6% to purchasing decisions, while the remaining 22.4% was influenced by other factors not examined in this study, such as price, product quality, and service. This indicates that although location plays a significant role, other factors outside this study also play a more dominant role in influencing consumer purchasing decisions.

These research findings align with the theory proposed by Tjiptono (2020), which states that location is a crucial component of the marketing mix, influencing ease of access and consumer convenience. This research also supports the findings of Putri (2021), who found that location significantly influences purchasing decisions for refillable drinking water in Medan. Furthermore, research by Indrayani & Syarifah (2020) also showed that location contributed 23.5% to consumer purchasing decisions at the Pia Fatimah Azzahra cake business, and research by Savitri (2024) confirmed that location significantly influences purchasing decisions at culinary businesses in Sampit.

Thus, this research strengthens empirical evidence that a strategic location, easy access, and adequate supporting facilities can improve consumer purchasing decisions. However, the low  $R^2$  value indicates that at Amanah Water, location is not the sole determinant of purchasing decisions. Therefore, business owners need to consider other factors such as product quality, price, and service to increase consumer purchasing decisions and maintain business sustainability.

## CONCLUSION

Based on the results of a study on the Influence of Location on Customer Purchasing Decisions at the Amanah Water Refill Drinking Water Depot in Sipolu-Polu Village, Panyabungan District, Mandailing Natal Regency, it can be concluded that location has a positive and significant influence on consumer purchasing decisions. This is demonstrated through a simple linear regression analysis with the equation  $Y = 3.327 + 0.916X$ . The calculated t-value of 18.039 is greater than the t-table of 1.98552, and the significance level is 0.000, which is less than 0.05.

Therefore, the alternative hypothesis ( $H_a$ ) is accepted, and location is proven to play a significant role in influencing consumer purchasing decisions. However, the contribution of the location variable to purchasing decisions is only 77.6%, as indicated by the  $R^2$  value of 0.776. The remaining 22.4% is influenced by other factors not examined, such as price, promotion, product quality, service, and brand image. Observations show that despite Amanah Water's strategic location and attractiveness to consumers, challenges include limited parking, a lack of waiting areas, and suboptimal delivery times. These factors contributed to the decline in sales from 2021 to 2024. Meanwhile, the research instruments used were found to be valid and reliable.

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