Analysis of Factors Affecting Consumer Purchasing Decisions in 212 Mart Medan

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Abstract

In recent years Islam has begun to rise marked by the emergence of modern sharia-based markets, one of which is the presence of 212 Mart. It is expected that the presence of 212 Mart in the midst of the rampant conventional economy which is currently growing and developing rapidly can become a major alternative for Muslims who have the enthusiasm and determination to advance the Islamic economy through the Islamic system. To find out how this modern sharia market can grow and develop like a conventional market today, a research is needed.

Research Objectives : To determine and analyze the influence of location, product completeness, consumer characteristics and services on consumer decisions to buy at 212 Mart Medan.

Research Methodology : In this study using a descriptive associative approach with the object of research is 212 Mart Medan's customers. Testing is done by multiple linear regression test by first doing a classic assumption test, then a partial hypothesis test (t-test) and simultaneous (f-test) and the coefficient of determination test.

Research Results : Partially, location variables, product completeness and consumer characteristics have positive and significant influence on consumer buying decisions at 212 Mart Medan, while service variables have no positive and no significant effect. Simultaneously location variables, product completeness, customer characteristics and service have a positive and significant influence on consumer buying decisions at 212 Mart Medan.

Keywords : *Location; Product Completeness; Consumer Characteristics; Service; Consumer Purchasing Decision*

INTRODUCTION

The revival of Islam in Indonesia began to be felt again at the end of 2016. Starting from the blasphemy event conducted by a Governor of D.K.I Jakarta who defamed one of the verses in the Qur'an the Muslim holy book. The incident made all Muslims in Indonesia at that time feel hurt and angry. Islamic Defending Action began and culminated with a massive action on December 2, 2016 at Monas, known as the 212 Action. Since that action Muslims throughout Indonesia united to fight against religious dissidents from various sides of life including from the economic side. Aware that the majority of Muslims in Indonesia and the wheels of the Indonesian economy are mostly run with conventional systems, this has become the main focus of Muslims. An idea emerged to abandon the conventional system and build an Islamic economy based on sharia, one of which was the establishment of 212 Mart modern markets throughout Indonesia.

With the presence of 212 Marts, it is expected that all Muslims who used to shop in the conventional modern market will immediately switch to the modern Islamic market in order to develop the Muslim economy in Indonesia. At present the community has begun to realize the importance of sharia-based economic systems, so that many people who leave this conventional system and move to sharia for the benefit of the people. But the modern Islamic market does not seem to be able to run optimally, this is because the conventional modern market still has its own appeal in the eyes of consumers. The existence of these two types of modern markets certainly affects consumers' decisions to choose whether to shop in conventional or sharia modern markets. The buying decision is a selection of two or more alternative choices. Purchasing decision is an approach to solving problems in human activities to buy an item or service in fulfilling their wants and needs, which consists of the introduction of needs and desires, information search, evaluation of alternative purchases, purchasing decisions and behavior after purchase (Swasta in Nasution, Putri, & Lesmana, 2019). Information about the product underlies the buying process so that finally a need arises, here consumers will consider and understand those needs, if the assessment of the product is clear then the consumer will look for the product in question, which will then continue to evaluate the product and eventually the consumer will take a decision to buy or decide not to buy due to inappropriate products and consider or postpone purchases in the future (Dinawan, 2010).

To attract consumers' interest in determining their choices, business people must be able to implement the right strategy. Companies must be able to read what factors can influence consumer purchasing decisions. According to (Handoko, Hani, T, 2012:211) explain the factors that influence purchasing decisions are the strategic location of the seller, good service, the ability of salespeople, advertising (promotion) and the classification of goods. According to Kotler in (Hariyadi, 2016) factors that influence consumer behavior to make purchases are environmental influences, differences & individual influences, and psychological processes. Environmental influences include cultural factors, social class factors, personal factors, family factors and situation factors. Resource differences are economic, temporal and cognitive resources. Psychological processes include motivation, perception, knowledge and trust.

From the explanation above it can be seen that there are many factors that cause consumer purchasing decisions. But in this study, the authors limit only four factors used, namely location, product completeness, consumer characteristics and service. This is based because these factors have never been studied at 212 Mart Medan.

Location is the place or establishment of a company or place of business (Dharmmesta, Swastha, & Handoko, Hani, 2012). Location means related to where the company must be based and conduct operations or activities (Lupiyoadi in Lesmana & Nasution, 2019). Nelson states that there are principles that must be considered in choosing the location of a business, which is a potential trading area, a place that is easy to reach, has potential for growth, lies in the flow of business, there is a strong attraction, in the smooth traffic of small competition. Location of service often remains a crucial factor influencing the success of a service, because location is closely related to the potential market of service providers (Wakidah, 2015). The importance of choosing the location of a service company depends on the type and degree of interaction seen (Ratnasari in Rohman & Adinugraha, 2018). The choice of physical location requires careful consideration especially the following factors: 1) Access, i.e. the location traversed is easily accessible by public transportation facilities. 2) Visibility, i.e. location or place that can be seen clearly from normal viewing distance. 3) Traffic (traffic) where there are two things to consider: a. Many people who pass by can provide a great opportunity for impulse buying, namely purchasing decisions that often occur spontaneously or without planning, b. Traffic congestion and congestion can also be an obstacle, for example to police, fire, or ambulance services, 4) Large,

convenient and safe parking spaces, 5) Expansion, which is a large enough space for business expansion later on, 6) Environment, which is the surrounding area that supports the services offered, 7) Competition, namely the location of competitors. In determining the location of a business, it is necessary to consider whether or not there have been many similar businesses on the road or not. 8) Government Regulations that contain provisions to regulate the location of a particular business, for example motor vehicle repair shops are prohibited from being located too close to places of worship (Tjiptono in Harahap, 2015).

In addition to location, the completeness of the products sold is one of the important factors influencing consumer purchasing decisions. Kotler explained about the completeness of the product quoted from (Harahap, 2015) explains that the completeness of the product is something that can be offered to the market to be considered, owned, used, or consumed so that it can fulfill wants or needs. Completeness of the product is the availability of all types of products offered to be owned, used or consumed by consumers produced by producers. Completeness of the product concerns the depth, breadth and quality of the product offered as well as the availability of the product at any time in the store. Completeness of retail products must be done very carefully. Ideas and thoughts are not only focused on the types of goods but also the supporting facilities and services that accompany them. The type of retail product must also match the expectations of consumers, besides that product choices become an important element in the competition among retailers. Therefore, retailers must devise different product strategies. Wortzel in (Harahap, 2015) suggests several product differentiation strategies for retailers as follows: a. Includes a number of exclusive national brands that are not owned by retailers retailers. b. Some brands are sold alone. c. Performing demonstrations of typical products that are very well known. d. Including byproducts or continuously replacing some of the items sold. e. Be the first to include the latest products. f. Offering products whose specifications are tailored to the wishes of the buyer. g. Offers a mix with a narrow target. Raharjani, quoted from (Harahap, 2015) stated that the product completeness variable includes the diversity of goods sold in supermarkets and the availability of these goods in supermarkets. Indicators of the completeness of the product, namely: 1. Completeness of the types of products offered 2. Completeness of the product brands offered. 3. Completeness of product variations offered sizes 4. Completeness of product variations offered

product quality. Completeness of the product can be measured by indicators, namely the products offered are complete, the types of products offered vary, the number of brands offered varies, the size variations / packaging of products offered and the amount of inventory sufficient (Kantohe & Karuntu, 2014).

It is no less important, namely the factor of consumer characteristics. Consumer characteristics are individual characteristics that determine individual attitudes and act as determinants of value and decision making. Sumarwan in (Nasution et al., 2019) explained that Consumer characteristics include consumer knowledge and experience, consumer personality, and consumer demographic characteristics. Consumers who have a lot of knowledge and experience about products may not be motivated to search for information, because consumers already feel enough with their knowledge to make decisions. Consumers who have the personality as a person who likes to find information, will take the time to find more information. Consumer characteristics can be divided on the basis of age, education and occupation, geographical location, income, and social class. Kotler's explanation quoted from the study (Maksum, Tri, 2015) states that consumer characteristics are influenced by several factors including :

a. Cultural factors, which are the most basic determinants of desires and behavior. Each culture consists of several smaller subcultures that provide specific identification and socialization for their members. Sub-cultures include nationalities, religions, racial groups, and geographical areas. When subcultures become large and prosperous, companies often design marketing programs specifically to serve them. Characteristics are traits or traits owned by individuals related to behavior.

b. Social Factors, such as; 1) a reference group that is a group that has a direct (face to face) or indirect influence on the person's attitude or behavior, 2) a family group that is the most important consumer purchasing organization in society, and family members present the most influential primary reference group, 3) role and status, people choose products that reflect and communicate their role and the actual status or status desired in society as well as social roles and status influencing purchasing behavior.

c. Personal factors include age and stages in the buyer's life cycle, work and economic circumstances, personality and self-concept, as well as lifestyle and values. 1) Age and life cycle stage, consumption is also shaped by the family

life cycle and the number, age, and sex of people in the household at a certain time, 2) Work and economic conditions, work also affects consumption patterns. Blue-collar workers will buy work clothes, work shoes, and food boxes. Product choices are strongly influenced by economic conditions of income that can be spent, debt, strength of the loan, and attitudes toward spending and savings, 3) Personality and self-concept, personality can also be a useful variable in analyzing consumer brand choices. The idea is that brands also have personalities, and consumers might choose a brand whose personality suits them. 4) Lifestyle and values, is a person's lifestyle in the world that is reflected in activities, interests and opinions. Lifestyle captures a person's complete interaction with their environment.

d. Psychological Factors, Psychological factors as part of the influence of the environment in which he lives and live in the present without ignoring the influence of the past or anticipation in the future, psychological factors are people's purchasing choices influenced by four main psychological factors namely motivation, perception, knowledge and self-confidence and establishment. Psychological factors are the means used to recognize their feelings, gather and analyze information, formulate thoughts and opinions in taking action. The higher motivation, perception, knowledge, beliefs and attitudes of a person towards a product, the higher the consumer's decision to make a purchase.

(Sujana & Ekaputi, 2012) and (Hikmawati, Aprilia Kuncoro, 2016) in their respective studies also prove that consumer characteristics influence consumer purchasing decisions. From the explanation above, it can be concluded that the characteristics of consumers will influence consumers in determining their purchasing decisions.

Another factor that also influences consumer purchasing decisions is service factor. The company's success in providing quality services to its customers, achieving high market share and increasing the company's profit is very much determined by the approach used (Amanah, 2012). Moenir explained that service is the process of meeting needs through other people's activities directly. Services needed by humans are generally classified into two types, namely physical services that are personal as human and administrative services provided by others as members of organizations,

be they mass or state organizations. In order to maintain his life, humans really need service, both from themselves and through the work of others (Daulay, 2014). Lupiyoadi mentioned there are five dimensions of service, namely:

1. Physical evidence (Tangibles), namely the company's ability to demonstrate its existence to external parties. Appearance and capability of physical facilities and infrastructure must be reliable, the condition of the surrounding environment is evidence of the services provided by the service provider. Which includes physical facilities (buildings, warehouses, etc.), equipment, and equipment used (technology) and the appearance of employees.

2. Reliability, namely the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations which means timeliness, the same service for all customers without errors, a sympathetic attitude with high accuracy.

3. Responsiveness, which is a willingness to help and provide fast and appropriate service to customers by delivering clear information. Letting consumers wait without a clear reason causes a negative perception of service quality.

4. Assurance and Assurance, i.e. knowledge, politeness, and the ability of company employees to foster trust between customers and the company. Consists of several components including communication, credibility, security, competence, and courtesy.

5. Individual attention (Empathy), which gives sincere and individual or personal attention given by consumers. Where a company is expected to have an understanding and knowledge about customers, understand customer needs specifically and have a comfortable operating time for customers (Arianti, 2016).

By knowing that the four factors described above can influence consumer purchasing decisions, the company must be responsive to what must be done in order to maintain the survival of the company and become a winner in such intense competition, because consumers will be more selective in making purchases. Therefore, in this study, the author wants to know and analyze the extent to which location factors, product completeness, consumer characteristics and services influence consumer purchasing decisions in the modern syariah market 212 Mart Medan. The renewal

that the author wants to achieve is to prove whether these four factors in addition to influencing the conventional modern market also affect the modern Islamic market.

RESEARCH METHODS

Type and Place of Research

This research uses descriptive associative research to see the effect of independent variables with dependent variables both simultaneously and partially. The research site was conducted at 212 Mart Medan.

Population and Sample

The population in this study were all people who shopped at 212 Mart Medan. The sample in this study amounted to 100 people. Sampling is done by the method of random sampling, namely by taking a random sample of anyone who shops at 212 Mart Medan.

Technique of Data Collection

The type of data used is primary data from people who were sampled in the study using questionnaires and interviews. In addition to primary data, secondary data from books, literature, references and previous researches that are related to the title of this study are also used.

Technique of Data Analysis

Multiple Linear Regression

Multiple regression analysis in this study was used to determine the effect of location, product completeness, consumer characteristics and service on Consumer Purchase Decisions at 212 Mart Medan. The form of the model that will be tested in this study are:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where; Y = Consumer Purchase Decision; β0 = constant; X1 = Location; X2 = Product Completeness; X3 = Consumer Characteristics; X4 = Service; ε = Error.

Classic Assumption Test

The multiple regression method will be used as an unbiased estimation tool if it meets the Best Linear Unlimited Estimation (BLUE) requirements. Therefore,

before multiple linear regression tests are performed, a classic assumption test for the formulated model is needed which includes the following tests: Normality, Heterokedasticity and Multicollinearity Tests.

Hypothesis Test (t-$_{test}$ and f-$_{test}$)

T-test is used to test the regression coefficient partially from the independent variable. The test criteria used are:

If the value is significant ($t_{count} > t_{table}$), then H0 is rejected, meaning that there is a positive influence.

If the significance value ($t_{count} < t_{table}$), then H0 is accepted, meaning that there is no influence.

F-statistic test is used to test the effect of all independent variables together (simultaneously) on the dependent variable.

The test criteria used are:

If the significance value ($F_{count} \geq F_{table}$), then H0 is rejected, meaning that there is a positive influence.

If the significance value ($F_{count} < F_{table}$), then H0 is accepted, there is no effect.

Coefficient of Determination

In this case R2 to state the coefficient of determination or how much influence the location, completeness of the product, the characteristics of consumers and services partially or simultaneously affect the dependent variable, namely the purchase decision.

RESULTS AND DISCUSSION

Table 1. Data Processing Results of 212 Mart Medan

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,623	3,222		1,081	,073
Location	,083	,064	,353	2,925	,000
Product Completeness	,095	,067	,451	3,781	,000
Consumer Characteristics	,035	,059	,332	2,912	,000
Service	-,118	,087	,137	,886	,061

Coefficients^a

a. Dependent Variable: Purchasing Decision

Partial Test (Statistical t-Test)

From the results of data processing above, it can be concluded partially hypothesis testing as follows:

a. For location factors, the value of t-count is 2.925 > t-table 1.985 and sig value is 0.000 < 0.05. It can be concluded that location factors have a positive and significant effect on consumer decisions.

b. For product completeness, the value of t-count is 3.781 > t-table 1.985 and the sig value is 0.000 < 0.05. It can be concluded that the product completeness factor has a positive and significant effect on consumer decisions.

c. For the consumer characteristics factor, the value of t-count 2.912 > t-table 1.985 and sig value is 0.000 < 0.05. It can be concluded that the characteristics of consumers have a positive and significant effect on consumer decisions.

d. For service factor, the value of t-count 0.886 < t-table 1.985 and the sig value is 0.061 > 0.05. It can be concluded that the service factor does not have a positive and significant effect on consumer decisions.

Simultaneous Test (Statistical F-Test)

Table 2. Simultaneous Hypothesis Testing of 212 Mart Medan

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	49,351	5	9,556	3,628	,004[a]
	Residual	371,126	94	2,714		
	Total	365,103	99			

a. Predictors: (Constant), Service, Consumer Characteristics, Product
   Completeness, Location
b. Dependent Variable: Purchasing Decision

From the results of data processing above, it can be seen that the probability value F-count is 3.628 > F-table 2.075 and the value of sig is 0.004 < 0.05. It can be concluded that location variables, product completeness, consumer characteristics and service together have a positive and significant effect on consumers› buying decisions at 212 Mart Medan.

Coefficient of Determination

Table 3. Determination Coefficient Results of 212 Mart Medan

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,615[a]	,485	,167	1,647	1,986

a. Predictors: (Constant), Service, Consumer Characteristics, Product
   Completeness, Location
b. Dependent Variable: Purchasing Decision

Data above shows the value of R Square of 0.485, which means that 48.5% of the variation in the value of consumer purchasing decisions in 212 Mart Medan is influenced by the role of location variations, product completeness, consumer characteristics and service. While the remaining 51.5% is influenced by other variables not examined.

DISCUSSION

Location Factors Against Consumer Purchasing Decisions

The results of tests conducted above show that location factors have a positive and significant effect on consumer buying decisions at 212 Mart Medan. Consumers in determining their choice to shop at 212 Mart Medan is influenced by the location where the consumer lives. Consumers who live close to 212 Mart outlets will choose to shop there rather than dealt with by other competitors. But the distance of 212 Mart that is too far from the settlement makes consumers choose other outlets that are closest to shop. The number of 212 Marts in Medan is not so much, so that the locations of the outlets are very far apart. The amount has not been able to compensate for the number of competitors conventional conventional outlets which are very close to one another. This is makes 212 Mart Medan not yet able to grab the maximum available market share. This study is supported by previous research conducted by (Hariyadi, 2016) on Indomaret and Alfamart in Semarang, where the results state that the location of the proximity of outlets to the location of consumer settlements influence consumer purchasing decisions. The results of this study are also supported

by research conducted by (Wakidah, 2015) which shows that the proximity of the Indomaret location Jl. K.H. Ahmad Dahlan Kediri Branch with residential areas will influence consumer purchasing decisions.

Product Completeness Factors Against Consumer Purchasing Decisions

The results of tests conducted above indicate that the product completeness factor influences the consumer's decision to buy at 212 Mart Medan. The number of choices ranging from the type of goods sold, brand variations, variations in size and price variations are factors that determine consumer purchasing decisions. In fact today, the products sold at 212 Mart Medan are incomplete with a variety of variations. This makes 212 Medan Mart difficult to win the hearts of consumers to decide to shop there. This research is supported by previous research conducted by (Harahap, 2015), (Rohman & Adinugraha, 2018), (Nursanti, 2012) and (Cahyani, Saryadi, & Widiartanto, 2014) which shows that more variations in product, brand and price or (product completeness) are sold will increasingly influence consumer purchasing decisions.

Consumer Characteristics Factors Against Consumer Purchasing Decisions

The results of tests conducted above indicate that consumer characteristics factors have a positive and significant influence on consumer buying decisions at 212 Mart Medan. Consumers who shop at 212 Mart Medan are consumers who have strong Islamic individual characteristics. The spirit of 212 Action was proven by the determination to strengthen the Islamic economy through the Islamic economy and leave the conventional economy massively. With these characteristics, consumers will always try to shop in the modern Islamic market, namely 212 Mart Medan. This research is supported by previous research conducted by (Kurniasih, Wulandari, & Luhita, 2018) on batik products in Banyumas which states that consumer characteristics affect consumer buying interest.

Service Factors Against Consumer Purchasing Decisions

The results of tests conducted above show that the service factor has a negative and not significant effect on consumer buying decisions at 212 Mart Medan. This research contrasts with research conducted by (Amanah, 2012), (Hikmawati, Aprilia Kuncoro, 2016) and (Daulay, 2014) who state that service quality influences consumer purchasing

decisions. This difference occurs because of differences in place or object of research. In this research, the object or place of research is the 212 Mart supermarket. This is because 212 Medan Mart is a minimarkets or sharia modern market based on "self-service" which means self-serving. The place of sale is not so large, the composition of the products sold is well displayed and can be seen easily making consumers able to make purchases without having to be given more services by the officer. But that does not mean the officer does not serve at all. Officers continue to provide appropriate services in accordance with what is needed by consumers. That is why the service does not affect consumers' decision to buy at 212 Mart Medan.

CONCLUSION

1. Location factors, product completeness and consumer characteristics partially have a positive and significant effect on consumers' buying decisions at 212 Mart Medan.

2. The service factor partially has a negative and not significant effect on consumer decisions to buy at 212 Mart Medan.

3. Location factors, product completeness, customer characteristics and service simultaneously have a positive and significant effect on consumer decisions to buy at 212 Mart Medan.

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