



The Effect Of Price And Consumer Motivation On Purchase Decisions At Thamrin Restaurant In Sibolga City

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ABSTRACT

This study aims to analyze the effect of price and consumer motivation on purchase decisions at Thamrin Restaurant in Sibolga City, both partially and simultaneously. This study employed a quantitative approach using a descriptive-associative method. The population consisted of 630 consumers of Thamrin Restaurant in Sibolga City, with a sample of 63 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS software. The results showed that price had a positive and moderate relationship with purchase decisions, with a correlation coefficient of 0.501, while consumer motivation had a positive and low relationship with purchase decisions, with a correlation coefficient of 0.326. The multiple linear regression equation obtained was $Y = 16.413 + 0.556X_1 - 0.016X_2$. Partially, price had a positive and significant effect on purchase decisions, with a t -value of 3.410 and a significance level of 0.001. Meanwhile, consumer motivation had a negative but insignificant effect on purchase decisions, with a t -value of -0.113 and a significance level of 0.910. Simultaneously, price and consumer motivation had a significant effect on purchase decisions, as indicated by an F -value of 10.059 with a significance level of 0.000. The coefficient of determination (R^2) of 0.251 indicates that price and consumer motivation explained 25.1% of the variation in purchase decisions, while the remaining 74.9% was influenced by other factors outside the research model.

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INTRODUCTION

The increasing level of competition in the culinary industry requires business operators to understand consumers' needs and preferences. Consumers have various alternatives when choosing a place to eat; therefore, purchase decisions are influenced not only by product quality but also by price, consumer motivation, service, menu variety, and perceived benefits. This condition makes an understanding of consumer behavior an important factor in maintaining business sustainability and improving competitiveness.

Culinary businesses in Sibolga City are also facing increasingly competitive market conditions. One of the businesses experiencing such competition is Thamrin Restaurant, located at Jalan MH. Thamrin No. 7–9, Kota Beringin Village. The restaurant offers a variety of food and beverages, including traditional coastal dishes from Sibolga and Central Tapanuli, as well as various seafood-based menus. The products offered are intended for consumers across different age groups.

One of the problems encountered by Thamrin Restaurant is fluctuation in the number of consumers and sales volume. Based on the information obtained during the research, the number of visitors decreased during certain periods, with an average of approximately 850 visitors. This condition was associated, among other factors, with the increasing number of competitors operating similar businesses and consumers' tendency to become bored and seek different food choices. This phenomenon indicates that consumers' purchase decisions require attention because they are directly related to business sustainability.

One factor that is presumed to be associated with purchase decisions is price. Price is an important element of marketing because, in addition to generating revenue for a business, it also serves as a consideration for consumers when making choices. Consumers tend to compare product prices with their financial ability, product quality, perceived benefits, and the prices of similar products offered by competitors. In the context of restaurant businesses, the compatibility between price, quality, quantity, and the benefits of food products received by consumers may become an important consideration before making a purchase.

In addition to price, consumer motivation is a factor that may encourage individuals to make purchases. Motivation refers to an internal drive that encourages consumers to fulfill certain needs or achieve particular goals. In a restaurant context, such motivation may include the need to satisfy hunger, the desire to enjoy

particular foods, interest in menu variety, price suitability, or attractive offers provided by the seller. Therefore, understanding consumer motivation can assist business operators in providing products that correspond to consumers' needs and preferences.

Purchase decision refers to the process through which consumers determine which product to purchase after considering various alternatives. Such decisions may involve product choice, brand choice, place of purchase, purchase timing, and purchase quantity. In the culinary business context, purchase decisions are important because the ability of a business to retain consumers is closely related to its capacity to provide products that meet consumer needs and offer value perceived as beneficial.

Several previous studies cited in the research indicate that consumer motivation may be associated with purchase decisions or repurchase decisions. Fay (2017), for example, examined the effect of consumer motivation and attitudes on repurchase decisions, while Ninla Elmawati Falabiba (2019) examined consumer motivation and attitudes in relation to repurchase decisions. These studies indicated a positive influence of consumer motivation on purchase or repurchase decisions in the respective research settings.

However, the findings concerning Thamrin Restaurant in Sibolga City require empirical examination because differences in consumer characteristics, business competition, pricing conditions, and the business environment may produce different results. Therefore, this study focuses on two factors, namely price and consumer motivation, and examines their effects on purchase decisions. The study examines not only the partial effect of each independent variable but also their simultaneous effect on purchase decisions.

Based on these phenomena and problems, this study aims to analyze the effect of price and consumer motivation on purchase decisions at Thamrin Restaurant in Sibolga City, both partially and simultaneously. The findings are expected to provide empirical contributions to the study of consumer behavior in the culinary business sector and serve as a consideration for the management of Thamrin Restaurant in determining pricing policies and strategies related to consumer needs and motivation.

Based on the research objectives and conceptual framework, the hypotheses proposed in this study are:

H1: Price has a significant effect on purchase decisions at Thamrin Restaurant in Sibolga City.

H2: Consumer motivation has a significant effect on purchase decisions at Thamrin Restaurant in Sibolga City.

H3: Price and consumer motivation simultaneously have a significant effect on purchase decisions at Thamrin Restaurant in Sibolga City.

METHODS

This study employed a quantitative approach using a descriptive-associative research method. The study was conducted at Thamrin Restaurant, located at Jalan MH. Thamrin No. 7–9, Kota Beringin Village, Sibolga Kota District, Sibolga City. The research survey was initiated in April 2025, while data collection was conducted from May to July 2025.

The population of this study consisted of consumers of Thamrin Restaurant in Sibolga City, totaling 630 consumers during April 2025. The sample was determined using a sampling proportion of 10% of the population, resulting in 63 respondents. The data used in this study consisted primarily of data obtained directly from respondents through questionnaires. Data collection techniques included literature study, observation, interviews, and questionnaires.

The study involved three research variables: price (X_1) and consumer motivation (X_2) as independent variables, and purchase decision (Y) as the dependent variable. The price variable was measured through four indicators: affordability, price suitability, price competitiveness, and price according to benefits. Consumer motivation was measured through three indicators: consumers' needs that can be fulfilled by the company, consumers' perception that the product can improve their appearance, and consumers' motivation to purchase due to attractive offers. Purchase decisions were measured through five indicators: product choice, brand choice, distributor or place choice, purchase timing, and purchase quantity.

The research instrument consisted of 30 questionnaire items, with 10 items for each research variable. The questionnaire employed a five-point Likert scale, ranging from 5 (strongly agree) to 1 (strongly disagree). The questionnaire items were developed based on the operational definitions and indicators of each variable.

The collected data were analyzed using SPSS version 27. The analysis included instrument validity and reliability tests, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, as well as correlation analysis, multiple linear regression analysis, partial significance testing (t-test),

simultaneous significance testing (F-test), and the coefficient of determination (R^2). The multiple linear regression model used in this study was expressed as:

$$Y = a + b_1X_1 + b_2X_2 + e$$

where Y represents purchase decisions, X_1 represents price, X_2 represents consumer motivation, a represents the constant, b_1 and b_2 represent the regression coefficients, and e represents the error term.

Validity testing was conducted to determine whether each questionnaire item was capable of measuring the intended variable, while reliability testing was used to assess the consistency of the research instrument. The classical assumption tests were conducted to ensure that the regression model met the required statistical assumptions before hypothesis testing was performed.

The hypotheses were tested using the t-test to determine the partial effect of price and consumer motivation on purchase decisions, while the F-test was used to determine their simultaneous effect. The coefficient of determination (R^2) was used to determine the proportion of variation in purchase decisions that could be explained by price and consumer motivation.

RESULTS AND DISCUSSION

Results

The data analysis was conducted using responses from 63 respondents who were consumers of Thamrin Restaurant in Sibolga City. The analysis consisted of instrument testing, classical assumption testing, correlation analysis, multiple linear regression, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and coefficient of determination analysis.

Validity and Reliability Tests

The validity test showed that all questionnaire items for the three research variables—price, consumer motivation, and purchase decision—were valid. The corrected item-total correlation values exceeded the required r-table value of 0.300, indicating that each questionnaire item adequately measured its respective variable.

The reliability test produced Cronbach's Alpha values of 0.892 for price, 0.843 for consumer motivation, and 0.821 for purchase decision. All values exceeded 0.80, indicating that the research instrument had good internal consistency and was reliable for measuring the three variables.

Classical Assumption Tests

The normality test showed an Asymp. Sig. (2-tailed) value of 0.200, which was greater than 0.05. The histogram also showed a bell-shaped distribution, while the Normal P-P Plot indicated that the residual points followed the diagonal line. Thus, the data were considered normally distributed.

The multicollinearity test produced a tolerance value of 0.553 and a VIF value of 1.808 for both independent variables. Since the tolerance value exceeded 0.10 and the VIF value was below 10, there was no indication of multicollinearity between price and consumer motivation.

The heteroscedasticity test showed that the residual points were randomly distributed both above and below zero on the Y-axis and did not form a particular pattern. Therefore, the regression model did not indicate heteroscedasticity.

Correlation Analysis

The correlation analysis showed that the correlation coefficient between price and purchase decision was 0.501, indicating a moderate positive relationship. Meanwhile, the correlation coefficient between consumer motivation and purchase decision was 0.326, indicating a low positive relationship. The correlation between price and consumer motivation was 0.669.

These findings indicate that higher price perceptions, particularly when consumers perceive the price as appropriate, competitive, and consistent with the benefits received, tend to be associated with stronger purchase decisions. Consumer motivation also showed a positive relationship with purchase decisions, although the relationship was relatively weak.

Multiple Linear Regression Analysis

The multiple linear regression analysis produced the following equation: $Y = 16.413 + 0.556X_1 - 0.016X_2$, where Y represents purchase decision, X_1 represents price, and X_2 represents consumer motivation.

The regression coefficient for price was 0.556, indicating a positive relationship between price and purchase decisions. This means that an increase of one unit in the price variable score was associated with an increase of 0.556 units in the purchase decision score, assuming consumer motivation remained constant.

In contrast, the regression coefficient for consumer motivation was -0.016 , indicating a negative relationship with purchase decisions in the regression model. However, the statistical significance of this coefficient must be considered before interpreting the relationship as a meaningful effect.

Partial Test (t-Test)

The t-test showed that price had a t-value of 3.410 with a significance value of 0.001. Since the significance value was below 0.05, price had a positive and significant effect on purchase decisions. Thus, H1 was supported.

Consumer motivation had a t-value of -0.113 with a significance value of 0.910. Since the significance value was greater than 0.05, consumer motivation had a negative but statistically insignificant effect on purchase decisions. Thus, H2 was not supported.

Simultaneous Test (F-Test)

The simultaneous test produced an F-value of 10.059, which was greater than the F-table value of 3.15, with a significance value of 0.000. Therefore, price and consumer motivation simultaneously had a significant effect on purchase decisions at Thamrin Restaurant in Sibolga City. Thus, H3 was supported.

Coefficient of Determination

The coefficient of determination (R^2) was 0.251, indicating that price and consumer motivation jointly explained 25.1% of the variation in purchase decisions. The remaining 74.9% was explained by other factors that were not included in the research model.

Discussion**The Effect of Price on Purchase Decisions**

The results demonstrate that price has a positive and significant effect on purchase decisions at Thamrin Restaurant in Sibolga City. The correlation coefficient of 0.501 indicates a moderate positive relationship, while the regression coefficient of 0.556 and significance value of 0.001 confirm that price is an important factor in consumers' purchase decisions.

This finding indicates that consumers consider price when deciding whether to purchase food and beverages at the restaurant. Price considerations may involve affordability, suitability between price and the product received, competitiveness with similar restaurants, and the benefits perceived by consumers. Thus, the restaurant's ability to establish prices that consumers perceive as appropriate can contribute to strengthening purchase decisions.

The finding also emphasizes that price should not be considered solely in terms of being inexpensive. Rather, consumers may evaluate whether the price corresponds to the quality, quantity, and benefits of the products received. Therefore, maintaining an appropriate balance between price and the value provided to consumers is important for supporting purchase decisions.

The Effect of Consumer Motivation on Purchase Decisions

The results show that consumer motivation has a negative but statistically insignificant effect on purchase decisions. The regression coefficient was -0.016 , with a t-value of -0.113 and a significance value of 0.910. These results indicate that consumer motivation, as measured in this study, did not have a statistically significant partial effect on purchase decisions.

This finding differs from the previous studies discussed in the research. Fay (2017) examined motivation and customer attitudes in relation to repurchase decisions, while Ninla Elmawati Falabiba (2019) examined consumer motivation and attitudes toward repurchase decisions. The previous studies reported positive effects of consumer motivation in their respective research contexts.

The difference may indicate that the role of consumer motivation is context-dependent. In the case of Thamrin Restaurant, consumers may have several considerations beyond their internal motivation when making purchase decisions. Price, product alternatives, competition among restaurants, menu variety, service, and other situational factors may influence the final decision. However, this interpretation should be viewed as a possible explanation because these factors were not directly tested in the present research.

The Simultaneous Effect of Price and Consumer Motivation on Purchase Decisions

Although consumer motivation did not have a significant partial effect, the results of the F-test demonstrate that price and consumer motivation simultaneously have a significant effect on purchase decisions. The calculated F-value of 10.059 exceeded the critical value of 3.15, with a significance value of 0.000.

This result indicates that purchase decisions cannot be viewed solely from the influence of one independent variable. When price and consumer motivation are considered together, the two variables contribute significantly to explaining purchase decisions. Therefore, the management of Thamrin Restaurant needs to consider pricing policies alongside consumers' needs and motivations when developing strategies to encourage purchases.

Contribution of Price and Consumer Motivation to Purchase Decisions

The coefficient of determination of 25.1% indicates that price and consumer motivation explain only a portion of the variation in purchase decisions. Meanwhile, 74.9% is attributable to other factors outside the model.

This finding suggests that purchase decisions at Thamrin Restaurant are likely to involve other factors that were not examined in this study. Consequently, future research could consider additional variables relevant to the culinary business context, while the management of Thamrin Restaurant may also consider aspects beyond price and consumer motivation in efforts to strengthen consumers' purchase decisions.

CONCLUSION

Based on the results of the study, it can be concluded that price has a positive and significant effect on purchase decisions at Thamrin Restaurant in Sibolga City, as indicated by a regression coefficient of 0.556, a t-value of 3.410, and a significance value of 0.001. Meanwhile, consumer motivation has a negative but statistically insignificant effect on purchase decisions, with a regression coefficient of -0.016, a t-value of -0.113, and a significance value of 0.910. Simultaneously, price and consumer motivation have a significant effect on purchase decisions, as shown by an F-value of 10.059, which is greater than the F-table value of 3.15, with a significance value of 0.000. The coefficient of determination (R^2) of 0.251 indicates that price and consumer motivation jointly explain 25.1% of the variation in purchase decisions, while the remaining 74.9% is explained by other factors outside the research model.

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