

## THE INFLUENCE OF PRICE, QUALITY OF SERVICE AND PRODUCT COMPLETENESS ON PURCHASE DECISIONS (CASE STUDY OF CONSUMER STORE USAHA TANI MAJU MAJU MARGOREJO)

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### Abstract

Economic changes in Indonesia have resulted in an increase in the retail or retail business. This is marked by the number of modern retail businesses that have sprung up in almost every region. With the existing competition, especially competition from similar markets, business actors need to pay close attention to consumer behavior and the factors that influence their purchasing decisions. This study aims to analyze the effect of price, service quality and product completeness on consumer purchasing decisions at the Maju Margorejo Farm Business Store. The population in this study are consumers who shop at the Farmer's Business Store Maju. The sample used is 100 people. The data collection technique used a questionnaire/questionnaire with 18 statements. The data analysis technique in this study used multiple linear regression analysis, coefficient of determination (R<sup>2</sup>), t test and f test. The results of this study indicate that (1) price has a positive and significant effect on purchasing decisions at the Toko Usaha Tani Maju. (2) service quality has a positive and significant effect on decisions. purchases at the Farmer's Business Shop. (3) the completeness of the product has a positive and significant effect on purchasing decisions at the Maju Farmer Business Store.

**Keywords:** Price, Service Quality, Product Completeness, Purchase Decision

### INTRODUCTION

Developments in industry, services and trade play an important role in the world economy. Where the economy can provide meaningful changes to people's lives. Changes in Indonesia's economic conditions have also resulted in an increase in the retail or retail business. This is indicated by the number of modern and traditional retail businesses, one of which is MSMEs that have sprung up in almost every region.

In line with growth, business actors are required to manage their business more professionally and efficiently in the face of competition. With the existing competition, especially competition from similar markets, business actors are increasingly required to move faster in terms of attracting consumers, so business actors need to pay close attention to consumer behavior and the factors that influence their purchasing decisions.

UMKM are independent productive business units carried out by individuals or business entities in all economic sectors (Tambunan, 2012). UMKM have several sectors, one of which is the agricultural sector or agribusiness. Considering that Indonesia is an agricultural country where the majority of the population is a farmer, Agribusiness has an important role to fulfill the demand for agricultural raw materials.

According to the Ministry of Agriculture of the Republic of Indonesia (2021), Lampung ranks 3rd as a corn producer and 6th as the largest rice producer in Indonesia (Dzulfaroh, 2022). This should be a concern for all agribusiness actors considering the role of agribusiness as fulfilling the demand for agricultural raw materials to support agricultural products.

One of the agribusiness businesses that is developing in Lampung is the Maju Farmer Shop. The Farmer Maju Business Store is located in Margorejo Village, Tegineneng District, Pesawaran Regency. Toko Usaha Tani Maju is one of the growing shops in the village. The Toko Usaha Tani Maju was founded in 2011. According to Mrs. Sri Somariyah as the owner of the business, the name Usaha Tani Maju was taken because the shop offers all the needs of farmers. The presence of the Farmer Maju Business Store is a demand for changes in people's lifestyles, where the Maju Farmer Business Store is one of the agricultural shopping centers in Margorejo Village.

To win similar market competition, Toko Usaha Tani Maju has tried to provide affordable prices, satisfactory service and products with a complete selection and other added values. However, to make potential consumers interested in making decisions is not an easy thing considering that consumers come to the store for different purposes ranging from just looking around or specifically to shop for their needs. Therefore, it is important for business actors to develop appropriate strategies to lure consumers into making purchasing decisions.

One of the agribusiness businesses that is developing in Lampung is the Maju Farmer Shop. The Farmer Maju Business Store is located in Margorejo Village, Tegineneng District, Pesawaran Regency. Toko Usaha Tani Maju is one

of the growing shops in the village. Toko Usaha Tani Maju was founded in 2011. According to Mrs. Sri Somariyah as the owner of the business, the name Usaha Tani Maju was taken because the shop offers everything you need.

The purchase decision is the stage in the decision-making process where consumers actually buy (Kotler dan Keller, 2015). For a purchase decision to occur, business actors must pay attention to aspects in offering prices, service quality and product completeness so that purchasing decisions occur (Meyinta & Dharma, 2022).

Based on the results of interviews with Mrs. Sri Somariyah as the owner of the business, purchasing decisions at the Tani Maju Business Store have not shown increasing results. In this condition, it can be assumed that some consumers of Toko Usaha Tani Maju moved to other places because the value of price, quality of service and completeness of products was reduced in the eyes of consumers. This further strengthens the basis for conducting research on purchasing decisions.

Based on the above background, the objectives of this study are as follows: (1) to analyze the effect of price on consumer purchasing decisions at the Maju Margorejo Farm Business Store. (2) to analyze the effect of service quality on consumer purchasing decisions at the Maju Margorejo Farm Business Store. (3) to analyze the effect of product completeness on consumer purchasing decisions at the Maju Margorejo Farm Business Store.

## **LITERATURE REVIEW**

### **Marketing Mix**

According to Kotler and Amstrong (2016) the marketing mix is a set of tactical marketing tools that the company combines to produce the response it wants in the target market. There are 7 elements of the marketing mix, namely, product (product), price (price), place (place), promotion (promotion), people (people), process (process) and physical evidence (physical evidence) (Farida et al., 2016).

### **Consumer Behavior**

According to Kotler and Keller (2012) consumer behavior is the study of how individuals, groups and organizations select, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs.

### **Purchase Decision**

According to Schiffman & Kanuk, (2015) purchase decision is a choice of two or more alternative purchase options, meaning that a person can make a decision, there must be several alternative choices.

### **Purchase Decision Indicator**

According to Kotler in (Lemana et al., 2017) there are five indicators of purchasing decisions, namely 1) product choice, 2) brand choice, 3) store choice, 4) time choice, 5) quantity choice.

### **Price**

According to Kotler (2001) price is the amount of money billed for a product or service, or the amount of money that must be paid to get a profit or benefit from a product or service.

### **Price Indicator**

According to Kotler and Amstrong (2012) there are four price indicators, namely 1) price affordability, 2) price suitability with product quality, 3) price competitiveness, 4) price suitability with benefits.

### **Service Quality**

According to Tjipono (2016) quality is the expected level of excellence and the handling of that level of excellence to meet customer desires.

### **Service Quality Indicator**

Service Quality Indicators according to Zeithaml, 1998 in (Sinaga, 2016) there are five indicators of service quality: 1) Reliability, 2) Responsiveness, 3) Empathy, 4) Tangibles.

### **Product Completeness**

According to Philip Kotler (2012) product completeness is the availability of all types of products offered to be owned, used or consumed by consumers produced by a producer. The more choices of products provided in a store, the easier it will be for consumers to choose products according to their wishes and needs. According to Raharjani in (Widodo, 2016) consumers tend to choose places that offer varied and complete products.

### **Product Completeness Indicator**

According to Raharjani in (Lemana et al., 2017) the indicators of product completeness are: 1) the variety of products sold, 2) the variety of products sold, 3) the availability of the products sold, 4) the types of brands available.

**HYPOTHESIS DEVELOPMENT**

According to Kotler (2001) price is the amount of money billed for a product or service, or the amount of money that must be paid to get a profit or benefit from a product or service. This is supported by research by (Gunarsih et al., 2021) which concludes that price has a significant positive effect on purchasing decisions. This means that the purchase decision made by the buyer or consumer is seen from the suitability of the price with the benefits or value received. Based on the description above, a hypothesis can be formulated as follows:

**H1: Price has a significant and positive effect on Purchase Decisions.**

According to Tjipono (2016) quality is the expected level of excellence and the handling of that level of excellence to meet customer desires. Service quality is often used as a benchmark for consumers to make purchasing decisions where the services provided can make potential consumers interested in buying them (Kotler dan Keller 2012). This is supported by research from Febiola et al (2017) which concludes that service quality has a positive and significant influence on purchasing decisions. This means that the better the service provided, the higher the level of purchasing decisions and if the quality of service provided is poor, the level of purchasing decisions will be low. Based on the description above, a hypothesis can be formulated as follows:

**H2: Service Quality has a significant and positive effect on Purchase Decisions**

According to Philip Kotler (2012) product completeness is the availability of all types of products offered to be owned, used or consumed by consumers produced by a producer. The more choices of products provided in a store, the easier it will be for consumers to choose products according to their wishes and needs. According to Raharjani in (Widodo, 2016) consumers tend to choose places that offer varied and complete products. This is supported by research from Purwantoro (2019) which concludes that product completeness has a positive and significant influence on purchasing decisions for consumers. This means that if a store has complete products, the level of purchasing decisions in the store will be high and if a store has incomplete products, the level of purchasing decisions in the store will be low. Based on the description above, a hypothesis can be formulated as follows:

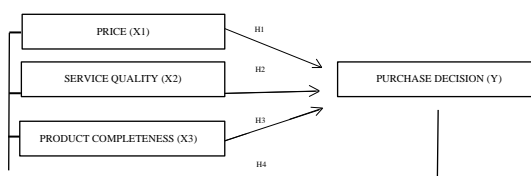
**H3: Completeness of the product has a significant and positive effect on purchasing decisions**

Based on the explanations and results of previous research, the variables of price, service quality and product completeness are factors that influence purchasing decisions. The more appropriate the price with the existing value, good service quality and complete products, the higher the consumer's interest in making purchasing decisions and if the price offered is high, the service quality is not good and the product is incomplete, the decision level will be low. This is supported by research from Meyinta & Dharma (2022) that price, service quality and product completeness have a positive effect on purchasing decisions. Based on the description above, a hypothesis can be formulated as follows:

**H4 : Price, Service Quality and Product Completeness have a significant effect on Purchase Decisions**

**Framework**

Based on the explanations and descriptions that have been explained, the framework of this research is as follows:



**Figure1. Framework**  
Source: Processed by researchers

**RESEARCH METHOD**

This research uses quantitative research, as stated by Sugiyono (2017) quantitative research is defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of test the established hypothesis.

### **Data Source**

This study uses primary data. According to Sugiyono (2018) primary data is a data source that directly provides data to data collectors. This primary data was obtained through written questions using a questionnaire. In the primer in this study is data from the results of the questionnaire answers distributed to consumers who shop directly at the Maju Margorejo Farm Business Store.

### **Data Collection Technique**

Data collection techniques were carried out through field research by distributing questionnaires. According to Bungin (2015) a questionnaire/questionnaire is a series or collection of questions that are systematically arranged in a list of questions, then sent to the respondent to be filled out. Respondents will be given a number of questions regarding price, service quality, and product completeness that affect consumer purchasing decisions and are asked to provide answers according to the desired choices ranging from strongly agree to strongly disagree. In this study, a questionnaire on the dependent variable and the independent variable was made using a Likert scale.

### **Population and Sample**

According to Sugiyono (2017) population is a generalization area consisting of; objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions. From this understanding, the population in this study are consumers who shop at the Maju Margorejo Farm Business Store.

According to Indrawati (2015) samples are members of the population selected to be involved in research, either to be observed, given treatment, or asked for opinions about what is being studied. In determining the number of representative samples, it depends on the number of indicators multiplied by 5 to 10 (Ferdinand, 2006). The number of samples in this study are: Number of Samples = Number of Indicators x 5 = 18 x 5 = 90. With reference to these opinions and based on the considerations that have been stated, the number used in this study took 100 samples.

### **Research variable**

There are two variables used in this study, namely as follows:

#### **Independent Variable (Free Variable)**

Price ( $X_1$ ), service quality ( $X_2$ ), and product completeness ( $X_3$ ). In this case, the variables of price, service quality and product completeness will be variables that influence the purchasing decision variables.

#### **Dependent Variable (Bound Variable)**

Purchase decision ( $Y$ ).

### **Validity test**

According to Sugiyono (2017) it shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. According to Sugiyono (2016) the instrument item is considered valid if the value of  $r_{count} > t_{table}$  and with a significance value of  $< 0.05$  then it is valid.

### **Reliability Test**

According to Sugiyono (2017) states that the reliability test is the extent to which the measurement results using the same object will produce the same data. According to Sunyoto, (2014) a variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.6$ . If the Cronbach Alpha value  $< 0.6$  then it is not reliable.

### **Multiple Regression Analysis**

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable had on the dependent variable (Ghozali, 2018). For testing, it is considered that purchasing decisions ( $Y$ ) are influenced by price ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ). The regression equation used is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

$Y$  = Purchase decision

$a$  = Intercept/constant value

$X_1$  = Price Variable

$X_2$  = Service Quality Variables

$X_3$  = Product Completeness Variable

$\beta_1 \beta_2 \beta_3$  = Independent variable regression coefficient

$e$  = Standard error error rate

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

According to Santoso (2012) to see the close relationship between the independent variable and the dependent variable, it can be seen the number R. The R number is defined as strong if the R number > 0.5. And the number R is defined very strongly if the number R > 0.9. However, it is possible that for other cases the number limit will be different.

**Partial Test (t Test)**

In this study, a t-test was conducted whose function was to determine the partial effect between the independent variables (X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>) and the dependent variable (Y). The criteria for the rejection and acceptance of the hypothesis are.

- 1) The value of  $t_{count} < t_{table}$ , then the null hypothesis (H<sub>0</sub>) is accepted and the alternative hypothesis (H<sub>a</sub>) is rejected
  - 2) The value of  $t_{count} > t_{table}$ , then the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>a</sub>) is accepted
- Or by looking at the significance, namely:
- 1) The significance of  $t < 0.05$  then the null hypothesis (H<sub>0</sub>) will be rejected and the alternative hypothesis (H<sub>a</sub>) accepted
  - 2) The significance of  $t > 0.05$  means that the null hypothesis (H<sub>0</sub>) will be accepted and the alternative hypothesis (H<sub>a</sub>) will be rejected.

**Model Test ( F Test)**

The F test basically shows whether all the independent variables included in the model have a simultaneous effect on the dependent variable. The criteria for the rejection and acceptance of the hypothesis are:

- 1) The value of  $F_{count} < F_{table}$ , then the null hypothesis (H<sub>0</sub>) is accepted and the alternative hypothesis (H<sub>a</sub>) is rejected
  - 2)  $F_{count} > F_{table}$ , then the null hypothesis (H<sub>0</sub>) is rejected and the alternative hypothesis (H<sub>a</sub>) is accepted
- Or by looking at the significance, namely:
- 1) The significance of  $F < 0.05$  then the null hypothesis (H<sub>0</sub>) will be rejected and the alternative hypothesis (H<sub>a</sub>) accepted
  - 2) The significance of  $F > 0.05$  then the null hypothesis (H<sub>0</sub>) will be accepted and the alternative hypothesis (H<sub>a</sub>) rejected

**RESULTS AND DISCUSSION**

**Characteristics of Respondents**

**Table 1** Characteristics of Respondents

DESCRIPTION	FREQUENCY	PERCENTAGE
<b>GENDER</b>		
Male	73	73%
Female	27	27%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>AGE</b>		
< 20	6	6%
21 – 30	29	29%
31 – 40	47	47%
> 40	18	18%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>LAST EDUCATION</b>		
SD	0	0%
Junior High School	12	12%
Senior High School	76	76%
Diploma	2	2%
Bachelor	10	10%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>
<b>JOB</b>		
Student	13	13%
TNI/POLRI	3	3%
PNS	2	2%
Entrepreneur	5	5%

Farmer	66	66%
Etc	10	10%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Data processed by researchers, 2022

Based on table 1 above, it can be explained that, when viewed from the gender of each respondent, male respondents have a total frequency of 73 people or (73%) and female has a total frequency of 27 people or (27%) . When viewed from the age of each respondent, respondents aged under 20 years had a total frequency of 6 people or (6%), respondents aged 21-30 had a total frequency of 29 people or (29%), respondents aged 31-40 totaled the frequency 47 people or (47%) respondents aged over 40 years have a total frequency of 18 people or (18%). When viewed from the last education of each respondent, respondents with the latest education in junior high school have a total frequency of 12 people or (12%), respondents with a high school education having a total frequency of 76 people or (76%), respondents with a diploma last education having the number of frequency is 2 people (2%), respondents with a bachelor's degree education have a total frequency of 10 people or (10%). 13%), respondents with TNI/POLRI jobs have a total frequency of 3 people or (3%), respondents with PNS jobs have a total frequency of 2 people of (2%) respondents with entrepreneur jobs have a total frequency of 5 people or (5%), respondents with Farmer jobs have a total frequency of 66 people or ( 66%), respondents with other jobs as many as 10 people or (10%).

### Descriptive Analysis Results

Descriptive statistics are statistics used to provide an overview or analyze research data. Descriptive statistical data is presented through tables, graphs, diagrams, circles, pictograms, mode calculations, medians, mean, data calculations with average and standard deviation calculations and percentage calculations (Sugiyono, 2018).

**Tabel 2** Interval Category

No	Scala	Description
1	1,00 – 1,80	Very Not Good
2	1,81 – 2,60	Not Good
3	2,61 – 3,40	Less Good
4	3,41-4,20	Good
5	4,21-5,00	Very Good

Source : (Sugiyono, 2018)

### The results of respondents' answers to the price variable (X<sub>1</sub>)

**Table 3** The results of respondents' answers to the price variable (X<sub>1</sub>)

NO	QUESTION	SS	S	KS	TS	STS	SCORE	MEAN	CATEGORY
1	You buy at the Farming Maju Business Store because you know the prices set at the Advanced Farming Business Store are affordable	33	43	19	5	0	404	4,04	Good
2	You buy at the Farmer's Business Store because you know the price of the product set by the Maju Farmer's Shop in accordance with the quality offered	34	35	27	4	0	399	3,99	Good
3	You buy at Toko Usaha Tani Maju because you know Toko Usaha Tani Maju offers a cheaper price than competitors	55	27	16	2	0	435	4,35	Very Good
4	You buy at the Advanced Farming Shop because you know the prices offered by the Advanced Farming Business Shop and according to the benefits you expect	42	29	23	6	0	407	4,07	Good

Source: Price variable respondent data (X<sub>1</sub>) processed by researchers, 2022

Based on table 3 above, the data obtained from 100 respondents, it can be seen that consumers choose the highest SS response (Strongly Agree) (score 5) on the question "You buy at the Farming Maju Business Store because you know the Maju Farmer Business Store offers a cheaper price than the Maju Farmer Business Store. competitor". And seen from the resulting mean score of 4.35 in the Very Good category. This shows that consumers make a lot of purchasing decisions when the prices offered by the Advanced Farming Business Shop can be cheaper than competitors.

### The results of respondents' answers to the Service Quality variable (X<sub>2</sub>)

**Table 4** The results of respondents' answers to the service quality variable ( $X_2$ )

NO	QUESTION	SS	S	KS	TS	STS	SCORE	MEAN	CATEGORY
5	You buy at Toko Usaha Tani Maju because the employees provide the right service according to consumer needs	9	22	50	19	0	321	3,21	Less Good
6	You buy at Toko Usaha Tani Maju because the employees at Toko Usaha Tani Maju help in resolving consumer complaints	6	25	49	20	0	317	3,09	Less Good
7	You buy at the Farming Maju Store because the employees of the Maju Farming Store provide clear and easy-to-understand information	11	22	60	7	0	337	3,30	Less Good
8	You buy at Toko Usaha Tani Maju because the employees at Toko Usaha Tani Maju always put the interests of consumers first	6	27	61	6	0	333	3,27	Less Good
9	You buy at the Tani Maju Business Store because the employees of the Maju Farmer Business Store always prioritize cleanliness and tidiness	6	28	54	12	0	328	3,21	Less Good

Source: Service Quality respondent data ( $X_2$ ) processed by researchers, 2022

Based on table 4 data obtained from 100 respondents, it can be seen that consumers chose the highest SS response (Strongly Agree) (score 5) on the question "You bought at the Farmer Business Store Maju because the employees of the Farmer Business Store Maju provided clear and easy-to-understand information.". It can be seen from the resulting mean score of 3.30 in the Less Good category. This shows that some consumers make a lot of purchasing decisions when the Maju Farmer Shop is able to provide clear and easy-to-understand information.

**The results of respondents' answers to the Product Completeness variable ( $X_3$ )**

**Table 5** The results of respondents' answers to the Product Completeness variable ( $X_3$ )

NO	QUESTION	SS	S	KS	TS	STS	SCORE	MEAN	CATEGORY
10	The products sold at the Advanced Farming Shop are very complete	64	23	13	0	0	451	4,51	Very Good
11	The products sold at the Maju Farming Shop are very varied	53	30	17	0	0	436	4,36	Very Good
12	The stock of the required products is always available at the Maju Farming Business Store	44	35	18	3	0	420	4,2	Good
13	There are various choices of product brands available at the Maju Farmer Business Store	54	29	15	2	0	435	4,35	Very Good

Source: Respondent data on Product Completeness variable ( $X_3$ ) processed by researchers, 2022

Based on table 5, the data obtained from 100 respondents, it can be seen that consumers choose the SS response (Strongly Agree) (score 5) on the question "The products sold at the Farmer Business Store Maju are very complete". And seen from the resulting mean score of 4.51 in the Very Good category. This shows that consumers make a lot of purchasing decisions when the products provided by the Advanced Farming Business Store are very complete.

**The results of respondents' answers to the Purchase Decision variable (Y)**

**Table 6** The results of respondents' answers to the Purchase Decision variable (Y)

NO	QUESTION	SS	S	KS	TS	STS	SCORE	MEAN	CATEGORY
14	You buy at the Farming Maju Shop because you know the products sold are of good quality	18	21	57	4	0	353	3,53	Good
15	You buy at the Usaha Tani Maju store because you know the completeness of the choice of product brands being sold	19	44	34	3	0	379	3,79	Good
16	You buy at Toko Usaha Tani Maju because of supporting transportation access	25	42	32	1	0	391	3,91	Good
17	You bought the Farmer's Business Shop because the shop is open from morning to evening every day.	32	37	30	1	0	400	4,00	Good
18	You buy at the Farming Maju Shop because you can choose the number of products according to your needs	28	41	26	5	0	392	3,92	Good

Source: Purchasing decision variable respondents data (Y) processed by researchers, 2022

Based on table 6, the data obtained from 100 respondents, it can be seen that consumers choose the response of SS (Strongly Agree) (score 5) to the question "You bought the Farming Maju Business Store because the shop is open from morning to evening every day." This can be seen from the resulting mean score of 4.00 in the Good category. This shows that consumers make a lot of purchasing decisions when the operating hours of the Maju Farmer Shop are open from morning to evening.

**Validity Test**

**Table 7** Validity Test Results

Variable	Statement	r <sub>count</sub>	r <sub>table</sub>	Description
Price (X <sub>1</sub> )	X <sub>1</sub> .1	0,733	0,195	Valid
	X <sub>1</sub> .2	0,764	0,195	Valid
	X <sub>1</sub> .3	0,637	0,195	Valid
	X <sub>1</sub> .4	0,714	0,195	Valid
Service Quality (X <sub>2</sub> )	X <sub>2</sub> .1	0,740	0,195	Valid
	X <sub>2</sub> .2	0,760	0,195	Valid
	X <sub>2</sub> .3	0,704	0,195	Valid
	X <sub>2</sub> .4	0,706	0,195	Valid
	X <sub>2</sub> .5	0,705	0,195	Valid
Product Completeness (X <sub>3</sub> )	X <sub>3</sub> .1	0,692	0,195	Valid
	X <sub>3</sub> .2	0,798	0,195	Valid
	X <sub>3</sub> .3	0,837	0,195	Valid
	X <sub>3</sub> .4	0,671	0,195	Valid
Purchase Decision (Y)	Y.1	0,615	0,195	Valid
	Y.2	0,642	0,195	Valid
	4.3	0,654	0,195	Valid
	Y.4	0,679	0,195	Valid
	Y.5	0,679	0,195	Valid

Source: processed by researchers, 2022

Based on table 7 above, the question items were obtained from various variables. For the independent variables, the questions are divided into 3 parts. The questions with symbols (X<sub>1</sub>.1, X<sub>1</sub>.2, X<sub>1</sub>.3, X<sub>1</sub>.4) are questions that are devoted to the price variable (X<sub>1</sub>). The questions with symbols (X<sub>2</sub>.1, X<sub>2</sub>.2, X<sub>2</sub>.3, X<sub>2</sub>.4) are questions that are devoted to the service quality variable (X<sub>2</sub>). The questions with symbols (X<sub>3</sub>.1, X<sub>3</sub>.2, X<sub>3</sub>.3, X<sub>3</sub>.4) are questions that are devoted to the product completeness variable (X<sub>3</sub>). Furthermore, the dependent variable of purchasing decisions is denoted by (Y.1, Y.2, Y.3, Y.4). The results of the table show that the value obtained from the first to the last question is declared valid because the value of  $r_{count} > r_{table}$  is 0.195.

**Reliability Test**

**Table 8** of Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Description
Price (X <sub>1</sub> )	0,676	0,60	Reliabel
Service Quality (X <sub>2</sub> )	0,771	0,60	Reliabel
Product Completeness (X <sub>3</sub> )	0,741	0,60	Reliabel
Purchase Decision (Y)	0,671	0,60	Reliabel

Source: Data processed by researchers, 2022

Based on table 8 the results of data processing in this study indicate that the consumer buying interest variable (Y) has a Cronbach Alpha value > 0.60, so it can be stated that the data is reliable.

**Multiple Linear Regression**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.885	2.774		.680	.498
	Price	.199	.088	.188	2.249	.027
	Service Quality	.485	.079	.505	6.128	.000

	Product Completeness	.348	.095	.305	3.648	.000
a. Dependent Variable: Purchase Decision						

**Table 9** Multiple Linear Regression Test Results

Source: Data processed by researchers, 2022

Based on the results of statistical calculations using SPSS version 24 as shown in table 4.9, the following multiple linear regression equation is obtained:

$$Y = 1.885 + 0.199 X_1 + 0.485 X_2 + 0.348 X_3 + e$$

The interpretation of the equation is:

- A. Constant coefficient: 1.885  
This means that if the price variable ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ) are 0 then the purchase decision ( $Y$ ) is 1.885
- B. The regression coefficient for the independent variable  $X_1$  (Price) is positive, indicating a unidirectional relationship between Price and Purchase Decision ( $Y$ ). The regression coefficient for the  $X_1$  variable is 0.199, indicating that if the price ( $X_1$ ) increases by 1 percent, the Purchase Decision ( $Y$ ) will increase by 0.199 percent.
- C. The regression coefficient for the service quality variable ( $X_2$ ) is positive, indicating a unidirectional relationship between Service Quality and Purchase Decision ( $Y$ ). The regression coefficient for the  $X_2$  variable is 0.485, indicating that if the Service Quality ( $X_2$ ) increases by 1 percent, the Purchase Decision ( $Y$ ) will increase by 0.485 percent.
- D. The regression coefficient for the product completeness variable ( $X_3$ ) is positive, indicating a unidirectional relationship between Product Completeness and Purchase Decision ( $Y$ ). The regression coefficient for the  $X_3$  variable is 0.348 indicating that if the Product Completeness ( $X_3$ ) increases by 1 percent, the Purchase Decision ( $Y$ ) will increase by 0.348 percent.

### Coefficient of Determination ( $R^2$ )

**Table 10** Results of the Coefficient of Determination ( $R^2$ )

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591 <sup>a</sup>	.350	.329	2.19414
a. Predictors: (Constant), Price, Service Quality, Product Completeness				

Source: Data processed by researchers, 2022

Based on the table above, it is known that the Adjusted R Square value is 0.329 or this shows that the variables price ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ) have an effect of 32.9% and the remaining 67.1% is influenced by variables other variables that were not examined in the study. The results of the Determination Coefficient of Test ( $R^2$ ) mean that there are other independent variables that influence purchasing decisions.

### Partial Test (t Test)

**Table 11** Partial Test Results (t Test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.885	2.774		.680	.498
	Price	.199	.088	.188	2.249	.027
	Service Quality	.485	.079	.505	6.128	.000
	Product Completeness	.348	.095	.305	3.648	.000

Source: Data processed by researchers, 2022

Based on the information in the table above, the independent variables tcount price ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ) are 2,249, 6,128, 3,648, respectively. Degrees of freedom ( $df$ ) =  $n - k - 1 = 100 - 4 - 1 = 95$  then the ttable is 1.661. Based on the following table it can be concluded that:

- A. The significant value for the effect of price ( $X_1$ ) on purchasing decisions ( $Y$ ) is  $0.027 < 0.05$  and has tcount 2.249 > ttable 1.661 then  $H_0$  is accepted. This means that the price variable has an effect on purchasing decisions ( $Y$ ) at the Toko Usaha Tani Maju.

- B. The significant value for the effect of service quality ( $X_2$ ) on purchasing decisions (Y) is  $0.00 < 0.05$  and has  $t_{count} 6.128 > t_{table} 1.661$  then  $H_0$  is accepted. This means that the service quality variable has an effect on purchasing decisions (Y) at the Maju Farmer Business Store.
- C. The significant value for the effect of product completeness ( $X_3$ ) on purchasing decisions (Y) is  $0.00 < 0.05$  and has  $t_{count} 3.648 > t_{table} 1.661$  then  $H_0$  is accepted. This means that the completeness of the product variable affects the purchasing decision (Y) at the Toko Usaha Tani Maju.

**Model Test (Test f)**

**Table 12** Model Test Results (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	248.582	3	82.861	17.212	.000 <sup>b</sup>
	Residual	462.168	96	4.814		
	Total	710.750	99			

Source: Data processed by researchers, 2022

Based on the formula  $F_{table} = F(k; n-k) = (4; 100-4) = 2.47$ . The results from table 4.12, the sig value for the effect of price ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ) together on purchasing decisions (Y) with a significant value of  $0.000 > 0.05$  and the calculated F value  $> F_{table} 17,212 > 2,47$ . So it can be concluded that the variable price ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ) have a joint or simultaneous influence on purchasing decisions (Y) at the Tani Maju Business Store.

**Discussion**

**The Influence of Price on Purchase Decision**

The results of the regression analysis in this study found that price has a positive and significant influence on purchasing decisions. This can be seen from the sig value of  $0.027 < 0.05$ . Based on the results of the t-test, the value of  $t_{count}$  is  $2.249 > t_{table} 1.661$ . If the value of  $t_{count} > t_{table}$ , it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, which means that the price has a significant positive effect on purchasing decisions at the Farming Maju Business Store.

Based on the question items contained in the price variable questionnaire which consists of 4 questions, the highest mean value is found in the question "You buy at the Farming Maju Business Store because you know the Maju Farmer Business Store offers a cheaper price than competitors". While the lowest mean result is found in the question "You buy at the Farming Maju Business Store because you know the price of the product set by the Maju Farming Business Store is in accordance with the quality offered" this means that the Maju Farmer Business Store consumers have the perception that the quality offered at that price, not in accordance with the price offered.

This is a concern for the Maju Farmer Shop as a business actor to be able to improve the price set and adjust it to the quality offered in a product. It is better if business actors can provide good quality at prices that can be reached by consumers so that consumers can feel the value of the price that consumers pay for these products.

The results of this study are in accordance with Kotler (2001) theory, price is the amount of money charged for a product or service, or the amount of money that must be paid to get the benefits or benefits of a product or service. This is supported by research by Gunarsih et al (2021) which concludes that price has a significant positive effect on purchasing decisions.

**The Influence of Service Quality on Purchase Decisions**

The results of the regression analysis in this study found that service quality has a positive and significant influence on purchasing decisions. This can be seen from the sig value of  $0.000 < 0.05$ . Based on the results of the t test, the value of  $t_{count}$  is  $6.128 > t_{table} 1.661$ . If the value of  $t_{count} > t_{table}$ , it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, which means that the price has a significant positive effect on purchasing decisions at the Farming Maju Business Store.

Based on the question items contained in the price variable questionnaire which consists of 5 questions, the highest mean value is found in the question "You buy at the Toko Usaha Tani Maju because the employees at the Toko Usaha Tani Maju provide clear and easy to understand information." "You buy at the Farmer Business Store Maju because the employees of the Farmer Business Store Maju help in resolving consumer complaints". This means that the Employees of the Maju Farming Shop have not been able to assist in resolving consumer complaints.

The results of this study are in accordance with the theory of Kotler dan Keller (2012) service quality is often used as a benchmark for consumers to make purchasing decisions where the services provided can make potential consumers interested in buying them. The results of this study are also in accordance with the research conducted by Febiola et al (2017) which concluded that service quality has a positive and significant influence on purchasing decisions.

**The Influence of Product Completeness on Purchase Decisions**

The results of the regression analysis in this study found that the completeness of the product had a positive and significant effect on purchasing decisions. This can be seen from the sig value of  $0.000 < 0.05$ . Based on the results of the t test, the value of  $t_{count}$  is  $3.648 > t_{table}$  1.661. If the value of  $t_{count} > t_{table}$ , it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, which means that the price has a significant positive effect on purchasing decisions at the Farming Maju Business Store.

Based on the question items contained in the price variable questionnaire which consists of 4 questions, the highest mean value is found in the question "Products sold at the Tani Maju Business Store are very complete" this means that consumers make purchasing decisions by seeing how complete the products offered by consumers are. While the lowest mean result is found in the statement "Stock of the products needed is always available at the Tani Maju Business Store" this means that sometimes the products needed by the Tani Maju Business Store consumers are not always available in the Store.

The results of this study are in accordance with Raharjani's theory (Widodo 2016) that consumers tend to choose places that offer varied and complete products. The results of this study are also in accordance with research conducted by Purwanto (2019), which concluded that product completeness has a positive and significant influence on purchasing decisions for consumers.

### **The Influence of Price, Service Quality and Product Completeness on Purchase Decisions**

Based on the results of table 4.6 F test results, the sig value for the effect of price ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ) together on purchasing decisions (Y) is  $0.000 > 0.05$  and the calculated F value is  $> F$  table  $17,212 > 2.47$ . This means that the price variable ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ ) have a joint or simultaneous influence on purchasing decisions (Y) at the Maju Farmer Business Store. Based on the results of the Coefficient of Determination Test ( $R^2$ ) the value of Adjusted R Square is 0.329 or this shows that the variables (price ( $X_1$ ), service quality ( $X_2$ ) and product completeness ( $X_3$ )) have an effect of 32.9% and the remaining 67.1% is influenced by other variables not examined in the study.

The consumer response in the price given by the Farmer Business Store Maju is good because it can provide cheaper prices than competitors, but business actors must pay more attention to the prices set with the quality of their products. Good service quality support becomes a big influence on purchasing decisions because with good service, consumers will feel comfortable, causing ongoing loyalty. And the completeness of the products provided is also a factor that supports consumers in making purchasing decisions. This is supported by research from Meyinta & Dharma (2022) that price, service quality and product completeness have a positive effect on purchasing decisions.

### **CONCLUSION**

This study was conducted to analyze the effect of Price, Service Quality and Product Completeness on Consumer Purchase Decisions at the Farmer's Business Shop. Based on the formulation of the problem and the discussion that has been carried out in the previous chapter, the following conclusions can be drawn:

Based on the results of partial and simultaneous research, the variable price of service quality and product completeness has a positive and significant effect on purchasing decisions.

### **SUGGESTION**

Based on the results of the research, discussion and conclusions obtained, the suggestions from the authors are as follows:

- The price set by the Advanced Farming Business Shop can be said to be good. However, in addition to pricing, Farmer Maju Business Stores also need to pay attention to the quality of the products provided.
- The quality of service provided by the Advanced Farming Shop cannot be said to be good. Suggestions from researchers in terms of service quality, it is necessary to improve the quality of services provided to consumers.
- The completeness of the products provided by the Farmer's Business Shop can be said to be good. However, in addition to the completeness of the product, Toko Usaha Tani Maju also needs to pay attention to the available stock of goods.
- For this research, it is still very possible to conduct similar research and it is recommended to choose or add more other variables such as location, layout, promotion because there are still 67.1% of other factors that influence purchasing decisions.

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