

# THE INFLUENCE OF PRICE AND LOCATION ON INTEREST VISITING IN BETAWI RESTAURANT BABEH SADELI, PONDOK AREN, TANGERANG

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Price, Location,  
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**Abstract**

This research aims to determine the influence of price and location on interest in visiting the Betawi Babeh Sadeli Restaurant, Pondok Aren, Tangerang. This research is quantitative in nature using two types of data, namely primary data and secondary data obtained through observation and distributing questionnaires to consumers. Secondary data includes sources such as books, theses and previous research journals. The population of this research is consumers of the Betawi Babeh Sadeli Restaurant. The sampling technique used is Simple Random Sampling, with a random sampling technique called the Accidental Sampling technique. The samples taken were 100 respondents. Affordable prices and strategic location have a big influence on interest in visiting Betawi Babeh Sadeli Restaurant. Affordable prices make restaurants more accessible to various levels of society, while strategic locations make access easier and increase customer interest with a wider market reach.

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**INTRODUCTION**

Betawi restaurant Babeh Sadeli shows that affordable prices play an important role in increasing customers' interest in visiting. By offering delicious Betawi specialties

at friendly prices, this restaurant is able to attract interest from various levels of society. Affordable prices make the dining experience here more affordable without sacrificing food quality. Apart from that, strategic location also plays a role in attracting interest in visiting. Located in the bustling city center with easy accessibility, this restaurant is a convenient choice for those who want to enjoy Betawi culinary delights without having to travel far.

With a combination of affordable prices and strategic location, Rumah Makan Betawi Babeh Sadeli has succeeded in creating a strong attraction for customers. The affordable prices make it an attractive choice for individuals and groups to enjoy delicious food without having to worry about the budget. On the other hand, the strategic location makes it easier to access for potential customers, both tourists and local residents, who are looking for an authentic Betawi culinary experience. Thus, the combination of affordable prices and strategic location makes a significant contribution to increasing interest in visiting Betawi Babeh Sadeli Restaurant.

Affordable prices and strategic locations have a significant impact on interest in visiting restaurants, because affordable prices are the main factors influencing consumers' decisions in choosing a place to eat (Hardiansyah et al., 2019). Consumers tend to look for the best value for their money, and affordable prices make restaurants more attractive and accessible to various groups (Haedir, 2019). Apart from that, strategic location also plays an important role because it facilitates accessibility for potential customers (Laurensia & Sosiani, 2023). A location that is easy to reach, both from the city center and from other busy places, will increase the possibility of attracting more visitors, because availability and ease of access are key factors in influencing consumers' decisions to visit a place to eat (Warisan & Harianto, 2018 ). The combination of affordable prices and strategic location will provide a competitive advantage for the restaurant in attracting visitors and building a loyal customer base (Tania et al., 2022).

## **METHODS**

The type of study carried out is quantitative research, using two types of data, namely primary data and secondary data. Primary data was obtained through observation and distributing questionnaires to consumers, covering aspects of price, location and interest

in visiting. Meanwhile, secondary data includes sources such as books, theses and previous research journals. Multiple linear regression analysis is used as a tool to find out how much influence price and location have on interest in visiting. The population of this research is consumers of the Betawi Babeh Sadeli Restaurant. The sampling technique used is Simple Random Sampling, with a random sampling technique, which is called the Accidental Sampling technique. It is estimated that the sample that will be taken will be 100 respondents.

## RESULTS AND DISCUSSION

Table 1. Characteristics of Respondents

<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	42	42%
Female	58	58%
<b>Age</b>		
> 20 years old	8	8%
20-35 years old	38	38%
> 35 years old	54	54%
<b>Frekuensi Kunjungan</b>		
1 time	10	10%
2 – 5 time	32	32%
> 5 time	58	58%
<b>Occupation</b>		
Students	2	2%
Employee	49	49%
Entrepreneur	37	37%
Housewife	12	12%

Source: Data processed by researchers (2023)

The table above shows that 58% (58 people) of the visitors to the Betawi Babeh Sadeli Typical Restaurant are women. This is due to the preference for traditional Betawi menus which are preferred by women as well as the warm and comfortable atmosphere which attracts them to relax with friends. Meanwhile, the characteristics of the respondents show that 54% (54 people) of the visitors to the Betawi Babeh Sadeli Typical Restaurant are over 30 years old. This is caused by nostalgia and appreciation for Betawi cultural heritage which is reflected in the traditional menu. Then respondents tended to visit the Betawi Babeh Sadeli Restaurant more than 5 times, as many as 58% (58 people). They return because they enjoy the consistency of their dining experience,

including authentic food, a warm atmosphere and friendly service. Furthermore, most of the visitors to the Betawi Babeh Sadeli Restaurant are civil servants and private employees, as many as 49% (49 people), because of its strategic location around government offices or business centers in South Tangerang. They chose this restaurant because it serves typical Betawi dishes with efficient service, suitable for lunch or informal business meetings.

Table 2. Validity Test Results

Variable	Quisioner Item	r-count
Price	X1.1	0.723
	X1.2	0.729
	X1.3	0.735
	X1.4	0.742
	X1.5	0.778
Location	X2.1	0.700
	X2.2	0.712
	X2.3	0.753
	X2.4	0.716
	X2.5	0.729
Interest Visiting	Y1	0.766
	Y2	0.735
	Y3	0.714
	Y4	0.745
	Y5	0.764

Source: Data processed by researchers (2024)

Table 2 displays the results of the validity test for all question items on the three variables. Validity is measured by comparing the r-count with the r-table, and because the r-count is greater than the r table (0.1966), all questions on these three variables are considered valid.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha
Price	0.789
Location	0.772
Interest Visiting	0.763

Source: Data processed by researchers (2024)

Table 3 shows the results of the reliability test for the three variables. Reliability is measured by comparing the Cronbach's alpha value with the alpha value, and because the Cronbach's alpha value is greater than the alpha value (0.600), the three variables are

considered reliable.

Table 4. Coefficient of determination

R	R-Square	Adjusted R-Square	Std. Error of The Estimate
.643a	.682	.656	2.1050362

Source: Data processed by researchers (2024)

Table 4 displays the Adjusted R-Square value which shows that 65.6% of the variation in the visiting interest variable can be explained by price and location. Meanwhile, the remaining 34.4% is influenced by other factors that have not been identified in this research.

Table 5. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.560	.707		13.522	.000
Price	5.234	.519	.426	10.085	.000
Location	4.986	.472	.199	10.564	.000

Sumber: Data diolah peneliti (2024)

Table 5 shows that price has a significant influence on interest in visiting because it has a significance value (0.00) which is smaller than 0.05. Meanwhile, location also has a significant influence on interest in visiting because it has a significance value (0.00) which is smaller than 0.05.

This research shows that affordable prices have a significant influence on interest in visiting Betawi Babeh Sadeli Restaurant, this is because affordable prices play a crucial role in attracting interest in visiting Betawi Babeh Sadeli Restaurant because it makes the restaurant more accessible to various levels of society, both from an economic and demographic perspective. With affordable prices, the restaurant becomes more inclusive for individuals from various backgrounds, allowing them to enjoy an authentic Betawi culinary experience without feeling financially burdened. Apart from that, affordable prices also create added value for customers, because they can enjoy delicious dishes and a comfortable atmosphere at an affordable cost, thereby increasing interest and desire to return to visit in the future.

Affordable prices have a significant influence on interest in visiting a restaurant

because they influence consumer purchasing power and preferences (Sugiarto & Subagio, 2014). With affordable prices, restaurants have the potential to attract more customers from various levels of society, including those on a limited budget (Enggriani & Nabila, 2022). Affordable prices can also increase the customer's perception of the value of the food and experience offered by the restaurant, increasing the possibility of customers returning and recommending the place to others (Faradiba & Astuti, 2013). Affordable prices can be a key factor in attracting visitors and ensuring the sustainability of the restaurant business (Santoso, 2019).

This research shows that strategic location has a significant influence on interest in visiting Betawi Babeh Sadeli Restaurant, this is because strategic location plays an important role in increasing interest in visiting Betawi Babeh Sadeli Restaurant because it facilitates access for potential customers and expands the restaurant's market reach . By being in a strategic location, such as the city center or a busy area, a restaurant has the advantage of attracting the attention of customers who are nearby or passing through the area. Apart from that, the strategic location can also provide convenience for customers to reach the restaurant easily, either by private vehicle or public transportation, increasing the opportunity for Betawi Babeh Sadeli Restaurant to attract greater customer interest and loyalty.

Strategic location has a significant influence on interest in visiting a restaurant because it can influence availability and affordability for potential customers (Masrul & Karneli, 2017). A restaurant located in the city center or an area with traffic that tends to be more easily accessible to many people, both pedestrians and motorists, increases the possibility of attracting customers (Sogen et al., 2023). Apart from that, a strategic location can also provide greater exposure for the restaurant, both through vehicle traffic and attention from tourists or visitors to popular places in the vicinity (Fitriyani et al., 2019). Thus, location strategy can be a key factor in determining the level of visits and success of a restaurant (Ratnaningtyas et al., 2022).

## **CONCLUSIONS AND RECOMMENDATIONS**

Affordable prices have a significant influence on interest in visiting Betawi Babeh Sadeli Restaurant. Affordable prices play an important role in attracting visitors because they make restaurants more accessible to various levels of society in terms of economics

and demographics. This makes the restaurant inclusive to individuals from various backgrounds, allowing them to enjoy the Betawi culinary experience without financial burden. Then the location strategy influences interest in visiting Betawi Babeh Sadeli Restaurant. The advantage of a strategic location lies in easy access for customers and wider market reach. Being in the city center or busy area provides advantages in attracting customer attention, as well as providing convenient access both by private vehicle and public transportation, increasing customer interest and loyalty.

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