The Influence of Product Completeness on Consumer Purchase Decisions at Supermarkets 88 Bengkalis (Case Study on Bengkalis City Community)

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ABSTRACT

This study aims to determine the effect of product completeness on purchasing decisions and to determine the influence of product completeness on consumer purchasing decisions at 88 Bengkalis supermarkets. The object in this study is the 88 Bengkalis self-service consumers consisting of 42 men and 58 women. The type of research used in this research is associative research by distributing question-naires to 100 respondents using nonprobability sampling with snowball sampling method. The test results show that product completeness has a positive and significant effect on purchasing decisions, meaning that the product completeness variable is one of the variables that can be used to measure purchasing decisions. The determinant coefficient (KD) is 0.578 or equal to 57.8%, which means that product completeness affects purchasing decisions. amounted to 57.8%, the rest is influenced by other variables not examined in this study. The result of the T test shows that the t value of 11, 582 is greater than the t-table of 1.984, which means that completeness of the product has a positive and significant effect on Consumer purchasing decisions.

Keywords : **Product Completeness, Purchase** Decision, Swalayan 88 Bengkalis

1. Introduction

Economic progress as it is today has brought many rapid changes in the business sector.

Many trading companies have sprung up which are engaged in retail trade in the form of shops, minimarkets, department stores(mall), supermarkets and others. Therefore, to win the competition, the company must develop a marketing strategy as well as possible to dominate the market.

Companies must always pay attention to the quality and completeness of products to retain customers because of the tendency of every consumer to want substitute and complementary goods or products. So that by providing complete goods, consumers can freely choose the products they need at the place of shopping. In addition, consumers prefer a complete shopping place compared to a shopping center with less complete products even though the product price is cheaper.

Supermarket or mall is a form of retail business that provides various kinds of consumer needs. "swalayan 88" Bengkalis is one of the biggest shopping places in Bengkalis town, which provides various daily needs such as food, drinks, baby equipment, children's toys, cosmetic tools, to household appliances. Therefore, the presence of Swalayan 88 in the city of Bengkalis can provide convenience for the community to obtain the goods they need.

The consumer's decision to buy is an action taken by consumers to buy a product. Every producer or company must carry out various strategies so that consumers decide to buy their products. Therefore, there is a link between product completeness and consumer purchasing decisions. Completeness of the product is the availability of all types of products offered to be owned, used, consumed by consumers produced by the company/producer.

One of the causes of low consumer purchasing attractiveness for companies or producers is incomplete products so that consumers feel disappointed because the desire to buy goods or products is not conveyed. If the consumer is satisfied and comfortable, he will make repeated purchases at that place.

Based on the explanation above, the authors are interested in conducting research on the effect of product completeness on consumer purchasing decisions with the research title "The Effect of Product Completeness on Consumer Purchase Decisions at Supermarkets 88 Bengkalis".

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2. Problem Formulation.

Based on the background that has been described, the formulation of the problem in this study is "How is the Effect of Product Completeness on Consumer Purchase Decisions at swalayan 88 Bengkalis (Case Study in Bengkalis City Community)?

3. Research purposes

Based on the formulation of the problem that has been stated above, the writer hopes that the objectives of this research are:

1. To find out how the effect of product completeness on consumer purchasing decisions at supermarket 88 Bengkalis.

2. To determine the magnitude of the effect of product completeness on consumer purchasing decisions at supermarket 88 Bengkalis.

4 Research Benefits.

The benefits that the authors expect from this research are as follows:

4.1 For Companies/Agencies.

The benefits of this research are expected to be used as input for agencies or companies to find out how important product completeness is to consumer purchasing decisions.

4.2 For Authors.

The benefits of this research for researchers are to add broader insights from previous research, by conducting their own research.

4.3 For Further Research.

The benefits of this research are expected to enrich scientific studies regarding research related to the title of this research and become a discourse or reference for other more in-depth research on the same theme.

5. Literature Review

The previous research taken by the author as a basis can be seen as follows:

1. The first research conducted by Harahap, et al (2017), entitled The Effect of Location and Products Completeness to Consumer Buying Decision of Small and Medium Enterprise Market, The results show that the location variable and product completeness partially provide significant positive effect on purchasing decisions, while simultaneously the location variables and product completeness also affect purchasing decisions. These findings indicate that the location and availability of a more complete product are a consideration for consumers' choices when it comes to where to buy products. The results of the study can be used as a reference for the SME market in offering products by paying attention to the strategic location and completeness of the products sold, so that consumers want to come and they are interested in buying in the market.

2. The second research conducted by Masibbuk, Moniharapon, Ogi (2019), with the title" The Effect of Product Completeness, Service Quality and Layout on Purchase Decisions (Case Study at Golden Supermarket in Manado City), The results of this study indicate product completeness, service quality and the layout simultaneously has a positive and significant impact on purchasing decisions at the Golden Supermarket in Manado. Partially, product completeness, service quality, and layout have a positive and significant effect on purchasing decisions at the Golden Supermarket in Manado. The management of the golden supermarket in Manado should focus on the variables that affect purchasing decisions at the Golden supermarket in Manado, including product completeness, service quality and layout. This is so that the management can have information and knowledge to improve consumer purchasing decisions.

3. The third research conducted by Korowa, Sumayku, Aslioei (2018), with the title"The Effect of Product Completeness and Price on Consumer Repurchase (Case Study of Freshmart Bahu Manado)", the results show that there is a significant effect of product level and price on consumer purchasing. -Consumer repurchase is seen from the results of multiple regression tests and the results of the correlation coefficient test. So that the hypothesis states that there is an effect of product and price on consumer repurchase is acceptable. with the conclusion that the better the product quality and price offered, the higher the level of consumer repurchase, and the lower the product and price offered, the lower the level of consumer repurchase.

6. Research Methodology

6.1 Research Location and Time of research

The research location is in the city of Bengkalis and this research started from August 2021 to February 2021.

6.2 Research Object

The object of this research is the completeness of the product and consumer purchasing decisions.

6.3 Types and Sources of Data

The types of data used in this study include qualitative data and quantitative data, while the data sources used by the author in this study are primary data and secondary data.

6.4 Population and Sample

The population in this study is Bengkalis community who shop at swalayan 88 Bengkalis (Consumer swalayan 88 Bengkalis),
According to Sugiyono (2016) the sample is part of the number and characteristics possessed by the population. If the number of population is not known, then in determining the sample using the Lemeshow formula, as follows:

$$n = \frac{Z^2\, p(1-p)}{d^2}$$

Information:
n= Number of Samples
Z= Z score at 95% confidence(1.96)
p= Maximum Estimation

d= alpha (0,1) or sampling error(10%)
Through the above formula, the number of samples to be taken is:

$$n = \frac{Z^2 \, p(1-p)}{d^2}$$

$$n = \frac{1,96^2 \, 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416.0,25}{0,01}$$

n= 96,04 = 96
The minimum sample of this study was 96 respondents, in this research number of samples taken was 100 respondents.

6.5 Sampling Techniques

In this study, the researcher used non-probability sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample. In this study, the researchers used a snowball sampling technique. In the early stages of taking snowball sampling, individuals are found and can or cannot be selected through the probability method. Then it is used to place other people who have the same character and otherwise identify the others. So as it rolls like a snowball, it gets bigger. Likewise, at first the researcher chose one person, then that person chose 2 people, and 2 people chose 8 people, then 40 people and so on until the desired number in the study was reached.

6. 6 Data Collection Techniques

Data collection techniques used in this study are:
1. Literature Study
Literature study is a data collection technique by reading and studying scientific literature related to Sugiyono's research (2013).
2. Interview
Interviews are used as a data collection technique if researchers want to conduct a preliminary study to find problems that must be investigated, and also if researchers want to know things from respondents who are more in-depth and the number of respondents is small. Sugiyono (2013)
3. Questionnaire (questionnaire).
Questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to be answered by Sugiono (2013). In this case the researcher will make a questionnaire in the form of questions that are asked to swalayan 88 Bengkalis's consumer.

6.7 Scale Measurement.

In this study, researchers used a Likert scale measurement, which is a scale used to measure attitudes and opinions as well as the perception of a person or group of people about the phenomena that occur. The variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items in the form of questions or statements by Sugiono (2012) in Mutiani (2014). Data obtained from ordinal data, ordinal data is data obtained or classification, but there is a relationship between the data. For the purposes of quantitative analysis, the answers will be scored as follows:
1. Strongly Agree : 5
2. Agree : 4
3. Doubt: 3
4. Disagree : 2
5. Strongly Disagree : 1

Table 1 : Likert Scale Instrument

No	Answers	Score	Score mean
1	Strongly Agree (Sangat Setuju)/SS)	5	4,21 – 5,00
2	Agree (Setuju /S)	4	3,41 – 4,20
3	Doubt(Ragu - Ragu /RG)	3	2,61 – 3,40
4	Disagree(Tidak Setuju /TS)	2	1,81 –2,60
5	Strongly disagree(Sangat Tidak Setuju /STS)	1	1,00 – 1,80

Source: Sugiyono(2012)

While the value (score) can be seen by calculating the lowest value = 1, namely the respondent's answer is "Very Low", and the highest value = 5, ie if the respondent's answer is "Very High". The scale category or identification given to the answers obtained for each question is obtained through the following calculations:

$$i = \frac{r}{k}$$

Information:
i = class interval
r = Highest score-lowest score
k = Number of classes
Based on the score identification formula, the following are the calculations for this study:

$$i = \frac{r}{k} = \frac{5-1}{5} = 0,8$$

6.8 Data Processing Techniques.

Data processing is a very important part of the scientific method, because with data processing, the data can be given meaning and meaning that is useful in solving research problems. The raw data that has been collected needs to be broken down into groups, categorised, manipulated and squeezed in such a way that the data has meaning to answer problems and is useful for testing hypotheses or research questions, Kurniawan (2017). In this research Data Processing Techniques used as follows:
1. Editing
The activity carried out was to check the entire list of questions returned by the respondents. In editing, editors should be advised not to change

or interpret respondents' answers. So the truth of the answer can be maintained

2. Coding

Coding can be done by giving a sign (symbol) in the form of a number on the respondent's answer received. The purpose of coding is to simplify respondents' answers

3. Tabulating (tabulating)

The activities carried out in the tabulation are compiling and calculating the data from the coding results, which are then presented in tabular form.

6.9 Data Analysis Techniques

Analysis of the data used in this study is quantitative data analysis where the researcher will analyze the data in the form of numbers that are processed using the method of correlation analysis and multiple linear regression. Data analysis with the above calculations will be assisted using SPSS (Statistical Product and Services Solutions) Software.

1. Correlation analysis

Correlation analysis is used to determine the relationship between the independent variable and the dependent variable, namely Product Completeness and Purchase Decision.

2. Regression Analysis

Regression analysis is used to determine the effect between the independent variable and the dependent variable, namely between the effect of product completeness and consumer purchasing decisions.

6.10 Types of Research

The type of research used in this study is the type of associative research. The formulation of the associative problem is a research question that is asking the relationship between two or more variables. This associative research is intended to test the effect of product completeness on purchasing decisions.

6.11 Concept Definition

The definition of the concept as the limitations contained in the hypothesis, which is useful to ensure that in the discussion later there are no deviations in meaning or unclear research boundaries from each of the variables in this study. The definition of the concept of each variable is as follows:

1. Product Completeness

According to Utami (2010) completeness of the product is the completeness of the product concerning the depth, breadth, and quality of the products offered as well as the availability of these products at any time in the store.

2. Purchase Decision

According to Kotler and Keller (2012) the purchasing decision process is a process in which consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made and has long after that.

3.12 Variable Operational Definition.

Operational definition variable is the object of research or what is the point of attention of a study. In this study, a number of variables were used which were divided into two parts, namely: the independent variable (independent variable) and the dependent variable (the dependent variable). The operational definitions of each variable are as follows:

Tabel 2 : Definisi Operasional

Variable	Operational variable definition	Indicator	Scale
Product completeness (X)	According to Utami (2010) completeness of the product is the completeness of the product concerning the depth, breadth, and quality of the product offered as well as the availability of the product at any time in the store.	1.Diversity of products sold 2.Variety of products sold 3.Availability of products sold 4.Kinds of brands available	Likert
Purchase Decision (Y)	According to Kotler and Keller (2012), the purchasing decision process is a process in which consumers pass through five stages, namely: 1.problem recognition, 2.information search. 3.alternative evaluation, 4.decision to buy or not 5.(5) post-purchase behavior.	1. Recognition of Needs 2. Information search. 3. alternative evaluation, 4. Decision to Buy or Not 5. Post Purchase Behavior	Likert

Source: Processed Data 2020

Table 3. Descriptive Summary of Product Completeness Variables

Product Completeness indicator	Number of Statements	Freqs and Scores	SS 5	S 4	RR 3	TS 2	STS 1	Total	Mean	Ket.
Diversity of products sold	1	Freq	37	57	4	0	2	100	4,27	Very high
		Score	185	228	12	0	2	427		
	2	Freq	25	63	11	1	0	100	4,12	High
		Score	125	252	33	2	0	412		
Variety of products for sale	1	Freq	40	49	9	1	1	100	4,26	Very High
		Score	200	196	27	2	1	426		
	2	Freq	29	41	23	6	1	100	3,91	High
		Score	145	164	69	12	1	391		
	3	Freq	27	64	7	2	0	100	4,16	High
		Score	135	256	21	4	0	416		
	4	Freq	25	62	12	0	1	100	4,1	High
		Score	125	248	36	0	1	410		
Availability of products for sale	1	Freq	23	33	35	9	0	100	3,7	High
		Score	115	132	105	18	0	370		
	2	Freq	15	33	34	18	0	100	3,45	High
		Score	75	132	102	36	0	345		
Types of brands available	1	Freq	25	66	5	2	2	100	4,1	High
		Score	125	264	15	4	2	410		
	2	Freq	18	61	18	3	0	100	3,94	High
		Score	90	244	54	6	0	394		
Total		Freq	264	529	158	42	7	1000	4,607	High
		Score	1494	2401	578	120	14	4607		

Source: Processed Data 2020

From Table 3 above, it can be explained that the variable that most dominates the statement of product completeness with a score of 4.27 is an indicator of completeness of the product with a very complete statement of products sold at supermarkets 88, this statement can be interpreted that the completeness of products sold at super-

markets 88 is very influential in generating consumer interest in the products offered because the completeness of the product at a shopping place is able to attract consumers to make purchases.

While the statement that gets the lowest mean score of 3.45 is found in the indicator of the availability of products sold with the statement that products sold at supermarket 88 never run out of stock, the results of this statement are the lowest compared to other statements but are still at high class, as for this statement, it can be interpreted that the products sold at Swalayn 88 are indeed complete but the completeness of the product cannot be said to never run out of stock.

6.12 Descriptive analysis of purchasing decision variables.

The results of the descriptive analysis of the purchasing decision variables can be seen in Table 4 below:

Table 4. Descriptive Summary of Purchase Decision Variables

Indicator	Number of statement	Freqs and scores	Frequency distribution					Total	Mean	description
			SS 5	S 4	RR 3	TS 2	STS 1			
Recognition Needs	1	Freq	37	57	4	2	0	100	4,29	Very high
		Score	185	228	12	4	0	429		
	2	Freq	27	51	22	0	0	100	4,05	High
		Score	135	204	66	0	0	405		
Information Search	1	Freq	30	41	17	12	0	100	3,89	High
		Score	150	164	51	24	0	389		
Alternative Evaluation	1	Freq	22	51	22	5	0	100	3,9	High
		Score	110	204	66	10	0	390		
Buying decision	1	Freq	21	62	12	4	1	100	3,98	High
		Score	105	248	36	8	1	398		
	2	Freq	24	63	10	3	0	100	4,08	High
		Score	120	252	30	6	0	408		
	3	Freq	27	61	11	1	0	100	4,14	High
		Score	135	244	33	2	0	414		
Post Purchase Behavior	1	Freq	24	62	11	2	1	100	4,06	High
		Score	120	248	33	4	1	406		
	2	Freq	22	67	10	1	0	100	4,1	High
		Score	110	268	30	2	0	410		
	3	Freq	24	60	13	1	2	100	4,03	High
		Score	120	240	39	2	2	403		
Total		Freq	258	575	132	31	4	1000	4,052	High
		Score	1290	2300	396	62	4	4052		

Source: Processed Data 2020

From Table 4 above, it can be explained that the variable that most dominates the purchase decision statement with a mean score of 4.29 is an indicator of problem recognition with the statement of " I shop at supermarket 88 because the products sold are in accordance with needs, this statement can be interpreted that consumers shop at supermarket 88 because the products sold at supermarket 88 are in accordance with the needs".

While the statement that gets the lowest mean score of 3.89 is found in the information search indicator with my statement looking for information about 88 supermarkets from people who have made purchases there, this result can be interpreted that consumers who need a product usually go straight to supermarkets 88 , without having to seek information first from people who

have shopped there, because they will get the information after they come to the place themselves.

6.13 Hypothesis Testing

To test the hypothesis, this study uses correlation analysis and simple linear regression analysis which is basically used to see whether there is an influence between the independent variable and the dependent variable. This simple linear regression analysis test uses the SPSS version 18, while the results of testing the effect of product completeness on purchasing decisions can be seen as follows:

6.14.Correlation analysis

Simple correlation analysis is used to determine the relationship between the independent variable and the dependent variable, namely between the product completeness variable and the purchase decision variable. The results of simple linear regression analysis can be seen in table 5. below:

Table 5. Correlation Analysis

		Product completeness	Purchase decision
Product completeness	Pearson correlation sig(2 tailed)	1	0,760
Purchase decision	Pearson correlation sig(2 tailed)	0.760	1

Sumber: Data Olahan SPSS 18

Based on table 4.3 above, it can be seen that the long jump Pearson product moment correlation coefficient is 0.760, meaning that the correlation or relationship between the product completeness variable and purchasing decisions is 0.760 or a strong correlation, because it is in the range of 0.60-0.799.

Based on the table above, the relationship between product completeness variables and purchasing decisions is significant because the significance number is 0.000 < 0.01. The direction of the correlation can be seen from the number of correlation coefficients the results are positive or negative. According to the results of the analysis, the correlation coefficient of the completeness of the product is positive, namely 0.760, so the correlation of the two variables is unidirectional. This means that if the completeness of the product is high, the purchasing decision will be high. In other words, the higher the completeness of the product at a shopping place, the higher the purchasing decision will be at that shopping place. In general, the correlation or relationship between product completeness and purchasing decisions is strong, significant and unidirectional.

6.15. Simple linear regression analysis

Simple linear regression analysis was used to determine the effect between the independent variable and the dependent variable, namely between the product completeness variable and the

purchasing decision variable. The results of simple linear regression analysis can be seen in Table 6.below:

Table 6 Correlation coefficient and coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760a	.578	574	3.095

Sumber: Data hasil Olahan SPSS 18

Based on Figure 4.4 above, it explains that the value of the correlation or relationship (R) is 0.760, and the magnitude of R square or called the coefficient of determination (KD) is 0.578 or equal to 57.8% which implies that the influence of the independent variable (product completeness)) to the dependent variable (purchase decision) is 57.8%. So it can be said that 57.8% of the variables that influence purchasing decisions at supermarket 88 are product completeness, while the remaining 42.2% (100% - 57.8%) is caused by variables other than product completeness which are not discussed in this study.

Table t T-test, significance and regression equation model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.863	2.837		2.772	.007
	Kelengkapan Produk	.818	.071	.760	11.582	.000

Sumber: Data Olahan SPSS 18

Based on table 4.5 above, the regression equation is obtained with constant coefficients and variable coefficients in the unstandardized coefficients column B, so that the regression equation is obtained, namely:

$Y = 7,863 + 0.818X$

In this study, the magnitude of the constant is positive while the value of the coefficient of the independent variable, namely the completeness of the product, is also positive for purchasing decisions.

7.Conclusion

Based on the above results it can be concluded that:

1. The constant of 7,863 means that the consistent purchasing decision variable is 7,863.
2. If the completeness of the product increases by one unit, the purchase decision increases by 0.818.
3. Or it can be said that, if the value of product completeness increases by 1%, the value of purchasing decisions increases by 0.818%.
5. Conclusions and Suggestions
5.1 Conclusion

Based on the data analysis and discussion that has been described, it can be concluded from this research as follows:

1. From the results of the calculation of the significance test of the price discount variable that t count 11,582 > t table 1,984 with sig 0.000 < = 0.05. Thus, it can be concluded that the completeness of the product has a positive and significant effect on purchasing decisions, so that the alternative hypothesis Ha is accepted and Ho is rejected. So it can be concluded that the completeness of the product affects the purchasing decisions of the supermarket 88 Bengkalis consumers.

2. The value of the correlation or relationship (R) is 0.760, and the magnitude of R square or called the coefficient of determination (KD) is 0.578 or equal to 57.8% which implies that the influence of the independent variable (product completeness) on the variable bound (purchase decision) is 57.8%. So it can be said that 57.8% of the variables that influence purchasing decisions at supermarket 88 are product completeness, while the remaining 42.2% (100% - 57.8%) is caused by variables other than product completeness which are not discussed in this study.

8.Suggestions

Based on the conclusions above, the authors can present some suggestions as follows:

1. Given the high influence of product completeness on purchasing decisions, it is hoped that Swalayan 88 Bengkalis maintains product completeness in order to increase the number of purchases.
2. This research can be further developed by expanding the scope of respondents and adding other variables besides the completeness of the product. Further researchers can also use other methods in conducting research, for example through in-depth interviews with respondents. So that the information obtained can be more varied than the questionnaire whose answers are already available

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