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# The Influence of Service Quality, Price, and Location on Purchasing Decisions at Barbershop Studio in Ngemplak Boyolali

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**Abstract**

The increasing competition in the personal grooming service industry requires businesses to understand the factors influencing consumer purchasing decisions. This study aims to examine the effects of service quality, price, and location on consumer purchasing decisions at Barbershop Studio in Ngemplak, Boyolali. A quantitative research approach was employed using survey data collected from 101 consumers selected through purposive sampling. Data were analyzed using descriptive analysis and multiple linear regression, including t-test, F-test, and coefficient of determination ($R^2$) analysis. The results indicate that service quality has a positive but insignificant effect on purchasing decisions, suggesting that service quality alone may not be the dominant factor influencing consumer purchasing decisions in this context. Meanwhile, price and location have positive and significant effects on purchasing decisions, indicating that consumers place considerable importance on affordability and accessibility when selecting barbershop services. The simultaneous test confirms that service quality, price, and location significantly influence purchasing decisions, with an $R^2$ value of 0.401, indicating that the model explains 40.1% of the variation in consumer purchasing decisions. This study contributes to the understanding of consumer behavior in service industries and provides practical implications for barbershop managers to improve competitive strategies through appropriate pricing, strategic location management, and continuous service improvement.

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## 1. Introduction

The rapid growth of the service industry has increased competition among businesses in providing superior value to consumers. Unlike product-based businesses, service providers face unique challenges because consumers evaluate not only the final outcome but also the overall experience during service delivery. In this context, consumer purchasing decisions are influenced by various factors, including perceived service quality, price fairness, and accessibility of business locations (Lestari, 2026). Understanding these factors is essential for service businesses because purchasing decisions determine customer retention, business sustainability, and competitive advantage in increasingly dynamic markets (Brady & Cronin, 2001).

One of the service sectors experiencing significant development is the personal grooming industry, including barbershop businesses. The increasing awareness of appearance and lifestyle trends has transformed barbershops from conventional haircut providers into lifestyle-oriented service businesses that emphasize customer experience, professional service, and personalized treatments. This development has resulted in more intense competition among barbershops, requiring business owners to understand consumer preferences and factors that encourage customers to choose a particular service provider. Therefore, identifying determinants of purchasing decisions becomes important for maintaining customer loyalty and improving business performance (Rather, 2021; Slack & Singh, 2020).

Purchasing decision represents a complex process in which consumers evaluate alternatives before selecting a product or service that meets their needs and expectations. In service industries, consumers often rely on perceived benefits, previous experiences, and available information when making decisions.

Because services are intangible and difficult to evaluate before consumption, consumers tend to consider several external and internal attributes, such as the quality of interaction with employees, price perception, and convenience of location (Jain & Jain, 2021). These factors can significantly shape consumer attitudes and influence the final decision to purchase a service (Wirtz & Lovelock., 2021).

Service quality is considered one of the most important determinants influencing consumer decisions in service-based businesses (Jannah et al., 2026; Ali et al., 2018). High service quality reflects the ability of a company to consistently provide reliable, responsive, and customer-oriented services. In the barbershop industry, service quality can be reflected through employee professionalism, communication skills, service consistency, cleanliness, and the ability to understand customer preferences regarding hairstyles (Wang & Kim, 2021; Wu et al., 2018). Previous studies have demonstrated that better service quality increases customer satisfaction and encourages consumers to select and repurchase services from a particular provider (Dam & Dam, 2021; Khadka & Maharjan, 2017). However, several studies have also indicated that the effect of service quality on purchasing decisions may vary depending on business characteristics, customer expectations, and competitive conditions (Slack & Singh, 2020). These differences indicate the need for further investigation in specific service contexts.

In addition to service quality, price is another important factor affecting consumer purchasing decisions. Price represents the monetary sacrifice that consumers must provide to obtain a service and is often associated with perceptions of affordability, fairness, and value received. Consumers tend to compare the price offered by service providers with the perceived benefits obtained from the service experience. In competitive markets such as barbershops, appropriate pricing strategies can influence consumer preferences, particularly when customers perceive that the service value corresponds with the cost incurred (Konuk, 2019; Lichtenstein et al., 2020). Previous research has found that price perception significantly affects consumer decision-making because customers are more likely to choose services that provide optimal value between quality and cost.

Location is also an important consideration in service selection because accessibility and convenience influence consumers' willingness to visit a business. A strategic location can reduce customer effort, improve accessibility, and increase the likelihood of purchase decisions. For service businesses such as barbershops, location factors include ease of access, proximity to residential or working areas, parking availability, and environmental convenience. Previous studies have shown that location significantly affects consumer purchasing behavior because customers generally prefer service providers that are easy to reach and provide convenience during the consumption process (Akhter et al., 2021; Hussain & Ali, 2020).

Although previous studies have extensively examined service quality, price, and location as determinants of consumer behavior, empirical findings remain inconsistent across different service industries and geographical contexts. Some studies have reported that service quality is a significant predictor of purchasing decisions, while others have found weaker or insignificant relationships. Similar variations have been observed regarding the effects of price and location, indicating that consumer decision-making may depend on specific characteristics of businesses and local markets. Therefore, further empirical evidence is needed, particularly in the context of local barbershop businesses that face increasing competition and changing consumer expectations.

Barbershop Studio in Ngemplak, Boyolali, represents an interesting research context because the business operates in a competitive personal grooming market where customer decisions may be influenced by service experience, pricing strategies, and location convenience. Based on this consideration, this study aims to analyze the influence of service quality, price, and location on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali. The findings of this study are expected to provide theoretical contributions to consumer behavior research in service industries and practical implications for barbershop managers in developing effective strategies to improve customer decision-making and business competitiveness.

## 2. Literature Review

### 2.1 Purchasing Decision

Purchasing decision refers to the process through which consumers identify their needs,

evaluate available alternatives, and determine whether to purchase a particular product or service. In service industries, purchasing decisions are not only influenced by functional benefits but also by consumers' perceptions of value, experience, convenience, and trust toward service providers. Because services are intangible, consumers often rely on several indicators before making decisions, including perceived quality, price suitability, and accessibility of the service location Wirtz & Lovelock, 2022).

Consumer decision-making is influenced by both internal and external factors. Internal factors include personal preferences, motivation, and previous experiences, whereas external factors involve marketing stimuli such as service attributes, pricing strategies, and business accessibility. In the context of barbershop services, purchasing decisions reflect consumers' willingness to select a particular barbershop based on their expectations regarding service performance, affordability, and convenience. Therefore, understanding factors influencing purchasing decisions is essential for service businesses to develop effective strategies for attracting and retaining customers (Rather, 2021).

### 2.2 Service Quality and Purchasing Decision

Service quality represents consumers' evaluation of the overall excellence or superiority of services provided by a company. The concept of service quality is commonly associated with the difference between customer expectations and their actual perceptions after receiving the service. High service quality occurs when service performance meets or exceeds customer expectations, resulting in positive evaluations and stronger behavioral intentions.

In service-based businesses, service quality plays an important role because consumers directly experience the interaction between employees and service providers (Achneider & Huber, 2022; Achmadi et al., 2023). In the barbershop industry, service quality includes employee professionalism, responsiveness, reliability, communication ability, cleanliness, and the ability to provide services according to customer preferences. Positive service experiences can increase consumer confidence and encourage customers to choose the same service provider in the future (Ladhari, 2009).

Previous empirical studies have demonstrated that service quality influences consumer behavior by improving satisfaction, trust, and purchase intention. Customers who perceive better service quality are more likely to evaluate a service provider positively and make purchasing decisions. However, the magnitude of this relationship may differ depending on the characteristics of the industry and customer expectations. In highly competitive service sectors, businesses must consistently maintain service quality to differentiate themselves from competitors (Dam & Dam, 2021; Slack & Singh, 2020). Based on these arguments, the following hypothesis is proposed:

**H1: Service quality has a positive influence on purchasing decisions.**

### 2.3 Price and Purchasing Decision

Price is one of the most important marketing factors influencing consumer evaluations and purchasing behavior. Consumers generally consider price not only as the amount of money paid but also as an indicator of the value obtained from a product or service. A price is considered acceptable when consumers perceive that the benefits received are proportional to the financial sacrifice made (Zeithaml, 1988).

In service businesses, pricing strategies have a significant impact because consumers often compare available alternatives before making purchase decisions. Competitive and reasonable prices can increase consumers' perceived value and encourage them to select a particular service provider. Conversely, prices that are considered inappropriate compared with the quality received may reduce consumer interest and negatively affect purchasing decisions (Konuk, 2019).

Previous research has confirmed that price perception significantly affects consumer decision-making. Consumers tend to prefer services that provide an optimal balance between cost and benefits. In the barbershop context, customers may consider service prices, affordability, price transparency, and suitability between price and haircut quality when deciding whether to use a particular service provider.

Therefore, the following hypothesis is formulated:

**H2: Price has a positive influence on purchasing decisions.**

### 2.4 Location and Purchasing Decision

Location refers to the strategic position and accessibility of a business that enables consumers to easily obtain products or services. For service businesses, location is an important factor because customers usually prefer providers that are convenient, accessible, and require minimal effort to visit. A strategic location can increase customer visits and strengthen competitive advantages (Hussain & Ali, 2020). The importance of location becomes more significant in businesses where customers must physically visit the service provider, such as restaurants, salons, and barbershops. Factors such as distance, transportation access, parking availability, and surrounding environment may influence consumer perceptions of convenience. A business located in an accessible area has a greater possibility of being selected by consumers compared with businesses that are difficult to reach (Akhter et al., 2021).

Previous studies indicate that location significantly affects purchasing decisions because accessibility reduces consumer effort and increases service convenience. In the barbershop industry, customers are more likely to choose locations that are close to their daily activities and provide comfortable access. Therefore, location can become a strategic factor influencing consumer decisions when selecting service providers.

Based on this explanation, the hypothesis is proposed:

**H3: Location has a positive influence on purchasing decisions.**

## 3. Method

### 3.1 Research Design

This study employed a quantitative research approach to examine the influence of service quality, price, and location on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali. A quantitative approach was selected because this research aims to measure the relationships among variables objectively through numerical data analysis. This approach enables researchers to identify the extent to which independent variables contribute to variations in consumer purchasing decisions through statistical testing.

The research model consisted of three independent variables, namely service quality (X1), price (X2), and location (X3), while purchasing decision (Y) was positioned as the dependent variable. The research framework was developed based on previous studies suggesting that consumer decisions in service industries are influenced by perceived service performance, financial considerations, and accessibility factors.

### 3.2 Population and Sample

The population in this study consisted of consumers who had used services provided by Barbershop Studio in Ngemplak, Boyolali. The sample was determined using a purposive sampling technique, where respondents were selected based on specific criteria relevant to the research objectives. The criteria included consumers who had experience using Barbershop Studio services and were able to provide evaluations regarding service quality, price, location, and purchasing decisions.

A total of 101 respondents participated in this study. The use of consumers as research respondents was considered appropriate because purchasing decisions are directly related to customer perceptions and experiences after receiving barbershop services.

### 3.3 Data Collection and Research Instrument

The data used in this study consisted of primary and secondary data. Primary data were collected directly from respondents through questionnaires, while secondary data were obtained from relevant literature and previous studies related to service quality, price, location, and consumer purchasing decisions.

The questionnaire instrument was developed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument measured four research variables. Service quality indicators focused on aspects related to service performance, employee professionalism, responsiveness, and the ability to meet customer expectations. Price indicators measured affordability, suitability between price and benefits, and customer perceptions regarding price fairness. Location indicators evaluated accessibility, convenience, and strategic location factors. Purchasing decision indicators measured consumer intention and willingness to select Barbershop Studio services.

### 3.4 Data Analysis Technique

The collected data were analyzed using statistical analysis with the assistance of SPSS software. The analytical procedures consisted of descriptive analysis, multiple linear

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regression analysis, hypothesis testing through t-test and F-test, and coefficient of determination ($R^2$) analysis.

Descriptive analysis was conducted to describe respondents' characteristics and responses toward each research variable. Multiple linear regression analysis was applied to examine the influence of service quality, price, and location on purchasing decisions. The regression model used in this study can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- **Y** = Purchasing Decision
- **α** = Constant
- **β1, β2, β3** = Regression coefficients
- **X1** = Service Quality
- **X2** = Price
- **X3** = Location
- **e** = Error term

The t-test was used to determine the partial effect of each independent variable on purchasing decisions, while the F-test was used to evaluate the simultaneous effect of all independent variables in the regression model. Furthermore, the coefficient of determination ($R^2$) was used to determine the extent to which service quality, price, and location explained variations in consumer purchasing decisions.

### 3.5 Research Model and Hypothesis Testing

The hypotheses were tested using a significance level of 5% (α = 0.05). The decision criteria were based on the probability value obtained from regression analysis. If the significance value was less than 0.05, the hypothesis was accepted, indicating that the independent variable had a statistically significant influence on purchasing decisions.

The hypotheses tested in this study were:

**H1:** Service quality has a positive influence on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali.

**H2:** Price has a positive influence on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali.

**H3:** Location has a positive influence on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali.

## 4. Results

### 4.1 Respondent Characteristics

This study involved 101 respondents who were consumers of Barbershop Studio in Ngemplak, Boyolali. Respondents were selected using a purposive sampling technique based on predetermined criteria, namely consumers who had previously used Barbershop Studio services and were able to provide evaluations regarding service quality, price, location, and purchasing decisions. The collected data were analyzed using SPSS through several statistical procedures, including descriptive analysis, multiple linear regression analysis, t-test, F-test, and coefficient of determination ($R^2$).

### 4.2 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of service quality, price, and location on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali. The analysis model was developed with purchasing decision as the dependent variable and service quality, price, and location as independent variables.

The regression analysis results indicate that the three independent variables provide a contribution to explaining variations in consumer purchasing decisions. The coefficient of determination ($R^2$) obtained in this study was 0.401, indicating that service quality, price, and location collectively explain 40.1% of the variation in purchasing decisions. Meanwhile, the remaining 59.9% is explained by other factors outside the research model, such as brand image, promotion, and word-of-mouth.

*Table 1. Coefficient of Determination ($R^2$)*

| Model | $R^2$ | Explanation |
|---|---|---|
| Service Quality, Price, and Location → Purchasing Decision | 0.401 | Independent variables explain 40.1% of purchasing decision variation |

The result indicates that service quality, price, and location are important factors influencing consumer decisions, although other variables outside the model may also contribute to purchasing behavior.

### 4.3 Simultaneous Effect Testing (F-Test)

*Table 2. Simultaneous Regression Model Testing*

| Test | Significance Value | Result |
|---|---|---|
| F-test | 0.000 | Significant |

The simultaneous hypothesis testing was conducted to determine whether service quality, price, and location jointly influence purchasing decisions. The F-test results show a significance value of **0.000**, indicating that the regression model is statistically significant.

This finding confirms that service quality, price, and location simultaneously contribute to explaining consumer purchasing decisions at

Barbershop Studio in Ngemplak, Boyolali. Therefore, the proposed research model is appropriate for analyzing purchasing decisions in this service business context.

### 4.4 Partial Hypothesis Testing (t-Test)

Partial hypothesis testing was performed to identify the individual effect of each independent variable on purchasing decisions. The results are summarized in Table 3.

*Table 3. Partial Effect of Independent Variables on Purchasing Decisions*

| Hypothesis | Variable | Effect | Significance | Result |
|---|---|---|---|---|
| H1 | Service Quality | Positive | Not Significant | Rejected |
| H2 | Price | Positive | Significant | Accepted |
| H3 | Location | Positive | Significant | Accepted |

The first hypothesis testing result shows that service quality has a positive but insignificant effect on purchasing decisions. This indicates that although improvements in service quality tend to increase consumer decisions, the effect was not statistically strong enough to be considered significant in this study.

The second hypothesis testing result demonstrates that price has a positive and significant effect on purchasing decisions. This finding indicates that consumers consider price factors when deciding whether to use Barbershop Studio services. The statistical result confirms that price is an important determinant of consumer decisions.

The third hypothesis testing result shows that location has a positive and significant **effect** on purchasing decisions. This finding indicates that accessibility and convenience of business location influence consumers when selecting barbershop services.

### 4.5 Summary of Hypothesis Testing Results

The hypothesis testing results are summarized as follows:

*Table 4. Summary of Research Hypotheses*

| Hypothesis | Statement | Result |
|---|---|---|
| H1 | Service quality positively influences purchasing decisions | Not Supported |
| H2 | Price positively influences purchasing decisions | Supported |
| H3 | Location positively influences purchasing decisions | Supported |

Overall, the findings indicate that price and location are significant factors influencing consumer purchasing decisions at Barbershop Studio, while service quality shows a positive but statistically insignificant relationship. The results suggest that consumers in this research context place stronger consideration on price suitability and accessibility factors when selecting barbershop services.

## 5. Discussions

### 5.1 The Effect of Service Quality on Purchasing Decisions

The results of this study indicate that service quality has a positive but insignificant effect on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali. This finding suggests that although improvements in service quality tend to increase consumers' willingness to choose the service, service quality alone is not a dominant factor determining purchasing decisions in this research context.

Conceptually, service quality is expected to become an important determinant of consumer behavior because customers evaluate service experiences based on reliability, responsiveness, assurance, empathy, and physical evidence provided by service providers. In service businesses such as barbershops, consumers directly interact with employees, making service performance an important component in creating positive experiences. However, the insignificant relationship found in this study indicates that consumers of Barbershop Studio may consider other factors more strongly when making purchasing decisions, particularly price and location.

This result indicates that providing good service has become a basic expectation among consumers rather than a primary differentiating factor. When competing businesses provide relatively similar service standards, consumers may no longer perceive service quality as a unique advantage that strongly influences their decisions. This finding is consistent with previous research showing that the effect of service quality on purchasing decisions can vary depending on industry characteristics, customer expectations, and competitive conditions. In highly competitive service markets, service quality may influence satisfaction and loyalty more strongly than the initial purchasing decision because consumers often consider economic and accessibility factors before selecting a service provider (Slack & Singh, 2020).

The finding also supports previous empirical evidence indicating that service quality does not always have a significant direct

effect on consumer decisions. Some consumers may prioritize practical considerations, such as affordable prices and convenient locations, especially for routine services such as haircuts. Therefore, Barbershop Studio should continue maintaining service quality, particularly employee friendliness, responsiveness, and consistency, while simultaneously strengthening other factors that directly influence consumer decisions.

### 5.2 The Effect of Price on Purchasing Decisions

The results demonstrate that price has a positive and significant effect on purchasing decisions. This finding indicates that consumers consider price as an important factor when deciding to use Barbershop Studio services. A suitable price level can increase consumers' perceptions of value and encourage them to select a particular service provider.

From a consumer behavior perspective, price represents not only the financial sacrifice made by consumers but also an indicator of the benefits obtained from a service. Consumers tend to evaluate whether the price paid is proportional to the quality and benefits received. When consumers perceive that service prices are affordable and appropriate, they are more likely to develop positive evaluations and make purchasing decisions.

The significant influence of price found in this study is consistent with value perception theory, which explains that consumers evaluate products or services by comparing perceived benefits with perceived costs. In the barbershop industry, where consumers can easily compare alternative service providers, competitive pricing becomes an important strategy for attracting customers. Consumers may choose a barbershop that provides reasonable prices while still meeting their expectations regarding service results.

This finding is also supported by previous studies demonstrating that price perception significantly influences consumer purchase behavior, particularly in service industries where price transparency and affordability affect customer evaluations (Konuk, 2019). Therefore, Barbershop Studio should maintain a pricing strategy that reflects service value, ensuring that consumers perceive the price as reasonable compared with the quality and experience provided.

### 5.3 The Effect of Location on Purchasing Decisions

The findings reveal that location has a positive and significant effect on purchasing decisions. This result indicates that accessibility and convenience of the business location are important considerations for consumers when selecting Barbershop Studio services.

Location plays an important role in service businesses because consumers must physically visit the business location to obtain the service. A strategic location can reduce customer effort, increase convenience, and improve the likelihood of purchase.

Factors such as accessibility, parking availability, visibility, and surrounding environment may influence consumer perceptions of a business location. The significant effect of location found in this study confirms that convenience is an important element in consumer decision-making. Consumers are more likely to choose service providers that are easy to access and compatible with their daily activities. In the context of barbershop services, customers often prefer locations that minimize travel time and provide comfortable access.

This result is consistent with previous research showing that location significantly affects purchasing behavior because accessibility creates practical value for consumers. Businesses located in strategic areas tend to have greater opportunities to attract customers because convenience reduces barriers in the decision-making process (Hussain & Ali, 2020).

For managerial implications, Barbershop Studio should maintain the advantages of its current location by ensuring easy access, adequate parking facilities, and a comfortable surrounding environment. In addition, digital location information through platforms such as online maps and social media can further improve customer accessibility.

### 5.4 The Contribution of Service Quality, Price, and Location to Purchasing Decisions

The simultaneous testing results indicate that service quality, price, and location significantly influence purchasing decisions. The model explains 40.1% of the variation in purchasing decisions, while 59.9% is influenced by other factors outside the research model, such as brand image, promotion, and word-of-mouth.

This finding indicates that purchasing

decisions in service businesses are influenced by multiple factors rather than a single determinant. Although service quality did not show a significant partial effect, it remains an important component in maintaining customer experience and long-term relationships. Meanwhile, price and location appear to have stronger direct influences because they represent practical considerations that consumers evaluate before selecting a service provider.

The results provide practical implications for barbershop management. To improve purchasing decisions, businesses should adopt a balanced strategy by maintaining competitive prices, ensuring strategic accessibility, and continuously improving service performance. Focusing only on one factor may not be sufficient because consumers evaluate service providers based on a combination of economic, functional, and experiential considerations.

## 6. Conclusion

This study examined the influence of service quality, price, and location on purchasing decisions at Barbershop Studio in Ngemplak, Boyolali. The results indicate that service quality has a positive but insignificant effect on purchasing decisions, suggesting that although good service performance contributes to positive consumer perceptions, it is not the primary determinant influencing customers' decisions in this research context. Meanwhile, price and location were found to have positive and significant effects on purchasing decisions, indicating that consumers place greater consideration on price suitability and accessibility when selecting barbershop services. Furthermore, the simultaneous test confirms that service quality, price, and location collectively influence purchasing decisions, with an $R^2$ value of 0.401, meaning that these variables explain 40.1% of variations in consumer purchasing decisions. These findings imply that Barbershop Studio should maintain competitive pricing strategies, preserve location advantages, and continuously improve service quality to strengthen customer attraction and competitiveness in the personal grooming industry.

This study has several limitations. First, the research was conducted only at one barbershop, namely Barbershop Studio in Ngemplak, Boyolali, so the findings may not be generalized to other barbershop businesses with different characteristics and market conditions. Second, this study only examined three independent variables, while other factors such as brand image, promotion, customer experience, facilities, and word-of-mouth may also influence purchasing decisions. Third, the research used a cross-sectional approach, which only describes consumer perceptions at a specific period and does not capture changes in consumer behavior over time. Future studies are recommended to include additional variables, expand the research scope to several barbershop businesses in different regions, and apply longitudinal approaches to provide a more comprehensive understanding of consumer purchasing decisions in service industries.

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