

Analysis of Completeness Products and Prices on the Decision of Buying ATK (Office Stationery) at UD. Pemancar Ilmu Store in Namlea City

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Abstract

This study aims to determine the effect of product completeness and price on purchasing decisions for office stationery at UD. Pemancar Ilmu Store in Namlea. This research is descriptive correlation research. The object of this research is consumers who represent personal and institutional / both government and private institutions who have been or have become customers and make purchases of stationery products at UD. Pemancar Ilmu Store in Namlea City. This research took place from April to May 2020. The type of data in this study was qualitative data and quantitative data. Data collection techniques in this study using observation and questionnaires. The data analysis in this study used multiple linear regression analysis. The results showed that there was a positive influence between product completeness on purchasing decisions, and there was a positive influence between product completeness on purchasing decisions at UD. Pemancar Ilmu Store in Namlea City. This shows that the availability of goods in a store including variations in brands, product sizes, types, and variations in the quality of products sold in a store will affect consumer purchasing decisions. The more complete a store, the more it meets the needs and desires of consumers.

Keywords: Effect, Price, Purchase Decision.

1. Introduction

The development of business has been growing very rapidly and is experiencing continuous progress. Every business actor in each business category is required to be sensitive to any changes that occur and place an orientation to customer wants and needs as the main goal (Kotler and Keller). In such intense competition, the company's success is largely determined by the company's accuracy in taking advantage of opportunities and identifying individual activities in obtaining and using goods or services included in the purchasing decision process. Many companies try to win the competition by taking advantage of existing business opportunities and trying to implement the right marketing strategy to dominate the market. One of the company's goals is to maintain the existence of its performance to achieve a certain growth rate.

The company will try to dominate the market share with various marketing strategies and services with the ultimate goal of obtaining maximum profit with optimal performance efficiency levels. In other words, marketing is one of the activities carried out by companies to maintain viability in increasingly fierce business competition and to develop their business. The tighter existing business competition, especially competition from similar companies, requires companies to move faster in terms of attracting consumers. So that companies that apply the concept of marketing need to pay attention to consumer behavior and the factors that influence their purchasing decisions in the marketing efforts of a product. This is because, in concept, one way to achieve company goals is to know what the needs and desires of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors (Kotler; Muharlisiani et al.; Juanamasta et al.).

Buyer decision making is influenced by the company's ability to attract buyers, and besides that, it is also influenced by factors outside the company. The purchasing decision-making process for everyone is the same, but the decision-making process will be colored by personality traits, age, income, and lifestyle. According to Schiffman and Kanuk (2008), in general, purchasing decisions are a selection of two or more alternative options. The act of choosing is further clarified by (Swastha and Handoko) as an act of decision making which includes decisions about the type and benefits of the product, decisions about the shape of the product, decisions about brands, decisions about the number of products, decisions about the seller and decisions about when to buy and how to pay. Based on these opinions, the term purchase decision can be interpreted as a part of consumer behavior that aims to determine the process of developing a decision in buying a good or service where individuals are directly involved in obtaining and using the goods or services offered. Therefore, the individual's best conclusion to make a purchase is formed based on his needs and wants. Companies must be able to market their products or services to consumers to survive and compete with other companies (Zimny and Zimny; Juanamasta et al.; Ely et al.; Umanailo et al.). According to Kotler & Armstrong (2007), product quality is a potential strategic weapon to beat competitors. So only the company with the best product quality will grow rapidly, and in the long run, the company will be more successful than other companies. A company to issue products that should be tailored to the needs and desires of consumers. The advantages of the product can be recognized by consumers and will give rise to brand awareness of the product.

Apart from price, other factors that consumers also consider in choosing a place to shop are the completeness of the products offered, the completeness here regarding the many types of products offered, various sizes, various brands, and the availability of products every day. The city of Namlea consists of people of various social classes, religions, educational backgrounds, occupations, and incomes. So that is facing the current conditions there will be a lot of answers which of course differ from one another depending on the need factor. In the conditions of the Covid 19 pandemic, agencies, offices and the private sector are still trying to buy their necessities of life even with a decrease in purchasing power. Consumers can't leave the market atmosphere because the market is a place for buying and selling goods, both basic needs and other complementary needs. With a market, consumers can buy or shop according to the goods needed. Namlea City is also one of the cities that has many stationery shops. In terms of location, Store Ilmu Store is in a strategic location, which is at the intersection of four roads, with clearly visible visibility and smooth traffic as well as easy access to the location of the Iqra Buru University campus. However, the Store Ilmu Store is also surrounded by stationery stores near the location, as well as many shops that are not far from the Store Ilmu Store.

The products sold at the Store Ilmu Store are complete and vary from office supplies to sports equipment and religious needs such as the Koran and Iqra. Besides, Pemancar Ilmu Store also provides a wide range of complementary products to the main products being sold. Pemancar Ilmu Store also always tries to fulfill product stock, so that it can immediately refill used products. Store Ilmu Store employees are polite and friendly in serving customers. Besides, Store Ilmu Store also provides facilities that provide convenience to customers such as representative parking facilities (Bitran and Mondschein; Tahir and Umanailo; Nuraini et al.). Store Ilmu Store also often provides discounts and prize promos to customers. Store Ilmu Store has provided the best service to its customers, but based on pre-observation and researcher's communication with the owner, Store Ilmu Store is still experiencing a decline in sales. Based on the above background, this research will analyze the completeness of products and prices on the decision of buying ATK (office stationery) At UD. Pemancar Ilmu Store in Namlea City.

2. Literature Review

Kotler (2002) states that a product is anything that can be offered to a market to meet a need or desire. Consumers will see a product based on the characteristics or traits, or product attributes of the product. Gilbert (2003: 113),

“The product is the totality of the offer which will normally include the services, store layout, merchandise. It will also include the company, and product brand name”, it can be concluded that the product is the whole of the offer that the company normally makes to consumers in providing services, the location of the store, and the name of the merchandise. Consumers will give a good impression to a store if the store can provide the goods needed and desired by consumers. Therefore, retailers must be responsive to the needs and desires of consumers (Kotler and Armstrong).

The factors considered by a store in choosing the products it sells are (Walters and White): Variety, the completeness of the product being sold can influence consumer considerations in choosing a store; Width or Breadth, the availability of complementary products from the main product being offered. For example, in a bakery, besides providing bread, it also provides various kinds of drinks; Depth is the type and type of characteristics of a product.; Consistency, products that are under consumer desires must be maintained by maintaining the completeness, quality, and price of the products being sold; Balance, closely related to efforts to adjust the type and variety of products.

The product completeness variable includes the diversity of goods sold in supermarkets and the availability of these goods in supermarkets (RAHARJANI). Indicators of product completeness, namely: Diversity of products sold; Variations of products sold; Availability of products being sold; Kinds of brands available

Product completeness is the activity of procuring goods under the store's business (food-based products, clothing, household goods, general products, etc., or a combination) to be provided in the store at the appropriate amount, time, and price. to achieve the target store or retail company (Soebagyo and Subagio). Products are purchased by consumers because they can fulfill certain needs or provide certain benefits, product characteristics do not only cover the physical aspects of the product (tangible features), but also non-physical aspects (intangible features) such as images and services that can be seen. In this case, the completeness of the product can be seen from the product categories available in a retail or self-service company, where marketers divide products based on their purchase and use processes, into consumer products and industrial products.

Price has a function as a measure of the value of an item, how to distinguish an item, and determine the number of goods to be produced and its distribution to consumers. The following are some common pricing functions: To become a reference in calculating the selling value of a good or service; To assist transaction activities, where the price that has been formed will facilitate the buying and selling process; Fixing the right price will benefit the seller or producer; Become one of the references for consumers in assessing the quality of a good or service; Helping consumers in making decisions related to product benefits and consumer purchasing power. Schiffman and Kanuk (2008) define a decision as a selection of two or more alternative options, in other words, choices must be available to someone when making a decision. Conversely, if the consumer has no alternative to choose and is forced to make certain purchases and certain actions, then the situation is not a decision. Purchasing decisions is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Peter and Olson, 2005). From these two definitions, it is concluded that a decision is an execution of selection when a person is faced with at least two choices involving aspects of cognition, attention, understanding, and the process of translating information.

As for the types of decision making, namely (Peter and Olson): 1. Extensive Decision Making; Extensive decision-making usually involves a large number of search behaviors required to identify choice alternatives and search for choice criteria that will be used to evaluate. Extensive decision-making also involves multiple-choice decisions and considerable cognitive and behavioral efforts. Kotler (2002) suggests that consumers engage in complex purchasing behavior when they are highly involved in purchasing and are aware of the large differences between brands. Complicated purchasing behavior occurs with expensive products, rarely purchased, risky, and highly self-expressing. 2. Limited Decision Making; Limited decision-making does not involve much information seeking (Kotler and Keller). In this case, there are fewer alternatives considered. Choices that involve limited decision making are usually carried out fairly quickly, with moderate levels of cognitive and behavioral effort (Peter and Olson). 3. Choice Routine Behavior; Routine choice behavior requires very little cognitive capacity or conscious control. The amount of effort used in problem-solving tends to decrease as a product becomes more familiar with and the more experienced a person is in making decisions. Consumers develop routine and automated decision-making processes gradually as they become more experienced with making purchasing decisions.

3. Method

This research is a descriptive correlational study. The research was conducted in the city of Namlea. The object of this research is consumers who represent personal and institutional / both government and private institutions who have been or have become customers and make purchases of stationery products at UD. Pemancar Ilmu Store in Namlea City. The research period is for one month, from April to May 2020. Sugiyono (2001) states that the sample is part or element of the population. The method used in sampling is Non-Probability Sampling, which is a sampling method that does not provide equal opportunity or opportunity for each element or member of the population to be selected as a sample because certain considerations become a requirement for consideration (Sugiyono). The sample in this study is that in this study, consumers who represent personal and institutional/both government and private agencies who have been or become customers and make purchases of stationery products at UD. Pemancar Ilmu Store in Namlea City.

According to Ferdinand (2006), Purposive Sampling is sampling based on certain considerations such as population characteristics or previously known characteristics. The criteria specified in this study are as follows: Age; Work; Organization / Institution; At least 3 times to make purchases at UD. Pemancar Ilmu Store; The sample in this study was 30 respondents. The types of data used in this study are: Quantitative data, namely data presented in numerical form, which is the answer in the form of numbers from the results of the distribution of returned questionnaires. Qualitative data, namely data that is not in the form of numbers but the form of information obtained and the literature used. The data collection techniques used in this study are as follows: Observation; In this observation, the researcher is directly involved and observes the marketing activities on the object being studied. Questionnaire; This questionnaire is intended to obtain primary data from people who are directly involved.

The data analysis method used in this research is quantitative. To analyze the effect of product completeness and price on purchasing decisions is to use multiple linear regression analysis. The analysis is used to determine how much influence more than one independent variable has on one dependent variable Ghozali (2007). With the following formula equation.

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

Information :

Y = Purchasing Decision Variable

a = constanta

b = coefficient of regression direction

X1 = Product Completeness Variable

X2 = Price variable

e = error

4. Results and Discussion

Descriptive analysis is used to describe the frequency distribution of the answers given by 100 respondents to the statements submitted in the research questionnaire. This analysis is used to describe the product completeness variable, price variable, and purchasing decision variable. Field data obtained from respondents in this study after being tabulated, the results and distribution of the answers to each variable will then be interpreted using the item scores in the variables as presented in table 1 and 2 as follows.

Table 1. Basic Interpretation of Item Scores in Research Variables

No	Score	Interpretation
1.	1,0 – 1,8	Very less
2.	1,8 – 2,6	Less
3.	2,6 – 3,4	Enough
4.	3,4 – 4,2	Good
5.	4,2 – 5,0	Very Good

Table 2. Frequency Distribution of Product Completeness Answers

No	Statement Items	Respondents' Answers										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	15	15	80	80	5	5	-	-	-	-	4,20
2	X1.2	36	36	64	64	-	-	-	-	-	-	4,36

3	X1.3	27	27	73	73	-	-	-	-	-	-	4,27
4	X1.4	9	9	28	28	49	49	12	12	2	2	3.30
Product Completeness Variable Value												4.03

Table 1 and 2 shows that respondents' answers in the table above for indicator X1.1, 15 respondents answered strongly agree, 80 answered agreed, 5 respondents, answered neutrally for the statement of stationery products sold at UD. Pemancar Ilmu Store is very complete. indicator X1.2, 36 respondents answered strongly agree, 64 answered agreed, for the statement of stationery products sold at UD. Pemancar Ilmu Stores vary widely. indicator X1.3, 27 respondents answered strongly agree, 73 answered agree, for the statement of the availability of similar ATK product stock at UD. Pemancar Ilmu Store. for indicator X1.4, 9 respondents answered strongly agree, 28 answered agree, 49 respondents answered neutral, 12 disagreed, 2 strongly disagreed with the statement. There are various choices of ATK product brands available at UD. Pemancar Ilmu Store. The average value of the X1 indicator is 4.03. It can be presented in table 3 as follows:

Table 3. Frequency Distribution of Price Answers

No	Statement Items	Respondents' Answers										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X2.1	15	15	57	57	28	28					3,87
2	X2.2	16	16	51	51	32	32	2	2			3,82
3	X2.3	16	16	46	46	33	33	5	5			3,73
Value of Price Variable												3,80

Table 3 indicates that respondents' answers in the table above for indicator X2.1, 15 respondents answered strongly agree with the affordable price statement, 57 respondents agreed, and 28 respondents stated neutrally. The average value of the X2.1 indicator is 3.87. On the X2.2 indicator, 16 respondents stated that they strongly agreed, 51 respondents stated that they agreed, 32 respondents stated Neutral and 2 respondents stated that they did not agree. The average value of the X2.2 indicator was 3.82. On indicator X3.3, 16 respondents stated that they strongly agreed, 46 respondents stated that they agreed, 33 respondents stated that they were neutral and 5 respondents stated that they did not agree. The average value of the X2.3 indicator is 3.73. Thus, the value of the interpreted variable price is 3.80 or it can be said to be good (3.40 - 4.20) as in table 4.

Table 4. Frequency Distribution of Answers to Purchase Decisions

No	Statement Items	Respondents' Answers										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	Y.1	16	16	50	50	30	30	4	4			3.78
2	Y.2	8	8	45	45	43	43	4	4			3.57
3	Y.3	13	13	48	48	33	33	6	6			3.68
Value of Purchasing Decision Variable												3.68

Table 4 shows that respondents' answers in the table above for the Y.1 indicator, 16 respondents answered strongly agree, 50 respondents stated that they agreed, and 30 respondents stated that they were neutral and 4 respondents stated that they did not agree. The average Y.1 indicator value is 3.78. On Y.2 indicator, 8 respondents stated that they strongly agreed, 45 respondents stated that they agreed, 43 respondents stated that they were neutral and 4 respondents stated that they did not agree. The average Y.2 indicator value is 3.57. On the Y.3 indicator, 13 respondents stated that they strongly agreed, 48 respondents stated that they agreed, 33 respondents stated Neutral and 6 respondents stated that they did not agree with the statement Y.3, namely I would recommend buying at the science store transmitter to others. The average Y.3 indicator value is 3.68. Thus, the value of the purchase decision variable is interpreted as 3.68 or it can be said to be good (3.40 - 4.20).

This study uses multiple linear regression analysis to prove the research hypothesis. This analysis will use input based on data obtained from the questionnaire. Statistical calculations in multiple linear regression analysis used in

this study are to use the help of the SPSS program. The results of data processing using SPSS in this study are shown in table 5 as follows:

Table 5. Results of Multiple Linear Regression Analysis

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,728	1,624		1,275	,247		
Product Completeness	,482	,116	,480	5,288	,001	,742	1,493
Price	,356	,116	,338	5,181	,021	,742	1,493
a. Dependent Variabel: Buying decision							

Table 5 shows the regression equation model that can be written from these results in the form of a standardized regression equation is as follows: $Y = 1.728 + 0.480 X1 + 0.338 X2 + e$

The regression equation can be explained as follows: from this equation, it can be seen that all independent variables (product completeness and price) have a positive effect on purchasing decisions. Based on the equation, it can be seen that the most influential independent variable is the product completeness variable with a coefficient of 0.480 and then followed by the price variable with a coefficient of 0.338.

The t-test results for product completeness (X1) show the t value of 5.288 with a significance level of 0.000. By using a significance limit of 0.05, obtained t table of 1.976. This means $t_{count} > t_{table}$, which means that H_0 is rejected and H_a is accepted. Therefore it can be concluded that there is a positive influence between product completeness on purchasing decisions at UD. Pemancar Ilmu Store in Namlea City

The results of this study are in line with previous research conducted by Novi Rizky Amanda Sagala (2017) which states that the product completeness variable has a positive and significant effect on consumer purchasing decisions at the Medan supermarket Metro. This proves the theory which states that the availability of goods in a supermarket includes variations in brands, product sizes, types, and variations in the quality of the products sold in a supermarket will affect consumer purchasing decisions. the more complete a supermarket, the more it meets the needs and desires of consumers.

The results of the t-test for Price (X2) obtained the t value of 5.181 with a significance level of 0.003. By using a significance limit of 0.05, obtained t table of 1.976. This means $t_{count} > t_{table}$, which means that H_0 is rejected and H_a is accepted. Therefore it can be concluded that there is a positive influence between price on purchasing decisions at UD. Transmitter Science Store in Namlea City. This means that in the hypothesis, H_1 is accepted and H_0 is rejected. The results of this study are in line with the research of Nurhasan Aripin (2015) which states that the price partially has a positive and significant effect on purchasing decisions.

5. Conclusion

Based on the above research results, it can be concluded that there is a positive influence between product completeness on purchasing decisions at UD. Pemancar Ilmu Store in Namlea City, so that the product completeness variable has a positive and significant effect on consumer purchasing decisions. Besides, there is a positive influence between price on purchasing decisions at UD. Pemancar Ilmu Store in Namlea City. Therefore, price partially has a positive and significant effect on purchasing decisions.

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