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Correlation Analysis Between Price and Product Completeness With Purchase Decision at Zami Mart

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Abstract

The purpose of this study was to determine the correlation between price and product completeness with purchasing decisions either partially or simultaneously at Zami Mart, Tangerang. The method used in this research is descriptive quantitative. While the data analysis techniques used in this study are simple linear regression analysis, multiple linear regression analysis, coefficient of determination analysis, and hypothesis testing (t test and F test). The results showed a correlation between price and product completeness with purchasing decisions. Based on the analysis of the coefficient of determination obtained R Square (R^2) = 0.426, where $KD = R^2 \times 100\% = 0.426 \times 100\% = 42.6\%$. Price and product completeness have a correlation of 42.6% on purchasing decisions, while the remaining 57.4% are influenced by other variables. Furthermore, according to the hypothesis test there is a correlation between price and purchasing decisions where according to the results of the t test, the value of $t_{count} > t_{table}$ ($3.999 > 1.98472$). Then the completeness of the product has a correlation with purchasing decisions, where according to the results of the t test, the value of $t_{count} > t_{table}$ ($3.671 > 1.98472$). Furthermore, the price and completeness of the product have a correlation with purchasing decisions. Based on the results of the F test, the calculated F_{count} is greater than F_{table} or $36,011 > 3,090$.

Keywords : Price, Product Completeness, Purchase Decision

INTRODUCTION

Today, the development of the retail business, especially mini markets or supermarkets, is growing rapidly. Very tight competition is felt by business people in this sector. So as managers, they must have a special strategy in order to win the competition.

Several strategies that can be implemented include pricing and product completeness. Through these two strategies, consumers are expected to be interested in buying the products offered. Thus

sales will continue to increase, so that the company will continue to grow and advance along with the increasingly fierce competition in the mini market business.

One of the mini markets that is growing and developing is Zami Mart, which is located in Tangerang Regency. The supermarket, which was established through a tough struggle in 2015, is still able to survive. Furthermore, from year to year it gradually continues to grow. Until now, Zami Mart has increasingly existed as one of the

destinations for Tangerang residents to shop for basic necessities and daily needs.

As for what the management of Zami Mart can do, it is a price strategy and product completeness. These two strategies are believed to be able to attract consumers to shop at the supermarket, which at the beginning of its establishment opened a store at Pasar Kemis Modern Market, Tangerang.

According to Philip Kotler & Armstrong (2013:151), price is the amount of value or money charged for a product or service for the sum of the value exchanged by consumers for the price benefits for owning or using the product or service. Meanwhile, according to Assauri (2014: 223), price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements.

Furthermore, the completeness of the product according to Kotler and Keller as translated by Bob Sabran (2009: 358) is a collection of products and goods offered by the company for sale by certain sellers. The main characteristics of the company's product range are: length, width, depth and consistency. According to Utami (2012: 162), product completeness is the diversity of products concerning the depth, breadth, and quality of the products offered as well as the availability of these products at any time in the store. Providing a good product assortment will not only attract interest but can influence consumer decisions to shop. This allows them to become loyal customers and ultimately achieve company goals and objectives.

Meanwhile, purchasing decisions according to Kotler and Armstrong (2016:177) are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires. Meanwhile, according to Machfoedz (2013: 44), purchasing decisions are a process of assessing and selecting from various alternatives in accordance with certain interests by determining an option that is considered the most profitable.

Furthermore, based on previous research, price and product completeness are two very important factors in attracting buyers. Purchase decisions by consumers are strongly influenced by the price and completeness of the product. If these two factors can be managed properly by self-service management, it will be able to

increase sales.

Based on previous research conducted by Enos Korowa, et al (2018), entitled: *The Effect of Product Completeness and Price on Purchase Decisions*. The results showed a correlation between product completeness and price on purchasing decisions. Thus, previous research supports this research which concludes that price and product completeness have a correlation with purchasing decisions.

Then according to research conducted by Purwanto (2019), entitled: *The Effect of Layout Selection, Price, and Product Completeness on Purchase Decisions*. From the results of the study it can be concluded that the variables of product layout, price, and product completeness either partially or simultaneously have a significant effect on purchasing decisions. Thus, previous research supports this study where there is an influence between product completeness and price on purchasing decisions.

While previous research on money was conducted by Rois Aminullah, et al (2018), entitled: *The Effect of Price, Location, and Product Completeness on Purchase Decisions*. From the results of the study it can be concluded that the variables of price, location, and product completeness have a positive correlation with purchasing decisions. Therefore, previous research supports research which states that price and product completeness have a correlation with purchasing decisions.

Therefore, based on the things above and previous research, it can be concluded that price and product completeness have a very strong correlation to purchasing decisions. So that these variables deserve to be studied to what extent the relationship between the three. Especially at Zami Mart supermarket, Tangerang, which has been established and operating for approximately seven years.

METHODS

The method used in this research is descriptive quantitative. According to Sugiyono (2017: 8), quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, and with the aim of testing predetermined hypotheses. .

Furthermore, Sugiyono (2017:147) argues that in

quantitative research, data analysis is an activity of collecting data from sources obtained. The activities in data analysis are grouping data based on variables and types, tabulating based on variables, presenting data based on the variables studied, performing calculations to answer the problem formulation, and performing calculations to test hypotheses that have been proposed.

Then the data analysis techniques used in this study are simple linear regression analysis, multiple linear regression analysis, coefficient of determination analysis, and hypothesis testing (t test and F test). This data analysis technique will provide an overview of how strengthening brand equity is one strategy that is quite successful in attracting consumers to use the products offered by the company. Through the data analysis techniques presented in the next chapter, it will show that there is a strong influence between brand equity in attracting consumers through purchasing decisions.

The population in this study were consumers of Zami Mart, Tangerang from 2017 to 2020, amounting to 45,720 people. Then the sample was taken using a simple random sample (sample random sampling). Hamid Darmadi (2014:45) explains that sample random sampling is sampling from a population that is carried out randomly without regard to the strata in the population. To determine the number of samples, the Slovin formula is used with a margin of error of 10%. Furthermore, a sample of 99.78 was obtained which was then rounded up to 100 respondents.

RESULTS

Simple Linear Regression Analysis of Variable X1 to Y

Based on the SPSS Version 20 test, the results of simple linear regression are obtained as shown in Table 1.

Based on the table above, it can be seen that there is a simple linear regression calculation, in which the regression equation can be arranged, namely: $Y = 17.763 + 0.713X1$.

From this equation, it is known that the constant value is 17.763, meaning that if the price is equal to zero, then the purchase decision will have the same value of 17.763. Then the price coefficient is 0.713, meaning that for every additional one unit price, the purchasing decision will increase by 0.713.

Simple Linear Regression Analysis of Variable X2 to Y

Based on the SPSS Version 20 test, the results of simple linear regression are obtained as shown in Table 2.

Based on the table above, it can be seen that the calculation of simple linear regression can be drawn up, in which the regression equation can be arranged, namely: $Y = 19.537 + 0.536X2$.

From the equation above, it is known that the constant value is 19.537, meaning that if the completeness of the product is equal to a value of zero, then the purchase decision will have the same value of 19.537. Then the coefficient of completeness of the product is 0.536, meaning that for every additional one unit price, the purchasing decision will increase by 0.536.

Multiple Linear Regression Analysis

This regression analysis is used to determine how much influence the independent variable has on the dependent, namely price and product completeness on purchasing decisions. The regression equation used is: $Y = a + b1x1 + b2x2$.

Table 1. The results of the simple linear regression test for the X1 variable against Y

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients	Standardized Coefficients	Beta				Tolerance	VIF
1. (Constant)	17,763				5,197	,000		
Price	,713				7,207	,000	1,000	1,000
		Std. Error						

a. Dependent Variable: Purchase Decision

Source: Processed SPSS output, 2021.

Table 2. The results of the simple linear regression test for the X1 variable against Y

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	19,537	3,280			5,957	,000		
Product Completeness	,536	,077	,576		6,971	,000	1,000	1,000

a. Dependent Variable: Purchase Decision

Source: Processed SPSS output, 2021.

The calculation of multiple linear regression using SPSS Version 20 of the data that has been analyzed is as shown in Table 3.

Based on the table above, the multiple linear regression equation is obtained, namely: $Y = 12,563 + 0,462X_1 + 0,326X_2$.

The constant (a) of 12,563 indicates that the price and completeness of the product are considered constant, so the result of the purchase decision is 12,563.

The price variable is 0.462, meaning that if the

positive, there is a positive relationship between the completeness of the product and the purchase decision, where if the completeness of the product increases, the purchasing decision will also increase.

Analysis of the Coefficient of Determination

The analysis of the coefficient of determination aims to show how large the percentage of independent variables used in the model is able to explain the dependent variables. $R^2 =$, then the

Table 3. Multiple linear regression test results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1. (Constant)	12,563	3,517		3,572	,001
Price	,462	,116	,381	3,999	,000
Product Completeness	,326	,089	,350	3,671	,000

a. Dependent Variable: Purchase Decision

Source: Processed SPSS output, 2021.

other independent variables have a fixed value and the price changes once, the purchase decision (Y) will increase by 0.462. The coefficient is positive, there is a positive relationship between price and purchase decisions, where the higher the price, the higher the purchasing decision.

Then the product completeness variable is 0.326, meaning that if the other independent variables have a fixed value and the product completeness changes once, the purchase decision (Y) will increase by 0.326. The coefficient is

percentage contribution of the influence given by the independent variable to the dependent variable is perfect. The results of the coefficient of determination test can be seen in Table 4.

Based on the table above, the coefficient of determination $R^2 = 0.426$, then $KD = R^2 \times 100\% = 0.426 \times 100\% = 42.6\%$. Thus, it can be concluded that the price and completeness of the product have a correlation of 42.6% on purchasing decisions. While the remaining 57.4% is influenced by other variables not examined in this study.

Hypothesis Test (t test)

The t-test is used to test whether a certain value given as a comparison is significantly different or not with the average of a sample.

Based on the table above, it can be concluded that from the calculation results above, the t-test value between the price is equal to the sig value of 0.000 partially tcount the price variable of 3.999 and then compared with the ttable value for an error of 5% and dk = 100-3 = 97, then obtained ttable of 1.98472. Thus it can be concluded that tcount > ttable is 3.999, which means that partially the price has a significant effect on purchasing decisions.

Hypothesis Test (F test)

The F test is used to test the effect of the independent variable, namely the price and completeness of the product simultaneously or simultaneously on the dependent variable, namely the purchase decision by comparing the value of Fcount with Ftable with the following conditions:

1. H0 is accepted and Ha is rejected if Fcount < Ftable =0.05
2. H0 is rejected and Ha is accepted if Fcount > Ftable =0.05

To determine the magnitude of Ftable, it is sought with the provisions of df = (n-k-1), then obtained (100-3-1) = 97, so Ftable = 3.090

Table 4. The results of the coefficient of determination

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	,653 ^a	,426	,414	3,387	2,234	

a. Predictors: (Constant), Price, Product Completeness

b. Dependent Variable: Purchase Decision

Source: Processed SPSS output, 2021.

Then from the results of the calculation of the t-test value between the completeness of the product with a sig value of 0.000 partially tcount the product completeness variable of 3.671 and then compared with the ttable value for an error of 5% and dk = 100-3 = 97, then the obtained ttable is 1.98472. Thus, it can be concluded that tcount > ttable is 3.671, which means that partially the completeness of the product has a significant effect on purchasing decisions.

from the statistical table. The following are the results of the ANOVA test or F test as shown in Table 6.

Based on the table above, the Fcount value is 36.011 which is greater than Ftable with a significant 0.000 less than 0.05 or (Fcount > Ftable) and (Fsignificant < 0.05). Thus it can be concluded that simultaneously the price and completeness of the product together have a significant effect on purchasing decisions.

Table 5. Hypothesis test results (t test)

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients			
	Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	12,563	3,517		3,572	,001	
	Price	,462	,116	,381	3,999	,000	
	Product Completeness	,326	,089	,350	3,671	,000	

a. Dependent Variable: Purchase Decision

Source: Processed SPSS output, 2021.

Table 6. Hypothesis test results (F test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	826,330	2	413,165	36,011	,000 ^b
1. Residual	1112,910	97	11,473		
Total	1939,240	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Product Completeness

Source: Processed SPSS output, 2021.

DISCUSSION

Correlation Between Price and Purchasing Decisions

Based on the results of the hypothesis test, the results obtained where the price with the purchase decision has a tcount of the price higher than the ttable value or ($3.999 > t_{table} 1.98472$) with a significant value of 0.000, which means that this value is less than the significance level ($0.000 < 0,05$). This means that Ha1 is accepted, meaning that there is a positive and partially significant correlation between price and purchasing decisions at Zami Mart, Tangerang. Thus Ho1 is rejected.

Correlation Between Product Completeness and Purchasing Decisions

Based on the results of hypothesis testing, the results obtained where the completeness of the product with purchasing decisions has a tcount of product completeness higher than the value of ttable or ($3.671 > t_{table} 1.98472$) with a significant value of 0.000, which means that this value is less than the significance level ($0.000 < 0.05$). This means that Ha2 is accepted, meaning that there is a positive and partially significant correlation between product completeness and purchasing decisions at Zami Mart, Tangerang and Ho2 is rejected.

Correlation Between Price and Product Completeness with Purchasing Decisions

Based on the results of the ANOVA test, the Fcount value is 36.011 which is greater than Ftable with a significant 0.000 less than 0.05 or ($F_{count} > F_{table}$) and ($F_{significant} < 0.05$). So it can be concluded that simultaneously the price and completeness of the product together have a

significant correlation to purchasing decisions. This means that Ha3 is accepted and Ho3 is rejected.

Meanwhile, based on the calculation of the coefficient of determination (R²) which aims to see the magnitude of the correlation between the three variables, namely the price variable (X1) and product completeness (X2) on the purchasing decision variable (Y) simultaneously, the results can be seen in R². The results of the R² test obtained are 0.426. This means that 42.6% of purchasing decisions are influenced by the price variable (X1) and product completeness (X2). While 57.4% is influenced by other variables not examined.

CONCLUSION

Based on the results and discussion above, there is a positive and significant correlation between price and purchasing decisions partially with the tcount value of the price higher than the ttable value or ($3.999 > t_{table} 1.98472$) with the sig value. ($0.000 < 0.05$). Then there is a positive and significant correlation between the completeness of the product on purchasing decisions partially with the tcount value of the completeness of the product being higher than the ttable value or ($3.671 > t_{table} 1.98472$) with a sig value. ($0.000 < 0.05$).

Furthermore, there is a positive and significant correlation between price and product completeness on simultaneous purchasing decisions. This is evidenced by Fcount greater than Ftable or ($36.011 > 3.090$) with a sig level. ($0.000 < 0.5$).

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