

Shopper Decisions at Zahra Dhillia Shop Minimarket Affected by the Store Environment and Product Completeness

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Abstract. In this study, the Zahra Dhillia retail Minimarket's retail environment and product completeness will be evaluated in relation to consumer purchase decisions, either alone or together. Quantitative associative approach is employed. One hundred clients from Zahra Dhillia Store Minimarket participated in the study. Using a questionnaire, data gathering is carried out. Multiple linear regression with SPSS Version 25 was utilized to analyze the data for this investigation. This study reveals that store atmosphere and product availability influence consumer purchasing decisions. Consumers are more likely to make purchases at the Zahra Dhillia Shop Minimarket if the store's ambience and product selection are more favorable. According to the results of the debate, there is a partial and concurrent relationship of store ambience and product availability on consumer purchase decisions. This indicates that the two variables were successful in boosting the purchase decision by 51.3%.

Keywords: store atmosphere; product completeness, purchase decision;

1 Introduction

The retail business has a function as the spearhead of marketing a product. This is due to changes in shopping patterns from traditional markets to modern markets [12][13]. Because minimarkets have many advantages such as maintained product quality, cleanliness, good service, even though the prices are a bit expensive and minimarkets do not have a bargaining system. Retail is the activity of selling goods and services for daily needs to meet consumer needs [1].

Minimarket Toko Zahra Dhillia was founded in 2017, Minimarket Toko Zahra Dhillia sells various kinds of daily necessities such as groceries, food and beverages, electrical equipment, lights, stationery, office supplies, household appliances, light medicine and so on. Toko Zahra Dhillia mini market is located on Jalan Raya Uban Kilometer 16 Lintas Barat, Toapaya Selatan. With a strategic location on the border of the Tanjungpinang-Bintan area, as well as the operating hours of the Minimarket Toko Zahra Dhillia, which is 24 hours and has 4 employees including 3 cashiers and 1 admin.

In this study, several phenomena were found regarding the reasons that became consumer purchasing decisions at the Zahra Dhillia mini market, including the location of the mini market that was close to where they lived, consumers who happened to want to travel for vacation and stopped by to buy some of the products needed, the mini market was open 24 hours, for product prices available at the Zahra Dhillia Shop minimarket there is a difference between IDR. 500.00 to IDR. 1,000.00 with supermarkets or other similar businesses.

2 Literature Review

2.1 Manajemen

According to [2], management is a process consisting of planning, coordinating, activating, and supervising actions taken to establish and achieve set goals using human resources and other resources.

2.2 Store Atmosphere

According to [3], states that The cafe atmosphere (store atmosphere) is an ambient design that uses visual communication, lighting, color, music, and scents to create emotional responses and customer perceptions when they are making purchases.

2.3 Product Completeness

According to [4] and [14], a product is anything that includes objects, physical, services, places, organizations, ideas, or individuals that can be offered by producers to be requested, sought, purchased, used, consumed by consumers.

2.4 Consumer Purchasing Decisions

According to [5], The process of making a purchase decision, which includes deciding what to buy or not to buy, is described as the buying decision. The conclusion is drawn from previous actions.

2.5 Previous Research

[6] with the journal title "The Influence of Product Quality and Product Completeness on the Decision to Purchase Salt n Pepper Products at PT. Sentosa Bintaro Clothing Partners". The sample used was 100 respondents, using the incidental sampling method. $Y = 7.237 + 0.568 X_1 + 0.176 X_2 + e$ is the outcome of multiple linear regression coefficients. The results of the F test are the value of the $F > f$ table, which is $34.501 > 3.09$, and the sig value of 0.05 or 0.000 0.005. Because of this, variables like X_1 (product quality) and X_2 (product completeness) have a significant influence on Y (purchase decisions).

[7] with the journal title "The Influence of Product Completeness and Price on Consumer Purchase Decisions". the sample used was 95 respondents who were consumers of Toko H. Uding. The questionnaire method uses a Likert scale with the incidental sampling technique method. The computed F value was $165,862 > 3,10$ with a significance level of 0.000 0.05, according to the SPSS output. As a result, H_0 is rejected and H_a gets accepted. This suggests that the H. Uding Store's customers consider both the product's price and its completeness when making their purchase decisions.

[8] referred to "The Impact of Shop Environment and Promotion Against Buying Choices at Alfamart BSD South Tangerang" discovered that A T count higher than T table (8.003 higher than 1.986) indicates that store atmosphere has a 40.5% greater impact on purchasing decisions. Hypothesis analysis results show that advertising has a 50.3% greater influence on purchase agreements (t count more than t table, or 9.746 is bigger than 1.986). Purchase regression $Y = 9.701$ plus $0.326X_1$ plus $0.42X_2$ with an influence contribution rate of 55.9%, F-count is bigger F-table, or (59.045 is bigger than 2.700) demonstrates that the advertisement and the store's ambience both have a significant impact on purchase decisions simultaneously.

2.6 Research Framework

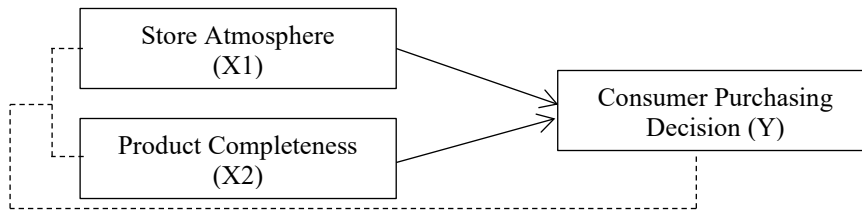


Fig 1. Research Framework
Source: Developed for research (2022)

3 Research Methodology

This type of research is an associative method with a quantitative approach. The population that is considered appropriate for the purpose of this research is consumers or customers who make purchases at the Minimarket Toko Zahra Dhillia. In this study, the entire population was not taken because the numbers were large and not known with certainty. Based on the unknown population formula, the calculation of the research sample is obtained this as follows:

$$n = \frac{1,962}{4 (0,12)} = \frac{3,841}{0,04} = 96,4 \approx 100 \text{ responden}$$

4 The findings and Discussion

4.1 Results of Multiple Linear Regression Analysis

On the basis of the preceding multiple linear regression table, the regression equation for this study is as follows: $Y = 2,986 + 0,518 X_1 + 0,406 X_2 + e$

Table 1. Results of Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.986	2.428		1.230	.222
	Store Atmosphere	.518	.112	.451	4.606	.000
	Kelengkapan Produk	.406	.120	.332	3.386	.001

a. Dependent Variable: Keputusan Pembelian

Sumber: Data yang diolah, SPSS Ver.25 (2022)

4.2. Partial Hypothesis Testing (T Test)

A t-table value of 1.984 is derived using a significant level of 5% and the degree of limitation (df) $n-k-1$, or $100-2-1 = 97$.

Table 2. Partial Hypothesis Testing (T-Test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.986	2.428		1.230	.222
	Store Atmosphere	.518	.112	.451	4.606	.000
	Kelengkapan Produk	.406	.120	.332	3.386	.001

a. Dependent Variable: Keputusan Pembelian

Source: data proceed, SPSS Ver.25 (2022)

4.3 Testing multiple hypotheses simultaneously (F-Test)

F table value with a significance of 0.05 with df1 (k-1) or 2-1 = 1, and df2 (n-k) or 100-2 = 98 so that a F table value of 3.94 is obtained. According to the regression results The dependent variable is simultaneously significantly impacted by the independent factors. Ho do ignored and Ha do considered valid. More than that, it show that the calculated F value of 53.219 > F table 3.94 and a significance value (Sig.) of 0.000 0.05, and it can be deduced that both the store environment and product completeness variables have an important effect on consumer purchasing decisions at the same time. [8][9].

Table 3. Simultaneous Hypothesis Testing (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1112.334	2	556.167	53.219	.000 ^b
	Residual	1013.706	97	10.451		
	Total	2126.040	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kelengkapan Produk, Store Atmosphere

Source: data proceed, SPSS Ver.25 (2022)

4.4 Determination Coefficient Test (R²)

Based on the results of the coefficient of determination for all variables, an Adjusted R Square value of 0.513 is obtained which indicates that the consumer purchasing decision variable is influenced by store atmosphere and product completeness variables by 51.3% and the remaining 48.7% is influenced by other variables [10][11].

Table 4. Determination Coefficient Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 ^a	.523	.513	3.233

a. Predictors: (Constant), Kelengkapan Produk, Store Atmosphere

Source: data proceed, SPSS Ver.25 (2022)

5 Conclusions

The findings of this research are as follows: 1) The atmosphere of Zahra Dhillia Shop Minimarket influences customer buying decisions in a positive and significant way. This is shown by the fact that the significance value is lower than the probability value and the projected t value is greater than the t table value. Therefore, the better the store atmosphere, the more it can affect customer purchasing decisions; 2) At the Zahra Dhillia Minimarket,

product completeness has a favorable and considerable impact on customer purchase decisions. It can be assumed that the calculated t value, which is higher than the t table value and the significance value, which is lower than the probability value, serve as evidence for this. Thus, the more completely a product is owned, the greater the influence it can have on consumer purchasing decisions; and three, the atmosphere and product selection at Zahra Dhillia Shop Minimarket have a positive and significant influence on consumers' purchasing decisions.

Recommendations

Suggestions for this research are:

1. Based on the questionnaire with the question "an assessment regarding the arrangement of regular lanes at the Minimarket Toko Zahra Dhillia is considered quite broad and sufficient" on the store atmosphere variable, the lowest score is 3.23. Therefore, it is expected that the company's store layout can be considered so that it feels comfortable and adapted to the wishes of consumers.
2. According to the questionnaire's question, "The evaluation of the products sold at the Zahra Dhillia Shop Minimarket varies greatly in the product completeness variable," the lowest score, which is equal to 3.12, was given to those goods. So, it is hoped that the business can increase the completeness of the products it offers, particularly the availability of complete online products in terms of brand, size, and quality so that customers can shop freely.
3. According to the study's findings, "the assessment of me choosing to purchase goods from Zahra Dhillia Shop Minimarket based on personal experience and referrals from others receives the lowest score, which is equal to 3.21. In order to strengthen its relationships with customers, it is therefore expected that the company will pay attention to both the atmosphere of the store and the product's completeness.
4. Future research is expected to add other variables.

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