

# THE INFLUENCE OF DISTRIBUTION CHANNELS, PRODUCT AVAILABILITY, AND PRICE ON PURCHASING DECISIONS AT THE APONG CRICKET FARMING BUSINESS IN TEBING TINGGI CITY

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## Abstract

Increasingly intense business competition requires entrepreneurs to thoroughly understand the factors that drive consumers to make purchasing decisions. This study aimed to determine the extent to which distribution channels, product availability, and price influence consumer purchasing decisions at the Apong Cricket Farming Business in Tebing Tinggi City. A total of 96 respondents were involved in this research through an incidental sampling technique, with data collected via questionnaires and analyzed using multiple linear regression on SPSS version 25. In terms of individual influence, distribution channels and price proved to be significant, with significance values of 0.002 and 0.000, respectively, whereas product availability did not show a significant effect, with a value of 0.378. When tested simultaneously, the three variables collectively proved to significantly influence purchasing decisions, yielding a calculated F-value of 26.277 and a significance level of 0.000. Furthermore, the Adjusted R Square value of 0.444 implies that 44.4% of the variance in purchasing decisions can be explained by the three variables in this model. These results indicate that price stability and distribution effectiveness are the two main factors that micro-agribusiness entrepreneurs must consider when designing well-targeted marketing strategies.

**Keywords:** *Distribution Channels, Product Availability, Price, Purchasing Decisions*

## INTRODUCTION

Cricket farming in Indonesia, particularly in Tebing Tinggi City, North Sumatra Province, increasingly shows potential as a prospective alternative form of agribusiness. With a relatively short production cycle of around 25–30 days per harvest period, combined with market demand for poultry, fish, and reptile feed, as well as an alternative protein source, this business offers promising economic opportunities. One of the entrepreneurs operating in this sector is the Apong Cricket Farming Business, established in 2015 and located in Brohol, Jl. Sungai Mati, Tebing Tinggi City. This business manages cricket production with a capacity tailored to market needs. The selection of cricket farming as a business venture is based on considerations of its fast production cycle, relatively easy maintenance, and supportive market opportunities. In its operations, Jaspong crickets are marketed both directly to consumers and through intermediaries, and the business has established a loyal customer base. Nevertheless, business success is determined not only by production capacity but also by the entrepreneur's ability to drive consumer purchasing decisions. A purchasing decision is the final stage in the consumer behavior process, reflecting the result of evaluating various alternatives before a consumer chooses to buy a product (Kotler & Keller, 2016). In the context of agribusiness, purchasing decisions hold a strategic role because they are directly linked to sales volume, business cash flow, and long-term business sustainability. The level of purchasing decisions will be reflected in the stability of the sales volume achieved by the business owner. If purchasing decisions consistently decline, it serves as an indication of underlying issues within the marketing strategies implemented. This phenomenon can be observed from the sales data of the Apong Cricket Farming Business in Tebing Tinggi City over the last four years, as follows:

**Table 1. Sales Data of Apong Cricket Cultivation in Tebing Tinggi City.**

Number	Year	Total sales (kg)
1.	2022	3.200
2.	2023	2.350
3.	2024	2.150
4.	2025	1.720

Based on Table 1, there is a gradual and consistent decline in sales from 2022 to 2025. The decrease from 3,200 kg to 1,720 kg indicates a weakening in consumer purchasing decisions regarding cricket products. This condition underscores the necessity of analyzing the factors that influence these purchasing decisions. Purchasing decisions themselves are influenced by elements of the marketing mix, particularly distribution channels, product availability, and price (Kotler & Armstrong, 2018). Distribution channels play a vital role in ensuring that products are accessible to consumers in a timely and effortless manner, thereby influencing purchasing decisions. Effective distribution enhances ease of access and the accuracy of product delivery, whereas suboptimal distribution can cause delays and reduce purchasing interest. According to (Kotler & Armstrong, 2018), a distribution channel is a set of interdependent organizations involved in the process of making a product available for use or consumption by the end consumer.

At the Apong Cricket Farming Business in Tebing Tinggi City, although two distribution pathways have been utilized—namely direct sales and through agents—the product distribution system is not yet fully optimal. The issue faced by Apong Cricket Farming in Tebing Tinggi City primarily relates to how easily consumers can obtain the product. Despite the presence of several cricket farmers, consumers still feel that the product is not readily available when needed. Furthermore, the product is not yet available through diverse purchasing methods, leaving consumers with limited options. This indicates that distribution channels still need improvement to make the product more accessible to consumers. This condition is further substantiated by the pre-survey results conducted among 30 respondents, as follows:

**Table 2. Pre-survey of Distribution Channels for Apong Cricket Farming in Tebing Tinggi**

No.	Question / Statement	Agree	Percentage (%)	Disagree	Percentage (%)
1.	I feel that cricket products are easy to obtain	14	46,7	16	53,3
2.	There are many cricket farmers in Tebing Tinggi City	10	33,3	20	66,7
3.	Products can be obtained through more than one purchasing method	12	40	18	60
	<b>Average amount</b>	<b>12</b>	<b>40</b>	<b>18</b>	<b>60</b>

Based on the pre-survey from the table above, it can be concluded that, on average, consumers disagree, indicating that there are issues with the distribution channels at the Apong Cricket Farming Business. This condition has the potential to lower purchasing decisions because consumers strongly consider supply certainty. Therefore, improving the effectiveness of distribution channels is critical to maintaining repeat purchases. In addition to distribution channels, product availability is another factor that plays a vital role in influencing consumer purchasing decisions. Product availability relates to the entrepreneur's ability to manage inventory so that products are always accessible when needed. Products that frequently experience stockouts can cause inconvenience and reduce consumer trust in the seller. According to (Kotler & Keller, 2016), one of the primary functions of a marketing system is to ensure that products are available in the right quantity, at the right time, and in the right place. Consistent availability enhances customer satisfaction and encourages repeat purchases. Conversely, instability in inventory can become a major obstacle in the buying process. The phenomenon occurring at the Apong Cricket Farming Business in Tebing Tinggi City shows that product availability is not yet fully stable. Stockouts frequently occur in fulfilling consumer demand, and limited inventory results in some demands being unmet, leading to uncertain stock availability. Several consumers have complained that the product is not always available when needed and that they have experienced stockout conditions. This can be observed from the following pre-survey results:

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**Table 3. Pre-Survey of Product Availability for Apong Cricket Farming in Tebing Tinggi**

No.	Question / Statement	Agree	Percentage (%)	Disagree	Percentage (%)
1.	Cricket products are always available when I need them	14	46,7	16	53,3
2.	Cricket stock is always available when I want to make a purchase	12	40	18	60
3.	The quantity of available products is sufficient to meet my needs	14	46,7	16	53,3
	<b>Average amount</b>	<b>13,3</b>	<b>44,5</b>	<b>16,7</b>	<b>55,5</b>

Based on the pre-survey table, the majority of respondents have experienced stockouts and stated that the product is not always available when needed. This condition indicates that inventory management is not yet optimal. Uncertainty in product availability can influence purchasing decisions because consumers tend to choose sellers who can provide products consistently. If stock is not guaranteed, purchasing opportunities may decline, causing consumers to switch to other suppliers. Therefore, more planned inventory management is crucial to maintaining purchasing decisions at the Apong Cricket Farming Business in Tebing Tinggi City. In addition to distribution channels and product availability, price is another factor that influences consumer purchasing decisions. According to (Tjiptono, 2015), price is the value that consumers must sacrifice to obtain the benefits of a product or service. Within the marketing mix, price holds a unique role as it is the only element that directly generates revenue for the company. Consequently, setting prices that align with consumers' purchasing power and perception of value becomes a vital factor in driving purchasing decisions. At the Apong Cricket Farming Business, price remains a primary consideration for consumers. Fairly frequent price changes create a perception of instability and uncertainty, leading some consumers to feel that the pricing does not entirely meet their expectations. This condition demonstrates that the pricing aspect has the potential to influence consumer purchasing decisions. This situation is further substantiated by the following pre-survey results:

**Table 4. Pre-Price Survey on Apong Cricket Farming in Tebing Tinggi**

No.	Pertanyaan	Agree	Percentage (%)	Disagree	Percentage (%)
1.	In my opinion, the price of crickets is affordable	10	33,3	20	66,7
2.	The price of Apong crickets matches the quality I receive	14	46,7	16	53,3
3.	The price of crickets changes frequently	12	40	18	60
	<b>Average amount</b>	<b>12</b>	<b>40</b>	<b>18</b>	<b>60</b>

Based on the table, the average respondent stated that prices change frequently. This condition indicates instability that can affect cost predictability for consumers. Price fluctuations have the potential to drive consumers to delay purchases or switch to other suppliers who offer more consistency. Therefore, setting stable and competitive prices is critical to maintaining purchasing decisions in the cricket farming business in Tebing Tinggi City. Research conducted by (Nazmi, 2021) shows that distribution channels have a positive and significant effect on purchasing decisions. Furthermore, a study by (M. Ajis Susilo et al., 2022) concluded that distribution channels and price simultaneously exert a significant influence on purchasing decisions. Meanwhile, research by (Mawarni et al., 2024) indicates that price and product availability have a positive and significant impact on purchasing decisions. These findings are further reinforced by (Kambali & Syarifah, 2020), who state that price has a significant influence on purchasing decisions.

Several previous studies show varying results regarding the factors that most influence purchasing decisions. Additionally, the vast majority of these studies were conducted within the retail, e-commerce, and manufacturing sectors. Research that simultaneously examines the effects of distribution channels, product availability, and price on micro-agribusiness ventures—specifically the Apong Cricket Farming Business in Tebing Tinggi City—remains highly limited. This situation highlights a research gap, necessitating a re-examination of these three variables within the context of the local agribusiness market. Based on the background and the research gap described above, this study aims to analyze **“The Influence of Distribution Channels, Product Availability, and Price on Purchasing Decisions (A Case Study on Consumers of the Apong Cricket Farming Business in Tebing Tinggi City).”**

## **LITERATURE REVIEW**

### **1. Purchasing Decisions**

A purchasing decision is the final stage in the consumer behavior process. (Kotler & Keller, 2016) state that purchasing decisions are the result of alternative evaluations influenced by various marketing stimuli. (Nazmi, 2021) shows that marketing variables, such as distribution, influence purchasing decisions. (Friedndy & Wasiman, 2025) also prove that marketing factors significantly affect purchasing decisions. These findings reinforce that purchasing decisions are influenced by the marketing strategies implemented by a company. In this study, purchasing decisions are measured through several indicators as follows (Kotler & Keller, 2016):

1. Need recognition
2. Information search
3. Consideration of alternatives
4. Post-purchase behavior

### **2. Distribution Channels**

(Kotler & Armstrong, 2018) explain that a distribution channel is a network of organizations working together to deliver a product from the producer to the end consumer. The design of a distribution channel includes selecting the channel length, the number of intermediaries, and the breadth of distribution coverage, all of which affect the effectiveness of product delivery to the market. Empirically, (Nazmi, 2021) proves that distribution channels have a positive and significant effect on purchasing decisions. Ease of access and timely distribution encourage consumers to make purchases. (Pendong et al., 2022) also found that distribution exerts a significant influence on purchasing decisions within the food industry. These findings indicate that efficient distribution can facilitate consumer access and minimize obstacles in the purchasing process. According to (Kotler & Armstrong, 2018), the distribution channel process can be measured through the following indicators:

1. Ease of access
2. Timeliness of delivery
3. Distribution coverage
4. Product delivery efficiency

### **3. Product Availability**

According to (Assauri, 2018), within the marketing and distribution system, a company must be capable of providing products at the right time, in the right place, and in the correct quantity to ensure that market demand can be met effectively. Therefore, product availability reflects the fluidity of the distribution system as well as inventory management in supporting marketing activities. Empirically, (Mawarni et al., 2024) found that product availability has a significant effect on purchasing decisions, particularly within the staple goods retail sector. This finding is reinforced by (Friedndy & Wasiman, 2025), who state that inventory stability can enhance consumer trust and encourage repeat purchases. This demonstrates that consistently maintained product availability can provide supply certainty, thereby strengthening consumer purchasing decisions. According to (Nasution et al., 2025), the indicators in the product availability process consist of the following stages:

1. Consistent stock availability
2. Absence of stockouts
3. Speed of demand fulfillment

### **4. Price**

According to (Tjiptono, 2015), price is the value that consumers must sacrifice to obtain the benefits of a product or service, serving as an essential factor that influences perceived value and purchasing decisions. (Kambali & Syarifah, 2020) found that price significantly affects purchasing decisions in the fashion retail sector, where price affordability increases consumers' propensity to buy. Research by (Pendong et al., 2022) also indicates that price is the dominant variable influencing purchasing decisions compared to the distribution variable. These findings show that a competitive price that aligns with product quality will increase the probability of a purchase. According to (Kotler & Armstrong, 2014), price can be identified through several indicators as follows:

1. Price affordability
2. Price alignment with quality
3. Price competitiveness
4. Price alignment with product benefits

## **METHOD**

This study applies a quantitative approach based on the positivism paradigm, which emphasizes hypothesis testing through measurable and objective variable operationalization, analyzed using statistical techniques. Quantitative research aims to examine relationships between variables within a specific population or sample using structured research instruments, thereby generating findings obtained through quantification procedures and statistical analysis (Sugiyono, 2015). This research is designed to analyze the influence of Distribution Channels (X1), Product Availability (X2), and Price (X3) on Purchasing Decisions (Y). Data processing and analysis were conducted using Statistical Product and Service Solutions (SPSS) software version 25. The data analysis techniques employed include instrument testing (validity and reliability tests), classical assumption testing (normality, multicollinearity, and heteroscedasticity tests), multiple linear regression analysis, partial (t-test) and simultaneous (F-test) hypothesis testing, and the coefficient of determination analysis ( $R^2$ ) to determine the magnitude of the independent variables' contribution to the dependent variable. The population in this study comprises all consumers who have made a purchase at the research site. A population is a generalization area consisting of objects or subjects that possess specific characteristics defined by the researcher to be studied and subsequently drawn into conclusions (Sugiyono, 2015). In this study, the exact population size is unknown because detailed data regarding the total number of consumers is unavailable. Since the population is unknown (an infinite population), the sample size was determined using the Cochran formula as follows:

$$\text{Where : } n = \frac{z^2 pq}{e^2}$$

- n = The required sample size
- $Z^2$  = The standard score for the desired confidence level (95%)
- p = The probability of success (50%)
- q = The probability of failure (50%)
- MoE = Margin of Error or the maximum tolerable error level

The confidence level used in this study is 95%, where the Z-value is 1.96 and the maximum error level is 10%. The sample size for this research is calculated as follows:

$$n = \frac{1,96^2(0,5)(0,5)}{0,1^2} = 96,04$$

Based on the calculation, a value of 96.04 was obtained, which was then rounded to a sample size of 96 respondents. The sampling technique employed in this study was incidental sampling, which is a sample determination method based on chance, where any respondent accidentally encountered by the researcher can be utilized as a sample (Sugiyono, 2015).

## **RESULTS AND DISCUSSION**

### **Instrument Testing**

The measurement tool in a study is commonly referred to as a research instrument. According to (Sugiyono, 2015), a research instrument is a tool used to measure observed natural or social phenomena. Instrument testing is conducted using two types of analyses: validity and reliability tests.

#### **a. Validity Test**

This test was conducted on 30 respondents, resulting in a degree of freedom (df) of  $30 - 3 = 27$ . With a significance level ( $\alpha$ ) of 5%, the obtained r-table value is 0.367 (Ghozali, 2016). Furthermore, the calculated r-value will be compared against the r-table value, as shown in Table 5 below:

Table 5. Validity Test Results

Purchasing Decisions			
Statement	r <sub>value</sub>	r <sub>table</sub>	Status
1	0,687	0,367	valid
2	0,740	0,367	valid
3	0,707	0,367	valid
4	0,740	0,367	valid
Distribution Channels (X1)			
Statement	r <sub>value</sub>	r <sub>table</sub>	Status
1	0,543	0,367	valid
2	0,744	0,367	valid
3	0,774	0,367	valid
4	0,804	0,367	valid
Produk Availability(X2)			
Statement	r <sub>value</sub>	r <sub>table</sub>	Status
1	0,611	0,367	valid
2	0,549	0,367	valid
3	0,620	0,367	valid
Price (X3)			
Statement	r <sub>value</sub>	r <sub>table</sub>	Status
1	0,664	0,367	valid
2	0,657	0,367	valid
3	0,704	0,367	valid
4	0,729	0,367	valid

Based on Table 4, all statement items for the variables of purchasing decisions, distribution channels, product availability, and price show calculated r-values that exceed the r-table value of 0.367. Therefore, it can be concluded that all statement items for each variable are declared valid.

### b. Reliability Test

Reliability testing aims to assess the questionnaire's ability to produce consistent and unchanging responses, even when administered under identical situations and conditions. A questionnaire is considered to have met the reliability requirements if the resulting Cronbach's Alpha value is greater than 0.6.

Table 6. Reliability Test Results

Variable	Cronbach Alpha	Konstanta	Reliabilitas
Purchasing Decisions (Y)	0,777	0,6	Reliable
Distribution Channels (X1)	0,787	0,6	Reliable
Product Availability (X2)	0,679	0,6	Reliable
Price (X3)	0,772	0,6	Reliable

Based on the reliability test using the Cronbach's Alpha method, all variables in this study are declared reliable. This is proven by the obtained Cronbach's Alpha values that exceed the minimum threshold of 0.6. Consequently, the questionnaire instrument used in this research has proven to meet the reliability requirements and is highly suitable for use as a data collection tool.

**Classical Assumption Testing**

**a. Normality Test**

**Table 7. One Sample Kolmogorov Smirnov Test**

		Unstandardized Residual	
N		96	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	2.08653842	
Most Extreme Differences	Absolute	.069	
	Positive	.069	
	Negative	-.060	
Test Statistic		.069	
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.750 <sup>e</sup>	
	99% Confidence Interval	Lower Bound	.636
		Upper Bound	.864

- a. Test distribution is Normal.
  - b. Calculated from data.
  - c. Lilliefors Significance Correction.
  - d. This is a lower bound of the true significance.
  - e. Based on 96 sampled tables with starting seed 2000000.
- Source: Processed Data 2026

**b. Multicollinearity Test**

The multicollinearity test was conducted by examining the tolerance and Variance Inflation Factor (VIF) values using SPSS version 25.0 for Windows, with the results presented in Table 8 below:

**Table 8. Multicollinearity Test Results**

Model	Coefficients <sup>a</sup>	
	Tolerance	VIF
1 (Constant)		
Distribution Channels	.587	1.705
Product Availability	.771	1.296
Price	.592	1.688

- a. Dependent Variable: Purchasing Decisions
- Source: Processed Data 2026

Based on Table 4.12, it is known that the tolerance value for the Distribution Channels variable is 0.587, Product Availability is 0.771, and Price is 0.592, all of which exceed the minimum threshold of 0.10. Furthermore, the VIF value for the Distribution Channels variable is 1.705, Product Availability is 1.296, and Price is 1.688, all of which are below the maximum threshold of 10. Consequently, it can be concluded that all independent variables in this study have met the requirement of being free from multicollinearity, indicating that there is no correlation effect among the independent variables within the regression model.

**c. Heteroskedasticity Test**

The heteroskedasticity test in this study aims to ensure that the variance of the residuals from one observation to another in the regression model remains constant (homoskedastic). If the variance of the residuals is not constant, the regression model indicates the presence of heteroskedasticity. Conversely, a good regression model is one that is

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free from such symptoms, exhibiting homoskedasticity. To verify this, this study utilizes the Glejser Test as a detection tool, whereby if the independent variables are statistically significant in influencing the absolute residual of the dependent variable, it indicates the occurrence of heteroskedasticity. The data processing results using SPSS 25.0 yield the outcomes presented in the following table:

**Table 9. Glacier Test**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.857	.655		2.834	.006
Distribution Channels	-.015	.053	-.038	-.281	.779
Product Availability	-.015	.071	-.025	-.210	.834
Price	.017	.052	.045	.331	.742

a. Dependent Variable: ABS\_RES

Source: Processed Data 2026

Based on Table 5, the significance value for the Distribution Channels variable is 0.779, Product Availability is 0.834, and Price is 0.742. Since all of these significance values exceed the threshold of 0.05, it can be concluded that the regression model in this study is free from heteroskedasticity symptoms.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis in this study aims to determine the magnitude of the influence of Distribution Channels, Product Availability, and Price on Purchasing Decisions at the Apong Cricket Farming Business in Tebing Tinggi City. Data processing and analysis were conducted using SPSS software version 25.0 for Windows, with the results presented in Table 10 below:

**Table 10. Multiple Linear Regression Results**

Model	Coefficients <sup>a</sup>			
	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1 (Constant)	1.320	1.158		
Distribution Channels	.297	.094		.317
Product Availability	.111	.126		.077
Price	.364	.092		.394

a. Dependent Variable: Purchasing Decisions

Source: Processed Data 2026

Based on these results, the multiple linear regression equation has the following formulation:  $Y = a + b_1X_1 + b_2X_2 + \epsilon$ , so that the equation is obtained:  $Y = 1,320 + 0,297 X_1 + 0,111 X_2 + 0,364 X_3$ .

The description of the multiple linear regression equation above is as follows:

- a. The constant value (a) of 1.320 represents the value of the purchasing decision variable when the distribution channels, product availability, and price variables are equal to zero.
- b. The regression coefficient value for the Distribution Channels variable is 0.297, indicating that the Distribution Channels variable contributes positively to Purchasing Decisions, assuming that the Product Availability and Price variables remain constant. This implies that for every 1-unit increase in Distribution Channels, Purchasing Decisions are predicted to increase by 0.297 units, ceteris paribus (assuming that the Product Availability and Price variables remain constant).
- c. The regression coefficient value for the Product Availability variable is 0.111, indicating that the Product Availability variable contributes positively to Purchasing Decisions, assuming that the Distribution Channels and Price variables remain constant. This implies that for every 1-unit increase in Product Availability, Purchasing Decisions are predicted to increase by 0.111 units, ceteris paribus (assuming that the Distribution Channels and Price variables remain constant).
- d. The regression coefficient value for the Price variable is 0.364, indicating that the Price variable contributes positively to Purchasing Decisions, assuming that the Distribution Channels and Product Availability variables

remain constant. This implies that for every 1-unit increase in Price, Purchasing Decisions are predicted to increase by 0.364 units, *ceteris paribus* (assuming that the Distribution Channels and Product Availability variables remain constant).

**Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination is used to determine the magnitude of the independent variables' contribution to the dependent variable. The reference value used in this test is the Adjusted R Square value, considering that this value is more stable and not easily influenced by the addition of independent variables into the regression model. The complete calculation results of the coefficient of determination can be seen in Table 11 below:

**Table 11. Coefficient of Determination Model Summary**

Model	R	R Square	Adjusted R Square
1	.679 <sup>a</sup>	.461	.444

a. Predictors: (Constant), Price, Product Availability , Distribution Channels

b. Dependent Variable: Purchasing Decisions

Source: *Processed Data 2026*

Based on Table 7, it can be determined that the Adjusted R Square value is 0.444 or 44.4%. This indicates that the variables X1, X2, and X3 can explain the Y variable by 44.4%, while the remaining 55.6% (100% - 44.4%) is explained by other variables outside this research model.

**Hypothesis Testing**

**t-Test (Partial)**

The statistical t-test, also known as the partial significance test, is used in this study to determine the extent to which each independent variable—specifically Distribution Channels, Product Availability, and Price—individually influences the Purchasing Decisions dependent variable. The results of the partial hypothesis testing for each independent variable can be seen in Table 12 below:

**Table 12. Partial Test (t) Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.320	1.158		1.140	.257
Distribution Channels	.297	.094	.317	3.170	.002
Product Availability	.111	.126	.077	.886	.378
Price	.364	.092	.394	3.962	.000

**a. The Influence of Distribution Channels on Purchasing Decisions**

Based on Table 8, the calculated t-value for the Distribution Channels variable is 3.170. With a significance level of  $\alpha = 5\%$  and a degree of freedom (df) of  $n - k = 96 - 4 = 92$ , the t-table value is 1.986. Referring to these results, it is clear that the calculated t-value of 3.170 is greater than the t-table value of 1.986 ( $3.170 > 1.986$ ), which is further supported by a significance value of  $0.002 < 0.05$ . Therefore, it can be concluded that the first hypothesis is accepted, meaning that the Distribution Channels variable has a positive and significant effect on Purchasing Decisions.

**b. The Influence of Product Availability on Purchasing Decisions**

Based on Table 8, the calculated t-value for the Product Availability variable is 0.886. With a significance level of  $\alpha = 5\%$  and a degree of freedom (df) of  $n - k = 96 - 4 = 92$ , the t-table value is 1.986. Referring to these results, it is clear that the calculated t-value of 0.886 is less than the t-table value of 1.986 ( $0.886 < 1.986$ ), which is further supported by a significance value of  $0.378 > 0.05$ . Therefore, it can be concluded that the second hypothesis is rejected, meaning that the Product Availability variable does not have a significant effect on Purchasing Decisions.

**c. The Influence of Price on Purchasing Decisions**

Based on Table 8, the calculated t-value for the Price variable is 3.962. With a significance level of  $\alpha = 5\%$  and a degree of freedom (df) of  $n - k = 96 - 4 = 92$ , the t-table value is 1.986. Referring to these results, it is clear that the calculated t-value of 3.962 is greater than the t-table value of 1.986 ( $3.962 > 1.986$ ), which is further supported by a

significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that the third hypothesis is accepted, meaning that the Price variable has a positive and significant effect on Purchasing Decisions.

**F-Test (Simultaneous)**

The F-test in this study is used to determine whether the variables of Distribution Channels, Product Availability, and Price collectively or simultaneously exert a significant influence on the Purchasing Decisions dependent variable. The results of this simultaneous testing can be seen in Table 13 below:

**Table 13. Simultaneous Test Results (F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	354.394	3	118.131	26.277	.000 <sup>b</sup>
	Residual	413.596	92	4.496		
	Total	767.990	95			

a. Dependent Variable: Purchasing Decisions

Source: Processed Data 2026

Based on Table 13, the calculated F-value is 26.277. With a significance level of  $\alpha = 5\%$ , a numerator degree of freedom ( $Df1 = k = 3$ ) and a denominator degree of freedom ( $Df2 = n-k-1 = 96-3-1 = 92$ ), the F-table value is 2.70. Referring to these results, the calculated F-value of 26.277 is greater than the F-table value of 2.70 ( $26.277 > 2.70$ ), which is further supported by a significance value of  $0.000 < 0.05$ . Therefore, it can be concluded that the fourth hypothesis is accepted, meaning that the variables of Distribution Channels, Product Availability, and Price collectively or simultaneously have a positive and significant effect on Purchasing Decisions.

**Discussion**

**1. The Influence of Distribution Channels on Purchasing Decisions**

The first hypothesis testing yields a calculated t-value of 3.170 with a significance value of 0.002, which is less than 0.05; thus, the first hypothesis is accepted. This finding proves that distribution channels have a positive and significant effect on consumer purchasing decisions at the Apong Cricket Farming Business in Tebing Tinggi City. The ease with which consumers can obtain products, delivery timeliness, and extensive distribution coverage serve as vital considerations that drive consumers to make purchasing decisions. When product accessibility increases, consumers do not need to exert extra effort, thereby increasing their propensity to buy. This aligns with the theory proposed by (Kotler & Armstrong, 2018), which states that a well-designed distribution channel efficiently facilitates the smooth flow of products from producers to end consumers. This finding is also consistent with research by (Nazmi, 2021), which proves that distribution channels exert a positive and significant influence on consumer purchasing decisions.

**2. The Influence of Product Availability on Purchasing Decisions**

The second hypothesis testing results show a calculated t-value of 0.886 with a significance value of 0.378, which exceeds the 0.05 threshold; thus, the second hypothesis is rejected. This demonstrates that product availability does not have a partially significant effect on consumer purchasing decisions at the Apong Cricket Farming Business in Tebing Tinggi City. This condition may occur because the majority of consumers, who are poultry and fish farmers, likely have alternative suppliers, so occasional stockouts do not necessarily halt their purchasing decisions. In the context of micro-agribusiness, consumers prioritize price affordability and ease of distribution as the primary bases for their purchasing decisions over stock availability alone. Nonetheless, the regression coefficient remains positive at 0.111, indicating that more optimal and consistent product availability management still has the potential to strengthen consumer purchasing decisions in the future.

**3. The Influence of Price on Purchasing Decisions**

In the third hypothesis testing, a calculated t-value of 3.962 was obtained with a significance value of 0.000, which is well below 0.05; thus, the third hypothesis is accepted. This result confirms that price is the most dominant variable in this study, as reflected by its highest calculated t-value and the largest regression coefficient among the three variables, which stands at 0.364. Setting prices that are competitive, stable, and aligned with product quality is proven to enhance consumer value perception, thereby driving purchasing decisions. Consumers who perceive the price as commensurate with the benefits received will develop the confidence to continue purchasing; conversely,

excessively frequent price fluctuations drive consumers to switch to other suppliers who offer more consistency. This finding aligns with the theory by (Tjiptono, 2015), which states that pricing that matches consumers' purchasing power and value perception is a key factor in driving purchasing decisions. It is further reinforced by research from (Kambali & Syarifah, 2020), which proves the significant influence of price on purchasing decisions.

#### **4. The Simultaneous Influence of Distribution Channels, Product Availability, and Price on Purchasing Decisions**

Based on the F-test results, a calculated F-value of 26.277 was obtained with a significance value of 0.000 ( $< 0.05$ ); thus, the fourth hypothesis is accepted. This indicates that the three variables—Distribution Channels, Product Availability, and Price—are collectively proven capable of driving consumer purchasing decisions at the Apong Cricket Farming Business in Tebing Tinggi City. Interestingly, although Product Availability does not exert a meaningful influence individually, its contribution remains significant when working in tandem with the other two variables. This demonstrates that a consumer's decision to buy is not determined by a single factor alone but is instead the result of a combination of various considerations acting simultaneously. The Adjusted R Square value of 0.444 implies that 44.4% of the variance in Purchasing Decisions can be explained by the three variables in this model, while the remaining 55.6% is influenced by other variables not investigated in this study.

#### **CONCLUSION**

From the results of the tests conducted, it is found that Distribution Channels and Price have a positive and significant effect on Purchasing Decisions. This implies that when products become easier to obtain and the prices offered are more stable, consumers will become increasingly interested in making a purchase. Meanwhile, Product Availability does not exert a partially significant influence, indicating that consumers do not place a high priority on product stock because they care more about price affordability and ease of product acquisition. However, when these three variables are assessed simultaneously, they are collectively proven to have a significant effect on Purchasing Decisions with a contribution of 44.4%, while the remaining 55.6% is influenced by other factors not investigated in this study.

Based on the research findings above, several recommendations can be provided. First, business owners should continuously optimize their existing social media channels and consider expanding their marketing reach through other platforms, such as Instagram or marketplaces, so that the products can be recognized by more potential consumers outside Tebing Tinggi City. Second, although product availability is not proven to be statistically significant, business owners still need to maintain stock levels to avoid frequent stockouts, as this can lead to consumer dissatisfaction and drive them to other sellers. Third, prices must be kept stable and should not change frequently, given that consumers are highly sensitive to price fluctuations and tend to look for alternative suppliers if the pricing is perceived as uncertain.

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