

## THE STUDY EXAMINES THE IMPACT OF PRICING ON PURCHASING DECISIONS AT HAWCHE DIMSUM BAR

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**Abstract-**This research aims to analyze the effect of pricing on purchasing decisions at Hawche Dimsum Bar. Utilizing a quantitative approach, data was collected through questionnaires distributed to customers. The study employs Pearson correlation analysis to determine the relationship between price setting and purchasing decisions. The results reveal a significant positive correlation, indicating that effective pricing strategies directly influence customer purchasing behavior. The findings suggest that both high and low pricing strategies can be beneficial, depending on market conditions and customer perceptions of value. This research contributes to the understanding of pricing dynamics in the food and beverage industry, offering practical insights for restaurant managers to optimize their pricing strategies to enhance customer satisfaction and sales. Based on the calculations carried out, it is known that the coefficient of determination is 53.29%. This shows that the Pricing variable contributes 53.29% to the Purchasing Decision variable. Meanwhile, the remaining 46.71% of the variation in purchasing decisions is influenced by other factors not examined in this research.

**Keywords-** pricing, purchasing decisions, pearson correlation, restaurant industry, customer behavior.

### INTRODUCTION

Tourism is the main key in the economy which has the potential for development for the country. Indonesia has a large potential area with various tourist attractions. The tourism sector in Indonesia is an important sector that is one of the pillars of the economy which has promising opportunities. According to Prayogo (2018), tourism is a planned journey by a person or group of people from one place to another for a certain period of time with the aim of entertainment to fulfill their desires.

At this time, human needs are not only limited to fulfilling the need for goods, but also the need for services. Therefore, many companies have developed in the service sector. One of the rapidly growing service companies is a service company that provides fast food restaurants in Indonesia, especially Jakarta, the restaurant industry is experiencing very rapid development. The very advanced development is supported by various phenomena that occur. One of the main factors is the shift in the eating culture of Indonesian society, especially in big cities like Jakarta. The increasing busyness and activities of society have resulted in an increase in the frequency of eating outside the home.

Globalization according to (Todaro and Smith, 2023) is a process that makes the economies of various countries in the world increasingly integrated, drives the global economy, and globalizes economic policy making. Globalization is divided into three types, namely economic, social and political globalization (Dreher, 2020). The current globalization, the food and beverage industry is an industry that is growing quite rapidly which is accompanied by changes in people's lifestyles that are open to food with new flavors. In Indonesia, the food and beverage industry grew 2.54% to reach IDR 775.1 trillion in 2020-2021. There are several businesses engaged in the food and beverage industry, such as restaurants, cafes, coffee shops and bistros. Management must find alternatives to reduce costs in order to remain popular and increase competitiveness in the midst of regional businesses (Ayutia Nurita Sari, 2022). In addition, in today's era, time is a very valuable thing, any activity must be done as effectively and efficiently as possible. This also includes consuming food and drinks. This is what drives people to eat at fast food restaurants. The community's need for food is understood by restaurant service companies to develop their business performance by observing consumer behavior, which basically entrepreneurs have an obligation to meet and satisfy consumers through the products offered.

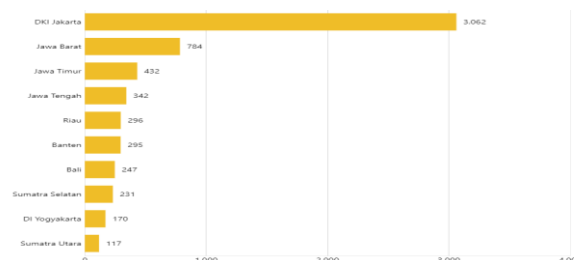


Figure 1. Provinces with the Most Medium-Large Scale Restaurants in Indonesia

Source: Central Bureau of Statistics, 2022

From the data, it can be seen that the number of 10 Provinces of Medium-Scale Restaurants in 2022. According to data from the Central Statistics Agency (BPS), in 2021 there were 6,780 medium-large scale restaurants throughout Indonesia. The medium-large restaurants referred to in BPS data are restaurant businesses with a turnover of at least IDR 2.5 billion per year; or restaurant businesses with a turnover of less than IDR 2.5 billion per year, but have a limited liability company (PT) legal entity. Based on the Central Statistics Agency, West Java Province has 784 Medium-Scale Restaurants.

The large number of fast food restaurants in Tangerang causes the level of competition in the restaurant business to be very tight. One of the restaurants in Tangerang is Hawche Dimsum Bar. Hawche Dimsum Bar is one of the restaurants created by Commissioner Namely Veldy. Which is on Jl. Siliwangi No.16, RT.02/RW.02, Bondongan, Kec. Bogor Sel., Bogor City, West Java 16131.

Table 1. Q1 and Q2 Data  
( QUARTER 2022 VS 2023 Sales )

NO	Quarter 2023 (Q1)	Quarter 2023 (Q2)
1	3876	6781
2	3677	6500
3	3424	6450
4	3498	6623
5	3411	6520
6	3490	6505
Total	40,642 Visitors	39,379 Visitors

Source: Hawche Dimsum Bar Manager

Table 2 shows that in 2020 there were 16,674 transactions, while in 2022 there were 16,086 transactions and in 2023 there was a decrease in transactions of 15,800. It can be seen from the table that there was a decrease in the purchase rate from 2020 to 2022. One of the most important things for industrial life is marketing, namely price. According to Bashu Swasth (in Nasution et al., 2020), price is the amount of money needed to obtain goods and services.

Table 2. Price Comparison of Hawche Dimsum Bar and Surrounding Areas of Surya Kencathere

NO	Hawche Dimsum Bar	Mr. Yusup's Yellow Soto	Daniel's Banana Corn Steamed Rice
1	Fung Zao IDR 19,000	Yellow Beef Soto RP. 13,750	Banana Sago Steamed Rice IDR 9,000
2	Black Sesame Onde-Onde IDR 25,000	Additional Meat IDR 13,750	Mushroom Steamed Rice IDR 18,750
3	Dimsum Mentai IDR 27,600	Lungs RP. 13,750	Pepes Sagung Banana Cheese RP. 10,000
4	Jinbi Pao IDR 27,600	Tripe IDR 13,750	Pepes Sagung Jackfruit RP. 10,000
5	Shumai IDR 27,000	Brain RP. 13,750	Steamed Peda Fish IDR 27,500

Based on the picture above, we can see that Hawche Dimsum Bar is a restaurant that offers food prices that are quite expensive compared to competitor restaurants in Surya Kencana Bogor. However, many choose Hawche Dimsum Bar because even though the price is a little expensive compared to others, the taste offered is also equivalent to the price. The phenomenon that occurs in the object of research is that the price offered is quite competitive for the Suryakencana Bogor West Java area compared to other competitors but is not in line with the decline in visits in Quarter 1 and Quarter 2 2023 and 2024. The urgency of this study is to further examine the influence of the implementation of prices that will be applied at Dim Sum Hawche Dimsum Bar which can be useful for Dim Sum Hawche Dimsum Bar Management as a reference and to see the competitor market in the surrounding area and

this research can function as teaching material in the Food and Beverages Course regarding the selling price of a product.

## METHODS

The independent variable in this study is price, while the dependent variable in this study is purchase decision. The subjects in this study used Hawche Dimsum Bar. The objects of this study include price implementation, purchase decision at Hawche Dimsum Bar, and Hawche Dimsum Bar buyers. This type of research is quantitative research with descriptive method. Data collection using a questionnaire with a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The population of the study was 48,560 subjects. The number of subjects was obtained using the Slovin formula with a tolerance limit of error (10%) of 100 subjects. The subject selection technique used the Non-probability Sampling technique with Purposive Sampling. Data analysis of this study used SPSS 26 by first conducting validity tests, reliability tests, classical assumption tests (normality, Pearson correlation, multicollinearity, heteroscedasticity, simple regression tests), and hypothesis tests (T tests and coefficient of determination tests). The research data are presented using descriptive methods.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Based on gender characteristics, out of 100 respondents who filled out the questionnaire, 50 people (50%) were male and 50 people (50%) were female. Based on the age of the research subjects, 46 subjects (46%) were aged 23-27 years, 32 subjects (32%) were aged 18-22 years, then 14 subjects (14%) were aged 28-31 years, 5 subjects (5%) were over 37 years old, and 3 subjects (3%) were aged 32-36 years. Based on the level of education, out of 100 respondents, 66 people (66%) were undergraduates, 22 respondents (22%) were high school/vocational high school, while 6 people (6%) were masters, then 6 respondents (6%) were diplomas. Based on the income level, 34 people (34%) were IDR 4,900,000 - IDR. 5,900,000, while the second is 32 people (32%) below RP. 4,800,000, 19 respondents (19%) have an income of RP. 6,000,000 - RP. 7,000,000, then the last is 15 respondents (15%) above RP. 7,200,000. Based on domicile, it can be concluded that 42 respondents (42%) come from the Bogor area, while 24 respondents (24%) come from the Jakarta area, 20 respondents (20%) come from Tangerang, 7 respondents (7%) come from outside JABODETABEK, 4 respondents (4%) come from Depok, and the last is the least from Bekasi with 3 respondents (3%).

Table 3. Validity and Reliability Test

Proof of Statement	R Value Calculation	R Table Value	Decision
Price Affordability 1	0.573	0.165	VALID
Price Affordability 2	0.577	0.165	VALID
Price Affordability 3	0.503	0.165	VALID
Price Affordability 4	0.572	0.165	VALID
Price Affordability 5	0.684	0.165	VALID
Price Competitiveness 1	0.658	0.165	VALID
Price Competitiveness 2	0.567	0.165	VALID
Price Competitiveness 3	0.679	0.165	VALID
Price Competitiveness 4	0.641	0.165	VALID
Price Competitiveness 5	0.572	0.165	VALID
Price Match with Benefits 1	0.599	0.165	VALID
Price Match with Benefits 2	0.508	0.165	VALID
Price Match with Benefits 3	0.721	0.165	VALID
Price Match with Benefits 4	0.682	0.165	VALID
Price Match with Product Quality 1	0.701	0.165	VALID
Price Match with Product Quality 2	0.708	0.165	VALID
Price Match with Product Quality 3	0.533	0.165	VALID
Price Match with Product Quality 4	0.449	0.165	VALID

Price Match with Product Quality 5	0.675	0.165	VALID
Product Selection 1	0.731	0.165	VALID
Product Selection 2	0.530	0.165	VALID
Choosing Brand 1	0.557	0.165	VALID
Choosing Brand 2	0.486	0.165	VALID
Distributor Selection 1	0.590	0.165	VALID
Distributor Selection 2	0.593	0.165	VALID
Purchase Time 1	0.440	0.165	VALID
Purchase Time 2	0.488	0.165	VALID
Purchase Quantity 1	0.396	0.165	VALID

Table 4. Validity Test Results Table

Based on the results of the validity test, it shows that the measuring instrument is valid with an R table value of 0.165. Based on the reliability test using the Cronbach Alpha formula, it shows that the measuring instrument has a perfect/very high level of reliability with an Alpha value of 0.931.

## Descriptive Statistical Test of Mean

No.	Statement	Mean	Mean/Dimensions	Interval Results
X1	I agree that the prices offered by Hawche Dimsum Bar are affordable.	3.73	3.90	Tall
X2	I agree with the products offered according to the prices at Hawche Dimsum Bar.	3.78		
X3	The low price of Hawche Dimsum Bar products makes consumers want to try them again.	3.96		
X4	The prices of the products offered vary and are affordable for consumers.	4.01		
X5	I agree that affordability influences the purchasing decision at Hawche Dimsum Bar.	4.06		

Based on the table above, it can be concluded that the dimensions of the Purchase Decision on the Pricing variable can be seen that in the first statement, namely "I Agree That Price Affordability Affects Buyer Decisions at Hawche Dimsum Bar." Has the highest Mean Value and "I agree that price affordability affects buyer decisions at Hawche Dimsum Bar." has a value of 4.01, it can be concluded that the price is very affordable around Bogor and also around Jabodetabek.

Table 5. Results of Descriptive Statistical Test of Mean Price Affordability

No.	Statement	Mean	Mean/ Dimensions	Interval Results
X1	Hawche Dimsum Bar's prices are competitive with other similar restaurants.	4.06	4.0	Tall
X2	The competitiveness of the prices listed at Hawche Dimsum Bar is more economical compared to other similar restaurants.	3.9		
X3	The price offered by Hawche Dimsum Bar is lower than similar market prices.	4		
X4	The prices of the products offered are similar to the prices offered by other similar Dimsum restaurants.	4.1		
X5	The product prices at Hawche	4.05		

From the table above, it can be concluded that "The price of the product offered is similar to the price offered by other similar Dimsum restaurants." That is, the price offered to visitors is very relevant and in demand,

Table 6. Descriptive Statistical Test Results of Mean Price Competitiveness

No.	Statement	Mean	Mean/ Dimensions	Interval Results
X1	Products sold according to the price and benefits provided	4.03	4.04	Tall
X2	The products offered provide the benefits that consumers expect.	4.08		
X3	I feel that the prices offered by Hawche Dimsum Bar are within my purchasing power.	4.03		
X4	The prices at Hawche Dimsum Bar are reasonable compared to the results consumers get.	4.03		

Based on the table above, it can be concluded that "The products offered provide the benefits expected by consumers." With a value of 4.08, it can be said to be high because the products offered provide benefits that are very much in line with the expectations of visitors.

Table 7. Descriptive Statistical Test Results Mean of Price Suitability with Benefits

No.	Statement	Mean	Mean/ Dimension	Interval Results
X1	Hawche Dimsum Bar's prices are competitive with other similar restaurants.	4.04	4.04	Tall
X2	The competitiveness of the prices listed at Hawche Dimsum Bar is more economical compared to other similar restaurants.	4.07		
X3	The price offered by Hawche Dimsum Bar is lower than similar market prices.	4.01		
X4	The prices of the products offered are similar to the prices offered by other similar Dimsum restaurants.	4.08		
X5	The product prices at Hawche Dimsum Bar are competitive and affordable.	4.04		

Based on the table above, it can be concluded that "The price of the product offered is the same as the price offered by other similar Dimsum restaurants". The benefits for visitors are very large because the price of the product is very affordable and also has the same good quality as the price offered.

Table 8. Descriptive Statistical Test Results Mean of Price Suitability with Product

No.	Statement	Mean	Mean/ Dimensions	Interval Results
Y1	I have a strong determination to buy dimsum at Hawche Dimsum Bar because the products are very delicious.	3.95	3.98	Tall
Y2	I made a purchase of Dimsum Hawche Bar because it suits my personal taste preferences.	4.01		

*Product Selection Table*

Based on the table above, it is concluded that "I made a purchase of Dimsum Hawche Bar because it suits my personal taste". It is a taste that is offered according to the visitors.

Table 9. Descriptive Statistical Test Results Mean Selecting Brands

No.	Statement	Mean	Mean/ Dimensions	Interval Results
Y1	I chose Hawche Dimsum Bar because it is one of the famous Dim Sum outlets in the Bogor area.	3.81	3.89	Tall
Y2	I chose Dimsum Hawche Dimsum Bar because there are many delicious and popular menu variations, for example Fung Zhao.	3.97		

Based on the table above, it can be concluded that "I chose Dimsum Hawche Dimsum Bar because there are many variations of delicious and popular menus, for example Fung Zhao". Visitors are very selective in choosing a restaurant, especially with the many popular dishes on the menu such as Fung Zhao.

No.	Statement	Mean	Mean/ Dimension s	Interval Results
Y1	I am very helped by the sales of Dim Sum Hawche Dimsum Bar products online through Gofood, Shopee Food and Grab Food	3.97	4.07	Tall
Y2	The prices offered by Dimsum Hawche Dimsum Bar are very competitive with similar products.	4.17		

It can be concluded from the table that "The price offered by Dimsum Hawche Dimsum Bar is very competitive with similar products". Which means the price offered by Hawche Dimsum Bar is very similar to other restaurants with the same products too.

Table 10. Descriptive Statistical Test Results Mean of Distributor Selection

No.	Statement	Mean	Mean/ Dimensio ns	Interval Results
Y1	I routinely purchase Dimsum Hawche Dimsum Bar products every day as a mandatory food to accompany lunch/dinner when gathering with family.	3.92	4.01	Tall
Y2	I make a purchase of Hawche Dimsum Bar dimsum products once a month with family and friends.	4.10		

*Descriptive Statistical Test Results Table Mean Purchase Time*

Based on the table above, it can be concluded that "I make a purchase of Hawche Dimsum Bar dimsum products once a month with family and friends". Many visitors come to visit Hawche Dimsum Bar, usually family visitors often come.

Table 11. Descriptive Statistical Test Results Mean Number of Purchases

No.	Statement	Mean	Mean/ Dimensions	Interval Results
Y1	I bought various flavors of Hawche Dimsum Bar dimsum products because of the recommendation from the waiter/waitress.	4.00	4.06	Tall
Y2	I do not hesitate to buy Hawche Dimsum Bar dimsum products because the taste is delicious and the price offered is very attractive.	4.12		

Based on the table above "I do not hesitate to buy Hawche Dimsum Bar dimsum products because the taste is delicious and the price offered is very attractive", Many people are interested in the taste offered and also the quality is as good as the price offered is very attractive.

#### **Classical Assumption Test**

This analysis test is conducted to evaluate the relationship between research variables, both simultaneously and partially. As part of this process, the classical assumption test is used, which includes several statistical tests such as the normality test, the multicollinearity test, and the heteroscedasticity test. The following are the results of several of these tests conducted as part of this data analysis.

##### a. **Data Normality Test**

In this data normality test research, the researcher used the normality test method. *Probability Plot*, *Regression Standardized Residual*. The following are the results of the tests that researchers have conducted:

Table 12. Probability Plot

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	3,31957068
Most Extreme Differences	Absolute	,061
	Positive	,057
	Negative	-,061
Test Statistic		,061
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

The normality test is used to test whether the data is normally distributed or not. Based on the SPSS calculation, the researcher used the results of the total normality test for X and Y. It produced an asymp significance value of 0.106, which means it is greater than 0.05 so it can be concluded that the data is normally distributed.

##### b. **Pearson Correlation Test**

Table 13. Pearson Correlation Test

<b>Correlations</b>			
		Penetapan Harga	Keputusan Pembelian
Penetapan Harga	Pearson Correlation	1	,730**
	Sig. (2-tailed)		<,001
	N	100	100
Keputusan Pembelian	Pearson Correlation	,730**	1
	Sig. (2-tailed)	<,001	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Test is a statistical method used to measure the strength and direction of a linear relationship between two continuous variables. This test produces a Pearson correlation coefficient ( $r$ ), which ranges from -1 to 1. A value of +1 indicates a perfect positive relationship, a value of -1 indicates a perfect negative relationship, and a value of 0 indicates no linear relationship between the variables. The Pearson Correlation Test is used as part of data analysis to evaluate the relationship between research variables. This test is important to understand the extent to which the variables are linearly correlated and helps in determining the validity of the research hypothesis. Here are the general steps in conducting a Pearson Correlation Test: Collecting Data: Collect data from the two variables to be tested. Checking Assumptions: Make sure the data is normally distributed and the relationship between the variables is linear. Calculating the Pearson Correlation Coefficient ( $r$ ): Use the statistical formula to calculate the  $r$  value. Interpreting the Results: The  $r$  value indicates the strength and direction of the relationship. The general interpretation is:  $0.0 < |r| < 0.3$ : Weak correlation  $0.3 < |r| < 0.7$ : Moderate correlation  $0.7 < |r| < 1.0$ : Strong correlation. According to the image above, which is the test result from SPSS, it states that the significant value is 1, which indicates that variables  $x$  and  $y$  have an influence on each other.

#### c. Multicollinearity Test

Multicollinearity test is conducted to find out and determine whether or not there is a significant relationship between independent variables. According to Ghozali, if the Tolerance value is more than 0.1 and the VIF (Variance Inflation Factor) value is less than 10, then it can be concluded that there is no multicollinearity among the independent variables in the regression model. This test is important to ensure that the independent variables are not significantly correlated with each other, which can cause distortion in the results of the regression analysis and reduce the reliability of parameter estimates. The results of the multicollinearity test that meet these criteria indicate that the regression model used is stable and valid for use in further analysis.

Table 14. Multicollinearity Test Results Image

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.164	2.754		3.691	<.001		
	Penetapan Harga	.393	.036	.735	10.953	<.001	1.000	1.000

a. Dependent Variable: Keputusan Pembelian

Based on the table above, the tolerance value obtained for Price Determination (X) is 1.0, which is greater than the threshold of 0.1, and the VIF value obtained is 1.0, which is below the maximum limit of 10. Based on the criteria proposed by Ghozali (2016), it can be concluded that there is no multicollinearity between the independent variables in the regression model used. This indicates that the independent variables in the model are not significantly correlated with each other, meaning that each variable makes a unique and independent contribution to the model. Therefore, the results of the regression analysis can be considered valid and reliable for further interpretation and decision making.

#### d. Heteroscedasticity Test

The purpose of the heteroscedasticity test is to check whether there are differences in variance or residuals in observations. Heteroscedasticity refers to a situation where the residual variance of a regression model is not constant, which can affect the validity of the analysis results. To identify the presence of heteroscedasticity, researchers use SPSS software and test the available data. The following are the results of the heteroscedasticity test conducted by researchers using SPSS:



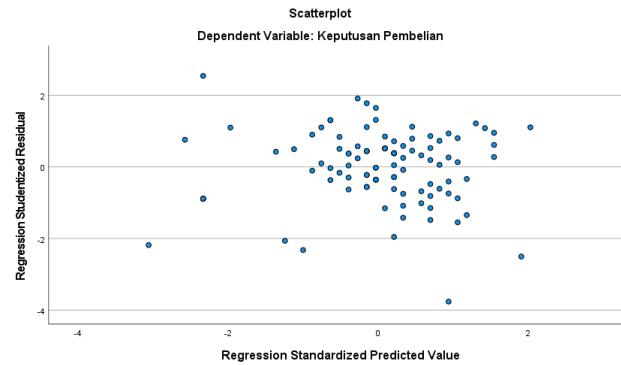


Figure 2. Heteroscedasticity Test

Based on the test results, we can interpret whether there is a heteroscedasticity problem in the regression model used. If the results show no particular pattern or irregular distribution of the residuals, then it can be concluded that there is no heteroscedasticity. However, if the results show a particular pattern such as a cone or fan, then this indicates the presence of heteroscedasticity, which requires further action to improve the model.

Based on the image data above, it can be concluded that the point pattern is spread above and below the "Pricing (X)" axis number 0 and is also spread to the right and left of the "Purchase Decision (Y)" axis number 0. The distribution of this pattern indicates that there is no heteroscedasticity problem, so that a good and ideal regression model is fulfilled.

**e. Simple Regression Test**

This study uses hypothesis testing with a simple linear regression method. The data used in this analysis is processed using SPSS software, based on raw data collected by the researcher. The purpose of this analysis is to evaluate the extent to which pricing affects consumer repurchase decisions. In this process, the researcher collects relevant data related to product prices and consumer repurchase frequency. After the data is collected, the researcher enters it into SPSS for statistical analysis. Simple linear regression is used to identify the relationship between the independent variable (pricing) and the dependent variable (repurchase decision). The results of this analysis will provide a clear picture of whether there is a significant influence between pricing and repurchase decisions. If the results of the analysis show a strong influence, then it can be concluded that pricing is an important factor that companies must consider in their marketing strategies. Conversely, if the influence is not significant, researchers may need to consider other factors that are more dominant in influencing repurchase decisions.

Table 15. Simple Regression Test

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	10.164	2.754		3.691	<.001		
	Penetapan Harga	.393	.036	.735	10.953	<.001	1.000	1.000

a. Dependent Variable: Keputusan Pembelian

Based on the data above, the researcher has calculated a simple linear regression analysis and obtained the following simple linear regression equation:

$$Y = 10.164 + 0.393 X$$

Based on the results of the equation, it can be explained that:

1. The regression coefficient is 0.393, which shows that every addition of 1% of the total value of X, then the total value of Y increases by 0.393%. The regression coefficient has a positive value, so it can be said that the direction of the influence of variable X on variable Y is positive.
2. Based on the significance value of the Coefficients table data, it has been found that

The significance value is  $0.001 < 0.05$  so it can be concluded that variable X has an influence on variable Y.

3. Based on the t value, it is known that the calculated t value is  $10.953 > 1.984$  so that it can be concluded that variable X has an influence on variable Y.

### Hypothesis Testing

#### a. T-TEST

The t-test is used to see partially whether there is a significant influence, based on the Pricing variable (X) against the Purchase Decision Interest variable (Y), the following are the results of the t-test in this research: The tcount of the reachable variables is 10,583, so tcount > ttable with a value of 1.984. with a significant value < 0.001, which means that the variable is significantly accessibility has an influence on the interest in returning

Table 16. Simple Regression T test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.472	2.809		3.729	<,001
	Penetapan Harga	.389	.037	.730	10.583	<,001

a. Dependent Variable: Keputusan Pembelian

Here is the formula for finding the t table:

$$df = n - k - 1$$

\*where n is the number of samples and k is the number of variables.

$$df = 100 - 2$$

$$df = 98$$

So in the ttable it is found with  $df = 98$  that the ttable value is 1.984, with conclusion:

If tcount > ttable, then the hypothesis H0 is rejected and Ha is accepted. So the Pricing Variable (X) has a significant influence on the variable

Y. Therefore, in this study, H0 is rejected and Ha is accepted because the data results shows that the calculated t value ( $10.583 > t$  table value (1.984).

The results of the hypothesis testing using the t-test in the table above show

that the calculated t is  $10,583 > t$  table 0.322 and the significant value of the Pricing variable (X) is < 0.001 which is smaller than 0.05. According to Ghozali 2016,

This indicates that the Pricing Variable (X) has an influence which is significant to the Purchase Decision variable (Y).

#### b. Coefficient of Determination Test

Table 17. Coefficient of Determination Test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.730 <sup>a</sup>	.533	.529	3.05029	2.053

a. Predictors: (Constant), Penetapan Harga

b. Dependent Variable: Keputusan Pembelian

Based on the data analysis conducted by the researcher, the results of the coefficient of determination test showed a value of 0.533. This value is close to 1, which indicates that the independent variable in this study, namely Pricing, has a significant influence on the dependent variable, namely Purchasing Decisions. With a coefficient of determination value of 0.533, it can be concluded that 53% of the variation in purchasing decisions can be explained by pricing. This shows that pricing plays an important role in influencing consumer decisions to make repeat purchases. The remaining 47% may be influenced by other factors not included in this regression model. This finding emphasizes the importance of the right pricing strategy in business. Companies need to carefully consider how their product prices can affect consumer purchasing behavior. Competitive prices that are in line with product value can increase customer loyalty and encourage repeat purchases.

$$\begin{aligned} KD &= (r)^2 \times 100\% \\ &= (0.730)^2 \times 100\% \\ &= (0.730)^2 \times 100\% \\ &= 53.29\% \end{aligned}$$

Based on the calculations carried out, it is known that the coefficient of determination is 53.29%. This shows that the Pricing variable contributes 53.29% to the Purchasing Decision variable. Meanwhile, the remaining 46.71% of the variation in purchasing decisions is influenced by other factors not examined in this study. In other words, more than half of the variation in purchasing decisions can be explained by pricing. This confirms that pricing is an important factor influencing consumers in deciding to repurchase a product.

The first statement is "I Agree That Price Affordability Influences Buyer Decisions at Hawche Dimsum Bar." Has the highest Mean Value and "I agree that price affordability influences buyer decisions at Hawche Dimsum Bar." has a value of 4.01, it can be concluded that the price is very affordable around Bogor and also around Jabodetabek.

## CONCLUSION AND DISCUSSION

This study was conducted to determine the effect of the Pricing variable on the Interest in Returning to Hawche Dimsum Bar. The results of the data analysis were carried out using the SPSS version 27 tool. From the results

Data analysis and discussion concluded that:

1. Based on the results of the T-test, the results obtained are Price (X) of  $<0.001$  which is smaller than 0.05. The sig value is 0.00, which means that variable X has an effect on variable Y.
2. The r value for the overall score of a particular item on all variables must exceed or equal 0.25. An item is considered invalid if its r count is less than 0.25, while an item with an r count greater than 0.25 is considered valid.
3. Cronbach Alpha score 0.6. So it can be concluded that 29 items are reliable.
4. The normality test is used to test whether the data is normally distributed or not. Based on the SPSS calculation, the researcher used the results of the total normality test for X and Y. The result was an asymp significance value of 0.106, which means it is greater than 0.05, so it can be concluded that the data is normally distributed.
5. The dot pattern is spread above and below the "Pricing (X)" axis number 0 and is also spread to the right and left of the "Purchase Decision (Y)" axis number 0.
6. The constant value (a) is 10.164. Based on the significance value of the Coefficients table data, it has been found that the significance value is  $0.001 < 0.05$ , so it can be concluded that variable X has an influence on variable Y. Every 1 percent increase in variable X will have an effect on variable Y of 0.393.
7. The results of the Hypothesis test using the t-test in the table above show that the calculated t is  $10,583 > t_{table} 0.322$  and the significant value of the Pricing variable (X) is  $<0.001$  which is smaller than 0.05. So it is concluded that there is a partial influence of Variable X on Variable Y.
8. The results of the determination coefficient test show a value of 0.533. This value is close to 1, which indicates that the independent variable in this study, namely Pricing, has a significant influence on the dependent variable, namely Purchasing Decisions. With a determination coefficient value of 0.730, it can be concluded that 73% of the variation in purchasing decisions can be explained by pricing.

Based on the calculations carried out, it is known that the coefficient of determination is 53.29%. This shows that the Pricing variable contributes 53.29% to the Purchasing Decision variable. Meanwhile,

the remaining 46.71% of the variation in purchasing decisions is influenced by other factors not examined in this study.

The conclusion is the final part of a scientific paper obtained from the essence of the study's findings and discussion (analysis). The conclusion doesn't mean rewriting the findings and discussion chapter or summarizing, but rather delivering brief answers to the objectives or research questions previously asked. We need to write a conclusion in complete, clear, and concise sentences. The specific conclusion comes from the findings and discussion analysis, while the general conclusion comes from generalization or correlation with similar phenomena in other studies as referred to in previous publications. In this case, research problems, research objectives, and research findings all must be considered to check and recheck when writing a conclusion.

In addition, suggestions are needed in academic recommendations, along with a feasible follow-up or policy implications for the findings obtained. The recommendations should be written in brief and concise sentences.

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