

**IMPACT OF PRODUCTS AND SERVICES ON BUY DECISIONS
(Studi D'royal Mart Di Batuphat Timur, Muara Satu Lhokseumawe)*****DAMPAK PRODUK DAN PELAYANAN TERHADAP KEPUTUSAN
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Abstrak

Penelitian ini menggunakan pendekatan kuantitatif yang bertujuan untuk mengetahui kelengkapan produk dan pelayanan memiliki pengaruh secara positif dan signifikan terhadap keputusan pembelian. Populasi dalam penelitian ini adalah seluruh pengunjung Toko D'royal Mart Di Batuphat Timur, Muara Satu Lhokseumawe dan penentuan sampel menggunakan skala likert dengan metode teknik Non Probability Sampling dengan Teknik Insidental Sampling. Insidental sampling. Adapun data yang diperoleh di analisis menggunakan analisis regresi berganda. Hasil penelitian asil menunjukkan dengan menggunakan uji-t diperoleh nilai t hitung sebesar 4.350 dengan p-value ($0,000 < 0,05$) yang berarti hipotesis 1 yang menyatakan terdapat pengaruh kelengkapan produk terhadap keputusan pembelian dapat diterima. Hasil uji-t diperoleh nilai thitung sebesar 2.905 dengan p-value ($0,000 < 0,05$) yang berarti hipotesis 2 yang menyatakan terdapat pengaruh pelayanan terhadap keputusan pembelian dapat diterima. Hasil uji simultan diperoleh dengan nilai p-value ($0,000 < 0,05$) yang berarti hipotesis 3 terdapat pengaruh antara kelengkapan produk dan pelayanan terhadap keputusan pembelian di D'royal Mart batuphat Timur, Muara Satu Lhokseumawe secara simultan dapat diterima. Dalam peneltian ini hasil analisis R squaer diperoleh 0.611, yang berarti presentase pengaruh kelengkapan produk dan pelayanan terhadap keputusan pembelian sebesar 61,1% dan sisanya sebesar 38,9% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata Kunci : Kelengkapan Produk, Pelayanan, Keputusan pembelian.

Abstract

This study uses a quantitative approach which aims to determine the completeness of products and services that have a positive and significant influence on purchasing decisions. The population in this study were all visitors to the D'royal Mart Store in East Batuphat, Muara Satu Lhokseumawe and determining the sample using a Likert scale with the accidental samling technique method. The data obtained was analyzed using multiple regression analysis. The results showed that using the t-test, the t-value was 4.350 with a p-value ($0.000 < 0.05$), which means that hypothesis 1 which states that there is an effect of product completeness on purchasing decisions can be accepted. The t-test results obtained a t-count value of 2.905 with a p-value



($0.000 < 0.05$) which means that hypothesis 2 which states that there is an effect of service on purchasing decisions can be accepted. The simultaneous test results obtained with a p-value ($0.000 < 0.05$) which means that hypothesis 3 there is an influence between product completeness and service on purchasing decisions at D'royal Mart Batuphat Timur, Muara Satu Lhokseumawe simultaneously can be accepted. In this study, the results of the R square analysis obtained 0.611, which means that the percentage of the influence of product completeness and service on purchasing decisions is 61.1% and the remaining 38.9% is influenced by other variables not examined.

Keywords: Product Completeness, Service, Purchasing decisions.

INTRODUCTION

Innovations in the trade, services, and industrial sectors are crucial to the global economy since it has the power to significantly alter people's lives. The retail industry in Indonesia has grown as a result of changes in the country's economic climate. The notion of one stop shopping, which satisfies all shopping demands in one location, has given rise to a large number of contemporary retail firms, particularly in Indonesia's major cities (Ma'ruf, 2005: 24).

Ma'ruf (2005:24) argues that globalization is also a major factor in creating demand or increasing demand for retail goods and services. Lifestyle is one aspect of people's lives that is influenced by this factor. Therefore, many large retailers observe the development of globalization, especially developments that affect people's lives.

A corporation needs to adopt good service and customer service in order to reach this goal and be successful in the competitive market. keep clients by cultivating a positive perception in their eyes, which will result in enduring loyalty. A business can accomplish this by making an effort to create and provide the items and services that customers desire. These activities are heavily reliant on the business or the characteristics of the goods, such as the pricing, the product, the general service, the location, and the purchasing behavior of the customer (Engel & Paul, 2001: 251).

It is difficult to pique customers' interest in going to businesses and completing purchases when they visit shopping centers for a variety of purposes, such as leisure, buying for necessities, or just to browse. It is imperative for businesses to devise an appropriate approach to draw in customers and facilitate transactions. According to Mulyani (2009), a solid approach to draw in customers should always take into account and maximize the potential of the company's numerous assets.

Literature Review

1. Product Completeness

According to (E. Sumolang et al, 2019) defining product completeness is a completeness that concerns the depth, decoration and quality of the products offered as well as the availability of these products at any time in the store. The indicators of product completeness are:



- a. Completeness of the variety of forms of goods offered
- b. Completeness of variations in the size of the goods offered
- c. The products offered are daily necessities
- d. The products offered are of high quality
- e. Availability of products sold
- f. Variety of brands available

2. Service

Services discovered that the 10 current dimensions can be distilled into five primary dimensions, according to Parasuraman and friends (in Tjiptono, 2001: 67):

- a. Material objects or concrete proof.
- b. Dependability or consistency.
- c. The ability to respond or be receptive.
- d. Clarity and assurance or guarantee.
- e. Compassion

3. Purchase Decision

Purchasing decisions are defined as "the growing ability to choose a good or service according to the stage or basis of their demands" (Kotler, P. and Armstrong, G. 2018). (Kotler, 2018) states that purchase decision indicators make use of three indicators, specifically:

- a. Stability of the item
- b. The practice of making purchases
- c. Making suggestions to other people

RESEARCH METHODS

One minimarket, D'royal Mart, located in Jl. Medan B. Aceh No.7, Batuphat Timur, Kec. Muara Satu, Lhokseumawe City, was the research location. East Batuphat, Kec. Muara Satu, Aceh No. 7, Lhokseumawe City. And I visited there to perform a preliminary survey, and the research's location is appropriate given the nature of the issue I brought up.

This study employed descriptive research as its quantitative research methodology. This study employed the survey method as its research methodology, using a questionnaire to gather data. Since quantitative research depends on gathering data in the form of numerical results from measurements, statistics are a key analytical tool in this study's analysis of potential solutions to issues. Descriptive research is the kind of study that this is. Research aimed in examining situations, states, or topics that have been discussed is known as descriptive research; the findings are reported as a research report.



Researchers used the incidental sampling technique in conjunction with non-probability sampling in this investigation. Anyone who has shopped at the D'royal Mart store and chances to encounter the researcher can be utilized as a sample provided it is determined that the individual who occurred to be located is eligible as a data source. This sampling approach is known as incidental sampling. Using an unknown population, researchers applied the Lemeshow formula (1997) to determine the research sample from the population. The following computation was used:

$$n = \frac{z^2 \cdot P \cdot (1 - P)}{d^2}$$

By not knowing the number of populations that visited the D'royal mart in the eastern calf, the bullet of one lhoseumawe, then obtained the sample number by calculating using the formula Lemeshow as follows:

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2} = \frac{0,9604}{0,01} = 96,77$$

The results of the sample calculation above, obtained sample size of 97 and applied to 100 respondents who have visited the D'royal Mart store.

THE RESULTS AND DISCUSSION

Of this research was conducted at the D'royalMart store located in Batuhat east JL. Medan B. Aceh, Uteun Kot, Kec. Muara Dua, Lhokseumawe City, Aceh 24353. This D'Royal Mart store is located in a crowded area of the public, located near the market, on the main road across the province. The existence of the D'royal Mart shop is a private-owned retail business. In the year 2022 exactly on In February, the owner decided to open his retail business to the general public. The purpose is to make it easier for the surrounding communities and other visitors to make purchases of their necessities at the D'royal Mart store. At the D'royalMart store in the east coast, the one lhoseumawe, still has a few things to pay close attention to in particular on the part of inadequate product supplies, and other product variations. Not only is the service in a retail store very much needed for the convenience of the consumer.

Descriptive Respondents

On the product supply is seen indicator that number 4 is the occurrence of a variety of choice of brands of products available in the store d'royal mart as a large part agree (59.13%) which on this indicator is the highest percentage rate. Not only that, in this quarter the highest percentage value on the number 9 with a value (66.96%). For variable y the maximum percentages level reaches (58.26%).

Double Linear Analysis

Before performing a simple linear regression analysis, first perform an instrumental test of validity and reliability. Based on the validity test, the entire instrument (question item/indicator) is declared valid so that it can be used as a research instrument. Based on the reliability test, the questionnaire used by each variable is stated reliable or reliable as a variable measure. In addition



to performing instrument testing, also performed classical assumption tests among others normality and heteroskedastisity tests. Based on the classic assumptions test concluded that the data is distributed normally and there is no heteroskedastisity.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.722	2.876		3.380	.001
	X ₁	.706	.162	.392	4.350	.000
	X ₂	.253	.087	.262	2.905	.004

a. Dependent Variable: Y
Sumber: Lampiran 5

The regression coefficient for X1 is 0.706 for X2 so that the regression equation is:

$Y = 9.722 + 0.706X_1 + 0.253X_2$ Regression equation can be explained as follows:

1. The constant is 9,722; that is, if the product (X) and the service (X2) are constant, then the purchase result (Y) is 9,722.
2. The variable regression factor for the products (X1) is 0,706; that means if the other independent variable is the value of the product and the product has an increase of 1%, then the purchasing result will be increased by 0.706.
3. The regression coefficient of the service variable (X2) is 0.253; that is, if the value of the other independent variables is fixed and the service is increased by 1%, then the purchase result (Y) will increase by 0.253.

T-Test

of the Effect of Product Accessories on Purchase Decisions

Table 4.6 displays the results of the regression analysis computation, which indicates that the sig.t is 0 and the thitung value is 4,350. Thus, in this investigation, the significance level (sig.t < alpha) (0,000 < 0,05). Then H1 said that it is permissible to suspect that the product's completeness had an impact on the decision to buy at Droyal Mart.

Service Impact on Purchase Decisions

Based on the calculation of the regression analysis results in Table 4.6 it can be found that the thitung value is 2,905 and the sig.t is 0.004. So, in this study t counts 2,905, with the seg.t < alpha (0,004 < 0,05). So the assertion that there is a presumed influence of the service on the purchase decision in Droyal Mart is acceptable.

The Effect of Product and Service Supply on Simultaneous Purchase Decisions

So, in this study, F calculates sig.F < alpha (0,000 < 0,05). Then H3 stated that the presumed influence of product and service availability on purchasing decisions in simultaneously is acceptable. Based on the results of the research, the range of products sold at D'royal mart, customers feel that the availability of a variety of brand choices will help the customer better, then they will have the variety of products required by the customer, have sufficient stock, as well as have a wide variety of product variations. In addition to providing a complete product, Swalayan D'royal Mart also always strives to provide the best service. By giving priority to hygiene and



hygiene, providing service as promised accurately and reliably, providing facilities that satisfy customers, being polite and friendly to customers, providing quick and accurate service, and always helping customers who come so that consumers will feel satisfied and decide to buy at Droyal Mart.

CONCLUSIONS AND ADVICE

The following conclusions can be made based on the analysis and discussion results:

1. The analysis's findings showed that $t_{hitung} < \alpha$ ($0,000 < 0,05$), indicating that hypothesis 1's claim that product completeness influences consumers' decisions to buy at D'royal Mart is plausible. This implies that the degree of purchasing decision is higher for products that are more comprehensively offered.
2. The analysis yielded the following results: $t_{hitung} < \alpha$ ($0,004 < 0,05$), indicating that hypothesis 2 is presumably valid and that the service had an impact on the decision to buy in D'royal Mart. This implies that the degree of decision-making over a purchase increases with the quality of the service.
3. According to the analysis's findings, $F_{hitung} < \alpha$ ($0,000 < 0,05$) indicates that hypothesis 3 purports to support the idea that product and service completeness influences consumers' decisions to buy at the concurrently acceptable Droyal Mart. This implies that the degree of buying decision-making increases with the quality and completeness of the offered goods and services.

If you look at the summary above, then you can give the following suggestions:

1. Research questionnaire results show that according to respondents, the products available in D'royal Mart are less varied. Therefore, should Droyal Mart strive to improve product variation especially on product availability in full both in brand, size and quality. For example, in the type of bread products are also available variations of products such as jelly in a variety of brand choices.
2. The results of this survey show that respondents feel that the individual attention given by Droyal Mart to its customers is less. Therefore, it is advisable that D'royal Mart be faster in providing services and resolving customer complaints, as well as providing a sense of security and also the vendors at DroyalMart should be more friendly in providing service by giving greetings when there are customers coming and thanking customers who have finished shopping, so that consumers feel satisfied and appreciated at the time of making a purchase.
3. For other researchers, opportunities are still open and it is recommended to choose more variables such as location variables and customer satisfaction variables so that research can expand and reveal more issues that can affect consumer purchasing decisions in purchasing the desired product or goods.



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