The Effect Of Retailing Mix On Costumer Purchase Decision

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Abstract :

The pupose of this research was to find out the influence of price, merchandise assortment, communication mix, location, customer service, and store design and display on purchasing decisions at the supermarket CG Mart. The population that becomes the object of this research is all consumers of CG Mart supermarkets. The number of samples used in this study were 100 respondents. The method of analysis used in this study is multiple regression analysis. The results of the study partially show that price has a significant effect on purchasing decisions, merchandise assortment has a significant effect on purchasing decisions, communication mix has effect but not significant on purchasing decisions, location has effect but not significant on purchasing decisions, customer service has a significant effect on purchasing decisions. , the store design and display does have a effect but not significant on purchasing decisions. And the simultaneous research on price, merchandise assortment, communication mix, location, customer service, and store design and display have a significant influence on purchasing decisions at the supermarket CG Mart.

Keywords*: Price, merchandise assortment, communication mix, location, customer service, store design and display, purchasing decision.*

1. Introduction

The development of the current era has an influence on life which is becoming more instant, fast, and economical. Along with the times, the existence of a modern retail business is increasingly important because people tend to shop at modern retail markets, such as minimarkets, supermarkets or hypermarkets. People prefer to shop in modern retail markets because people want convenience in shopping, price certainty, satisfactory service, availability of quality products, strategic locations and promotions that attract buying interest. This is what causes the modern retail industry to grow very fast. (Adji & Subagio 2013).

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People nowadays prefer to shop at the nearest supermarket rather than having to shop at the market or grocery store. This opportunity was then seen by many existing entrepreneurs. Entrepreneurs began to open outlets in the city to remote areas in order to meet the growing needs of the community. (Analde & Sukardi 2016).

The presence of a modern retail business that is developing in Riau Province at this time can be seen from the establishment of minimarkets and supermarkets in various places, in connection with this, minimarkets and supermarkets in Riau Province must compete in controlling the existing market share. To be able to compete, retailers must try to attract and retain consumers. Growing interest in buying until consumers decide to make a purchase decision is quite difficult. There are several factors that can influence it, in the form of internal factors and external factors. Marketing strategies that can influence consumer decisions to buy at a place. These include price, product diversity, promotion, location, customer service, and retail display. (Tobing & Sihombing 2016).

Supermarkets usually allow visitors to serve themselves in search of necessities, such as daily food needs, non-food supplies such as health care, clothing, agricultural materials, office supplies, building supplies, beauty, electronic goods and others. (Levy & Weitz 2012). Thus self-service is a retail that provides a variety of products to meet daily needs.

CG Mart is one of the modern retailers that sells basic goods for daily needs, household supplies, school supplies and also other items that are needed by consumers. In running its business, this supermarket offers products at affordable prices, convenience in shopping, and good service quality or just a visit and others. This shows CG Mart's efforts to maintain its existence in the current competition.

In addition to self-service CG Mart, the growth of minimarkets around this area has become competitors in the modern retail sector, namely Indomaret, Alfamart, and other minimarkets that compete with each other in this retail business sector. In order to compete, you must have a good strategy and be able to meet and satisfy the needs of consumers. With the right strategy, these efforts will influence consumers' decisions to make purchases at CG Mart Swalayan.

The self-service CG Mart is located at Jalan Pasir Putih No. 9, Pandau Jaya, Kampar Regency, Riau Province. The existence of CG Mart as one of the retailers in Riau Province is expected to be able to implement the right strategy to attract more consumers so as to increase purchases.

Based on the thoughts above, the researchers tried to examine the retailing mix and its influence on purchasing decisions at CG Mart supermarkets in Kampar Regency. According to (Levy & Weitz 2009), the elements in the retail mix consist of price (pricing), product assortment (merchandise assortment), communication mix (communication mix), location (location), customer service (customer service). , and store design and display.

In research conducted by (Adji & Subagio2013), Supriyanto, (Azhad, & Santoso 2017), price, product diversity, communication mix, location, customer service, and retail display have a significant effect on purchasing decisions. However, in a study conducted by (Wahyuni, Mayasari & Albar 2015) communication mix and location

did not significantly influence purchasing decisions. In the research conducted by (Haryeni, Mulyati, dan Sari 2017) price, product diversity, communication mix, customer service, retail display have no significant effect on purchasing decisions.

Today's modern retailers that apply the retail mix strategy are thought to have an influence on consumer purchasing decisions, so that supermarkets can then become one of the most popular supermarkets and can compete with their competitors. Therefore, researchers feel the need to conduct this research so that it can be seen how the influence of the retailing mix on purchasing decisions at CG Mart supermarkets in Kampar Regency

2. Theoretical Background

Retail Mix
Retailing according to (Kotler & Keller 2016) Retailing includes all activities involved in selling goods or services directly to end consumers for personal or non-business use.

According to (Levy & Weitz 2009), the retail mix is a combination of factors used by retailers to satisfy customer needs and influence purchasing decisions. Elements in the retail mix consist of price (pricing), product assortment (merchandise assortment), communication mix (communication mix), location (location), customer service (customer service), and store design or display (store design and display). displays).

Price
According to (Suparyanto & Rosad 2015), price is the amount of something that has value in general in the form of money that must be sacrificed to get a product. According to (Levy & Weitz 2009) there are 3 factors that influence retailers in price formation, namely: (1) Price and cost sensitivity, when the price of a product increases, sales of a product will decrease because only a few customers feel that the product is offered are products that have good added value. Consumer price sensitivity will determine how many units will be sold at different price levels. (2) Competition, namely competition with competitors by considering that the price set by competitors is also a benchmark for the price that will be given to a product. The price given can be above or below the competitor's price. (3) Sales oriented, aiming to determine very low prices in order to generate new sales and take sales from competitors, even though the profit obtained is very sma

Product Diversity (Merchandise Assortment)
According to (Alma 2013) the product is a set of attributes, both tangible and intangible, including color, price, the good name of the factory, the good name of the store that sells (retailer), and factory services and retailer services, which are received by buyers in order to satisfy his desire.

According to (Levy & Weitz 2009) Product diversity is the number of different items in the merchandise category. They say that an assortment plan reflects: (1) The variety or breadth is the number of different categories of merchandise offered. (2) Diversity or depth is the number of different items within a merchandise category.

Communication mix
According to (Kotler & Armstrong 2012), the promotional mix or communication mix is a special blend of tools used by companies to ensure the value of communication and build relationships with consumers.

According to (Levy & Weitz 2009) the method of communicating information to consumers consists of several methods, namely: (1) Paid impersonal communication, namely paid communication that is not personal such as: (a) Advertising A form of communication that is paid for by customers using media impersonal, such as newspapers, radio, TV, direct mail, and the internet. (b) Sales Promotion Offers that have added value and incentives for customers who come to visit the store or purchase merchandise within a certain period of time. (2) Paid personal communication, namely personal paid communication such as: (a) Personal selling, is communication where sales help meet customer needs through direct (face-to-face) communication. (b) E-mail, is a personal communication via the internet in a form such as a letter. (c) Unpaid impersonal communication, namely communication that is not private and not paid, such as public communication that is not charged for entering a TV program.

Location
According to (Tjiptono 2015) Location is distribution referring to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers.

Retail location is an important consideration for customers in choosing a store. The following are the types of retail locations according to (Levy & Weitz 2009) : (1) Stand-alone is a store that stands alone without any other stores nearby. Retail locations that are isolated and not connected to other retailers, but are located close to other free standing, shopping centers, or in office buildings or shopping centers. (2) Urban location / CBD (central bussines district) is a traditional business center located in the city. In this area, retail outlets usually appear which are profitable because they are located in areas with very high traffic density compared to other locations. (3) Communities and neighborhoods are retailers located in the neighborhood of a community, usually the parking lot is in the open.

According to (Wanda 2015), providing friendly service to consumers can influence purchasing decisions. According to (Wanda 2015) service has a significant effect on purchasing decisions. The results of this study are in line with research conducted by (Adji and Subagio 2013), (Autami and Atmosphere (2015), (Wahyuni, Mayasari and Albar 2015), (Supriyanto, Azhad, & Santoso 2017), (Rahayu, 2018), (Albar 2020) which shows that customer service has a significant effect on purchasing decisions. Based on the description above, the hypothesis in this study is as follows: Hypothesis 5: Consumer service affects consumer purchasing decisions at CG Mart Supermarkets.

According to research by (Analde & Sukardi 2016), the higher the design and appearance of the store, the lower its value on consumer purchasing decisions, and vice versa, in this case it is possible to create an expensive image if the design is too luxurious and high. According to research by (Wahyuni, Mayasari & Albar 2015), retail display has a significant influence on purchasing decisions. The results of this study are in line with research conducted by (Adji & Subagio 2013), (Autami & (Atmosphere 2015), (Supriyanto, Azhad, & Santoso (2017) which shows that retail display influences purchasing decisions. Based on the description above, the hypothesis in this study is as follows: Hypothesis 6: Retail display affects consumer purchasing decisions at CG Mart Supermarkets.

3. Methodology

Population and Sample
According to (Sugiyono 2010) population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population taken were all self-service CG Mart consumers.

According to (Sugiyono 2010) states that the sample is part of the number and characteristics possessed by the population. So the sample can also be interpreted as part of the population. In this study using roscoe. Roscoe according to Sugiyono (2010) provides suggestions about sample size for research such as the following: (1) A proper sample size in research is between 30 to 500. (2) If the sample is divided into categories (eg: male- women, public-private employees, etc.) then the number of sample members for each category is at least 30. (3) If the research is to conduct multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. researched. For example, there are 7 research variables (independent + dependent), then the number of sample members = 10 x 7 = 70.

Based on the theory above, in this study, the researcher uses the third and the first points, namely the research variable there are 7 (independent + dependent), then the number of sample members becomes 10 x 70 = 70. Then the researcher completes it to 100.

Variable Operational Definition

The variables in this study are divided into two, namely: The independent variable (independent), is a variable that affects the dependent variable (bound). The independent variables in this study are price, product diversity, communication mix, location, customer service, and retail display. The dependent variable (dependent) is the variable that is influenced or that becomes the result, because of the independent variable. The dependent variable in this study is the purchase decision.

Data Analysis Method

Validity Test And Reliability Test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Measuring validity can be done by calculating the correlation between the score of the questions with the total score of the variable. Variable scores that have a significance level below 0.05. The significance test was carried out by comparing the calculated r value (Item-Total Correlation Correlation value) with r table for degree of freedom (df) = n - 2, in this case the number of samples. If the value of r arithmetic > r table then the answer is declared valid. (Ghozali 2016).

Reliability is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable when the respondent's answer to the statement is consistent or stable from time to time. Then the higher the level of reliability of a measuring instrument, the more stable the measuring device. In SPSS, facilities are given to measure reliability with the Cronbach Alpha (α) statistical test, a construct or variable is said to be reliable if it gives a Conbarch Alpha value > 0.60. (Ghozali 2011).

Multiple Linear Regression Analysis

In this analysis it can be seen how much the independent variables, namely price (X1), product diversity (X2), communication mix (X3), location (X4), consumer service (X5), retail display (X6), affect the dependent variable, namely the purchase decision (Y). The form of the multiple linear regression equation used in this study is as follows.

Formula :

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + e$

Description :

Y = Purchase decision

a   = Constant of regression decision

b1 = Regression coefficient of variable X1 (price)

b2 = Regression coefficient of variable X2 (diversity of products)

b3 = Regression coefficient of variable X3 (communication mix)

b4 = Regression coefficient of variable X4 (location)

b5 = Regression coefficient of variable X5 (customer service)

b6 = Regression coefficient of variable X6 (retail display)

X1 = Price

X2 = Product diversity

X3 = Communication mix
X4 = Location
X5 = Customer service
X6 = Retail display
e   = Confounding variable

Hypothesis testing
Simultaneous Test (F Test)
The F test basically shows whether all the independent or independent variables included in the model have a joint effect on the dependent variable. Hypothesis testing like this is called the overall significant test of the observed and estimated regression lines, whether Y is linearly related to X1, X2, X3, X4, X5, X6. (Ghozali 2016).

Coefficient of Determination Test (R2)
Ghozali (Ghozali 2016 states that the coefficient of determination (R2) serves to see the extent to which the entire independent variable can explain the dependent variable. If the coefficient of determination is greater, then the influence of the independent variable on the dependent variable is getting stronger. This means that the independent variables provide most of the information needed to predict the dependent variable.

Partial Test (t Test)
According to (Ghozali 2016) the t statistical test basically shows how far the influence of one explanatory variable individually in explaining the variation of the dependent variable. Hypothesis no (Ho) to be tested is whether a parameter (bi) is equal to zero, or: Ho: bi = 0 This means whether an independent variable is not a significant explanatory factor for the dependent variable. The alternative hypothesis (Ha) is that the parameter of a variable is not equal to zero, or: Ha : bi 0. This means that the variable is a significant explanatory factor for the dependent variable.

4. Empirical Findings/Result

Validity and Reliability Test
The analysis of the validity test uses the Corrected Item-Total Correlation measurement. If the Corrected Item-Total Correlation value is > 0.1966 and the reliability coefficient value (Cronbach Alpha) is greater than 0.6, it indicates that the instrument used is valid and reliable. Validity and reliability testing uses SPSS program. For more details can be seen in the following table

Table 1. Validity Test Results

Variable	Indicator	Validity	Conclusion
Price (X1)	Statemant 1	0,743	Valid
	Statemant 2	0,557	Valid
	Statemant 3	0,711	Valid
	Statemant 4	0,790	Valid
Product Diversity	Statemant 1	0,790	Valid

Variable	Indicator	Validity	Conclusion
(X2)	Statemant 2	0,578	Valid
	Statemant 3	0,786	Valid
	Statemant 4	0,728	Valid
Communication Mix (X3)	Statemant 1	0,348	Valid
	Statemant 2	0,718	Valid
	Statemant 3	0,789	Valid
	Statemant 4	0,816	Valid
Location (X4)	Statemant 1	0,416	Valid
	Statemant 2	0,738	Valid
	Statemant 3	0,805	Valid
	Statemant 4	0,758	Valid
Costumer Service (X5)	Statemant 1	0,664	Valid
	Statemant 2	0,581	Valid
	Statemant 3	0,798	Valid
	Statemant 4	0,562	Valid
	Statemant 5	0,775	Valid
Retail Display (X6)	Statemant 1	0,672	Valid
	Statemant 2	0,734	Valid
	Statemant 3	0,727	Valid
	Statemant 4	0,773	Valid
	Statemant 5	0,650	Valid
Buyer's Decision (Y)	Statemant 1	0,786	Valid
	Statemant 2	0,866	Valid
	Statemant 3	0,796	Valid
	Statemant 4	0,637	Valid
	Statemant 5	0,855	Valid

Source: Processed Results of SPSS 2021

Table 2. Reliability Test Results

Variable	Alpha Coeffcient	Conclusion
Price (X1)	0,658	Reliabel
(X2)	0,689	Reliabel
(X3)	0,601	Reliabel
Location (X4)	0,611	Reliabel
Costumer Service (X5)	0,703	Reliabel
Ritel Display (X6)	0,756	Reliabel
Buyer's Decision (Y)	0,844	Reliabel

Source: Processed Results of SPSS 2021

Multiple Linear Regression Analysis
Table 3. Results of Multiple Linear Regression Analysis

Independen Variabel	Consumer Statisfaction		
	B	t	Sig
Constanta	-3,693		
Price (X1)	0,244	2,046	0,044
Product Diversity (X2)	0,606	4,592	0,000
Communication Mix (X3)	0,016	0,124	0,902
Location (X4)	0,212	1,744	0,084
Costumer Servic (X5)	0,240	2,111	0,037
Rite Diplay (X6)	0,092	0,953	0,343

Source: Processed Results of SPSS 2021.

From the test results, the linear regression equation is Y= -3.693 + 0.244X1 + 0.606X2 + 0.016X3 + 0.212X4 + 0.240X5 + 0.092X6 (1) The constant value of - 3.693 means that the price variable, product diversity, communication mix, location, customer service, and retail display is worth 0 then the level of Consumer Satisfaction is 2,908. (2) The value of the coefficient of perception of price quality (X1) is 0.244, meaning that if the other independent variables have a fixed value and the price increases one unit, then the purchase decision will increase by 0.244. (3) The coefficient value of Product Diversity (X2) is 0.606, meaning that if the other independent variables have a fixed value and product diversity has increased by one unit, the purchasing decision will increase by 0.606. (4) The value of the Communication Mix coefficient (X3) is 0.016, meaning that if the other independent variables have a fixed value and the communication mix has increased by one unit, the purchasing decision will increase by 0.016. (5) Location coefficient value (X4) is 0.240, meaning that if the other independent variables have a fixed value and location increases one unit, then the purchase decision will increase by 0.240. (6) The value of the coefficient of Consumer Service (X5) is 0.016, meaning that if the other independent variables have a fixed value and consumer service has increased one unit, then the purchase decision will increase by 0.016. (7) The Retail Display coefficient (X6) is 0.092, meaning that if the other independent variables have a fixed value and retail display has increased one unit, then the purchase decision will increase by 0.092.

Hypothesis Testing
Simultaneous Test Results (F Test)
Table 8. F Test Results

Model	Sum If Squares	df	Mean Square	F	Sig.
Regression	279.546	6	46.591	29.644	.000[b]
Residual	146.164	93	1.572		
Total	425.710	99			

Source: Processed Results of SPSS 2021.

From the results of simultaneous testing, the calculated F results are 29.644, while the F table value is F(K;n-k) = F(6;94) = 2.197. This means that F count > F table, then ho is rejected and ha is accepted and a significant value of 0.000 < alpha 0.05 means that the variables of price, product diversity, communication mix, location, customer service, and retail display have a simultaneous and significant effect. on purchasing decisions of self-service CG Mart.

Coefficient of Determination Test Results (R2)
Table 9. Coefficient of Determination Test Results (R2)

Model	R	R Square	Adjustes R Square	Std. Error of the Estimate
1	.810[a]	.657	.635	1.254

Source: Processed Results of SPSS 2021.
The value of R2 is 0.635. This means that the variables of purchasing decisions are explained by the variables of price, product diversity, communication mix, location,

customer service, and retail display by 63.5%, while the remaining 36.5% is influenced by other variables not observed in this study.

Partial Test Results (t Test)
Table 10. t test results

Test t	t Count	t Table	Sig	Description
Price (X1)	2,046	1,9858	0,044	Significant
Product Diversity (X2)	4,592	1,9858	0,000	Significant
Communication Mix (X3)	0,124	1,9858	0,902	Not Significant
Location (X4)	1,744	1,9858	0,084	Not Significant
Costumer Service (X5)	2,111	1,9858	0,037	Significant
Retrail Display (X6)	0,953	1,9858	0,343	Not Significant

Source: Processed Results of SPSS 2021.

Based on the table above, the results show that the first hypothesis testing was conducted to test the effect of price on purchasing decisions for self-service CG Mart. The results show that the t-count value is 2.046 which is greater than the t-table value of 1.9858, with a significance value of 0.044 which is smaller than 0.05. It means that Ho is rejected and H1 is accepted. It can be said partially that price has a significant effect on consumer purchasing decisions for self-service CG Mart. The results of this study are in line with previous research conducted by (Adji & Subagio, 2013), (Autami & Atmosphere 2015), (Wahyuni, Mayasari and Albar (2015), (Supriyanto, Azhad, & Santoso 2017) which showed that price had a significant effect on decision making. purchase.

The second hypothesis testing was conducted to test the effect of product diversity on the purchasing decision of self-service CG Mart. The results show that the t-count value is 4.592, which is greater than the t-table value of 1.9858, with a significance value of 0.000 which is smaller than 0.05. It means that Ho is rejected and H2 is accepted. It can be said partially that product diversity has a significant effect on consumer purchasing decisions for self-service CG Mart. The results of this study are in line with previous research conducted by (Adji & Subagio 2013), (Wahyuni, Mayasari & Albar 2015), Tobing & Sihombing (2016), (Supriyanto, Azhad, & Santoso 2017) which showed product diversity had a significant effect on decision making. purchase.

The third hypothesis testing was conducted to test the effect of the communication mix on the purchasing decisions of self-service CG Mart. The results show that the t-count value is 0.124 which is smaller than the t-table value of 1.9858, with a significance value of 0.902 which is greater than 0.05. It means that Ho is rejected and H3 is accepted. It can be said partially that the communication mix has no significant effect on the purchasing decisions of self-service CG Mart consumers. The results of this study are in line with previous research conducted by (Wahyuni, Mayasari & Albar 2015), (Haryeni, Mulyati, & Sari 2017), (Albar 2020) which showed that the communication mix had no significant effect on purchasing decisions.

In testing the fourth hypothesis, it is carried out to test the influence of location on purchasing decisions of self-service CG Mart. The results show that the t-count value is 1.744 which is smaller than the t-table value of 1.9858, with a significance value of 0.0842 which is greater than 0.05. It means that Ho is rejected and H4 is accepted. It can be said partially that location has no significant effect on purchasing decisions of self-service CG Mart consumers. The results of this study are in line with previous research conducted by Wahyuni, Mayasari & Albar (2015), Albar (2020) which showed that location had no significant effect on purchasing decisions.

The fifth hypothesis testing was conducted to test the effect of consumer service on purchasing decisions of self-service CG Mart. The results show that the t-count value is 2.111 which is greater than the t-table value of 1.9858, with a significance value of 0.037 which is smaller than 0.05. It means that Ho is rejected and H5 is accepted. It can be said partially that customer service has a significant effect on consumer purchasing decisions for self-service CG Mart. The results of this study are in line with previous research conducted by Adji & Subagio (2013), Wahyuni, Mayasari & Albar (2015), Supriyanto, Azhad, & Santoso (2017), (Rahayu, 2018),

(Albar 2020) which showed customer service significant effect on purchasing decisions.

The sixth hypothesis was tested to test the effect of retail display on purchasing decisions of self-service CG Mart. The results show that the t-count value is 0.953, which is smaller than the t-table value of 1.9858, with a significance value of 0.343 which is greater than 0.05. It means that Ho is rejected and H6 is accepted. It can be said partially that retail display has no significant effect on consumer purchasing decisions of self-service CG Mart. The results of this study are in line with previous research conducted by (Haryeni, Mulyati, & Sari 2017), and (Albar (2020) which showed that retail display had no significant effect on purchasing decisions.

5. Discussion
The conclusions that can be drawn from the results of research that have been carried out are: price, product diversity, and customer service have a significant effect on consumer purchasing decisions for CG Mart supermarkets in Kampar Regency. However, the communication mix, location, and retail display have no significant effect on consumer purchasing decisions of self-service CG Mart.

Based on the research conducted, the suggestions that can be given are: (1) For supermarkets, suggestions that can be given to arrange products neatly on the shelves, so that consumers get comfort when choosing products to buy, so as to improve consumer purchasing decisions, and self-service give attention to employees in the form of motivation so that employees are more enthusiastic and diligent in providing services and arranging products neatly. (2) For academics, the results of this study can be used as a reference by other parties who conduct research on the same problem in the future, and in order to improve the results of this study

with a larger sample size, wider scope of research, and using a different research object. different by connecting other variables that can influence purchasing decisions.

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