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Diversity Of Products, Places, Promotion On Purchase Decisions Of Ud Martabe Merauke Customers

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ABSTRAK

Tujuan penelitian ini untuk melihat seberapa besar factor keragaman produk, tempat, promosi penjualan terhadap keputusan pembelian pelanggan UD Martabe di Jl Sultan Syarir Merauke. Populasi dalam penelitian ini adalah mereka yang yang menjadi pelanggan UD Martabe. Sampel berjumlah 100 resopnden dan teknik pengambilan sampel yang digunakan adalah teknik pengambilan sampling incidental. Jenis dan sumber data yang digunakan dalam penelitian ini adalah jenis data primer dan data sekunder. Untuk metode pengumpulan data yang digunakan yaitu obseravasi, wawancara serta pemberian angket atau kuisioner. peneliti akan melakukan teknik analisis data dengan menggunakan uji instrument penelitian (uji validitas dan uji realibilitas), Uji Asumsi Klasik, Analisis Regresi Berganda, Uji Hipotesis (Uji T, Uji F serta Uji Determinasi) dengan menggunkan bantuan software Statistical Product and Service Solution (SPSS). Hasil analisis menunjukkan bahwa keragaman produk, tempat dan promosi menpunya pengaruh bahwa variable independent dalam hal ini variabel keragaman produk (X1), Tempat/lokasi (X2), serta promosi (X3) mempunyai pengaruh yang positif serta signifikan terhadap keputusan pembelian pada UD Martabe Merauke.

Kata kunci: *Keputusan Pembelian , Keragaman Produk, Promosi, Tempat*

ABSTRACT

The writing of this research article is done to see how big the factor of product diversity, place and sales promotion is on the purchasing decisions of UD Martabe customers on Jl Sultan Syarir Merauke. The population in this study are those who are customers of UD Martabe. The sample is 100 respondents and the sampling technique used is incidental sampling technique. The types and sources of data used in this study are the types of primary data and secondary data. The data collection methods used are observation, interviews and the provision of questionnaires or questionnaires. Researchers will perform data analysis techniques using research instrument tests (validity test and reliability test), Classical Assumption Test, Multiple Regression Analysis, Hypothesis Testing (T Test, F Test and Determination Test) using the help of Statistical Product and Service Solution (SPSS) software.The results of the analysis show that the diversity of products, places and promotions has an influence that the independent variables in this case the variables of product diversity (X1), place/location (X2), and promotions (X3) have a positive and significant influence on purchasing decisions at UD Martabe Merauke.

Keywords: **Purchase Decision, Product Diversity, Promotion, Place**

A. BACKGROUND

Competition in marketing products or services in today's business development is very high, for this reason extra marketing activities are needed for business actors. However, when the Covid-19 Pandemic hit the economy, there were many business sectors that began to recede, but there were also sectors that survived and grew, such as retail trade. The reality is that according to the Indonesian Retail Entrepreneurs Association (Aprindo) in 2020 retail business income has dropped dramatically but has survived to this day to meet consumer needs (Hardikoesoemo & Harjanti., 2021). The retail business itself is a business activity in which sellers provide goods or services in the form of units or aceran to consumers for consumption or not for resale.

A suitable strategy to win business competition is to create an attitude in consumer purchasing decisions where companies must be able to satisfy their customers first. The marketing strategy that is able to create customer satisfaction in supporting and marketing its products is the use of a marketing mix. Marketing mix is a concept in the world of marketing which consists of various elements, while these elements include, product, price, place, promotion, people, process, physical evidence (Kotler & Amstrong., 2016). With the presence of factors in the marketing mix is expected to create customer satisfaction.

Consumer purchasing decisions are part of consumer behavior, namely how individuals, groups, and organizations choose, buy, use goods, ideas, services or experiences to satisfy needs and wants (Kotler & Amstrong., 2016). Every customer certainly has hope that the places he visits to shop can give them satisfaction. For example, the availability of various types of goods in good condition. Consumers will be happy and enjoy their shopping activities if the shopping places they visit sell complete and varied goods so that there will be many choices for customers to buy what they want. Product diversity is a collection of all products and goods offered for sale by certain sellers (Kotler & Keller, 2019). Product diversity is also related to product completeness which concerns the depth, breadth and quality of the products offered as well as the availability of these products at any time in the store (Utami., 2015).

Purchasing decisions do not only rely on the availability of product diversity, but the location/place factor is a factor that determines the success of a business. Location/place is one of the most important determinants in making purchasing decisions, companies must choose a strategic location in placing their stores in an area/area that is close to crowds and community activities. Location/place taken by a company in determining decisions as a place in carrying out business activities to distribute services and goods to consumers. The existence of a place or location can influence the company in determining its buying decision (Tjiptono, 2015). On the other hand customers can easily make purchases if the place is strategic, close to community activity centers or residences, so customers don't have to go far to buy the product they want. In addition to the diversity of products and places/locations, promotion is also a factor that cannot be separated from purchasing decisions. Promotion is an action taken by the seller in order to introduce or notify products and services to consumers (Kotler & Keller., 2016).

UD Martabe Merauke is one of the places of business engaged in business or self-service retail. In terms of location, the existence of UD Martabe can be said to be very strategic so that many people or customers visit there to buy their needs. For this reason, UD Martabe Merauke tries to provide goods for sale in complete condition, promote goods or products, good service quality and carry out distribution and pricing so that business activities as the key to success in a company can be achieved. The promotion carried out by UD Martabe Merauke is by giving discounts to regular customers and promoting sales through social media. Therefore, the company hopes that promotions that are carried out effectively can increase the company's sales in accordance with predetermined sales targets and can compete with other companies. But in fact, giving too many discounts can also result in negative assumptions from consumers about the goods offered by sellers (Santini et al., 2015). Based on the phenomena that have been described, the authors want to know the effect of the diversity of products, places and promotions on purchasing decisions for UD Martabe Merauke customers.

B. METHODE

By looking at the research objectives, the method used in this study is a quantitative method (Sugiyono, 2014). The population in this study were all consumers or customers of UD Martabe Merauke who made purchases.

Table 1. UD Martabe Customers in 2022

No	Mounth	Number of Customers (Person)
1	January	4200
2	February	3750
3	March	3750
4	April	3750
5	May	5000
6	June	3750
7	July	3750
8	August	4200
9	September	4200
10	October	4200
11	November	4200
12	December	5000
Total		49750

Source : UD Martabe, 2022

Based on the data obtained in table 1, the population in this study is all customers who come to visit or shop at UD Martabe in 2022 totaling 49,750 customers. Because the population size was too large and to make it easier for researchers to conduct research, the sampling was carried out using the Slovin formula.

From the sample calculation using the Slovin formula, the results obtained are as many as 100 samples which will be used in this study using the incidental sampling technique. The types and sources of data used in this research are primary data and secondary data. Primary data is taken directly from respondents who are customers of UD Martabe in the form of data related to product diversity, places/locations, promotions and purchasing decisions packaged in the form of a questionnaire. While the type of secondary data used is data that has something to do with this writing which comes from books, articles or previous research. Methods of data collection in this study using a questionnaire or questionnaires and interviews. Questionnaires/questionnaires were given to customers who made purchases at UD Martabe, while interviews were conducted with UD Martabe owners. This questionnaire/questionnaire contains statements that aim to obtain data. Furthermore, it is used in analyzing research variables. The variable measurement scale in this study uses a Likert scale. The Likert scale is a scale used to measure opinions, attitudes, and perceptions of a person or group of existing social phenomena. This social phenomenon has been determined specifically by researchers who are then used as research variables (Sugiyono, 2017). After the required data is collected, the data will be processed using the Software Statistical Product and Service Solution (SPSS) application.

Based on the data and variables above, the researcher will perform data analysis techniques as follows:

1. **Test the Research Instrument**

a. Validity Test

Validity test is a test of data which proves that the data can be trusted to be true according to reality. This test is carried out to measure the validity or validity of a questionnaire or questionnaire. The questionnaire is said to be valid or valid if the statements or questions in the questionnaire are able to reveal something that will be measured in the questionnaire. The validity test is used to calculate the value of r or the correlation between data in each statement or question with a total score. The validity test in this study uses the Pearson's Product Moment Coefficient (r) with decision-making criteria including if rcount › rtable, then the statement items or questions in the questionnaire can be said to be valid. If rcount ‹ rtable, then the statement items or questions in the questionnaire can be said to be invalid with a significant level (α) of 95% or 0.05 (Ghozali, 2016). To find out whether the statement items in this study are valid or not, the authors use the Statistical Product and Service Solution (SPSS) software computer program.

b. Reliability Tes

Test reliability (reliability) is a tool used to measure the stability and consistency of measurement results from the questionnaire in repeated use. A questionnaire is said to be reliable if someone's answers to questions are consistent or stable from time to time. In this study the reliability test used Statistical Product and Service Solution (SPSS) software which provided facilities with the Cronbach Alpha (α) statistical test. A statement can be said to be reliable if the value of Cronbach Alpha (α) › 0.70. Conversely, if the Cronbach Alpha coefficient (α) ≤ 0.70, then the statement is said to be unreliable (Ghozali, 2016).

2. Classical Assumption Test

a. Normality test

The normality test is carried out to test whether in a regression model, the independent variable and the dependent variable or both have a normal or abnormal distribution. If the Significant Value › (0.05), then the data distribution is declared normal and if the significant value is ‹ (0.05), then the data distribution is declared not normal (Ghozali, 2016).

b. Multicollinearity Test

The multicollinearity test aims to see whether or not there is a high correlation between the independent variables in a multiple linear regression model. This test also aims to avoid the habit of drawing conclusions regarding the effect of the partial test of each independent variable on the dependent variable. This test intends to detect correlation symptoms between one independent variable and another independent variable (Ghozali, 2016). In a good regression model there should be no correlation between the independent variables. Multicollinearity test can be done in 2 ways, namely by looking at VIF (Variance Inflation Factor's) and tolerance values, and if VIF › 10 and tolerance values ‹ 0.10 then multicollinearity symptoms are free.

c. Heteroscedasticity Test

The heteroscedasticity test aims to see whether the regression model does not have the same variance from the residuals from one observation to another. If the variance from one residual observation to another observation remains, it is called heteroscedasticity and if it is different, it is not called heteroscedasticity. Heteroscedasticity can be known through the Glesjer test. If the significance probability of each independent variable is › 0.05, it can be concluded that there is no heteroscedasticity in the regression model (Ghozali, 2016).

3. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the effect of more than one predictor variable (independent variable) on the dependent variable. The multiple linear regression equation in this study is (Sugiyono, 2017).

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

a. Partial Test (Statistical t-test)

The t-test statistic or partial test is a technique for testing the regression coefficient of the hypothesis partially on the independent variable (independent variable). This partial test was conducted to test the first and second hypotheses in this study. If $t_{table} > t_{count}$ then H0 is accepted and H_a is rejected. This means that each independent variable partially affects the dependent variable. With a significance level of 95% ($\alpha = 0.05$).

If $t_{table} < t_{count}$ then H_0 is rejected and H_a is accepted. This means that each independent variable does not partially affect the dependent variable. With a significance level of 95% ($\alpha = 0.05$).

If the significance probability number is > 0.05 then H_0 is accepted and H_a is rejected.

If the significance probability number is <0.05 then H_0 is rejected and H_a is accepted.

b. Simultaneous Test (F test)

The F test simultaneously tests whether the independent variables affect the dependent variable. In this study to test whether product diversity, location and promotion have an influence on purchasing decisions at UD Martabe Merauke. If $F_{table} > F_{count}$ then H_0 is accepted and H_a is rejected. This means that each independent variable simultaneously does not affect the dependent variable. With a significance level of 95% ($\alpha = 0.05$).

If $F_{table} < F_{count}$ then H_0 is rejected and H_a is accepted. This means that each independent variable simultaneously affects the dependent variable. With a significance level of 95% ($\alpha = 0.05$).

If the significance probability number is > 0.05 then H_0 is accepted and H_a is rejected.

If the significance probability number is <0.05 then H_0 is rejected and H_a is accepted.

c. Coefficient of Determination (R^2)

The coefficient of determination (R^2) aims to determine how much influence the independent variable has on the dependent variable. The coefficient of determination (adjusted R^2) is between 0 and 1 ($0 < \text{adjusted } R^2 < 1$), where the result of R is close to one (1), then the relationship between the independent variable and the dependent variable is getting stronger. If the value of R is equal to one (1), then there is a relationship between the independent variable and the dependent variable. If the R value is zero (0), then there is no relationship between the independent variable and the dependent variable.

C. DISCUSSION

RESULTS AND DISCUSSION

1. Validity Test

The validity test in this study was carried out on all variables carried out in this study with the aim of seeing the extent to which the validity of the measuring instruments used in this study. The following are the results of the validity test of the variables used in this study:

Table 2. Validity Test Results

Variable	Statement Items	r_{count}	r_{table}	Information
Product Diversity (X_1)	X1_1	0.818	0.1966	Valid
	X1_2	0.856	0.1966	Valid
	X1_3	0.894	0.1966	Valid
	X1_4	0.873	0.1966	Valid
	X1_5	0.859	0.1966	Valid

	X1_6	0.871	0.1966	Valid
	X1_7	0.861	0.1966	Valid
	X1_8	0.859	0.1966	Valid
Place(X_2)	X2_1	0.749	0.1966	Valid
	X2_2	0.578	0.1966	Valid
	X2_3	0.785	0.1966	Valid
	X2_4	0.746	0.1966	Valid
	X3_5	0.753	0.1966	Valid
	X2_6	0.708	0.1966	Valid
Promotion (X_3)	X3_1	0.821	0.1966	Valid
	X3_2	0.826	0.1966	Valid
	X3_3	0.612	0.1966	Valid
	X3_4	0. 63	0.1966	Valid
	X3_5	0.784	0.1966	Valid
	X3_6	0.814	0.1966	Valid
	X3_7	0.836	0.1966	Valid
	X3_8	0.798	0.1966	Valid
	X3_9	0.824	0.1966	Valid
	X3_10	0.804	0.1966	Valid
Purchase Decision (Y)	X4_1	0.69	0.1966	Valid
	X4_2	0.713	0.1966	Valid
	X4_3	0.778	0.1966	Valid
	X4_4	0.829	0.1966	Valid
	X4_5	0.772	0.1966	Valid
	X4_6	0.736	0.1966	Valid
	X4_7	0.876	0.1966	Valid
	X4_8	0.837	0.1966	Valid

Source : Data Processed Results

Based on the results of the validity test in table 3, it can be seen that for the product diversity variable with a total of eight statement items, a place/location variable with a total of 6 statement items, a promotion variable with a total of 10 statements and a purchasing decision variable with 8 statements, all statement items are valid.

2. Reliability Test

The reliability test in this study was carried out on all the variables used in this study, including product variety, place/location, promotion and purchasing decisions with the aim of seeing the consistency and stability of the measurement scale used.

Table 3. Reliability Test Results

Variable	*Cronbach Alpha*	Reliability Limits	Information
Product Diversity (X_1)	0.95	0.70	Reliabel
Place (X_2)	0.80	0.70	Reliabel

Promotion (X_3)	0.93	0.70	Reliabel
Purchase Decision (Y)	0.90	0.70	Reliabel

Source : Data Processed Results

Based on the results of the reliability test of the four variables in table 3, it can be seen that the Cronbach alpha ranges from 0.80 to 0.95. The variable is said to be reliable if the Cronbach alpha is more than 0.70. Thus it can be concluded that the variables of product diversity, place/location, promotion and purchasing decisions are declared reliable.

3. Classical Assumption Test

a. Normality test

The purpose of the normality test in this study is to find out whether the regression model of the independent variable and the dependent variable or both is normally distributed or not by using the Kolmogorov-Smirnov test.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.43150752
Most Extreme Differences	Absolute	.057
	Positive	.039
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : Data Processed Results

Based on the results of the normality test in table 4, it can be stated that the assumptions for normality of the data are fulfilled (normal distribution). This means that the data from research respondents really represent the population where the significance value is 0.200 > 0.05.

b. Multicollinearity Test

In this study the multicollinearity test was used with the aim of testing whether the regression model found a correlation between the independent variables. Where multicollinearity will not occur if the data in each variable has a high correlation. To see whether multicollinearity occurs or not by looking at the VIF value.

Table 5. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.086	3.320		3.038	.003		

	Product Diversity	.306	.107	.297	2.848	.005	.597	1.674
	Place	.348	.150	.240	2.327	.022	.607	1.649
	Promotion	.157	.049	.269	3.217	.002	.926	1.080
a. Dependent Variable: Purchase Decision								

Source : Data Processed Results

Table 5 shows that the VIF value for the product diversity variable is 1,674, the place/location variable is 1,649 and the promotion variable is 1,080. A good regression model is or can be accepted (no multicollinearity occurs), namely the value of VIF ‹10 . Thus it can be concluded that the three variables have a VIF value ‹10, which means that there is no multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test in this study was carried out with the aim of testing whether there is inequality from the residuals of one observation to another in the regression model. The heteroscedasticity test in this study used the Glesjer test where the probability significance test for each independent variable was › 0.05.

Table 6. Heteroscedasticity Test

Variabel	Sig
Product Diversity	,968
Place	,060
Promotion	,324

Source : Data Processed Results

Based on table 6 the significance value variable for the product diversity variable is 0.968, the place/location variable is 0.060 while the promotion variable is 0.324. In accordance with the basis for decision making in the Glejser test, the sig value › 0.05, it can be concluded that there are no symptoms of heteroscedasticity.

4. Multiple Linear Regression

Multiple linear regression analysis was carried out in this study with the aim of seeing how much the independent variables (product variety, place/location, promotion) are on the dependent variable (purchasing decisions**).**

Table 7. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10,086	3,320		3,038	,003
	Product Diversity	,306	,107	,297	2,848	,005
	Place	,348	,150	,240	2,327	,022
	Promotion	,157	,049	,269	3,217	,002

Source : Data Processed Results

From table 7 the results of multiple linear regression analysis, the resulting regression equation model is:

$Y = 10.086 + 0.306X_1 + 0.348X_2 + 0.157X_3$

Based on the regression equation model, we can see that all the coefficients of each variable have a positive value. Thus it can be concluded that the three independent variables have a positive influence on the dependent variable.

T test (Partial Test). The t test used in this study aims to determine the effect of each variable on product diversity, place/location, promotion on purchasing decision variables.

Table 8. T Test Results (Partial Test)

Variable	t_{count}	Sig
Product Diversity	2,848	,005
Place	2,327	,022
Promotion	3,217	,002

Source : Data Processed Results

Based on the t test criteria, the independent variable has an influence on the dependent variable if the probability value is ‹0.05 and the t-count value is › t-table value. From table 8 the significance probability value of each independent variable is ‹0.05. As for the t table value from the results of this study is 1,984. So based on the results in table 8 it can be concluded that the variable product diversity, place/location and promotion have a significant effect on the purchasing decision variable ($t_{count} > t_{table}$).

F Test (Simultaneous Test)

To measure the accuracy of the sample regression function in estimating the real value statistically or jointly testing the independent variables that affect the independent variables, this study uses the f test or simultaneous test.

Table 9. F Test Results (Simultaneous Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	708,361	3	236,120	19,445	,000
	Residual	1165,749	96	12,143		
	Total	1874,110	99			

Source : Data Processed Results

Based on table 9, it can be seen that the F test value (f count is 19,445) while the f table is 2.70. So F count › F table while the significance value is 0.000 ‹0.05. Thus it can be concluded that this model is feasible to use in this study.

Coefficient of Determination (R^2)

The coefficient of determination in this study aims to see how far the ability of the model is to explain the dependent variable.

Table 10. Test Results for the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,615	,378	,359	3,485

Source : Data Processed Results

Based on the results of the analysis in table 10. It can be seen that the coefficient of determination is 0.359 or 35.9%. This means that the independent variables, namely product diversity, place/location and promotion, can explain purchasing decisions at UD Martabe Merauke by 35.9% and the remaining 64.1% are influenced by other independent variables not examined in this study.

Effect of Product Diversity Variables on Purchasing Decision Variables

Based on the results of the regression analysis in table 7, it shows that the coefficient value of the product diversity variable has a positive value of 0.306 or 30.6% and a significance value of 0.005 <0.05. This means that there is a positive and significant influence between product diversity variables on purchasing decision variables at UD Martabe Merauke. This research is in line with the opinion of Utami who said that product diversity is closely related to product completeness which concerns the depth, breadth and quality of the products offered as well as the availability of these products at any time in the store so that it will influence consumers and decide what they want to shop at the store. This research is in line with research conducted (Suhardi et al., 2020).

The Effect of Place/Location Variables on Purchasing Decision Variables

Based on the results of multiple linear regression analysis in table 7, it shows that the coefficient value of the place/location variable has a positive value of 0.157 or 15.7% and a significance value of 0.022 <0.05. This means that there is a positive and significant influence of the place/location variable on purchasing decisions at UD Martabe Merauke. This research is in line with the opinion expressed by Tjiptono that a good location/place for a company or retailer that will deliver products to consumers must pay attention to the location or location of the seller so that consumers can easily access the location thereby influencing purchasing decisions. This research is also in line with research conducted (A. & Daniaty., 2017).

The Effect of Promotional Variables on Purchasing Decision Variables

Based on the results of multiple linear regression analysis in table 7, it shows that the coefficient value of the promotion variable is positive at 0.348 or 34.8% and a significance value of 0.002 <0.05. This means that there is a positive and significant effect of the promotion variable on purchasing decisions at UD Martabe Merauke. This research is in line with the opinion expressed by Kotler, and Keller, namely promotion is an action taken by sellers in order to introduce or notify consumers of products and services so that they can influence purchasing decisions. This research is also in line with research conducted (Riduansah, 2020).

D. CONCLUSION

Based on the results of multiple linear regression analysis, partial test, simultaneous test and the discussion that has been described, it is concluded that the independent variables in this case the variable product diversity (X1), place/location (X2), and promotion (X3) have a positive and significant influence on purchasing decisions at UD Martabe Merauke.

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